

Green  Thumb

Growing for good

SOCIAL IMPACT REPORT 2023

From Our Founder



AT GREEN THUMB, WE STRIVE TO CREATE LASTING, POSITIVE CHANGE IN THE COMMUNITIES WE SERVE.

In our second Social Impact Report, I am excited to share the continued progress we have made in support of our initiatives, which is a direct result of the passion, energy and commitment of our team. Our social impact program, **Growing for Good**, is not just a “check-the-box” fund to direct philanthropic activities—it is embedded in our culture and brought to life by our team members who demonstrate what it means to **give back** and **treat people well** in every aspect of our business.

This year’s Social Impact Report celebrates our people and how our team organically puts our Social Impact Pillars—**Community Engagement, Restorative Justice, Inclusion & Belonging, and Environmental Stewardship**—into practice. Our team knows that the health and well-being that cannabis brings to millions of Americans is just one part of the equation. The other is creating lasting change on a real and human level by authentically living our values and dedicating our time to addressing the issues that align with our mission and beliefs.

The Green Thumb team is comprised of 4,600+ passionate individuals who care about the world around them and creating a better tomorrow—one that embraces equity and inclusion, that advocates for social justice, and that will be sustainable for generations to come. As a company, we are committed to empowering our people and providing them with the tools to amplify the positive impact they are making in the communities that have welcomed us. In 2024, we plan to collectively drive our Social Impact work forward using the simple guiding principle of **servicing our communities as a trusted partner**.

Green Thumb’s story is only just beginning, and I look forward to strengthening our impact in 2024 and beyond.

A handwritten signature in a cursive script that reads 'Ben'.

Ben Kovler

**FOUNDER
CHAIRMAN
CHIEF EXECUTIVE OFFICER**

Growing for Good

AT A GLANCE



COMMUNITY ENGAGEMENT

Empowering our team members to support and volunteer with local nonprofit organizations



INCLUSION & BELONGING

Creating an inclusive cannabis culture that champions equitable opportunities for all



RESTORATIVE JUSTICE

Enacting positive change in communities negatively impacted by the War on Drugs to support a more equitable industry



ENVIRONMENTAL STEWARDSHIP

Making an eco-friendly impact through more sustainable growing, manufacturing and packaging

2023 HIGHLIGHTS

\$780K+

DONATED TO LOCAL ORGANIZATIONS THROUGH ROUND UP PROGRAM

\$90K+

DONATED TO LOCAL ORGANIZATIONS THROUGH FIRST DAY PROFITS PROGRAM

1,374

TOTAL MEMBERSHIP ACROSS ALL EMPLOYEE RESOURCE GROUPS

17M+ kWh

ENERGY SAVED ANNUALLY*

*DATA REPRESENTS PROJECTS COMPLETED AT FOUR CPG FACILITIES AND IS BASED ON CURRENT USAGE (OPERATIONS) AND ENVIRONMENTAL CONDITIONS

OUR GROWING IMPACT

\$1.1M+

COMBINED IMPACT FROM 2021-2023

\$250K+

COMBINED IMPACT FROM 2021-2023

+260%

APPROXIMATE % INCREASE FROM 2022-2023

31M+ kWh

TOTAL ANNUAL IMPACT BASED ON SEVEN FACILITIES ANALYZED SINCE 2022

Community Engagement

We cultivate strong, lasting relationships with those who have welcomed us, serving our local communities as a trusted partner.

Making a true impact at a local level is an everyday kind of thing—and our people walk the walk by volunteering their time and supporting impact-making nonprofit organizations through our Round Up and First Day Profits donation programs. Partnering with local stakeholders, we identify pressing issues within our communities and strive to create lasting change.

“THE GENEROUS SUPPORT GREEN THUMB PROVIDES TO OPPORTUNITY VILLAGE IS AN INDISPENSABLE BOOST TO OUR MISSION, ALLOWING US TO BETTER SERVE PEOPLE THROUGHOUT OUR COMMUNITY WITH DISABILITIES.”

Chuck Neuwohner

Chief Program Officer, Opportunity Village
Nevada Round Up and First Day Profits Recipient

Local initiatives, lasting impact

Take a deeper dive into highlights from a year of change-making community programs.



ROUND UP

In 2023, we expanded our Round Up program to **13 markets**. Through Round Up, patients and customers of RISE Dispensaries can donate to a local nonprofit by “rounding up” to the nearest dollar when making an in-store purchase.

We **collected over \$780K** for local organizations supporting a variety of causes such as housing support, cannabis reform advocacy, and restorative justice.



FIRST DAY PROFITS

When opening a new location or launching adult-use sales in a new market, RISE Dispensaries donates profits from the grand opening to a local community organization.

In 2023, we activated First Day Profits at **20 locations and donated over \$90K** to resource-scarce organizations making a positive impact in the communities we serve.

Multi-state initiative spotlight

WOMEN’S HISTORY MONTH HYGIENE DRIVE

Initiated by our Nevada team members in 2022, this initiative organically expanded across eight states in 2023. The hygiene drive was activated at 41 locations through partnerships with 27 local organizations. The result: **25,830 items collected**, supporting nearly **1,300 people** in need of supplies.



Inclusion & Belonging

We strive to create a more inclusive cannabis culture by embracing the value of differences.

That means not only increasing representation, but also empowering individuals from diverse backgrounds to create authentic and welcoming communities within Green Thumb. This is best reflected in the development of Employee Resource Groups (ERGs). Our ERG members participate in Green Thumb's cultural conversation and collectively work to shape inclusion within our company, industry, and communities.

This year our ERGs encouraged a shift from the term 'Diversity, Equity & Inclusion' to 'Inclusion & Belonging' to focus on cultivating a culture in which all team members feel accepted and can thrive.

“OUR TEAM INTENTIONALLY WORKS TO FOSTER A CULTURE WHERE DIFFERENCES ARE NOT ONLY VALUED BUT CELEBRATED.”

Kelly Dean

SVP of People, Green Thumb

Throughout 2023, we amplified the collective voices of our ERGs by sharing our platforms, reaching a digital audience of 300K+

ERGs helped educate our internal and external communities about key cultural moments by sharing content, hosting Lunch & Learns, and collaborating with brand partners who have shared beliefs.



**BLACK. ORIGINATORS.
LEADERS. DOERS.**

[Learn more](#)



**LGBTHC+
ALLIANCE**

[Learn more](#)



**SIEMPRE JUNTOS
LATIN@S AT GTI**

[Learn more](#)



**WOMEN
@ GTI**

[Learn more](#)



DANKABILITIES

[Learn more](#)

Developing a more empathetic culture

UNCONSCIOUS BIAS TRAINING

Initiated in 2023, this live virtual training program was designed to build a more empathetic team. The course helps our leaders gain awareness of unconscious bias, acknowledging that we all have it and can learn ways to reduce it.



Restorative Justice

We're committed to supporting positive progress in Black and Brown communities disproportionately impacted by the War on Drugs.

By advocating for policy reform aimed at expungement and employment, we strive to uplift individuals whose opportunities have been limited by prior cannabis convictions. Additionally, through our direct support of cannabis entrepreneurs most impacted by the War on Drugs, we seek to empower lasting equity in our industry.

“GREEN THUMB’S COMMITMENT TO SUPPORTING PROJECT CLEAN SLATE HELPS US PROVIDE EXPUNGEMENT AND WRAP-AROUND SERVICES FOR THOSE AFFECTED BY PAST CANNABIS POSSESSION CHARGES, ENABLING US TO FURTHER OUR MISSION OF EMPOWERING MARGINALIZED VOICES AND NURTURING A MORE INCLUSIVE AND EQUITABLE WORLD.”

Roz McCarthy

Founder and CEO, Minorities for Medical Marijuana
Florida Round Up and First Day Profits Recipient

Empowering a more equitable industry

EQUITY JOINT VENTURES

Honoring our commitment to promote an equitable, diverse cannabis industry, Green Thumb is proud to have entered a series of Equity Joint Ventures (EJVs) in Connecticut. An EJV is a partnership in which a current licensed producer, cultivator, or dispensary facility works with a business entity **owned by an individual who has been disproportionately impacted by the War on Drugs.**

As a minority owner in these cannabis businesses, we've had the opportunity to play a supporting role to three partners that opened their doors in 2023. This includes providing counsel and resources that empower their entrepreneurial spirit and ability to create material wealth and lasting equity.

Cannabis policy reform advocacy

Green Thumb's Government Affairs team continues to advocate for cannabis policy reform, including **employment opportunities and expungement for individuals impacted by prior cannabis convictions.** Our efforts support a nationwide movement aimed at destigmatization and normalizing well-being through the power of the plant.



EMPLOYMENT

In Nevada, we sponsored efforts that led to an increase in possession limits and employment opportunities for individuals with prior cannabis convictions.



EXPUNGEMENT

We successfully aided in advocating for automatic expungement initiatives in Minnesota, Rhode Island and Connecticut, as well as expungement provisions in Maryland.



Environmental Stewardship

When it comes to promoting sustainability, our people continually make progress.

We're committed to improving our growing, manufacturing, and packaging processes to lessen our environmental impact. Day by day, our teams are finding new ways to make Green Thumb a greener company.

“WHILE WE ACKNOWLEDGE THE ENVIRONMENTAL EFFECT OF CANNABIS OPERATIONS, OUR TEAM IS DEDICATED TO MINIMIZING OUR IMPACT ON THE PLANET THROUGH ECO-FRIENDLY SOLUTIONS. TOGETHER, WE ARE BUILDING A GREENER TOMORROW - IN MORE WAYS THAN ONE.”

Anthony Georgiadis
President, Green Thumb

Powering progress

A FOCUS ON ENERGY EFFICIENCY

In 2023, Green Thumb completed construction on four new production facilities with the goal of maximizing energy efficiency. Building on initiatives we've successfully implemented across many of our sites, we equipped our new facilities with high-quality insulation and special HVAC units to minimize energy consumption while ensuring precise grow conditions. Additionally, we transitioned to state-of-the-art, high-efficiency LED light fixtures that use less energy and produce less heat.

THE IMPACT OF OUR SUSTAINABLE CONSTRUCTION EFFORTS



Streamlining sustainability

OPTIMIZING OUR GROW OPERATIONS TO MINIMIZE WASTE

Biodegradable grow material is used across all 18 of our production and cultivation facilities, with many sites also implementing biodegradable trellises for growing. Additionally, we utilize water systems and techniques that use only what is needed to nourish our plants.

Eco-friendly extraction

A PROCESS THAT REDUCES OUR CARBON FOOTPRINT

Extraction is one of the most common manufacturing practices in the cannabis industry. Through our team's commitment and investment in expanding solventless extraction across our facilities, we are steadily reducing our use of CO₂ and hydrocarbon in our extraction processes.

When it comes to our values, we're all about walking the walk.

By tirelessly working to support the local communities that welcome us, our people made each day count in 2023.



FINDING OUR RYTHM AT CIVL FEST

RYTHM proudly sponsored and hosted CIVL Fest, a fundraiser festival that directly funds mental health services for venue staff & artists, venue safety initiatives, and a professional development campaign aimed at increasing access and equity within the music industry.

120+ NEW DONORS **\$80K+** CASH RAISED **\$50K+** IN-KIND DONATIONS

Good Green

GOOD GREEN SPONSORS THE 40 TONS LEVEL UP CAREER CONFERENCE

Good Green, our cannabis brand aimed at reversing the harms caused by the War on Drugs, sponsored the 40 Tons Level Up Career Conference, an innovative, experiential employment conference promoting restorative justice and bringing together employers with diverse job seekers in the cannabis industry.

SUPPORTING OUR LOCAL COMMUNITIES

\$210K+

Donated to select partner organizations

SUPPORTING OUR VETERANS

\$20K+

Donated to Veteran communities through partnerships

SUSTAINABILITY SPOTLIGHT

Danville, Pennsylvania

The Danville Green Committee is a self-sufficient group made up of local team members who identify, coordinate, and facilitate recycling opportunities, owning an end-to-end process aimed at reducing waste in landfills.

Abingdon & Low Moor, Virginia

Team members based out of our Virginia facilities compost green waste and transport this organic matter to local dairy farms. The process supports farmers who utilize the nutrient-rich by-products as fertilizer.



GREEN THUMB VIOLA PARTNERSHIP

As the largest Black-owned cannabis brand, Viola's mission is to increase equity and ensure Black and Brown people are afforded the opportunity to be a part of a fast-growing industry that has historically left them disenfranchised. Sharing these beliefs and values, we teamed up with Viola to grow, manufacture and sell their products in New Jersey, Nevada, and Pennsylvania, introducing the brand to three new states.

IMPROVING CANNABIS ACCESS IN OUR COMMUNITIES

Helped simplify access to medical cannabis in Minnesota by advocating for the elimination of patient enrollment fees and patient certifications through telehealth.

+ DOGWALKERS +

BLAZING TRAILS, WAGGING TAILS

To support animals in need, Dogwalkers donates a portion of proceeds from every product they sell to animal shelter partners in select markets where the brand is sold.

\$70K+

DONATED TO ENSURE MORE DOGS IN OUR LOCAL COMMUNITIES ARE LOVED (AND WALKED) OFTEN

