



## Social Equity Partner Support Guide

### Future of Cannabis Marketing 2022

At this year's Future of Cannabis Marketing, the Cannabis Marketing Association wants to highlight our Social Equity Partners — [Cannabis Impact Fund](#), [Marijuana Matters](#), and [Minority Cannabis Business Association](#) — that align with our [core values of inclusivity, authenticity, and sustainable growth and](#) to bring our resources to these individuals and businesses. CMA's Social Equity Program provides recipients with access to CMA events, resources, and membership benefits.

It is mission-critical to level the playing field for global majority owners and professionals who have historically faced disparate challenges, and through this initiative, CMA acknowledges the damage that has been done. Educating people about the history of cannabis and our industry is part of [our mission](#). Like everyone else, we are still evolving and learning.

Our goal with the Future of Cannabis Marketing Social Equity Gift Guide is to connect the Future of Cannabis Marketing audience with these partners in an impactful and substantial way.

Learn more about these organizations and their specific needs that you can support in 2022:



[Marijuana Matters](#) is a social enterprise working at the nexus of community, industry, and government. Our mission is to create pathways out of poverty for those most harmed by the war on drugs through advocacy, education, and entrepreneurship.

Through advocacy, entrepreneurship, and education, Marijuana Matters identifies and eliminates barriers to economic opportunity in regulated cannabis markets for those disadvantaged by marijuana's criminalization. Our vision is simple: repair what's been dismantled, restore what's been destroyed, and reclaim what's been displaced.

Learn more about their program [here](#).

You can support Marijuana Matters by [subscribing to their newsletter](#), purchasing [M2 swag](#), and donating to their [Forty Acres and a Mule Fund](#).



The [Minority Cannabis Business Association](#) (MCBA) is the first non-profit organization created specifically to progress the cannabis industry by increasing diversity. Their mission is to create equal access and economic empowerment for cannabis businesses, their patients, and the communities most affected by the war on drugs. Their work supports equity in the cannabis industry through policy, empowerment, and connection.

Learn more about MCBA and its membership program [here](#).



[kindColorado](#) provides custom CSR for cannabis businesses and was co-founded by Kelly Perez and Courtney Mathis nearly 6 years ago. [Cannabis Doing Good \(CDG\)](#) is a community-building platform highlighting, educating, and awarding purpose-driven companies in cannabis. CDG was born from kindColorado's experience and brought to life with partnership from digital marketing agency [PufCreativ](#).

As CDG continued to grow, building a network of purpose-driven cannabis companies, and aspiring to set best practices for social responsibility in the cannabis sectors, we found a tremendous opportunity to do the good we so often talk about. With tremendous love, respect and humility, we launched the Cannabis Impact Fund, a 501c(3) with fiscal agency from long-time cannabis advocate and champion, Sensible Colorado.

[Cannabis Impact Fund's](#) pillars are racial justice, environmental sustainability, and community engagement. This new Impact Fund allows us to focus the next 12 months solely on racial justice efforts within and outside of cannabis, a privilege and opportunity we are excited to grow in partnership with our Founding Members, Pledge Partners, and community donors. Three companies, one nonprofit, all with the mission of promoting, creating, and showcasing social impact in the cannabis industry.

*You can support Cannabis Impact Fund by directly contributing [donations to the Fund](#), [becoming a 1% Pledge Partner](#), and becoming a [founding member](#).*

*CIF is also looking for film production sponsorship and assistance in creating merchandise this year. Please reach out to [info@marketingcannabis.org](mailto:info@marketingcannabis.org) if you are interested and we will connect you with the CIF team.*



40 Tons is a social equity brand backed and supported by Corvain Cooper, whom CMA's Founder and CEO, Lisa Buffo established a pen-pal relationship with in 2020 through the Last Prisoner Project Letter Writing Program.

Corvain Cooper was set to spend the rest of his life behind bars until he received the winning lottery ticket, a presidential clemency, on January 20, 2021, by former president Trump. While the 40 Tons team is very thankful to get Corvain out of prison, there are still thousands of prisoners incarcerated over Cannabis offenses. They aren't claiming innocence, and must still pay their debt to society, but no one should spend a lifetime in prison for cannabis, or for that matter be incarcerated while billions of dollars are being made in the legal compliant market.

The company's mission is to promote diversity and inclusion of BIPOC communities within the cannabis industry while creating a positive social impact. A portion of all proceeds are redistributed into local communities to benefit those wrongfully impacted by non-violent cannabis charges. Learn more about [40 Tons](#) and their [cannabis hiring fairs](#).

*40 Tons is looking for assistance with PR and marketing this year.*

*Specifically, a Marketing Manager to direct all things marketing with guidance and input from the COO; someone that is versed in digital marketing and cannabis advertising, but also someone that can do basic graphics or manage people that can. This person needs to be a go-getter and executive decision-maker. 40 Tons has many collaborations dropping in 2022 and each one needs its own set of marketing. From web and social to managing the process of putting together decks, one-sheeters, social graphics, and any additional assets that are needed.*

*And; a PR Manager focused on getting the 40 Tons story out and building the brand. Now that they're exactly a year old they're looking for help with overall press strategy and national brand coverage.*

*40 Tons would initially bring both of these people on pro bono for as short a time as possible. They are looking to build long-term relationships and are hopeful that whoever they add to the team will be to drive revenue so they can eventually be salaried.*

*Please reach out to [info@marketingcannabis.org](mailto:info@marketingcannabis.org) if you are interested and we will connect you with the 40 Tons team.*