

Canopy KY | Program Snapshot & FY2026 Funding Overview

ASK

One-time funding request of \$750,000 over the biannual budget as a match to scale program statewide.

Who we are

Formed in 2017, Canopy helps Kentucky businesses grow profit while positively impacting people, communities, and the Commonwealth. We also inspire future generations to stay in Kentucky and use their talents to amplify the positive effects of business statewide. **We are nonpartisan, nonprofit and do not advocate specific social or political agendas.**

What we do

1) NextGen / GoodBiz (Student Education)

Business Beyond Profit is a zero-cost high-school unit that introduces students to entrepreneurship, ethical business, and leadership. Students consider working in and owning Kentucky businesses, learn how companies can succeed while improving community wellbeing, and practice pitching their own ideas.

Elementary exposure (5th grade), in partnership with Junior Achievement, provides an entry-level experiential curriculum on how businesses help people and communities while making money.

2) Business & Professional Education

Workshops, an online certification platform, and established events engaging thousands of leaders and employees across the Commonwealth.

- Current membership: 90+ paying KY companies representing 20,000+ Kentucky employees and \$1.1B+ in aggregate revenue.
- Canopy has already secured earned revenue through annual membership fees; with scale, membership and other private dollars secured cover operating costs.

FY2026 one-time funding request: \$750,000

Purpose: scale these two proven tracks statewide

Use of funds

- Statewide delivery and coordination with districts and partners
- Curriculum development, educator onboarding, and training
- Outreach to rural and underserved counties
- Scale business/professional educational offerings and membership base
- Measurement, evaluation, and public reporting

Outcomes and public value (by 2028)

- Education: 4,000 high-school students annually across ~125 schools; 10–12k 5th graders each year exposed to business literacy and community impact concepts: 14,000+ students.
- Workforce & retention: students see clear Kentucky career pathways in entrepreneurship and business employment
- Business practices: more Kentucky companies trained and certified in practices that strengthen communities while improving performance
- Sustainability: membership and earned revenue covering a majority of operating costs, reducing reliance on public funds and philanthropy

CANOPY MEMBER COMPANIES

(as of 10/17/2025)

90 Member Companies 18,777 Total Employees

