



Help us Celebrate

TEN YEARS SERVING AMERICA'S HEROES



HEROGROWN® FOUNDATION



HELP US MAKE OUR TENTH YEAR SERVING VETERANS OUR BIGGEST YEAR EVER

Supporting HeroGrown® Foundation is a Win-Win. In addition to enjoying the satisfaction of helping heroes, your company will find a following with HeroGrown's tens-of-thousands of members. Your brand will also benefit from its association with HeroGrown, a nationally recognized organization fighting for veterans since 2011. **Our goal for 2021 is big: We plan to give away one million dollars worth of cannabis and CBD this year.** But we can't reach our goal alone — we need the support of corporate partners like you.

★	★★	★★★	★★★★	★★★★★
ONE STAR	TWO STARS	THREE STARS	FOUR STARS	FIVE STARS
\$50 PER MONTH or \$500 yearly	\$100 PER MONTH or \$1000 yearly	\$250 PER MONTH or \$2,500 yearly	\$500 PER MONTH or \$5,000 yearly	\$1000 PER MONTH or \$10,000 yearly
✓ 'Thank you' certificate	✓ 'Thank you' certificate	✓ Glass 'Thank you' Plaque	✓ Large Glass 'Official Partner' Plaque	✓ Large Glass 'Official Partner' Plaque
✓ Website Listing	✓ Website Listing	✓ Website Listing	✓ Website Footer Logo	✓ Website Footer Logo
✓ HG Supporter Retail Stickers (yearly only)	✓ HG Supporter Retail Stickers (yearly only)	✓ HG Supporter Retail Stickers	✓ Official Partner Retail Stickers	✓ Official Partner Retail Stickers
✓ Monthly Social Media sponsors "Shout-Out"	✓ Monthly Social Media sponsors "Shout-Out"	✓ Monthly Social Media sponsors "Shout-Out"	✓ Weekly social media "Shout-Out"	✓ "Shout-Out" in all HG social media posts
-	✓ Use of HG Supporter Logo (website only)	✓ Use of HG Supporter Logo (website only)	✓ Use of HG Partner Logo (web/print ads)	✓ Use of HG Logos (web/print/ packaging)*
-	-	-	✓ Press release to HG Media contacts (yearly only)	✓ Press release to HG Media contacts
-	-	-	-	✓ Dedicated email to all HeroGrown members

*Only available for yearly payment. Subject to restrictions and prior approval.

94 Percent

of consumers will switch brands to support a cause they believe in

61 Percent

of Americans have an immediate family member who served in the military

75 Percent

of Americans support the increase of spending on Veterans' Benefits



WE DO MORE THAN JUST TALK ABOUT HELPING VETERANS.

**10
YEARS**
of serving
American Heroes

**\$4+
MILLION**
worth of
medicine given away

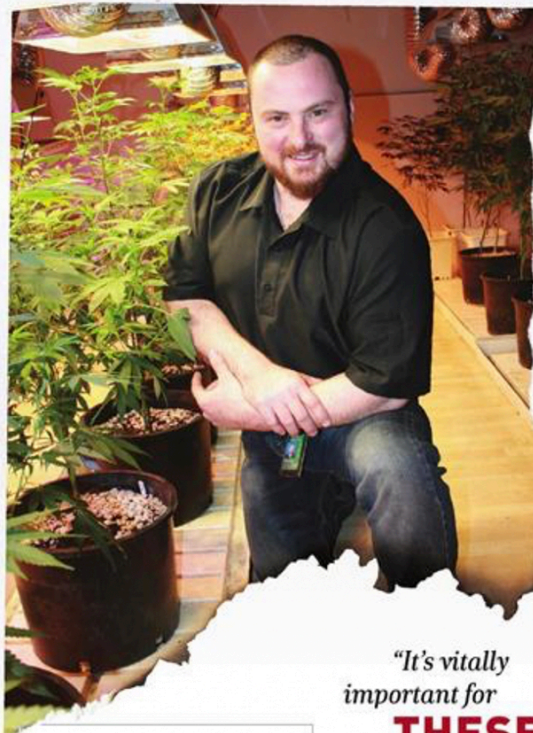
**25,000+
VETERANS**
have received
our assistance

Unlike “nonprofits” that take donations and merely talk about helping vets, HeroGrown has been in the trenches giving cannabis and CBD to veterans since 2011 — **\$4,000,000 worth to date.**

Mission Briefing

There are over 20 million military veterans and tens of millions of active and retired first responders. In the shadows, a countless number of these heroes are desperately struggling with addiction to deadly drugs prescribed for service related injuries and psychological disorders. HeroGrown Foundation is the preeminent organization fighting for their right to choose cannabis as a safe alternative.

American Heroes deserve the right to use the medicine of their choice without risking their job, medical benefits, or freedom. In addition to providing direct assistance to thousands of veterans and first responders, we work to stop employers, health insurers, and the government from discriminating against cannabis & CBD.



**NICK
MARTIN**

**EXECUTIVE DIRECTOR,
HEROGROWN FOUNDATION**

*“It’s vitally
important for
**THESE
HEROES**
to know they
aren’t alone.”*

—Nick Martin

Every day, more than 50 veterans and first responders die from prescription-drug overdose and suicide. Nick Martin, executive director of the HeroGrown Foundation, has been utilizing cannabis to fight for these heroes who fought for us. “Through 10 years and \$4 million worth of cannabis given to veterans,” he says, “we’ve witnessed countless lives transformed by this incredible plant.”

The HeroGrown Foundation focuses on making a difference in the lives of their members through cannabis access, education and legal liberation. Its Warrior Airdrop program and Bud Bottles Giveaways provide free cannabis products and additional support to its members. “We’ve always prioritized education and dispelling old stereotypes about cannabis and cannabis users,” Martin says. “My father spoke at thousands of events and gatherings and regularly contributed to radio shows and podcasts.” Martin’s work focuses on helping members one-on-one, teaching them how to grow and consume marijuana. “I believe the

practice of cultivating your own cannabis can be as therapeutic as the cannabis itself,” he says.

Though it’s fading, there is still a stigma surrounding cannabis. In Martin’s experience, many veterans have never considered consuming cannabis as an option for relief, and they frequently join the HeroGrown Foundation with no prior knowledge of the plant’s benefits. “They are simply at the end of their rope and desperate to escape prescription drugs,” Martin says. “In a matter of months, many of these heroes are growing their own medicine and have found a new lease on life. I’m honored and humbled to have a small role in their journey back to health.”

Martin’s father, Roger, who passed last year, was always his biggest supporter when he was growing up, so when Martin saw him struggling with opioid addiction, he stepped in to support him. “By 2010, VA-prescribed OxyContin had robbed him of all joy and vitality—he was an empty shell and very near death,” Martin recounts. “This is when I convinced him to try cannabis, a plant I believed had the power to help him overcome his addiction.” Guiding his father out of that difficult place served

as the inspiration for the HeroGrown Foundation.

In the years before his death, Martin’s father worked behind the scenes on several pro-cannabis legislative efforts. “While HeroGrown is a nonpartisan organization, we are uniquely positioned to educate patriotic Americans about the benefits of cannabis,” Martin says. “Appealing to this segment of the population is key to nationwide legalization, and our members are the tip of the spear in this effort.” Starting next year, the organization’s Liberate Cannabis initiative will put troops on the ground in conservative-leaning states that still outlaw cannabis. Generally, these states have a large population of veterans and voters

who support veterans’ causes. “We already have a team up and running in Texas and expect to have a major impact in the very near term,” Martin says.

According to Martin, the COVID pandemic has caused a 20 percent increase in veteran suicide rates. “It’s vitally important for these heroes to know they aren’t alone,” he says. He adds that the VA has qualified and caring responders for veterans to reach out to (800) 273-8255 or veteranscrisisline.net.

HIGH TIMES MAGAZINE FEATURE - JAN 2021

HOW ARE SPONSORSHIP FUNDS SPENT?

All of our expenses support our mission of ending veteran suicides and overdoses and fully liberating cannabis and CBD. Through our Warrior Airdrop and Bud4Bottles Giveaways, we provide free cannabis and CBD directly to veterans. In 2020, 87% of our resources were used to fund these programs. HeroGrown is also spearheading efforts to increase access to cannabis and CBD in several states through our Liberate Cannabis initiative. Other core functions of our organization include raising awareness about the veteran suicide epidemic and educating beginners about the safe use of cannabis and CBD products.



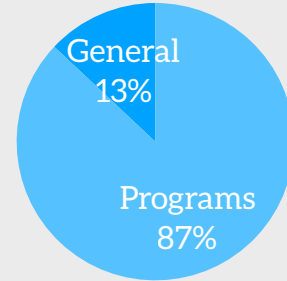
"In addition to helping veterans, **HeroGrown is the tip of the spear in the fight to liberate cannabis and CBD...** liberate them from antiquated laws, unfair employment restrictions, and negative stereotypes. We can't win this fight alone. Thank you for your time, consideration, and much-needed support."

-Nick Martin, Director & Co-founder

2020 Financial Snapshot*

1. Programs (Warrior Airdrop); packaging, labels, maintaining mailing equipment, postage, and product.
2. General: web hosting, post office box, mailing services, state and federal fees, accounting and legal expenses.

Use of Funds (2020)



The IRS has classified HeroGrown Foundation as a public charity under section 501(c)(3) of the internal revenue code. EIN: 85-3214904

**SPONSORSHIP IS EASY AND
TAX-DEDUCTIBLE:
[HEROGROWN.ORG/SPONSOR](https://herogrown.org/sponsor)
NICK@HEROGROWN.ORG**

