

Purpose

In compliance with the state of Michigan MRA, the mission of Ganja Girl is to work to bring justice to and support the people disproportionately affected by the ongoing war on drugs, as well as those who seek the benefits of cannabis. We aim to provide equitable opportunities and resources, encourage community involvement, and promote freedom in cannabis as a way of life. By implementing the following strategies, we plan to do our part in creating restorative justice, starting in our own community.

Strategies

Partners/Suppliers:

- Maintain existing partnerships, and create new partnerships, with other equity applicants and brands, like Stay Puff'd (Grand Rapids) and SF Roots (SF, California). We will work together to provide resources, mentorship or training programs, incubator opportunities, and more for our communities.
- Continue existing partnership with Our Academy 501(c)(3) to encourage local participation in the pre-accelerator program for equity applicants and BIPOC entrepreneurs
- Source non-cannabis merchandise, ancillary products, and cannabis accessories first from equitable brands, minority-owned brands, and locally owned brands. Choose equitable printing companies when possible for producing Ganja Girl merchandise.
- Help sponsor and partake in local events and fundraisers

Resources:

- Offer free online classes and workshops to the community with topics like cannabis safety, how to grow your own, transitioning into the cannabis industry/general entrepreneurship, business mixers, etc.
- Offer free short-term mentorship to equity applicants or others disproportionately affected by the war on drugs.
- Provide community members with resources and education to simply grow their own organic cannabis or hemp plants for educational purposes
- Provide free pamphlets, handouts, and online resources for community members with information on cannabis safety, potential dangers of youth consumption, operating a compliant cannabis business, and more.

Employment:

- Participate in local job fairs by sharing Ganja Girl employment opportunities
- Share employment, mentorship, and community opportunities with second-chance employment programs
- State publicly on our website, social media, and hiring platforms that prior cannabis convictions will not be a barrier to employment
- Encourage equity applicants and individuals disproportionately impacted by the war on drugs to apply for employment
- Provide support for existing employees in obtaining social equity approval
- Use partnerships and collaborations with equity licensees to provide free education and/or training