

MichiCann Social Equity Plan

MichiCann believes strongly in giving back to the community and cities around us. It is no secret that the War on Drugs disproportionately targeted and affected some demographics much more than others. MichiCann will encourage participation in the marijuana industry from people of communities that have been disproportionately impacted by marijuana prohibition and will also use our position and resources to positively impact those communities. We will do this by pursuing 3 main initiatives:

1. As our business expands, we will have the need for additional employees. When searching for candidates, MichiCann commits to first searching for qualified candidates within communities that were disproportionately affected by holding job fairs in those cities. We will track the effectiveness of this by reviewing yearly how many employees we hired from disproportionately affected communities with a goal of increasing this hire number every year.
2. MichiCann believes the future of this country is our youth. In a new and growing industry, young adults have the opportunity to learn new skills to obtain jobs in the marijuana industry that were not available in the past. MichiCann commits to offering internships to college students (21+) from disproportionately affected areas who are interested in pursuing a career in the marijuana industry or to learn more about business operations and management. The goal is to assist with job placement and have these interns transition to employees of MichiCann. If that does not happen, we will remain a resource and reference for them after internship in order to assist in job placement and pursuit of their career. We will track the effectiveness of this by following up with our interns to see how many of them were able to obtain employment within their desired industry.
3. MichiCann will seek out NonProfit organizations within disproportionately affected communities who are already making a positive impact and provide assistance to them by volunteering and making monetary donations. The effectiveness of this will be specific to the organizations we are working with as nonprofits typically track their own initiatives. MichiCann's goal would be to increase our volunteer hours and monetary donations to these organizations year over year in order to continuously make a bigger impact in disproportionately affected communities.

We look forward to partnering with other marijuana businesses, cities, community leaders, and activists to be able to make this plan a reality and have a positive impact on the disproportionately affected communities around us.