

THE PROFIT FOR GOOD MANIFESTO

Towards a more ethical capitalism

1. Why “Profit for Good”?

We live in a world shaped by capitalism. Markets and entrepreneurship have brought unprecedented prosperity: longer lives, fewer hungry people, access to education and knowledge, and technologies that connect people across the globe.

Yet the same system concentrates wealth in the hands of a few people, while hundreds of millions struggle to meet their basic needs. And despite unprecedented wealth creation, we have not yet managed to mitigate climate change, or secure humane conditions for the billions of animals confined in factory farming.

Nevertheless, no alternative economic system has emerged that can match capitalism for its productivity. Our task, therefore, is not to overthrow capitalism, but to align its immense productive power with the well-being of all sentient beings.

Profit for Good exists to make this happen.

2. What we stand for

We believe that:

- **Profit is a powerful tool** that can and should be used to improve the world, not only to enrich shareholders.
- **Moral ambition** belongs at the heart of entrepreneurship. True success is measured not only by investor returns, but by a company’s contribution to global well-being.
- **Effectiveness matters:** money directed to evidence-based interventions is likely to do far more good.¹
- **Governance matters:** only when commitments are structurally locked into ownership do profits reliably serve global well-being both today and in the future.
- **Purposeful companies can outperform their peers:** by increasing trust, loyalty, and enthusiasm among key stakeholders — customers, employees, partners, and the wider public.

¹ We encourage philanthropic donors to consult independent charity evaluators, where available for the causes they care about, to maximize the impact of their donations. Examples include GiveWell, The Life You Can Save, Animal Charity Evaluators, Giving Green, and Founders Pledge.

3. The change we want to see

Today, global corporate profits are estimated at around US\$10 trillion², while charitable donations total only about US\$71 billion — less than 1% of profits.³ If even 10% of global profits were donated to highly effective organizations, we could dramatically reduce hunger and disease, prevent millions of premature deaths, and address a range of problems for which there is no viable business model.⁴

Governments should, through fair taxation and effective foreign aid, play a leading role in reducing extreme poverty in low-income countries. In practice, however, most countries fall far short of even the modest standard of donating 0.7% of Gross National Product — just \$70 cents of every \$100 the country earns — set by the United Nations more than 50 years ago.⁵ We therefore call on businesses to step forward and fill part of this gap.

Our vision is a world in which:

- companies routinely donate at least 10% of their profits to charities selected on the basis of evidence that they offer good value in the amount of good they are doing;
- many companies go beyond this baseline; and
- giving at or above this level becomes a widely accepted norm of ethical entrepreneurship.

4. What is a Profit for Good Company?

A Profit for Good company is a business whose owners see the company as a vehicle to improve the world — not only through responsible operations, but by donating a significant share of its profits to high impact charitable causes.

Our current working standard is:

A Profit for Good company donates at least 10% of its annual net profits to charitable purposes.

Profit for Good companies complement social enterprises and impact-first business models. Social enterprises tackle problems for which there *is* a business model. Profit for Good companies can direct resources to problems where there is no sustainable market solution, such as providing, for those who cannot afford to pay for it, treatment for preventable diseases, access to clean water, or basic education.

If you are wondering what a Profit for Good company looks like, at the end of this manifesto you will find brief descriptions of some of the companies that were represented at our first Profit for Good Conference, held in Amsterdam in 2025, and share our vision of using business to build a better world.

² Exact figures for global corporate profits are not available. We asked Axel van 't Westeinde and Brad West for help. You can find their estimates [here](#) and [here](#). In case you have a better estimate, please reach out.

³ [World Economic Forum White Paper](#) page 8.

⁴ [What if the 1% gave 10%? Longview Philanthropy](#)

⁵ In 2023, only Norway, Luxembourg, Sweden, Germany, and Denmark met the 0.7% target. [Our World in Data](#).

5. What we do

The Profit for Good alliance exists to do a number of things:

1. **Connect and strengthen**

We build a community of owners and representatives of companies that donate a significant proportion of their net profits, so that they can share their experiences with others, learn from one another, and promote the idea of Profit for Good companies.

2. **Raise the bar**

We encourage and support more companies to commit to the minimum level of giving we established — and when they can, to surpass it.

3. **Secure commitments**

We enable the exchange of information on governance structures that can lock in long-term commitments to doing good, independent of changes in management or ownership.

4. **Improve impact**

We provide company decision-makers with information on how best to select the causes to which they will donate, and on how to find experts and independent evaluators of non-profit organizations working on those causes.

5. **Demonstrate benefits**

We learn about how Profit for Good companies can outperform competitors in the long term by strengthening trust with customers, employees, and partners: for example, through a logo that certifies the company's profit commitment and provides transparency about where profits go.

6. What you can do

If you own a business

Show that success will be measured not only by your wealth, but in lives saved or transformed. Commit to donating a meaningful share of your profits — starting at 10% — to highly effective charities. Build this commitment into your governance so that it endures. Communicate it to your employees, to boost their morale and reduce turnover, and to your customers, to enhance their loyalty.

If you lead, but do not own, a business

Start the conversation. Show your board and investors how a Profit for Good model could strengthen employee engagement, brand reputation and long-term value, while also contributing to a better world.

If you are an employee

Ask your employer to consider committing to Profit for Good, or choose to work for organizations whose profits help rather than merely enrich.

If you are a consumer

Whenever you can, buy from companies that commit a substantial share of their profits to good causes. Your choices will give these companies a competitive edge, and signal support for their commitment to using profit for good.

If you are an investor or shareholder

Support business leaders who want to embed Profit for Good commitments. Accept slightly lower

personal returns in exchange for the satisfaction of knowing that you are having a vastly greater social and environmental impact.

If you are an activist or citizen

Challenge business leaders to use their profits for good. Don't wait for a perfect economic system. Help transform the one we have.

If you are a philanthropist

Consider joining forces with a group of philanthropists to buy part or all of a profitable business, reaping the increased profits that are likely to follow.⁶

We're inviting everyone to join us in building the Profit for Good movement. In 2026, we will explore how we can accelerate progress and make Profit for Good the norm. We welcome your suggestions for how we can best achieve our goals.

Profit for Good companies leading the way

Humanitix

Adam McCurdie and **Joshua Ross**, two young Australians hiking together in Sri Lanka, saw for themselves what poverty is like in a low-income country. They vowed to do something about it. After Adam became an engineer and Josh a hedge fund analyst, they fulfilled their vow by founding a company that would donate 100% of its profits to help people less fortunate than they are. They decided to found a ticketing agency, for a simple reason: no one really loves a ticketing agency, they reasoned, so if one agency donates all its profits to help people in poverty it would give event organizers a reason to choose it over existing agencies whose profits only enrich their founders and investors. Humanitix is wholly owned by a charity, set up for the purpose of guaranteeing that 100% of the company's profits will always be used for charitable purposes.

Since starting in Australia and New Zealand in 2016, and barely surviving the Covid-19 lockdowns, Humanitix has donated over 13.5 million US dollars. They are now scaling up in the United States, Canada and the United Kingdom, and expect to substantially increase their donations. They are working hard but finding the work fulfilling. "Leaving the hedge fund to start Humanitix with Adam," Josh says, "is the best decision I've ever made."

Newman's Own

Paul Newman was an award-winning actor, race-car driver, and philanthropist, best known for films such *Butch Cassidy and the Sundance Kid*. In 1982, Paul and his friend **A.E. Hotchner** (Hotch) invested \$40,000 of their own funds to launch Newman's Own with salad dressing as their first product. After the first year, Newman's Own turned a profit of nearly \$300,000, which was surprising to many. More surprising still was Paul and Hotch's decision to "give it all away".

Since 1982, Paul and Newman's Own have given away more than \$600 million to good causes. Today, Newman's Own Foundation continues Paul's commitment to use all the money that it receives — 100% of profits and royalties — from the sale of Newman's Own and Paul Newman products in service of its mission: to nourish and transform the lives of children who face adversity. Newman's Own Foundation

⁶ Please look at the [work of Brad West](#) to find out more about this idea.

grantee partners promote nutritious food in schools, advance Indigenous food justice, and through SeriousFun Children's Network, create medically inclusive camp experiences.

AFAS Software

AFAS Software is a Dutch company owned by the families of **Bas van der Veldt**, the Chief Executive Officer, and **Arnold Mars**, the Chief Financial Officer. In 2025 the families donated 30% of the company's shares, valued at around €600 million, to two charitable foundations that are active in more than 30 countries, funding over 100 projects. The foundations are entitled to dividends, but not to take part in decisions about the company. In addition, the employee-run AFAS Foundation has donated more than €65 million, and plans to donate a further €10 million in 2025. The Foundation supports cultural and social projects in the Netherlands, but also projects working in Africa and Asia for food security, education, healthcare and the protection of biodiversity. It focuses especially on projects that can become sustainable after funding ceases.

By donating shares the families were leading by example, signaling ongoing support for charitable giving, not just an annual donation that might end at any time. The aim was to demonstrate that ethical entrepreneurship can go hand in hand with profitability. AFAS currently employs more than 700 people and in 2024 made a profit of €127 million. It has repeatedly been ranked #1 on a Dutch list of the best large companies to work for, and in 2023 it also topped the European list. But that wasn't enough for AFAS's leaders, because in 2025 they introduced a four-day work week for all employees, without reducing salaries or changing other conditions. The idea is to ensure that employees will have more time to spend with their families and enhance their own wellbeing, as well as to do voluntary work for good causes.

Bas, the CEO, describes giving as "a wonderful feeling," and even a "selfish act" because it brings joy to those who give as well as to those who receive. We think the world needs more entrepreneurs who engage in that form of "selfishness"!

Who Gives a Crap

In 2012, when **Simon Griffiths**, **Jehan Ratnatunga** and **Danny Alexander** learned that more than 2 billion people have no access to toilets or safe drinking water, they founded Who Gives a Crap: a company that sells toilet paper and donates all the profits to charities providing toilets and clean water to communities that lack these basic facilities. To crowdfund the \$50,000 needed for their first production run, Simon sat on a toilet and refused to get up until they'd raised the money. That took 50 hours.

The toilet paper is made either from recycled paper or from sustainably-grow bamboo. Once their product caught on, the founders realized that the lack of capital was preventing them from expanding into new markets. They also came to a new insight: donating 50% of the profits from a much larger company would have more impact than donating 100% of the profits from a smaller company that needed to reinvest profits to be able to keep growing. So in 2021, they sought out investors who would be content with no more than half the profits. Today, Who Gives a Crap products are available in 36 countries and the company has donated over \$18 million to provide people with water, sanitation and hygiene.

Rituals

Raymond Cloosterman founded Rituals in 2000, in an Amsterdam basement. Since then the wellness and beauty product company has grown to an international chain operating more than 1400 stores in 33 countries. The stores are intended to be places where people can step aside from the hustle and bustle of everyday life, and reflect on what they want, what they need, and what will make them happy.

In 2022 Rituals became a B Corporation, which means that the company has been independently certified to meet high standards of social and environmental performance, as well as being transparent and accountable. However, Cloosterman believed that simply avoiding harm to people and the environment is just the baseline expectation for any company. Rituals was doing well, and they felt a responsibility to use their business as a force for good.

So, in 2024, the wellbeing and beauty brand introduced the 10% Profit Pledge: a long-term commitment to dedicate at least 10% of its annual net profits to initiatives that help improve the wellbeing of people and planet. One unexpected benefit is the unexpected enthusiasm of both current and prospective employees, about working for Rituals. Cloosterman hopes that Rituals will set an example that other, bigger, companies will follow.

Over the next ten years, 10% of Rituals' net profits is expected to amount to €300 million. With an emphasis on bringing about systemic change, this commitment advances deep partnerships with organizations lifting entire communities out of extreme poverty and supporting initiatives protecting our planet's oceans and forests.

It was this pledge, and the ambition behind it, that caught our attention. It gave us hope that our vision of widespread company giving could become a reality and inspired us to invite the brand to join our global initiative as a founding partner, and help to shape its direction. Rituals welcomed the opportunity to contribute and shares our hope that many more companies will follow its example.

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The success of these companies — and many more like them — points to the untapped potential of Profit for Good to use the entrepreneurship and hard work that goes into a thriving business to make a meaningful contribution to a better world.