

# Good+Foundation

## Good+Foundation Hits Milestone of \$100 Million in Distributed Goods

**NEW YORK, August 23, 2023** – Good+Foundation, a leading non-profit working to break the cycle of multi-generational poverty by pairing essential goods with innovative services, recently announced a significant achievement. The organization has officially donated more than \$100 million in new products and gear to strengthen families.

Since 2001, Good+Foundation has strategically worked to build and innovate its two-generation model, providing families immediate relief while supporting long-term progress. In addition to goods, Good+ coordinates services and cash grants to target the root causes of poverty and help maximize impact.

Central to the organization’s success is its collaboration with a vetted network of social service programs primarily located in New York and Los Angeles. Through these partnerships, the foundation identifies the urgent needs of families and responds with in-kind product donations from corporate supporters, including Nordstrom, The Children’s Place, Hello Bello, and UPPAbaby.

“This achievement underscores the organization's unwavering commitment to addressing family poverty,” said Jessica Seinfeld, Founder and Board Chair of Good+Foundation. “I want to thank our tremendous donors for their generosity over the past 22 years and for allowing us to provide families with new, high-quality items. As we continue to grow, we remain dedicated to ensuring that every donation helps families build a path out of multi-generational poverty.”

In 2022 alone, Good+ served 274,000 families and distributed \$12,466,296 worth of goods. Particularly noteworthy, the foundation fulfilled 96.85% of critical gear requests, encompassing expensive and vital items like strollers, car seats, playpens, and cribs.

Good+Foundation’s holistic approach has positioned the organization as a leader in the anti-poverty space. This has led to collaborations with Ascend at Aspen Institute and the Congressional Dads Caucus to address other systemic issues that affect family well-being.

To learn more about Good+Foundation's transformative work and explore opportunities to contribute or get involved, please visit [goodplusfoundation.org](https://goodplusfoundation.org).

### **About Good+Foundation**

Good+Foundation is a leading national non-profit that works to dismantle multi-generational poverty by pairing tangible goods with innovative services for low-income fathers, mothers, and caregivers, creating an upward trajectory for the whole family. The organization partners intensively with a vetted network of social service programs to pair goods – such as cribs, car seats, and diapers – with counseling, employment assistance, co-parenting classes, and more. With operations in New York City and Los Angeles, Good+Foundation has provided more than \$100 million in essential goods since 2001. In recent years, Good+Foundation has added microgrants to its in-kind donation model, providing nearly \$900,000 in cash assistance to date. In 2022, 91 percent of every dollar spent went directly into Good+ programs. For more information, please contact Emily Potashnick at [emily@goodplusfoundation.org](mailto:emily@goodplusfoundation.org).