



# 2022 Annual Report

Cannabis Impact Fund - 2022 Highlights

# A NOTE FROM OUR FOUNDERS

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We are very proud to have created the Cannabis Impact Fund. Knowing our collective cannabis history, we wanted to contribute to the Movement for Black Lives outside of cannabis and within it, and our experience with Cannabis Doing Good showed us how hard that is to do for a cannabis company. Navigating nonprofits and federal prohibition can be a challenge.

**Making the Right Thing, the Easy Thing.**

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**KELLY PEREZ & COURTNEY  
MATHIS**

# OUR MISSION

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Cannabis Impact Fund's mission is to promote racial justice, and environmental sustainability/justice, and to support communities 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.



A man in a green plaid shirt is seen from the back, addressing a group of people seated at a long table outdoors. The setting appears to be a covered patio or dining area with large windows and greenery in the background. The people are engaged, with some looking towards the speaker. The text "THE WORK WE DO" is overlaid in a white box with dark blue lettering.

# THE WORK WE DO

# Raised over \$80k to five national nonprofits since our funding in the fall of 2020.

Our Grantees are grassroots, black-led nonprofits promoting Black lives and Black success:



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

Instagram: [@bailproject](https://www.instagram.com/bailproject)



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

Instagram: [@blackfutureslab](https://www.instagram.com/blackfutureslab)



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.

Instagram: [@colorofchange](https://www.instagram.com/colorofchange)



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

Instagram: [@m4mmunited](https://www.instagram.com/m4mmunited)



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

Instagram: [@hoodincubator](https://www.instagram.com/hoodincubator)

**“We're incredibly grateful for The 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.”**

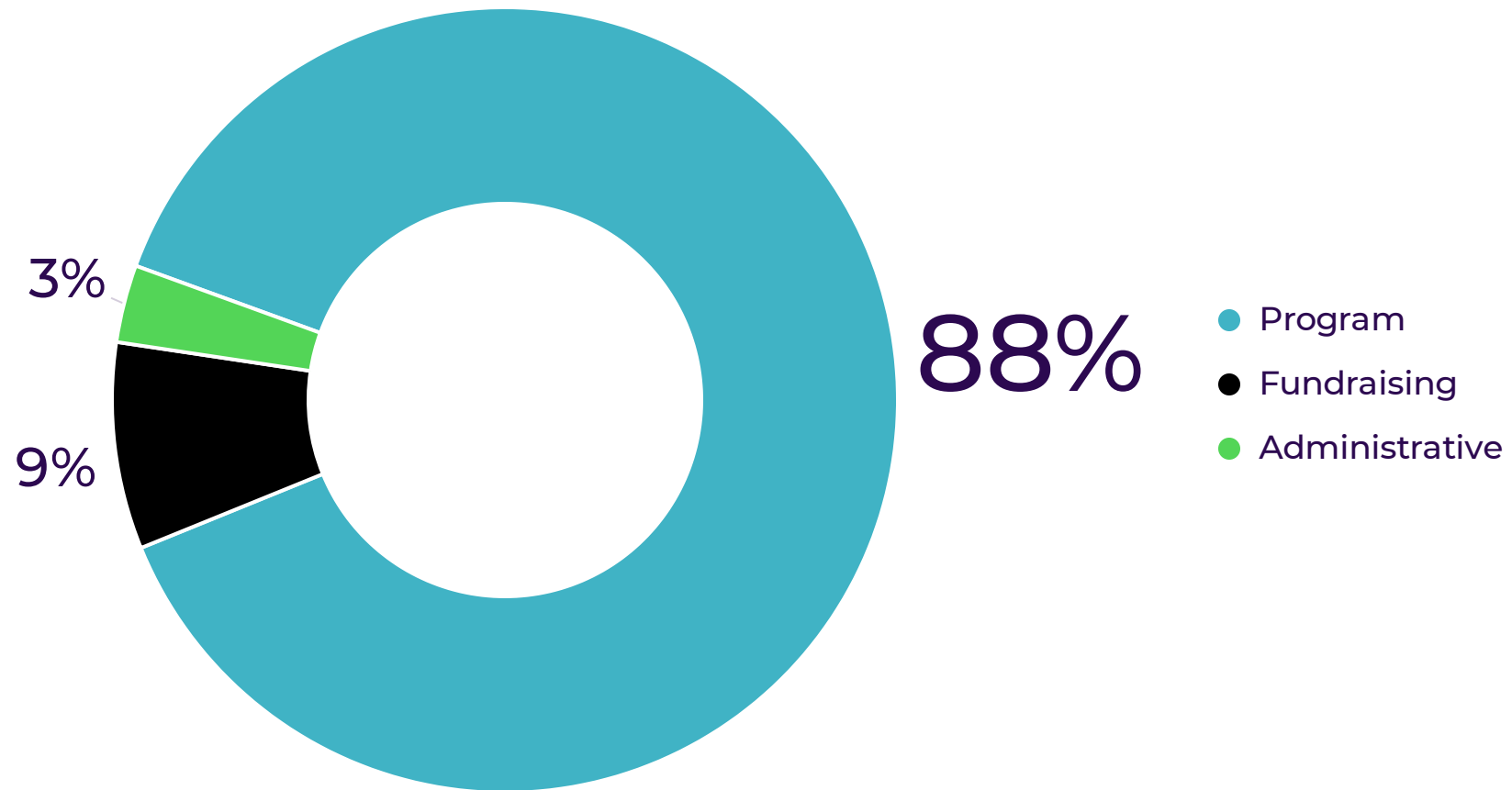
Chris McCain  
Director of Philanthropy

**THE BAIL  
PROJECT**



# FINANCIALS

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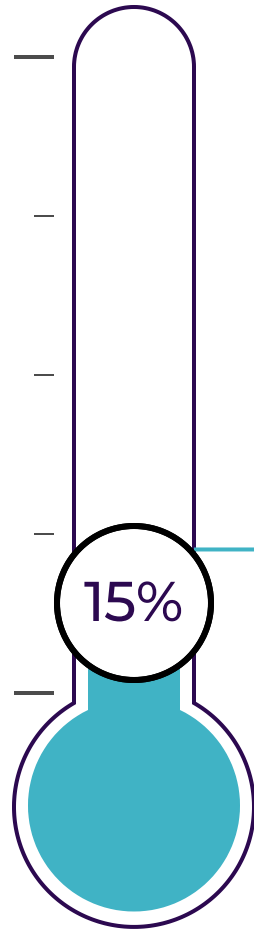


A large crowd of people is seen from behind, walking in a protest. Many are holding signs, with prominent ones reading "BLACK LIVES MATTER". The scene is outdoors with trees in the background.

# SECOND YEAR ACCOMPLISHMENTS



# SECOND YEAR ACCOMPLISHMENTS



We increased funding by 15%



Strengthen relationships with Donors, Founding Members, Pledge Partners, and Grantees.



Increase awareness and visibility through industry collaborations.

# PROJECTS & CAMPAIGNS



## 12 Days of Giving 2022

During our "12 Days of Giving" campaign, we rallied the cannabis community to **raise \$2,000 in support of racial justice**, environmental healing, and community empowerment.



## 4/20 Pledge for Justice

Our recent 4/20 Pledge for Justice event was a tremendous success, **raising an impressive \$3,800**. Donations were generously given from sales and merchandise, showcasing the collective commitment to combating injustices.

# Pledge Partner & Founding Members

“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 makes a tangible impact on issues that are important to me.”



**Rudy Ellenbogen**  
WHOLE GROW  
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

“CIF's Mission is in perfect alignment with our brand's vision of an equitable and environmentally sustainable cannabis industry that supports communities most harmed by the prohibition of cannabis.”



**Jamie Boling**  
Dogwood Botanicals  
Pledge Partner

# THE ANTI-RACISM GUIDE

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In December 2021, Cannabis Doing Good launched an Anti-racism Guide online hosted on Cannabis Impact Fund's website.

With the Cannabis Creative Movement, we have announced the release of our award-winning Anti-racism Guide. Anti-racism training (live and digitally) is available through Cannabis Doing Good.

[View Full Guide](#)





# THE COMMUNITY WE KEEP

# FOUNDING MEMBERS

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Kind Colorado



Cannabis Doing Good



Flow Cannabis Co.



Terrapin Care Station



PufCreativ



WHOLE GROW

# PLEDGE PARTNERS

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# OUR 2023 GOALS



**Fundraise \$50K**



**Create More Racial Equity Content**



**Onboard 5+ Pledge Partners**



**Support Environmental Justice Organizations**



**Onboard 2+ Founding Members**



**Amplify Grantee's Work**



## FISCAL SPONSOR ACKNOWLEDGMENT



Cannabis Impact Fund is grateful for the team at Sensible Colorado for sponsoring our nonprofit. We are honored to continue to do this work and promote racial justice within and beyond the cannabis industry with the help of Sensible Colorado and Vicente Sederberg.

# TAKE ACTION & JOIN US.

The cannabis sector has many people to thank for its existence. This was not and is not an easy path. The drug war is a part of every person who is a part of this industry's history. We didn't create this history, but we are a part of creating our history now.

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"We knew we couldn't make it illegal to be against the war (Vietnam) or Black, but by getting the public to associate the hippies with marijuana and the Blacks with heroin, and then criminalizing both heavily, we could disrupt those communities...Did we know we were lying about the drugs? Of course we did."

**- John Erlichman, advisor to President Richard Nixon, 1971**



# Contact Us

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