

Canopy Annual Report



A LETTER FROM OUR FOUNDER

To Canopy Supporters:

2021 was another banner year for Canopy. With all that's been accomplished, it's hard to believe that Canopy was just an idea over too many cups of coffee four years ago. The Kentucky Benefit Corporation Association Inc. (yeah, that's what we called ourselves way back when) has evolved into a team of smart, driven staff members and passionately engaged board members. We've also amassed an ever-growing network of supporters across our Commonwealth that believe economic development and positive social and environmental impact are inextricably intertwined.

In 2021, our work continued to help keep Kentucky's economy vibrant and relevant in a world that's rethinking the purpose of businesses in our communities and neighborhoods. We provided assistance to Kentucky companies seeking to attract and keep talent with a new set of priorities. And we inspired businesses to take on new challenges as they explore taking care of people and planet while making money.

The energy was and is palpable, and our mission can't be more relevant. 2021 was amazing, and 2022 is going to be our best year yet!



Scott Koloms
Founder & CEO

MISSION

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

VISION

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

VALUES

Canopy's values are:

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



TEAM



Lauren Cline
Integrator



Scott Koloms
Founder & CEO



Stephanie Kelly
*Canopy Certified
Manager*



Ben Smock
*Director of
Development*



Adam Watson
*Canopy Certified
Specialist*



Brittany Lowe
*Platform & Design
Specialist*



Jenny Stekardis
*Curriculum Specialist
Intern*



Ben Sollee
Production Specialist



Lauren Reuss
*Curriculum Specialist
Intern*



BOARD

Geoff Marietta, *Trillium Ventures*

Secretary: Delene Taylor, *DMLO*

CPAs

Brad Flowers, *Bullhorn Creative*

Raechele Gray, *Endeavor*

Christy Jarboe, *Louisville Forward*

Scott Koloms, *Facilities Management*

Services

Jill Wilcox, *J.P. Morgan Chase*

Mackey McNeil, *Prosperity People*

Brandi Harless, *PreventScripts*

Tom Williams, *Stoll Keenon Ogdon*

PLLC

Chuck Sexton, *One East Kentucky*

Carlos Hernandez Ocampo,

Emergence Law PLLC

Brian Schneider, *Greater Louisville Inc.*

Seema Sheth, *Federal Reserve Bank
of St. Louis*

Kent Oyler, *OPM Services*

Kevin Trager, *Run with Craig 2022*

WORK

Canopy is working to create a more vibrant and relevant Kentucky economy that serves all folks and takes care of our beautiful landscape through our three pillars of work:

Educate

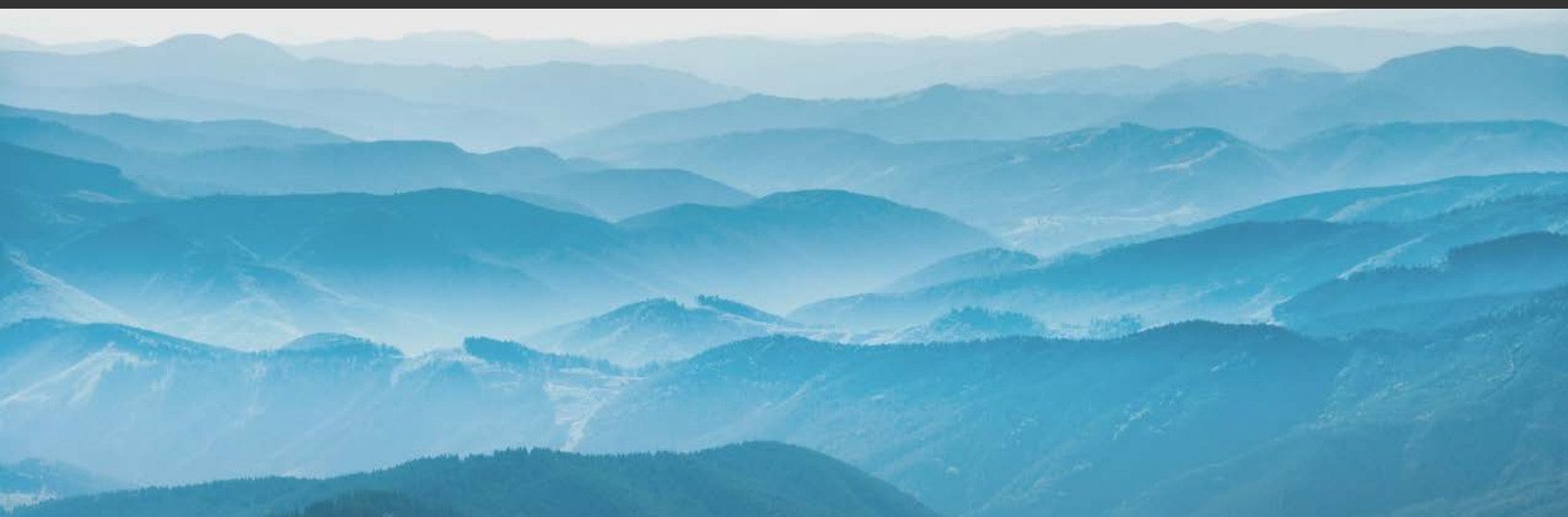
We travel across the state with the Canopy Traveling Roadshow to inspire interest in the new economy and to provide folks from all walks of life the resources to participate.

Certify

The Canopy Certification provides a roadmap for businesses to make money and do good and recognizes them when they do.

Connect

We believe a localized, state-wide approach to building a strong good business ecosystem is more likely to succeed in Kentucky than a global or even national effort.



EDUCATE

In 2021, Canopy:

Executed **31** Canopy
Traveling
Roadshow Events

Educated **5,260**
Kentuckians

Hosted the **first** Annual
Good Business Summit:
the premier event for
socially and
environmentally conscious
businesses in the state





CERTIFY

In 2021, Canopy:

Accumulated **54** Canopy
Certified Letters of Intent

Continued development of
Canopy Certified Portal for
2022 launch

Collected **19** case studies of
social and environmental
programs from businesses
across the state

Hired the **Canopy Certified
Manager, Stephanie Kelley**

Created the **Canopy Certified
Scholarship** Initiative

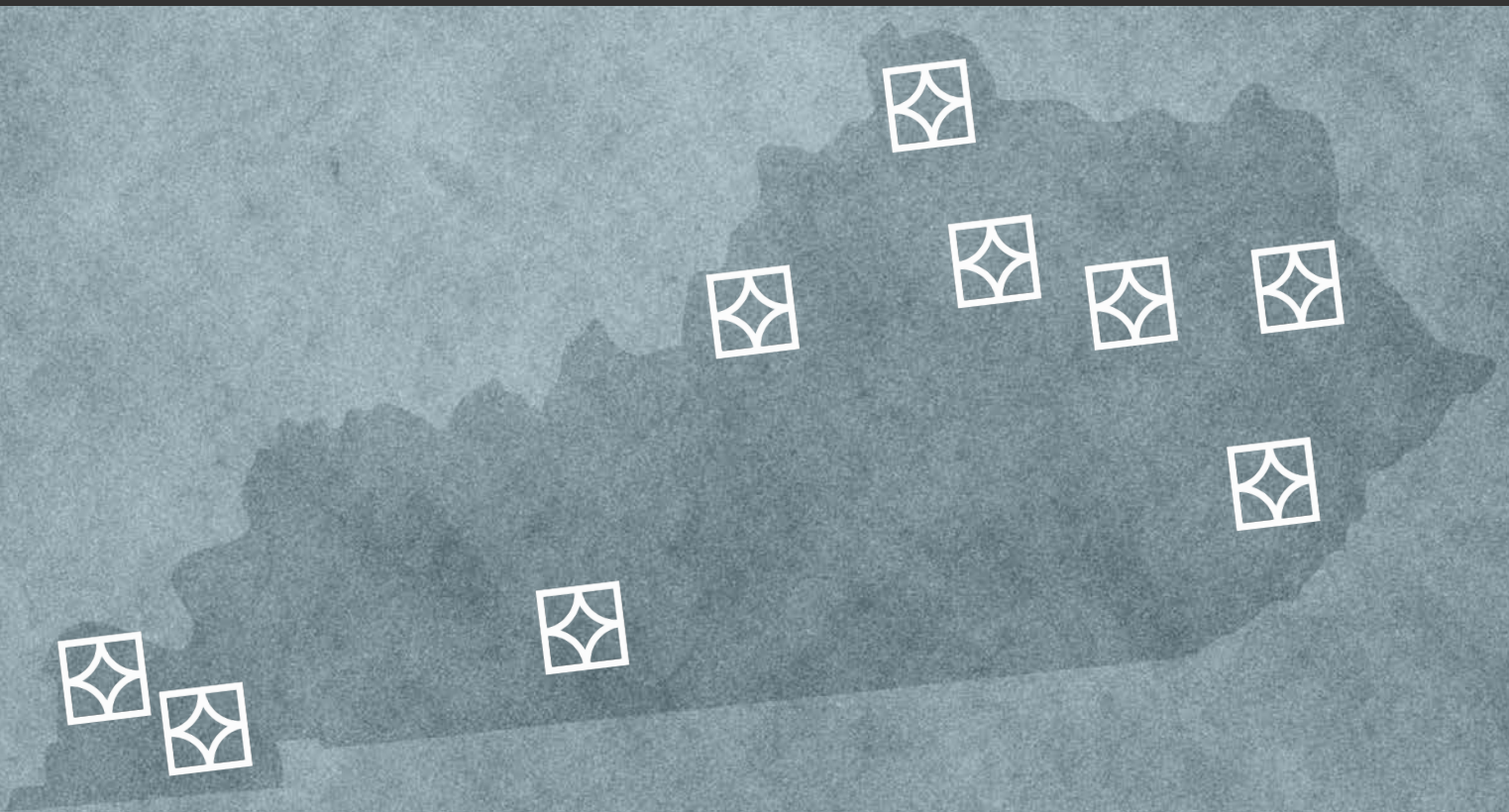
CONNECT

In 2021, Canopy:

Accumulated **3,611** Members of the Good Business Network

Worked with an Ignite: Louisville Team for initial development of the **Canopy CONNECT Portal**

Gained support **across the Commonwealth** from Traveling Roadshow partners, Letter of Intent Companies, Board Members, and others:



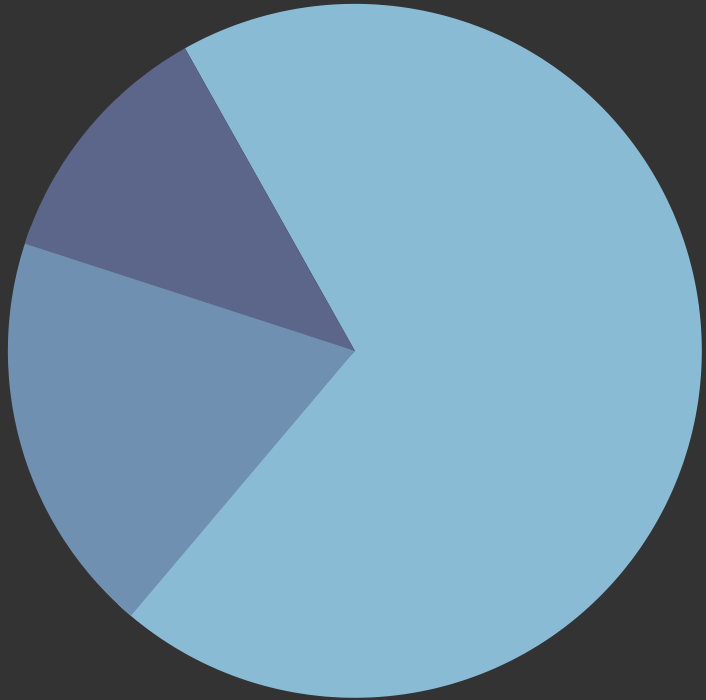
FINANCIALS

Expenses:

Payroll: \$259,512.22

Canopy Certified Portal
Development: \$70,520.17

The 27 Campaign Fund
Payout: \$44,400



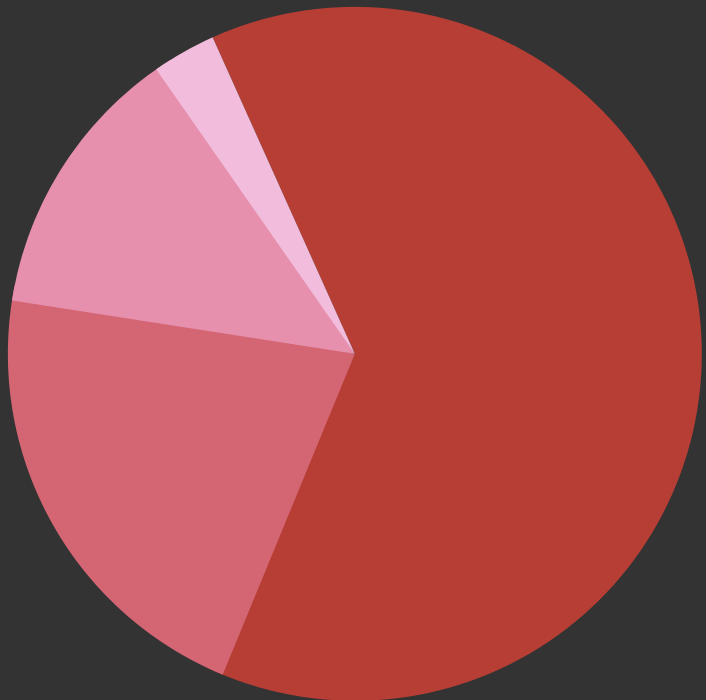
Income:

Donors: \$208,252

Forgiveable Loans:
\$70,274

Grants: \$42,500

Miscellaneous: \$9,856



THANK YOU

...to our supporters
and partners:

- Central Bank
- Chuck and Ellen Gray
- Citation Labs
- DDW, The Color House
- Emergence Law PLLC
- Eric Oberst
- Facilities Management Services PBC
- Gary Stewart
- Geoff Marietta
- Gheens Foundation
- Interapt
- ISCO
- Jerry and Madeline Abramson
- Jim and Marianne Welch
- JP Morgan Chase
- Kent Oyler
- Larry and Emma Horn
- LG&E and KU Foundation
- Louisville Metro Government
- Major Holdings
- Martha and Frank Diebold
- Matt and Fran Thornton
- MCM CPAs & Advisors
- Old National Bank Foundation
- Oliver Group
- PNC Bank
- Scott Koloms
- Stoll Keenon Ogden PLLC
- Steve and Sheila Baker
- Ted and Mary Nixon
- Tom and Sarah Williams
- University of Louisville College of Business
- US Bank
- Wilson & Muir Bank & Trust



Stay connected with Canopy as we move on
to big things in 2022.

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