



Good+Foundation 2023 Annual Report

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From our CEO

To All Good+Foundation Supporters,

Core to the Good+Foundation mission is our commitment to upending multi-generational poverty. Recent events in our country brought greater urgency to our work and mission in 2023. After almost a decade of decline in child poverty rates in the United States, the combination of inflation, a housing crisis in cities, and the end of the expanded Child Tax Credit led to a historic increase in the number of children who fell below the poverty line. Sadly, this increase was especially sharp for Black and Brown families.

Good+Foundation is rooted in the knowledge that a multi-generational approach is critical to dismantling child poverty. Our unique, holistic model targets the needs of fathers, mothers, and kinship caregivers, as well as their children. We combine tangible goods and Family Cash Grants with transformative services to help meet short- and long-term needs, while implementing systems-level change through training and capacity building in the social work sector and advocating for better, more inclusive child support and child welfare laws.

Good+Foundation is made up of an extraordinary group of extraordinary people. The header on our letterhead, and the logo in our warehouses, reads: “We are Good+Foundation.” That is our way of holding up the formidable network of people that drives our mission forward: our team, board, volunteers, community of donors, grantee program partners, and the families themselves. In this report, you will read about some of the parents who are working so hard to create an upward trajectory for their children. You will see the names of our team, board members, and generous donors who helped us achieve several milestones including a record amount of product donated to families. We also celebrate the highly memorable Good+ Night of Comedy, marking the 22nd Anniversary of the organization’s founding by Jessica Seinfeld.

Thanks to the Good+ family, we hit a milestone of donating \$1.1 million in Family Cash Grants since the launch of the program in 2020. I am proud to say that Good+ is leading an innovation in the burgeoning world of cash transfers that has provided tens of thousands of parents the funds they need to pay for groceries, rent and utilities, healthcare, and childcare costs. In addition, the groundbreaking Good+ Training Academy provided more than five million training hours to social workers, supervisors, and other direct service providers in fourteen states.

As we look forward to 2024 and beyond, we are steadfast in our commitment to addressing the numerous systemic and financial barriers that have kept families from achieving economic mobility. Our strategic growth mindset propels us forward with continued innovation and scale. Thanks to you – our community of supporters and partners – Good+ is well-positioned to continue our life-changing work.

Sincerely,



Katherine Snider
Chief Executive Officer

About Good+

Good+Foundation is a leading national non-profit that works to dismantle multi-generational poverty by combining tangible goods with innovative services for under-resourced 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 reach long-term solutions to the problem of systemic poverty. We do this by pairing goods – such as cribs, car seats, and diapers – with counseling, employment assistance, co-parenting classes, and more. Central to this objective is our focus on systemic and individual obstacles that exclude fathers from their children’s lives and well-being. By giving fathers tools, confidence, and opportunities to re-engage with their families, Good+ is improving outcomes for children.

In 2020, Good+Foundation added Family Cash Grants to its in-kind donation model. This cash assistance, totaling more than \$1.1 million to date, helps parents cover the cost of groceries, rent, medicine, and other essentials.

With systems change as a primary goal, the Good+ Training Academy provides technical assistance and education to social workers, home visitors, and other frontline workers. Training workshops range from father engagement and addressing implicit bias in child welfare to kinship care and mental health support. Overall, Good+Foundation initiatives address key systems and barriers that lead to generational poverty.

With operations in New York City and Los Angeles, Good+Foundation has provided more than \$112 million in essential goods since 2001. The organization has, for the eleventh consecutive year, earned a 4-star rating on Charity Navigator – the highest rating possible – as well as a GuideStar Platinum Seal of Transparency and accreditation by the Better Business Bureau’s Wise Giving Alliance for transparency, efficiency, and operations.

Visit goodplusfoundation.org for more information.

All-Time Stats

\$112 million
in products
donated
since inception

\$1,158,500
in Family Cash
Grants distributed
since 2020

25,817
social service
professionals
completed Good+
Training Academy,
equaling **10,539,745**
training hours

Our 2023 Impact



We served **215,833** families, including **295,351** children, **149,180** mothers, and **76,645** fathers.

In total, we raised more than **\$21.4 million** in product, in-kind, and financial donations, a **24%** increase in revenue compared to 2022.



We distributed **\$17,238,846** worth of goods to families.

Our 2023 Impact

We donated goods to **126** grantee partners in **10** cities:
Los Angeles; New York City; Atlanta; Baltimore; Houston; Lowell; Milwaukee; San Francisco; Seattle; and Washington, D.C.



Volunteers contributed **12,457** service hours to help us prepare donations.

We met **97.7%** of critical gear requests, including **1,574** strollers, **1,466** car seats, **935** feeding seats/high chairs, and **676** front carriers.



Our 2023 Impact



We trained a record **6,976** social service professionals in **14** states through our Good+ Training Academy, equaling **5,755,961** training hours.

We distributed **\$300,200** total in Family Cash Grants to families living on low incomes.



91 cents of every dollar spent went directly into Good+ programs.

Our Programs

Family Cash Grants

In response to the pandemic, we introduced our Family Cash Grants program in 2020 to alleviate widespread financial hardships. Since inception, we've distributed \$1,158,500 in grants, with \$300,200 given in 2023 alone to 40 program partners. After evaluating the program's impact on families in Los Angeles and New York City over three years, in 2023, we piloted a \$25,000 disbursement through AVANCE-Houston, a high-impact Good+ partner that takes a two-generation approach to providing early education and parenting support. Our cash grants equip families with the autonomy to allocate resources according to their specific priorities, covering crucial needs like food, rent, clothing, holiday gifts, bills, and unforeseen emergencies. Beyond the short-term, ongoing research continues to underscore the positive effects of cash assistance, leading to long-term multi-generational benefits.



Training Academy

Our commitment to intentionally include fathers is exemplified by the Good+ Training Academy. Recognizing that engaged fathers contribute to the overall well-being of families, we work to raise awareness about the lack of father engagement in the anti-poverty field. In 2023, we expanded the program's scope, introduced a new full-time staff trainer, and trained 6,976 individuals. Additionally, we successfully completed our commitment with the Los Angeles Department of Children and Family Services (LADCFS) to train all veteran and incoming social workers. This year, we also extended our training to practitioners in 12 additional states beyond New York and California, and delivered keynote addresses and virtual workshops for national convenings. Our leading training program distinguishes itself by addressing both systemic and individual barriers that often keep fathers separated from their children. Since 2019, we have trained 25,817 social service professionals, totaling 10.5 million training hours.

Our Programs

Volunteering

Our volunteer program offers a unique opportunity for supporters to provide hands-on assistance to the families we serve. In 2023, we organized 193 volunteer events at our warehouses in New York and Los Angeles. Furthering our impact, we also host sessions at corporate offices, enabling employees to participate in meaningful volunteer activities. This year, sessions were held in Atlanta, Boston, Dublin (CA), Jersey City, Los Angeles, and New York City. We welcomed 21 new corporate volunteer groups in 2023, all making financial or product contributions to help sustain our operations. Over the past year, 3,577 volunteers generously contributed 12,457 hours to advance our mission.



Family Fun Days

We offer special Family Fun Days where parents and children can enjoy a memorable, one-of-a-kind experience. From ball games to movie screenings, these events provide a bonding opportunity as parents make memories with their families. In 2023, sponsored Family Fun Days included a performance by the Paul Taylor Dance Company, Santa Breakfasts at Nordstrom in LA and NYC, Warner Brothers movie night, and professional sporting events with the Los Angeles Dodgers and Angel City Football Club.

Key Moments



A Very Good+ Night of Comedy at Carnegie Hall



Family Fun Day hosted by Warner Brothers



Housewarming event at our expanded New York City Office



Good+ joined the Congressional Dads Caucus Roundtable, which included the Second Gentleman, Douglas Emhoff, in Washington, D.C.

Good+ in the News

Forbes

An Entrepreneurial Approach To Fighting Systemic Poverty: Lessons From Good+Foundation

Sarah Hernholm Contributor @
I write about entrepreneurs (of all ages) and education.

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0 Feb 15, 2023, 01:01pm EST



Families attend a Los Angeles Dodgers game, one of several 'Family Fun Days' provided by Good+Foundation" [-] GOOD+ FOUNDATION

TODAY



IMPACT THURSDAY
JESSICA SEINFELD ON THE GOOD+FOUNDATION

3RD HOUR
TODAY

THE 1 GIRL REVOLUTION
PODCAST FEATURING
KATHERINE SNIDER
CEO OF GOOD+FOUNDATION

EPISODE #185

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HOME > SCENE > NEWS Aug 23, 2023 7:00am PT

Jerry Seinfeld, Kevin Hart, Amy Schumer, Ronny Chieng to Headline A Very Good+ Night of Comedy 2023 Benefit Gala

By Sophia Scorziello



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Jerry Seinfeld, Kevin Hart, Amy Schumer & Ronny Chieng to Headline A Very Good+ Night of Comedy 2023 Gala At Carnegie Hall

By Greg Evans
August 23, 2023 7:55am

2 COMMENTS



Amy Schumer, Jerry Seinfeld, Ronny Chieng and Kevin Hart
Getty/Chris Pohl/Fenwick MediaShare/Von Hosen

Impact Stories

Josue's Story

First-time dad, Josue, enrolled in a home visiting program to acquire skills for taking care of his newborn son. His nurse guided him on safe sleep practices, relieving teething pain, and emphasized the importance of fostering healthy development through play and affection. New toys, books, and a floor gym facilitated bonding with his son, while daily walks were beneficial for both the baby and Josue's mental well-being. With a brand-new front carrier from Good+Foundation, their walks continued seamlessly as his son grew. Josue's father also used the carrier, lacking the confidence to hold his grandson on his own but finding joy in rocking the baby to sleep. Josue acknowledged that the program's education and Good+'s donations addressed financial, physical, and emotional challenges spanning three generations.



Theresa's Story

Theresa's son was born with a heart condition that required her to regularly take time off work. Managing household expenses with reduced hours posed a significant challenge. As she prepared for her son's surgery, she recognized the impossibility of taking additional time off from work. Theresa needed to rely on her family to support her son during his recovery. Then, Theresa received a Family Cash Grant from Good+Foundation to help bridge the gap in her funds and purchase essentials, including groceries, medicine, and warm winter clothing. This support was immensely impactful as it relieved some of Theresa's financial stress and allowed her to spend more time caring for her son during a difficult period.

Photos and names have been changed to protect the privacy of Good+ families.

Good+Foundation Board

as of December 31, 2023.

Board of Directors

Treasurer
Emmanuel Aidoo

Founder & Board Chair
Jessica Seinfeld

Secretary
Jennifer L. Franklin

Jen Garcia Allen

Veronica Swanson Beard

Danielle Devine

Stacey Bendet Eisner

Sarah Michelle Gellar

Jennifer Koen

Mary Kitchen

Kara Moore

Beverly Mills

Bara Tisch

Michael Nissan

Ali Wentworth

Connie Verducci

Jason Williams

Honorary Board Members

Leslie Simmons Brille

Michael Tiedemann

Non-Voting Board Member

Katherine Snider, CEO

Pro Bono Counsel

Amanda Rotkel, Partner
Weil, Gotshal & Manges LLP

Staff

as of December 31, 2023.

Katherine Snider, CNAP

Chief Executive Officer

Laurel Parker West, Ph.D.

Chief Program & Operations Officer

Abdulai Aidoo, CPA, CNAP, MBA

VP of Finance & Administration

Rick Justiniano

*Senior Director of National Operations
& Product Donations*

Alan-Michael Graves, Ed.D.

*Senior Director of Learning
& Capacity Building*

Caleb Beyah

Good+ Trainer

Mairin Riley

National Program Director

Tony Alvarenga, MPA

LA Director of Operations & Programs

Richard Klos

Director of Corporate Giving & Partnerships

Shelby McClelland

Director of Foundation Giving

Anastasia Marotta

Volunteer & Community Relations Manager

Sean Hefferon

Special Events & Donor Relations Manager

Emily Potashnick

Marketing & Communications Manager

Spencer Young

LA Operations Manager

Eve Blane

Administration & Human Resources Manager

Kathleen Harrigan

LA Senior Program Coordinator

Joe DeFerrari

NY Program Impact & Evaluation Coordinator

Kevin Keegan

Social Media & Marketing Coordinator

Edwena Norris

Finance & Administration Coordinator

Josie Schermerhorn

NY Volunteer Program Coordinator

Javier Valdez

LA Warehouse & Donations Assistant

NYC Warehouse Headquarters

306 West 37th Street, 8th Floor

New York, NY 10018

(212) 736-1777

LA Community and Training Center

4403 West Jefferson Boulevard

Los Angeles, CA 90016

(310) 439-5467

Financial Contributors

\$25,000 and above

Contributors are listed in descending order.

\$200,000 and above

Anonymous
NORDSTROM
The Eisner Foundation

\$100,000–\$199,999

The Angelo Family Charitable Foundation
Bank of America Charitable Foundation, Inc.
Tsunami Foundation
Anonymous
Anonymous
Bara & Alexander Tisch
John H. & Regina K. Scully Foundation

\$75,000–\$99,999

Credit Suisse Americas Foundation
AlTi Tiedemann Global
Coleman Family Ventures

\$50,000–\$74,999

Bloomberg Philanthropies
Fidelity Charitable GIFT Fund
Ross Stores Inc
Alexandra Wentworth &
George Stephanopoulos.
Susan & Lee Klarich
Mary Kitchen & Jon Orszag
Anonymous
The Allen Family Foundation
The Penobscot Fund

\$25,000–\$49,999

Creative Artists Agency
Sarahmay & Larry Robbins
Weil, Gotshal & Manges LLP
The Ralph M. Parsons Foundation
Devin & Cindy Wenig
Judy Hart Angelo
Whole Foods Market, Inc.
Jennifer Koen & Mark Horowitz
Colbeck Capital Management
OBO Fabiola & Jason Beckman
Anonymous
Sabrina & Alexander Zaro
Nanar & Tony Yoseloff
Anonymous
Anonymous
Carolyn & Curtis Schenker
CHANEL
Hearst Corporation
J.P. Morgan
Jamie Alexander Tisch
Leslie Brille
Lizzie & Jonathan Tisch
Maggie & Reed Cordish
Melony and Adam Lewis Advised Fund
at Aspen Community Foundation
National Philanthropic Trust
Netflix
Nuna Baby Essentials, Inc.
The Margaret & Daniel Loeb Foundation
The Slomo and Cindy Silvian Foundation
The Tapestry Foundation

2023 Product Donors

\$50,000 and above

Contributors are listed in descending order.

NORDSTROM

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carter's



PALOROMA



Regal+Lager[®]
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BUILD-A-BEAR
FOUNDATION 

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MACK WELDON

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Shelter
Partnership



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THE MENSTRUAL MOVEMENT

Financials

Statement of Activities

For the Years Ending December 31, 2023 and 2022

	2023	2022
Changes in Net Assets without Donor Restrictions		
Contributions	1,861,369	2,348,984
Contributions In-Kind	17,641,597	13,543,661
Special Events Income, Net of Expenses	1,627,409	829,560
Fee for service	153,740	65,960
Investment Income/Loss, Net of Expenses	330,172	(81,764)
	21,614,287	16,706,401
Net Assets Released from Restrictions		
Satisfaction of Program Restrictions	412,391	481,512
Total Revenues, Gains and Other Support without Donor Restrictions	22,026,678	17,187,913
Expenses		
Program	19,632,476	14,831,094
Management and General	1,121,244	840,611
Fundraising	705,685	577,151
	21,459,405	16,248,856
Change in Net Assets without Donor Restrictions	567,273	939,057
Change in Net Assets with Donor Restrictions		
Contributions	415,044	529,375
Net Assets Released from Restrictions	(412,391)	(481,512)
	2,653	47,863
Change in Net Assets	569,926	986,920
Net Assets - Beginning of Year	6,793,271	5,806,351
Net Assets - End of Year	7,363,197	6,793,271



Good+Foundation



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info@goodplusfoundation.org

goodplusfoundation.org

