

# 2020 ANNUAL REPORT

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# A LETTER FROM OUR CEO & CHAIR



**Scott Koloms**

Founder & CEO of Canopy



**Tom Williams**

Board Chair of Canopy

Canopy didn't back down during 2020. We rose to the challenge.

The pandemic forced us to alter the way we worked, shift our fundraising strategy, and re-envision our efforts to spread the word about good business in Kentucky. Difficult? Yes. Positive outcomes? 100%.

In fact, we grew up a lot.

Forced to make tough decisions, our board and staff came together as a team. Faced with a deadline to complete the Canopy Certification, we prevailed. Challenged with social unrest and an urge to contribute, we found our voice and took action. And thrown into an unprecedented funding landscape, we survived.

Less than three years ago, we were just an idea. Now, we're a leading voice for the good business movement in Kentucky that continues to deliver on our promises to our funders and our communities. For all of this, I'm incredibly proud of and thankful for our entire team, past and present, and all of the many different contributors to our movement.

Enjoy reading through the highlights of 2020. And remember, we're just getting started!

A group of five diverse people (three men and two women) are smiling and standing in front of a brick wall. The image is dimmed to serve as a background for the text.

# OUR MISSION

**Canopy is a Kentucky-based non-profit organization whose mission is to grow Kentucky businesses to positively impact people, our planet, and our future.**



# OUR VISION

is to make Kentucky first in Good Business

# OUR CORE VALUES

**Impact-Driven**



**Collaborative**



**Caring**



**Accountable**



**Inclusive**



**Authentic**



# OUR WORK



**Educate**



**Certify**



**Connect**



**Educate**

**We travel the state to educate consumers, businesses, employees and our government, about the importance of the global Good Business movement.**

**The Canopy Certification guides Kentucky businesses towards achieving measurable social and environmental good, operating with highest ethical standards, and taking care of all stakeholders along the way.**



**Certify**

**We are creating a hub for Kentucky's socially and environmentally conscious entrepreneurs, consumers, non-profits, and seasoned business owners.**



**Connect**

# OUR YEAR IN REVIEW

## Canopy Certification

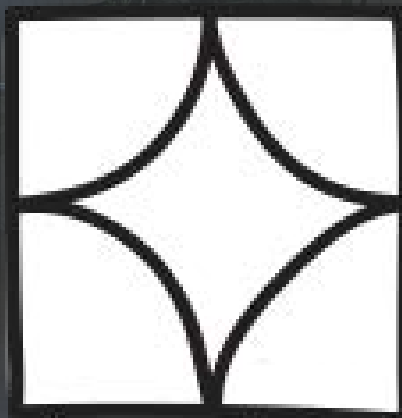
- Completed online certification and comprehensive curriculum
- 5 Alpha companies
- 20 Founding Companies
- 50 Letters of Intent

## Fundraising

- 150+ Total Donors
- \$301,000 Raised

## Engagement

- "Mind Your Wake" Podcast Season 1
- 52 Educational Canopy Cafes
- 16,000+ Good Business Enthusiasts Reached



## 27 Campaign

- 26 Participating Businesses
- Raised \$50,000 for Black-Owned Businesses
- Created a Free DE&I Resource Guide

## Team Additions

- 2 Staff Members & 1 Intern
- 5 Board & 6 Committee Members
- Successful Digital Transition

## Virtual Events

- General Meeting
- Beyond 27 Event



**Canopy launched the 27 Campaign and Fund in June 2020 to rally Kentucky's business community to address racial injustice and invest in Black businesses. Canopy recruited Kentucky businesses to actively strengthen DE&I efforts, created and delivered a free DE&I resource guide, and raised \$50,000 for Black-owned business.**

# OUR POSITIONING

**Increase the Number of Social  
& Environmental Enterprises**



**Catalyze  
Collective Impact**



**Differentiate KY's  
Business Ecosystem**



**Inspire  
Kentucky Talent**



**Grow and Mobilize our  
Good Business Network**



**Influence Good  
Business Legislation**

# FINANCIALS

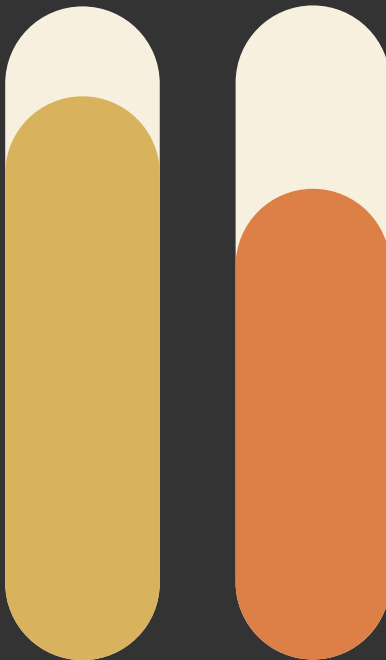
501k

432k

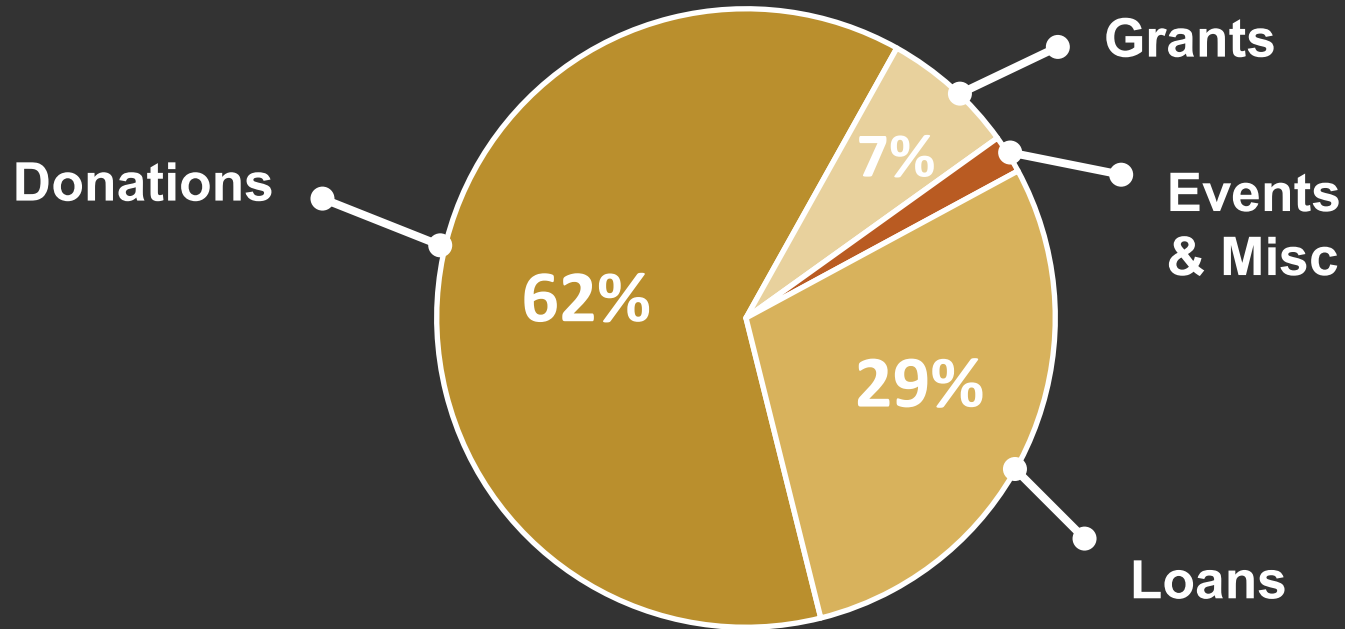
## REVENUE

\$148,600 in Loans  
\$50,000 in Redirected Funds  
\$1,902 in Other Revenue

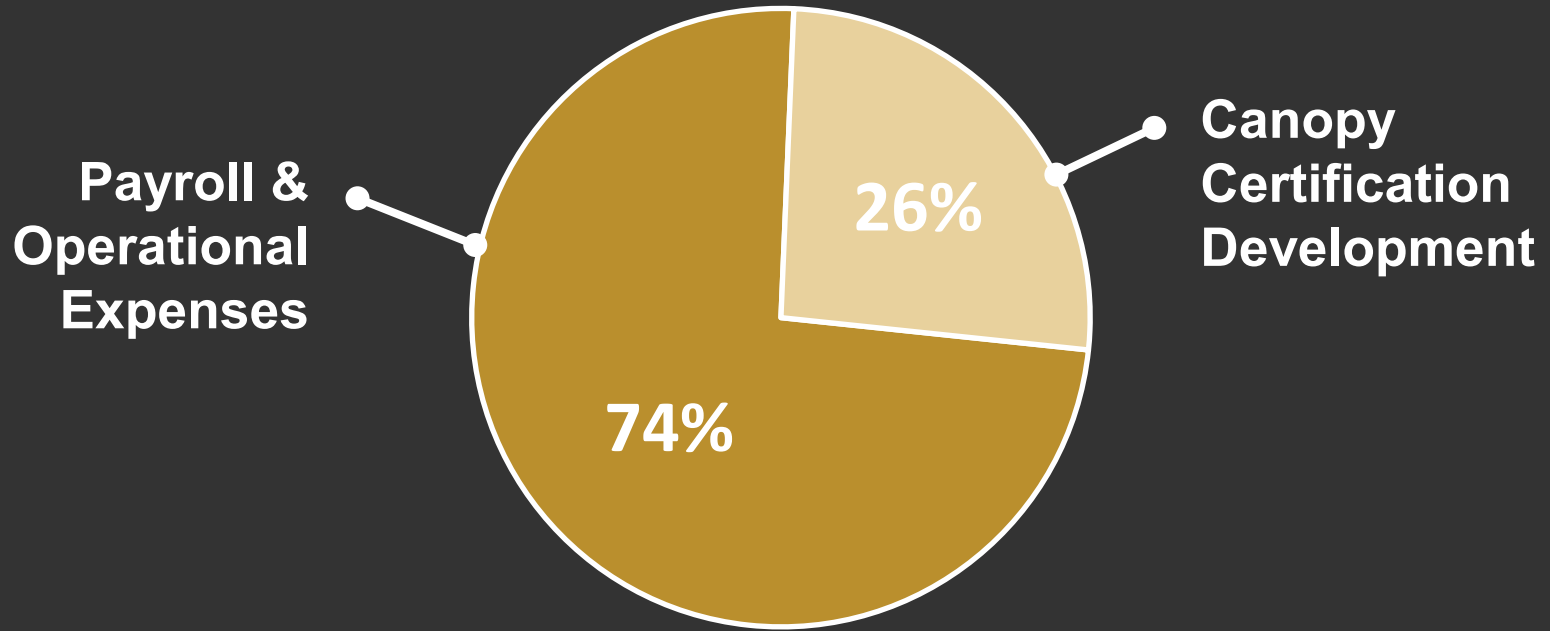
## EXPENSES



# REVENUE DISTRIBUTION



# EXPENSES DISTRIBUTION



# OUR FOUNDING PARTNERS

**DMLO CPAs**

**Facilities  
Management  
Services, PBC**

**Stoll Keenon  
Ogden PLLC**

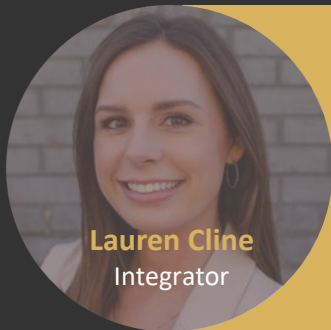
**Brook Smith**

**Bullhorn**

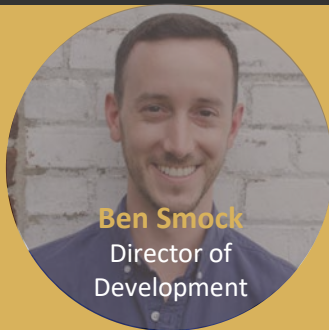
**DDW, The  
Color House**

**Matt & Fran  
Thornton**

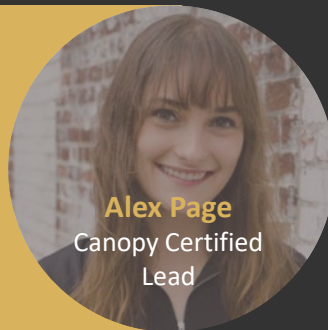
# OUR STAFF



**Lauren Cline**  
Integrator



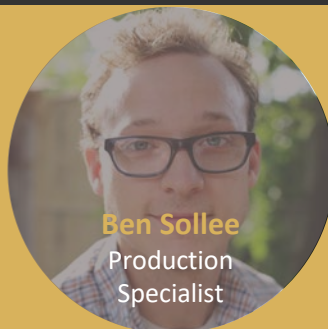
**Ben Smock**  
Director of  
Development



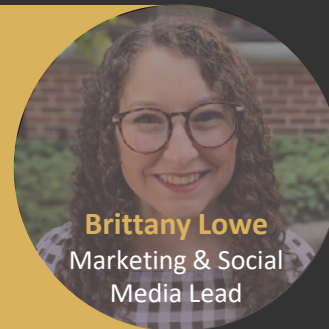
**Alex Page**  
Canopy Certified  
Lead



**Elshadai Smith  
Mensah**  
Canopy Certified  
Specialist



**Ben Sollee**  
Production  
Specialist



**Brittany Lowe**  
Marketing & Social  
Media Lead

# OUR BOARD MEMBERS

## **Brad Flowers**

Bullhorn Creative

Lexington, KY

## **Chuck Sexton**

One East Kentucky

Pikeville, KY

## **Jill Wilcox**

JP Morgan Chase

Louisville, KY

## **Raechele Gray**

Endeavor Louisville

Louisville, KY

## **Brandi Harless**

PreventScripts

Paducah, KY

## **Geoff Marietta**

Moonbow

Corbin, KY

## **Mackey McNeill**

Mackey Advisors

Covington, KY

## **Scott Koloms**

Canopy

Louisville, KY

## **Christy Jarboe**

Louisville Forward

Louisville, KY

## **Mae Suramek**

Third Space Kentucky

Berea, KY

## **Carlos Hernandez Ocampo**

Emergence Law, PLLC

Louisville, KY

## **Delene Taylor**

*Secretary*

DMLO CPAs

Louisville, KY

## **Tom Williams**

*Board Chair*

Stoll Keenon Ogden PLLC

Louisville, KY

## **Larry Horn**

*Treasurer*

Amplify Louisville

Louisville, KY

# OUR PARTNERS

Against the Grain  
Fieldtrip  
Interapt  
Bullhorn  
MobileServe

## Alpha Companies

Bluestone  
Productions  
Catalyst 7  
Dot Neutral  
Durham Studio  
Edelen  
Renewables  
Eldridge  
Company  
FMS  
Feeley  
Stainless  
Goods  
FlyWire  
Iristify

## Founding Companies

Lesa Nichols  
Consulting  
Louisville Salt  
Cave  
Major Holdings  
NASCEND  
Noted Boutique  
Recycledata  
Roots and  
Jones  
Tech Restore  
Moonbow  
Vantage  
Innovative  
DDW, The Color  
House

AllTrade  
AppHarvest  
Bisig Impact  
Group  
BMN Properties  
Cornbread  
Hemp  
DMLO  
Dot Neutral  
Farm to Fork  
Flywire  
Gifted by  
Design  
Harlan County  
Beer Company  
Innovation  
Works

## Letter of Intent Companies

KAMM  
Korrek Optical  
Launch Capital  
Partners  
Mackey  
Advisors  
Miller  
Consultants  
Nanny Goat  
Press  
Oliver Group  
Print my  
Threads  
Story Louisville  
Ten20  
Tin Ear  
Z Swag

# GET IN TOUCH



## Address

1500 Lytle Street,  
Louisville, KY 40203  
Come visit us (safely)!



## Contact

(502) 907 – 3268  
[info@canopyky.org](mailto:info@canopyky.org)



## Online

[Canopyky.org](https://canopyky.org)  
All Social Media:  
[@canopyky](https://twitter.com/canopyky)

# OUR CLOSING THOUGHTS

*“Canopy’s endeavor to create a premier socially and environmentally conscious ecosystem in Kentucky is more important now than ever before. We must leverage the power within the business sector to catalyze the positive change we need to see in Kentucky, and across the globe. The Board of Directors excited to build upon the momentum Canopy has gained in the last two years, and poised to make Kentucky first in Good Business, together.”*

**-Tom Williams**

A group of people are celebrating at a party. In the background, two men are playing saxophones. In the foreground, several people are cheering with their arms raised. A man in a black t-shirt with 'Canopy' written on it is in the center, looking up with his arms raised. To his right, a woman in a black top and white skirt is also cheering. The scene is set in a room with a brick wall and a green door. A framed picture is on the wall to the left. The word 'ONWARD' is overlaid in large, bold, yellow letters with a stylized bracket on the left side.

「ONWARD」