



**Brand Partnerships**







## Our Mission

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**FREE is dedicated to reducing recidivism through our personalized reentry programs and by creating social enterprise opportunities that empower the formerly incarcerated, their families, and their communities.**

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# **We are FREE**



**Established in July 2013, Freedom House Reentry Education and Employment Corporation (FREE) is a nonprofit organization providing reentry services to formerly incarcerated adults, veterans, and caring social services for their children. FREE is a registered 501(c)(3) nonprofit organization in California and New York.**

## **How corporations benefit:**

- **Improves Public Image**
- **Increase media coverage**
- **Boost employee engagement**
- **Attract and retain investors**

## **Opportunities for participation:**

- **Get Help App™**
- **Vet Help App™**
- **Children with Incarcerated Parents**






# Understanding Social Equity and Why it Matters

The war on drugs has resulted in disproportionate law enforcement targeting and incarcerating of people of color and people in low-income communities. The cannabis industry has really been built on the backs of black and brown people going to jail. So it is very important that we address the issues of what the war on drugs has done on these communities and try to repair them.

Social equity is about addressing those harms by giving women and people of color a seat at the table and using money from the now-legal industry to re-invest in the communities that suffered under prohibition policy. It is also about encouraging employment and ownership opportunities in the industry.





**Our Brand Partners are first and foremost PARTNERS. Your social responsibility means more to us than a written check. Our Brand Partners are interested in truly promoting change and making our world a better place with FREE. We work closely with your company to develop a mutually beneficial campaign that allows you to be our ally and partner in our movement to reduce recidivism for millions of families trapped in the criminal justice system. You can stand with us to say “no more.”**

**Our most successful partnerships combine time, creativity, dedication and financial support at a level above \$150k, the benefits are immeasurable.**

**Below are a few ways you can become a Brand Partner with FREE:**

- **Donate and provide support to FREE ongoing projects**
- **Provide media support and exposure via social media, corporate events, or local/national media exposure.**
- **Encourage and support employee, company, or community fundraisers to help support the FREE mission and our projects.**



“

We provide programs to reduce recidivism, empower the formerly incarcerated, children with incarcerated parents, and veterans. We are waging aware on the war on drugs. At FREE, growing cannabis is how we pay for it all. ”



# Why partner with FREE?

At FREE, this is who we are:

- Community impact

Get Help & Vet Help App (Projected):

- Released Annually: 680,000
- Number of people using our App: 340,000

Measurement of Impact for one year:

\$2.06	helps	1	individual
\$50	helps	24	individuals
\$250	helps	121	individuals
\$500	helps	243	individuals
\$5,000	helps	2,429	individuals
\$75,000	helps	36,429	individuals
\$700,400	helps	340,000	individuals
\$1,400,800	helps	680,000	individuals

- **Diversity**
- **Embracing change**
- **Demonstrate that you are a good citizen**
- **We create Social equity: Our programs promote diversity in the space and direct funds to communities harmed by the war on drugs.**
- **Inclusion**

**As a result, we check all of the boxes for your Cannabis Organization:**

- 1. To fulfill the organization's broader mission & core values**
- 2. To buttress the organization's abilities to attract, engage and retain diverse groups of highly talented employees and business partners**
- 3. To enable the organization to actualize research findings that diversity, leveraged with inclusion, is good for business**
- 4. To correct the negative effects of the nation's war on drugs and the DEI issues within the U.S. legal cannabis industry**
- 5. To enable the organization to sidestep avoidable business costs associated with inequitable behavior and legal noncompliance**



# FREE Board Members



**Dylan Hood, Founder and Board Chairman,** wanted to empower impoverished communities to start businesses and become self reliant, driven by goals and freedom. Hood wanted an easy and successful way for formerly incarcerated individuals to reenter into their communities.



**Leah Maurer** is a canna-journalist and activist who lives in Portland, Oregon, and is one of the owners of The Weed Blog, a cannabis news and information publication, where she serves as the Editorial Lead. She was very involved in cannabis legalization there, helping found New Approach Oregon, the organization responsible for drafting and campaigning for Measure 91.



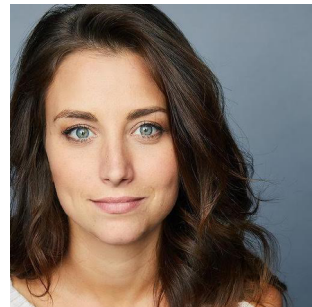
**Kristin L. Jordan, Board President,** is senior counsel with the Cannabis Law practice group at Greenspoon Marder LLP. She has over 20 years of real estate, state licensing, and governmental regulatory experience. In addition to her legal practice, Ms. Jordan is a Co-Founder of the Cannabis Cultural Association and served as its first Executive Director.



**Wanda L. James** is the co-founder and CEO of Simply Pure Dispensary and is a leading advocate in the cannabis industry. In 2009, she and her husband, Scott Durrah, became the first African Americans, legally licensed, to own a dispensary.



**Evan Freund** is an accomplished health services executive and consultant. He served as Executive Director and COO of ambulatory medical care and HMO delivery systems in Chicago for over twenty-five years. His career orientation in health care was focused on the development of services for underserved populations.



**Laura Kaeppler-Fleiss** is a nationally known performer and public speaker, as well as an advocate for at risk youth. As Miss America 2012, Laura traveled as The Goodwill Ambassador for Children's Miracle Network Hospitals and was a tireless advocate for Children of Incarcerated Parents. In this role, Laura also worked with The Military and The USO.



**Ophelia Chong is the founder of Stock Pot Images and Asian Americans for Cannabis Education (AACE). She is driven to help shape the new conversation of Cannabis and is guided by one mission: to advocate for the legalization of cannabis and offer truthful reflections of the faces and communities that embrace cannabis.**



**Edmund M. DeVeaux, a graduate of Rutgers University and a commissioned officer in the United States Army, Edmund brings a wealth of national private, public, and not-for-profit sector experience to the firm. Edmund's professional career began in New Jersey state government Budget.**



**Shanita Penny, MBA is a cannabis advocate, business professional and entrepreneur with over 18 years of experience helping world class companies and startups solve complex issues and improve business performance in multiple industries.**



**Dr. Rachel Knox, MD, M.B.A., is a certified Cannabinoid Medicine specialist who received her medical and business degrees from Tufts University after completing her undergraduate studies at Duke. She trained in Family and Integrative Medicine before pursuing additional study in the areas of Functional Medicine, Cannabinoid Medicine, and Endocannabinology.**



**Feminista Jones is a Philadelphia-based social worker, feminist writer, public speaker, and community activist. She is an award-winning blogger and the author of the novel Push the Button, the poetry collection The Secret of Sugar Water, and the highly anticipated Reclaiming Our Space: How Black Feminists Are Changing the World From the Tweets to the Streets (Beacon, Jan 2019).**



**Dr. Bernard Lee, M.D., the vice president for medical affairs at MJHS Hospice and Palliative Care, Dr. Bernie Lee leads daily clinical operations, ensures quality and ethical standards, maintains regulatory compliance, develops new business and strategic plans and educates staff.**





**Leah Heise is an experienced regulatory compliance attorney barred in both the State of Maryland and the District of Columbia. Leah loves to develop structure in her personal and business lives. She is a big picture thinker with an innate ability to assess an issue and generate solutions.**



**Leise Rosman has more than a decade of experience managing strategy and operations for dynamic socially-minded enterprises. She first began consulting to the cannabis industry in 2011. As an integral member of the early 4Front Advisors team since 2014, she has helped dozens of prospective medical cannabis dispensary and cultivation businesses.**



**John Gilstrap is Vice President / Co-founder of Hudson Hemp LLC, one of New York's early successful organic hemp cultivators and processors based in the Mid-Hudson Valley. John has over 25 years of experience in the private and public sector. John served as special adviser to Governor Cuomo's Small Farmer task force for 2 years in his former role as EVP of Business Development for New York State.**

# Defining DEI

Model Municipal Social Equity Ordinance proposed by the Minority Cannabis Business Association (MCBA). This model legislation was drafted with the assistance of the National Cannabis Industry Association and the Drug Policy Alliance. By Darryl K. Henderson, J.D. of Keith Consulting Group

**Diversity** – technically refers to differences. However, people can be different and similar, but not the same, because of diversity attributes. So diversity refers to diversity attributes, which define each of us as a unique person.

**Equity** – refers to fair access, opportunity and treatment. Equity is codified in employment laws. The pursuit of equity, including anti-discrimination and anti-harassment, helps to foster an organizational culture that is supportive of diversity and inclusion.



**Inclusion** – Means to involve. Inclusion is a choice. It refers to deliberate actions to engage and collaborate with people while allowing them to be themselves and do their best to achieve a common goal. Diversity without inclusion can lead to conflict, grievances, lawsuits, a negative organizational reputation, missed money-making opportunities, and avoidable business costs.

## Challenges to overcome

Opening up the conversation about social equity throughout the industry is a start, but a number of challenges stand in the way of making effective change. First of all, education remains an issue. “A lot of elected officials don’t quite understand how bad the problem really is,” says Krane. Widespread, effective social equity policies will struggle to move forward if our regulators do not understand the history of cannabis prohibition and harmful consequences.

**While social equity policy is still in its infancy, people of color most affected by the war on drugs have higher barriers to entry into the industry. In many cases, people with cannabis-related criminal records are prohibited from participating in the industry, according to Penny. “Black and brown people are still being locked up for this substance. Then you have other folks that are selling companies that are over \$800 million,” says Senter.**

**Even if someone with a criminal record can participate in the industry, unconscious bias remains. Will a company hire someone with a criminal record? Will investors put capital into a social equity applicant’s business? The limited pool of capital in the space – largely made up of friends, family, family office, and cannabis funds – tends to go to businesses with a proven track record, while a social equity applicant’s business is seen as a riskier option, according to Krane.**

**Even when a social equity program does officially roll out, hurdles remain. How do municipalities and states use cannabis tax revenue to reinvest in communities?**

**“Taking all of the cannabis tax revenue and putting it towards issues that we care about has been a challenge,” says Senter. “A lot of municipalities, like Oakland, are running with a budget deficit. They don’t want to give up these cannabis tax revenues. They want to keep them in the general fund.”**



## **CONTACT ADDRESS**

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