



**FREE-Green**



# 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.



## FREE-Green

“

Black people are arrested nearly **4x** as often as whites and **10x** more likely to go to prison for drugs than whites. In Iowa, a person of color is a staggering **8x** more likely to be arrested for drug possession.”





“ In NYC, Blacks and Latinos made up **86%** of all cannabis arrests. In Virginia, Blacks are **20%** of the population, but **50%** all cannabis arrests.”

# Overview



**At FREE, we believe that everyone deserves a second chance. That's why we're creating the first-of-its-kind cannabis grow facility and offer livable wages for you and your family and employs people of color who have been formerly formally incarcerated for cannabis related offenses. All revenue generated will go toward our programs and communities.**

**FREE-Green is the first grow facility committed to employing people from the within the community who were most affected by cannabis offenses (people of color and women), marginalized people, and formerly incarcerated adults. Simply, we are taking a stand and saying no more to racial bias in the criminal justice system as a whole.**

# **FREE-Green Benefits**

**FREE will lead the charge by being the first non-profit Social Enterprise in the nation to open a marijuana grow facility in the United States, not to mention the largest facility in existence, occupying a combined goal of 2 million square feet in Coachella (CA), Flint (MI), and Brooklyn (NY).**

**These facilities as with ALL of FREE's planned grow facilities will for the first time benefit those that have been most impacted by the war on drugs. Our grow facilities will only be located in Targeted Employment Areas (areas with unemployment rates above 7%) and will give preference to employing non-violent formerly incarcerated individuals (as allowed by jurisdiction concerning individuals with felonies), their families and community residents. We are not just cultivators, we are also manufactures, retailers and distributors.**

“

**We promote the right of every individual regardless of race to succeed in the Cannabis industry. We believe that success must always be proportional regarding race and gender.”**





# Community

**As a Social Enterprise, 50% of the revenue we generate from the commercial growing of cannabis goes directly back to the communities and populations we serve.**

**Projected revenue figures: 12 consecutive months, net profit after tax:**

**Coachella: \$43,000,000**

**Brooklyn: \$180,000,000**

**Flint: \$50,000,000**

**Annual tax revenue generated for the community:**

**Coachella: \$900,000,000**

**Brooklyn: \$18,000,000**

**Flint: \$1,000,000**

**Jobs Created:**

**Coachella: 118**

**Brooklyn: 422**

**Flint: 214**

**Change in unemployment rate for community:**

**Coachella: Decrease by 4%**

**Brooklyn: Decrease by 2%**

**Flint: Decrease by 3%**





## **CONTACT ADDRESS**

**9751 Delco Ave, Chatsworth, CA 91311**

**Phone: 1-833-782-FREE**

**Email: [info@freereentry.org](mailto:info@freereentry.org)**

**Web: [www.freereentry.org](http://www.freereentry.org)**