



In all we do, let us be generous, fair & loving to Spaceship Earth and all its inhabitants. For we're All-One or None! All-One!

PRESS RELEASE

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Dr. Bronner's Has Donated Nearly Half a Million Dollars in Canada To-Date Through its All-One Canada Initiative

Top Selling Natural Brand of Soap Marks Sixth Year of Giving in Support of Community-Led Advocacy

VISTA, CA – Dr. Bronner's, family-owned maker of the top-selling natural brand of soap in North America, has announced the 2025 recipients of funding through its All-One Canada Initiative. As part of the company's broader All-One International Initiative, the program supports grassroots organizations and changemakers in regions where Dr. Bronner's products are sold—advancing work that strengthens communities and protects the planet. Since its founding in 2020, the All-One Canada Initiative has contributed over \$357,000 USD (approx. \$490,000 CAD) to organizations across the country. To learn more about the All-One Canada Initiative, please visit: <https://www.drbronner.com/blogs/our-community/all-one-canada>.

Each year, Dr. Bronner's donates at least 1% of its Canadian market sales toward advocacy efforts spanning three core focus areas: social justice, animal advocacy, and environmental sustainability. In 2025, the initiative allocated a total of \$71,000 USD to five organizations:

- Social Justice: Black Lives Matter Canada and Groundswell Community Justice Fund
- Animal Advocacy: Animal Justice
- Environmental Sustainability: Indigenous Climate Action and Rivershed Society of BC

“We strive to root ourselves in the places we sell our products around the world. When you buy Dr. Bronner's in Canada, your purchase supports meaningful action and change in Canada,” said Michael Bronner, President of Dr. Bronner's. “We're grateful for the relationships we've built there over the years and remain committed to supporting transformative work that drives meaningful social and environmental impact.”

Since its launch, the All-One Canada Initiative has remained rooted in Dr. Bronner's broader commitment to using business as a force for good around the world. Central to this global commitment, Dr. Bronner's sources ingredients through fair trade and Regenerative Organic Certified supply chains, supporting farming communities with fair prices, living wages, and environmentally responsible practices, helping restore soil health and protect biodiversity. Since 1998, Dr. Bronner's has contributed over \$100 million to charitable and activist causes in North America and worldwide.

“With support from Dr. Bronner's, we can strengthen and expand our initiatives positioning art as a tool for liberation and empowering Black communities in Toronto and across Canada,” said

Jessica Kirk of Black Lives Matter Canada and the Wildseed Centre for Art & Activism. “Our partnership reflects a shared commitment to equity and systemic change, ensuring that critical creative practice and community-led solutions continue to move forward.”

Globally, Dr. Bronner’s All-One International Initiative continues to support organizations across multiple countries through a collaborative funding model that incorporates input from Dr. Bronner’s staff, international distributors, and local partners. This approach helps identify organizations making a meaningful impact on the ground while strengthening long-term partnerships across regions. In 2025, the All-One International Initiative supported 31 organizations in 14 different countries.

“With support from Dr. Bronner’s, we are continuing to collaborate with First Nations and agricultural landholders to restore portions of private land adjacent to waterways within the Fraser Watershed,” said Justine Nelson, the Executive Director of Rivershed Society of BC. “Receiving international support for this work reaffirms our interconnectedness and how important watershed conservation is for local communities and the global community.”

To learn more about the All-One International Initiative and the recipients of Dr. Bronner’s global giving program, please visit: <https://www.drbronner.com/blogs/our-community/all-one-international>.

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About Dr. Bronner’s

Founded in the U.S. in 1948, Dr. Bronner’s is the top-selling brand of soap in the natural marketplace in North America and a leading mission-driven brand worldwide. The company is an independent, family-owned business based in California, committed to honoring the vision of founder Emanuel Bronner by making socially and environmentally responsible personal care and food products of the highest quality, and by dedicating profits to help make a better world. Dr. Bronner’s commitment to social justice, environmental sustainability, and ethical business is part of the company’s mission to put the “All-One” philosophy printed on the company’s iconic soap labels into practice and integrate these ideals into all aspects of its operations. The company caps executive salaries at 5 times its lowest paid fully vested position and donates all profits not needed for business development. In 2025, Dr. Bronner’s generated an estimated \$250 million in net revenue and gave an estimated \$5.5 million to charitable and activist causes. To-date Dr. Bronner’s has donated over \$100 million since 1998. Furthermore, the company donates 1% of its sales in Canada each year to local organizations working for social justice, animal rights, and environmental sustainability.

For further information, please visit: <https://www.drbronner.com>.