



Foundation for an Informed Texas

PROVIDING TEXANS WITH CANNABIS KNOWLEDGE





JAX FINKEL

Executive Director

- **Founded FIT in 2016**
- **14 years of experience in marijuana policy**
- **4 years experience in managing non-profits**
- **Close ties with many cannabis allies**

Meet Our Board



LISA WISE

Treasurer



AMANDA BERARD

Deputy Director



NISHI WHITELEY

Resource Director



CARLOS CARO

Secretary

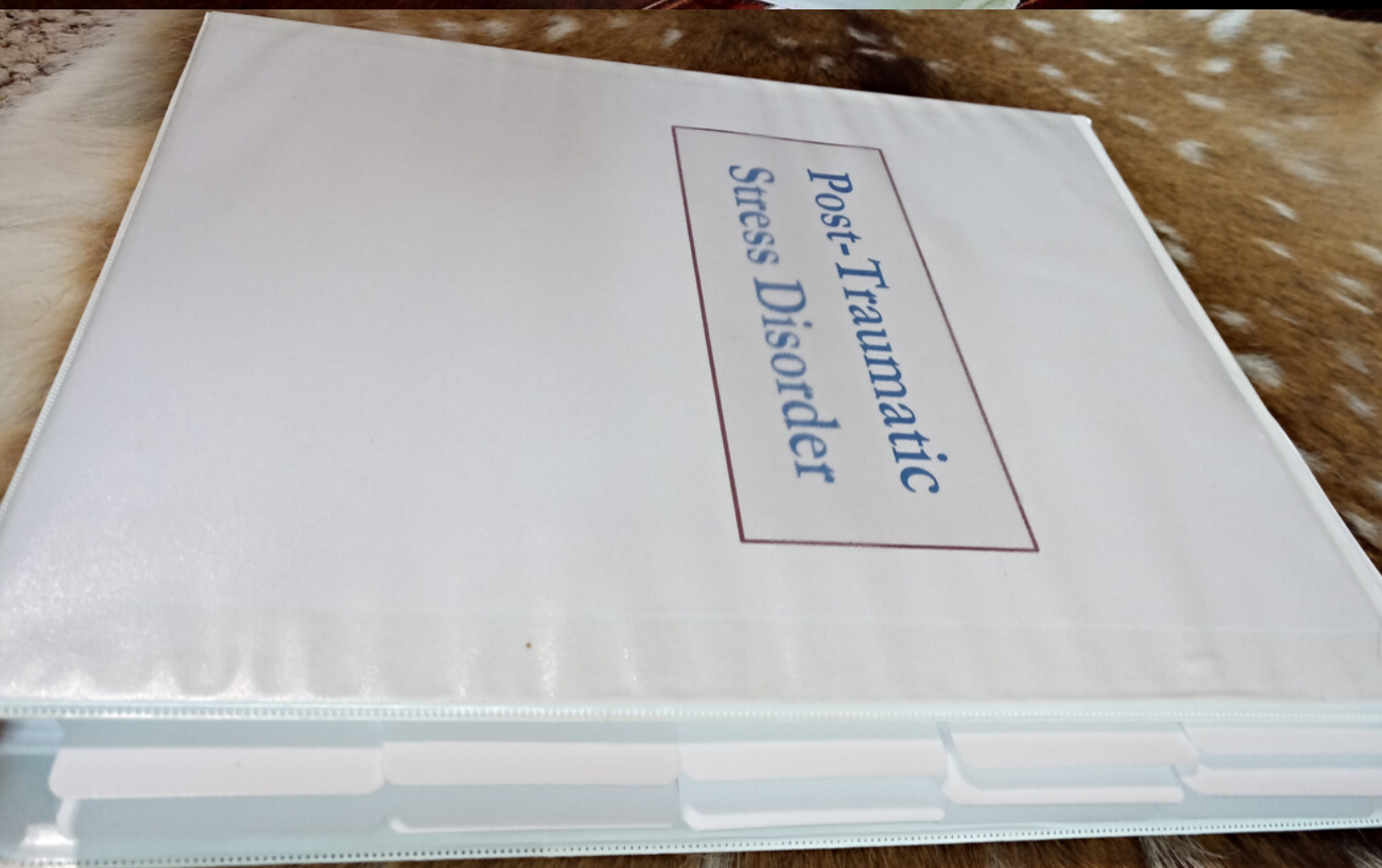
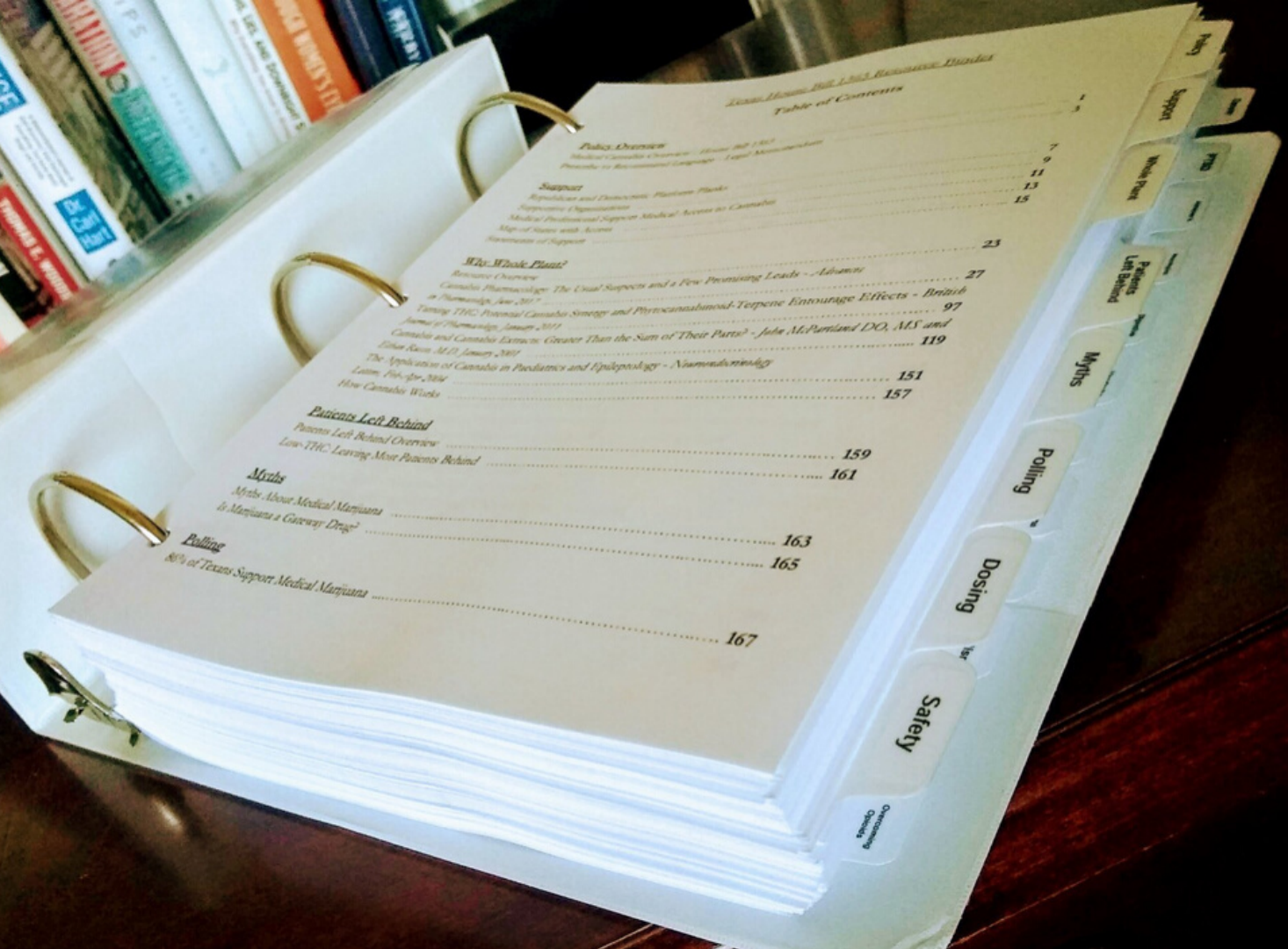


2019 Accomplishments

Educational Exhibits at the Capitol

FIT compiled content, designed graphics and paid for printing for multiple educational exhibits hosted at the Texas State Capitol through our coalition partners.





2019 Accomplishments

Multiple Resource Binders for Legislators

FIT compiled resource binders for committee members regarding:

- PTSD studies and resources
- Studies on the list of qualified conditions (622 pages of content)
- Resources on penalty reduction and stats on arrests

2019 Accomplishments

SXSW Educator Networking Event



Texas Marijuana
POLICY CONFERENCE

Austin, Texas Labor Day Weekend



Keynote Speaker

Texas State Senator
José Menéndez

Sunday Lunch Sponsored by



Texas Marijuana
POLICY CONFERENCE

Austin, Texas Labor Day Weekend



Keynote Speaker

Adrian Moore, Ph.D.
Reason Foundation

Lunch Sponsored by



2019 Accomplishments

Texas Marijuana
Policy Conference



Digital News Updates and Expert Blogs

- CANNABIS CRIMINALIZATION'S IMPACT ON COMMUNITIES OF COLOR AND YOUTH
- THE BIG THREE AND AG: OFFICIAL STATEMENT ON PROSECUTING FOR HEMP POSSESSION
- EARN CLE CREDITS AT OUR TEXAS MARIJUANA POLICY CONFERENCE!
- CONSUMABLE HEMP REGULATORY HEARING SCHEDULED
- RECAP: DSHS HEMP HEARING ON HUMAN CONSUMABLES
- BREAKING: USDA ISSUES HEMP REGULATIONS
- INTERIM CHARGE HEARING: VAPING ISSUES IN TEXAS
- UPDATE: DEFINITION APPROVED, HEMP REGULATIONS RELEASED, INTERIM CHARGES
- FARM BILL 2018 – ANALYSIS OF HEMP-SPECIFIC PROVISIONS
- ANALYSIS: NEW HEMP AND MEDICAL CANNABIS LAWS
- TEXAS LAWS: HEMP, BANKING AND MARIJUANA POSSESSION
- UPDATE: TCUP LICENSE APPLICATIONS OPEN & DSHS CONSIDERS CONDITION DEFINITION
- BREAKING: DPS SUSPENDS TCUP APPLICATION PROCESS
- HHSC EXEC COUNCIL MEETS ON VAPING & DEFINITION FOR INCURABLE NEURODEGENERATIVE DISEASES
- ANNOUNCEMENT: REGIONAL ADVOCACY WORKSHOPS IN JANUARY 2020

Strategic Timeline

Priorities
for 2020

JANUARY 2020

TRAVELING EDUCATIONAL WORKSHOPS

Ten City Tour focused on Cannabis Education, Civic Engagement, Election and Legislative Processes

FEB, APR, JUL & OCT 2020

VETERAN OUTREACH EVENTS

Three Seminars ending in a Statewide Conference Hosted in Waco, New Braunfels, Tarrant County & Austin

MARCH 20, 2020

SXSW EDUCATOR NETWORKING EVENT

This exclusive, catered event for SXSW Cannabis Panelists provides an important networking opportunity

RURAL VIDEO CAMPAIGN & COMMUNITY CONVERSATIONS

Produce new rural video ads in digital, print and television and hold multiple events in targeted districts

AUGUST 2020

TEXAS MARIJUANA POLICY CONFERENCE

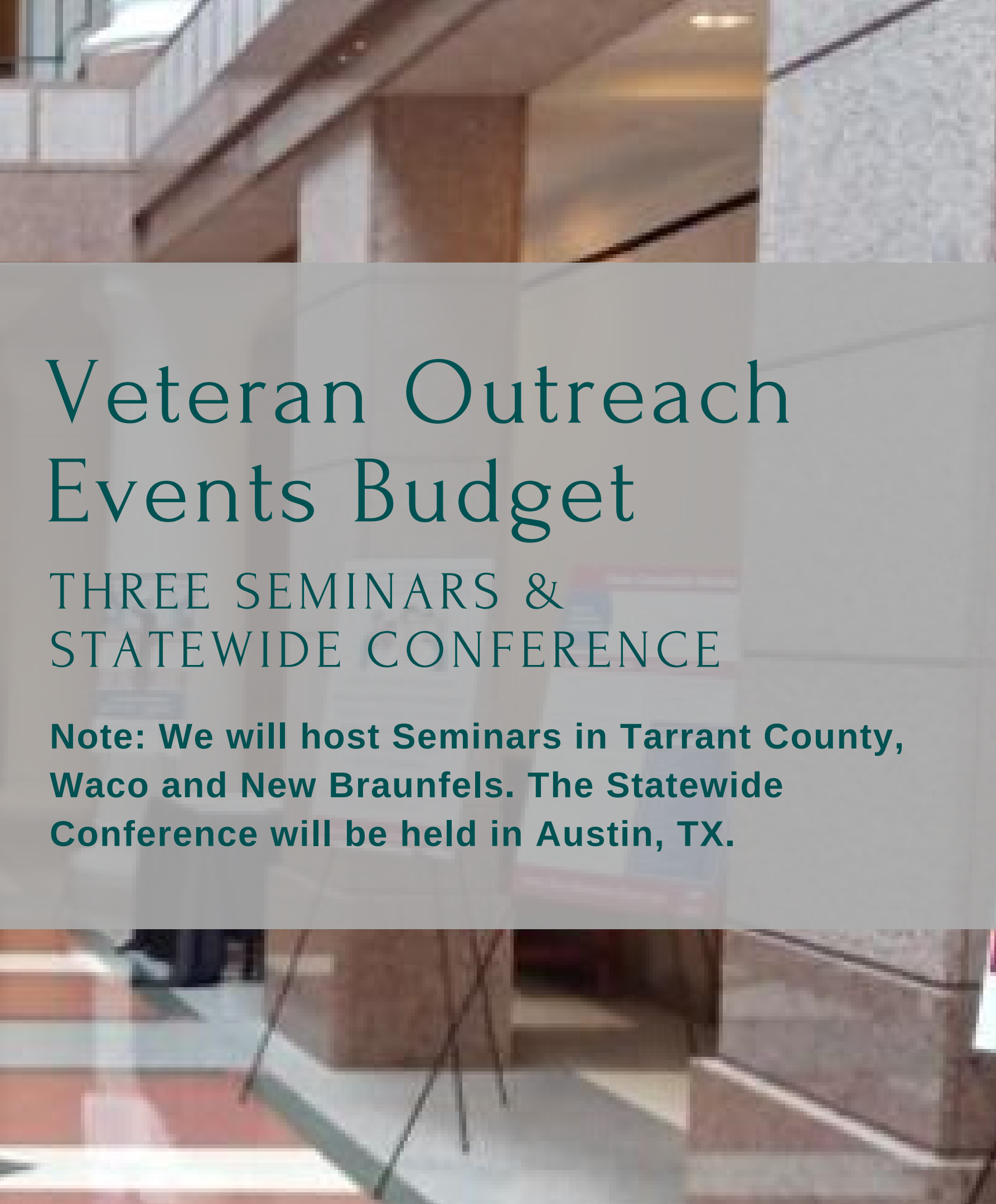
Team up with Texans for Responsible Marijuana Policy to host the premier policy conference in Texas

	Basic	Ideal
Travel and Accomodations	\$1500	\$1800
Event Locations and Resources	\$500	\$1,000
Promotions	\$500	\$2,200
Total	\$2,500	\$5,000

Traveling Educational Workshop Budget

10 CITY TOUR

Note: This budget represents half of the total budget. We have an agreement with Texans for Responsible Marijuana Policy that they will cover half of the total costs.



Veteran Outreach Events Budget

THREE SEMINARS &
STATEWIDE CONFERENCE

Note: We will host Seminars in Tarrant County, Waco and New Braunfels. The Statewide Conference will be held in Austin, TX.

	Basic	Ideal
Travel and Accomodations	\$1,850	\$7,800 <i>(allows for more guest speakers)</i>
Event Locations and Resources	\$1,075	\$3,600
Promotions	\$225	\$6,000
After Socials <i>(includes speakers meals)</i>	\$850	\$3,600
Total	\$4,000	\$21,000

	Basic	Ideal
Location	\$1,500	\$3,000
Bar	\$700	\$2,000
Food	\$2,500	\$3,500
Music	\$0	\$1,000
Printing	\$100	\$200
Total	\$4,800	\$9,700

SXSW Educator Event Budget

NETWORKING EVENT FOR SXSW CANNABIS PANELISTS

This important networking event provides opportunity to involve SXSW panelists and organizers in our mission to educate Texans.



Sunset Cannabis Cruise

Foundation for an Informed Texas

March 16th, 2019

Rural Video Campaign

Video Production	\$10,000	\$20,000
Media Buy <i>(Broad)</i>	\$4,000	\$8,000
Total	\$14,000	\$28,000

Basic

Ideal

	Basic	Ideal
Travel and Accomodations	\$300	\$900
Event Locations and Resources	\$200	\$600
After Socials <i>(includes speaker's meals)</i>	\$300	\$500
Media Buy <i>(Targeted)</i>	\$4,000	\$8,000
Total Per City	\$4,800	\$10,000

Community Conversation

Our **Rural Video and Community Conversation Campaign** in 2018 created the first medical cannabis commercial in Texas, which played on Fox News and MSNBC. The campaign garnered **1,895,274** impressions with a budget of **\$60,000** for a cost of **\$0.03 per impression**.

Operational Costs

Office Space Rent	\$8,900
Internet and Phone	\$900
Insurance	\$800
Software and Web Hosting	\$350
Office and Printing Supplies	\$1,000
Contracted Services (ED)	\$50,000
Miscellaneous	\$1,000
Total	\$62,950

Stretch Budget Goals

Tech and Graphic Needs	\$3,000
Continuing Education	\$1,000
Attending / Sponsoring Conferences	\$20,000
Total	\$24,000

Operational Costs & Stretch Budget

Fiscal Year 2020 Projected Budget

	Basic	Ideal
Traveling Educational Workshops	\$2,500	\$5,000
Veteran Outreach Events	\$4,000	\$21,000
SXSW Educator Networking Event	\$4,800	\$9,700
Rural Video and Community Conversation Campaign <i>(For the Four City Tour)</i>	\$33,200	\$68,000
Texas Marijuana Policy Conference	TBD	TBD
Operational Costs and Needs for Growth	\$62,950	\$86,950
Total	\$107,450	\$190,650

THANK YOU.

Together, we can
educate Texans about
Cannabis law.

Get In Touch With Us

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