



# Viola Detroit

AU-G-C-000826

AU-G-C-000829

AU-G-C-000827

AU-G-C-000828

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

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# VIOLA DETROIT SOCIAL EQUITY PLAN



VIOLA



# Our Story...

**ESTABLISHED IN 2011 BY  
NBA VETERAN AL HARRINGTON,  
THE BRAND WAS INSPIRED BY  
AL'S GRANDMOTHER, VIOLA.**

Viola (age 92) is a very religious woman whose perceptions were heavily impacted by the War on Drugs. She considered cannabis to be a gateway drug. Viola had long suffered from glaucoma and took many prescription drugs to treat her ailments with no resolve. She shared her chronic pain with Al, who immediately wanted to do what he could to help his grandmother.

Al recalled reading about the healing powers of cannabis the week prior and suggested she try it for her pain. After a bit of convincing, Viola agreed to try some "Reefa" as she called it. Shortly thereafter, Al found Viola in tears holding her bible..."I haven't been able to read my bible in 3 years" she proclaimed. This pivotal experience inspired Al to name his company after Viola and begin his journey as CEO of Viola Brands.

Al had the idea to bring Viola Brands to Detroit in 2016 ("Viola Detroit"). After years of meticulous planning, investment, and hard work, Viola Detroit held the grand opening of their Provisioning Center in 2019 located in District 6 on the Detroit River.





# VIOLA'S MISSION

Viola was established with a purpose to increase minority participation and ownership in the cannabis industry while positively impacting and reinvesting in communities most affected by the war on drugs.

Detroit has been recognized as one of the communities. We feel privileged and proud of the opportunities given to us by the City of Detroit. We continue to act in furtherance of our mission.

- Education and empowerment of minorities is the pillar of our mission..
- Viola Detroit is a 100% Black Owned and operated Company.
- Since we started in Detroit (2016), we have:
  - Infused millions of dollars into the Detroit economy working with Detroit Based Businesses and Detroit Black Owned Businesses.
  - Invested millions of dollars and undertook multiple years of effort beautifying our District 6 community.
  - Provided real career opportunities and training to Detroit residents, with jobs paying \$15/hour to six figure salaries.
  - 100% of our Provisioning Center employees are Detroit residents!
  - Raised and spent upwards of \$160,000 on Social Good activities in the City of Detroit..
  - Been recognized by multiple leaders in the City of Detroit for our leadership in the community and inspiring minorities to pursue ownership in the cannabis industry.
- Viola will continue to be a positive leader and a nurturing partner to the community and businesses of District 6 and the greater Detroit.



# Social Equity Plan

## *The Viola Cares Initiative*

### **ON A MISSION**

*"All of our work is invested to create a brand that uses its platform and resources to create opportunities of empowerment, education, and inspiration for the people who have been most affected by the war on drugs—which primarily are black and brown folks."*

- AL HARRINGTON, Owner



# VIOLA *Cares*

Through community engagement, education, expungement, and thoughtful social good programs, the Viola Cares initiative aims to create jobs, policy reform, expand awareness and industry diversity by increasing representation of the black and brown community. It focuses on changing the industry dynamics of cannabis through strategic partnerships that allow for the increased participation of those most impacted by the War on Drugs, namely the residents of Detroit, to further ensure that our communities reap the benefits of cannabis legalization. Viola Cares is committed to benefiting the City of Detroit through career opportunities and development, food drives, community renovation projects, expungement clinics, and countless donations.





# Summary

## Community Outreach Plan

### Career Enhancement and Hiring Practices

1. Detroiters: We will continue to hire Detroiters with a minimum of 50% at all times. Currently, 100% of Detroit residents are employed by our Provisioning Center and we will maintain that percentage with the added Retailer license.
2. Livable Wages: We pay at least \$15 per hour plus tips.
3. Career Opportunities: Outreach focused on District 6 and Detroit Residents.
  - o We have partnered with The Harrington Institute to offer free education to all Detroiters in 2023.
  - o We will provide sponsorships through The Harrington Institute to minorities in Detroit, with preference given to District 6 Residents to prepare as leaders and business owner/operators in the Detroit Cannabis Industry.

### Build Black Detroit

1. Build upon our legacy of spending millions of dollars with Detroit Based Black owned Businesses by hiring local Detroit businesses and Non-Profit Organizations for Goods and Services.
2. Focused efforts to hire Detroit Black-owned businesses whenever possible.
3. Reinvest revenue from Retailer Store into expansion of our cultivation Facility in Detroit.
4. Creating capital infusion into Detroit Businesses and permanent jobs for Detroiters.
5. Dedicate majority of Cannabis Product purchases to Detroit Based Vendors.
6. Provide a discount to Detroit based Cannabis Equity Licensed Retailers.
7. Incentivize our customers to patronize local businesses.

### Social Good in Our Community

- o We will commit to:
  1. Donating a percentage % of gross revenue from to local organizations focused on assisting Detroit residents becoming Cannabis business owners.
  2. volunteering our time and provide funding to local community organizations in Detroit on a project-by-project basis. This allows us to address immediate needs and distribute funds and actions in the best interest of community members.
  3. Beautifying and protecting the integrity of local neighborhoods.
  4. Increasing access to food and minimizing food waste in local communities.
  5. Supporting LGBTQIA+ causes and uplifting the voices of marginalized communities through amplification and raising awareness.
  6. Engaging District 6 and greater Detroit community in a collaborative approach to social good.