



2023 ANNUAL REPORT

Giving Back To Move Forward

**CHANGING THE WORLD.
ONE BUSINESS AT A TIME.**

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FASTCOMPANY



Fast Company 2023 Brands That Matter Award Winner

This annual list honors companies and nonprofits that have built cultural relevance and impact through compelling branding and efforts that naturally extend their presence in communities.

Letter From Our co-Founders Ed & Lisa Mitzen

When we launched Business for Good we always intended to be a different type of non-profit. What we ultimately created is a model that is as unique as the entrepreneurs that we work with every single day. Helping a group of individuals get a leg up can uplift an entire local community. This year has proved that our vision is working, and we couldn't be prouder.

Business for Good isn't just about charity. It's about "entrepreneurial philanthropy." We are committed to injecting resources directly into the local community, and through those efforts, we are creating lasting change. But that's just the start. We see a more equitable future for everyone, not just a few.

But here's the thing: our work in the Greater Capital Region of New York is just the first chapter of this story. This model we built, the "hand-up, not a handout" approach, can be a blueprint for change across the country. We invite you, our fellow citizens, leaders, and organizations to join the movement. Let's work together, leverage our strengths, and level the playing field one entrepreneur and one community at a time.

We are already starting to get national recognition. You might have seen that we made it to Fast Company's *Brands That Matter* list in 2023! This type of visibility, along with our ongoing work with policy makers and other like-minded groups, is helping us to further spread our reach locally and beyond. And with your help, we can rewrite the whole narrative of the American Dream, making it something that everyone, not just a privileged few, can achieve.

And thank you to our Business for Good team and partners. None of this would be possible without your unwavering support. You are the backbone of everything we do, and we are eternally grateful. We would also be remiss if we did not take a moment to applaud the extraordinary work being done through the organizations we support, who steadfastly align with our mission and help us further serve the community to the best of our ability. Together, we can change the world, one business, one neighborhood, and one empowered life at a time.

- Ed & Lisa





Giving Back

We are indebted to the pivotal role local businesses have played in our successes. Through the Business for Good Foundation, a 501(c)3 organization, we are dedicated to addressing inequity and nurturing communities toward prosperity.

We take pride in fueling the growth of businesses and non-profits through our contributions of money, time, and resources. By giving back intentionally, we aim to spark hope, create opportunities, and leave a lasting positive impact for generations to come.

Entrepreneurs & Small Businesses

BFG knows business, and we can recognize potential. We support entrepreneurs and small businesses because they are the seeds of a lively economy and future growth. They are operated by the people who have the ideas, the creativity, and the will to offer new products and services that meet the needs and interests of our community. When small businesses thrive, the economic development of their neighborhoods trend toward sustainability and self-sufficiency.

Wallace Turner Law

Albany law firm reaches new heights

Kimberley Wallace and Raysheea Turner are the trailblazers of Wallace Turner Law, the first Black female-owned law firm in Albany. As the result of an extensive marketing campaign led by Business for Good, which included billboards, television, and digital marketing, Wallace Turner Law has grown in the Capital Region of New York. Specializing in real estate, general counsel, personal injury, mergers & acquisition, and business law, they are well-positioned to support Albany businesses with their legal matters, driving positive change in the region.

WALLACE TURNER LAW



Blooms by Marie

Arrangements designed with love

Blooms by Marie, a Black female-owned business, is thriving in the Capital Region, in part due to Business for Good modifying her van to keep floral arrangements fresh longer during delivery. This allowed Marie Campbell to grow her customer base through expansion of her sales area. We also helped Marie with digital marketing and offered strategic input on how to take her business to the next level.



Allie B's Cozy Kitchen

Southern influence intertwined with a touch of soul

Kizzy Williams is the owner and driving force behind Allie B's Cozy Kitchen in Arbor Hill. Business for Good is proud to support Kizzy with her growing businesses and the incredible work she does for Albany. When her Cultural Center celebrated its third anniversary, BFG showed up with free ice cream for all! And when her website needed support, BFG provided digital marketing. In addition, we began brand development and property renovations for two new food-related businesses – Allie B's Fresh Fruits & Vegetables and Allie B's Mac & Cheese – launching in 2024.



Baby Institute

Nurturing early childhood development

Baby Institute is an organization dedicated to empowering parents and nurturing early child development. Through increasing literacy and language skills in the crucial early years, Baby Institute paves the way for more Pre-K-ready children to enter school prepared and eager to learn. In 2023, we were thrilled to custom-wrap the vehicle we gifted them the year prior, complete with messaging and branding to attract Albany residents.



S.L. McLaughlin Funeral Home

Providing affordable services at moments of loss



Shannon McLaughlin is a lifelong resident of the Capital Region with unmatched dedication to providing quality funeral services to downtown Albany residents. As the costs of materials and funeral home equipment kept increasing, Shannon required additional resources to continue her local business. Business for Good supported this Black female-owned business through donation and installation of much-needed equipment, allowing S.L. McLaughlin Funeral Home to continue providing valuable services to residents at affordable prices during those difficult moments of loss.

Kingdom Services Global Outreach Ministries

Investing in children today for a brighter tomorrow



The folks at Kingdom Services Global Outreach Ministries are dedicated to making a positive impact on young lives, ensuring a nurturing environment in which to thrive. With Business for Good’s support, Kingdom Services was able to take its summer camp to the next level. Our sponsorship provided a summer program location with security measures, including top-notch cameras and alarm systems. In addition, we installed kitchen appliances and barn-style sliding doors, creating a safe, welcoming space for the children to flourish.

Racial Equity

At Business for Good, we recognize the pervasive impact of systemic racism and the formidable barriers faced by BIPOC individuals looking to achieve economic inclusion and generational wealth. Our commitment to racial equity is unwavering as we actively foster pathways for diverse creativity and problem-solving. Through targeted donations and nationwide collaborations, BFG is dedicated to co-creating a world where every individual thrives, contributing to a more equitable society where everyone reaps the benefits.

Albany Black Chamber of Commerce & Social Club

Doors are open on this vital resource for BIPOC businesses

2023 saw the highly anticipated launch of the Albany Black Chamber of Commerce & Social Club. Business for Good was an eager partner and celebrant of their black-tie gala on MLK Jr. Day and the historic ribbon cutting that kicked off Black History Month. The year also saw the completion of their website, renovation and creation of office space and recreational areas with a refurbished bowling alley, and the successful launch of membership enrollment.



Black Theatre United

Black excellence takes center stage

Black Theatre United (BTU) is one of many initiatives created by Black, BIPOC and allied organizations since the death of George Floyd, and exists to protect Black people, Black theatre, and Black lives of all kinds and orientations in communities across the country. BTU's fundraising gala at the Ziegfeld Ballroom in New York City celebrated the profound influence of Black culture on Broadway. Business for Good was happy to be the lead sponsor of this sold-out event. Said Vanessa Williams: "As co-chair of the gala and a founder of Black Theatre United, having allies like Business for Good, who not only offer support but also provide substantial financial aid, is truly invaluable."



Capital District Latinos



Communities come together through music

With backing from Business for Good, Capital District Latinos provided Albany with "The West Hill Concert Series: Music is the Balm" – an unforgettable three days filled with beautiful melodies and fantastic performances. Hattie's Albany Executive Chef Mark Graham provided meals and refreshments for this community event that showcased a diverse group of musicians for the West Hill community and the Capital District.

Mission Accomplished

Mentoring BIPOC entrepreneurs to overcome inequity

The reality is that the playing field for BIPOC entrepreneurs is not equitable. Coach Carmen Duncan, Chief Coach and Founder of Mission Accomplished Transition Services, is working to change that. By providing career mentorship and coaching, she is helping young entrepreneurs navigate a world full of racial and social injustice, enabling them to show up as unapologetically themselves. Business for Good stands behind Coach Carmen's outstanding programs and the fight against racial and social inequity.



Renaissance Black Film Festival

Inaugural film festival of Black storytelling

The Renaissance Black Film Festival launched in 2023 to share the work of local, national, and international Black film artists. Business for Good was a founding sponsor of the four-day event, which featured extraordinary talent, inspiring stories, and a vibrant celebration of Black cinema. Guest speakers included acclaimed actors Morris Chestnut, Gail Bean, Jamal Hill, and Kevin J. Nelson, and the community events included an opening reception, screenings, and panels.



Capital Region Chamber

Working toward an equitable workplace for all

As a sponsor of the Capital Region Chamber's BIPOC Business Growth Initiative, Business for Good's support enabled this organization to impact over 120 unique BIPOC companies in 2023. The Chamber offers BIPOC business communities training workshops, business development, networking opportunities, and technical support.



Community Building

Business for Good is deeply committed to driving economic growth in our communities. We stand firmly behind the development of robust businesses and services that serve as vital hubs for social interaction and economic activity. Our focus is on supporting cornerstone businesses that provide affordable housing, job opportunities, and vibrant gathering spaces. With millions of dollars invested in community building, BFG has witnessed authentic resident engagement, fostered enduring relationships, and shared celebrations of new opportunities.

Voorheesville

Launch of two restaurants to drive local economy

As construction work on the Blackbirds Tavern & Bike Cafe progressed (see page 32), the excitement in town surrounding these two businesses grew. By working with Voorheesville Mayor Richard Straut and the local community, Business for Good is creating opportunities for residents as well as new spaces for get-togethers and celebrations. All profits from both businesses will be donated to BFG to fund high school sports, activities, and programs in Voorheesville and nearby towns. BFG will continue to support this upstate community by exploring affordable housing options, including apartments above Blackbirds Bike Cafe.



Albany South End

Renovated destination dining spot revives local opportunities

Lombardo's Restaurant was a cornerstone business in Albany's South End for nearly 100 years. Its closure left a service and employment gap in an already economically challenged neighborhood. After extensive renovations, with several nods to the original business, 2023 saw the space prepared for the opening of Hattie's Albany (see page 32). Launching in early 2024, this location will once again provide full- and part-time job opportunities and community support. Above the restaurant space, apartment units are being renovated to generate affordable housing, further contributing to potential economic growth in the area.





Lincoln Park Pool

Making a lasting legacy in Albany for generations to come

After 90 years of valued service, the Lincoln Park Pool has fallen to disrepair, leaving a noticeable hole in a proud, historic corner of Albany. South End neighborhoods composed predominantly of low-income, BIPOC families are experiencing the worst of the loss, but really the whole city feels the impact. We are in danger of losing one of those special institutions that bind communities together.

Mayor Kathy Sheehan named BFG co-Founder Ed Mitzen as the Lincoln Park Pool Capital Campaign Committee Chair. In his first act as Chair, Ed announced a \$1M donation toward the transformation of Lincoln Park Pool into a first-class, state-of-the-art, aquatic center.

BFG will continue this fundraising effort throughout 2024, and the City of Albany is working toward a Summer 2025 opening.



New Lincoln Park Pool Features to Include:



Zero-Entry Pool With Spray Features, Lap Area and Wade Pools



Shade Structure East



Olympic Lap Pool



Splash Pad With Slide



Shade Structure West



Changing Rooms



Historic Bathhouse Renovation



Waterslide



Ampitheater Stairs



Education & Childhood Development

At Business for Good, we understand that education is essential for driving positive change within communities. From early childhood development to lifelong learning, education plays a crucial role in equalizing and fostering economic productivity. We recognize that investing in education empowers individuals of all ages to pursue their dreams and navigate the world around them with confidence. Whether it's fostering basic skills or nurturing dreams, our investments aim to create a supportive environment where individuals can thrive and contribute positively to their communities.

The Frank Chapman Memorial Institute

Summer program that eliminates hunger in a child's day

The Frank Chapman Memorial Institute's summer food program is completely free and serves 80-100 children daily. With Business for Good's support, FCMI supplied the children in the program with breakfast, full lunch, and a hearty snack. With a shared vision of building a bridge from poverty to opportunities, this work is part of our ongoing commitment to create sustainable change in communities of need. In addition, BFG provided upkeep to the program's building, including the installation of a new exterior door and the repainting and repair of a leaky roof.



Girls Inc.

Empowering girls everywhere

Girls Inc. is committed to helping girls build skills and capabilities for a responsible, confident, and self-sufficient adulthood, inspiring all girls to be strong, smart and bold. In 2023, Business for Good's support led to the launch of a brand-new program for girls in Troy, NY. At a special event, Business for Good proudly witnessed the inaugural presentation of the "Lisa Mitzen Troy Girl of the Year" award, named after BFG's co-Founder. Additionally, we supported Girls Inc.'s Annual Campaign, contributing to their impactful initiatives.



Tru Heart

Delivering joy to kids

Business for Good partnered with the amazing Paul Collins-Hackett, also known as Batman, and his nonprofit Tru Heart for a special holiday initiative in 2023. Paul organized a heartwarming Christmas Eve event, hopping on a bus to deliver toys and books to kids in need at various locations. BFG cheerfully supported Paul's and Tru Heart's efforts to bring joy – and learning – to these children.



Castle Island Bilingual Montessori

Inclusive learning in a bilingual setting

Castle Island Bilingual Montessori offers its young students a truly bilingual start to their education, with Spanish immersion included in all its schooling. In 2023, Business for Good donated to their developing "Outdoor Classroom" that will continue to foster curiosity and inclusion in a unique outdoor expansion for this remarkable place of learning.



Friends of Saratoga Springs Public Library

Community access to reading

Since 1976, the Friends of the Saratoga Springs Public Library have actively supported and advanced the library’s objectives, including improved access and increased revenue. Business for Good’s support has facilitated continued service via The Friends Book Shop, a shop that offers the community affordable reading materials and a convenient place to recycle used books. And in 2023, they opened The Friends Coffee Shop, also located inside the library, featuring baked goods from BFG’s own Bread Basket Bakery.

Oakwood Community Center

Bringing neighbors together

Oakwood Community Center’s mission is to bring neighbors together. It aims to build bridges among grassroots organizations in the city of Troy, NY, by maintaining the historic Oakwood building as a welcoming and nourishing space. Business for Good’s donation to help fund mini-split heat pumps allowed the Center to upgrade their heating and cooling system.



Beyond Our Borders

At Business for Good, we are thrilled that our innovative “give-back” model transcends borders, creating a positive impact not only in the Greater Capital Region of New York but also on a global scale. While our immediate support is felt closer to home, our mission knows no boundaries. Our international work has demonstrated the transformative power of our investments. We believe in the profound influence of strategic support in key places, creating ripples that extend worldwide. Our commitment to global equity and community empowerment knows no limits, as we strive to make a meaningful difference worldwide.

The Giving Circle

Providing opportunities and celebrating community

Co-Founders Ed and Lisa Mitzen traveled with their family this year to Kagoma, Uganda, and saw firsthand how their support of Giving Circle has grown the opportunities for the children of this African village. The Mitzen Family Building is now home to higher education for teachers to obtain the necessary certifications required in Uganda. This helps the teachers advance their careers and provide a wonderful education to 237 students (including 72 hearing impaired students). All of the children at the school are taught sign language so that they can learn and play as a community.



Food Insecurity

According to the New York State Comptroller, between 10% and 12% of adult residents experience food insecurity. At Business for Good, we find this unacceptable. Our commitment to alleviate hunger for individuals and families is supported by our ongoing donation of profits, resources, and food to local charities focused on this daunting challenge.

Pearl Street Diner / South End Children’s Cafe

Providing meals to kids through a community event

The South End Children’s Cafe is an organization that provides meals, snacks, and after-school programs for over 160 children and families regularly. Business for Good was thrilled to support Pearl Street Diner in the marketing and promotion of a successful cook-off that exceeded expectations, raising funds that were donated directly to the Children’s Cafe. BFG was a lead sponsor at this community fundraiser, where Albany’s police and fire chiefs, and top prosecutor took their skills from the streets to the kitchen for a breakfast cooking challenge.



Regional Food Bank of Northeastern New York

Tackling food insecurity at Hattie’s annual fundraiser



In 2023, Hattie’s Mardi Gras returned as an annual event, delivering over \$100,000 in donations to The Regional Food Bank of Northeastern New York, providing over 410,000 meals to those in need. Business for Good was delighted to have co-Founders Ed and Lisa Mitzen serve as hosts alongside CNN anchor Alisyn Camerota as emcee. We’re honored to continue our partnership with the RFB of NENY, working hand-in-hand to tackle food insecurity in our community.

Pitney Meadows Community Farm

Providing healthy food through regenerative farming

Pitney Meadows Community Farm empowers community members to grow their own produce and offers classes to educate visitors of all ages about the vital importance of regenerative agriculture, healthy food, and good nutrition. Business for Good shares their commitment to addressing food insecurity in the region – and was a proud donor to their 2023 Year End Appeal.



Wilton Food Pantry

Supplying much needed food and personal care items



Every month 260 families visit the Wilton Food Pantry. In addition, 20% of the people they serve are children. Business for Good donated much needed food and personal care items to the Food Pantry. We documented the donation, with a call-to-action on social media to inspire others to get involved and give.

Housing Instability

A home to live in, a place to call your own, is a basic human right. Yet, nearly 33% of families in Saratoga County alone are at risk of homelessness.* Business for Good is working to lower the incidence of housing instability by granting more resources and rehabilitation services through selected organizations. We believe that having a place to live increases the sense of belonging in a community and raises the dignity of all residents.

Foreverly House/Veterans & Community Housing Coalition

Tackling homelessness for female Veterans with children

Foreverly House – an initiative from the Veterans & Community Housing Coalition – is a grassroots effort to provide stable, safe, and supportive housing for homeless Veteran moms and their children. There is no facility of this kind in New York state, and the project is not eligible for VA or government funding. With Business for Good’s support, Foreverly House will be more than a haven; it will be a lifeline for our female veterans and their children.



Shelters of Saratoga

Donating hot food and holiday dinners



Everyone deserves a clean, safe space to call home. Shelters of Saratoga (SOS) strives to meet the continuous need for stable, affordable housing for low-income residents in Saratoga Springs and beyond. On a weekly basis, Business for Good supports SOS’s Code Blue Program, delivering and distributing hot food to its overnight shelters. Our BFG family of companies also supports Code Blue – and, on Christmas Eve 2023, Hattie’s restaurant staff bagged up holiday dinners for those at the shelters.

Interfaith Partnership for The Homeless

Creating self-sufficiency and shelter for at-risk populations



Interfaith Partnership for the Homeless (IPH) is a leader in providing services to homeless and at-risk individuals and families, many of whom have complex mental health and substance abuse issues. IPH and Business for Good have developed a shared approach to encourage self-sufficiency, empowerment, and stability. The Community Connections program that BFG supports offers a compassionate, flexible setting where community members can easily access a variety of services. Our multi-year commitment allows organizations such as IPH to cultivate sustainable programs for future improvement of our communities.

RISE Housing and Support Services

Addressing the link between mental health and homelessness

Let’s state the obvious: Mental health matters. What’s less obvious is that mental health issues can be major barriers to housing security. We mean it when we say we want to fight housing insecurity, so Business for Good made a sizable donation to RISE Housing and Support Services. RISE is an incredible organization that recognizes the correlation between mental health issues and housing insecurity. It offers programs to help individuals improve their mental health and secure safe and affordable housing in Saratoga County.



* Source: Shelters of Saratoga

Health & Wellness

Being healthy is a privilege, and Business for Good recognizes the disparities in care and resources available to the public. We proudly allocate resources to aid the most vulnerable and those with the least ability to pay, including those battling critical illnesses. We also strive to make our community welcoming and accessible for seniors, and we support therapies for mental health support. We know a community where everyone enjoys good health is within our reach.

American Red Cross

Next-generation bloodmobiles for New York State

After discussions with the Red Cross of Eastern New York, Business for Good launched the next-generation bloodmobile by donating two state-of-the-art vehicles for use in Albany, Syracuse and surrounding areas. Every two seconds someone in the U.S. needs blood, and the Red Cross supplies nearly 40% of the nation’s blood supply. These premier vehicles will allow them to bring blood drives directly to our communities and amplify their lifesaving mission.



Alzheimer’s Association

Fighting to end this cruel disease

The search for a cure for Alzheimer’s is deeply personal for Business for Good’s co-Founder Lisa Mitzen. Lisa lost her father after his courageous battle with the disease, fueling her commitment to making a difference in the lives of those affected. With the community’s unwavering support and dedication, Lisa’s “Team Big Guy” was one of the top national fundraising teams of the annual Walk to End Alzheimer’s. All the money raised will help the Alzheimer’s Association develop advanced treatments and, eventually, end this devastating disease.



Saratoga Regional YMCA

Supporting the well-being and health of seniors



Business for Good has joined hands with the Saratoga Regional YMCA to build a better, healthier community. BFG donated to the Y’s capital campaign, supporting the opening of a new Senior Center and expanded access to YMCA facilities. As a result of this partnership, this rapidly growing number of seniors now have increased opportunities for social engagement, fitness activities, and access to essential resources, fostering a more vibrant and supportive community for all ages.

Building on Love

Helping families focus on health, not bills

Building on Love is focused on providing emergency grants and temporary financial bridges to families caring for a loved one with a recent life-altering medical diagnosis. Their program works to make sure that families can focus on their critically ill child and have peace of mind that basic needs and obligations can still be met.



Jake’s Help From Heaven

Bridging the financial gap for those in need

When you look at how much it costs to care for an individual with ongoing multiple medical challenges and disabilities, it’s unimaginable, expensive, and sometimes impossible for the average person to pay. Jake’s Help From Heaven helps bridge the gap between people with complex medical needs and their care requirements, and Business for Good is a proud supporter of their work.



Alliance 180

Equine therapy for victims of trauma

Alliance 180 provides therapeutic equine experiences to fight the effects of trauma for Veterans, first responders, and frontline healthcare workers. Pairing people and horses, Alliance 180 teaches the language of horses, helping victims of trauma gain awareness, adjust their perspective, and achieve a better outlook.

Saratoga Community Health Center



Helping the housing insecure receive care

The reality is that, when dealing with housing insecurity, many people are not able to get the medical care they need. Business for Good is pleased to support the Saratoga Hospital Community Health Center, a service of Saratoga Hospital that provides medical attention regardless of income and looks out for those who find themselves homeless.

Animal Welfare

Business for Good holds a deep respect for all life and seeks collaboration with organizations that share our commitment to the welfare of domestic and farm animals. We believe it is our collective responsibility to safeguard the well-being of animals and their human companions, prioritizing their dignity and welfare. By doing so, our entire community benefits from a more compassionate and harmonious society.

Peaceful Acres

Supporting emotional growth through equine therapy

Peaceful Acres provides equine-guided programs tailored for preteens, teens, and families, cultivating social, emotional, and behavioral development through engaging interactions. Business for Good was thrilled to contribute to Peaceful Acres, funding a three-month course for young adults. We deeply value the transformative influence of Peaceful Acres within our community, as it not only revitalizes the lives and mission of horses but also fosters tranquility and solace for the next generation.



Lisa Mitzen Animal Care Center / Mohawk Hudson Humane Society



Advocating and caring for animals in the Capital Region

The Mohawk Hudson Humane Society is the oldest and largest animal protection organization in the Greater Capital Region of New York. It provides services for animals and their owners, as well as sheltering and rehoming for stray, abused, and unwanted animals. Through the Lisa Mitzen Animal Care Center, access to food, medical care, and adoption for animals has dramatically increased in the Capital Region.

Home for Orphaned Pets Exist



Finding forever homes for pets in need

Homes for Orphaned Pets Exist (H.O.P.E.) is a not-for-profit organization of animal lovers from Saratoga and surrounding counties. This organization is dedicated to finding homes for animals, some with special needs, or whose owners can no longer keep or care for them or have passed away. Some of the pets are surrendered directly to H.O.P.E.; others come from various at-capacity local rescues or shelters.

Old Friends at Cabin Creek

Caring for retired racehorses

Through the sales of Handsome Cock Farm merch sold at Impressions of Saratoga, Business for Good was able to make a heartfelt donation to Old Friends at Cabin Creek. Old Friends, fully staffed by volunteers, provides dignified retirement for all racehorses, while offering the public an up-close and personal experience with these thoroughbreds.



Our Family of Companies

All profits from Business for Good’s businesses are donated to Business for Good to help the surrounding communities. They are committed to driving the local economy, improving the lives of those in their surrounding environments, and developing long-lasting employment opportunities.

Business for Good’s family of companies includes: Hattie’s Restaurants, Bread Basket Bakery and Bread Basket Cake Shop, Blackbirds Tavern & Blackbirds Bike Cafe as part of **BFG Hospitality**, and Handsome Cock Farm and Charlie’s Stay + Play.



Hattie’s Restaurants

Mission-driven food since 1938



A local and national favorite, Hattie’s has been serving up fine Southern goodness to hungry customers since 1938. As the Capital Region eagerly awaited the opening of Hattie’s Albany, the original location in downtown Saratoga Springs continued to receive awards and accolades – including the Diners’ Choice Award on OpenTable for Best Neighborhood Gem. Hattie’s Restaurants donate all profits to Business for Good to end hunger and food instability. Hattie’s Wilton also served a heartwarming Christmas Eve dinner at a Code Blue Winter Shelter. Also, 2023 saw a \$100,000 donation to the Northeastern Regional Food Bank from the return of Hattie’s Mardi Gras, showcasing a commitment to community and philanthropy. Hattie’s provides great food with a purpose, flavoring every endeavor with generosity and excellence.



Bread Basket Bakery & Cake Shop

Every bite takes you to a sweeter place



With two locations and unique offerings, Bread Basket Bakery and Bread Basket Cake Shop are always top of mind in the local community. In fact, they were both awarded the honor of “best bakery” in Saratoga Today’s “Best of the Saratoga Region 2023.” Our success at Bread Basket is not just a source of pride but a commitment to giving back. We were gratified by continued donations of food and profits to organizations fighting hunger – turning our success into nourishment for our community.

Blackbirds Tavern & Blackbirds Bike Cafe

A new community destination



Opening in 2024, Blackbirds Tavern and Blackbirds Bike Cafe will donate all profits to Business for Good, where they will be given back to the local community and used to support school athletic programs in Voorheesville and surrounding towns. The town’s residents provided input on both future businesses, and local excitement is growing for these new destinations.



Handsome Cock Farm

Giving back and adding to the farm family



Handsome Cock Farm continued to offer an incredible home for its growing family of animals. Its farm fresh eggs and merchandise helped Business for Good donate profits to causes that improved the lives of animals and the humans who love them. We contributed to the well-being of retired racehorses at Old Friends at Cabin Creek, through profits from online sales and the dedicated Handsome Cock Farm section at Impressions of Saratoga. We also donated a portion of our merch sales at Albany Pride to In Our Own Voices. Last but not least, the farm also welcomed new additions to the family – cue the collective “awww” for the baby goats!



Charlie’s Stay + Play

The ultimate haven for furry friends

In 2023, we broke ground with a construction footprint for Charlie’s Stay + Play – an exciting first step in offering a top-of-the-line doggie daycare and grooming facility. What’s more, all profits will be donated to Business for Good to improve the lives of our furry friends. The new business will transform the current Mahogany Ridge and expand that business’s offerings with doggy daycare, training, and more.



It's Great to be Good!

Since our Founding in 2020, BFG has:

- Supported over 290 businesses and community organizations
- Invested over \$17M for community property revitalization and small businesses
- Distributed over \$9.1M to causes and projects that support our mission

In 2023, we were proud to support the following businesses, entrepreneurs, causes and charities.

- 15-LOVE
- 4th Family
- A Dapple A Day Equine Center
- AIM Services
- Albany Center Galleries
- Albany Black Chamber of Commerce
- Albany Medical Center Foundation
- Alcohol & Substance Abuse Prevention Council of Saratoga County
- ALERT Partnership
- Alliance 180
- Allie B's Cozy Kitchen
- Alzheimer's Association
- American Foundation For Suicide Prevention
- American Heart Association
- American Red Cross
- Baby Institute
- Balanced Innovative Teaching Strategies
- Black Theatre United
- Blackbirds Soccer Booster Club
- Blooms by Marie
- Boys & Girls Club of the Capital Area
- Building on Love
- Camp Abilities Saratoga
- Capital District Latinos
- Capital District Women's Employment & Resource Center
- Capital Region Chamber Foundation
- Capitalize Albany Corporation
- CAPTAIN Community Human Services

- Castle Island Bilingual Montessori
- Catie Hoch Foundation
- Center for Disability Services Foundation
- Comfort Food of Washington County
- Community Foundation for the Greater Capital Region
- Cultural Center
- Dake Foundation for Children
- Double H Ranch
- Epilepsy Foundation of Northeastern New York
- Erie Canalway Heritage Fund
- Family Promise of the Capital Region
- Flower and Fruit Mission of the Saratoga Hospital
- Food Pantries
- Frank Chapman Memorial Institute
- Franklin Community Center
- Friends & Foundation of Albany Public Library
- Friends of Saratoga Springs Public Library
- Gazmine Mason Foundation
- Girls Inc. of the Greater Capital Region
- Giving Circle
- GMSVS Storm
- Good Karma of the Capital Region
- Homes for Orphaned Pets Exist
- Hudson Mohawk Road Runners Club
- Interfaith Partnership For The Homeless
- Jake's Help From Heaven

- Kingdom Services Global Outreach
- Leukemia & Lymphoma Society
- LifePath
- Lifeworks Community Action
- Living Resources Corporation
- Look Media Resource
- Malta Avenue PTA
- Manchester Medical Center Foundation
- Metropolitan Community Group
- Mission Accomplished Transition Services
- MK Robinson International
- Mohawk Hudson Humane Society
- Musculoskeletal Tumor Society
- New Salem Volunteer Fire Department
- NYOH Community Cancer Foundation
- Oakwood Community Center
- Oklahoma Eagle
- Old Friends
- Peaceful Acres Horses
- Peter G. Young Foundation
- Peter Young Housing Industries & Treatment
- Pitney Meadows Community Farm
- Planned Parenthood
- Practice 2 Perfect Training Center
- Rebuilding Together Saratoga County

- Regional Food Bank of Northeastern NY
- Rise Housing and Support Services
- Rotary Club of Saratoga Springs
- Saratoga Bridges Foundation
- Saratoga Care
- Saratoga Children's Theatre
- Saratoga Community Health Center
- Saratoga County Children's Committee
- Saratoga Hospital Foundation
- Saratoga Regional YMCA
- Saratoga Sponsor-A-Scholar
- Saratoga Springs Preservation Foundation
- Saratoga Springs Universal Preservation Hall
- She NYC Arts
- Shelters of Saratoga
- S.L. McLaughlin Funeral Home
- South End Children's Café
- St. Peter's Hospital Foundation
- SUNY Adirondack Foundation
- Therapeutic Horses of Saratoga

- Thoroughbred Retirement Foundation
- To Life!
- Trinity Alliance of the Capital Region
- Troy Foundry Theatre
- Troy Savings Bank Music Hall Corporation
- Tru Heart
- United Way of the Capital Region
- Veterans & Community Housing Coalition
- Voorheesville Cross Country
- Voorheesville Lacrosse Booster Club
- Voorheesville Running & Cycling Club
- Wallace Turner Law
- Wellspring
- Whitney M. Young Jr. Health Center
- Wilton Food Pantry
- YMCA of the Capital District
- Young Entrepreneurs Organization of Albany
- YWCA North Eastern NY
- YWCA of Schenectady



Giving back
to move forward

By the Numbers: 2023 Highlights

\$1.59 MILLION

DISTRIBUTED IN DONATIONS
(\$9.1 MILLION DISTRIBUTED SINCE LAUNCH)

140+

BUSINESSES & COMMUNITY ORGANIZATIONS SUPPORTED

\$2.1 MILLION

IN PROPERTY INVESTMENT

4,000+

MARKETING HOURS DONATED TO SUPPORT OF SMALL BUSINESSES & COMMUNITY ORGANIZATIONS

\$533,000+

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

106,000+

MEALS SERVED THROUGH BFG HOSPITALITY WITH ALL PROFITS FROM SALES SUPPORTING LOCAL CHARITIES



\$4.9 MILLION

ON RENOVATIONS, IMPROVEMENTS & PROFESSIONAL SERVICES

\$168,500+

DONATED IN OFFICE SUPPLIES & FURNITURE

\$14.1 MILLION

IN PROPERTY REVITALIZATION SUPPORTING LOCAL ECONOMIC GROWTH

Our Team

Driven professionals with activists' hearts.

Meet our team - a reflection of the diverse communities served by Business for Good. We embody the entrepreneurial spirit of our co-Founders and bring a spectrum of perspectives to the table. Team BFG believes in making things happen, driving change with passion and purpose and leaving an indelible mark on the world around us.



Our Board

Leaders by example

At Business for Good, our board remains committed to the transformative impact of long-term, proactive investment in community building. Their dedication extends beyond the boardroom, creating a ripple effect that positively impacts the communities we serve.



Ed Mitzen
co-Founder
Business for Good



Lisa Mitzen
co-Founder
Business for Good



Angela Beddoe
Founder / Editor-in-Chief
HerLife Magazine



Jahkeen Hoke
co-Founder
4th Family Inc.



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

Business for
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