

Canopy Launches Canopy Gives Back™ To Support Western North Carolina Charities' Year-End Giving Campaigns

The digital advertising company is committed to helping local non-profits and charitable foundations meet their fundraising goals during the critical holiday donation season



Charlotte, North Carolina Nov 22, 2021 ([Issuewire.com](https://www.issuewire.com)) - [Canopy](#) has launched Canopy Gives Back™ which provides charitable foundations and non-profits with completely free digital advertising campaigns taking place during November and December 2021.

“Canopy was founded on the premise that there is a genuine need for an agency that can make digital advertising accessible to small and mid-sized companies with modest budgets,” said Canopy’s Founder, Bobby Youngs. “Canopy Gives Back™ evolved from that core philosophy. COVID-19 has impacted vulnerable communities the hardest, so supporting more than twenty charities located in Western North Carolina is a genuine privilege for us.”

“The holiday season is a critical time to generate awareness and support for those in need,” added Eric Bernier, Project 658’s Executive Director. “An immigrant or refugee can walk into the 658 Center and be surrounded by an incredible team of ministry staff and skilled volunteers dedicated to aiding them in their journey towards safety and assimilation.”

About Canopy

Canopy is an advertising technology company specializing in strategic campaign management. The company offers a wide range of cross-platform digital marketing solutions, including campaign optimization, geofencing, programmatic display, mobile device targeting and state of the art analytics and reporting. Canopy IQ™ is the company’s dedicated AI-powered marketing intelligence platform.

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