



GOOD+
FOUNDATION

2017 ANNUAL REPORT

A LETTER FROM OUR EXECUTIVE DIRECTOR

Dear GOOD+ Supporters,

We are delighted to present our 2017 Annual Report, a snapshot of what our community of supporters has helped us to achieve in the past year.

Our sixteenth year saw a record high on many fronts. The organization brought in more product donations and saw more community drives organized by individuals, corporations and community groups than ever before, allowing us to distribute nearly \$7 million in goods to families in need. Our programs and operations continued to see growth as well, with our ever-expanding network in Los Angeles and key cities like Baltimore, Detroit, Houston, and Denver, as well as eight additional cities.

When the country was hit by devastating storms and fires – like Hurricane Harvey, Hurricane Irma, and the California Wildfires – we were able to help thousands of displaced families across coasts rebuild their lives and find stability. With the help of people like you, we were able to donate items—like diapers, clothes, and other necessities—to families that had lost everything.

But while we can celebrate some of the milestones of 2017, our team is always mindful of the hard truth: a staggering 1 in 5 children under the age of 6 lives in poverty right here in the United States.

Many years of working in social service has taught us that overcoming poverty takes more than just a “good.” In 2017, we partnered with more than 125 of the top anti-poverty programs across the country to help incentivize parents to reach their goals—like getting their GED or enrolling into community college, participating in job training, or taking parenting classes. We know that it is the life-changing services, paired with tangible goods, that provide dignity and training for a better life.

As we continue our important work, we want to thank the companies, volunteers and supporters that help shape these efforts with your generosity and dedication. Together, we can help more families walk the path towards financial stability.

Sincerely,



Executive Director, GOOD+ Foundation

OUR LEADERSHIP

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Jessica Seinfeld

VICE PRESIDENT & TREASURER

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Jennifer Franklin

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Ali Wentworth

PRO BONO COUNSEL

Michael Nissan, Esq.

ASSOC. PRO BONO COUNSEL

Amanda Rosenblum

EXECUTIVE DIRECTOR

Katherine Snider

2017 WAS A GOOD YEAR

Last year, you helped GOOD+ Foundation make even more of a difference in the lives of hard-working families. Here is a look back at how you helped shape our 2017:

OUR MISSION

Founded by Jessica Seinfeld in 2001, GOOD+ Foundation is a nonprofit organization that addresses multi-generational poverty by pairing goods – such as car seats, diapers, and cribs – with transformational services to help low-income families move toward financial stability. We partner with leading social service programs across the country to incentivize parents to reach their goals, like getting their GED, enrolling in job and vocational training, or finding stable housing. Through the goods plus the services, we help to meet the immediate health and safety needs of children, while giving parents the dignity, skills, and resources they need to rise out of poverty.

OUR FOCUS AREAS

Supporting New Mothers

Improving the chances for low-income moms and their children to outgrow poverty. Key partners in this area include Nurse-Family Partnership and Harlem Children's Zone.



Engaging Fathers

Mitigating father absence by empowering dads to fully embrace fatherhood and the responsibilities that accompany this role. Key partners in this area include CUNY Fatherhood Academy and Bronx Fatherhood Program.



Investing in Early Childhood

Supporting programs that provide high-quality early education and engage parents in the healthy development of their children. Key partners in this area include Head Start programs such as Lenox Hill Neighborhood House and WHEDco Head Start.



WE DISTRIBUTED MORE ITEMS

We distributed more than \$6.8 million in goods to families in need - **the highest in the organization's history.**

\$6.8MM
IN GOODS
DISTRIBUTED
TO FAMILIES

WE PROVIDED FOR FAMILIES

With your help, here are just some of the goods we provided to families:



2,668,978
DIAPERS

NEARLY
\$1.5MM
COLLECTED IN
GENTLY USED
GOODS

WE COLLECTED MORE GOODS

You brought us **\$1,498,359** in goods through your gently used donations and community drives - **the highest number of gently used goods collected in the organization's history.**



1,761
STROLLERS

WE REDUCED FAMILY STRESS

The daily burden of unstable employment met with the high costs of childcare, transportation, and food can leave families with toxic levels of stress. **Our donations continued to reduce anxiety for parents and their children.**

98%
OF FAMILIES SAY
OUR DONATIONS
ALLEVIATE STRESS

94%
OF NEEDS MET

WE MET MORE CRITICAL NEEDS

We met **94.4%** of the most critical needs of families. For example, a crib, which provides a safe place for a baby to sleep, is often too costly for a parent already struggling to pay rent and utility bills.



1,108
FRONT CARRIERS

WE EXPANDED OUR REACH

We supported families enrolled in **129 partner programs** in New York and Los Angeles metro areas, as well as in Atlanta, Baltimore, Chicago, Denver, Detroit, Florida, Houston, San Francisco, and Seattle.

129
PARTNER
PROGRAMS

\$370K
IN DISASTER RELIEF

WE HELPED FAMILIES REBUILD LIVES

We helped thousands of families displaced by the hurricanes and Southern California wildfires rebuild their lives, distributing more than **\$370k** in critical product through partnerships on the ground in Los Angeles, South Texas, South Florida and Puerto Rico.



1,107
CRIBS/
PLAY PENS

WE INCREASED PARTICIPATION

Our donations of diapers, strollers, and car seats increased graduation rates at a fatherhood program in Baltimore by **64%** and increased participation in prenatal hospital orientations by **52%**

64%
INCREASE IN
GRADUATION
RATES



898
HIGH CHAIRS/
FEEDING SEATS

12,521
HOURS PUT IN
BY VOLUNTEERS

WE MOBILIZED VOLUNTEERS

You donated **12,521 hours** - the equivalent of **1,565 days** of work - to help sort, clean, process and bundle goods for us. Actually, an incredible **6,373** of you donated your time last year.



721
CAR SEATS

WE RECEIVED A 4-STAR RATING

We received our **fifth consecutive 4-Star rating** - the highest ranking possible - by Charity Navigator, and national accreditation from the Better Business Bureau Wise Giving Alliance for our efficient fundraising and operations.

★★★★★
BY CHARITY
NAVIGATOR

\$0.87
OF EVERY DOLLAR
GOES BACK TO
PROGRAMS

WE SPENT FUNDS WISELY

Last year, **87 cents of every dollar you donated** went to programs rather than overhead expenses.



792,544
OTHER ITEMS

Thank you for helping parents build stronger and brighter futures for themselves, and their children.

Learn more about how you can play a part in our work by visiting

goodplusfoundation.org

FOUNDATION & CORPORATE DONORS OVER \$25K

Angelo Family Foundation
Ross Stores/Ross Foundation
Tsunami Foundation
Net-A-Porter/MR PORTER
Bank of America
Credit Suisse
HSN
Johnson & Johnson
Bloomberg
IfOnly
Veronica Beard
Amazon
Hearst
Silvian Foundation
CO Collection
Allen Family Foundation
American Girl
Beautycounter
Brides
Delta Air Lines
Farfetch
Lysol
Michelob Ultra
The RealReal

OUR FINANCIALS*

Total income in the past fiscal year

\$10,857,585

Expenses in the same program

\$8,624,208

Fundraising

\$422,803

Administrative

\$491,260

Ending net assets

\$4,468,011



*Note: This information is “un-audited” as of December 31, 2017.

HOW YOU CAN HELP



DONATE MONEY

Make a tax-deductible gift by visiting our website at goodplusfoundation.org/give-money



DONATE ITEMS

Give your gently-used items a second life by donating them. Learn more at goodplusfoundation.org/give-goods



DONATE TIME

We welcome corporate and individual volunteers in our LA and NY warehouses. Learn more at goodplusfoundation.org/give-time



CREATE A CAMPAIGN

Host a #GiveGood fundraiser in honor of your birthday or special milestone. Learn more at give.goodplusfoundation.org/givegood



SIGN UP

Stay up-to-date with our work, events, and fundraisers. Sign up at goodplusfoundation.org

STAY UPDATED

Keep up with our day-to-day work, follow us on social media!



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