

Good+

A photograph of a family of five sitting in front of a bookshelf. On the left is a man with curly brown hair, glasses, and a goatee, wearing a dark blue sweater. Next to him is a young girl with red hair in pigtails, wearing a pink and blue plaid dress. In the center is a young boy with brown hair, wearing a grey and white patterned sweater. To his right is a woman with dark hair, wearing a purple sweater and large hoop earrings. On the far right is a young girl with blonde curly hair, wearing a blue and white long-sleeved shirt and blue jeans. The bookshelf behind them is filled with various books.

2024

Annual Report

Good+Foundation

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From Our Leadership

Dear Good+Foundation Supporters,

At Good+Foundation, our commitment to dismantling multi-generational poverty remains unwavering. In 2024, families living in poverty faced intensified economic strain from persistent inflation, reduced safety nets, rising housing and food costs, and climate-driven tragedies, all exacerbated by systemic inequities and policy uncertainty. In the face of these challenges, Good+ responded by both expanding our impact and deepening engagement with families nationwide. We donated \$12.8 million in essential family care goods, including over \$1million in diapers, and served nearly 100,000 families across the nation.

In November we saw the departure of our Chief Executive Officer, Katherine E. Snider, who left an indelible legacy of 16 years of unwavering service and exemplary leadership. In her honor, we established the Good+Foundation Innovation Fund, which will allow the organization to continue her legacy of finding innovative solutions to tackle the root causes of poverty. While the search for Good+'s new CEO is underway, we are grateful to have Dr. Laurel Parker West, Chief Program & Operations Officer, serving as Interim CEO. Laurel has been with Good+ for over 12 years and brings a wealth of experience in childcare policy, policymaking, program evaluation, community development, and welfare reform.

Good+ thrives because of our dedicated team, Board, volunteers, donors, and partners. As we look forward to 2025 and beyond, we are steadfast in our commitment to addressing the numerous systemic and financial barriers that have kept families from achieving economic mobility. Thanks to you – our community of supporters and partners – Good+ is well-positioned to continue our life-changing work.

With gratitude,



Jessica Seinfeld.
Founder & Board Chair



Laurel Parker West
Interim CEO/Chief Program & Operations 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.

With operations in New York City and Los Angeles, Good+Foundation has provided more than **\$124 million in essential goods** since 2001. The organization has, for the twelfth 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.

In 2020, Good+Foundation added Family Cash Grants to its in-kind donation model. This cash assistance, totaling nearly \$1.5 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.

Visit goodplusfoundation.org for more information.

Good+ has donated over **\$124 million** in product since inception.

Good+ has donated over **36 million** diapers.

Good+ has donated nearly **\$1.5 million** in total cash grants since 2020.

Our 2024 Impact

\$16.3

MILLION

**RAISED IN PRODUCT, IN-KIND
AND FINANCIAL DONATIONS**

\$12.8

MILLION

**GOODS DONATED
TO FAMILIES IN 2024**



\$325,800

**FAMILY CASH GRANTS
DISTRIBUTED**

**IN NY, LA, HOUSTON, AND
EXPANDED TO INCLUDE A NEW
PARTNER IN OHIO**

\$.89

**OF EVERY DOLLAR SPENT
WENT TO PROGRAM EXPENSES
(THE INDUSTRY STANDARD IS
65 CENTS)**

Our 2024 Impact

129

PROGRAM PARTNERS

RECEIVED DONATED GOODS FROM GOOD+ IN LOS ANGELES, NEW YORK, ATLANTA, BOSTON, SAN FRANCISCO, + CITIES IN OHIO

99,412

FAMILIES SERVED BY GOOD+ IN 2024 INCLUDING

121,528

CHILDREN

67,851

MOTHERS

41,093

FATHERS



10

NEW GRANTEE PARTNERS

5 IN LOS ANGELES AND 5 IN NYC:
5 FATHERHOOD
4 COMPREHENSIVE FAMILY SERVICE
1 PREVENTION

Our 2024 Impact



3,678
VOLUNTEERS HOSTED

INCLUDING

214
VOLUNTEER EVENTS

5,345
SERVICE HOURS

\$131K
CORPORATE VOLUNTEER
REVENUE

18
NEW CORPORATE
VOLUNTEER GROUPS

99.6%

CRITICAL GEAR
REQUESTS WERE MET
INCLUDING:

1014
FEEDING SEATS

427
SAFETY GATES

330
CRIBS

1658
STROLLERS

1437
PLAYPENS

1345
CAR SEATS

1030
FRONT CARRIERS





Our Programs: Family Cash Grants

In addition to providing in-kind product donations on a regular basis, Good+ continues to support the diverse needs of families through Family Cash Grants. Good+ has donated nearly **\$1.5 million in total cash grants** since we launched this program in 2020. Caregivers enrolled in Good+ partner programs use these funds to help pay for groceries, rent, holiday gifts, medicine, and childcare. Funds were distributed to over **1,600 families** in increments of \$200.

We continue to receive overwhelmingly positive feedback from grant recipients about the tremendous impact these Family Cash Grants have on individual families.



In 2024, we awarded a total of **\$325,800** in cash grants, expanding beyond **New York** and **Los Angeles** to support an early education and family services program in **Houston**, while also piloting cash grants with a new fatherhood program in **Ohio**.

G+ Our Programs: Training Academy + Capacity Building

The Good+ Training Academy provides virtual and in-person training, technical assistance, and capacity building to transform social service systems and integrate father-inclusive approaches. In 2024, we partnered with **New York City's Administration for Children's Services (ACS)** to strengthen intentional father engagement and will begin training ACS staff on this approach in 2025. Additionally, we continued to train all incoming social workers at the **Los Angeles Department of Children and Family Services (DCFS)** in father engagement.

This year, we trained practitioners in 16 states beyond New York and California—Arizona, Colorado, Connecticut, Washington, D.C., Florida, New Hampshire, New Jersey, Nevada, Ohio, Oklahoma, Oregon, Pennsylvania, South Carolina, Texas, and Washington.

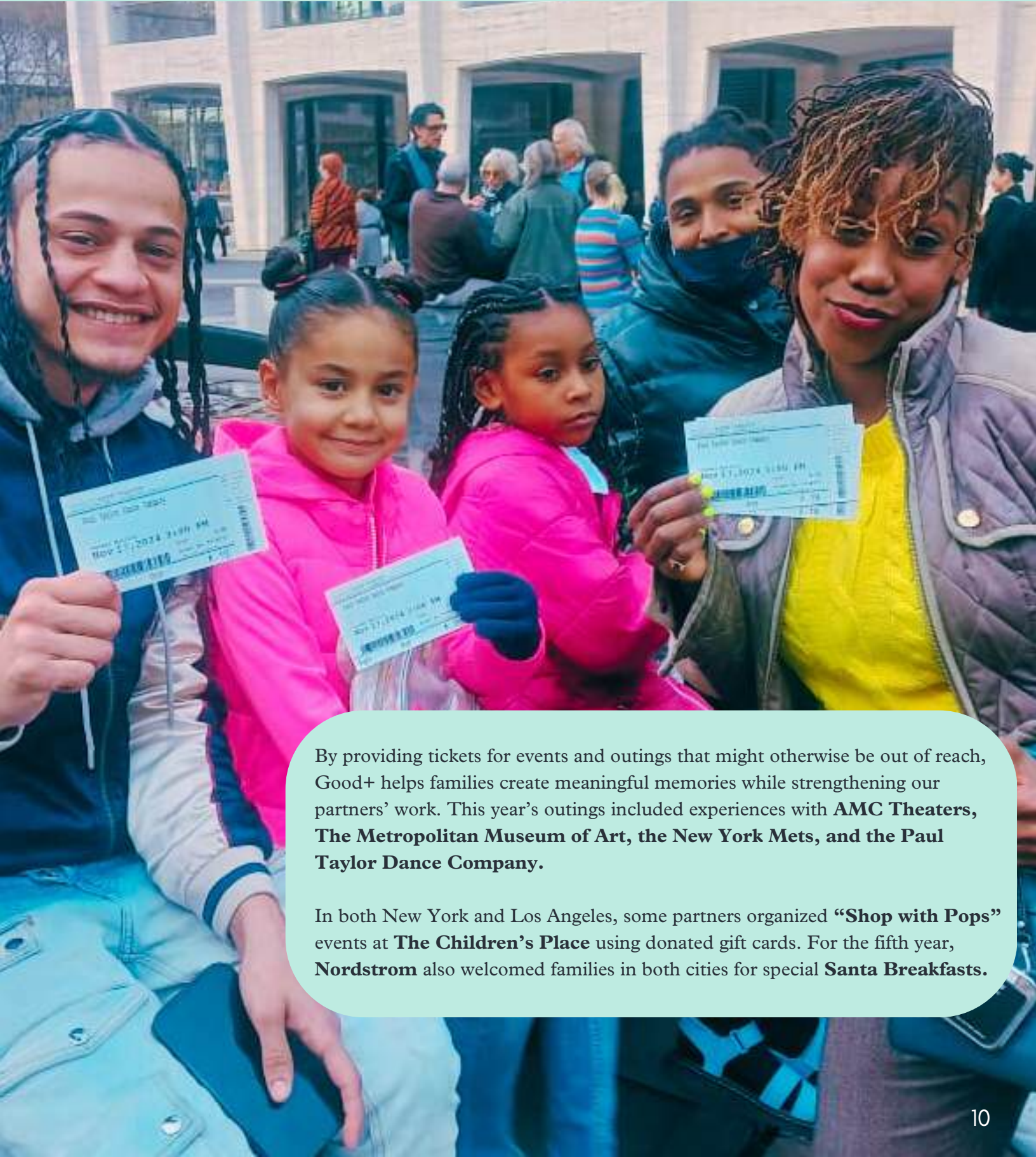
We also delivered five keynote addresses and nine virtual workshops at national convenings.



In total, we trained **5,799 social workers, nurse home visitors, caseworkers, and administrators**. Additionally, as part of our commitment to capacity building, we provided **26 technical assistance sessions** to staff and administrators at our partner programs.



Our Programs: Outings + Events



By providing tickets for events and outings that might otherwise be out of reach, Good+ helps families create meaningful memories while strengthening our partners' work. This year's outings included experiences with **AMC Theaters**, **The Metropolitan Museum of Art**, **the New York Mets**, and **the Paul Taylor Dance Company**.

In both New York and Los Angeles, some partners organized **"Shop with Pops"** events at **The Children's Place** using donated gift cards. For the fifth year, **Nordstrom** also welcomed families in both cities for special **Santa Breakfasts**.

G+ Key Moments: Addressing Diaper Need

It is a stark reality that 1 in 2 U.S. families with young children cannot afford enough diapers to keep their babies clean and healthy. If a family needs diapers, they are likely struggling to provide other necessities as well. That's why Good+Foundation leverages our network of partners, corporate supporters, and donors to provide a consistent source of diapers for families in need.

“Receiving diapers has been such a blessing for my family. It has taken away some of the stress of daily expenses and allowed us to focus on other essential needs for our baby. Knowing that we have this basic necessity covered means we can breathe a little easier, and our baby stays happy and comfortable. We're so grateful for this support. It truly means a lot to us.”

– Olivia, a mother enrolled in a Good+ partner program.

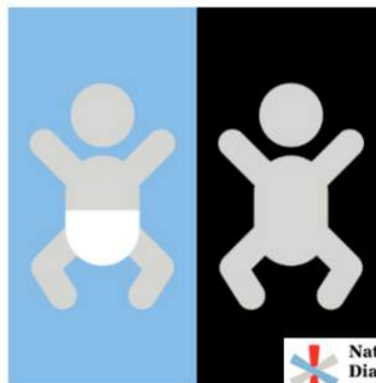
In 2024, Good+ donated more than 1 million diapers to our partner programs in New York and Los Angeles, impacting over 25,000 families and 30,000 children. Since our founding, we have donated over 36 million diapers to families in need.

Beyond distribution, we advocate for policy change. In February, our National Program Director, Mairin Riley, joined the National Diaper Bank Network's (NDBN) NY Coalition in Albany to push for an end to diaper need. Together with our NDBN colleagues, we helped secure \$1.5 million in state funding to address diaper need across New York State — including first-time funding specifically for Good+ to support our diaper distribution program.



1M

Diapers Donated
in 2024



* 1 in 2 U.S. families struggles with diaper need. We want to change that.

25K

Families Impacted

G+ Key Moments: Expanding Impact Through Partnership

Our collaboration with **Coterie**, a diaper and baby product brand, grew even stronger in 2024. A dynamic social media campaign highlighted their generous donation of wipes, with model and entrepreneur Karlie Kloss encouraging supporters to engage by adding a “blue heart” to an Instagram reel—each interaction triggering an additional donation of wipes from Coterie to Good+.

During **Diaper Need Awareness Week** (September 23-30), we teamed up again for a campaign tied to Coterie’s \$50,000 in-kind diaper donation. The initiative also encouraged financial contributions and invited consumers to donate unused diapers, with Coterie covering shipping costs.

The campaign was a huge success, raising over \$34,000 in financial contributions, including a \$20,000 grant from the Nurmi Family Foundation. It also generated more than 230 shipping label requests and nearly 20,000 diapers donated by Coterie customers.

Through a combination of social media and PR efforts, the collaboration reached 100 million media impressions and nearly 400,000 social media impressions, significantly amplifying our mission and impact.

\$34K

in financial contributions, including a \$20K grant from the Nurmi Family Foundation

230

shipping label requests from Coterie customers.

\$50K

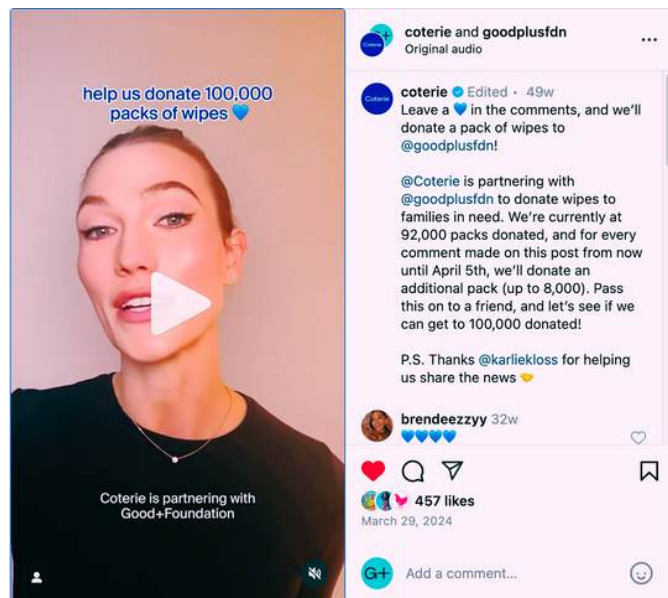
in-kind diaper donation from Coterie

100

MILLION
media impressions

400K

social media impressions



Good+ Key Moments: Father Engagement



Good+ BabyBjörn

In celebration of Father's Day 2024, BabyBjörn provided both a financial contribution and a product donation of baby carriers to Good+Foundation. The funding served as seed money for a Good+ fundraising campaign focused on our father engagement initiatives.

The baby carriers were shared with expectant fathers at the Eisner Family Health Daddy Bootcamp on June 8, where Good+ staff led a hands-on demonstration on safe baby-wearing techniques. Baby-wearing not only strengthens the bond between fathers and their babies, but it also supports mothers by allowing dads to take a more active role in infant care.



Family Stories of Impact

Olivia is a single mother of two including a teenage daughter with special needs. Over the holidays, Olivia was feeling extremely stressed trying to make ends meet and buy holiday gifts for her children.

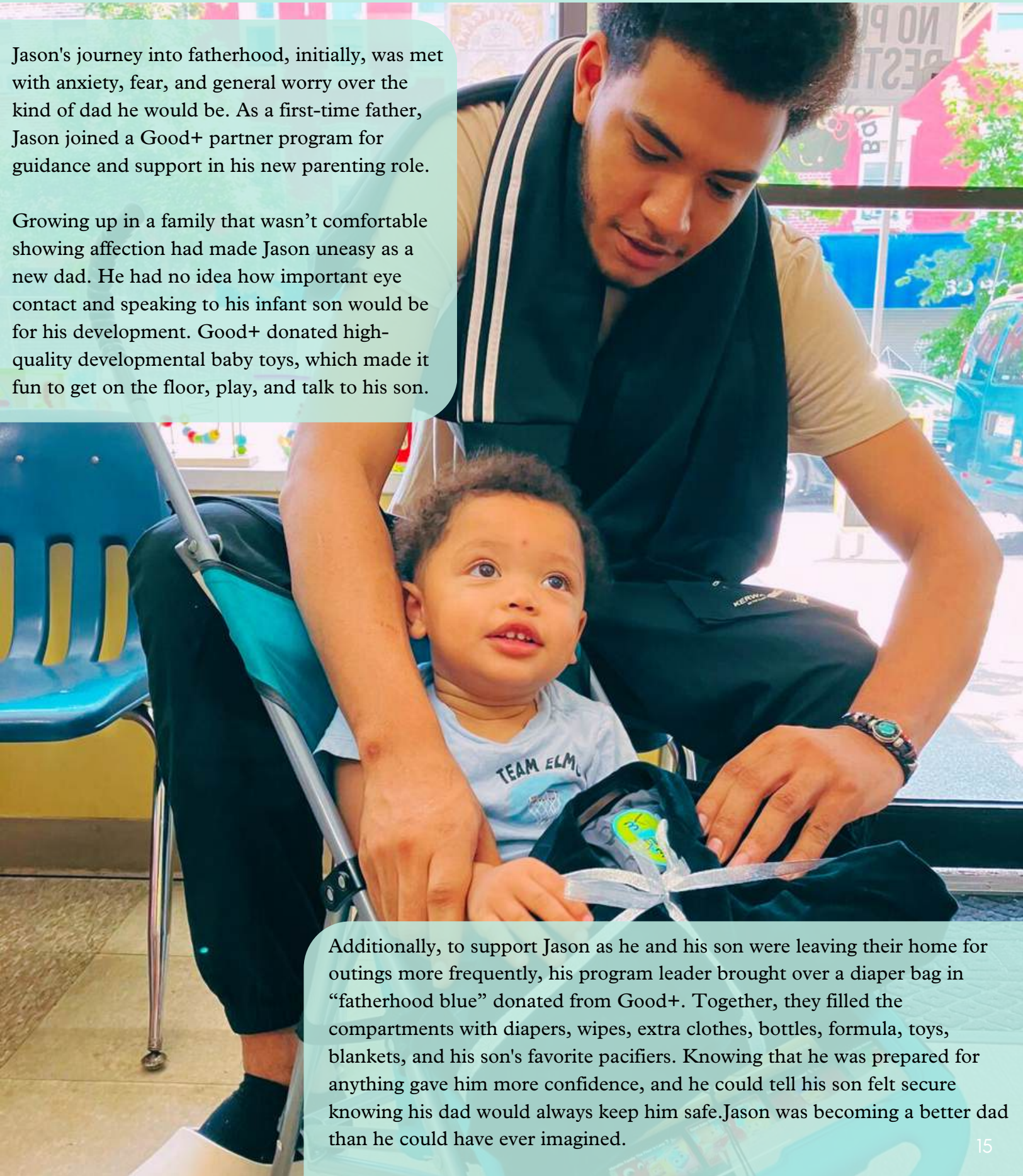
After completing parenting classes, she was offered a Family Cash Grant from Good+ in addition to some clothing items for herself and her children. Olivia immediately called her program leader and joyously responded that receiving these funds greatly reduced her holiday stress and even provided some money left over for required school uniforms.



G+ Family Stories of Impact

Jason's journey into fatherhood, initially, was met with anxiety, fear, and general worry over the kind of dad he would be. As a first-time father, Jason joined a Good+ partner program for guidance and support in his new parenting role.

Growing up in a family that wasn't comfortable showing affection had made Jason uneasy as a new dad. He had no idea how important eye contact and speaking to his infant son would be for his development. Good+ donated high-quality developmental baby toys, which made it fun to get on the floor, play, and talk to his son.



Additionally, to support Jason as he and his son were leaving their home for outings more frequently, his program leader brought over a diaper bag in “fatherhood blue” donated from Good+. Together, they filled the compartments with diapers, wipes, extra clothes, bottles, formula, toys, blankets, and his son's favorite pacifiers. Knowing that he was prepared for anything gave him more confidence, and he could tell his son felt secure knowing his dad would always keep him safe. Jason was becoming a better dad than he could have ever imagined.

Good+Foundation

Board of Directors

As of December 31, 2024

Founder & Board Chair

Jessica Seinfeld

Treasurer

Emmanuel Aidoo

Secretary

Jennifer L. Franklin

Jen Garcia Allen

Veronica Swanson Beard

Leslie Simmons Brille

Stacey Bendet Eisner

Sarah Michelle Gellar

Mary Kitchen

Jennifer Koen

Nelle Miller

Kara Moore

Michael Nissan

Amanda Rotkel

Bara Tisch

Ali Wentworth

Jason Williams

Connie Verducci

Honorary Board Members

Danielle Devine

Michael Tiedemann

Pro Bono Counsel

Amanda Rotkel, Partner
Weil, Gotshal & Manges LLP

Good+Foundation Staff

As of December 31, 2024

Laurel Parker West, Ph.D.
Interim Chief Executive Officer/
Chief Program & Operations Officer

Abdulai Aidoo
Vice President of Finance
& Administration

Jenn Moore
Vice President of Advancement

Alan-Michael Graves, Ed.D.
Senior Director of Learning & Capacity Building

Rick Justiniano
Senior Director of National Operations &
Product Donations

Caleb Beyah
Good+ Trainer

Mairin Riley
National Program Director

Muhammida El Muhajir
Director of Marketing & Events

Shelby McClelland
Director of Foundation Giving

Anna Raguidin
LA Program Director

Anastasia Marotta
Volunteer & Community Relations Manager

Ethan Volinsky
Individual Giving Associate

Joe DeFerrari
NY Senior Program Impact Coordinator

Kathleen Harrigan
LA Senior Program Coordinator

Cami Hancock
Social Media & Marketing Coordinator

Edwena Norris
Finance & Administration Coordinator

Josie Schermerhorn
NY Volunteer Program Coordinator

Devin Barnes
NY Warehouse & Donations Assistant

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

G+ Top Financial Contributors

\$25,000 and above

as of December 31, 2024

NORDSTROM



Angelo Family
Charitable Foundation

Susan & Lee Klarich

Tsunami Foundation

MTE Fund

Jessica & Jerry
Seinfeld



Coleman Family
Ventures

S. MARK TAPER
FOUNDATION

Casey Family
Programs



Bloomberg
Philanthropies

Alexandra Wentworth &
George Stephanopoulos

Jennifer Koen &
Mark Horowitz



Mary Kitchen &
Jon Orszag



The Allen Family
Foundation

The Penobscot
Fund



Anonymous

BabyBjörn

Margaret &
Daniel Loeb

Quad Family Fund



Robin & Michael
Psaros



G+ Top Product Donors

\$50,000 and above

as of December 31, 2024

NORDSTROM

bübs



♥ babylist



Coterie



Perelel



Jazwares



MIDORI®

PALOROMA



ROSS®


Opal Daily Favorite Things Mental Load Intention The Oprah Insider Community Gifts

Opal Daily A Force for Good

Dedicated to healthier childhoods and lifting families out of poverty, Jessica Seinfeld is the quiet but mighty activist you want in your corner.

By Catherine Hong Published: Nov 19, 2024 9:46 AM EST

SAVE ARTICLE



Not Too Sweet is the sixth publication from Jessica Seinfeld, the bestselling cookbook author and wife of Jerry Seinfeld. And with it, the author confesses she's hit a bittersweet milestone. "It's probably my last cookbook," she says. The collection of healthy-ish dessert recipes is her most celebratory and joyful book to date, but it was also the most laborious, involving two years of recipe testing and precision work. "I feel like I've kind of left it all on the dance floor with this one," she says, then pauses thoughtfully and adds, "And honestly, I've realized that maybe I'm doing too much."

NEWS

OB/GYN-founded vitamin company pledges US\$10m to improve women's health research

Femtech World

Perel aims to close the divide on women's reproductive health

Published 1 year ago on February 23, 2024
By Serina Mihaila



Alva Taylor and Victoria Thom-Gins, co-founders of Perel

The US OB/GYN-founded vitamin company Perel has pledged US\$10m to Magee-Womens Research Institute and Good+ Foundation to fund women's health research and address gaps in maternal healthcare.

The vitamin company said the US\$10m would be distributed as both in-kind product donations and funding grants through 2027 focused on advancing women's reproductive health.

Magee-Womens Research Institute is the largest US research foundation focused exclusively on women's health, reproductive biology and infant research and care.


Good+Foundation is a national nonprofit working to dismantle multi-generational poverty by pairing tangible goods with innovative services for under-resourced individuals.

These Dads Are Doing It Right – Part 220 – Fatherhood Foundations Supporting Families

October 29, 2024 by Arthur

This week for the *These Dads Are Doing It Right* series I want to highlight fatherhood foundations supporting families. These groups and organizations look to give advice or help dads and families. In addition, if there are any other dads that you think we should check out leave their name and info in the comment section below.

Fatherhood Foundations



Good+Foundation

Founded in 2001, *Good+Foundation* is a leading national non-profit. They work to dismantle multi-generational poverty. They do this by pairing tangible goods with innovative services for under-resourced fathers and mothers. Their foundation also help caregivers, creating an upward trajectory for the whole family. With warehouses in New York City and Los Angeles, *Good+Foundation* partners with approximately 126 innovative anti-poverty programs across the country. Their goal is to incentivize parental enrollment and participation. They have programs like counseling, health services, employment assistance, financial literacy, co-parenting classes, and more.

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Good+ Amplifies Efforts to End Diaper Insecurity During National Diaper Need Awareness Week

PR Newswire
September 18, 2024 - 2 min read

NEW YORK, Sept. 18, 2024 /PRNewswire/ -- During National Diaper Need Awareness Week, September 23 – 29, 2024, Good+Foundation, one of the nation's leading non-profit organizations that works to dismantle multi-generational poverty, is amplifying their work on the issue of diaper insecurity. Since its inception in 2001, the organization has donated over 36 million diapers to under-resourced families in New York and Los Angeles. This month Good+Foundation, also a member of The National Diaper Bank Network (NDBN) is partnering with Coterie, a baby care brand that designs thoughtful diapering solutions, to launch *The Coterie Diaper Share Program*. This call-to-action campaign is anchored by an in-kind contribution of Coterie diapers valued at \$50,000 to support 50 under-resourced Good+ families with a consistent supply of diapers for one year.


BLACK ENTERPRISE

BUSINESS NEWS LIFESTYLE EVENTS VIDEOS

PR Newswire

Good+Foundation Announces the Departure of Chief Executive Officer, Katherine Snider

NEW YORK, Sept. 9, 2024 /PRNewswire/ -- The Good+Foundation Board of Directors, led by Board Chair and Founder Jessica Seinfeld, announces the departure of its Chief Executive Officer, Katherine Snider, after 16 years of dedicated service, effective November 1, 2024.



Financial Statements

Statement of Activities For the Years Ending December 31, 2024 and 2023

	2024 (Unaudited*)	2023
Changes in Net Assets without Donor Restrictions		
Contributions	2,077,600	1,861,369
Contributions In-Kind	13,072,924	17,641,597
Special Events Income, Net of Expenses	-	1,627,409
Fee for service	128,060	153,740
Government Grants & Contribution	19,000	-
Other Income/Loss	315,121	330,172
	<u>15,612,705</u>	<u>21,614,287</u>
Net Assets Released from Restrictions		
Satisfaction of Program Restrictions	389,353	412,391
Total Revenues, Gains and Other Support without Donor Restrictions	<u>16,002,058</u>	<u>22,026,678</u>
Expenses		
Program	16,631,931	19,632,476
Management and General	1,192,859	1,121,244
Fundraising	899,458	705,685
	<u>18,724,248</u>	<u>21,459,405</u>
Change in Net Assets without Donor Restrictions	<u>(2,722,190)</u>	<u>567,273</u>
Change in Net Assets with Donor Restrictions		
Contributions	664,868	415,044
Net Assets Released from Restrictions	(389,353)	(412,391)
Change in Net Assets with Donor Restrictions	<u>275,514</u>	<u>2,653</u>
Change in Net Assets	<u>(2,446,676)</u>	<u>569,926</u>
Net Assets - Beginning of Year	<u>7,363,197</u>	<u>6,793,271</u>
Net Assets - End of Year	<u>4,916,521</u>	<u>7,363,197</u>

Good+ hosts a large fundraising benefit event every three years, the most recent one taking place in the fall of 2023. The organization uses the revenue generated from benefit events to add to our reserves and spend down in non-benefit years. As such, the Board-approved operating deficit in Fiscal Year 2024 was covered through the organization's existing reserves.

We are Good+Foundation.



@goodplusfdn

info@goodplusfoundation.org

www.goodplusfoundation.org

