



CANOPY

Children's Solutions



OVER 110 YEARS OF
transformation

STATEWIDE SOLUTIONS

BEHAVIORAL HEALTH SOLUTIONS

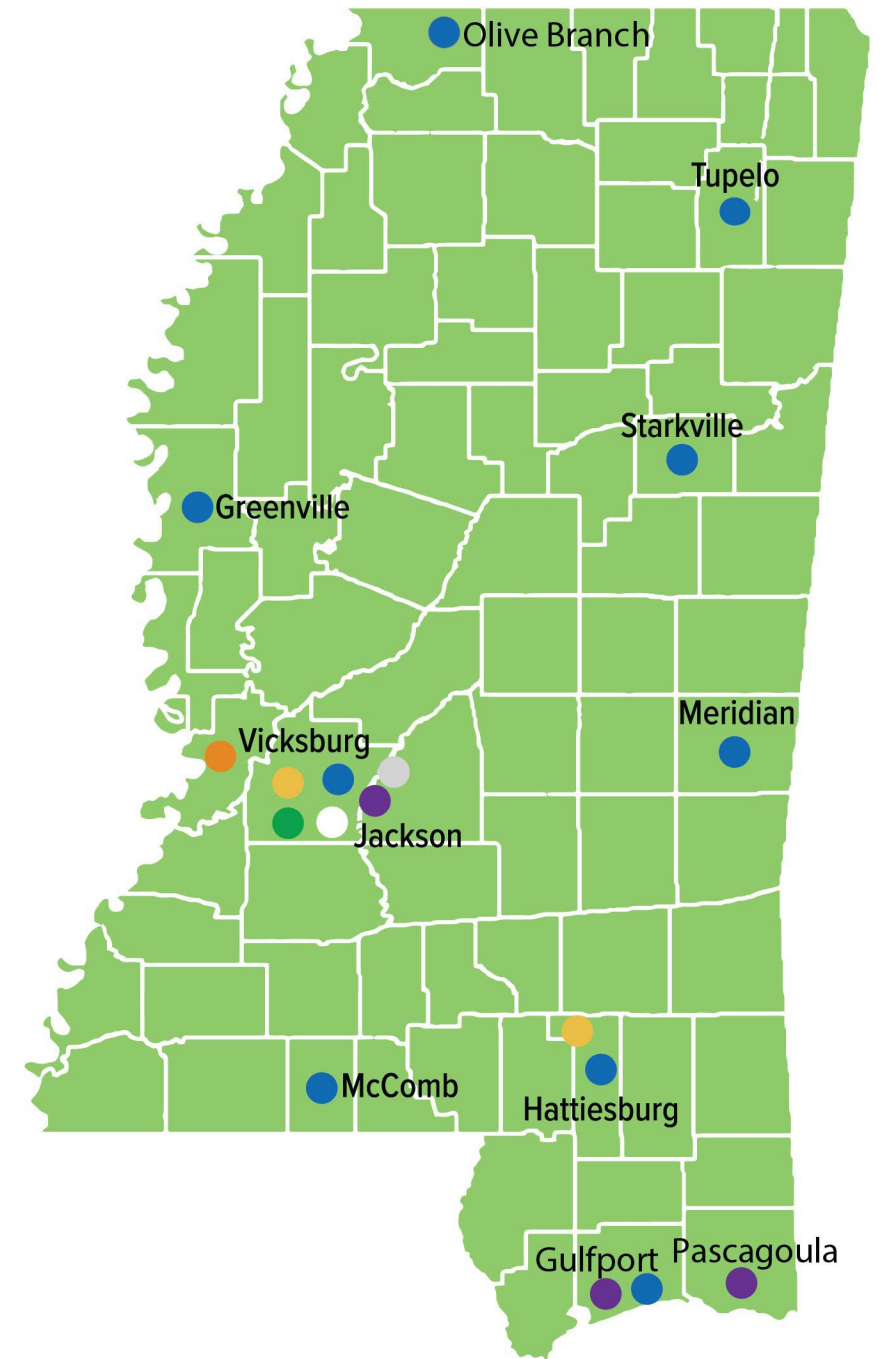
- Behavioral Health Clinics
Gulfport | Hattiesburg | Jackson
- CARES Center
Jackson
- Community-based Mental Health and Wraparound Solutions
Statewide
- Early Intervention Autism Clinic
Jackson

EDUCATIONAL SOLUTIONS

- CARES Schools
Hattiesburg | Jackson
- The Canopy School
Ridgeland

SOCIAL SERVICE SOLUTIONS

- Adoption and Maternity Services
- Family Preservation and Reunification Solutions
Statewide
- Family Support Services
Statewide
- South Mississippi Child Advocacy Centers
Gulfport | Pascagoula
- Therapeutic Foster Care
Hattiesburg
- Warren County Children's Shelter
Vicksburg





WHAT IS A TAX CREDIT?

(Hint) IT IS VERY DIFFERENT THAN A DEDUCTION

- A tax credit reduces the amount of initial (bottom line) tax liability owed to the state.
- A tax deduction computes in with other deduction to determine if you will owe any additional taxes or receive a refund.
- A dollar-for-dollar tax credit is a way for donors to give to your organization non-sacrificially.



Visuals Help

All of your tax dollars to the
State of
Mississippi



100%



OR



UP TO 50%
of your tax dollars to



through the
ECO TAX CREDIT

UP TO 50%
of your tax dollars to



through the
ETHO TAX CREDIT



The Children's Promise Act

Established in Mississippi in 2018

- Got serious in 2019.
- Dollar-for-Dollar tax credit for businesses and individuals.
- Initially designed to support organizations working with children at risk of entering the foster care system.
- Every legislative session, there are changes.
- Currently, there are 6 types of Charitable Contribution tax credits: health care, food banks, pregnancy resources, private schools, shelters, etc.
- Started in 2018 at \$1M available. Has now grown (2023) to \$42M available. Canopy is eligible to receive \$7M annually from businesses and \$2M from individuals.



CREATING A TAX CREDIT OPPORTUNITY

YOU WILL NEED:

A Catalyst

What are you doing now that is causing a positive financial impact for your state?

Stakeholders and Allies

Who will champion this or has influence in the legislature?

A Way to Execute Internally

ENGAGE YOUR BOARD.

Do your research and consult with tax experts!

Marketing and sales background matter.

Be prepared for it to grow and change each year.

Track and Report Outcomes.

Manage risks: it could end abruptly, donors come and go, technical issues, etc.





THE CHILDREN'S PROMISE ACT CATALYST

67%

According to Child Protection Services (CPS) records, Canopy serves **nearly 70% of the children this tax credit** was created to support statewide.

97%

Canopy's **success rate of diverting children** from entering state custody.

\$20M-\$30M

Each year, Canopy **saves taxpayers tens of millions of dollars** by diverting more than 1,000 children from entering state custody.



IMPACT WILL COME IN EXPECTED AND UNEXPECTED WAYS

2018: 4,834 children served | 2022: 7,956 children served

Canopy has increased the number of children we serve each year by 65% since 2018.

Less than 4,000 children in state custody today

Since 2018, Canopy has safely diverted more than 5,000 children from entering the foster care system. This has deeply contributed to reducing the overall number of children in the state's custody from more than 6,000 each year to less than 4,000 today.

Strategic growth to serve Mississippi's youngest citizens

Canopy is Mississippi's largest nonprofit provider of mental, behavioral, educational and family support solutions and is committed to innovating new ways to deliver solutions throughout the state. Since 2018, we have expanded our existing solutions and created new ones to include a new special purpose school along with integrating solutions within schools for children.

Cobranding & relationship accelerator opportunities with your business donors



7,955

**CHILDREN SERVED
IN 2022
PLUS THEIR FAMILIES**

We believe every child can be a
SUCCESS STORY!

mycanopy.org

