



PARTY. PLAY. PURIFY. × FREEDOM GROW

# Fundraising Summary & Impact Breakdown

MJBizCon Week · Las Vegas · December 2–4, 2025 · Produced by PufCreativ

**\$10,000+**

Raised for Freedom Grow

**445**

Checked-in guests  
(676 registered)

**35+**

Brands & partners  
united behind the cause

**3**

Events, one shared  
cause — 3rd year running

## How the \$10,000 Goal Was Reached

The series set out to raise \$10,000 for Freedom Grow through ticket sales, sponsorships, partner raffles, and on-site donations — and hit that goal.

| Source              | Detail                                                                                    |
|---------------------|-------------------------------------------------------------------------------------------|
| Anchor pledge       | Rectitude Partners committed \$10,000 directly to Freedom Grow                            |
| Sponsorships        | 35+ brands across a Diamond-to-Bronze tiered structure underwrote production costs        |
| Raffles & donations | Donated items (incl. a 6-ft bong and a Volcano vaporizer) drove additional on-site giving |

*“It’s our honor to help support Freedom Grow — we’re always happy to support great causes and even better people.”*

— Heidi Schultz, Rectitude Partners

## Freedom Grow: Where the Support Goes

Freedom Grow is an all-volunteer 501(c)(3) supporting nonviolent cannabis prisoners and their families. Every dollar raised through Party. Play. Purify. helps fund:

- Commissary funds for incarcerated individuals
- Books and educational materials
- Family outreach and communication support
- Re-entry support for returning citizens

## Cause Integration Across the Series

Freedom Grow’s story ran through every touchpoint: a dedicated educational blog on the Wish Program and re-entry support, on-site storytelling and donation moments, and event programming featuring advocates with lived experience of cannabis incarceration.

## A Repeatable, Growing Model

Now in its third consecutive year, the series is formalized under PufCreativ Cares (launched August 2025) — the agency’s philanthropic arm, which has helped raise approximately \$12 million for nonprofits and causes since 2017.