



LivWell Michigan, LLC Social Equity Plan in the City of Warren

What is social equity? Why do we need it?

The legal cannabis industry has been a serious economic driver for this country in the past ten years. The industry employs just over 200,000 people in 34 states. Patients are now able to access medicine they could not safely access before without risking incarceration. Prior to the end of marijuana prohibition by some states, people of color were disproportionately affected by the War on Drugs. Black and Latinx people were twice as likely as white people to serve time in prison for drug offenses despite the fact that white people use drugs at roughly the same rate. Approximately 80% of people in federal prison for drug offenses, and roughly 60% of people in state prison for drug offenses are either Black or Latinx.

These numbers mean that Black and Latinx communities are missing many of their members who would otherwise be able to provide for their families and their communities. This discrimination affects generations; children of absent parents are more likely to spend time in foster care, or experience poverty or homelessness. The act of imprisoning one person has wide-ranging ripple effects for that person's family and community. This injustice necessitates social equity in the legal cannabis industry. Social equity programs seek to rectify the injustice created by the Drug War.

While most states have laws that exclude anyone with a criminal record from working in the legal industry, we are starting to see these restrictions being lifted or relaxed to enable individuals who have been disproportionately impacted by marijuana prohibition to participate. People with decades of knowledge and experience who have been unable to profit from or contribute to an industry that their efforts helped shape are now eligible to enter the market, and it is incumbent on the industry to support their inclusion and professional development. LivWell's social equity plan has a two pronged approach: we seek to rectify injustice by giving preference in hiring and promotion practices and supporting and improving communities with a robust community outreach plan and continued charitable giving.

Preferential Hiring and Promotion

Individuals who submit applications at our facility in Warren will be given preference in hiring if they can prove they have spent a minimum of five consecutive years out of the past fifteen years in one of Michigan's designated social equity communities. Two of those communities - Hamtramck and Highland Park, are within a thirty minute drive of our facility in Warren, so we anticipate a fair number of applicants. State or federal tax returns can establish proof of residency as can residential leases or deeds. As needed, LivWell Michigan will hold job fairs in our town of Warren, but also in Hamtramck and Highland Park in order to recruit workers. We will also place job postings in local newspapers and community bulletins to recruit applicants from these communities.

Employees who were hired as part of this process will be given a preference in promotion over employees who did not spend a comparable amount of time in one of Michigan's social equity



communities. In addition, LivWell Michigan (like its parent company) will offer competitive pay, 100% employer-paid health insurance, and 401(k) retirement plans for employees who choose to enroll. These benefits are uncommon in the cannabis industry and LivWell is proud to be a leader in the space.

Charitable Giving

LivWell Michigan ownership has personally been involved within the communities of Warren, Macomb County and the State of Michigan and plan to continue and expand upon this involvement as our presence in the state develops. LivWell Michigan contributions across the State of Michigan have totaled over \$300,000. LivWell Michigan ownership has supported the following organizations within Warren, Macomb County, and the State of Michigan:

- Macomb Feeding the Need (on Board of Directors)
- City of Warren Police Association
- Macomb County Special Olympics
- Children's Hospital of Michigan
- Macomb County Rotating Emergency Shelter Team (MCREST)
- Children's Trust fund of Michigan
- Celani Family Foundation
- Red Wings Foundations
- Detroit Tigers Foundations
- Detroit Institute of Art
- Kirk Gibson Foundation
- Muscular Dystrophy Foundation

LivWell plans on continuing our practice of charitable giving in Macomb County and the City of Warren.

Community Outreach

LivWell has always considered it part of its duty to not only be a compliant business, but to truly become a community partner. We have achieved this previously by being an active member of registered neighborhood organizations in the jurisdictions in which we operate, reaching out directly to neighbors and entering into good-neighbor agreements, and by contributing to appropriate charitable causes that benefit our local jurisdictions. By being open and transparent with our neighbors, we find it fosters relationships that encourage direct communication, allowing LivWell to quickly address and remedy any neighbor complaints. Staying active in the local community informs LivWell how it can best serve the community and maximize charitable donations of time, labor, and funds. LivWell is eager to enter the Warren market and see how we can use our resources to benefit the local community and those disproportionately impacted by the war on drugs.

Due to the federal prohibition of marijuana little scientific research exists and many people are either misinformed about marijuana or lack any knowledge whatsoever. LivWell Michigan understands that as a licensed provider of medical marijuana it is its duty to provide community



education regarding marihuana to help correct misinformation and ensure safe and legal use of this medicine. LivWell Michigan understands that not all people approve of the use of marihuana, even for medicinal purposes, and as such will move respectfully in attempting to proactively educate the public at large to avoid the perception that it is simply advertising and attempting to increase its business. Therefore, LivWell Michigan will drive community education through patient education, government and corporate education, and partnership with appropriate campaigns.

Giving back to the communities it serves has always been an integral part of LivWell Enlightened Health's company DNA. Towards that end, the company established LivWell Cares, through which LivWell directs its charitable activities and community engagement efforts. LivWell Cares is a program designed to work hand-in-hand with the communities in which the company operates, both as a good neighbor and as a fully-involved partner in community development. Whether participation consists of neighborhood clean-up activities, charitable drives, or participating in community events, LivWell Cares is committed to supporting the community and its members in any way it can. In addition to proactively communicating with community leaders, registered neighborhood organizations, residential and business neighbors, and the company's own patients and consumers, LivWell Enlightened Health created an online portal, LivWell Cares, where individuals and organizations can contact the company with ideas, suggestions, and comments on ways that LivWell could potentially address the issues most important to them. We plan to continue to expand on LivWell Cares in Michigan and will seek to be a fully-involved partner in charitable activities and community engagement efforts in the City of Warren.

Over the past few years, LivWell has been honored to work with numerous organizations on important initiatives in communities across Colorado and Oregon to provide the resources and support they need and to demonstrate our commitment to being responsible corporate citizens. Here are just a few examples of the work we have done:

- In 2017, LivWell worked with the Colorado Village Collaborative, a community organization founded by members of Denver Homeless Out Loud, the Interfaith Alliance of Colorado, Beloved Community Mennonite Church, and residents of the Beloved Community Village, to help launch Denver's first "tiny home village" as an alternative solution to Denver's growing homeless population. LivWell Cares donated \$10,000 to help close out funding for the project and ensure that it was completed debt-free. The tiny home village was designed to help previously homeless individuals get back on their feet and re-enter the workforce.
- For the past two years, LivWell has proudly supported and promoted Lyft's 320 Movement, a program in conjunction with the Colorado Department of Transportation and the Colorado State Patrol. It is designed to ensure marihuana consumers arrange for sober transportation during the 4/20 holiday and whenever they consume marihuana.
- In both 2017 and 2018, LivWell supported the Children's Miracle Network fundraiser in concert with Costco. CMN Hospitals rely on donations and community to fund their efforts in saving and improving the lives of as many children as possible.



- In 2016, LivWell approached the Adams County Communications Center (AdCom), a multi-agency police and fire dispatch center that serves a population of approximately 440,000 citizens, to inquire how much, if any, information they had been provided about the marijuana industry as it relates to laws and operations. After learning they had received no such training, LivWell provided a tailored training program that included a four-hour class to 50 AdCom employees that covered areas of the marijuana industry as it relates to security, compliance, safety, and the physiological effects of marijuana. Thanks to this training, AdCom employees relayed to LivWell that they had a far better understanding of the marijuana industry and felt more confident in responding to marijuana-related calls and questions from citizens in their daily operations.
- Over the course of 2016, LivWell organized two initiatives to provide pre-weighed ounces of marijuana with high cannabidiol (CBD) content to veterans and medical patients at substantially reduced cost. First, over Memorial Day weekend, LivWell provided over 8,000 individual ounces to veterans across Colorado. Then, over the course of two weeks during the winter holiday season, LivWell partnered with two medical marijuana organizations, American Medical Refugees and the Cannability Foundation, to provide another 7,000 individual ounces of high CBD marijuana to medical patients in need. Between the two initiatives, LivWell substantially discounted more than \$1.5 million in marijuana for the benefit of veterans and patients.
- During the 4/20 holiday in 2016, LivWell donated \$1 for every customer served that day to the Fitch Foundation, a local organization devoted to helping veterans maintain a healthy lifestyle through adaptive athletic activities.
- LivWell was a proud sponsor of the 3rd Annual Rocky Mountain Vet Fest, which celebrates the contributions made by military veterans' service living in the Rocky Mountain West.
- LivWell has worked with several organizations and initiatives aimed at supporting children in need, including annual donations to the Cortez Lions Club, sponsoring the Denver Public Library's Book Lover's Ball, participating in the annual March of Dimes MUDD Volleyball Tournament, sponsoring an event benefiting Youth on Record, and more.

As LivWell continues to grow and serve more communities, LivWell Cares is constantly seeking new ways to demonstrate the company's commitment to being responsible corporate citizens through conversations with local neighborhood organizations and input received directly from community leaders, patients, and customers. LivWell and LivWell Cares welcome any suggestions and insights that would help us direct the company resources to the best programs for the community. In the future LivWell Michigan especially looks forward to partnering with or contributing to programs that improve social equity.

Finally, LivWell has long offered its knowledge and experience to government and private agencies and intends to continue this practice through LivWell Michigan. From sitting on focus groups hosted by the Colorado Department of Transportation offering advice on how to discourage driving while under the influence of marijuana to consistent participation in work groups hosted by the Colorado Marijuana Enforcement Division, LivWell understands that its experience and knowledge is a valuable tool in educating the public, even if the message does not come from LivWell directly.