

## CANNABIS & THE LGBTQ COMMUNITY

Cannabis was legalized in the United States in direct response to the AIDS crisis.

In the 1980's AIDS was running rampant. People were sick and dying, predominantly LGBTQ people. The Reagan Administration turned a blind eye on the situation, and didn't publicly mention AIDS by name for the first 6 years of the epidemic.

Before there were adequate meds for AIDS patients, it was found that cannabis was helpful in assisting with a number of the symptoms - nausea, pain, and appetite suppression from "wasting syndrome".

Queer activists like Brownie Mary and Dennis Peron put themselves at risk to provide cannabis to those that needed it. Dennis wrote California Proposition 215, which was the first piece of cannabis legislation to pass in the United States.

The cannabis industry and community wouldn't be where it is today without the LGBTQ community.

## SUPPORTING DIVERSITY IS GOOD BUSINESS

- Estimated spending power of LGBT consumers globally is \$3.72 TRILLION (Out in the World report, 2016)
- LGBTQ adults are early adopters who spend TWICE as much for brand names, new appliances and gadgets. (Neilson, 2015)
- 78% of LGBTQ adults and their families would switch to brands that are known to be LGBTQ-friendly. (CMI, 2018)
- LGBTQ people are more than twice as likely to use cannabis than straight people. 30.7% vs 12.9% (National Survey on Drug Use and Health, 2015)

The Full Spectrum's mission is to enhance and sustain LGBTQ diversity, inclusion, and access within the cannabis industry and community.

### Website

[www.thefullspectrumnetwork.com](http://www.thefullspectrumnetwork.com)

### Facebook Fan Page

[www.facebook.com/thefullspectrumorg](http://www.facebook.com/thefullspectrumorg)

### Facebook Internal Group

[www.facebook.com/groups/thefullspectruminternal](http://www.facebook.com/groups/thefullspectruminternal)

### Instagram

[www.instagram.com/the.full.spectrum/](http://www.instagram.com/the.full.spectrum/)

### Twitter

[www.twitter.com/TheFullSp3ctrum](http://www.twitter.com/TheFullSp3ctrum)

### Linked In

[www.linkedin.com/company/19014792/](http://www.linkedin.com/company/19014792/)

### Weed Tube

[www.theweedtube.com/user/thefullspectrum](http://www.theweedtube.com/user/thefullspectrum)

### YouTube

[www.thefullspectrumnetwork.com/youtube](http://www.thefullspectrumnetwork.com/youtube)



The Full Spectrum is a project of CascadiaNow!

# The CannaPRIDE Campaign

## Coming Pride 2022



## ABOUT THE CAMPAIGN

The CannaPRIDE Campaign is The Full Spectrum's new annual fundraising event!! We need community support to support the community. We're allowing businesses to decide how you would like to participate in a "choose your own adventure" manner. No donation is too big or too small!

## RETAIL STORES

Donate a % of sales for a time period of your choosing.

## PRODUCER/PROCESSORS

Donate a % of sales, or \$ amount per unit from one or multiple SKU's.

## ANCILLARY

Ancillary, such as glass and services are welcome to join in as well!! We are 501c3 tax-deductible organization, so these brands in particular may be able to get a tax break for their giving!!  
\*Please speak with your tax consultants.

## RETAIL STORE ESTIMATE CHART 5% OF SALES FOR 1 WEEK

Monthly Sales	Weekly Sales	5% of Sales For 1 Week
\$10,000	\$2,500	\$125
\$50,000	\$12,500	\$625
\$100,000	\$25,000	\$1,250
\$500,000	\$125,000	\$6,250
\$1,000,000	\$250,000	\$12,500

**Please be aware that charitable contributions directly from plant-touching cannabis brands are not tax-deductible under IRC 280E.**

**We recognize the additional challenge the unfair tax code presents to our cannabis businesses, and we thank you from the bottom of our hearts.**

## STEP 1: SUBMIT PARTNER AGREEMENT

Have an authorized representative from your brand submit an agreement form on our website at [www.thefullspectrumnetwork.com/cannapride-campaign/cannapride-partners/](http://www.thefullspectrumnetwork.com/cannapride-campaign/cannapride-partners/)

## STEP 2: CONNECT WITH OTHER PARTICIPATING BRANDS

After submitting the agreement, we will connect you with other participating brands, which may help facilitate sales with other amazing, supportive brands.



## STEP 3: PROMOTIONS & CAMPAIGN WEEK

We will promote before and during campaign week, and give you promotional materials to use as well. All participating stores and brands will be featured on our website. Cannabis Brands are welcome to make festive packaging if you'd like!

## STEP 4: SUBMIT PAYMENT

After the campaign has wrapped up, submit payment to our website.

**Send us a message at [thefullspectrumcannabis@gmail.com](mailto:thefullspectrumcannabis@gmail.com) to get involved today!!**

**EIN: 47-1954164**