



ANNUAL

REPORT

2022



# A LETTER FROM OUR FOUNDER



**2022 was a milestone year for Canopy in so many ways.**

The amazing energy and passion of our small team continues to inspire businesses and cultivate what is becoming the good business movement across Kentucky. In June, after years of hard work, we launched the Canopy Certified Platform and enjoyed the immediate enthusiasm of dozens of businesses as they dove in to see what we created. By year's end, we had 12 Canopy Certified Companies, with AffirmedRX leading the way as the first Canopy Certified Company ever.

Companies quickly recognized the value of the Canopy Certified Platform, not only as a certification process, but as an ever-expanding resource for businesses to use as they navigate the waters of being better organizations for their people, neighborhoods, communities, and our great landscape. At the root of it, so many businesses just wanted help taking a values and mission driven approach to making money.

Canopy answered and, by the end of the year, incorporated 23 case studies and 18 interactive learning modules within the platform! The progress doesn't stop as we continue to build the best tool around for business seeking to join the good business movement and be recognized for their efforts.

2022 also marked a continued expansion of our good business network. The good business movement in Kentucky, while still young, is growing quickly. We have 1172 good business network members and continued to inspire and add folks through 31 educational events, reaching 1172 people across the state. The energy and momentum is tangible.

Looking to the future, we will continue to build on the early success of the Canopy Certified Platform and the energy of our state-wide efforts to inspire a Kentucky-based good business movement. In the end, I am 100% confident we will make Kentucky First in Good Business.



**Scott Koloms**  
*CEO and Founder*

# OUR STORY

## OUR MISSION

Canopy's mission is to grow Kentucky businesses to positively impact people, our planet, and our future.

## OUR VALUES

- Kentucky-flavored
- Open to new ideas and people
- Working together
- Compassionate to all things
- Empowering to all people

## OUR VISION

Canopy's vision is to make Kentucky first in the Good Business movement.



## OUR WORK

- Education
- Certification
- Connection

# OUR PEOPLE

## TEAM

**Scott Koloms**

CEO and Founder

**Stephanie Kelley**

Canopy Certified Manager

**Ben Smock**

Director of Development

**Claire Jenson**

Verification Specialist

**Adam Watson**

Tinkerer of Ideas

**Brittany Lowe**

Portal and Design Specialist

**Ben Sollee**

Production Specialist

**Jenny Stekardis**

Curriculum Specialist Intern

## BOARD

★ Indicates  
Founding Member

★ **Co-Chair:** Jill Wilcox

**Co-Chair:** Seema Sheth

**Secretary:** Adam Back

**Treasurer:** Kevin Trager

★ Delene Taylor

★ Raechele Gray

★ Christy Jarboe

Brandi Harless

★ Tom Williams

Carlos Hernandez Ocampo

Kent Oyler

Rhonda Shladand

Sam Ford

Brian Schneider

★ *Ex-Officio:* Scott Koloms

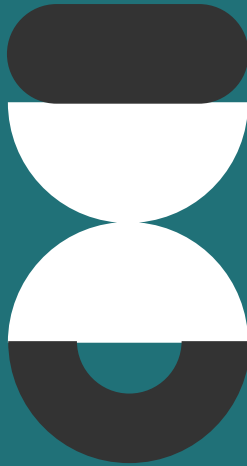
★ *Emeritus:* Brad Flowers

*Former Chair:* Geoff Marietta

# EDUCATION

31

EDUCATIONAL  
EVENTS



1410

KENTUCKIANS  
EDUCATED

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## The 2nd Annual Good Business Summit

Canopy's Annual Good Business Summit is the premier event for Kentucky's socially and environmentally engaged businesses. The 2nd Annual Good Business Summit in 2022 was the first in-person summit, and Canopy sold out of tickets with **150 attendees**. The keynote speaker of the summit was **Jeffrey Hollender**, Co-Founder and Board Chair of the American Sustainable Business Network and Co-Founder of Seventh Generation.



# CONNECTION

7

CONNECTION  
EVENTS

904

KENTUCKIANS  
CONNECTED

1172

GOOD BUSINESS  
NETWORK  
MEMBERS



# CERTIFICATION

The Canopy Certified Program launched on the Canopy Certified Platform in June 2022. The Canopy Certification is an online certification that guides Kentucky businesses of any size and industry towards achieving measurable social and environmental “Good” and cultivating more ethical, transparent, and inclusive business practices.

The Canopy Certified Program provides a framework for businesses to examine and improve their own practices and be recognized for their verified efforts. Companies complete a series of requirements and questions within the four certification tracks: Culture, Leadership, Governance, and External Impact. Once enrolled, companies establish and demonstrate the required social and environmental commitments, and Canopy provides engaging and up to date educational resources and meaningful support, built into the online platform, along the way.



96

REGISTERED  
COMPANIES

12



CERTIFIED  
COMPANIES



# CANOPY CERTIFIED COMPANIES



**WILDLY**  
RISING

**Bullhorn**

 **FIELDTRIP**

**em|sanaRx**  
PUBLIC BENEFIT CORPORATION



**NASCEND™**  
The New Paradigm of Care for NAS

  
**ISCO®**

**AGAINST  
THE  
GRAIN**



**JR**  
**JIM REYNOLDS**  
ASPHALT CONTRACTOR

# CERTIFICATION

## EDUCATIONAL RESOURCES

Canopy provides interactive, educational resources as a key feature of the Canopy Certification. Companies in the Program have access to our Curriculum Learning Modules and Best Practice Case Studies, which align with our designated Impact Categories.

# 23

PROGRAM  
CASE STUDIES



# 18

LEARNING  
MODULES

### Social Impact Categories:

- Economic Equality / Poverty
- Education
- Food Access / Reducing Hunger
- Fundamental Practice Culture
- Kentucky's Creative Economy
- Opioid / Drug Addiction
- Public Health / Health Care
- Public Spaces / Housing
- Racial Equity
- Social Justice / Reducing Inequality
- Supporting Families
- Transportation
- Safe Workplaces, Neighborhoods and Communities

### Environmental Impact Categories:

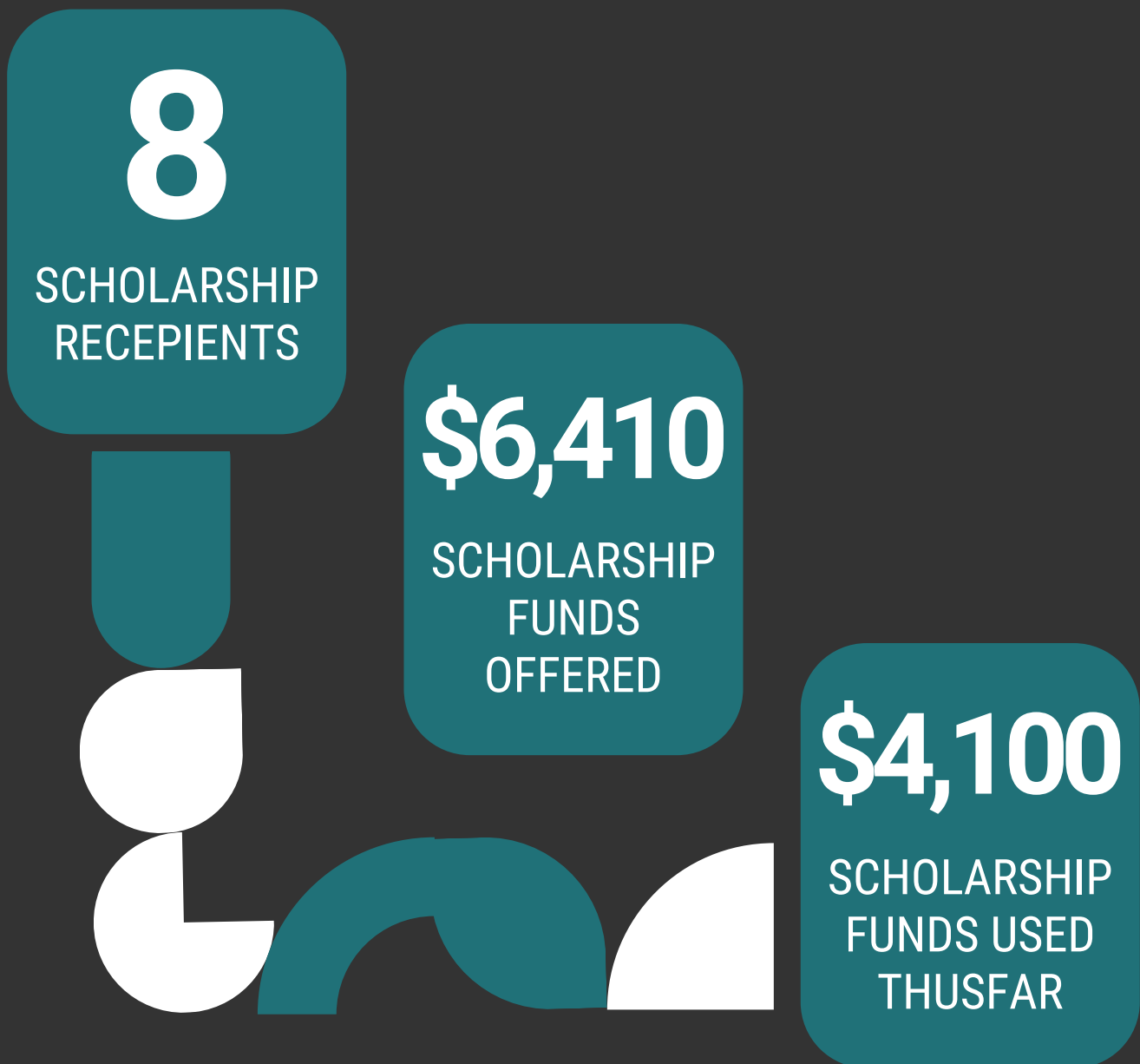
- Animal Welfare
- Air Quality / Carbon Emissions
- Energy Conservation
- Other Biodiversity / Ecosystem
- Soil Quality
- Waste Reduction
- Water Quality / Conservation



# CERTIFICATION

## CANOPY CERTIFIED SCHOLARSHIP

Canopy Certified Scholarships are given to small businesses with diverse ownership pursuing Canopy Certification. The goal is to make the Canopy Certification Program more accessible. A Scholarship award covers all Canopy Certified Fees for the first year of Certification.



8

SCHOLARSHIP  
RECEPIENTS

\$6,410

SCHOLARSHIP  
FUNDS  
OFFERED

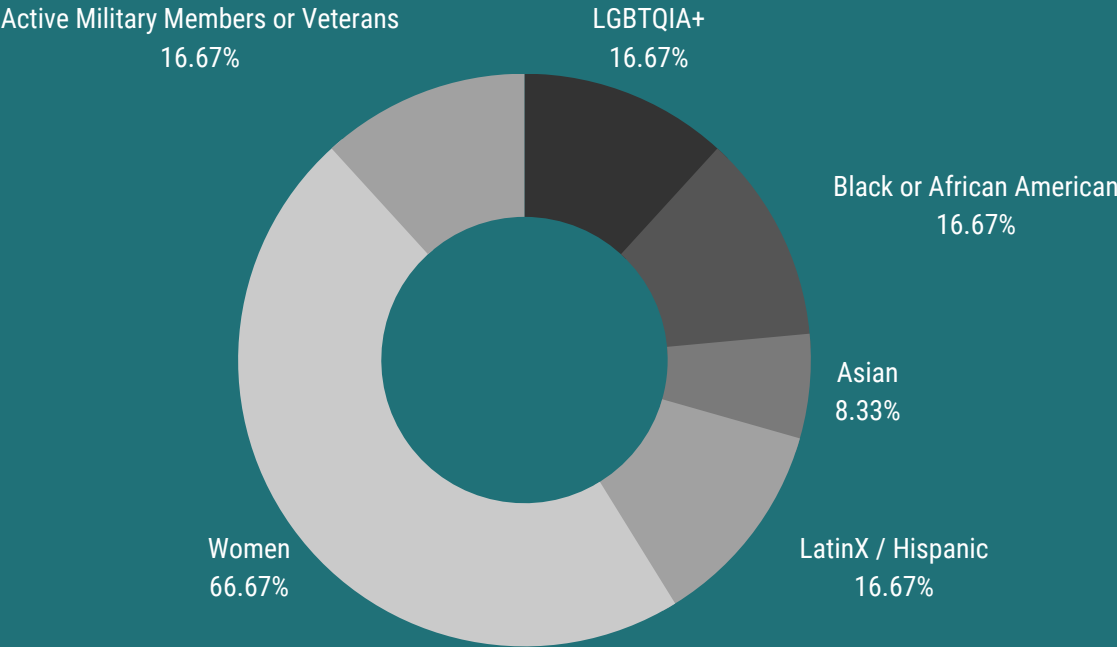
\$4,100

SCHOLARSHIP  
FUNDS USED  
THUSFAR

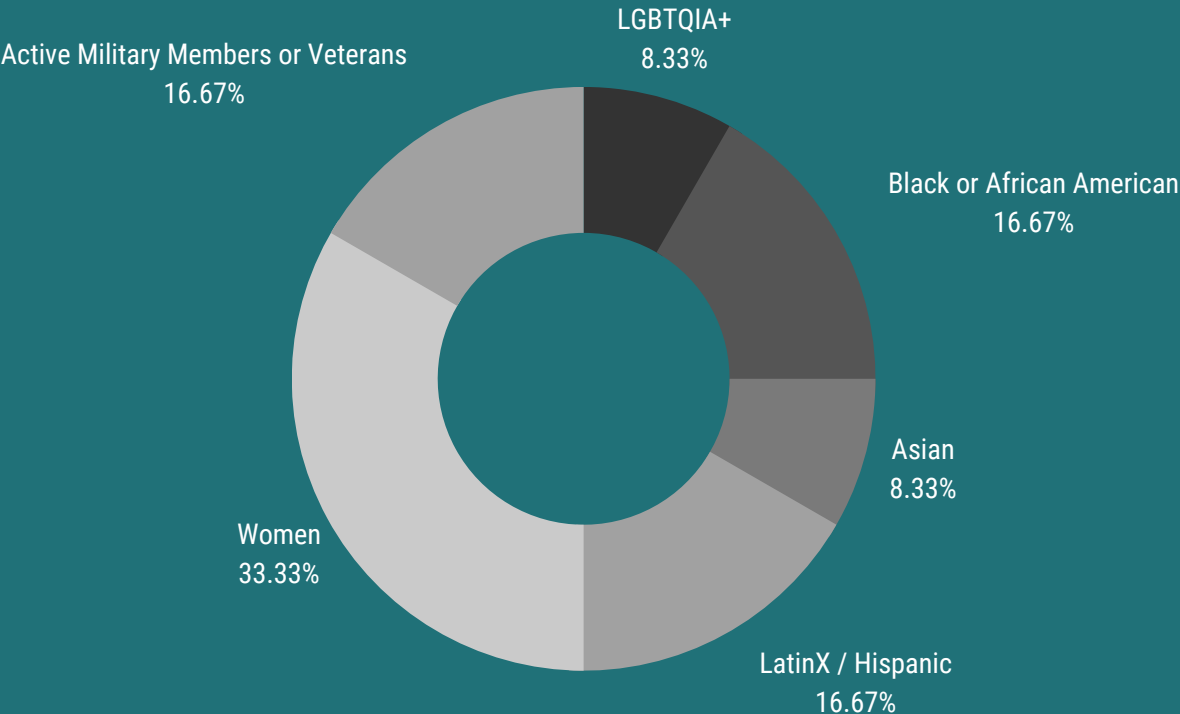
# CERTIFICATION

## OWNERSHIP REPRESENTATION

CERTIFIED

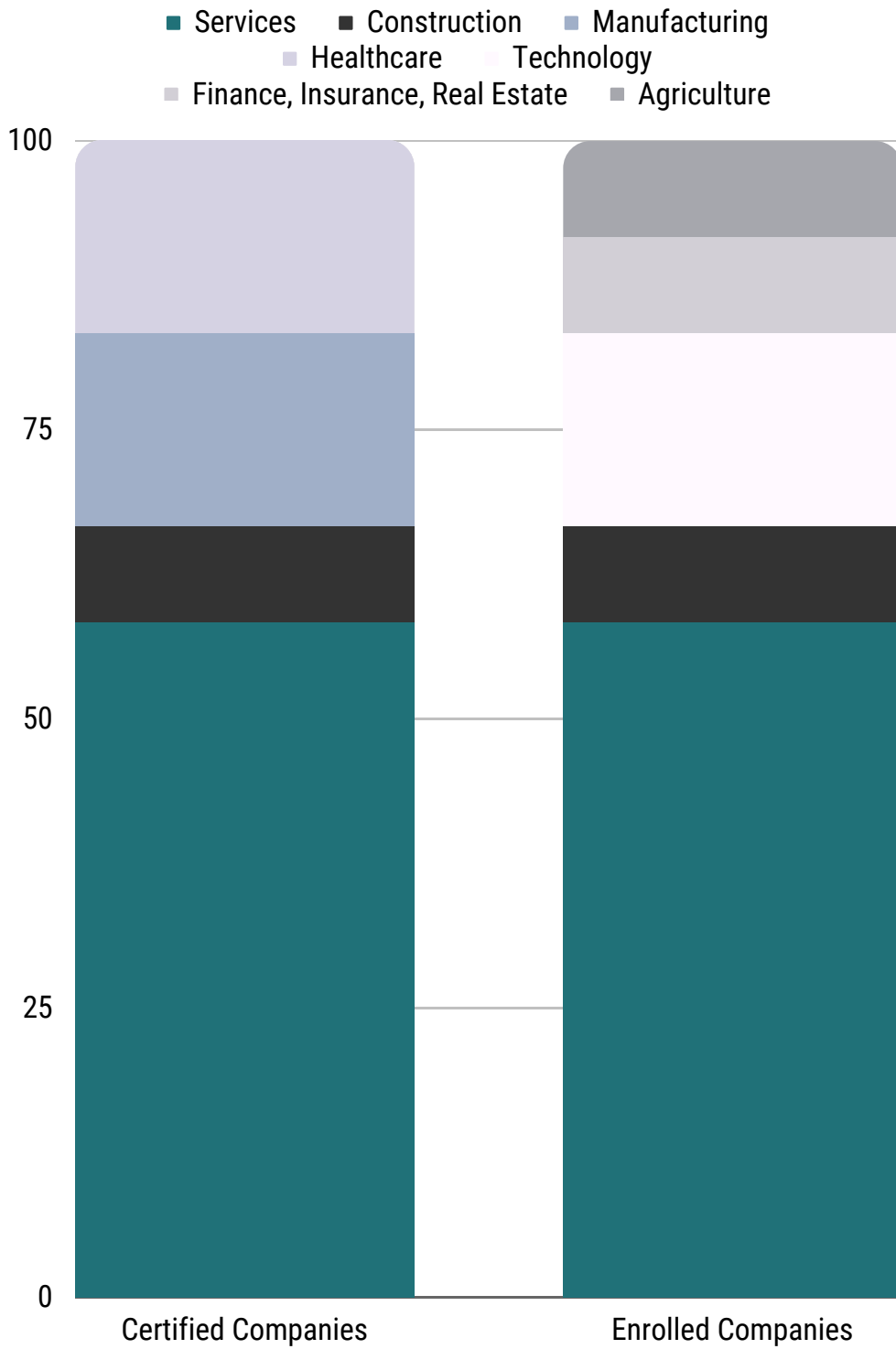


ENROLLED



# CERTIFICATION

## INDUSTRY REPRESENTATION



# CERTIFICATION

## REVENUE AND EMPLOYEES: ENROLLED COMPANIES

97

TOTAL FTEs  
in KENTUCKY

112

TOTAL FTEs

### TOTAL REVENUE

\$15,000,000

\$10,000,000

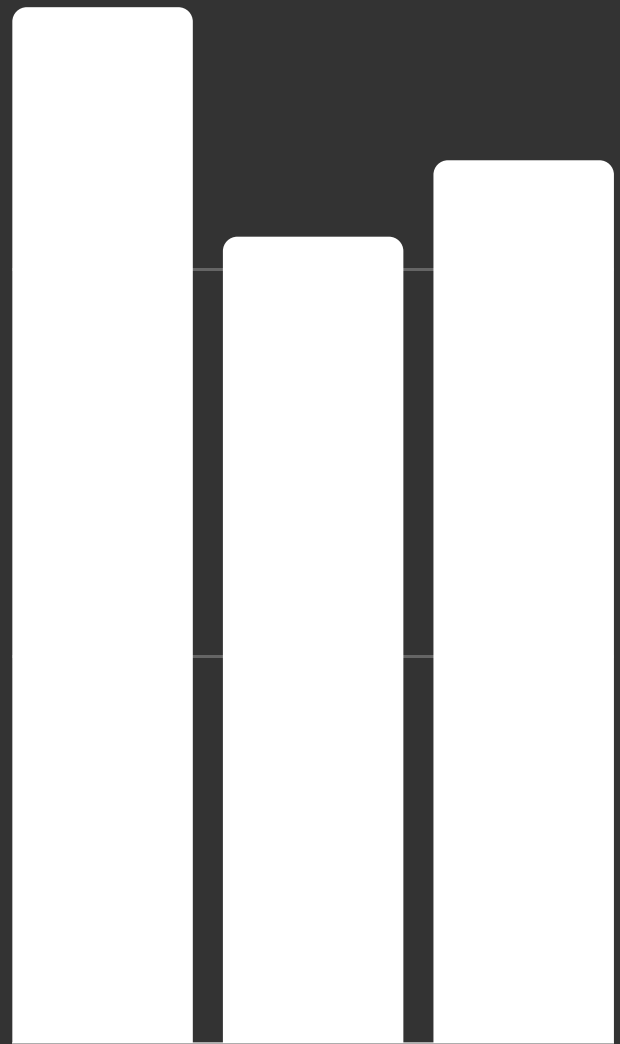
\$5,000,000

\$0

2019

2020

2021



# CERTIFICATION

## REVENUE AND EMPLOYEES: CERTIFIED COMPANIES

617

TOTAL FTEs  
in KENTUCKY

5642

TOTAL FTEs

### TOTAL REVENUE

\$1,000,000,000

\$750,000,000

\$500,000,000

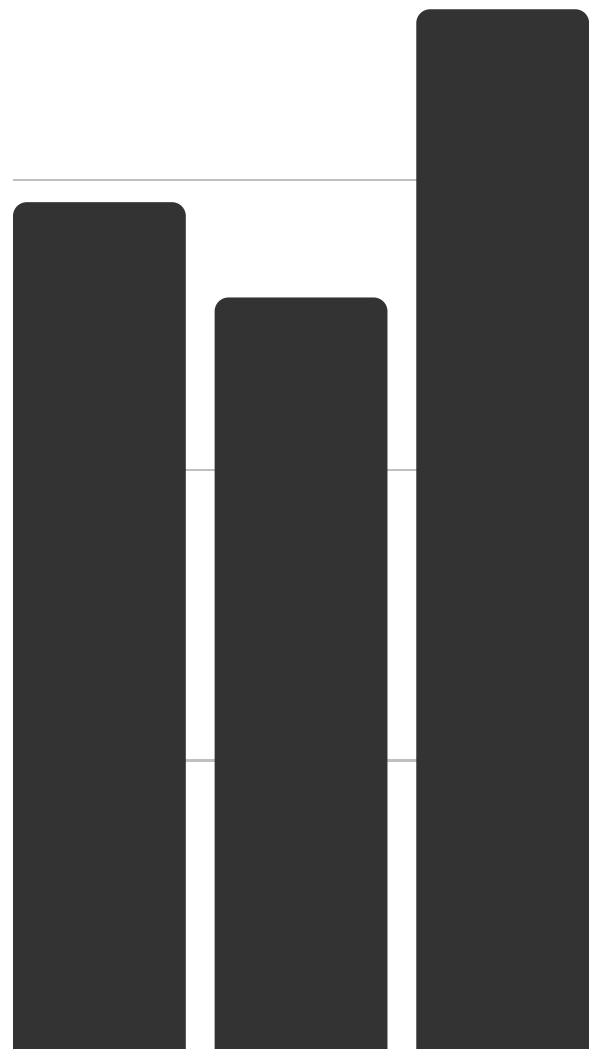
\$250,000,000

\$0

2019

2020

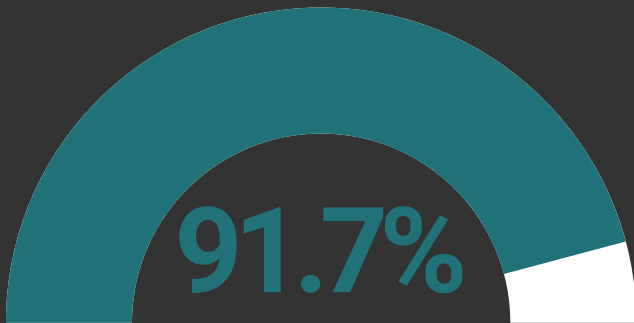
2021



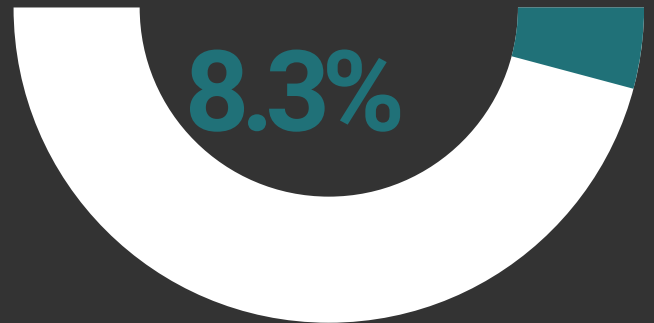
# CERTIFICATION

## REGIONAL REPRESENTATION

*Canopy's goal in 2023 is to improve regional diversity among Canopy Certified Companies.*



**DERBY CITY REGION**



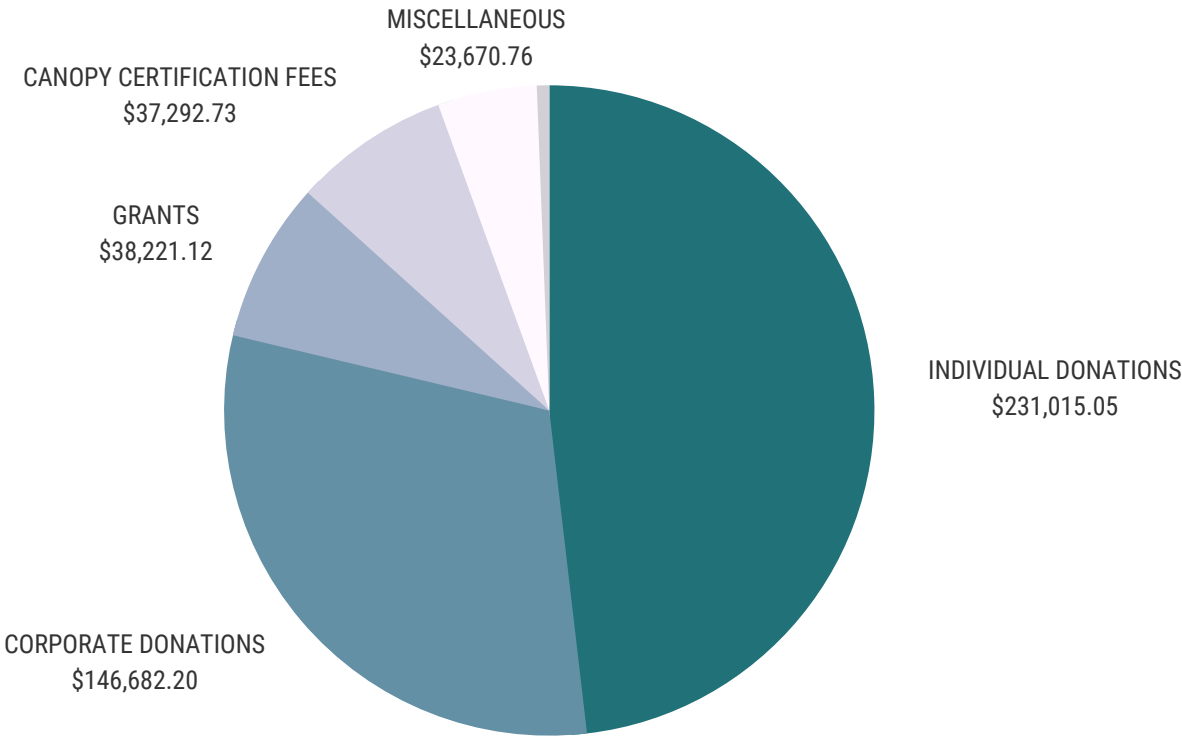
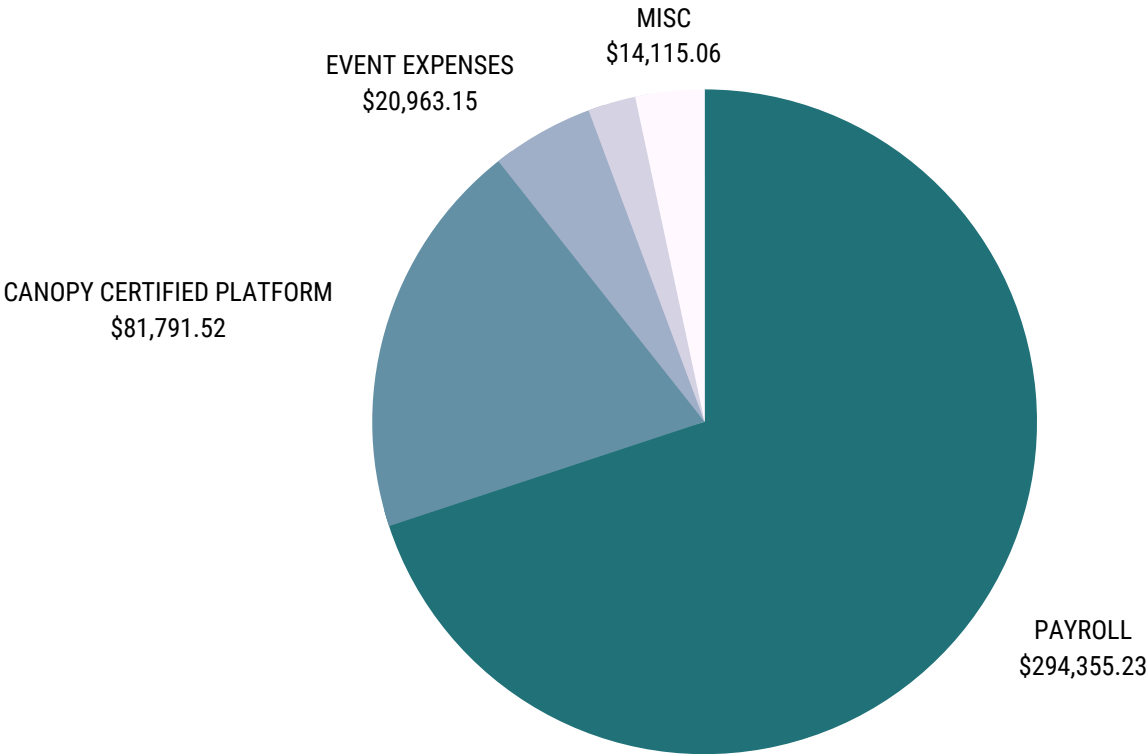
**BLUEGRASS REGION**



# FINANCIALS



## EXPENSES



## REVENUE

# PHILANTHROPY

# 128

UNIQUE DONORS

It is with sincere gratitude that we thank all individuals, corporations, and foundations that provide philanthropic support to Canopy! Your support allows us to make Kentucky first in Good Business - Thank You!

- Trager Family Foundation
- Ted and Mary Nixon
- Ashebourne Farms Foundation
- ISCO
- The Gheens Foundation
- DDW, The Color House
- Louisville Metro Government
- FORVIS
- LG&E and KU Foundation
- MCM CPAs & Advisors
- Old National Bank Foundation
- Chase Bank
- University of Louisville College of Business
- Facilities Management Services, pbc
- DMLO
- Bullhorn
- Amplify Louisville
- Republic Bank
- Assured Partners
- Kroger
- Churchill Downs Inc.
- NASCEND
- Central Bank
- Norton Healthcare
- Wilson & Muir Bank & Trust
- Stoll Keenon Ogden PLLC
- Steptoe & Johnson
- ZipSprout
- Heine Brothers' Coffee
- Against the Grain Brewery & Smokehouse
- Emergence Law
- Murray State University
- Bluestone Productions
- Matt and Fran Thornton
- Brook Smith
- Campbell Brown and Sarah Barker
- Steve and Sheila Baker
- Jim and Marianne Welch
- Kent and Kathy Oyler
- Jerry Henderson
- Martha and Frank Diebold
- Paul Neumann
- Valle Jones
- Chuck and Ellen Gray
- Thomas and Sarah Williams
- Bob and Felice Sachs
- R. Charles and Sally Moyer
- Jerry and Madeline Abramson
- Tom Hirsch
- Tommy Wallace
- Geoff Marietta
- Kif Skidmore
- Dave Calzi
- Gary Stewart
- Dawn Forbes
- Stephen Wolford
- Amelia Huneke
- Scott Koloms
- Seema Sheth
- Tiffany Cardwell

# STAY CONNECTED WITH CANOPY

Canopy is proud of our accomplishments in 2022, and they are only the beginning! Stay connected with us as we continue to do Good for Kentucky in 2023. Scan the QR Code or use the information provided to find more information about Canopy.



[@canopyky](https://www.instagram.com/canopyky)

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