

LAST PRISONER PROJECT



WHO WE ARE

- The Last Prisoner Project was formed by a coalition of cannabis industry leaders, executives, and artists **dedicated to bringing restorative justice to the cannabis industry.**
- LPP was founded out of the belief that anyone who is able to profit and build wealth in the legal cannabis industry should feel a **moral imperative to give back** towards efforts to release and rebuild the lives of those who have suffered from the criminalization of cannabis.

THE PROBLEM

- While thousands are profiting from the cannabis industry, there are currently **over 40,000 prisoners incarcerated for marijuana-related charges** in the U.S.
- Communities of color are subject to **disproportionate marijuana enforcement** practices.
- People of color are 4 times as likely to be arrested for cannabis

WHAT WE DO

CLEMENCY INITIATIVE

- Our release efforts focus on clemency initiatives on the state and federal level, our compassionate release program, and client advocacy through our release campaigns.



WHAT WE DO

REENTRY PROGRAM

- Providing pathways to employment in the legal cannabis industry with our corporate partners
- We've partnered with Vangst to provide mentorship for our constituents



WHAT WE DO

SCHOLARSHIP PROGRAM

- Educational scholarships for our Reentry program participants from Oaksterdam, Academy of Cannabis Science & Green Flower Media to prime them for success in the legal cannabis industry
- We also provide support for the families of our incarcerated constituents



WHAT WE DO

AWARENESS CAMPAIGNS

- We work with celebrity ambassadors & brand partners to create awareness campaigns to educate the public
- We highlight especially egregious cases
- Govt. Relations / Lobbyists



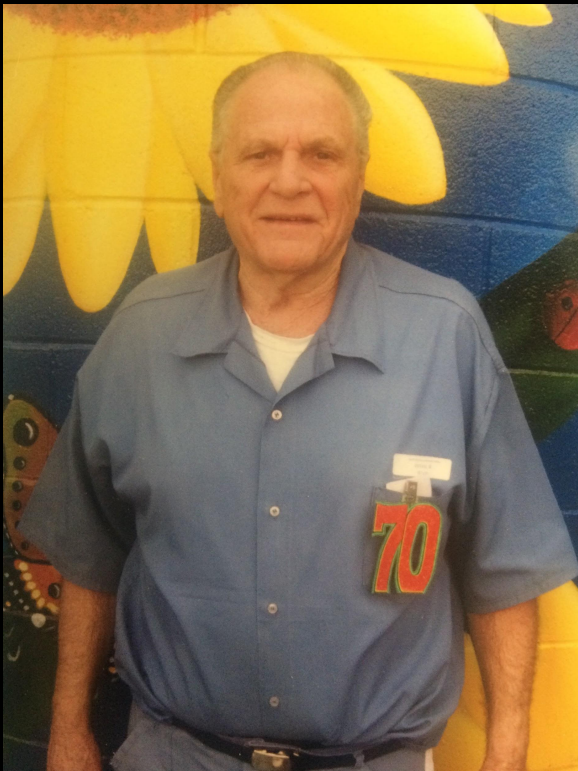
MICHAEL THOMPSON



**Don't Let a Cannabis Sentence
Become A Death Sentence**
Call The Parole Board (517)-373-0270
MDOC #176309
FREEMICHAELTHOMPSON.COM

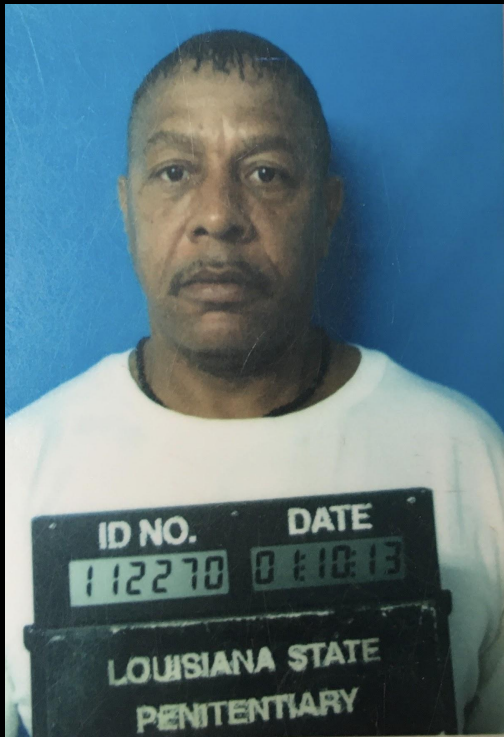
- Age 68
- Longest serving non-violent prisoner in the state of Michigan
- He has been in prison for 25 years
- Sentenced to 40-60 years for 3 lbs. of cannabis

RICHARD DELISI



- Age 71
- Longest serving non-violent prisoner in the United States
- He has been in prison for 32 years in Florida
- He was sentenced to 90 years for cannabis smuggling

FATE WINSLOW



- Age 50
- He has been in prison for 12 years in Louisiana
- Serving a life sentence for selling \$20 of cannabis to an undercover cop

WHY BE A BRAND PARTNER?

- You have the opportunity to create personalized brand awareness campaigns that signal to consumers that your company is socially responsible and dedicated to restorative justice.
 - You will make a lasting difference in the lives of those who have suffered the devastating effects of the criminalization of cannabis.
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BRAND PARTNERSHIPS

PARTNERS FOR FREEDOM

- Our Partners for Freedom Program is a nationwide group of our most committed and generous partners in our mission to free cannabis prisoners and promote restorative justice in the cannabis industry.
- This program offers increasing levels of membership, with additional benefits at each level.



BRAND PARTNERSHIP

PARTNERS FOR FREEDOM

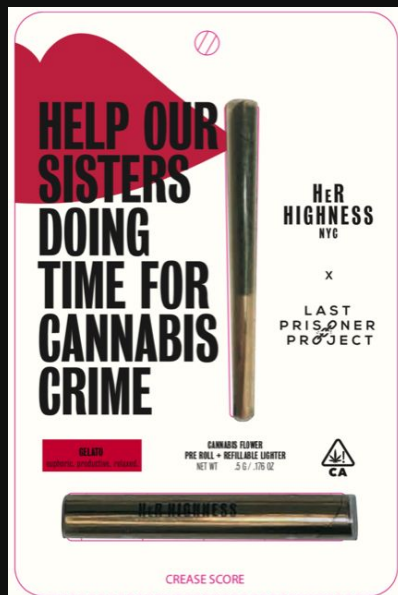
- If you commit to donating \$1000/month or more then you are eligible to use the LPP logo on product packaging signaling to consumers that you give back

92% of customers say that they have a more positive image of a company when it supports a philanthropic cause. **In other words, doing good is good for business.**



Partners for Freedom

CASE STUDIES



RETAIL PARTNERSHIPS

ROLL IT UP FOR JUSTICE

- Our **Roll It Up For Justice Program** is a nationwide campaign encouraging cannabis businesses to give customers the opportunity to donate to the Last Prisoner Project at check out on ecommerce sites or brick and mortar.
- Small change can make a big impact.
- This is a great option for retailers because it takes little or no investment since we provide staff training and marketing materials.



Giving back is good for business.

According to a recent Clemson University Study:

71%

of U.S. consumers
have made a
charitable donation
at the register

55%

of consumers
actually like being
asked to support a
charity at checkout.

60%

of consumers said they
felt positive about a
company after being
asked to donate at the
register.

That positive sentiment translates into increased customer loyalty & higher sales.

Roll It Up for Justice

CASE STUDY



Are you interested in Partnering with the Last Prisoner Project?

To sign up or to get more information please contact:

Mary Bailey

Managing Director

mary@lastprisonerproject.org

CURRENT PARTNERS

kixloko

wana

OPEN BOOK
EXTRACTS

CANNA CRAFT



PLAYBOY

HARBORSIDE

PUFFCO

EMERALD
SCIENTIFIC



PLEASANT TREES
EST. 2016 - MADE IN MI

Herb

Ocean Grown
EXTRACTS

HARVEST

SKYMINT
PREMIUM CANNABIS

sovereignty.

X
TWO JOINTS™

GRAV®

PUFFCREATIV

NGW




LAST
PRISONER
PROJECT

WAYS TO GET INVOLVED

- **Follow us on social media** & share our posts
@lastprisonerproject
- **Go to our website** to learn more, donate, volunteer, write to a prisoner
www.lastprisonerproject.org
- **Partner with us**
- **Volunteer to help us create content, provide comped Ad space, etc.** I would love to hear YOUR ideas on how we can work together
Mary@lastprisonerproject.org



A black and white photograph of Steve DeAngelo, a man with a mustache wearing a dark fedora and a patterned short-sleeved shirt. He is holding a microphone to his mouth and appears to be speaking. The background is dark and out of focus.

“We will not rest and we will not stop until the last cannabis prisoner has been set free.”

STEVE DEANGELO ,
Last Prisoner Project Founder