



Gage Cannabis Company

AU-P-000276
AU-R-000259
AU-R-000466

AU-R-000601
AU-R-000693

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



**Thrive Enterprises LLC
License Numbers**

AU-R-000601
AU-R-000259
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SOCIAL EQUITY PLAN

Gage Cannabis Company identifies Social Equity as a fundamental tenet of the company's corporate philosophy. We are committed to Social Equity and support national and local partners focused on the acknowledgement of the systemic inequalities, and initiatives that ensure that everyone in our communities has access to opportunities.

Gage also recognizes that the growth of the Michigan cannabis industry is directly related to the ability of individual municipalities to prosper from the success of their local entrepreneurs. Through our social equity initiative, Gage enables selected entrepreneurs to expand their business endeavors by offering them the funds they need to either kick-start or grow their businesses.

Gage has a progressive grant program that strives to offer nearly \$1 million to companies located in cities disproportionately impacted by marijuana prohibition. A timeline of previous grants and outreach/equity contributions is as follows:

In 2019:

- Gage donated \$50,000 to its first recipient of the Society Equity Program, Redemption Cannabis. Founded by Ryan Basore, Redemption Cannabis is a Lansing-based marijuana company that donates a portion of its proceeds to less fortunate families affected by marijuana prohibition.

In 2020:

- Gage funded the Runners High 5k 2-hour walk/run on Belle Isle in Detroit. All proceeds and donations were used to fund university-based marijuana research projects at various academic institutions within the state of Michigan.

In 2021:

- Gage awarded two (2) - \$50,000 Social Equity Recipients for a total of \$100,000.
- Gage conducted an 8-week virtual Social Equity Cohort Program to educate people on how to apply for social equity grants; develop, plan, and run a marijuana business.

In 2022:

- Gage began participating in the Last Prisoner Project's (LPP) Roll It Up For Justice Program, which grants customers an opportunity to donate to the LLP at checkout. Last Prisoner Project is an organization who works to free individuals still unjustly imprisoned for cannabis. \$16,576.42 has been collected from customers for May 2022 – Feb 2023.
- Gage donated a \$50,000 social equity grant to the minority-owned Midwest Canna Nurses.



2023 Initiatives:

- **Virtual Expungement Partnership** with Hoffman Centers: [TerrAscend and The Hoffman Centers Partner to Offer Free Expungement Services in New Jersey :: TerrAscend Corp. \(TER\)](#)
- **Minority Cannabis Business Association** - Terrascend and The Apothecarium agreed to enter a yearlong membership with the [Minority Cannabis Business Association](#), which is a national organization that serves the needs of minority cannabis businesses within their communities.
- **Last Prisoner Project** - Terrascend NE plans to support this organization through 2 of its programs including [Roll it Up for Justice program](#) , and LPP Letter Writing Campaign.
- **NE Discover Series** - The Apothecarium is kicking off its NE [Discover Series](#) in March, which will offer experiential and educational events off-site at partner locations. All the vendors that we are partnering with for this series so far are either woman or minority owned. Vendors include NJ Garden state of Mind (**Minority owned**), Drip Lounge Paint Studios in Phillipsburg (**woman owned**), and Garden State Hemp (**minority owned**). We will continue to utilize women, veteran, and minority owned business wherever possible in securing local partners and vendors.



CORPORATE SPEND PLAN

Gage is committed to playing an integral role in the development of a more equitable cannabis industry in the State of Michigan. We strive to work with diverse suppliers, including women-owned, minority-owned, veteran-owned, as well as including suppliers who were previously disproportionately impacted by marijuana enforcement.

Examples of the companies include the following:

BIPOC:

- Gage
- Vibes
- Lemonnade
- Runtz
- Doggy Bagg
- Collins Ave
- Run the Jewels
- Tyson 2.0
- Khalifa Kush
- Viola
- Jam Master Jay
- Players Only
- Saucey

Veteran Owned:

- Healing Organic Garden
- STIIIZY

Women owned/Founded:

- Pure Beauty
- The Factory
- Kiva Confections/Lost Farm
- TreeTown
- Wana

Gage is dedicated to maintaining a diverse supply base. In Gage’s Grand Rapids store, over the span of 2022, approximately **19%** of the total spend for product came from the above-mentioned diverse brands. Gage strives to continue to give preference to minority, women, and veteran owned brands.



COMMUNITY REINVESTMENT PLAN

The Social Equity Program is designed to encourage participation in the marijuana industry by people who live in Michigan communities which have been disproportionately impacted by marijuana prohibition and enforcement. We currently have operating facilities in the following communities which have been disproportionately impacted by marijuana prohibition and enforcement:

- **Calhoun:** Battle Creek
- **Ingham:** Lansing
- **Jackson:** Jackson
- **Kalamazoo:** Kalamazoo
- **Kent:** Grand Rapids
- **Lenawee:** Adrian
- **Macomb:** Center Line
- **Montcalm:** Edmore
- **Washtenaw:** Ann Arbor
- **Wayne:** Detroit

HIRING PRACTICES

When looking to hire for our facilities in all locations, we prioritize local residents from each of the open positions and continuously expand our onboarding efforts to reach those from these communities. Continuous development in each of their roles is an important corporate initiative and Gage offers training courses so that employees can continue to grow. Additionally, Gage also looks to partner with local contractors, architects, and engineers and armed security to when the needs arise to prioritize local talent for our business. These positions contribute to new annual wages in the municipalities, as well as revenue related to property taxes, application and renewal fees, and the municipality's share of excise tax revenue.



VOLUNTEER AND COMMUNITY OUTREACH COMMITMENTS

Gage is continuously looking to expand volunteer and community outreach to areas that are most in need. Our outreach includes:

- Annual donations to Homeless Angels – *Street based outreach in Lansing with the main goal of involving the community in real change for people that are homeless or at risk of homelessness*
- Annual donations to Gleaners Community Food Bank- *Serving Southeastern Michigan*
- Annual donations to Loaves and Fishes -*Kalamazoo County's Primary Food Assistance Provider working towards a hunger-free Kalamazoo*
- Annual donations to SW Michigan Food Bank- *Food bank with the mission to enhance the quality of life for those struggling with hunger in South Michigan*

Additionally, our community outreach for 2023 includes:

- Building Blocks of Kalamazoo
 - Community Group Organization that focuses on developing and improvement projects to enhance
 - **\$2500 donation**
- Habitat for Humanity of Kalamazoo
 - Non-profit focusing on building houses for families in-need
 - **\$2500 donation**
- Edison Neighborhood Association
 - Community Association which focuses on improving the quality of life in the Edison Neighborhood
 - **\$2500 donation**

Gage is currently finalizing additional 2023 community outreach initiatives to include extensive annual volunteer time in the following municipalities: Grand Rapids, Kalamazoo, Center Line, and Traverse City.