



# Canopy Life + Infinite Giving

## Growing Funding Together

Learn why Canopy Life partnered with Infinite Giving to help grow its cash reserves and raise a capital campaign

### AT A GLANCE

- Brokerage account
- Accepts stock donations
- Accepts cryptocurrency
- High-yield savings
- Cash management



“Thank you, Infinite Giving team, for what you’ve done for us. For building a great product that’s accessible, friendly, and allows us to do the work that we do.”

#### CHRISTI GORDY

Founder & Executive Director | Canopy Life

### OBJECTIVES

Launching a capital campaign is daunting, especially when you’re a nonprofit looking to build a campus overseas.

Christi Gordy knows this firsthand as the Founder and Executive Director of Canopy Life – an organization built from the ground up to serve children in Kenya.

Learn how Infinite Giving helped Canopy Life streamline donations for high capacity giving, plus raised the funds needed for three new buildings.

### SOLUTIONS

With Infinite Giving, Canopy Life can accept major gifts in stocks, cryptocurrency, DAFs, and endowments in one easy-to-use place and steward those funds to help them grow.

Infinite Giving helped Christi open her nonprofit brokerage account and provided the technology for a giving option on her website. When a stock gift is donated, Infinite Giving liquidates the stock, sends the donation receipts, and rolls the funds into the capital campaign.

With Canopy Life’s cash managed and invested through Infinite Giving, Christi said she’ll use the growth of those dollars in cash reserves to help supplement the costs of her new school buildings.

### RESULTS

- Grew cash reserves to \$300K+ through new investment strategies and high-yield savings
- Raised \$1.48M in a capital campaign and invested those funds until they’re ready to build
- Better managed its cash holdings with a fluctuating exchange rate
- Received multiple stock and crypto donations

Thoughtful stewardship for growing nonprofits