



ANNUAL REPORT 2022

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# Giving Back To Move Forward

A NEW WAY OF ADDRESSING INEQUITY



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## Giving Back to Move Forward

### A NEW WAY OF ADDRESSING INEQUITY

Business for Good™ is committed to the health, well-being, and future of our local communities, and the unique people who define them. Maybe we're even a little bit obsessed. But we really believe that the solutions to so many of our individual, cultural, and ecological challenges are manifest inside of healthy, deeply connected communities.

That's why we partner with organizations that treat community emergencies like food insecurity and housing instability. We work alongside those fighting to close education gaps. We operate businesses to stabilize neighborhoods—buoying local economies and providing good jobs—while returning profits to local causes. And we support entrepreneurs and small business owners on the path to achieving their dreams, while becoming an inspiration and a leader to others.

It's time to think differently—about business, about giving back, about what role we all play in the lives of others. It's not enough to toss out a temporary lifeline to those in crisis. We need to change the circumstances in our communities that force people to face obstacles alone. Because **EVERYONE** should have the opportunity and support that they need to move forward, to grow, to live a better life, and to contribute to a vibrant future.





## Letter From Our Co-Founders Ed & Lisa Mitzen

At Business for Good we always say: a hand up, not a handout. And we don't really like the word charity. Because we're not giving something away—at least that's not how we see it. We're investors.

We invest in our community to make it a better place to live for all of us, a better place to do business, to raise a family. We invest in our neighbors because they have value. They have talent, unique insight, and unlimited potential—they just need the chance to express it.

We see so much potential here, in this region, it's almost overwhelming. But we see all the obstacles too. We see racial and economic divisions. We see opportunities for some, but not for all. We see poverty. And we see old, embedded ways of thinking.

But none of it is insurmountable. And that's why Business for Good exists. To invest in change. Because we can do something about it. We all can. We don't need to wait for someone else to fix it, to solve it. We can work to improve our communities now. Every day. And if that's our attitude, if that's our approach, we can't fail.

And thanks to the amazing people we've been fortunate enough to work alongside, our staff, our partners, we're really able to see the seeds of change beginning to sprout.

Thank you all.

Let's keep it up.

More good is yet to come.

—Ed & Lisa







## Letter From Our CEO Jahkeen Hoke

Those that know me know that I'm 100% devoted to the Capital Region. I have a long, proud family history here. I grew up here, became the person that I am here. It's my one and only true home.

But I had to leave to fully understand the extent of the challenges facing so many of our local communities. I had to leave to witness a different model in action. I had to live in a place where seeing black folks in a suit and tie on their way to work was the norm, not an anomaly like it was where I grew up. And I had to figure out what conditions made that possible, so I could bring some of it back home.

So I moved to Atlanta, and attended Morehouse College. That was where I started to see the impact a healthy, integrated business community can have on people. Businesses are like elevators. When they operate well, they allow people to

start at the ground floor and through their own talent, effort and commitment, ascend. Not only in terms of personal wealth. Businesses can offer the opportunity for new voices to climb to positions of influence within our communities. A good business might be the single greatest tool that we have to achieve social equity.

And if a healthy business can do something so profound, imagine what a thriving ecosystem of them can achieve. If businesses behave like good neighbors. If they nourish their relationships. If they support each other. If they realize that they, along with the communities they serve, can reach heights together that they could never reach alone.

That's a community where everyone wins. And that's what Business for Good is helping to build.

—Jah



# It's Great To Be Good

## Since our Founding in 2020, BFG has:

- Supported over 150 businesses and community organizations
- Donated over \$15M for community property revitalization and small businesses
- Distributed over \$7M to causes and projects that support our mission

### In 2022 alone, we were proud to support the following businesses, entrepreneurs, causes and charities:

15-LOVE	Balanced Innovative Teaching Strategies	Friends of the Saratoga County Animal Shelter	Lupus Research Alliance	Pride Center of the Capital Region	South End Children's Cafe
820 River Street	Baller Dream Foundation		Luzerne Music Center	Project HOPE	Special Olympics
A Better World	Ballston Spa Central School District	Gateway House of Peace	Macedonia Baptist Church	Rebuilding Together Saratoga County	SSHS Art Department
Active Minds	Bark, Brew & Tattoo	Gear Forward	Make Studio	The Red Bookshelf	SSHS Class of 2022
ADK Region Cat Adoption Center	Beyond My Battle	George Biddle Kelley Education Foundation	Malta Avenue Elementary PTA	RedRover	SSHS Class of 2024
AdoptAClassroom	The Blue Heart Foundation	Global Genes	Meta24	Rensselaer County Regional Chamber of Commerce	SSHS Music Department
AIM Services	Boys & Girls Club of the Capital Region	Good Karma of the Capital Region	Movember	Rise Housing & Support Services Inc	Stakeholders
Albany Black Chamber of Commerce	Bridge Alliance	High Hopes	Mohawk Hudson Humane Society (MHHS)	Ronald McDonald House Charities of the Capital Region	Syracuse University
Albany Center Gallery	Bringing Hope Home	Homeless Engagement Lift Partnership	Mom Starts Here	St. Jude Children's Research Hospital	Team 94
Albany Fund for Education	Caffè Lena	Homes for Orphaned Pets Exist	Momentum & Value for People of Color	Sandy Hook Promise	Temple Sinai
Albany Medical Center Foundation	CanCode Communities	Hop On Home Rabbit Sanctuary	Moxxi Women's Foundation	Santa's Helpers	Thoroughbred Retirement Foundation
Albany Symphony	Capital Region Chamber	Hope House of Sedona	Mr Mo Project	Saratoga Bridges	Together We Rise
Allie B's Cozy Kitchen	CASA of Morris and Sussex Counties	HopeKids	Mt Zion Baptist Church	Saratoga County Animal Shelter	TransFamily Support Services
Alzheimer's Association of Northeastern NY	Catholic Charities	Horns for Haiti	Nani's Iced Tea	Saratoga County Chamber of Commerce	The Trevor Project
American Breast Cancer Foundation	Charles R Drew University of Medicine and Science	Interfaith Partnership for the Homeless	National Network of Abortion Funds	The Saratoga County Chamber of Commerce	TROSA
American Foundation for Suicide Prevention	Children Mending Hearts	Into The Wild	New York State Association of Black, Puerto Rican, Hispanic & Asian Legislators	Saratoga Girls Basketball Booster Club	University at Albany Foundation
American Legion Voorheesville	Children's Hospital of Philadelphia	Jake's Help From Heaven	Northeast Ballet Company	Saratoga Hospital Foundation	Unlimited Possibilities, Inc
American Red Cross Eastern New York Region	Comfort Food Community	K9s for Warriors	Northeast Health Foundation	Saratoga Performing Arts Center	USA Against Alzheimer's
The Amos Lemon Burkhart Foundation	The Community Foundation	Ladies of Charity	Noteworthy Resources of Albany	Saratoga Rowing Association	Viola Ford Fletcher Foundation
The Andrew Weishar Foundation	The Cure Starts Now	Legal Aid Society	O.S.C.A.R.	Saratoga Sponsor-A-Scholar	Voorheesville Dollars for Scholars
Arthritis Foundation	Donate Life New York State	Leukemia & Lymphoma Society	Oakwood Community Center	Second Chance Opportunities	Wallace Turner Law
Arvilla E Diver Memorial Library	Double H Ranch	LifePath	Old Friends at Cabin Creek	The Seeing Eye	Warren and Denyse Mackey Foundation
The Attic Youth Center	Dravet Syndrome Foundation	LifeWorks Community Action	One Step Closer	Senior Citizens Center of Saratoga Springs	Wellspring
Baby Institute	Emily's Entourage	Living Resources Foundation	One-n-Ten	SHE-CAN	World Relief Sacramento
Back On My Feet	Farm Animals Sanctuary	Los Angeles Team Mentoring	Phoenix Children's Hospital	Shelters of Saratoga	YWCA Northeastern NY
	Frank Chapman Memorial Institute	Love For Our Elders	Planned Parenthood of Greater New York	Soroptimist International of Saratoga County	YWCA of the Greater Capital Region
	Franklin Community Center	Lucky Puppy Rescue			Zufall Health
		Lupus Foundation of America			









## Giving Back

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BFG is in the business of giving back—to individuals, to businesses, to organizations that provide critical services. When we give back, not only do we all move forward, but our hearts fill up with a sense of community and hope. And no matter how many times we experience it at Business for Good, there is simply nothing like the feeling of working together to build a better world.

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# Supporting Entrepreneurs & Small Businesses



Supporting entrepreneurs and small businesses are essential elements of BFG. Our support takes on a variety of forms—whether it be creating networking opportunities for BIPOC and underserved entrepreneurs, renovating buildings and providing new office space, funding updated equipment, marketing assistance, or all of the above. Small businesses and office space are at the heart of community and cultural experience. **When small businesses thrive, the economic development of a neighborhood works toward sustainability and self-sufficiency.**



## Allie B's Cozy Kitchen

Kizzy Williams owns and runs Allie B's Cozy Kitchen in Arbor Hill, Albany. Allie B's serves traditional soul-food recipes from South Carolina, and they needed assistance with interior renovations. BFG updated their facilities to include a dining area for customers to eat in-house, developed new branding and a dynamic website, and provided Kizzy with a new delivery van and exterior signage.



## Nani's Iced Tea

When coronavirus shut down most of the world, Maria Gallo found her iced tea company shutting down along with it. When her bottler ran out of business, it forced her to stop production. BFG provided Gallo with marketing assistance, networking, and updated machinery, so she could bottle her iced tea within her facilities and be fully self-sufficient as a business.



## Wallace Turner Law

Entrepreneurs Kimberley Wallace and Raysheea Turner partnered with Business for Good to help them expand their own law practice, and market their proven knowledge and skills. BFG supported them by buying the historic 34 Central Avenue building in downtown Albany to serve as their headquarters, built them a website, provided marketing and social media content, and funded an expansion of staff and resources.



## Blooms by Marie

After years of volunteering with many non-for-profit organizations in the Capital Region, giving back to the community is something Marie Campbell is passionate about. Each floral arrangement is designed with love. BFG helped this Black-owned business flourish by offering financial support, marketing and networking opportunities.



## Community Development

*Community development is the secret ingredient in some of the biggest projects that Business for Good takes on. With intentional support and establishment of cornerstone businesses, affordable workspaces, and improved housing, we know that **investments made today can reverberate for generations to come.***



### Lincoln Park Pool

BFG made a \$1 million donation to restore the space and create a state-of-the-art facility for families and friends to enjoy the hot summer days in an often underserved and overlooked community in the South End. Co-Founder Ed Mitzen was chosen by Albany Mayor Kathy Sheehan to chair the restoration committee, and in 2023, he will lead a campaign to raise \$10 million for the venture. With waterslides, an Olympic-sized lap pool, a snack bar, and plenty of room to lounge, there will be something for all ages to enjoy.



### Lombardo's

Lombardo's Restaurant was a cornerstone business in downtown Albany for nearly 100 years. Its closure left a service and employment gap in an already economically challenged neighborhood, and the legacy of the iconic restaurant was left in question. BFG reimagined this space as a new location for Hattie's Restaurants, with new offerings, and all proceeds will be donated directly back to the local community.



### Voorheesville

When Stewart's closed its location on South Main Street in Voorheesville, it left a vacant building and reduced the village's employment base. BFG began work on a development project by expanding the number of properties to make this neighborhood a thriving economic destination. The kickoff to this community development will be two establishments—both named after the town's high school mascot. We know the Blackbirds Tavern and Blackbirds Bike Café will boost economic growth and bring pride back into the neighborhood. Both businesses will hire locally and provide employees with living wages and benefits. Additional community projects including housing will be explored in 2023.





# Housing Instability

*Everyone deserves a clean and safe space to call home, but unfortunately many people are denied that human right. BFG is working to change that by granting more access to resources and rehabilitation services through a variety of organizations.*

# Shelters of Saratoga

Shelters of Saratoga (SOS) provides community assistance and strives to meet the consistent need for stable, affordable housing in the greater Capital Region. SOS has developed a highly successful low-income housing model, which provides affordable apartment units and support services to community members in need. BFG provided additional capital for renovations and repairs in 2022 and will continue to work with SOS in 2023.





## St. Anne Institute

St. Anne Institute is a not-for-profit, community-based preventive service agency committed to providing the highest level of care and rehabilitation services in the briefest time to children and families throughout New York State. BFG is a proud supporter of their incredible work.



## Open Door Mission

The Open Door Mission is a Rochester, NY-based organization dedicated to reaching out and serving the needs of all people living in poverty. Care is offered to everyone, regardless of race, gender, sexual orientation, national origin, creed, or religion. BFG supplied Open Door Mission with funding to renovate the offices and classrooms used for their Life Path program.

# Beyond Our Borders

*Because BFG's headquarters is in Saratoga Springs, NY, we can give more immediate support within the the Greater Capital Region. But our mission to do Good has no boundaries. We've been able to branch out nationally and internationally for a variety of opportunities.*



## Giving Circle

Co-Founders Ed and Lisa Mitzen traveled with the Giving Circle to Kagoma, Uganda, with a group of volunteers to help in orphanages and schools. Where a simple structure once stood, there is now a three-story building the Mitzens funded, where young people can experience a safe and secure learning environment.



# Racial Equity

Racial inequity is real, and persistent. Many people are uncomfortable with America’s disturbing history of racism and racial inequality, and the lasting systemic and structural impacts that remain within our society today. **BFG is working toward a world for everyone, built by everyone, through targeted donations and partnerships throughout the country.**



## Tulsa Race Massacre Survivors

The Tulsa Race Massacre in 1921 has been largely erased from our textbooks, despite it being considered one of the worst incidents of racial violence in American history. After learning of the events that took place and researching further, BFG decided to fly to Tulsa, Oklahoma, and meet with the last living survivors. We were proud to present the three survivors of this atrocious event with a check for \$1M, in hopes that this action goes a small way toward a future of racial equity and equality in our country.



## Albany Black Chamber of Commerce

The Albany Black Chamber of Commerce (ABCC) was created in partnership with BFG to empower and support BIPOC businesses in the Capital Region. For its permanent headquarters, BFG purchased, renovated and donated the use of Albany’s historic University Club. The ABCC will serve as a driver for economic development in the community.



## Black Theatre United

Black Theatre United is an organization working to elevate BIPOC voices within the theatrical community. Vanessa Williams, Norm Lewis, LaChanze, Tamara Tunie, and Audra McDonald are some of the brilliant minds behind the organization, and BFG has partnered with them as the lead sponsor for their 2023 Gala fundraiser.



## Capital District Latinos

Capital District Latinos (CDL) is dedicated to social services and advocacy supporting the cultural, political, and economic empowerment of the Latino community in the Greater Capital Region. With targeted donations and support from BFG, CDL was able to open the first Culturally Responsive Food Pantry in the Capital Region in 2022.





## Family Welfare & Childhood Development

**A future filled with equal opportunities for all is impossible without investing in families and children. BFG is committed to supporting organizations in the Greater Capital Region working to provide essential tools for raising a healthy and happy generation that is set for success. Addressing basic needs—exercise, mentoring, imagination, and more—is a vital step toward eliminating inequity.**

### Frank Chapman Memorial Institute

Frank Chapman Memorial Institute offers after-school and summer programs for children of all ages and demographics. This Arbor Hill-based organization has joined forces with Hood’s House of Hoops, a basketball and exercise program led by Jamil Hood. Coach Hood recognizes the potential of his community to do better and become safer for the next generation. BFG supported FCMI with a major donation and renovation of their building, including the installment of air conditioning, new flooring, and painting.



Baby Institute

Baby Institute works to empower families by offering classes and workshops to parents. Often, a parent is a child’s first teacher. BFG supported Baby Institute through a donation to their program, the development of a new website, donation of a van to offer transportation services, and assistance in the search for a permanent home for their courses and projects.



Education

*Education inequality is the root of many social justice issues in our country today. At BFG, we believe empowering the next generation is imperative in facilitating change. If we can work toward providing access for all, students will enter a world of opportunities and options for what the future can hold.*



Girls Inc.

Girls Inc. is focused on the development of the whole girl as she learns to value herself, take risks, and discover and develop her inherent strengths. The combination of long-lasting mentoring relationships, a pro-girl environment, and evidence-based programming equips girls to navigate gender, economic and social barriers, and grow up healthy, educated, and independent. BFG’s 2022 donation will lead to customized programmatic support in 2023, including the launch of their first program in the Greater Capital Region.



The Children’s Museum at Saratoga

The Children’s Museum at Saratoga is dedicated to creating an interactive community that sparks imagination and nurtures discovery. With targeted support, BFG committed to help this local institute continue to encourage learning and curiosity for children of all backgrounds and ethnicities.



Syracuse University SUSTAIN

The Syracuse University SUSTAIN program offers extra help to BIPOC and first-generation students in STEM fields to empower the next generation of leaders within the field. Historically, science, technology, engineering, and math programs at the university level are predominately occupied by white males. BFG is working to change that by supporting minority students within this program, accompanied with a \$10M donation distributed over the course of ten years.





# Health & Wellness

Health and safety are far from guaranteed—in fact, they are unfortunately a privilege. BFG recognizes the disparities in care and resources available to the public, and strives to ensure that **the wellness of our communities is at the center of our work.**



## Wellspring

After 40 years of providing services for abuse survivors, Wellspring needed a larger facility to serve those in need. BFG was proud to be the donor of their new Community Wing—a building that allows them to offer job skills training, financial literacy courses, and personal and professional development. BFG donated a curated mural that symbolizes transformation and new beginnings and sits at the entrance of the new facility to welcome clients. In addition, BFG brought Stephanie Land, New York Times best-selling author, to speak at a free community event co-hosted by Wellspring. Land’s memoir, “Maid,” was adapted as an acclaimed Netflix miniseries and is widely recognized as a source of inspiration for those struggling with poverty and abuse.



## Alzheimer’s Association

The Alzheimer’s Association leads the way to end Alzheimer’s and all other forms of dementia by accelerating global research, driving risk reduction and early detection, and maximizing quality care and support. Co-Founder Lisa Mitzen has a personal relationship to Alzheimer’s, as her father passed away from the disease in 2021. In his memory, and to help raise funds for those impacted by this cruel disease, Lisa and the BFG team took part in the annual Walk to End Alzheimer’s in Queensbury, NY.





## Food Insecurity

*Food insecurity permeates our communities. BFG is working to alleviate hunger for individuals and families. Through our Greater Capital Region partnerships and businesses, we donate all profits to local charities battling food insecurity, and fund programs within the homeless community.*



### Hattie's Restaurants

As a part of BFG's family of companies, Hattie's Restaurants, in addition to paying their employees a living wage and offering a paid study-hour for high school staff, donates all profits to local charities fighting food insecurity and hunger. Hattie's Restaurants also host an annual Mardi Gras fundraiser, a favorite of the social calendar and returning in 2023. This year's beneficiary is the The Regional Food Bank of Northeastern New York.



### Bread Basket Bakery / Bread Basket Cake Shop

Bread Basket Bakery and Bread Basket Cake Shop are local businesses serving delicious dishes, breads and treats to the community. With custom designed cakes as popular items from Bread Basket Bakery, 2022 saw the launch of Bread Basket Cake Shop as a dedicated space for these sought after creations. Both establishments donate all profits to local charities battling food insecurity and hunger. The original Bread Basket Bakery, still doing business at Spring Street, is a beloved institution for those who live in and visit the Saratoga area.



# Animal Welfare

*The wellbeing of animals is often neglected in our society, where human experience can take priority over our natural world. Our treatment of animals is indicative of our inability to see life as something not just limited to ourselves. **BFG is flipping that narrative by working with organizations that see the value in dignifying the lives of animals.***



## Lisa Mitzen Animal Care Center / Mohawk Hudson Humane Society

The Mohawk Hudson Humane Society is the oldest and largest animal protection organization in the Greater Capital Region, and provides services for animals and their parents, as well as sheltering and rehoming stray, abused and unwanted animals. BFG donated \$1 million to continue their services and enhance their programs.



## Handsome Cock Farm

Handsome Cock Farm is a small farm owned by Ed and Lisa Mitzen in Saratoga Springs, NY. They sell eggs and merchandise at the local farmer's market and donate all profits to animal welfare-related charities. With retired racehorses joining the farm in 2023, this destination will continue to offer incredible lives to dozens of animals.



## The Thoroughbred Retirement Foundation

BFG is a financial supporter of the Thoroughbred Retirement Foundation's Second Chances Program, which offers opportunities to formerly incarcerated people and trains them in the care of retired racehorses. People who have participated in the program have graduated into careers as farriers, vet assistants, and caretakers.



## Mahogany Ridge

Mahogany Ridge provides customers with the best services and care available for their four-legged family members. This doggie daycare also provides extensive training programs to keep pets happy and healthy. BFG was proud to support this local business in 2022 and plans to expand their footprint in 2023.



BY THE NUMBERS: 2022 HIGHLIGHTS



\$1 MILLION+



IN MARKETING SUPPORT FOR SMALL  
BUSINESSES, ENTREPRENEURS, COMMUNITY  
ORGANIZATIONS & EVENTS

150+

BUSINESSES & COMMUNITY  
ORGANIZATIONS SUPPORTED



\$8.5 MILLION

IN PROPERTY REVITALIZATION  
SUPPORTING LOCAL ECONOMIC GROWTH



\$1 MILLION

DONATED TO LAST LIVING  
SURVIVORS OF TULSA  
RACE MASSACRE



\$2.2  
MILLION

INVESTED IN CREATION OF  
ALBANY BLACK CHAMBER  
OF COMMERCE

LINCOLN PARK POOL DEVELOPMENT



\$1 MILLION

COMMITMENT IN 2022  
LEADING ALBANY MAYOR'S CAPITAL CAMPAIGN  
TO RAISE \$10MM

\$5.9 MILLION

ON RENOVATIONS, IMPROVEMENTS  
& PROFESSIONAL SERVICES

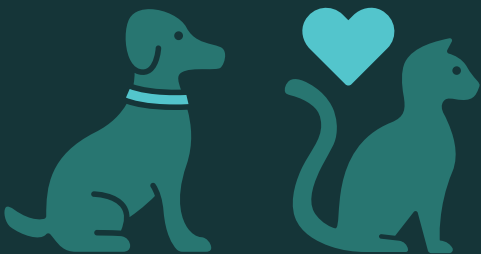


\$2.4 MILLION

DISTRIBUTED IN DONATIONS  
(\$7 MILLION DISTRIBUTED SINCE LAUNCH)

\$1 MILLION

DONATION TO  
MOHAWK HUDSON HUMANE SOCIETY /  
LISA MITZEN ANIMAL CARE CENTER



145,000+



MEALS SERVED AT BFG FAMILY OF  
BUSINESSES WITH ALL PROFITS FROM  
SALES SUPPORTING LOCAL CHARITIES

\$1 MILLION

\$10 MILLION PLEDGED TO  
SYRACUSE UNIVERSITY'S SUSTAIN PROGRAM  
(OVER THE NEXT TEN YEARS)



\$165,000

DONATED IN OFFICE  
SUPPLIES & FURNITURE



## Our Board

*BFG's board stays true to a belief in the power of hands-on, sustained investment to build communities. We are excited to begin 2023 with the addition of board members who share our belief that dreams exist to be achieved. By everyone.*



**Ed Mitzen**  
Co-Founder  
Business for Good



**Lisa Mitzen**  
Co-Founder  
Business for Good



**Jahkeen Hoke**  
CEO  
Business for Good



**Angela Beddoe**  
Founder / Editor-in-Chief  
HerLife Magazine



**Dwayne Killings**  
Head Coach of Men's Basketball  
University of Albany



**Emily Mitzen**  
Therapist  
Private Practice



**Grace Mitzen**  
Creative Writer /  
Photographer / Illustrator



**Nick Mitzen**  
Video Editor / Animator



**Angelique Powell**  
Director of Community Animation  
The Blake Annex



## Our Team

*Driven professionals with activists' hearts. That's our crew. Our employees represent the very kinds of communities Business for Good serves. We embody the entrepreneurial spirit of our co-Founders. We bring every kind of diversity to the table. Most of all, we get things done.*



**BFG.ORG**

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