

Supplementary Online Content

Wakefield T, Glantz SA, Apollonio DE. Content analysis of the corporate social responsibility practices of 9 major cannabis companies in Canada and the US. *JAMA Netw Open*. 2022;5(8):e2228088. doi:10.1001/jamanetworkopen.2022.28088

eTable 1. Overview of CSR Activities Between 2012 and 2021 Regarding Medical Cannabis Access and Utility as a Treatment of the 9 Largest Multinational Cannabis Companies as of January 2021

eTable 2. Overview of General CSR Activity Categories and Charity Focuses Between 2012 and 2021 Among the 9 Largest Multinational Cannabis Companies as of January 2021

This supplementary material has been provided by the authors to give readers additional information about their work.

eTable 1. Overview of CSR Activities Between 2012 and 2021 Regarding Medical Cannabis Access and Utility as a Treatment of the 9 Largest Multinational Cannabis Companies as of January 2021		
	Medical Access	Medical Utility
Curaleaf	Veterans Cannabis Project. Curaleaf, ²⁶⁶ 2021	No activities identified.
	Hosted medical card clinics for veterans. No Author, ¹³⁶ 2021	
Innovative Industrial	No activities identified.	No activities identified.
Canopy Growth	Medical cannabis patient survey.	Partnership with Canadian AIDS Society to fund development of Canadian guidelines.
		\$2.5 million to investigate and research opioid addiction treatment to university of British Columbia, mitigation via cannabis.
		Beckley Canopy Therapeutics Formation. No Author, ¹⁷⁸ 2018
		Spectrum partners with Canadian Mental Health Association's Not Myself Today No Author, ¹²⁴ 2019
		Continuing medical education for doctors. Canopy Growth, ¹⁷⁴ 2019, Canopy Growth, ¹⁷⁵ 2019, Miller, ¹⁷⁶ 2016
		Spectrum Therapeutics donation to Canadian Sleep and Circadian Network. No Author, ¹⁷¹ 2019
Green Thumb Industries	No activities identified.	No activities identified.
Cresco Labs	No activities identified.	No activities identified.
Trulieve	Truвет program to connect veterans to doctors for medical access. Trulieve, ¹⁸⁰ 2021	No activities identified.
Cronos Group	No activities identified.	No activities identified.
GrowGeneration	No activities identified.	No activities identified.
Columbia Care	No activities identified.	10,000 Ways to Break Opioid crisis. No Author, ¹⁷³ nd
Source: Data collected by the authors. * Superscripts in the table are citations linked to each instance of a CSR activity or theme.		

eTable 2. Overview of General CSR Activity Categories and Charity Focuses Between 2012 and 2021 Among the 9 Largest Multinational Cannabis Companies as of January 2021

Company	CSR activity category															Donated portion of sales from limited-edition products	Donated proceeds of some store opening days	Brands dedicated to charitable donations	
	Local causes	Food relief	Homelessness	Antipoverty	Veterans	Diversity	Health and medical care	Housing	Animals	Youth	Job training	Education	Sustainability	COVID-19	Miscellaneous				
Curaleaf Holdings Inc	NA	PR Newswire, ¹⁴⁶ 2021; PR Newswire, ¹⁴⁹ 2021; Canada NewsWire, ¹⁵⁰ 2020; Canada NewsWire, ¹⁵¹ 2021	Canada NewsWire, ¹⁵⁰ 2020	PR Newswire, ¹⁴⁶ 2021; Curaleaf Holdings Inc, ¹⁵² 2021	PR Newswire, ¹⁴⁶ 2021; Canada NewsWire, ¹⁵³ 2021	NA	Cision PR Newswire, ¹⁵⁴ 2019; Curaleaf Holdings Inc, ¹⁵⁵ 2021; Canada NewsWire, ¹⁵⁶ 2020	Canada NewsWire, ¹⁵³ 2021; Leighton, ¹⁵⁷ 2020	NA	NA	PR Newswire, ¹⁵⁸ 2021	NA	NA	PR Newswire, ¹⁴⁶ 2021	NA	NA	NA	NA	
Innovative Industrial Properties	Innovative Industrial Properties, ¹⁵⁸ 2021	Innovative Industrial Properties, ¹⁵⁹ 2021	NA	NA	NA	NA	Innovative Industrial Properties, ¹⁵⁹ 2021	NA	NA	Innovative Industrial Properties, ¹⁵⁹ 2021	NA	NA	Innovative Industrial Properties, ¹⁵⁹ 2021	NA	NA	NA	NA	NA	NA
Canopy Growth Corporation	Edwards, ¹⁶⁰ 2020; Harford, ¹⁶¹ 2018; Harford, ¹⁶² 2017; TMX Money, ¹⁶³ 2020	No author, ¹⁶⁴ 2020; No Author, ¹⁶⁵ 2019; Grochowski, ¹⁶⁶ 2020; Harford, ¹⁶⁷ 2017	No author, ¹⁶⁵ 2019; Wilgosh, ¹⁶⁸ 2021	NA	Canopy Growth Corporation, ¹⁶⁹ ND; Canada NewsWire, ¹⁶⁹ 2020	NA	Harford, ¹⁷⁰ 2018	NA	NA	Harford, ¹⁷¹ 2017	Market News Publishing, ¹⁷² 2018	Market News Publishing, ¹⁷³ 2017	Parent Action on Drugs, ¹⁷⁴ 2020; Bryant, ¹⁷⁵ 2020	Canopy Growth Corporation, ¹⁷⁶ ND; Canada NewsWire, ¹⁷⁶ 2020; National Post, ¹⁷⁶ 2020; Staff, ¹⁷⁷ 2020; Hasse, ¹⁷⁸ 2020	NA	NA	NA	NA	
Green Thumb Industries Inc	NA	GlobeNewswire, ¹⁷⁹ 2021; GlobeNewswire, ¹⁸⁰ 2020	GlobeNewswire, ¹⁸¹ 2021; GlobeNewswire, ¹⁷⁹ 2021	GlobeNewswire, ¹⁸¹ 2021	GlobeNewswire, ¹⁷⁹ 2021	+GlobeNewswire, ¹⁷⁹ 2021	GlobeNewswire, ¹⁸² 2018; GlobeNewswire, ¹⁷⁹ 2021	GlobeNewswire, ¹⁷⁹ 2021	GlobeNewswire, ¹⁸³ 2021; GlobeNewswire, ¹⁸⁴ 2021; GlobeNewswire, ¹⁸⁵ 2018; Hasse, ¹⁸⁶ 2019	NA	NA	NA	NA	NA	GlobeNewswire, ¹⁷⁹ 2021	GlobeNewswire, ¹⁸³ 2018	GlobeNewswire, ¹⁷⁹ 2021; GlobeNewswire, ¹⁸⁷ 2021	GlobeNewswire, ¹⁸³ 2021; GlobeNewswire, ¹⁸⁴ 2021; GlobeNewswire, ¹⁸⁵ 2018; Hasse, ¹⁸⁶ 2019	
Cresco Labs Inc	NA	Business Wire, ¹⁸⁸ 2021	Business Wire, ¹⁸⁸ 2021	Business Wire, ¹⁸⁸ 2021	Business Wire, ¹⁸⁸ 2021	NA	Business Wire, ¹⁸⁸ 2021	NA	NA	NA	Businesswire, ¹⁸⁹ 2020	NA	Business Wire, ¹⁸⁸ 2021	Business Wire, ¹⁹⁰ 2020	Business Wire, ¹⁸⁸ 2021	NA	NA	NA	
Trulieve	PR Newswire, ¹⁸⁹ 2020	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	Newswire, ¹⁸⁹ 2020	NA	NA	NA	NA	
Cronos Group Inc	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	
GrowGeneration Corp	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	PR Newswire, ¹⁸⁹ 2020	PR Newswire, ¹⁸⁹ 2020	NA	NA	NA	
Columbia Care	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	NA	

Abbreviations: CSR, corporate social responsibility; NA, not applicable; ND, no date.

*Citations link to company involvement in CSR activity.