



## CANNABIS IMPACT FUND

# 2021 Annual Report

## A NOTE FROM OUR FOUNDERS



**Cannabis Doing Good.**

**Kelly Perez & Courtney Mathis**

"There's nothing we're more proud to have created than the Cannabis Impact Fund. Knowing our collective cannabis history, we wanted to contribute to the movement outside of cannabis and within it, and our experience with kindColorado and with Cannabis Doing Good showed us how hard that is to do for a cannabis company. Cannabis Impact Fund makes doing the right thing easy."

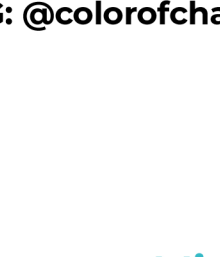
## OUR MISSION

Cannabis Impact Fund's mission is to promote racial justice, heal the planet, and support communities in need by leveraging a conscious cannabis sector. Launched in the Summer of 2020 in the middle of the Movement for Black Lives, we are dedicated to supporting nationwide nonprofits that center racial justice by providing bi-annual grants to our five selected grantees: The Bail Project, Black Futures Lab, Color of Change, Minorities for Medical Marijuana and the Hood Incubator.

## THE WORK WE SUPPORT

Since inception, Cannabis Impact Fund has deployed nearly \$50k to our five grantees in 2021. When you donate to CIF, you provide key funding to our five grantees.

### Meet Our Grantees:



#### The Bail Project

Combats mass incarceration by disrupting the money bail system- one person at a time. Paid bail for over 20,000 people to date.

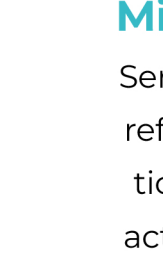
IG: @bailproject



#### Black Futures Lab

Transforms Black communities into constituencies that change the way power operates—locally, statewide and nationally.

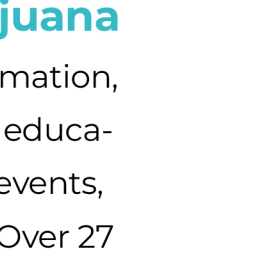
IG: blackfutureslab



#### Color of Change

Designs campaigns powerful enough to end practices that unfairly hold Black people back, and champion solutions that move us all forward. 7 Million members strong.

IG: @colorofchange



#### The Hood Incubator

Centers cannabis justice in the fight for racial equity focusing on economic justice, power building and policy advocacy.

IG: @hoodincubator



#### Minorities for Medical Marijuana

Serves community by providing information, referrals, advocacy, coordination and education regarding cannabis legislation, events, activities, initiatives and discussions. Over 27 Chapters across the globe.

IG: @m4mmunited

"We're incredibly grateful for Cannabis Impact Fund's support of our work for racial justice across the country. We really appreciate the great work Cannabis Impact Fund is doing to elevate criminal justice reform—and bail reform in particular—within the cannabis community."

- Chris McCain, Director of Philanthropy, The Bail Project

## FINANCIALS

Financial Costs in 2021:

### First Year Goals Achieved

- Strengthened operational infrastructure with first staff hire, Melanie Rose Rodgers
- Nurtured relationships with Grantees within and outside the cannabis sector
- Developed relationships with donors, Founding Members, and Pledge Partners
- Increased fundraising, raised over 12K in December 2021
- Increased awareness and visibility of Cannabis Impact Fund through benefit event sponsorships across the U.S. (NY, Vegas, New Orleans)

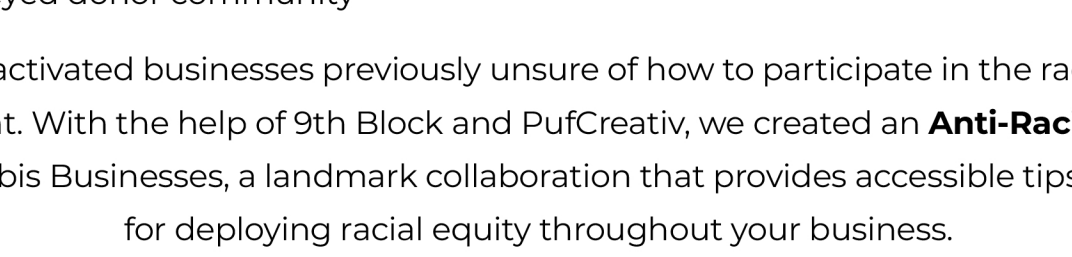
## 2021 FINANCIALS

PROVIDED NEARLY \$50K IN GRANTS TO OUR FIVE GRANTEEES.



## JOIN OUR COMMUNITY

### Founding Members



### Pledge Partners



"CIF combines passion, true commitment and true know-how when it comes to Social Justice and community engagement. This group of powerful and vested professionals make a tangible impact on issues that are important to me."

- Rudy Ellenbogen, Planta Scientific, Founding Member



"We love contributing to the Cannabis Impact Fund to support change, justice and equity... they make doing the right thing easier!"

- Maureen McNamara, Cannabis Trainers, Pledge Partner

## WE MAKE THE RIGHT THING, THE EASY THING.



**Become a Founding Member**  
\$10,000 one-time donation and a 1% Pledge commitment. Limit four Founding Members Per State.

GET STARTED



**Pledge 1%**  
Companies or brands can pledge 1% of their sales, shares or a product or products to the Fund. Renewed annually.

PLEDGE NOW



**Donate**  
Individuals and companies can support our mission with donations starting at \$10.

DONATE NOW

### 2021 Highlights

- 1 Year Anniversary Campaign - promoted our 1 year anniversary
- "12 Days of Giving" end-of-year campaign via Givebutter - reached goal of 12K
- Pledge Partner / Founding Member Appreciation - highlighted donor community and surveyed donor community

We have activated businesses previously unsure of how to participate in the racial equity movement. With the help of 9th Block and PufCreativ, we created an **Anti-Racism Guide** for Cannabis Businesses, a landmark collaboration that provides accessible tips and tools for deploying racial equity throughout your business.



VIEW GUIDE

## 2022 GOALS

- Surpass fundraising goals to \$50-75K
- Increase awareness of Cannabis Impact Fund, sign up 5+ more CIF Pledge Partners and 1-2 Founding Members
- Continue to amplify and highlight CIF's Grantees work and nurture donor relationships

## FISCAL AGENT



We are grateful to Sensible Colorado for being our fiscal sponsor.

## GET IN TOUCH!

Email [leadership@cannabisimpactfund.org](mailto:leadership@cannabisimpactfund.org)

Learn more [cannabisimpactfund.org](https://cannabisimpactfund.org)

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