



# 2024

## *Impact Report*

  
**NATIVE  
ROOTS**  
CANNABIS CO.





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# LET US INTRODUCE OURSELVES

At Native Roots, our foundation is built on care, with our customers and patients at the heart of everything we do. From our beginnings as one of the first professional cannabis companies to becoming Colorado's premier cannabis destination, our mission has always been clear: to educate, serve, and make a meaningful impact.

We're proud of our journey and the values that guide us. More than a workplace, Native Roots is a community where passion meets purpose. It's about showing up every day to make a difference—not just for our customers, but for the communities we call home. With over 3,000 hours dedicated to community service and an employee-focused Volunteer Paid Time Off program, we're committed to giving back.

Our employee-led impact committee ensure we remain accountable, creating an environment that encourages growth, engagement, and inclusion.

For over a decade, Native Roots has been a pioneer in the cannabis industry, championing education and well-being. Social impact drives us, and it's reflected in every decision we make. We strive to create a welcoming, judgment-free space where our shared passion for cannabis brings moments of happiness to our customers.

Native Roots is more than a brand; it's a promise to enhance lives, inspire connection, and leave a lasting positive imprint on our community.



SENIOR LEADERSHIP TEAM



EXECUTIVE TEAM

WE ARE GROWN WITH LOVE — WE ARE GROWN IN COLORADO — WE ARE NATIVE ROOTS



# EDUCATION



Educating customers is critical, especially in the evolving cannabis space, where understanding products and their effects fosters confidence and responsible use.



Native Roots is committed to meeting customers where they are, using their marketing channels to share valuable insights—from explaining strains and their unique effects to emphasizing the importance of self-care.



The goal is to empower their audience with knowledge, ensuring they feel informed and supported in their wellness journeys. Native Roots aims to build trust and create meaningful connections within the community.



## LOCAL ARTISTS

In 2024, Native Roots deepened its commitment to local community partnerships by collaborating with Denver artist Joe Palec to create a vibrant mural at its Tower Road dispensary near Denver International Airport. Commissioned in February and unveiled in August, the 38-by-14-foot artwork playfully blends Colorado landmarks, cannabis culture, and local lore—featuring elements like Red Rocks Amphitheatre, the Denver skyline, and nods to DIA conspiracy theories such



as Blucifer and lizard people. Palec, who began his career as a sign spinner for Native Roots over a decade ago, described the project as a full-circle moment, stating, *"I really felt like I made it... It felt genuine that everybody was excited to*

*see my piece."* This initiative not only enhanced the store's visual identity but also underscored Native Roots' dedication to supporting local creatives and fostering authentic cultural connections within the community.

## COMMUNITY OUTREACH PROGRAM

Community is at the core of who Native Roots is. They find value in seeking out local partnerships to elevate the people and businesses of our community. Through these efforts, they have supported countless local non-profits while eroding false stigmas around cannabis.

## OUR MISSION

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TOGETHER, WE PROVIDE QUALITY CANNABIS PRODUCTS AND PERSONALIZED EDUCATION FOR OUR COMMUNITIES TO ENHANCE WELL-BEING AND HAPPINESS.

### INTEGRITY

We stand behind the work we do, the contributions we make, and the high business standards we maintain while being respectful, accountable, and encouraging responsible use of our products.

### PASSION

We embrace the unique reasons that unite us including our enthusiasm for the plant, a desire to help people, and being a part of a great place to work in an evolving industry.

### FUN

We encourage everyone to be their unique most authentic selves; finding joy in what we do and sharing that joy with those we engage with whether it be our customers, vendors, the community or each other.

### COMMUNITY

We collaborate as a team to improve the communities where we live and work making them a better place through awareness, education, support and volunteerism.

## OUR VALUES

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# SOCIAL IMPACT

We recognize our responsibility to address the social and economic impacts of cannabis legalization and also want to do our part to repair the harms caused by the failed War on Drugs that primarily targeted Black Americans and other people of color. More broadly, we value a diverse, inclusive, and equitable society that welcomes all people. We are also committed to addressing environmental sustainability and reducing our carbon footprint at every level and in every department of our company; from the energy that powers our large cultivation and production facility to the everyday behaviors and habits of our employees.

Promoting health and wellness has always been the core mission of Native Roots. As society's definitions and interpretations of wellness evolve, we have continued to promote health and wellness in our communities by building relationships across the spectrum of health-based nonprofit organizations, including those dedicated to improving the health of vulnerable populations, curbing drunk and drugged driving, and advocating for patient access to medical marijuana.

## CSR PILLARS

Our purpose is to **enhance well-being and happiness** within our Colorado community, for our employees, customers and patients. Our four pillars are Diversity, Equity & Inclusion; Sustainability; Wellness; and Community.



“The work we do within the impact space is vital because it allows us to create meaningful, lasting change in the communities we serve.

At Native Roots, we are committed to sustainability, social responsibility, and giving back, ensuring that our business is a force for good.

By supporting local initiatives and fostering positive environmental and social impact, we help build a stronger, more resilient future for all.

—Cassie Fuller  
DIRECTOR OF SUPPLY CHAIN



# DIVERSITY, EQUITY & INCLUSION —

Native Roots provides a diverse, equitable, and inclusive work environment for all of our employees; a place where everyone can be their unique, most authentic selves.

We embrace the unique qualities of each customer and patient who walks through our doors.

Employees are trained on equitable hiring and how to ensure an inclusive work environment.

We work with community partners to better the lives of women, veterans, LGBTQ+ individuals, and people of color.



“The connection between the LGBTQIA+ community and cannabis has been resilient since the AIDS epidemic.

As a queer woman, I deeply appreciate our ongoing dedication to a community with which we share a longstanding bond. To maintain this connection, it is essential that we remain rooted in our origins and honor those who have been instrumental in shaping the industry, doing so with courage and embracing radical acceptance.

”

—Karyn Burry  
SENIOR MANAGER OF  
STRATEGIC PROGRAMS



# HIGHLIGHTS

- In 2024, Native Roots increased underrepresented minorities by **4.3%** in its workforce:
  - 3 out of 7** executives’ women
  - 78.6%** of senior leaders are women
  - 23%** of management is Hispanic or Latino (exceeds state levels)
- In June, the company was recognized as a **Leader in Diversity by the Denver Business Journal** for effectively promoting authentic diversity, equity, and inclusion in the workplace. This new award honors the organizations in metro Denver that are going above and beyond to bolster equality across all areas of diversity, including age, disability, gender, sexual orientation, race, ethnicity, and religion.
- To celebrate Pride Month, Native Roots launched a new partnership with **Mile High Behavioral Health Center’s Bee the Vibe program** and walked alongside the organization during the **Denver Pride Parade**. Employees also participated in the **Pikes Peak Pride Parade** in Colorado Springs while promoting the campaign to bring recreational cannabis sales to the city, which voters passed in November.
- On November 11, the company held its first annual Day of Action, co-sponsored by **PAX** and benefiting **This Is Jane Event** and veterans. This inaugural day was focused on community, compassion, and eliminating financial barriers to accessing cannabis as medicine for trauma survivors and veterans alike — many of whom face challenges from high costs of the regulated market and lack of proximity to licensed dispensaries. Native Roots Littleton served 100 veterans with “Thank you for your service bags”, alongside educational services in a safe and inclusive space. Native Roots Speer served 100 Janes, or women and non-binary trauma survivors who use cannabis to confront, manage, and heal trauma.



## PARTNER ORGANIZATIONS

**EL PASO COUNTY PROGRESSIVE VETERANS** is a nonprofit organization helping active duty military, veterans, and their families in El Paso County navigate civilian life through resources, support, and advocacy.

**MILE HIGH BEHAVIORAL HEALTHCARE** is a behavioral healthcare provider in Denver that serves a variety of individuals with programs designed for those recovering from substance use and mental health challenges, trauma, and housing instability.

**THIS IS JANE PROJECT** is a 501(c)(3) nonprofit organization that sheds light, builds community, and uplifts the lives of women and non-binary trauma survivors. TIJP relentlessly pursues a world where women and non-binary survivors experience themselves as powerful beings by eliminating barriers to healing, nurturing supportive communities, and delivering rauma-informed programming.





# SUSTAINABILITY

Native Roots is committed to improving the environmental footprint of cannabis operations in our communities through sustainable practices such as a commuter incentive program and supporting community-serving organizations that have a positive environmental impact. We take pride in being a leader in sustainability practices in the cannabis industry by partnering with community organizations whose primary mission is to reduce climate and environmental impact from business practices.

Native Roots has invested heavily in LED lighting, automated irrigation for better power and water usage, Quastar® Photonic Decontamination

technology (Radsource) to inactivate microbes on flower, state of the art trimming and weighing equipment and much more. These changes have allowed us to process at a high volume while maintaining the focus on top-tier quality standards. Native Roots is the first dispensary in Colorado to implement an off-premise storage facility license which serves as the central distribution center for our retail stores. This first of its kind facility allows single point delivery for our vendors and keeps thousands of shipping hours off the Colorado roads.



“Sustainability is important to me because it focuses on the value of both the environment around us, as well as the communities we live in every day. Appreciating and protecting natural spaces for future generations is vital to a healthy and happy life for everyone.”

—Brandon Rhea

SENIOR MANAGER OF  
STRATEGIC PROGRAMS



# HIGHLIGHTS

- In September, Native Roots’ primary production facility received a **Bronze Certification** from the **Colorado Green Business Network**. This state program honors businesses making meaningful progress in implementing sustainable practices, from reducing energy consumption to managing waste.
- Native Roots’ Senior Compliance Officer, Brandon Rhea, was awarded the prestigious **Commuter of the Year** in the 2024 **Way to Go Champion Awards** by the **Denver Regional Council of Governments (DRCOG)**. Since founding the Native Roots Sustainability Committee in 2018, Rhea has championed environmental programs that have significantly reduced the company’s carbon footprint.



- In 2022, Native Roots led the creation of the **Cannabis Container Recycling Pilot Program** through the **Denver Cannabis Sustainability work group**. The program allows consumers a sustainable option to return cannabis packaging that otherwise could not be recycled through municipal waste streams. To date, they have collected over **887 pounds** of cannabis packaging across 4 Denver stores and diverted those materials from the landfill.
- Since establishing a Clean Commuting Incentive program, Native Roots employees have completed **48,000 trips** with over **492,000 miles**, reduced **116 tons of CO2 emissions**, and earned over **\$24,000** in gift cards. Native Roots incentivizes clean commuting by providing ride-share and bike-to-work opportunities in partnership with **WAY TO GO**.
- To further support community members and employees seeking clean commuting options, Native Roots hosted rest stations equipped with water, snacks, and educational materials during the Winter and Summer **Bike to Work Days** organized by the **Denver Regional Council of Governments (DRCOG)**.
- The company partnered with **Thrive Agritech** to complete its transition to LED lighting across its entire primary cultivation and manufacturing facility. Traditional lighting was replaced with **1,040 LEDs**, resulting in a saving of **2,000 metric tons of CO2 emissions**. That’s enough energy to power over 220 homes for a full year!



# PARTNER ORGANIZATIONS

**CANNACYCL** is a family-owned, Colorado small business that provides state-compliant and sustainable green waste management, including hauling, recycling, composting, and downstream processing for cannabis companies.

**COLORADO CANNABIS SUSTAINABILITY WORK GROUP** A Marijuana Enforcement Division workgroup created to promote sustainability in the cannabis industry through education, development of best practices, and facilitation of dialogue between the cannabis industry, community, and technical experts.

**COLORADO GREEN BUSINESS NETWORK** is a voluntary program created to promote sustainability in the cannabis industry through education, development of best practices, and facilitation of dialogue between the cannabis industry, community, and technical experts.



**DRCOG WAY TO GO** is a regional partnership between the Denver Regional Council of Governments and commuter consultants who work with employers to reduce traffic congestion, improve air quality, and make life better for all residents.

**HIGH COUNTRY CONSERVATION CENTER (HC3)** is a Summit County nonprofit promoting practical solutions for waste reduction and resource conservation in our mountain community.

**MIDDLE CO WATERSHED COUNCIL** is a nonprofit dedicated to enhancing and protecting the water for all uses and for the environment in the watershed from Glenwood Canyon to De Beque.

**THRIVE AGRITECH** is a business driving integration to support farms and other agricultural businesses in achieving profitability, scalability, and sustainability.



“ Wellness is a broad dynamic concept that encompasses several key areas of life; physical, mental, social, intellectual, spiritual, environmental, and occupational. The idea is holistic and less about perfection in each area and more about harmony across them.

In my life I have continued to play and create my own ebb and flow of all the pieces of wellness and find joy in sharing what I have learned, and helping others find their own wellness journey.

”

—*Haley Bowden*

HR BUSINESS PARTNER



## WELLNESS

We support our employees through robust health benefits and financial resources.

We offer a workplace that focuses on an employee's mental and physical well-being through free yoga; meditation breaks; and free, easily accessible resources to promote stress reduction.

A focus on wellness is critical for an enhanced quality of life that may include improved mood and focus.





## HIGHLIGHTS

- In January, Native Roots partnered with **Calm Health** to provide free access to the app for all employees. The app guides employees to focus on their mental, physical, and over all well-being.
- The **Native Roots Wellness Committee** hosted monthly guided meditations, wellness hikes, yoga sessions, and paint-in-the-park activities to encourage employees to lead a balanced lifestyle in and out of the workplace.
- In June, Native Roots sponsored **Jodi's Race for Awareness** in Denver's Central Park. Employees participated in the race and volunteered their time to ensure the event was a success.
- Employees established the **Native Roots Athletic Club**, a voluntary program that encourages active minds and bodies by hosting sports leagues such as Volleyball and Kickball throughout the year.
- Native Roots continued its partnership with the **CU Boulder Change Lab** to support medical research initiatives on the health effects of cannabis for the 4th year. In 2024, the Lab began a study to aid the development of a breathalyzer tool to measure active THC levels, published the findings of its study assessing the impacts of cannabis on anxiety, completed a study on the impacts of cannabis on blood sugar levels, and launched a new study to analyze the effects of sativa and indica cannabis strains.



*"This year's athletic club activities have set a solid foundation for my healthier future, offering me the chance to engage in challenging yet enjoyable events like Jodi's 5k & 1M race for cancer awareness, the Manitou Incline, and the volleyball league.*

*Each activity has been a stepping stone toward transformative change in my life and has propelled me into the best shape of my life, for which I am profoundly grateful to the extraordinary individuals I work with for these opportunities.*

*-Nick Stone*

ACCOUNTS PAYABLE SPECIALIST

## AT NATIVE ROOTS, WE BELIEVE SELF-CARE & WELLNESS ARE ESSENTIAL.



That's why we've made it our mission to help our community prioritize well-being through our marketing campaigns, including our "Season of Self-care" campaign. This initiative was designed to inspire balance, relaxation, and rejuvenation, offering premium cannabis products tailored to support your self-care rituals. By encouraging moments of pause and mindfulness, we aim to make our customers day to day life a little bit better.



## PARTNER ORGANIZATIONS

**CALM HEALTH APP** is the #1 digital application for meditation and sleep that engages employees in their mental and physical health and integrates with sponsored resources such as EAPs, therapy, or wellness programs, to boost utilization and optimize investment of a company's benefit ecosystem.

**CU BOULDER CHANGE LAB** operates out of the University of Colorado Department of Psychology and Neuroscience and the Institute of Cognitive Science to conduct research that explores a variety of factors linked with health and risk behaviors, including cannabis use and its effects on the human mind and body.

**JODI'S RACE FOR AWARENESS** was the inspiration of Jodi Brammeier, a Colorado native, who was diagnosed with ovarian cancer in 2008 at age 41. Jodi made it her mission to raise awareness of the risk factors and symptoms through this 5K and 1-mile run/walk.

**THE CHANDA CENTER FOR HEALTH** is an organization that delivers and champions integrative therapy and other complementary services to reduce health disparities and costs by improving health equity and outcomes for individuals with physical disabilities.







“ Supporting 2Liv4 is more than just a partnership. It's a reflection of our core values as a company at Native Roots. We believe in lifting up communities, advocating for mental health, and creating space for purpose and healing.

The work that 2Liv4 does inspires us, and we're proud to stand alongside them in their mission to help individuals with disabilities find strength, connection, and a reason to live for.

— Alex Bitz  
VP OF IT

## COMMUNITY

Native Roots improves communities through education, awareness, support, and volunteerism. We educate customers on the benefits of cannabis and advocate for social equity by uplifting those impacted by the War on Drugs. By partnering with like-minded vendors and organizations, we focus on shared values to drive meaningful improvements. As a leader in the cannabis industry, we set the standard for civic engagement by addressing hunger, supporting vulnerable populations, promoting diversity, and educating on cannabis use. Our commitment to social issues guides our partnerships, philanthropy, and volunteer efforts to create a lasting positive impact.



## HIGHLIGHTS

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- In April, Native Roots sponsored **The Blue Bench's RISE Art Show**, featuring art made by survivors of sexual violence. RISE amplifies the stories, voices, and healing journeys of survivors in honor of Sexual Assault Awareness and Prevention Month.
- Over the summer, the company hosted its 4th annual **Paint-A-Thon** event with **Brothers Redevelopment, Inc.** The Paint-A-Thon program offers income-eligible homeowners the chance to save 100% of the cost to paint their home's exterior, so they're able to devote their savings to other important costs, such as medication, groceries, and bills, while still maintaining their most important investment—their home.
- Female leaders from Native Roots were selected to participate in **CDOT's Women. Cars. Cannabis.** video series to curb impaired driving across the state.
- Overall, employees completed over **500 hands-on volunteer hours** in 2024 with organizations such as:
  - Denver Park Trust | Brothers Redevelopment, Inc.
  - ReCreative Denver | Denver Pride Fest | Jodi's Race
  - Mile High Behavioral Health Center | CO Bike to Work Day
- Native Roots contributed an additional **\$48,000+** to nonprofit organizations serving communities where it operates, such as:
  - Alamo Placita Neighborhood Association | The Color of Cannabis
  - Grand Junction Chamber of Commerce | Brothers Redevelopment, Inc.
  - Chanda Center for Health | Mile High Behavioral Health Center
  - Middle CO Watershed Council | Community Investment Alliance
  - High Country Conservation Center | Denver Park Trust | 2Liv4
  - Doctors for Responsible Drug Policy | The Rescue for PTSD







## PARTNER ORGANIZATIONS

**2LIV4** is a nonprofit organization with the mission to empower the disability community to discover their something 2Liv4 by providing scholarships for adaptive adventures and equipment, and sharing impactful stories and resources.

**BROTHERS REDEVELOPMENT, INC.** is a Denver-based nonprofit organization that provides housing and a variety of housing-related services for the region's low-income, elderly, and disabled residents.

**COLORADO DEPARTMENT OF TRANSPORTATION** encourages all people in the state to actively make a conscious decision to pay attention and be safe every time they drive, including not driving impaired.

**DENVER PARK TRUST** works closely with community leaders, neighborhood associations, and residents to expand and improve parks across the Denver metro area in a thoughtful, equitable, and sustainable way. residents to expand and improve parks in a thoughtful, equitable, and sustainable way.

**THE BLUE BENCH** is Denver's only nonprofit organization committed to eliminating sexual assault and its impact through comprehensive issue advocacy, prevention, and care.



# 2024 NATIVE ROOTS CHARITY GOLF TOURNAMENT

Native Roots hosted its third annual charity golf tournament, securing a \$55,000 donation to help the Last Prisoner Project, a non-profit focused on freeing non-violent cannabis prisoners and repairing the discriminatory criminal justice practices of the War on Drugs.

Stephanie Shephard, the director of advocacy at the Last Prisoner Project, accepted the fundraising donation at the event. “Unjust cannabis laws don’t just affect a single person,” Shepard said. “They destroy families and wreck whole communities. Native Roots’ generous donation fuels our mission, driving us closer to justice and freedom for unfairly imprisoned, nonviolent cannabis offenses. Together, we will right this wrong.”

To learn more about the Last Prisoner Project, visit [www.lastprisonerproject.org](http://www.lastprisonerproject.org)



LAST  
PRISONER  
PROJECT

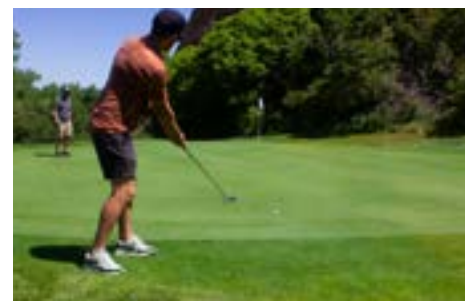
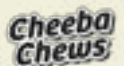
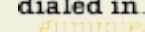


## 2024 Charity Golf Tournament Supporting Last Prisoner Project

Presented by NATIVE ROOTS & 



Thank You!





# MOVING FORWARD TOGETHER

At Native Roots, doing good is part of how we do business. Our purpose is to enhance well-being and spark happiness in our Colorado community—for our team, customers, and patients. This year's Corporate Social Responsibility report isn't just about metrics and milestones (though we're proud of them). It highlights how compassion, inclusivity, and determination drive change every day across our company.

Our four pillars—Diversity, Equity and Inclusion, Sustainability, Wellness, and Community—are more than buzzwords. They are the scaffolding of how we make far-reaching impact:

- **WE SET NEW STANDARDS IN REPRESENTATION**, training, and DEI dialogue, earning the *Leaders in Diversity Award*. Most importantly, we created spaces where everyone feels empowered to be their authentic selves.
- **OUR BOOTS ARE ON THE GROUND FOR SUSTAINABILITY** with initiatives like container recycling, clean commuting, and local partnerships to cut landfill waste.

- **WE WALKED, JOGGED, BIKED, MEDITATED, AND SERVED TOGETHER**, promoting wellness for employees and giving back with 500+ volunteer hours.
- **WE BUILT STRONG PARTNERSHIPS** with nonprofits, government, and local organizations, hosting Paint-A-Thons, educational round tables, and raising funds for the Last Prisoner Project through our annual charity golf tournament to support their mission of restorative justice for those impacted by cannabis criminalization.

But here's what truly matters—we know the work isn't finished. If you've read this far, you're part of our community, too. We invite you to stay curious, get involved, and hold us accountable as we keep moving the needle on equity, sustainability, wellness, and connection.

Big things happen when passion meets purpose. Join us as we continue to grow with love, right here in Colorado and beyond.

**TOGETHER, WE CAN MAKE EVERY DAY A LITTLE GREENER.**

*With Gratitude,*

**JON BOORD**

CEO Native Roots

*Thank  
you!*