



FROM JAILS TO JOBS

A Guide to Supporting Social Justice
Hiring in Cannabis

40RTY
TONS™
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40 TONS CAREERS

A new kind of job fair has just been born, “**Canna Get a 2nd Chance.**” As the name suggests, the event is part of a larger effort to not only find qualified employees, but to actively promote social equity in the cannabis industry by targeting recruitment efforts to Black and Brown communities and/or those with past cannabis convictions. Upcoming fairs are scheduled for late spring in New York City and late summer in Chicago.

The purpose of this guide is to provide resources to businesses seeking employees and to support those looking to begin or grow a career in cannabis. In addition, the guide hopes to raise awareness of diversity and inclusion issues in the industry, as well the incarceration of those unjustly impacted by the deeply flawed War on Drugs.





THE HISTORY

Diversity and inclusivity is an issue that is larger than just initiatives and guidelines for businesses to follow. It is a broad ranging matter that impacts entire industries, as well.

Between 2019 and 2021, minority ownership in cannabis businesses dropped from 28% to 13.1%, while ownership by women dropped from 36.8% to 22.1%.

“I am just as capable as the next person, but what our people need are opportunities. There are many great Black and Brown women that, if given the chance, can perform just as good as their counterparts.”

- Lorie Algrete, CEO & Co-Founder of 40 Tons

DIVERSITY & INCLUSIVITY

In recent years, the push for more diversity and inclusivity in the workplace has been a growing trend across the United States. **In 2022, 89% of businesses reported having official D&I training planned for their employees.**

One particular marginalized community that gets overlooked regularly are people with non-violent criminal records. Oftentimes, these are people of color who have been impacted by government policies such as the War on Drugs.



DIVERSITY & INCLUSIVITY

There are concrete ways businesses can incorporate practices focused on diversity and inclusivity:

- Education on this topic for leaders within companies is crucial
- Creating a diverse council dedicated to inclusivity initiatives
- Hiring a diverse workforce should be a top priority
- Encouraging open communication on a regular basis is key
- Employees at every level should be involved in diversity and inclusivity trainings'
- Checking in on the progress toward D&I goals consistently and read just when necessary





CORVAIN COOPER

"I was given a second chance, and am making the best out of being the Chief Brand Ambassador for 40 Tons.

Sometimes all that is needed is a chance."

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ABOUT 40 TONS

We're a social enterprise brand using the regulated cannabis industry to fight injustice for cannabis prisoners. Every 40Tons purchase is helping prisoners like Corvain Cooper fight their unjust sentences, engage in restorative justice, and find full, happy lives once they return home to their families.

DONATE

SHOP

ABOUT BRAND RESUMES



We have teamed up with BrandResumes to push social justice and equitable hiring as they bring together employers who want to make a difference.

BrandResumes is a leading tech-enabled professional resume writing and career advancement course provider for entry-level graduates, mid-career professionals, and executives across the U.S.

Our events feature an onsite career center for job seekers to receive free help from resumes coaches, interview coaches, LinkedIn coaches, credit coaches, get a professional headshot and much more!

**FREE RESUME
REVIEW**

START YOUR CAREER



The cannabis industry has been one of the fastest-growing business sectors in the United States the past few years. As the industry grows, so will job opportunities for people looking to break into the business.

A lack of formal work experience around the plant should not hold people back from pursuing a career in cannabis. One simple way to get a foot in the door is demonstrating a professional passion about cannabis. Make it clear it is more than just a hobby.

**CAREER
RESOURCES**

**JOB
SEARCH**

Helpful Tips:

- Determine which job is right for you
- Optimize your resume
- Research companies of interest
- Attend networking and job events
- Practice, practice, practice!
- Prepare questions
- Plan outfits ahead of time

GROW IN THE INDUSTRY

As you explore the various tips and information on how to get into the cannabis industry, it is important to consider all the options. You may find that the business or job proposals may not always suit you. When the alternatives become limited, remember that opportunities don't always happen, you may need to create them yourself.

Now is the time to do your research and discover what sectors of the cannabis industry are right for you.

A great place to start your research is on the 40 Tons Get Involved page:

**GET
INVOLVED**





BECOME A SPONSOR

Take your company to the next level and make an impact! **40 Tons Cannabis Career Fairs** brings together **700-1K attendees per event** who want to build strong relationships at curated networking events while simultaneously acquiring diverse, top talent.

Connect, hire, and give back to your community at the same time!

LEARN MORE

SUCCESS IN NUMBERS



3,020+
EVENTBRITE
REGISTRATIONS



1,500+
ATTENDEES



88 CANNABIS
VENDORS



35
SCHOLARSHIPS
AWARDED
(\$50K VALUE)



100+ HIRED
ON THE SPOT



30
EXPUNGEMENTS
STARTED



1,100 FOLLOW-
UP INTERVIEWS
OR RESUMES
COLLECTED



300 RESUMÉ &
LINKEDIN
REVIEWS
(\$50K+ VALUE)



55
PROFESSIONAL
HAIRCUTS



100+
PROFESSIONAL
HEADSHOTS



HUNDREDS
ATTENDED
EDUCATIONAL
MASTER CLASSES



40 TONS PARTNERS

We teamed up with these amazing organizations:

KUSHY

VICENTE
SEDERBERG
LLP



BRANDRESUMES
Secure a better future

WriteSea
SMART WRITERS
START HERE

HB HARRIS | BRICKEN

 rooted in good

Green Thumb

 Marijuana
Matters

 HERBL™



 NATIONAL ASSOCIATION OF
CANNABIS
ACCOUNTING & TAX PROFESSIONALS

 OWLS

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HEMPER





This guide is brought to you in collaboration with **40 Tons**. We're encouraging those who enjoy this guide to donate to 40 Tons which supports the fight for the injustice too many communities are facing as cannabis legalization allows for the state to profit while thousands of individuals are imprisoned on non-violent cannabis convictions. This guide is part of a series created by the **Cannabis Creative Movement**, a joint effort fueled by **PufCreativ** and **The 9th Block agencies**.

<https://www.40tons.co/>

<https://cannabishiringfairs.com/>

<https://brandresumes.com/>

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