



# House of Dank Lansing

AU-R-001169

This entity qualifies for the Bronze level tier of  
the Social Equity All-Star Program

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The Earle of Smoke IV, LLC d/b/a House of Dank (“H.O.D.”) Lansing continues to implement a Social Equity plan, to align with Rule 4(16) of the Marijuana Licenses Rule Set (R 420.4(16)) under the Michigan Regulation and Taxation of Marijuana Act (MRTMA). We are pleased to provide our plan to promote and encourage participation in the cannabis industry by people from communities that have been disproportionately impacted by marijuana prohibition and enforcement. Additionally, we have spearheaded community-specific charitable activities that benefit employees, customers, the City of Lansing area and surrounding communities.

Cannabis legalization has created business opportunities in an industry that has long been categorized as illicit. Some cannabis business opportunities have barriers and are only accessible to well-capitalized, well-connected entrepreneurs. Social equity programs seek to promote and encourage participation in the cannabis industry by people from communities that have been disproportionately impacted by marijuana prohibition and enforcement. The Michigan social equity programs endeavor to thwart the impact of historically unjust policies by providing communities with additional resources and opportunities within the cannabis industry.

H.O.D participates in social equity efforts by employing individuals from disproportionately impacted communities. Across the Mitten State H.O.D employees about 400 people. In Lansing we have focused hiring efforts on the neighbors and neighborhoods around the retail location. We believe hiring employees from the community helps us better connect with and understand the needs of our customers and neighbors.

Finally, H.O.D. partners with vendors and ancillary businesses with licenses who qualify for CRA’s social equity program or whom we have identified as disproportionately impacted based on internally established criteria. Some examples of the criteria used to determine disproportionate impacts include businesses located in disproportionately impacted communities or neighborhoods, business with social equity qualifications.

The following is a summary of some of the social equity and charitable efforts we have contributed to in the last few years.

2021:

- Michiganansian Yearbook 2021
  - Purchased an Ad for the University of Michigan Yearbook for \$2,995
- Detroit Homegrown Fund 2021
  - House of Dank is the largest donor to the social equity program contributing \$100,000 in 2021
- Expungement Clinic with the Black & Brown Cannabis Guild 2021
  - People were welcomed to come to meet with licensed lawyers to get their criminal record expunged for cannabis related charges.
- Detroit African Cultural Festival 2021

- \$5,000 to help put on the festival and help out a newly formed organization
- Arts, Beats, and Eats 2021
  - House of Dank was one of the largest sponsors and helped raise \$389,000 for local non-profits
- Going Ham for the Holidays 2021
  - Teamed up with a local cannabis company to donate \$6,375 to Gleaner's Food Bank
- Winter Clothing Drive 2021
  - Teamed up with a local cannabis company to collect gently used and new winter clothing for families in need during the winter season.
- Washtenaw Command Officers Association 2021 (Ypsilanti)
  - \$600
- KLA Labs Leukemia Golf Outing 2021 (Brand)
  - Donated a gift basket valued at \$300

2022:

- Michiganansian Yearbook 2022
  - Purchased an Ad for the University of Michigan Yearbook for \$2,995
- Expungement Clinic with the Black & Brown Cannabis Guild 2022
  - People were welcomed to come to meet with certified lawyers to get their criminal record expunged for cannabis related charges.
- Royal Oak Winter Blast 2022
  - House of Dank was one of the largest sponsors and helped raise \$22,900 for Special Olympics Michigan
- Traverse City Gives Back 2022
  - House of Dank Traverse City Donated \$2,500 to the Women's Resource Center of Traverse City
- Groundbreaking Ceremony 2022
  - Groundbreaking of Rasaan D. Hilliard Field to support the FOURDetroit Youth Leadership & Activity Inc. / Motor City Chiefs
- Arts, Beats, and Eats 2022
  - House of Dank was one of the largest sponsors and helped raise more than \$375,000 for local non-profits
- Center Line K-9 Donation 2022
  - Donated \$1,000 to the Center Line Public Safety K-9 department
- Breast Cancer Awareness Month 2022
  - All locations sold a more than 7,000 combined pink products in the month of October which proceeds were donated to the Dianna Rasha Foundation
  - Donated more than \$10,000 to Dianna Rasha Foundation
  - Traverse City donated \$2,500 to the Women's Resource Center in Traverse City

- Participated with 3 other cannabis brands to donate additional funds
- 4.20 Cannabis Day 2022
  - Gave away over \$10,000 in cash to lucky customers
- Going Ham for the Holidays 2022
  - Teamed up with a local cannabis company to donate \$7,000 to Forgotten Harvest Food Bank
- Turkey Drive 2022
  - Gave away 400 turkeys for Thanksgiving
    - 8 Mile, Fort St., Monroe & Ypsilanti
- Jon Witz Make a Wish Foundation 2022 (Brand)
  - \$300
- Henry Ford Health - Game on Cancer 2022 (Brand)
  - Donated a gift basket valued at \$300
- Washtenaw Command Officers Association 2022 (Ypsilanti)
  - \$600

#### 2023:

- Royal Oak Winter Blast 2023
  - Sponsored and raised money for local non-profits
- Down River Easter Bunnies 2023
  - Donated \$2,500 to the African American Leadership Institute to provide Easter baskets for families in need
  - Grand Rapids Rock with Cops May 2023
  - Donated \$550 to the Grand Rapids Police Department
- Great Lakes Expungement Network Sneaker Ball at Hot Box Social 2023
  - Donated \$2,500 to the Great Lakes Expungement Network
- Traverse City Lake Ann 5k
  - Donated \$500 to a local non-profit benefiting a Marine veteran
- Henry Ford Health - Game on Cancer 2023
  - Donated a gift basket valued at \$300
- Turkey Drive 2023
  - Passed out 400 Turkeys (50 each location)
  - 8 Mile, Center Line, Fort St., Lapeer, Monroe, Saginaw, & Ypsilanti
- Super Drew Family Extravaganza 2022 - \$2,500 (Brand)
- Super Drew Family Extravaganza 2023 - \$2,500 (Brand)
- Derrick Dickow Children's Foundation 2023 - \$5185.35 (8 Mile)
- Washtenaw Command Officers Association 2023 (Ypsilanti)
  - \$660
- Jon Witz Make a Wish Foundation 2023 (Brand)
  - \$1,000
- Benefit on the Bay 2023 - (Brand) - \$10,000
  - Capuchin Soup Kitchen?

## Examples of Current Social Equity Initiatives

- Working with Minority owned vendors.
- Providing mentorship assistance to newly formed minority owned companies.
- Providing marketing internship opportunities to recent graduates

## 2024:

- Gave away a Ford Bronco to one lucky winner through a sweepstake contest
- 4.20 Cannabis Day 2022
  - Gave away over \$10,000 in cash to lucky customers
- Breast Cancer Awareness Month 2024
- All location sold a more than 7,000 combine pink products in the month of October which proceeds were donated to the Dianna Rasha Foundation
- Turkey Drive 2024
  - Passed out 500 Turkeys (50 each location)
  - 8 Mile, Centerline, Fort St., Lapeer, Monroe, Saginaw, Lansing, Ann Arbor & Ypsilanti

## Examples of 2023-2024 H.O.D. charitable campaigns include:

- Donated \$100,00 to Detroit Homegrown
- Winter canned food drive.
- Breast Cancer awareness and fundraising.
- Turkey give-a-way before Thanksgiving.
- Participation in Job Fairs.

## Proposed 2025-2028 Initiatives

- In 2025, continuing to donate to Detroit Homegrown.
- Continue and expand on current initiatives.
- Participating in Job Fairs for all locations
- Participating in Chambers of Commerce events
- Monthly spotlight on community services available for low-level cannabis charges
- Monthly spotlight on expungement clinics.
- Sponsoring expungement clinics.
- Participation in local food and clothing drives.

- Focus on hiring from within communities that have been disproportionately impacted by marijuana prohibition and enforcement.

Through these initiatives, House of Dank will continue to expand our social equity efforts in Center Line and throughout the state.

Links to some examples:

<https://www.metrotimes.com/weed/house-of-dank-launches-joint-efforts-canned-food-drive-to-combat-hunger-34684746>

<https://www.metrotimes.com/weed/house-of-dank-brings-back-annual-thanksgiving-turkey-drive-34675062>