



# ANNUAL REPORT

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501(c)(3) organization

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# A LETTER FROM THE FOUNDER

As I reflect on the past year, I am filled with immense pride and gratitude for the journey we have undertaken together. The energy and passion of our small but mighty team have continued to propel us forward, helping shape what is undeniably becoming a transformative force within Kentucky and beyond—the Good Business movement.

This year, I achieved a significant personal milestone by climbing Mount Kilimanjaro. The journey's triumphs and challenges echoed those of Canopy's in many ways and reminded me of the importance of pushing boundaries and embracing discomfort to reach new heights. In 2023, I can say Canopy did just that.

We witnessed the fruition of years of hard work with the first full year since the Canopy Certified Platform was launched. We proudly celebrated an additional 23 Canopy Certified Companies, totaling 35 in just a year and a half. We also saw the value of our work extend far beyond the certification. Through our education and connection initiatives, we've more than doubled the Good Business network and

empowered both businesses and individuals across the state to drive positive change.

As we continue on this path, know that we're gearing up for some of our most significant updates and exciting new ventures in 2024. With every educational event, partnership forged, and business or individual inspired, we edge closer to our mission of making Kentucky First in Good Business. Stay tuned...there's a lot more in store on this journey together.



*Scott Koloms*

**Scott Koloms**

Founder / CEO

# ABOUT US

## Vision

To make Kentucky first in  
Good Business

## Mission

To grow Kentucky businesses  
to positively impact people,  
our planet, and our future.

## Our Work



# OUR PEOPLE



**Scott Koloms**  
CEO / Founder



**Stephanie Kelley**  
Chief of Staff /  
Certification Manager



**Ben Smock**  
Director of  
Development



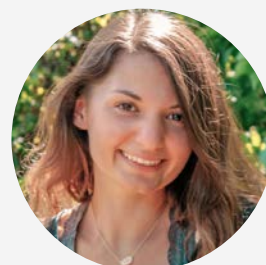
**Adam Watson**  
Director of  
Education



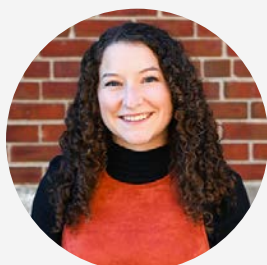
**Claire Jensen**  
Verification  
Specialist



**Ben Sollee**  
Production  
Specialist



**Jenny Stekardis**  
Curriculum  
Specialist Intern



**Brittany Lowe**  
Platform and  
Design Specialist

## BOARD

★ Founding  
Member

★ Co-Chair - Jill Wilcox

Co-Chair - Seema Sheth

Secretary - Adam Back

Treasurer - Kevin Trager

★ Delene Taylor

★ Raechele Smalls

Carlos Hernandez Ocampo

Brian Schneider

Kent Oyler

Brandi Harless

Rhonda Shladand

Sam Ford

Mark Kirchdorfer

Jeffrey Jewell

Johnetta Roberts

Ashley Duncan

★ Emeritus - Brad Flowers

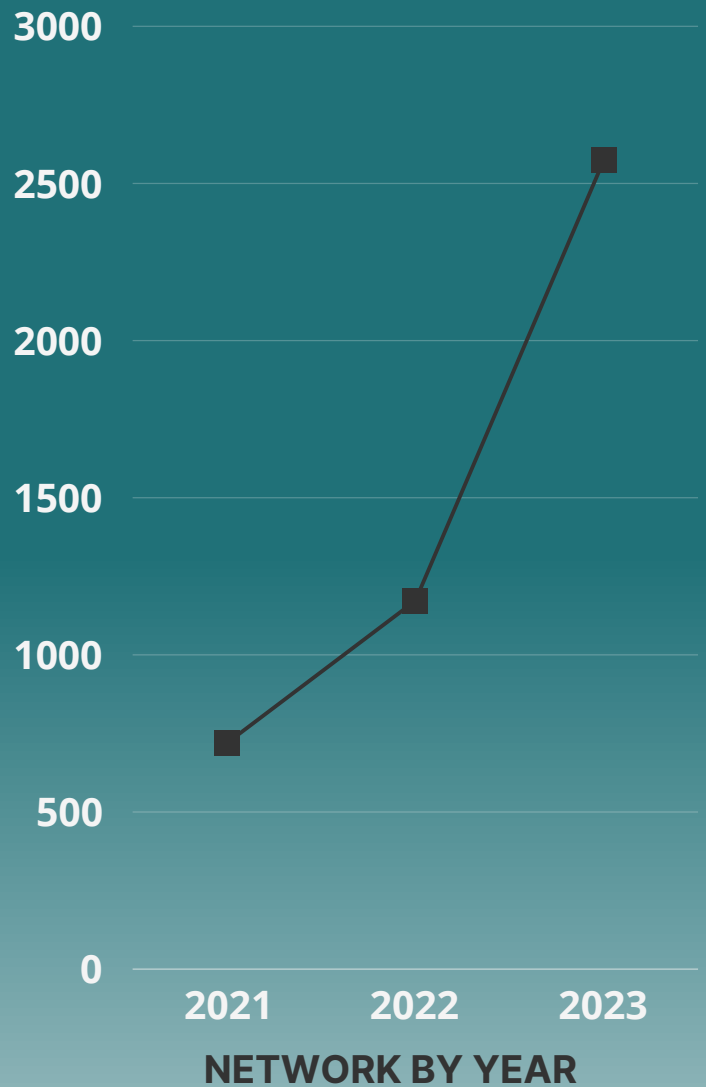
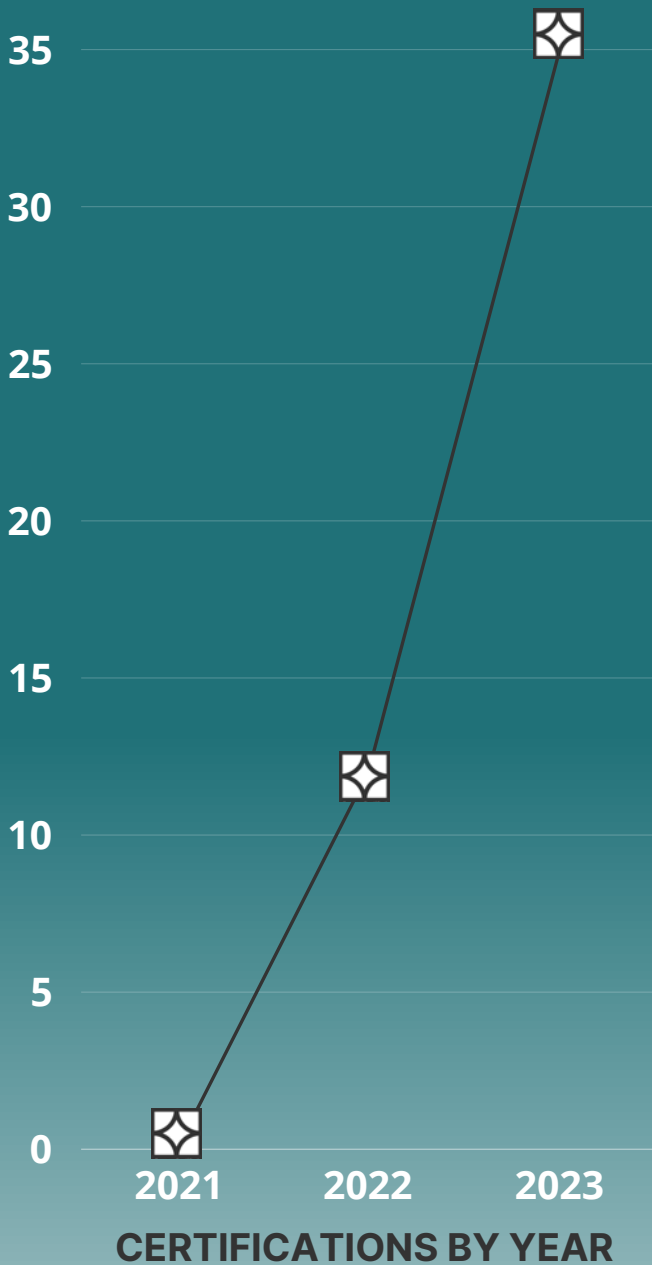
★ Emeritus - Tom Williams

★ Ex-Officio - Scott Koloms

Former Chair - Geoff Marietta

# GOOD BUSINESS

## SNAPSHOT



35

CERTIFIED COMPANIES

2591

GOOD BUSINESS NETWORK

# EDUCATION

35

HOSTED EVENTS

1465

PEOPLE EDUCATED

## Online Educational Library



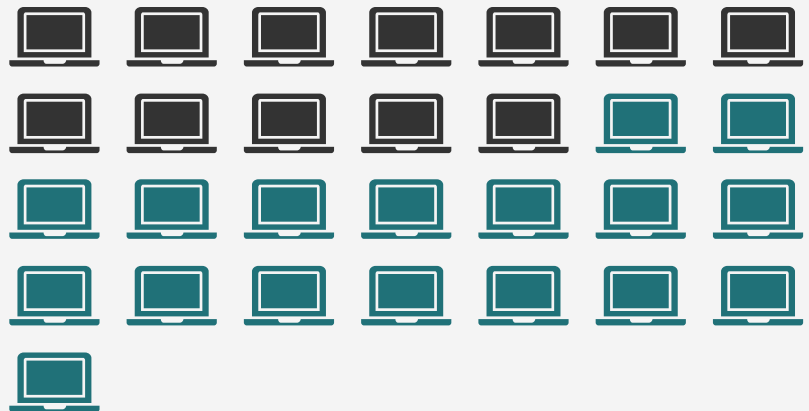
12

Learning Modules Created



17

Case Studies Created



## CANOPY'S 3RD ANNUAL GOOD BUSINESS SUMMIT



Keynote Speaker

Tom Szaky

Founder/CEO of Terracycle

262

ATTENDEES

Canopy's Annual Good Business Summit is the premier event for Kentucky's socially and environmentally engaged individuals and businesses



[2023 GBS RECAP VIDEO](#)

# CONNECTION



2591

GOOD BUSINESS  
NETWORK

4

CONNECTION EVENTS

220

ATTENDEES



# CERTIFICATION

34

ENROLLED COMPANIES

35

CERTIFIED COMPANIES

950 M

ANNUAL REVENUE

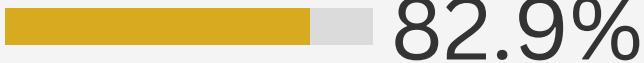
1224

EMPLOYEES IN KY (FTE'S)

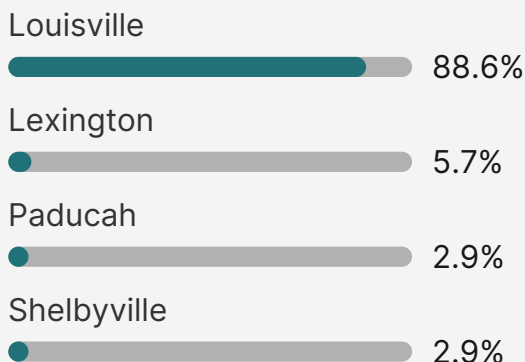
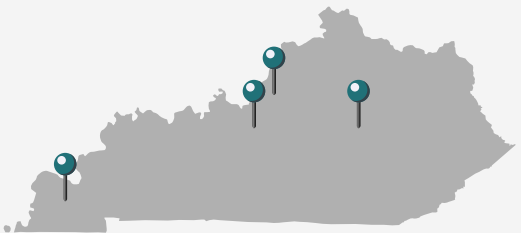
6453

TOTAL EMPLOYEES (FTE'S)

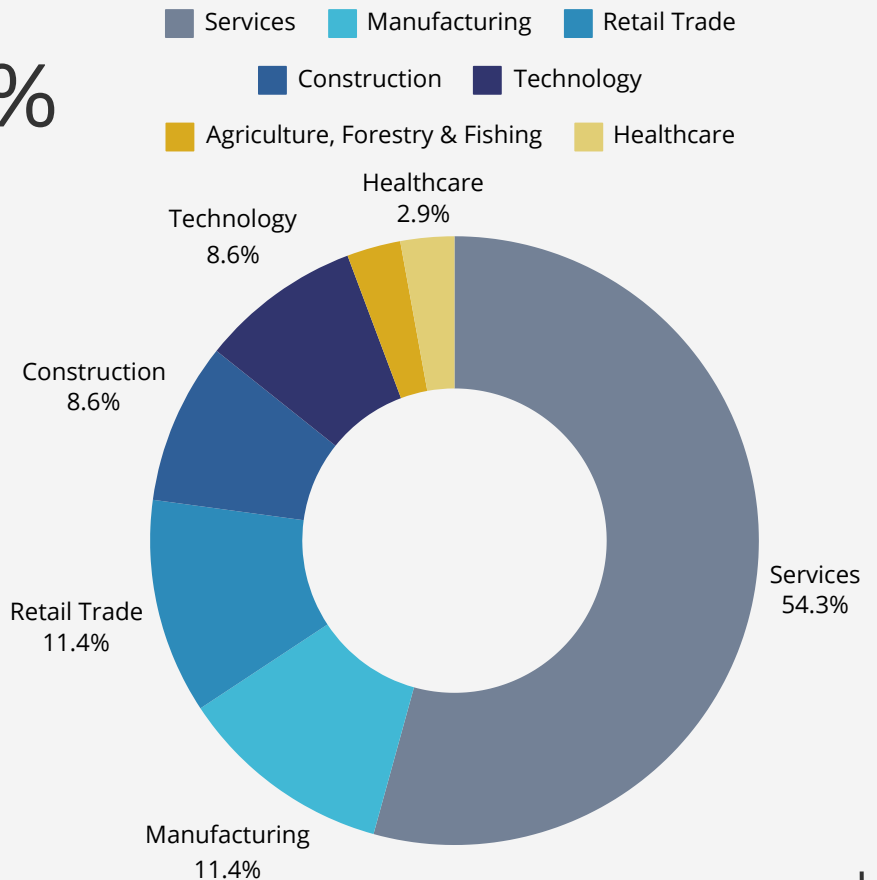
## Women & Minority Owner Representation



## City Representation



## Industry Representation



# CERTIFIED COMPANIES

Learn more about these companies on our [website](#)

**FLYWIRE**



**prevent  
scripts®**

**KFi STUDiOS**



**Goodmaps**



**APPLIED  
CIVICS**



**fms** pbc



**AffirmedRx**  
PUBLIC BENEFIT CORPORATION

*Necessary  
Comforts®*

**Bullhorn**

**FIELDTRIP**



**AGAINST  
THE  
GRAIN**



**WILDLY  
RISING**



**TRANSITIONS  
CAREGIVER  
SOLUTIONS**

**ISCO**

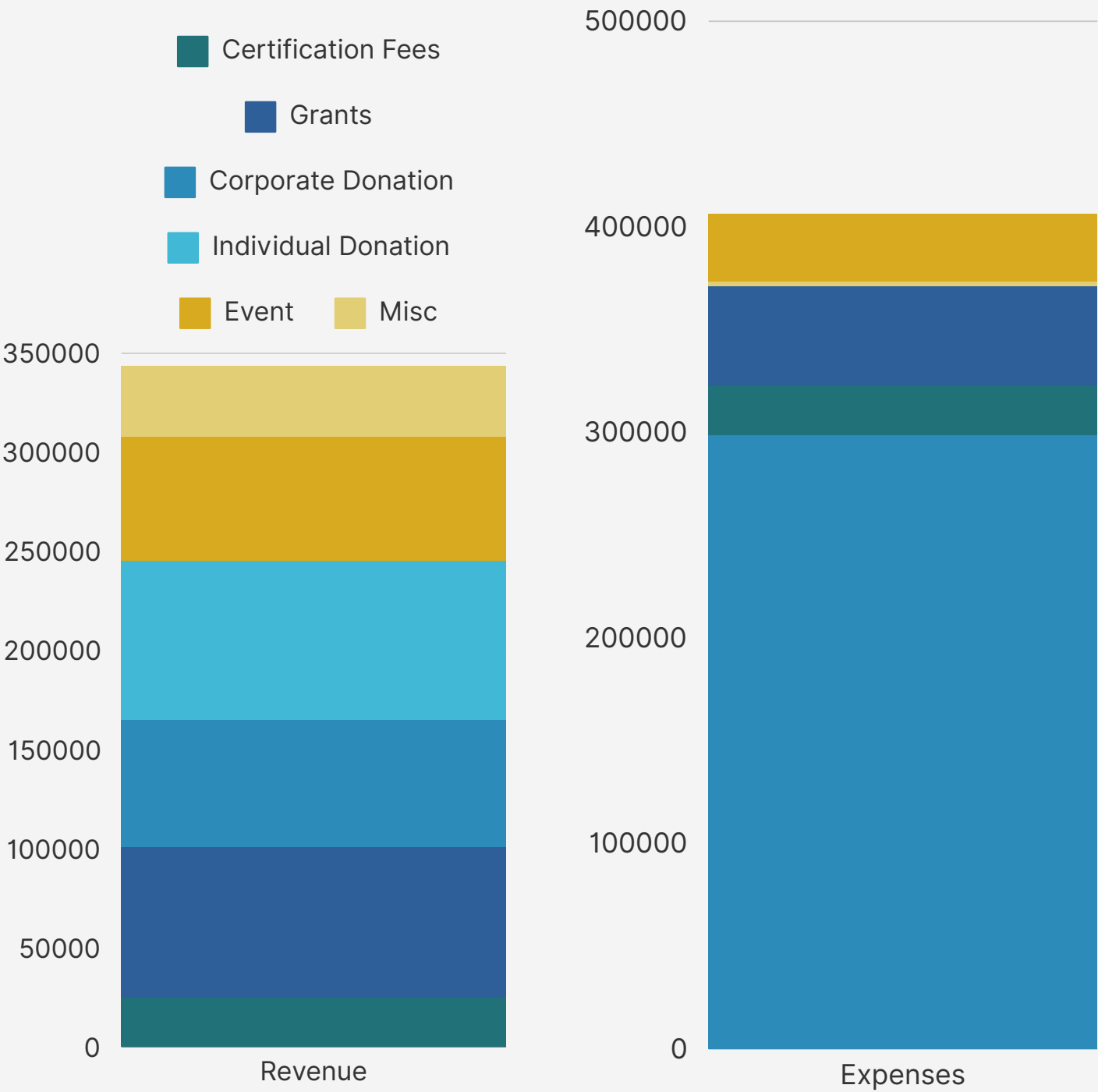


**OASIS  
SOLUTIONS**

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



# FINANCIALS



# PHILANTHROPY

Our vision to make Kentucky first in Good Business is only possible with the generosity of our donors. It is with sincere gratitude that we thank all individuals, corporations, and foundations that provide philanthropic support to Canopy!

# 144

UNIQUE DONORS

- Adam Back
- AffirmedRx
- Amplify Louisville
- Baird
- Brad Smith
- Campbell Brown and Sarah Barker
- Capricorn Foundation
- Carroll and Jennifer Mackin
- Caudill Seed
- Chase Bank
- Cherry Bekaert
- Community Foundation of Louisville
- Confluent Health LLC
- Daniel Whitis
- Dean Dorton
- DMLO
- Ellen and Charles Gray
- Emergence Law, PLLC
- Eric Oberst
- Facilities Management Services PBC
- Fifth Third Bank
- FORVIS
- Gary Stewart
- HJI Supply Chain Solutions
- HR Affiliates
- James Graham Brown Foundation
- Jill Wilcox
- Jim and Marianne Welch
- JP Morgan Chase Foundation
- Kent and Kathy Oyler
- Kevin and Andy Trager
- Kroger
- LG&E and KU Foundation
- Louisville Downtown Partnership
- Louisville Metro Government
- Louisville Sustainability Council
- Mark Bayers
- Martha and Frank Diebold
- Matt and Fran Thornton
- NASCEND
- Norton Healthcare
- Old National Bank
- Old National Bank Foundation
- Paul Neumann and Arloa Eckels
- Scott Koloms
- Seema Sheth
- Stephen and Corretta Wolford
- Steve and Sheila Baker
- Stoll Keenon Ogden PLLC
- Thomas Hirsch
- Tiffany and Shawn Cardwell
- Thomas and Sarah Williams
- University of Louisville College of Business
- Valle Jones
- Vantage Innovative
- Wilson & Muir Bank & Trust Co.
- Yum! Brands

*Thank You*

# STAY CONNECTED

Canopy is proud of our accomplishments in 2023, and we're excited to see what's in store in 2024. Stay connected with us as we continue to cultivate the Good Business movement in Kentucky. 



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