



NEW GROWTH  
HORIZON  
FOUNDATION

# 2025 Impact





## Contents

- 3 Organizational Overview
- 4 2025 Giving Impact
- 6 Partner Spotlights
- 10 Community Engagement
- 12 Proper Classic
- 14 Looking Ahead

# Organizational Overview

At the New Growth Horizon Foundation, we believe individual and community well-being are inseparable. When individuals grow, communities change. We mobilize people, organizations, and resources to strengthen health, dignity, and opportunity across Missouri.

## Mission

Help individuals and communities achieve greater health and well-being, and through this new growth, to inspire them to use their gifts in service of the greater good.

## Vision

Inspire people and communities to unite, connect, and serve with a greater purpose.

## History

Founded in 2019 in partnership with Proper Brands, a leading vertically integrated cannabis company operating in 12 communities across Missouri, the New Growth Horizon Foundation leverages a statewide platform to drive purpose-driven giving—extending impact beyond patients to the broader communities we serve.



# 2025 Giving Impact

In 2025, we invested in people, organizations, and communities across Missouri—supporting the essential drivers of human well-being, belonging, and opportunity.

2025 GIVING

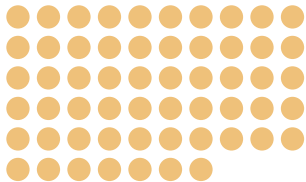
**\$224,832**

5 YEAR GIVING

**\$500,611**

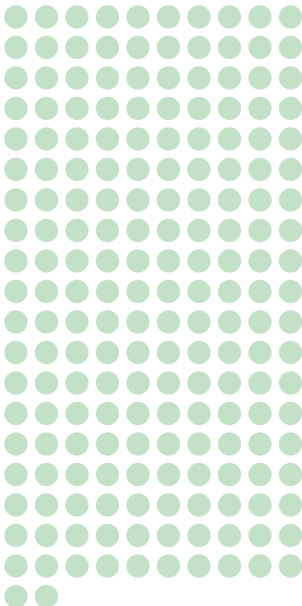
2025 DONATIONS

**57**



DONATIONS IN 5 YEARS

**192**



TOTAL ORGANIZATIONS SUPPORTED

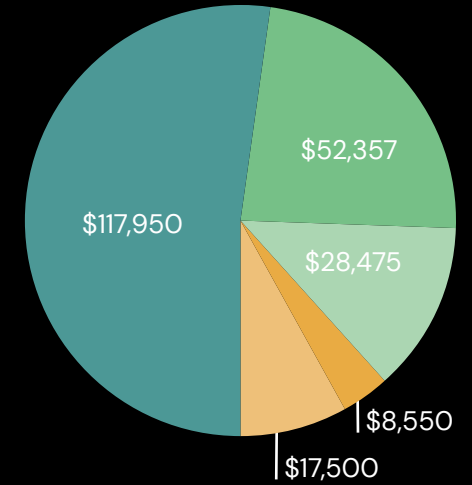
**122**



2025

## Total Amount Donated by Area of Giving

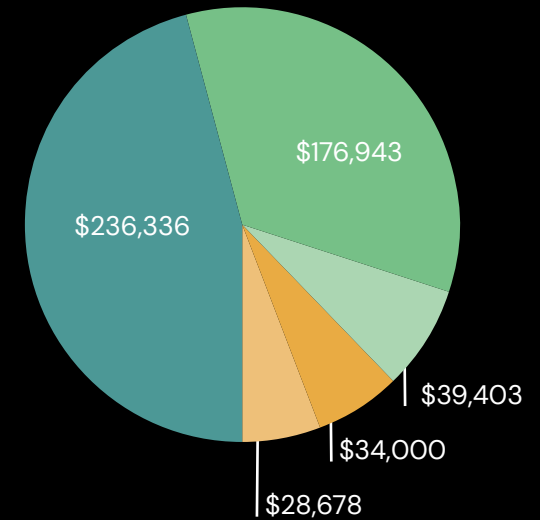
- 52.5%** Mental Health and Qualifying Conditions for Medical Marijuana
- 23.3%** Betterment of Missouri
- 12.7%** Criminal Justice and Re-Entry
- 3.8%** Education and Employment
- 7.8%** Homelessness and Housing



SINCE 2021

## Total Amount Donated by Area of Giving

- 47.2%** Mental Health and Qualifying Conditions for Medical Marijuana
- 25.3%** Betterment of Missouri
- 7.9%** Criminal Justice and Re-Entry
- 6.8%** Education and Employment
- 5.7%** Homelessness and Housing



2025

## Top Donations

- Pedal the Cause: \$35,000**
- Arlington Greens Veteran's Golf Association: \$20,000**
- PROMO: \$20,000**
- Grassroots Redeeming Love: \$17,500**
- The Reperatory Theater of St. Louis: \$15,000**
- Last Prisoner Project: \$10,500**



# Partner Spotlights

## Pedal the Cause

“ Our new partnership with the New Growth Horizon Foundation and Proper Cannabis played a meaningful role in Pedal the Cause’s impact this year, resulting in our organization raising \$5,042,167 for cancer research. As a Sponsor, their generous operational support helps sustain our organization year-round, ensuring our delivery of a first-class event experience and maximizing the dollars that directly fund this groundbreaking research. Their engaging presence and fantastic activation at this year’s event also elevated the Pedal experience for our thousands of riders, volunteers, and supporters – and created the opportunity for these participants to learn more about cannabis and how it may be useful for them.

Together, we know this collaboration will continue to drive lasting impact for those facing cancer here in St. Louis and beyond, by fueling innovative research, giving hope to families facing a diagnosis, and moving us all closer to a world without cancer.”

**Pam Mandelker**  
DIRECTOR OF ADVANCEMENT



## PROMO

“ In a challenging time for the LGBTQ+community, New Growth Horizon has shown up for PROMO, for their LGBTQ+ staff, and LGBTQ+ Missourians by working to make positive change where they can, committing to learning and growth, and building authentic community connections only lead to a better horizon.”

**Lacie Jett**, DEVELOPMENT DIRECTOR



## Arlington Greens Veteran’s Golf Association (AGVGA)

A partner since day one, AGVGA creates social and recreational opportunities for veteran golfers, building connection, community, and camaraderie that strengthen the health and well-being of our nation’s veterans.





# Grassroots Redeeming Love

On May 16, 2025, an EF-3 tornado ripped through St. Louis—leaving nearly \$1 billion of damage in its wake. Ginelle Bess headed to North City in the aftermath and was met with splintered homes, scattered belongings, and broken spirits.

Ginelle founded **Grassroots Redeeming Love**, a nonprofit organization devoted to supporting St. Louis' most underserved residents, bridging communities across neighborhood lines, and showing up in real ways for the people who need it most.

More than six months after the tornado, Ginelle and GRL have been a consistent source of love, labor, and support—assisting residents in relocating, refurbishing homes, and advocating for their basic needs to be met. They will be in North City for the long haul and we have been honored to champion their cause.

“ Partnering with New Growth Horizon has allowed us to widen our reach, help more tornado affected residents begin to rebuild and focus on what’s next.”

**Grassroots Redeeming Love**



# Last Prisoner Project

NGH partnered with the Last Prisoner Project to advance cannabis justice and support individuals directly impacted by the collateral consequences of offenses that are now legal. Together, we helped amplify the Cannabis Justice Initiative (CJI) and the organization's national efforts to pursue freedom and fairness.

**14,196 hours**

OF PRO BONO LEGAL WORK CONTRIBUTED

**73 law firms & 363 attorneys**

PARTICIPATING IN CJI

**\$9.1 million**

IN DONATED LEGAL SERVICES

**216 filings**

FOR CLEMENCY, PARDONS, COMPASSIONATE RELEASE, AND EARLY TERMINATION

**531 letters**

OF SUPPORT SUBMITTED

**8 presidential pardons**

SECURED IN PARTNERSHIP WITH THE BIDEN ADMINISTRATION, REDUCING MORE THAN 53 YEARS OF COMBINED SENTENCING, INCLUDING TWO LIFE SENTENCES

“ At Last Prisoner Project, we fight for the people still behind bars for cannabis, a plant that now fuels thriving businesses while their lives remain on hold. Families are separated, futures are delayed, and communities continue to bear the consequences of outdated laws. Our mission is to demand justice, bring every last cannabis prisoner home, and support them in rebuilding their lives. Until freedom is real for all, we will not stop.”

**Stephanie Shepard**, EXECUTIVE DIRECTOR

# Community Engagement

Powered by the passion of Proper employees, NGH mobilized 508 volunteer hours to uplift communities—showing up for tornado recovery, food insecurity, mental health, PRIDE STL, and more.

2025 VOLUNTEER HOURS

512

5 YEAR VOLUNTEER HOURS

1,256

2025 VALUE OF TIME DONATED

\$16,420\*

5 YEAR VALUE OF TIME DONATED

\$46,497\*

\* \$37.02/hr according to <https://independentsector.org/wp-content/uploads/2025/04/vovt-state-by-state-data-2025.pdf>



400+

MEALS SERVED TO THE RESIDENTS OF ST. PATRICK CENTER

1,225

POUNDS (AND COUNTING) OF FOOD COLLECTED IN NOVEMBER AND DECEMBER FOR OPERATION FOOD SEARCH



1,000

COMMUNITY MEMBERS ENGAGED THROUGH PRIDE STL





# 5th Annual Proper Classic

The 5th Annual Proper Classic returned to Old Kinderhook Golf Resort on October 2, uniting Missouri's cannabis industry for a day of friendly competition and high-impact giving. With 25 sponsors backing the event, the tournament raised over \$75,000 to benefit local and national nonprofits focused on veterans, families, and community well-being.

Thanks to the following sponsors for their generosity and commitment to the betterment of Missouri.



## THANK YOU TO OUR GENEROUS 2025 SPONSORS

PRESENTING SPONSOR



CHICAGO ATLANTIC GROUP  
STRATEGIC CAPITAL PROVIDER

GOLD SPONSORS



LOCAL  
CANNABIS CO.

SILVER SPONSORS



AFTER PARTY SPONSOR



MUNCHIES SPONSOR



LIBATIONS SPONSOR







# wallflower

Wallflower is Proper and the New Growth Horizon Foundation’s annual poster show and fundraiser that brings together local artists, partners, and community members to celebrate creativity while supporting community well-being. Featuring original poster-style works from regional artists, Wallflower transforms creative expression into direct charitable support. The event reflects Proper and NGH’s belief that culture, connection, and generosity are powerful tools for building stronger communities.

The 3rd Annual Wallflower campaign raised \$7,400 in 2025 in support of NAMI STL and Last Prisoner Project.

## SUPPORTING



National Alliance on Mental Illness envisions a world where all people affected by mental illness live healthy, fulfilling lives supported by a community that cares.

[nami.org](http://nami.org)



LPP aims to end America’s policy of cannabis criminalization, as well as to repair the harms of this discriminatory and counterproductive crusade.

[lastprisonerproject.org](http://lastprisonerproject.org)

POSTERS LOCAL ST. LOUIS ARTISTS

32 32

RAISED IN SUPPORT OF NAMI STL & LAST PRISONER PROJECT

\$7,400



# Message from our Leadership

NGH is deeply grateful to every partner, employee, volunteer, and supporting organization that made this year possible. Together, we strengthened communities across Missouri and expanded opportunities for connection, healing, and growth.

Thank you for helping make this work possible.



**Lara Pennington**  
EXECUTIVE DIRECTOR

## Our Board

**John Pennington**, President & Treasurer  
**Craig Parker**, Vice President  
**Matt LaBrier**, Secretary

## 2024 Financials

[Click to View Document](#)





[newgrowthhorizon.org](https://newgrowthhorizon.org) | [hello@newgrowthhorizon.org](mailto:hello@newgrowthhorizon.org)