



kindCOLORADO

CULTIVATE COMMUNITY • GROW GOOD





Who We Are

**We build relationships between
cannabis businesses, communities and nonprofits.
We believe thoughtful, conscious community-cannabis
partnerships
can improve communities and help shift the cannabis narrative
towards one of positive impact.**

Why We Are Here

- To answer your questions regarding the risks and rewards of cannabis partnerships.
- To discuss the risk and rewards of a mutually beneficial relationship with community-minded cannabis businesses.
- To share our experiences and success of our work.

Why Cannabis Gives Back

- ✓ Values-Driven
- ✓ Brand Affinity and Differentiation
- ✓ Community Buy-In
- ✓ License Renewal or Application
- ✓ Mainstream Cannabis



Misperceptions About Giving & Receiving



Tax Write Off
Marketing
Business Tax
Available Profit
Zoning



Loss of 501c3 + Federal Funding
Cash- Based Business, Dirty \$\$
Backlash
Impacts of industry (youth use, homelessness, etc.)

Understanding Barriers

- 501c3 concerns and IRS repercussions
- Federal illegality, national funder concerns
- Constituency acceptance
- Youth and youth advocacy, we use the Cole and Ogden Memos to guide our work (recently rescinded Jan. 2018)
 - Marketing, event participation 70/30 attendance, openly talk about it
- Organizational Culture
- Legal line vs. Enforcement line - Tom Downey, Ireland Stapleton, tdowney@irelandstapleton.com

Understanding Opportunities

- Potentially unrestricted (but limited) funding
- New stakeholder relationships - both business and individual(s)
- Partnership with cannabis could mean ongoing opportunities for diversified funding
- Potential to contribute to system change conversations (prison re-entry, food security, homelessness, expungement, etc.)

Are You Ready for Cannabis Partnership?

- Explore the Risks and Rewards
- Have conversations with BODs, stakeholders, and other donors
- Would your Board be open to recruiting a cannabis business owner for your BOD?
- Why should a cannabis business work with you?
- What will they get out of it? (Be VERY clear about expectations)
- Check state licensure, google, check good standing, etc.

Next Steps

- Mission alignment?
- Standard donor cultivation
- Develop a pitch for mutual benefit. Be ready to go slow.
- If you have cannabis businesses in mind, craft a strategy for reaching out
- Clear regarding expectations



**If you are interested in networking with
purpose-driven cannabis companies, ask about
getting invited to our next Cannabis Doing
Good Social!**





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