

Brands in this Report

Brands highlighted in green were part of the Top Cannabis Brands List of 2019 – this menu has 17 out of the 25 of them. Brands italicized were not directly contacted but were included in this report with info from Instagram.

- | | | | |
|----------------------------|-------------------------|--------------------|--------------------------------|
| 1. 22 Red | 29. District Edibles | 63. Humble Flower | 95. Moxie |
| 2. 710 Labs | 30. Dampen | 64. Humboldt | 96. Nasha |
| 3. Blue river | 31. Dosist | Apothecary | 97. Nuvata |
| 4. <i>Aces</i> | 32. Dr. Kerklaan | 65. Humboldt Bros. | 98. Old Pal |
| 5. Airopo | Therapeutics | 66. Humboldt | 99. Om Edibles |
| 6. Apothecanna | 33. Eel River | County Indoor | 100. Pacific Stone |
| 7. Arcturus | Organics | 67. Humboldt Farms | 101. Papa & Barkley |
| 8. Aster Farms | 34. Eighth Brother | 68. Humboldt's | 102. Plug N Play |
| 9. Beboe | 35. <i>Ember Valley</i> | Finest | 103. PLUS |
| 10. Beezle | 36. Emerald Sky | 69. iKon | 104. Prana (Advesa) |
| 11. <i>Bloom Brand</i> | 37. Eureka | 70. Inhalence | 105. Proof |
| 12. Bloom Farms | 38. Fiddler's Green | 71. Island | 106. Pure Beauty |
| 13. Big Pete's | 39. Flav | 72. Jetty Extracts | 107. Raw Garden |
| 14. Breez | 40. Floracal | 73. Juug | 108. <i>Reeform,</i> |
| 15. Brother Davids | 41. Flow Kana | 74. Kaneh Co | 109. <i>The Root of it</i> |
| 16. Caliva | 42. Fog City | 75. Kanha Treats | <i>All.</i> |
| 17. Cannacraft | 43. Foria | 76. Kikoko | 110. Sensi Chew |
| (ABX , Care By | 44. Friendly Farms | 77. Kings Garden | 111. Smokiez |
| Design, Farmer | 45. Fruit Slabs | 78. Kin Slips | 112. Somatik |
| & The Felon, | 46. Ganja Gold | 79. Kingpen | 113. Smooth |
| HiFi Hops, Keef | 47. Gas | 80. KIVA | 114. Sonoma Pacific |
| drinks, Loud + | 48. Get Zen (RSO) | 81. Kurvana | 115. Source |
| Clear and Satori) | 49. Glass House | 82. Kush Queen | 116. Space Coyote |
| 18. Canndescent | Farms | 83. Kushy Punch | 117. Stone Road |
| (Good Brand & | 50. Goldenseed | 84. La Chingona | 118. Stiiizy |
| Baker's) | 51. Gold Flora | 85. LA Kush | 119. THC Design |
| 19. Chalice | 52. <i>Green Hornet</i> | 86. <i>Leune</i> | 120. Tikun |
| 20. Cheeba Chew | 53. Guild Extracts | 87. Level | 121. Trokie |
| 21. <i>Chill Chocolate</i> | 54. <i>Happy Stick</i> | 88. Loudpack | 122. Tyson Ranch |
| 22. Claybourne Co. | 55. Headlight | 89. Lowell | 123. Utopia |
| 23. Connected | 56. Heavy Hitters | 90. Lucid Mood | 124. Venice Cookie |
| 24. Cresco | 57. Hella Dank | 91. Manzanita | Company Co. |
| 25. <i>CRU</i> | 58. Herbology | Naturals | 125. VetCBD |
| 26. Curiously | 59. High Garden | 92. Mary's | 126. Willie 's Reserve |
| Cannabis | 60. Hollister | Medicinals | 127. Wonderbrett |
| 27. Defonce | 61. Honey Butter | 93. Maven | 128. Wyld |
| 28. Dime Bag | 62. HotBox | 94. Moon Bar | 129. Yummi Karma |

This study focuses on 129 brands that are carried by a dispensary in the Los Angeles neighborhood of Silverlake, in California. Shortly after the murder of George Floyd by Minneapolis Police Officers on May 25th, 2020, the citizens of the United States of America in all 50 states took to the streets to protest police brutality. People were upset, and many businesses, Cannabis-related and otherwise, took to social media to uplift and inspire positive change. Specific to cannabis, many brands expressed an urgency on the matter of racial justice because inherently their existence lies in the disproportionate arrests rates of black and brown bodies. This first table highlights **34** cannabis brands that put their money where their mouth is – this is followed by an overview of the organizations donated to.

BRANDS THAT HAVE **DONATED** TO SOCIAL JUSTICE ORGANIZATIONS (or have a plan to do so, as is quoted)

 <p>Minnesota Freedom Fund</p>	 <p>NAACP</p>	 <p>Last Prisoner Project</p>	 <p>GLAAD, Freedom Grow, and Grow for Vets</p>
<p>CANNACRAFT</p> <div>        </div> <p>Last Prisoner Project</p>			
 <p>“5% of proceeds from our upcoming product relaunch to a cause for equity in cannabis”</p>	 <p>Color of Change, NAACP, & Alameda County Food Bank</p>	 <p>NAACP</p>	 <p>Center for Policing Equality, Live Free, the Equal Justice Initiative, & the NAACP</p>

 <p>Black Lives Matter</p>	<p>HUMBOLDT APOTHECARY®</p> <p>Last Prisoner Project & the NAACP</p>	<p>HUMBOLDT BROTHERS NAACP</p> <p>“50% of proceeds from prerolls [go to] Black Lives Matter”</p>	 <p>Last Prisoner Project & Campaign Zero</p>
<p>HUMBOLDT'S ESTD 1996 <i>Finest</i></p> <p>Cage Free Cannabis & the NAACP</p>	<p>JETTY™ EXTRACTS</p> <p>East Oakland Collective</p>	 <p>KANHA™</p> <p>Campaign Zero</p>	<p>kixloko</p> <p>Last Prisoner Project</p>
<p>KIVA™ CONFECTIONS</p> <p>Color of Change, Black Lives Matter, Equal Justice Initiative, Campaign Zero, The Bail Project, ACLU, Last Prisoner Project and the NAACP Legal Defense Fund</p>		 <p>Black Lives Matter & M4BL</p>	<p>LEVEL™</p> <p>“We have asked all our employees which organizations we would like to collectively donate to so that their voices are heard”</p>
 <p>Black Lives Matter</p>	 <p>Black Visions Collective</p>	 <p>“100% of our Legalize Humanity profits will support an organization that works to correct the widespread systemic harms resulted from the the war on drugs. Announcement of the organization to come”</p>	
 <p>“We have been donating 100% of the proceeds from our best-selling Lavender CBD salt to Black Lives Matter”</p>	<p>PAPA & BARKLEY</p> <p>The Loveland Foundation. Black Lives Matter (the Los Angeles Chapter), and Act for Youth LA.</p>	 <p>Black Lives Matter and We the Protestors</p>	<p>SMOKE WITH INTEGRITY. SMOKE REEFORM.</p> <p>REEFORM CANNABIS</p> <p>Through their “Giving Program” they pledge to “give monthly payments to each [Prisoner of War] on [their] ‘Sponsored Prisoner’ list for the life of the brand”</p> <p>www.reeformcannabis.com/sponsorship</p>

 <p>godirectly to aid Michael Thompson, who has served 25 years in Michigan State Prison for selling three pounds of weed to an undercover cop..."</p>	<p>Defy Ventures, LA-based People's City Council Freedom Fund, and the Movement for Black Lives, The World Stage, The Umoja Center, & Summaeverythang. "100% proceeds of [A.C.A.B.] will</p>	 <p>"[We will be] donating our proceeds to the following organizations: Minorities for Medical Marijuana, The Last Prisoner Project, American Civil Liberties Union (ACLU), Color of Change Education Fund"</p>	<p>SINCE 2003</p> <p>SOURCE</p> <p>CANNABIS</p> <p><i>Los Angeles</i></p> <p>NAACP Legal Defense Fund and LA LGBT Center</p>
 <p>10% of proceeds from June 9th Sales will go to Last Prisoner Project</p>	 <p>NAACP Legal Defense Fund</p>	 <p>NAACP, Black Lives Matter, Brooklyn Bail Fund, and "moving forward, we will donating on a consistent basis to Last Prisoner Project"</p>	 <p>NAACP Legal Defense Fund, Campaign Zero, Reclaim the Block, Color of Change, Know Your Rights Camp, and Urban League of Portland.</p>

It is one thing to know that your favorite brand supports the cause, but how is the cause being supported? The following is a breakdown on the work of the organizations mentioned.

RACIAL JUSTICE

American Civil Liberties Union – ACLU:

www.aclu.org/about-aclu "Whether it's achieving full equality for LGBT people, establishing new privacy protections for our digital age of widespread government surveillance, ending mass incarceration, or preserving the right to vote or the right to have an abortion, the ACLU takes up the toughest civil liberties cases and issues to defend all people from government abuse and overreach."



Black Lives Matter: www.blacklivesmatter.com/about/ "[A] global organization in the US, UK, and Canada, whose mission is to eradicate white supremacy and build local power to intervene in violence inflicted on Black communities by the state and vigilantes. By combating and countering acts of violence, creating space for Black imagination and innovation, and centering Black joy, we are winning immediate improvements in our lives.



Movement for Black Lives: www.m4bl.org/about-us/

“[F]ormed in December of 2014, was created as a space for Black organizations across the country to debate and discuss the current political conditions, develop shared assessments of what political interventions were necessary in order to achieve key policy, cultural and political wins, convene organizational leadership in order to debate and co-create a shared movement wide strategy.”

East Oakland Collective: www.eastoaklandcollective.com/about-us

Membership cohort of community members “invested in serving the communities of deep East Oakland by working towards racial and economic equity. With programming in civic engagement and leadership, economic empowerment and homeless services and solutions, we help amplify underserved communities from the ground up.”

Color of Change: www.colorofchange.org/about/ “Leads campaigns that build real power for Black communities. We challenge injustice, hold corporate and political leaders accountable, commission game-changing research on systems of inequality, and advance solutions for racial justice that can transform our world”



CANNABIS JUSTICE

Last Prisoner Project: www.lastprisonerproject.org/mission-and-vision

Nonprofit coalition through Intervention-Advocacy-Awareness campaigns work to “redress the past and continuing harms of these unjust laws and policies... We believe that anyone profiting from or freely engaging in the legal cannabis industry has a moral imperative to work towards restorative justice.”



Cage Free Cannabis: www.cagefreecannabis.com/#welcome Reparative, Economic and Environmental Justice. “We coordinate expungement events and support both people and organizations from communities harmed by the War on Drugs. We create jobs for communities of color and advocate for an equitable industry. We promote a sustainable cannabis industry.”



Freedom Grow: <https://www.logarhythmcreative.com/freedom-grow>

“a nonprofit dedicated to making a difference in the lives of people who have been imprisoned for cannabis-related charges. They provide basic necessities and financial assistance to POWs of the war on drugs”



Campaign Zero: www.joincampaignzero.org/#vision “a project of the non-profit 501(c)(3) organization, We The Protestors. Funds donated to Campaign Zero support the analysis of policing practices across the country, research to identify effective solutions to end police violence, technical assistance to organizers leading police accountability campaigns and the development of model legislation and advocacy to end police violence nationwide.”



Defy Ventures: www.defyventures.org/our-story-main/our-story Rewrites the narrative on people that have experienced incarceration by empowering them as entrepreneurs which reduce the likelihood of recidivism. “Our innovative programs and generous supporters help unlock their purpose, allowing them to get jobs, start businesses, feel good about themselves, and be better partners and parents. It’s only when people see the good in one another that you can break the cycle and improve the system.”



Minorities for Medical Marijuana:

www.minorities4medicalmarijuana.org/about-us Non-profit established in May 2016 to “[provide] advocacy, outreach, research, and training as it relates to the business, social reform, public policy, and health/wellness in the cannabis industry.”



Equal Justice Initiative: www.eji.org/about/ Nonprofit work for Criminal Justice Reform, Racial Justice, Public Education, and Museum and Memorial. “Provides legal representation to people who have been illegally convicted, unfairly sentenced, or abused in state jails and prisons.”



FREEDOM FUNDS

National Association for the Advancement of Colored People (NAACP) Legal Defense Fund: www.naacpldf.org/about-us/ “America’s premier legal organization fighting for racial justice. Through litigation, advocacy, and public education, LDF seeks structural changes to expand democracy, eliminate disparities, and achieve racial justice in a society that fulfills the promise of equality for all Americans.”



Brooklyn Community Bail Fund (BCBF):

www.brooklynbailfund.org/about-us “Committed to challenging the criminalization of race, poverty and immigration status, the practice of putting a price on fundamental rights, and the persistent myth that bail is necessary element of the justice system.”



The Bail Project, Inc.: www.bailproject.org/mission/ Nonprofit that pays “bail for people in need, reuniting families and restoring the presumption of innocence. Because bail is returned at the end of a case, donations to The Bail Project™ National Revolving Bail Fund can be recycled and reused to pay bail two or three times per year, maximizing the impact of every dollar. 100% of online donations are used to bring people home.”

THE BAIL PROJECT

Minnesota Freedom Fund: www.mnfreedomfund.org “Since 2016, our mission has been to pay criminal bail and immigration bonds for those who cannot afford to, as we seek to end discriminatory, intimidating, and oppressive money bail.



LA People’s City Council Freedom Fund: www.peoplescitycouncil-la.com/about-us Bail for “protestors putting their lives on the line for Black lives. We are partnering with National Lawyers Guild Los Angeles, The Bail Project and Black Lives Matter Los Angeles to provide support to our comrades.” “[A]n actions-oriented coalition of social and climate justice organizations and organizers from all over Los Angeles. PCC emerged in the absence of definitive City action to protect the most vulnerable — the unhoused and tenants.”



ACTIVISM RIGHTS

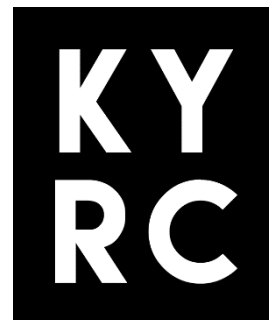
Live Free: www.livefreeusa.org/ourcalling People of Faith ending Gun Violence and Mass Incarceration through their “Body-Ballot-Buck” model. “We judge our efforts based on two key metrics: Reduction of homicides related to gun violence. Reduction of people incarcerated in county jails.”



Black Visions Collective: www.blackvisionsmn.org/about “We aim too center our work in healing and transformative justice principles, intentionally develop our organizations core ‘DNA’ to ensure sustainability, and develop Minnesota’s emerging Black leadership to lead powerful campaigns. By building movements from the ground up with an integrated model, we are creating the conditions for long term success and transformations.”



Know Your Rights Camp: www.knowyourrightscamp.com/who-we-are “Our mission is to advance the liberation and well-being of Black and Brown communities through education, self-empowerment, mass-mobilization and the creation of new systems that elevate the next generation of change leaders.”



POLICE REFORM

Reclaim the Block: www.reclaimtheblock.org/home/#about “Organizes Minneapolis community and city council members to move money from the police department into other areas of the city’s budget that truly promote community health and safety. We believe health, safety and resiliency exist without police of any kind. We organize around policies that strengthen community-led safety initiatives and reduce reliance on police departments. We do not believe that increased regulation of or public engagements with the police will lead to safer communities, as community testimony and documented police conduct suggest otherwise.”



Center for Policing Equity: www.policingequity.org/about/who-we-are Research and Action Think Tank. “We use advanced analytics to diagnose disparities in policing, shed light on police behavior, and answer questions police and communities have asked for years about how to build a healthy relationship.”



We The Protestors: www.mappingpoliceviolence.org “National organization focused on ending racism and police violence in the United States. Since 2015, we’ve built the most comprehensive database of police violence in the nation, used the data to identify effective policy solutions and supported movement organizers to enact these policies at every level of government.”



BLACK HEALING AND BLACK JOY

The Loveland Foundation: www.thelovelandfoundation.org/about/ Therapy Fund for Black Women and Girls founded by Rachel Cargle. “Provides financial assistance to Black women and girls nationally seeking therapy.”



The Umoja Center: www.theumojacenter.com Black Conscious Community Center for Collaboration. “The Umoja Center is an unapologetically Black, culturally-grounded convening space for mission-aligned organizations, thought leaders, artists, and entrepreneurs to advance policy discussions and organizing, cooperative economics/social entrepreneurship, and activism.”



Urban League of Portland: www.ulpdx.org “Our culturally specific programs and services, combined with our powerful advocacy and civic engagement, empowers Black communities to thrive [and] achieve equality in education, employment, health, economic security and quality of life”



Act for Youth: www.actforyouth.net/about/ “The ACT (Assets Coming Together) for Youth Center for Community Action connects research to practice in the areas of positive youth development and adolescent/young adult health. With generous support from the New York State Department of Public Health, ACT for Youth provides: Resources to aid those working in the areas of youth development and adolescent health...Technical assistance, training, and evaluation services...A home base for the ACT Youth Network, a group of young people who provide consultation on the development of health-related projects aimed at adolescents.”



The World Stage: www.theworldstage.org/about “An educational and performance art space in Leimert Park Village, the heart of Los Angeles’ African American cultural community.” “The World Stage fosters exchange and interaction between artists of all ages and levels, and provide a place for self-discovery, experimentation and critical feedback in a nourishing environment.”



QUEER LIVELIHOOD

The Gay & Lesbian Alliance Against Defamation – GLAAD:

www.glaad.org/about “As a dynamic media force, GLAAD tackles tough issues to shape the narrative and provoke dialogue that leads to cultural change.”

LA LGBT Center: <https://lalgbtcenter.org/culture-education> We produce live performances and host exhibitions that showcase and celebrate the lives and experiences of the diverse LGBT community. To inform and enrich people, while helping them connect with one another, we host forums, activities, and events. We also provide affordable meeting space for groups, clubs, and organizations to host their own activities.



HEALTHY FOOD ACCESS

Summaeverythang: www.summaeverythang.org

“A community center based in South Central Los Angeles dedicated to the empowerment and transcendence of Black and Brown folks socio-politically and economically, intellectually, artistically [and currently offers] free organic produce box donations for Watts and South Central Los Angeles.”



Alameda County Food Bank: www.accfb.org/about-us/what-we-do/

Through food distribution “in partnership with food pantries, soup kitchens, and non-profits”, student meal distribution, CalFresh outreach with a “multilingual team [that] helps families navigate the enrollment process”, and advocacy they work to “end poverty” and “[increase] access to nutritious foods...”



There are many ways to contribute to a social justice movement that are not donation-based.

Aside of money, time and manpower are the biggest ways in which an individual or organization can create impactful change. Whether that be by addressing the issues of Police Brutality or Healthy Food Access, the Black Lives Matter movement relies on an intersectional approach towards social justice. This second table highlights **26** cannabis brands contributing to the Movement through protest involvement, human rights and cannabis advocacy and environmental preservation – this is followed by an overview of those contributions.

BRANDS THAT HAVE CONTRIBUTED TO THE CAUSE

(more than just monetarily and/or for causes more intersectional than direct)

 <p>ASTER FARMS</p> <p>“We are excited to be a partner [with Our Academy]. A “socially inclusive cannabis community centering minorities”</p> <p>-@asterfarms</p>	 <p>“[Our parent company GTI Grows] is continuing to work with organizations like Cabrini Green Legal Aid, Last Prisoner Project, My Block My Hood My City, and NAACP...”</p> <p>-@beboetherapies</p>	 <p>BLOOM FARMS™</p> <p>“...We gave our team paid time off to participate in the Black Lives Matter movement individually”</p> <p>-bloomfarms</p> <p>We pledge that “for every BLOOM FARMS product purchased, we will donate one meal to a food-insecure family or individual in need” through local food banks – World Harvest Food Bank being the bank for the greater LA area.</p>
 <p>POC owned family brand. Hosts beach cleanup days and a percentage of their sales go to helping clean up the environment! Sep. 21st at Venice Beach and Sep 22nd at Port Huemene.</p>	<p>Brother David's</p> <p>All profits go towards protecting land, lives and communities of their cannabis families whom all promote small, POC owned farms practicing regenerative, organic agriculture + fighting a system that unjustly criminalize cannabis.</p>	<p>CANNACRAFT</p> <p>Partnerships with the nonprofits: Cannabis Voter Project, Last Prisoner Project, and Project CBD</p> <div data-bbox="852 1386 1502 1711">  </div>



2019 Sponsor of National Expungement Week. Supporters of Code for Change. Partnership with the HBCU Canna Equity Initiative.



Partnership with the HBCU Canna Equity Initiative – Facilitated a free 8-week workshop on the academic cannabis work being done in Historically Black colleges and Universities throughout the country to meet their needs so that they may thrive.



dosist
“Partnered with the Last Prisoner’s Project and are supporting them on their journey of fighting criminal injustice and reimagining drug policy”
-CEO, Gunner Winston



FRIENDLY FARMS

“We are writing our local leaders to urge them to stand up together to create the changes that are needed in our outdated and tattered justice system.”
-@friendlyfarmsca

HUMBOLDT
 APOTHECARY®

“100% of our oil comes from @wildseedoilco a company founded on a social justice mission to help those who have been negatively affected by the war on drugs and mass incarceration.”
-@humboldtapothecary



“The owners of our company are giving Paid Time Off to all employees who want to march or protest.”
“We donate to KMUD – a liberal hardworking community radio station and champion of civil rights. We donate regularly to an organization called Sanctuary Forest that uses the money to purchase acreage of a pristine ancient redwood forest surrounding the Mattole River Watershed and so far, we have helped save almost five acres”
-Operations Manager, Ella Porat



KANHA

“We’re in the process of implementing a paid volunteer day for everyone in our company to use to participate in a nonprofit cause that supports the BIPOC community”
- Director of Marketing, Melissa Henry



“our founders, Amanda Jones and Jennifer Chapin, have been social activists and feminists for 30+ years, including being active with Human Rights Watch, Women for Women international, and co-founding Cynthia's Sisters” *-@kikoko_hq*



“The past week, our company has had staff members at the Orange County protests, supporting and rallying. We also were at the Power of One Foundation this past weekend as well contributing and helping with food drives.”
-Territory Manager, Preston Bradley



“Juneteenth...is a paid day off for our employees and 19% of ALL sales will go to @byp100.”
-@kushqueenshop



“[Supporting their right to protest with paid time off for activism. Long term we will continue to advocate for social justice with such initiatives as our Social Equity and Reparative Justice Program”
-@lowellfarms

 <p>“Leune is a sponsor of the EAZE Momentum, a business accelerator designed to support and empower underrepresented founders and build a diverse industry... Leune supports Last Prisoner Project in their ongoing work to bring justice and freedom to those incarcerated for non violent cannabis related infractions.” -@leunebrand</p>	 <p>“The first thing we did was make it very clear on our largest account of 34,000 people @omedibles that we stand in solidarity...In addition to that, proceeds from our underwear are being donated to a company called Period... We have a newsletter that goes to 8000 people and we have been educating on the cases of Breonna Taylor, Toyin, and Nina pop – each highlighted in separate newsletters. Each one has calls to action with petition links, phone numbers, and donation links. We also have donated 160 CBD salts to the black healing clinic. We continue to be semi-muted and don’t plan on stopping with our political posts and calls to action. We are also still amplifying black owned businesses and we plan on donating more Epsom salts as soon as we find another event.”-Owner & CEO, Maya</p>		
 <p>For each Pride tin sold, 1\$ goes to SF Queer Nightlife Fund that helps provide financial relief to workers in queer nightlife in SF who have been impacted by COVID-19.</p>	 <p>Through their “Giving Program” they pledge to “give monthly payments to each [Prisoner of War] on [their] ‘Sponsored Prisoner’ list for the life of the brand” www.reeformcannabis.com/sponsorship</p>	 <p>“We donate to RFK Human Rights Foundation.... We are members of UCBA in Los Angeles and a portion of our monthly dues goes to cannabis social justice legislation... I sat on a committee in Watsonville, where we have our manufacturing license, to help incorporate social justice language into the local ordinance. -Cofounder, Lisa Tollner</p>	
 <p>“Stone Road will speak out against this injustice. The war on drug has disproportionately affected people of color and we are committed to the abolition of the mass incarceration system. Effective today, we are creating 12 grants to support BIPOC creatives” -@stonerodfarms</p>	 <p>“We have been in contact with LPP for resources to share with our employees and IG Community. We are working on an incentive for our employees if they take action for these cases of unjust incarcerations.” -Source Rep, Caitlyn Thomas</p>	 <p>“We support the Social Impact Center in Los Angeles to promote social equity in the cannabis industry and for more than 20 years we have worked directly with defense attorneys in both California and Oklahoma to end incarceration for cannabis, not to mention our lobbying efforts for federal legalization.” -THC Design Team</p>	 <p>“I have been supporting the Drug Policy Alliance ... Institute of the Black World, Latino Justice PRDLEF, Women with a Vision, etc. I personally volunteer as a speaker with OC NORML (Kandice Hawes) I have published on cannabis in peer reviewed journals and educate healthcare providers around the world.” -Dr. Kent Crowley, PharmD</p>

BLACK SUCCESS IN CANNABIS**Historically Black Colleges and Universities (HBCU) Canna Equity**

Initiative: www.hbcucei.com/ “Prepares the next generation to take its place in the Cannabis industry. Its primary goal is to increase the pool of African American experts, entrepreneurs, and leaders in Cannabis-based careers, politics, educational programming and research.”



United Cannabis Business Association – UCBA: www.ucba.com/

**National Expungement Week:**

www.nationalexpungementweek.org/about “[A] collective of individuals and organizations that care for the wellbeing of our communities, specifically people affected by the War on Drugs and adversely impacted by the disproportionate enforcement of the justice system. We advocate for automated expungement of all records, the de-escalation of police enforcement, and investment in marginalized communities.”

Wild Seed Oil Co: www.wildseedoil.com/wildseed-mission “Wildseed Oil is a cannabis oil company with social justice roots. We are activists, community organizers, and farmers who have lived in Garberville, CA for over 25 years. All of our material is sourced from small, local farms in our community; the very places that have built the Humboldt name for cannabis cultivation over the past many decades. ... We donate 20% of our net profits to support those working to end mass incarceration and undo some of the harm the drug war has inflicted, primarily on people of color.”



EAZE Momentum: www.eaze.com/momentum “[A] business accelerator designed to support and empower underrepresented founders. Momentum’s goal is to help build a diverse industry that addresses the War on Drugs and support small businesses in becoming more profitable and sustainable.”



Institute of the Black World: www.ibw21.org/about/ “A resource center and engine for capacity-building ... committed to [achieving] cultural, social, economic and political equality and an enhanced quality of life for all marginalized people...”



Our Academy: www.thisisourdream.com/what-is-our-academy/ “It’s a workshop, mentorship, and resource group of individuals and companies in the cannabis industry that are open to knowledge sharing and supporting social equity qualified applicants, partners, and other disproportionately impacted and targeted communities of the War on Drugs.”

WOMEN EMPOWERMENT

Cynthia's Sisters: www.cynthiassisters.org/#whatwedo “We help give all women in the Democratic Republic of Congo a legal future by providing scholarships to outstanding female law students. We believe we can break this cycle of violence against women by raising money to fund qualified young women to attend law school in the Democratic Republic of Congo.”



Women for Women International: www.womenforwomen.org/about-us “We bring women together in a safe space to learn life, business, and vocational skills. Once enrolled, each receives a monthly stipend – a vital component that enables her to participate.”



Women with a Vision: www.myexistenceispolitical.com “[A] community-based non-profit, founded in 1989 by a grassroots collective of Black women in response to the spread of HIV/AIDS in communities of color. Today our major areas of focus include Sex Worker Rights, Drug Policy Reform, HIV positive Women’s Advocacy, and Reproductive Justice Outreach.”



CANNABIS ACTIVISM

Drug Policy Alliance: www.drugpolicy.org/about-us#vision-mission “The Drug Policy Alliance envisions a just society in which the use and regulation of drugs are grounded in science, compassion, health and human rights, in which people are no longer punished for what they put into their own bodies but only for crimes committed against others, and in which the fears, prejudices and punitive prohibitions of today are no more. Our mission is to advance those policies and attitudes that best reduce the harms of both drug use and drug prohibition, and to promote the sovereignty of individuals over their minds and bodies.”

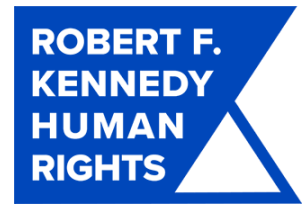


OC NORML: www.orangecountynorml.org/ “[Our] mission is to move public opinion sufficiently to legalize the responsible use of cannabis by adults, and to serve as an advocate for consumers to assure they have access to high-quality cannabis that is safe, convenient, and affordable.”



JUSTICE AND HUMAN RIGHTS

RFK Human Rights Foundation: www.rfkhumanrights.org/about “[Our] programs have pursued strategic litigation on key human rights issues, educated millions of students in human rights advocacy and fostered a social good approach to business and investment.”



Cabrini Green Legal Aid: www.cgla.net/ “[Serves] legal needs arising from the lack of opportunity, criminalization of poverty, and racial inequity experienced within the Cabrini Green community.”



KMUD: www.kmud.org/about-kmud/ “Redwood Community Radio envisions a community of listeners who, guided by example of RCR programming, work together to create better, more just and sustainable world systems to ensure that all human and other living species on earth move toward higher quality of life and are able to survive the challenges in the times ahead.”



Social Impact Center: www.thesocialimpactcenter.org/about “[A] hub for organizers and serves as a bridge between government, grass-roots organizations, and people. We empower underserved communities by developing leaders through Education, Storytelling, and Community Building.”



Human Rights Watch: www.hrw.org/about/about-us/about-our-research#:~:text=We%20scrupulously%20investigate%20abuses%2C%20expose,of%20human%20rights%20for%20all. “Human Rights Watch defends the rights of people worldwide. We scrupulously investigate abuses, expose the facts widely, and pressure those with power to respect rights and secure justice. Human Rights Watch is an independent, international organization that works as part of a vibrant movement to uphold human dignity and advance the cause of human rights for all.”



Latino Justice Puerto Rican Legal Defense and Education Fund

– **PRDLEF:** www.latinojustice.org/en/ebout “[Works] to create a more just society by using and challenging the rule of law to secure transformative, equitable, and accessible justice, by empowering our community and by fostering leadership through advocacy and education.”



YOUTH FOCUSED ORGANIZATIONS

My Block, My Hood, My City: www.formyblock.org/mission “[Provides] underprivileged youth with an awareness of the world and opportunities beyond their neighborhood. We take students on explorations focused on STEM, Arts & Culture, Citizenry & Volunteerism, Health, Community Development, Culinary Arts, and Entrepreneurism.”



Black Youth Project – BYP100: www.byp100.org/about “Founded in 2013, BYP100 (Black Youth Project 100) is a member-based organization of Black youth activists creating justice and freedom for all Black people. BYP100 was, at one point, just a hashtag for the 2013 “Beyond November Movement Convening” developed through the vision and leadership of Cathy Cohen.”



Code for Change: www.ctcusc.com/ “Code the Change is a student organization ... that drives social impact through software projects for non-profit organizations”

HEALTHY FOOD ACCESS

Power of One Foundation: www.powerofonefoundation.org/aboutpoof “[A] not-for-profit organization with a focus on fighting hunger and poverty by providing food assistance and vital resources to vulnerable communities and individuals in Orange County, CA and beyond. The foundation’s purpose is to empower residents in underserved communities to become leaders”



World Harvest Food Bank: www.worldharvestla.org/our-mission “Non-profit organization that provides food, basic staples, and living essentials to people who are at risk of hunger and to the needy.”

**ENVIRONMENTAL PRESERVATION**

Sanctuary Forest: www.sanctuaryforest.org/ “Sanctuary Forest is a land and water trust whose mission is to conserve the Mattole River watershed and surrounding areas for wildlife habitat and aesthetic, spiritual and intrinsic values, in cooperation with our diverse community.”



WORKER ASSISTANCE

SF Queer Nightlife Fund: www.sfqueernightlife.org/ “We are a collective of nightlife organizers, producers, entertainers, venue owners, and nonprofit community leaders working to provide resources and opportunities to promote and support those in queer nightlife in the SF Bay Area during the COVID-19 pandemic.”



...

It is important to note that justice for Black people should not only happen when they are dying in the streets, it should meet Black people where they are at – like, for example, alive and well in the workplace. The real-life consequences of racism relating to cannabis exists in the fact that out of all the wealth that comes out of Cannabis, it is statistically not Black people accumulating it. The Industry as a workplace from top to bottom should have more Black people. Or how else is economic freedom through Cannabis going to be happen for them too? The following information was acquired through Instagram, Text, Direct Emails, and Observer

Identification – **THIS IS NOT TO BE CONSIDERED A COMPLETE EMPLOYEE DEMOGRAPHIC ANALYSIS.** The data collected shows that there are 16% of Brands with Black employees. Out of 129 available brands to purchase from at this location, that means that most of this Menu ultimately gets White people richer. This table highlights **21** brands that have Black employees:

BRANDS THAT HAVE BLACK EMPLOYEES <i>(or are putting in the work to create an otherwise “inclusive work environment”)</i>			
 710LABS “two black members of the community as 710 Labs owners & partners” -@710LABS	 “We shall actively seek to partner with Black, Indigenous, and People of Color entrepreneurs in the Cannabis, Health & Wellness industries.” -@Apothecanna	 BLOOM FARMS™ Black Brand Ambassadors	 dosist™ African American CEO
 EEL RIVER ORGANICS DRY FARMED WHOLE PLANT Black Brand Ambassador	 FOG CITY FARMS “We have a black owner and cofounder ...and we also currently have 2 black employees that have joined the team.” - James Cunningham	 GAS Two Chain’s Brand	 GOLD FLORA CALIFORNIA GROWN™ Black Brand Ambassador

 <p>“Shanetta, Director of Sales Southern California and: Chelsey, Senior Director of Operations” -@kikoko_hq</p>	 <p>Black Territory Manager</p>	 <p>“We are a company of 9. 6 women. 3 men. Our Founder + CEO is a WOC. 4 of us are POC - 1 is BIPOC.” -@leunebrand</p>	 <p>Black Brand Ambassador</p>
 <p>“about 60% of our [85 employees] are BIPOC across all positions within the company, including a large [%] of management, [including Owner].” -Brand Liaison, Sammy Jo</p>	 <p>Black Co-Founder & CPO: Guy Rocourt; Black Trade Manager; Black Logistics Manager, and more.</p>	 <p>Black Co-Founder; Black Regional Marketing Manager for LA, and more.</p>	 <p>Black Brand Ambassador</p>
 <p>Black Lead and 1 Black person out of 3 entry level positions. Segment C - Manager with Black Lead - this team of 2 reports directly to the Executive Team. Segment D.1 Director with Assistant Manager and Black Lead with 1 Black person out of 6 more entry level positions. Segment D.2 – Black Lead and 3 Black people out of 20+ entry level positions. Segment F - Director with 1 Black person out of 4 Senior level positions and 2 Black people out of 4 Junior level positions. Segment E – Director with 4 Black people out 35 total entry level positions. One is a team lead, and one is an assistant manager. Segment G – Director with 23 staff members, of those 4 identify as Black, and 1 out of the 4 is in a Leadership/Management position. -Source Rep, Caitlyn Thomas</p>		 <p>“Our Team consists of 51% Hispanic or Latinx, 19% Asian, 15% White, 9% Black...and that’s not enough. We have work to do, and we know it. The First step is accountability, and our team is developing a plan to increase representation through recruitment and career advancement.” -@Stiiizy</p>	
 <p>“As for diversity, four of the nine managers/execs are female, three are Hispanic, and one is Black. [Our] company is pretty equally split among genders and is ~45% Hispanic, ~40% White and 15% Black/Asian/Pacific Islander.” -The Utopia Team</p>	 <p>Mike Tyson’s Brand</p>	 <p>Black President</p>	

...

I wanted to open a discourse about the actions being done in response to the Black Lives Matter movement. And sometimes that surpasses the amount of characters allowed on an Instagram caption. By reaching out to brands directly, I was able to get more information about the short-term and long-term plans of action in support of #BlackLivesMatter. Out of the about 120 emails sent out, I only received about a 21% response rate. The following table is **21** of the responses (some were already mentioned in the previous tables) – in addition to responses to the Movement via public statements that were shared on Brands’ Instagrams or Blogs.

BRANDS THAT ARE IMPLEMENTING SPECIFIC STRATEGIC PLANS TO CREATE A DIFFERENCE (and additional information provided by brands to further disclose their social justice impact)	
 <p><i>Instagram: @apothecanna, June 9th, 2020.</i></p>	<p>“We have been complacent in being 'not-racist', but what is needed [is] ... a strategic plan that receives thought and attention that the human rights issue before us demands...1. We will invest in anti-racial bias training for all employees - from the CEO and advisory board to hourly workers. 2. we commit to fair and equal pay and will make any rightful adjustments after conducting a Fair-Pay Audit. 3. In support of voting rights and political participation for change, Election Day on the national and municipal level is now a paid holiday for all Apothecanna employees. 4. We commit to democratizing employment applications and reducing barriers to those our systems are designed to leave behind. 5. We will actively participate diversity hiring based on equity taking special care to ensure procedures are free from biases. 6. We shall actively seek to partner with Black, Indigenous, and People of Color entrepreneurs in the Cannabis, Health & Wellness industries. 7. We commit to auditing out supply chain to ensure our vendor's values are aligned with anti-racist leadership. 8. We will equally represent Black, Indigenous, and People of Color in editorial, photography, and marketing materials.”</p>
<p>CANNACRAFT</p>   	<p>“Cannacraft founding mission is to make the world happier and healthier through cannabis. We aim to use our products, platforms, and partnerships to address key issues impacting the collective wellbeing of our communities. Cannacraft and our individual brands have been recognized for our conscientious work in education, advocacy, and sustainability. We recently received the '2020 Community Philanthropy Award' from the North Bay Business Journal, but our efforts, especially during times of crisis, can be traced back almost as far as the company itself. During the Lake County fires in 2015, the Tubb’s fire in 2017, and the California fires in 2018, Cannacraft was quick to offer support and donations. During the Tubb’s fire, the company temporarily donated 12,000 sq. ft. of office space to be used as the American Red Cross Regional Headquarters for Northern California fire relief, and in 2018, set up the collection and distribution of requested supplies and essentials to fire victims and first responders throughout the state through Cannacraft statewide distribution company, Kind House Distribution. In total, we donated over \$200,00 worth of product to fire victims in California. And this year, we once again converted a portion of our facility, using manufacturing space and production capacity to formulate and package individual bottles of hand sanitizer for donation to individuals and organizations throughout California during the COVID-19</p>



*Email from Los Angeles
Account Executive,
Gabe Clement, July 14th,
2020.*

Pandemic. Our philanthropy and community-building activities are inspired by and made possible because of our partnerships with leading non-profits locally and nationally. **Learn more about our current partnerships: Cannabis Voter Project:** We have worked with the non-partisan voter advocacy group Head County and their affiliated organization, The Cannabis Voter Project since 2018 to promote voter participation and education. By promoting a healthy and active democracy, these non-profits empower individuals to take action on issues that directly affect them. As a premier sponsor, Cannacraft is an advisory board member to the Cannabis Voter Project and has donated over \$100,000 to fund voter registration events across the country. **Last Prisoner Project:** Cannacraft's newest brand, Farmer and the Felon, has partnered with the Last Prisoner Project to redress the past and continuing harms of unjust cannabis laws and enforcement policies which have disproportionately affected people of color. Together, we are advocating for the release of non-violent cannabis prisoners and the expungement of cannabis offenses that continue to negatively impact thousands of people post-legalization. **We have donated \$20,000 to the advocacy group since 2019 and have pledged an additional \$20,000 donation for 2020.** Cannacraft co-founder Dennis Hunter is a founding Advisory Board Member for The Last Prisoner Project, drawing on his 30+ years of experience as both a leader in the legal cannabis market and as a cannabis felon. **Project CBD:** One of Cannacraft's longest partnerships is with Project CBD, one of the industry's leading educational platforms. Project CBD was founded in 2013 with an aim to collect and share information about cannabidiol, our founders have sponsored this endeavor since its inception. At a time when CBD strains were close to being bred out of existence in favor of high-potency THC strains, Project CBD served as the inspiration behind our early development of full-spectrum CBD product, which has since evolved into our top-selling brand, Care by Design. **Our continuing sponsorship of Project CBD has enabled the nonprofit to amass an exhaustive inventory of cutting-edge scientific discoveries pertaining to CBD and THC, which it provides to the public at no cost.** We are beyond proud to work with these groups and we will continue to culminate partnerships with non-profits and activists as we work to improve our communities for generations to come."



"... **We are also supporters of Code for America**, a leading non-profit that uses technology to promote criminal justice reform and combat the lingering impacts of incarceration... Code for America has cleared more cannabis convictions in the state of California than any other organization... In Santa Clara County (where Caliva is based) there were over 10,000 people with cannabis convictions that were eligible for expungement under AB 1793, but that had not been cleared even though cannabis was now legal. **We partnered with the San Jose State University Human Rights Institute and other civil rights organizations and were part of an advocacy effort that lobbied the Santa Clara County District Attorney to expunge these cannabis convictions.** These 10,000+ convictions were finally expunged in April 2020. Caliva also has a continuing partnership with the HBCU Canna Equity Initiative (CEI). This organization helps graduates of historically black colleges and universities (HBCUs) obtain positions of leadership in the cannabis industry... and we announced on Friday in this Instagram post (<https://www.instagram.com/p/CBEqrpgBPv1/>) that we are expanding our partnership with HBCU CEI, by providing additional financial support for their programming, as well as directly participating in the organization's cannabis certification program as instructors... [Our] Equity Brand Initiative... will elevate women-, minority- and veteran-owned cannabis brands (especially those started by

	<p>people with cannabis convictions) on Caliva's menus. We will also provide them with support as they work to grow their businesses. These brands will be on our menu in August, so if you know of any brands, you'd recommend that we consider, please let us know."</p>
 <p><i>Instagram @ June 10th, 2020</i></p>	<p>"We are committing to more diverse content across all of our social media and marketing materials. Our social strategy will highlight BIPOC creators, and we will continually review and update our PR gifting lists to ensure we are reaching a diverse range of BIPOC influencers. We will support more Black-owned businesses in our space, from artists and creators to models and other freelancers and third-party vendors. We will hold ourselves accountable, and we know our community will too."</p>
 <p><i>Email from CEO, Gresham Lochner, July 6th, 2020.</i></p>	<p>"... as we grow our full-time staff, we are committed to diversity and inclusiveness when it comes to people of color and other disenfranchised groups. Our hiring procedures center around being an EOE (Equal Opportunity Employer). But it isn't enough. At Curiously, we have done several things to promote and practice empathy. These things include: revamped policies to allow for employee PTO (Paid Time Off), where they can donate their time to a Black Lives Matter event, or a charity of their choice; supporting minority owned retailers with a marketing credit; an annual company recognition event celebrating minority groups; a commitment to supporting our local community and people of color by purchasing and displaying artwork by artists of color. There is a fantastic discussion that was published recently on black trauma by Dr. Bryon Craig and Dr. Steve Rahko of Illinois State University. These are dear friends of ours who have themselves experienced racism and bigotry throughout their lives. [Shares Link] We have asked all staff to review and discuss this video."</p>
 <p><i>CEO, Gunner Winston.</i></p>	<p>A Message from Dosist CEO: "[The] recent atrocity inflicted upon George Floyd ... diametrically opposes America's and Dosist's, fundamental principles and virtues. We stand 100% in solidarity with those who are peacefully protesting these senseless and violent acts against African Americans. What we all need to understand is that the frustration currently being demonstrated by millions of Americans and people around the world reflects obstacles that generations of marginalized groups in this country have faced, and continue to face, in their pursuit of equality and justice. Since I became CEO of Dosist in May 2017, our organization has made inclusion of all people a priority, including putting numerous individuals from traditionally underrepresented populations in senior leadership positions. As a CEO whose appearance does not reflect that of a traditional corporate leader, I believe it is my duty to provide equal opportunities to all populations and create a safe and diverse culture. At Dosist, like every organization and person should, we have to and will work to improve each day. If nothing else, these particularly trying times have reminded us of the continued need to assess our direction as an organization and ensure we are doing our part to make the world a better place. As a company, we expect our community to hold us accountable for our words and actions. You have our commitment to continue to expand upon our role to make the world more inclusive, equal and just. warm regards, Gunner."</p> <p>The Social Impact Task Force meets monthly with the CEO and on a quarterly basis, the CEO updates the entire organization on social impact initiatives.</p>

 <p>FLOW KANA</p> <p><i>Instagram @flow_kana June 5th, 2020.</i></p>	<p>“We need to do better: The murder of George Floyd has brought heightened attention to a pattern of appalling and horrific acts of racism that have taken the lives of so many members of the Black community throughout the history of America. Over the past week and a half, as we have struggled to accept the fact that we have not done enough to improve the status quo, one thing has become evidently clear: We have a responsibility to do much more. We need to broaden our scope: We are a mission-based company. Flow Kana was founded upon a goal to empower small farmers, tell their stories, and bring their products to market. Over the past week and a half, we have come to realize that we need to make a stronger commitment to advancing racial equality and civil rights for the Black community. The amount of hate and injustice that is ingrained in our society is unacceptable. With that being said, we are making a commitment to do more. What we’re doing in the short term: We will be donating \$15,000 across three organizations that advance racial equality, civil rights and provide resources for those in need in our community, nationally and locally: Color of Change, NAACP, and Alameda County Food Bank. What we’re doing in the long term: We are committed to promoting a more diverse and inclusive team. We will give more of our business to BIPOC, locally owned businesses. We will focus on telling more stories that magnify the contributions and accomplishments of the BIPOC community in cannabis and beyond. We will dedicate resources to help drive awareness to the importance of voting and to policies that lift up the BIPOC community. We will commit time and resources to educate our team members on systemic and individual racism”</p>
 <p>FOG CITY FARMS</p> <p><small>SANTA CRUZ, CALIFORNIA</small></p> <p><i>Email from Fog City Rep, James Cunningham, July 1st, 2020</i></p>	<p>“Thank you for your question regarding the #BLM movement. We have not contributed any donations as of yet. We have had to get creative in order to make it through this new COVID environment, but we are feeling that things are finally beginning to settle financially. I was actually at a #BLM protest with my family tonight in Capitola, and am looking into donating to a local surf program that provides the surfing experience to the black community, that may not have the opportunity to be exposed to the surfing experience. We have a black owner and cofounder at Fog City, and we also currently have 2 black employees that have joined the team. We are committed to equal opportunity. We have been in this industry for a long time and have seen firsthand how people of color have been affected disproportionately by the War on Drugs. Please stay in touch, and we will let you know as soon as we figure out where we intend to make a donation”</p>
 <p><i>Email from Operations Manager, Ella Porat, July 8th, 2020.</i></p>	<p>“The owners of our company are giving Paid Time Off to all employees who want to march or protest. And I can personally tell you that as one of the hiring managers, I always seek out people of color during our hiring process with the intention of having a more well-rounded and diverse team that includes as many different perspectives as possible ultimately creating a stronger and more competitive company. Currently, we have a team that includes all races, genders, and sexual orientations. We still have work to do to make it a completely equal playing field, but we do pledge to continue creating a more inclusive and diverse company through who we hire, partner with, and donate to.”</p>

ISLAND

*Island Times, Journal:
Island + The Last
Prisoner Project,
August, 7, 2020*

<https://island.co/blogs/island-times/why-we-care-about-cannabis-freedom-and-why-you-should-too>

"[We're] excited to be partnering with Last Prisoner Project, ... Made up of a coalition of cannabis industry leaders, executives, and artists, Last Prisoner Project is dedicated to correcting cannabis injustices through three key reform initiatives: **prisoner release, record clearing through clemency and expungement, and reentry programs that help individuals get back on their feet.** Here's how we're shining a light on their mission and working together to support it: **Spreading the word.** Knowledge is power. We're dedicated to using Island's platforms to educate people about the issue and why it matters, amplifying the good work that Last Prisoner Project is doing. **Giving Back.** The US cannabis industry is worth billions. Yet thousands of cannabis prisoners have suffered convictions for doing exactly the same thing. We're doing our part to give back by making monthly donations to support Last Prisoner Project's programs. **Collaborating.** We've got a super-secret special collaboration on the horizon. Stay tuned for a big announcement, coming soon. We're taking steps in the right direction, but there's still much more work to be done. Check back to see more ways we continue to fight this injustice, as we work to bring the same freedoms to everyone under the sun."



*Email from The Jetty
Team, July 8th, 2020.*

"Jetty commits to: ... **Amplify the voices of local cannabis businesses owned by people of color/invest in cannabis businesses owned by people of color** (Jetty invested in Oakland Extracts last year, an Oakland cannabis business that struggled to make through to the regulated market. Jetty's lab is now being used to produce Oakland Extracts products. Oakland Extracts recently relaunched and is back in the market!) **Hire diverse local talent.** (A significant portion of Jetty staff are people of color, though we realize we need to work harder at being more diverse.) **Offer paid time off to employees wishing to join peaceful protests. Offer free mentoring services to people of color in manufacturing, sales, marketing, finance, and compliance.** (We established a series of workshops led by Jetty's executive team through a local community group. Marketing will be first, starting in a few weeks. Ongoing mentorship by Jetty's executive staff will be available for those who would like it, following the workshops.) **Help underprivileged groups get to polling stations to vote in November. Continue listening.** (We're committed to doing more and doing better.)"



KANHA
CANNABIS INFUSED
GUMMIES

*Email from Director of
Marketing, Melissa
Henry, July 9th, 2020*

"Hi and Thank you for reaching out. We at Sunderstorm appreciate the work you're doing, as we feel this is a very important and pivotal time for not just our country, but the cannabis industry as well. At Sunderstorm, **we support the Black Lives Matter movement.** Here are just a few things we have done and are working on doing. **[Donated] to Project Zero to support the Black Lives matter movement.** We're in the process of implementing a paid volunteer day for everyone in our company to use to participate in a nonprofit cause that supports the **BIPOC community.** You mentioned Bloom Farm doing this, and we thought it was a great policy, so are doing it as well. **We are also in the process of reaching out to a diversity and inclusion consultant to provide some education for employees and feedback for our leadership on how to improve as a company.** We have some other things in the works, so stay tuned for more announcements (@bySunderstorm). **We do all that we can to be inclusive in our hiring processes and invest in our employees through continued training opportunities that will help them grow within the company. We believe that a diversified workplace is vastly important and do all we can to support that.** I hope that provides you the information you were looking for"

KUSH QUEEN®

*Email from Director of
Educations & Account
Support, Angela Viesti,
July 13th, 2020.*

"As a cannabis company, our values include supporting movements like BLM and other organizations that serve underrepresented communities who we owe our industry's existence to. That said, we have made the following efforts in 2020: **Radical Self Care (email statement made June 2nd, 2020) Pull Up For Change (Kush Queen employee demographics) Stop Hate for Profit (withdrew advertising funds from Facebook & Instagram) BYP 100 (donated 19% of sales on Juneteenth plus \$5 from every sale of Black Magic bath bomb in June) Asylum Connect (our chosen organization to support for Pride 2020. They help LGBTQ asylum seekers find pathways to safety through tech). Supporting causes like these have been ingrained in our company's ethos from Day One"**



*Email from Brand
Liaison, Sammy Jo, July
7th, 2020.*

"We'd like to start off by saying we appreciate and commend [shop name] for holding vendors accountable and shining a light on diversity in the cannabis space. **As a company, Maven Genetics has chosen to donate to the Black Visions Collective**, a Black trans-led organization, and individual employees, as well as our owners, have also actively been making contributions to several BLM funds across the board. We are also proud to say that **we offer mentorship and leadership skills to our POC Staff with the hopes of offering greater knowledge and opportunity in the Cannabis space.** Out of our team of 85 employees, **about 60% of our staff are BIPOC across all positions within the company, including a large percentage of management, as well as one of our owners.** Moving forward, we will continue to use our platform to bring awareness to the ongoing systemic and social issues that need to be fundamentally overhauled in our industry. Additionally, **we continue to work closely with our trade organization, Southern California Coalition**, in giving recommendations and guidance **to move the cannabis industry forward in hopes of furthering the social equity program and offering a more equitable path forward for POC in the cannabis space"**



*Email from CEO, Maya,
July 2nd, 2020.*

"Hello and thank you for reaching out! I'm so glad that you were taking this type of action. We definitely care and have been standing in solidarity with Black Lives Matter. Here is a list of some of the things we've been doing: **The first thing we did was make it very clear on our largest account of 34,000 people @omedibles that we stand in solidarity.** You can go back to our post and see, we did them in May. **Then we muted and only amplified black businesses and political messages in support of BLM and the Revolution and uprising that we are witnessing for about 11 days.** We have a CBD line as well in our company and you can also check out our standing in solidarity with Black Lives Matter there. Check out our @omcbd page where we have also used our channels to educate and show support. Each post has a call to action. **We have been donating 100% of the proceeds from our best-selling Lavender CBD salt to Black Lives Matter – this is ongoing it has been going for over amount and when we decide we have made enough money we will stop the offer and make our donation.** We are tracking all of the sales for that particular SKU. **In addition to that, proceeds from our underwear are being donated to a company called Period. Which gives menstrual supplies to people in need – mostly people of color. We have a newsletter that goes to 8000 people and we have been educating on the cases of Breonna Taylor, Toyin, and Nina pop – each highlighted in separate newsletters.** Each one has calls to action with petition links, phone numbers, and donation links. We also have donated 160 CBD salts to the black healing clinic. **We continue to be semi-muted and don't plan on stopping with our political posts and calls to action. We are also still amplifying black owned businesses and we plan on**

	<p>donating more Epsom salts as soon as we find another event. If you have any suggestions we are open!"</p>
 <p><i>Email from Chief Operations Officer, Sarah Hines, July 6th, 2020.</i></p>	<p>"Proof as a company has indeed donated both to local black-owned and black run organizations locally in the SF bay Area as well as in Minneapolis during these times. Coincidentally, a notable portion of our small team grew up in Minneapolis and called those grieving neighborhoods home at one point, including myself, so we felt it was important to support both our own local communities as well as the recent catalyst out in the Midwest. We consciously have not posted about our donations on social media platforms because we do not wish to capitalize or market ourselves to profit off the grief and suffering of Black communities. We have also allowed our team members time off as requested for participation in protests. Many of our employees, owners, and top management, have engaged deeply in our communities to promote the BLM message and participate in protests. In our home in Sonoma County, race has rarely been discussed on a large community platform. We have been really thrilled by the response of our community and seeing a community BLM organization open up here in Santa Rosa. To give you some more insight about our team, we have 16 total people employed in our company. Of those, we have multiple racial identities represented, however, we do not have any black employees at this time. We have recognized as a company that our role [in the cannabis industry] means we must face the reality of the War on Drugs racist origins and ongoing oppression of Black People. We continuously discuss internally how we can become a more powerful force for anti-racism, and how to improve our hiring processes to provide opportunity to individuals who are traditionally and systemically removed from positions of power. We state this mission in every job listing and we open ourselves to every possibility to improve this process."</p>
 <p><i>Email from CEO & Founder, Imelda, July 2nd, 2020.</i></p> <p><i>Instagram @purebeautypurebeauty June 1st, 2020</i></p>	<p>"Thank you for asking these questions. Pure Beauty has, for some time, worked directly with organizations that work with currently and post incarcerated populations. We not only make monetary contributions but work directly with the program and the individuals it is serving. In addition to our ongoing contributions we recently donated \$10k to Black Arts organization that are in our immediate community, including The World Stage, The Umoja Center, and Summaeverythang. Pure Beauty is also developing an apprenticeship program that will bring social equity applicants into our cultivation and will include exposure to other sectors --including distribution, retail and manufacturing. The goal being to increase diversity in cultivation specifically and the industry more broadly. We know there is so much more to do and will continue to make social justice a core part of our mission."</p> <p>Then on Instagram they stated: "Pure beauty stands with the Black community in the fight against white supremacy and the systemic inequalities and VIOLENCE THAT ARE LEGACIES of slavery and segregation. In the cannabis space, we must acknowledge the history AND CONTINUED criminalizing of Black and Brown communities. POLICE BRUTALITY AND mass incarcerations MUST BE STOPPED. We regularly work with and donate to Defy Ventures, an organization working with currently and post incarcerated populations. THIS WEEK we will be donating to the LA-based People's City Council Freedom Fund and the Movement for Black Lives. The PROTESTS we have seen TO DENOUNCE the KILLING OF GEORGE FLOYD, BREONNA TAYLOR, TONY MCDADDE BY THE POLICE have been powerful and inspiring. WE ARE</p>

	<p>COMMITTED to keep this momentum going. we are not a big or wealthy company, but we will continue to use our voice and our resources to fight for equality and a more just world."</p>
 <p><i>Email from Cofounder, Lisa Tollner, July 2nd, 2020.</i></p>	<p>Thanks for reaching out and for taking on this task! Our company has always believed in equality for all and are thrilled to finally see the world get behind the movement. A few things we do to show our support for BLM and social justice issues are: We donate to RFK Human Rights Foundation (led by human rights activist and lawyer Kerry Kennedy, Robert F. Kennedy Human Rights has advocated for a more just and peaceful world since 1968. They work alongside local activists to ensure lasting positive change in governments and corporations. Their team includes leading attorneys, advocates, entrepreneurs and writers united by a commitment to social justice). Some of our staff participated in local marches for BLM. We are members of UCBA in Los Angeles and a portion of our monthly dues goes to cannabis social justice legislation, and the City of Los Angeles just announced faster pathways for licensing for those impacted by the war on drugs. I sat on a committee in Watsonville, where we have our manufacturing license, to help incorporate social justice language into the local ordinance. Watsonville is pretty homogenous and there has been no opportunities to hire black job applicants. However, we are committed to our city and the local labor force which is largely Hispanic, and have hired several with this ethnicity. As a 50% woman-owned business, I've seen my own level of discrimination and inequity over the years. Of our staff count of 15, we have about 50/50 ratio of men and women. A suggestion that I've been presenting to many in the industry is setting aside 15% of retail shelf space for minority-owned products. It would give social equity licensee's some help at retail, as well as other minority groups that are struggling to compete. Let me know what your dispensary thinks of this."</p>
 <p><i>Email from THC Design Team, July 2nd, 2020.</i></p>	<p>Thank you for contacting us about this issue. Black Lives Matter. Since the beginning of THC Design, we've always placed an emphasis on diversity and we are proud to say that we have team members from all over the world and all walks of life. The President of THC Design is Black. The vast majority of our team (175+ employees) is non-white, indigenous, or POC – I cant get you exact numbers on our demographics, because we don't ask our team members to self-identify. We accept everyone for why they are. The majority of our executive board is also non-white. We support the Social Impact Center in Los Angeles to promote social equity in the cannabis industry and for more than 20 years we have worked directly with defense attorneys in both California and Oklahoma to end incarceration for cannabis, not to mention our lobbying efforts for federal legalization. We understand firsthand the gravity and seriousness of these challenges as we have faced them directly ourselves. It is something that we continue to work on. I hope that helps to answer your concerns. Let us know if you have any more questions."</p>



"Trokie in CA is a one man show, Me, Myself, and I. I make all Trokie Fast melt Tabs for CA dispensaries and all hemp based Trokie products (outside of our Triple Pain Patch, which is a GMP product) for US distribution. I am a Cherokee Citizen and unfortunately in the CA dispensary market, Trokie is not well understood with **I have been supporting the Drug Policy Alliance which engages with policy change around racial oppression, like the War on Drugs, Police Reform, Equity and Transformation, Institute of the Black World, Latino Justice PRDLEF, Women with a Vision, etc. I personally volunteer as a speaker with OC NORML (Kandice Hawes) to many groups and support patients that cannot afford medication. I have published on cannabis in peer reviewed journals and educate healthcare providers around the world.** I applaud your effort and hope you recognize Trokie and myself as an important voice in these struggles. Increased sales would help me do more."



Email from Utopia Team, July 7th, 2020.

Instagram @utopia.ca, June 8th, 2020

‘Thanks so much for your inquiry. I’ve attached the company’s public stance on BLM that we’ve posted on our website and social media. Additionally, the owners have given time off to any employee that is attending a protest or event during work hours and offered additional resources (e.g. support for therapy or other services needed). This year, **the company added Juneteenth as a paid company holiday and will continue to do so going forward!** As for diversity, **four of the nine managers/execs are female, three are Hispanic, and one is Black. As a whole, our company is pretty equally split among genders and is ~45% Hispanic, ~40% White and 15% Black/Asian/Pacific Islander.** Please feel free to reach out for additional information and we really appreciate your awareness and interest into these matters”.

Instagram Public Statement: Utopia and Headstash stand with Black Lives Matter and those fighting against the senseless and prevalent racism, marginalization and oppression of our Black and Brown communities. We cannot ignore the injustices that continue to occur. It is unconscionable that Americans are still being murdered by those sworn to protect and serve. We are outraged and renounce the terrorization of our fellow Black and Brown Americans. We cannot turn a blind eye to the police brutality that is a symptom of America’s culture of White Supremacy. We cannot ignore the systemic racism that continues to add names to a list of victims including George Floyd, Ahmaud Arbery, Breonna Taylor, Oscar Grant, Eric Garner, Trayvon Martin, Michael Brown, and so many other children, siblings, parents, and friends. **As a cannabis business, we recognize that our ability to legally operate has been earned off the arrests, bloodshed, protest, and toil of our Black and Brown communities. We recognize that the system of White Privilege has allowed us to become a licensed cannabis cultivator, manufacturer, and brand in California.** We understand that it is our responsibility to stand against injustice and demand an end to these senseless killings, arrests, and violent responses to protests by our police and government. We know we can do more to amplify Black voices and we are committed to using our platform to promote diversity and equity. We are committed to continuing the ongoing work necessary to fight racism and oppression. We also recognize that we may make mistakes along the way and we are not afraid to be held accountable as we continue to learn, grow, and educate ourselves and our communities. We will continue to fight. We will continue to love. We will continue to vote. Black Lives Matter.”

These **35** companies were minimal in being vocal **AND** action-based about #BLM.

BRANDS THAT POSTED ONLY ONCE ABOUT #BLM				
				
				
				
				
				
				
				

Posting once about #BLM and then never again is a choice.

Not posting about it at all is a choice too.

The following Cannabis Brands stayed completely silent on Instagram about #BlackLivesMatter. Instagram is an important tool for Cannabis Brands because it is one of the few social media platforms that allows for its users to thrive in expressing their customer loyalty while also growing a 420-friendly community – but, at the same time, Instagram holds these accounts under such high scrutiny because Cannabis itself is still a federally illegal drug which partially imposes on the Instagram Community Guidelines. As careful as brands must be about what they post, Instagram encourages activity like solidarity with this movement. Hashtag Black Lives Matter works so well on Instagram because of how hashtags work like a channel. So much so, that it became quickly known that posting a black square with said hashtag was a blackout on crucial information – that led to #BlackOutTuesday. Instagram encourages Solidarity with #BLM through features like “Story Stickers.” Despite the ease of advocacy, we received the regular programming from:

BRANDS THAT DID NOT POST ABOUT #BLM AT ALL				
				
				
				
				
				
				

 <p>Silent since February 2020</p>	<p>Dr. Kerklaan THERAPEUTICS™ Silent since March 2020</p>	 <p>Silent since April 2020</p>	 <p>Silent since May 2020</p>	<p>BRANDS THAT JUST HAVENT POSTED ON INSTAGRAM ←</p>
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Silence is Violence. These **33** brands had a great opportunity to send a message to their users about their existence in California, and they did not. Recreational use has only been legal for about 2 years now, since January 2018. California's medicinal cannabis market has existed since 1996. And, The War on Drugs is why the market evolved as slowly as it had. Which is all on top of California being the first state to ban Cannabis, in 1913. Now that Cannabis legalization is being led with a capitalistic model, brands are more incentivized to participate in commonplace online marketing and customer engagement. Yet there appears to be a hesitance from these brands to display such stand points. The silence suggests that either: the marketing team is not in tune enough with their audience to relay their messages of solidarity or they do not stand in solidarity the same way they stand in complacency. Instagram does not have to be THE IT SPOT for all things social justice, but it is a start. The "racism conversation" should be normalized by now in the cannabis industry. It should be as ordinary as saying "420".

...

Instagram space is very valuable. Upon reviewing the pages for these brands, it is worth noting that almost every account has THOUSANDS of followers, whether it vary from 1k to 100k. This power to impact others should be considered a responsibility. Out of the 129 brands in this report, 61 brands took that responsibility seriously and made supportive contributions or took up space in their feeds to spotlight the Black Lives Matter movement. The follow tables highlight these **61** brands and how many followers their pages have:

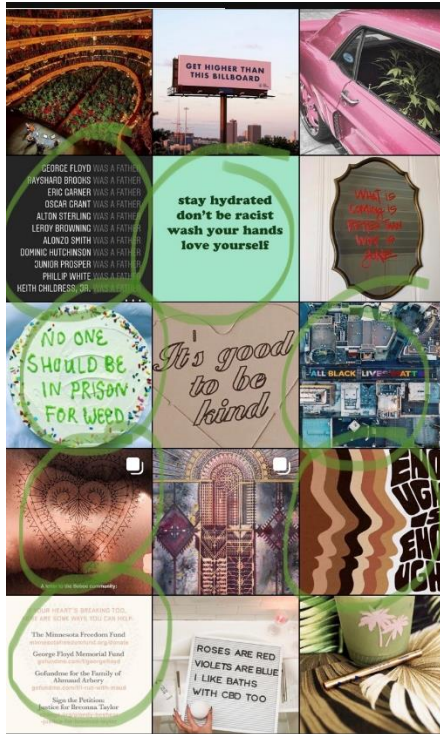
Questions to consider when viewing these examples of visual solidarity:

1. Are brands creating their own content or reposting someone else's content?
2. Do they showcase Black People on their feeds? Before, During and After.
3. Are they recognizing the War on Drugs? And the People in Prison because of it?
4. Do they say "Black People", "Racial Injustice" or other terms to specifically address the current and ongoing issues of racial inequity?
5. As a consumer, will this impact which companies you will purchase from going forward?

A. BRANDS THAT MADE THE MOST SPACE FOR #BLM

@beboefamily

72.3k



@chalice_farms

16.9k



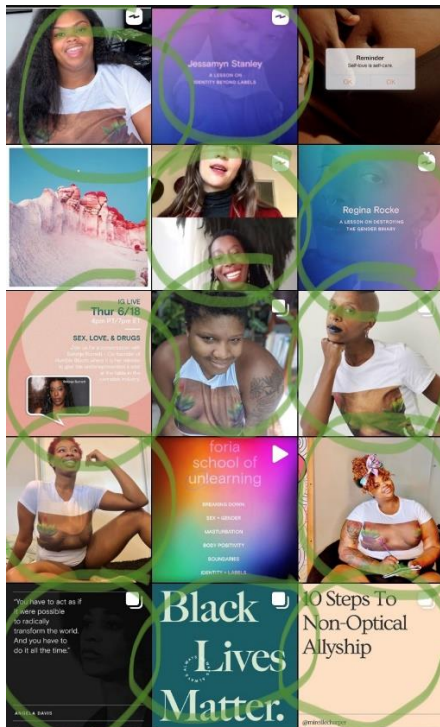
@flow_kana

43.5k



@foriawellness

95.3k



@glasshousefarms

12.4k



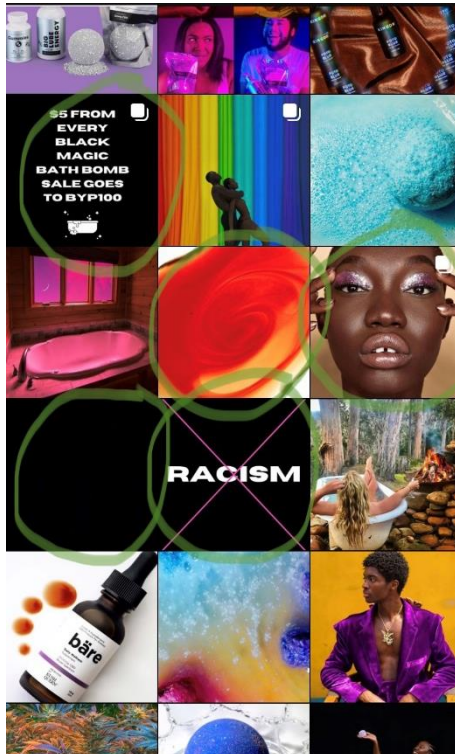
@kikoko_hq

19.2k



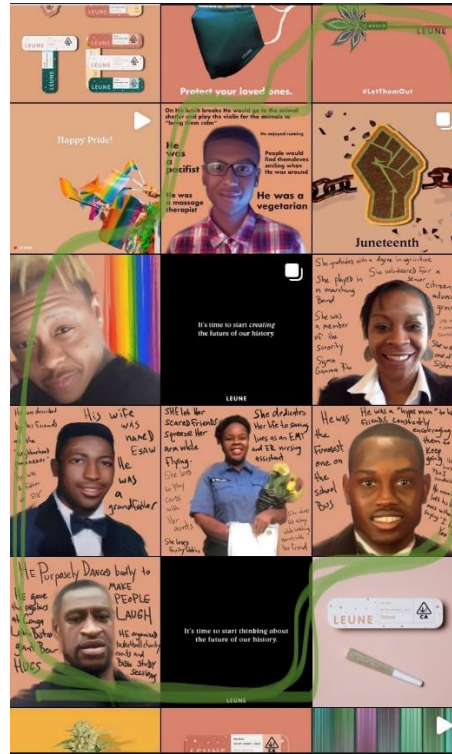
@kushqueenshop

69.2k



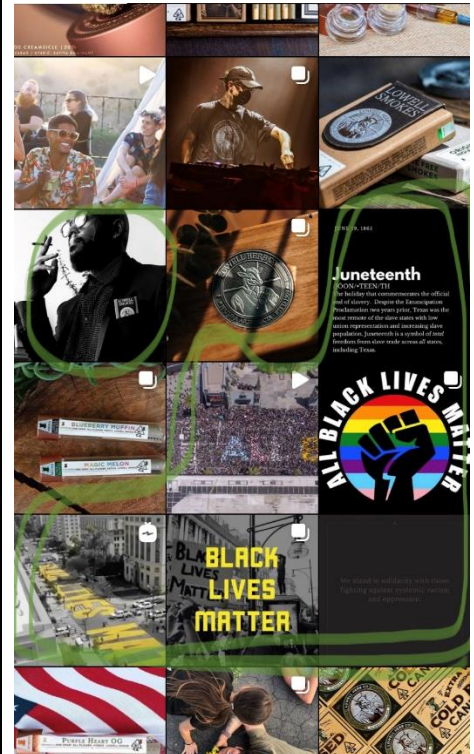
@leunebrand

12.2k



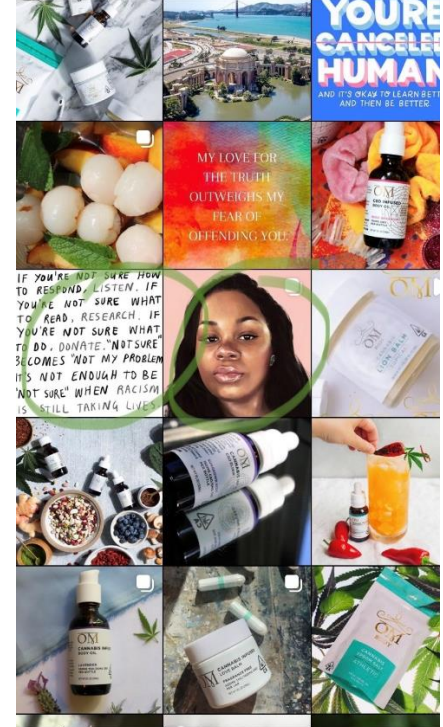
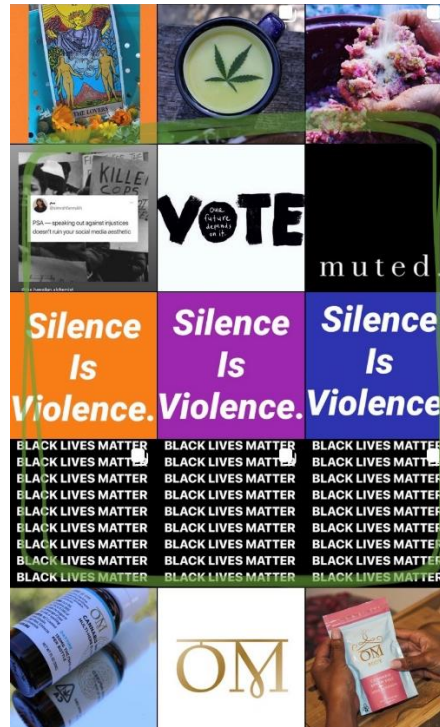
@lowellfarms

171k



@omedibles

33.9k



@PapaAndBarkley

50.1k



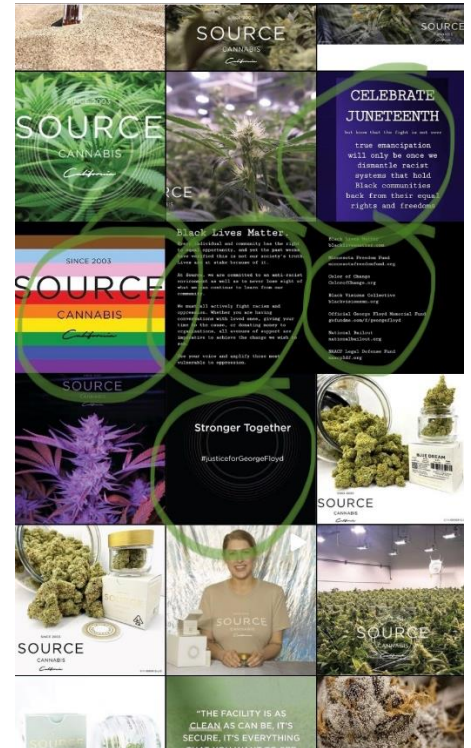
@spacecoyote

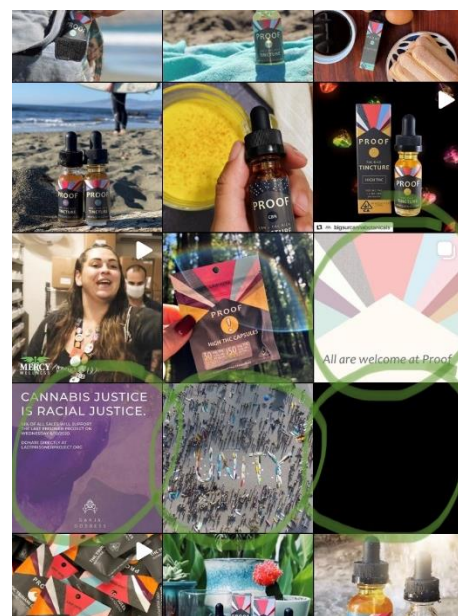
9.3k



@sourcecannabislosangeles

11.8k





@utopia.ca
25.9k

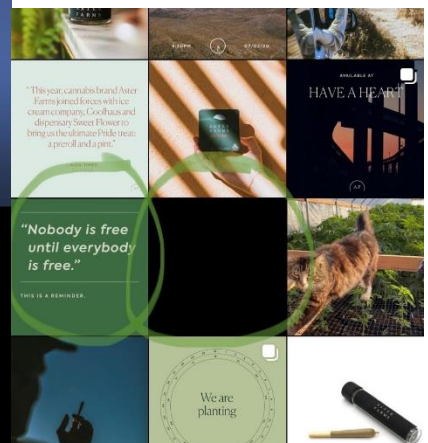


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C.BRANDS THAT MADE 3 POSTS RELATING TO #BLM

@asterfarms

7.4k



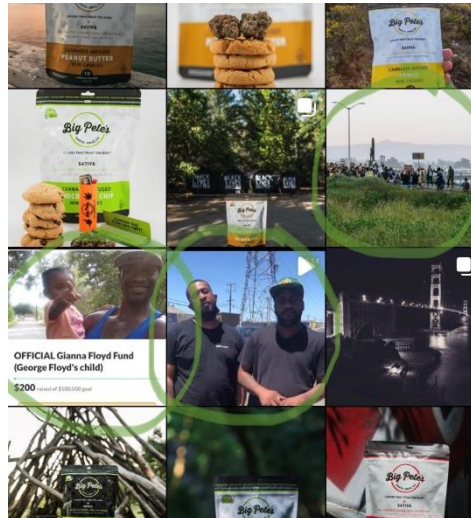
@team_beezle

20.4k



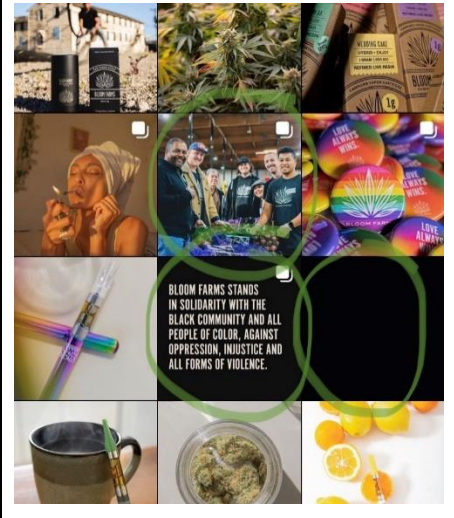
@bigpetestreats

18.8k



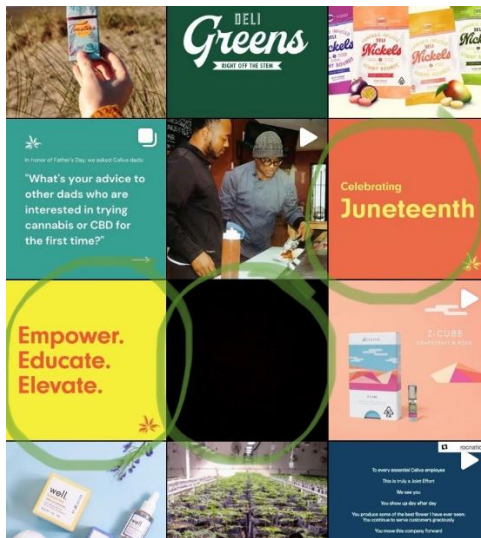
@bloomfarms

71.4k



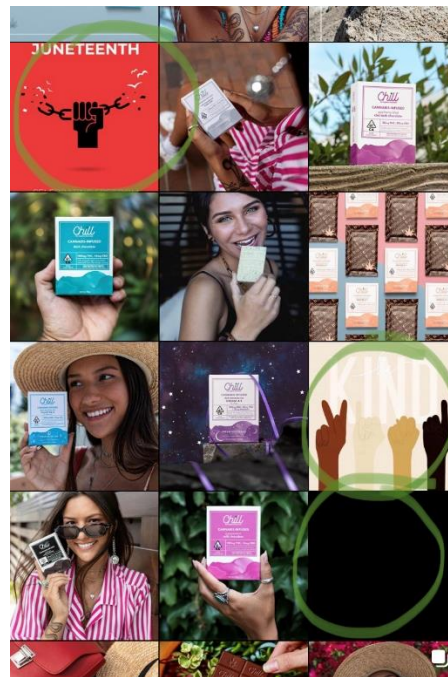
@gocaliva

33.4k



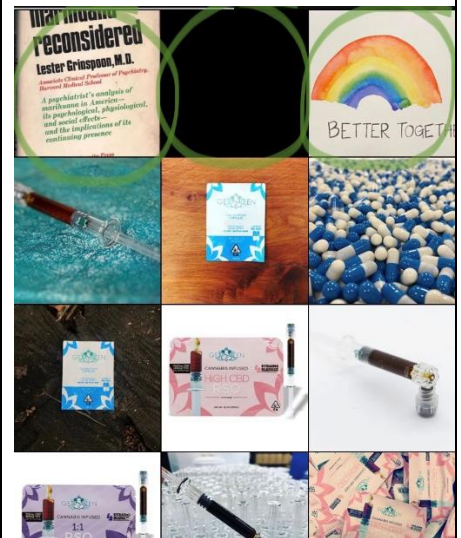
@highestchocolate

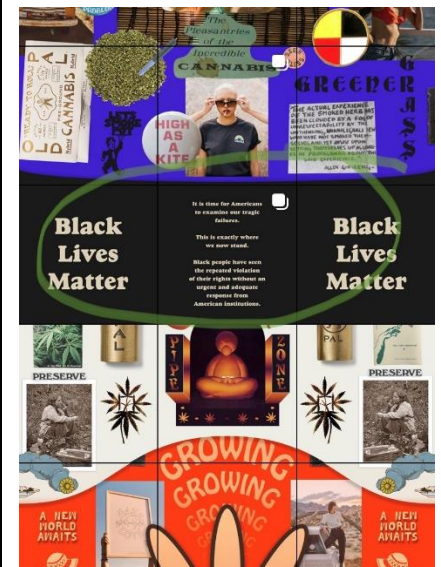
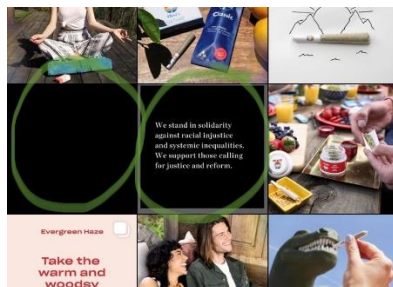
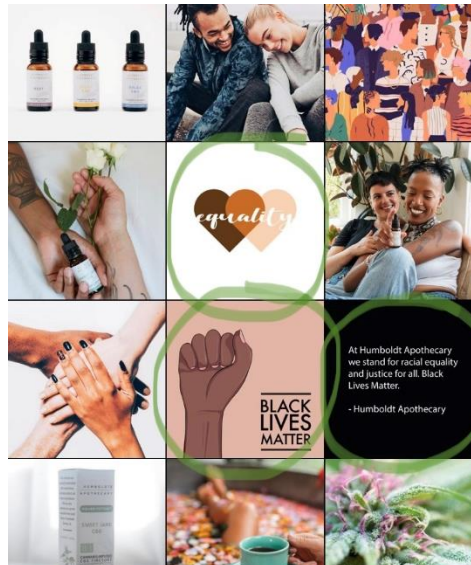
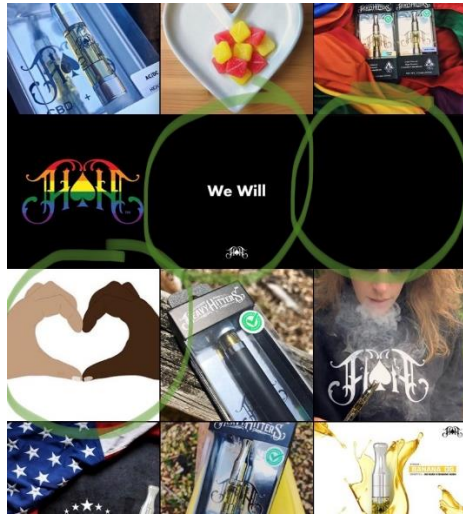
3.7k



@getzenca

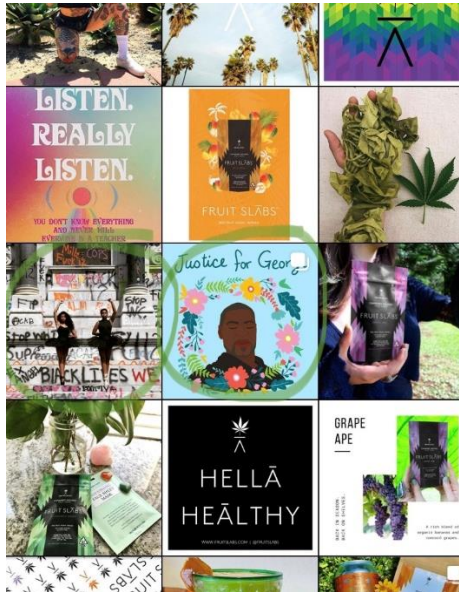
2k





findisland As Californians, we're privileged to enjoy cannabis freely. And we believe that everyone has the right to the same freedoms. That's why we're partnering with @lastprisonerproject, a nonprofit working to provide nonviolent cannabis offenders with release, record clearing, and reentry work. Learn more and see what actions we're taking at island.co

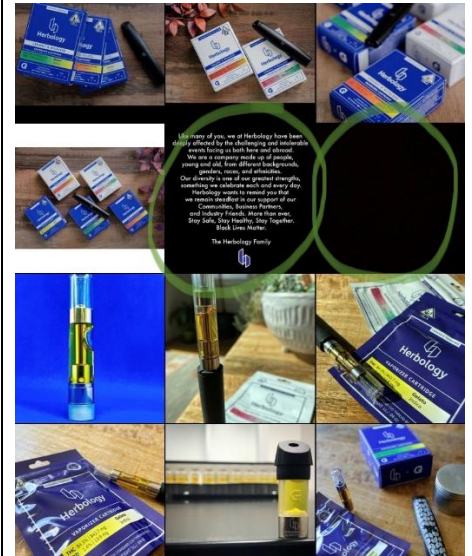
@fruitslabs
6k



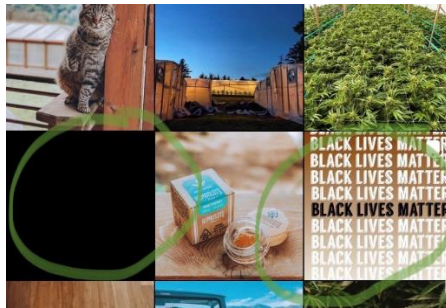
@happystick
13.7k



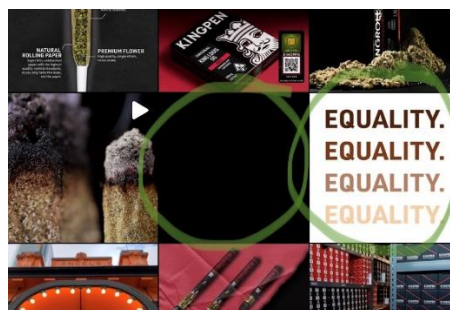
@herbologyusa
3.7k



@humboldtsfinestfarms
14.5k



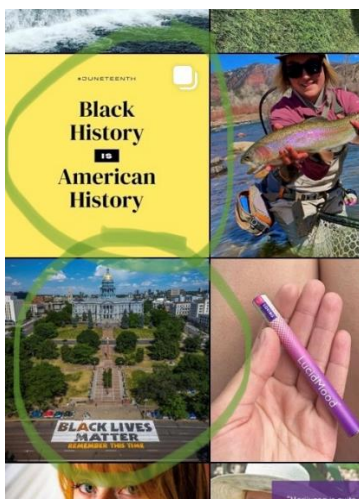
@kingpen
102k



@kinslips
8.5k



@lucidmood
3.4k



@sonomapac
10.1k



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E.BRANDS THAT POSTED ONCE or TWICE ABOUT #BLM AND MADE IT COUNT (by mention of donations)

@district.edibles

12.2k



(In the comment section, they replied to users with the same comment about donating to GLAAD, Freedom Grows and Grow for Vets.)

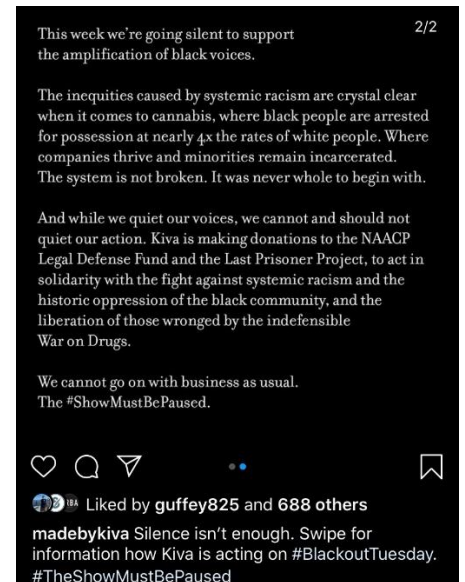
@kanhatreats

12.2k



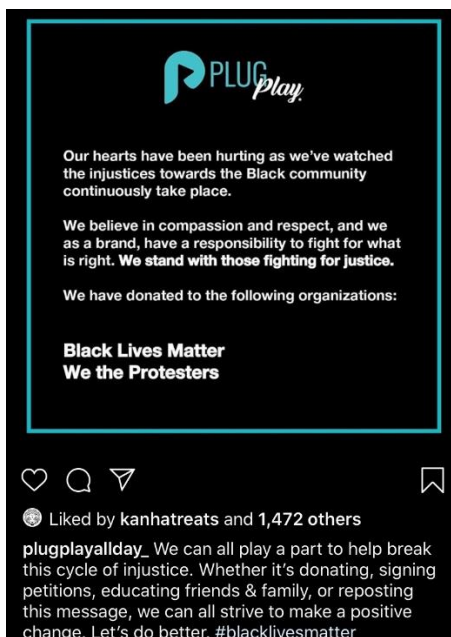
@madebykiva

38.7k



@plugplayallday_

62.4k



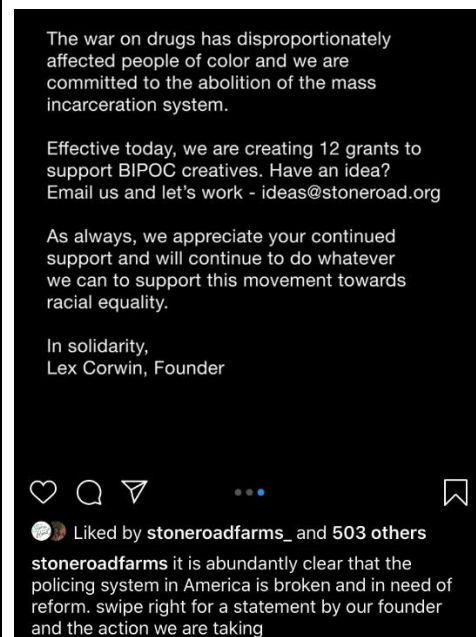
@humboldtbrothers



14k



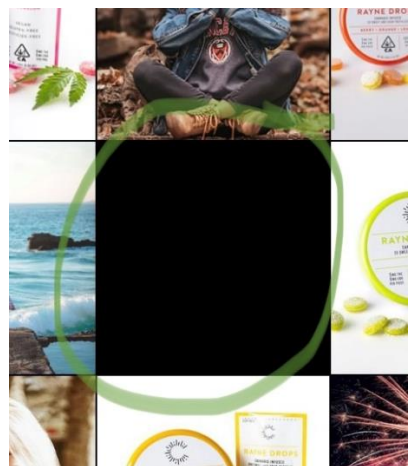

@stoneroadfarms

37.1k



<p>@tysonranchofficial 377k</p>  <p>Liked by prez_92 and 6,207 others</p> <p>tysonranchofficial This month we will be donating to @naacp @blkivesmatter and @brooklynbailfund. Moving forward we will be donating on a consistent basis to the @lastprisonerproject.</p> <p>We are dedicated to fighting against systemic racism and in particular the unfair justice system that has many black and brown men and women locked away for cannabis related crimes. #BlackLivesMatter</p>	<p>@wyld_canna 24.6k</p>  <p>Liked by cannabixology and 1,534 others</p> <p>wyld_canna Let us be clear on where we stand. Today, tomorrow and everyday, Black Lives Matter. Silence and inaction aren't acceptable. The Wyld/ Wild Roots family wants to show our support and solidarity in the fight against racism and police violence.</p> <p>Today we are donating to @naacp_ldf, @colorofchange, @yourrightscamp,</p> <p>But the work doesn't stop today. We will continue to educate and commit ourselves to the fight against racial injustice.</p>	
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F.BRANDS THAT POSTED ONCE ON IG BUT RESPONDED TO MY EMAIL INQUIRY ABOUT #BLM		
<p>@curiouslycannabis 1k</p> 	<p>@dosist 76.2k</p>  <p>dose pen rechargeab system.</p> <p>A message from dosist CEO:</p> <p>I, like so many of you around the world, watched the recent atrocity inflicted upon George Floyd with absolute horror and disgust. This devastating occurrence diametrically opposes America's, and dosist's, fundamental principles and virtues. We stand 100% in solidarity with those who are peacefully protesting these senseless and violent acts against African Americans. What we all need to understand is that the frustration currently being demonstrated by millions of Americans and people around the world reflects obstacles that generations of marginalized groups in this country have faced, and continue to face, in their pursuit of equality and justice.</p>	<p>@fogcityfarms 11.1k</p> 