

We are Good+Foundation.

Chief Executive Officer

ABOUT GOOD+FOUNDATION: Good+Foundation (Good+) was originally founded as Baby Buggy in 2001 by [Jessica Seinfeld](#) following the birth of her first child. What started as a small New York City charity addressing babies' needs has evolved into a major philanthropic organization that annually grants millions of dollars in products and services to proven anti-poverty programs serving mothers, fathers, and their children across the country.

The organization partners intensively with a vetted network of social service programs to reach long-term solutions to the problem of systemic poverty. Good+ does 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 the organization's 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.

Among its many innovative programs, Good+ 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 operations in New York City and Los Angeles, Good+ has provided more than \$112 million in essential goods since 2001. The organization has, for the 12th consecutive year, earned a 4-star rating on Charity Navigator—the highest rating possible—as well as GuideStar Platinum Seal of Transparency and accreditation by the Better Business Bureau's Wise Giving Alliance for transparency, efficiency, and operations. To learn more about Good+ and its continuing significant impact, please click here to see the [2024 Annual Report](#).

THE OPPORTUNITY: Good+Foundation is relaunching its search for a new Chief Executive Officer (CEO). In a rapidly changing landscape, the Board of Directors of dedicated to finding a leader with the right experience, vision, and resilience—they seek a CEO who is genuinely passionate about Good+Foundation's mission and values and is able to navigate challenges with purpose and determination. This is a unique career opportunity to join a successful, growth-minded organization and to work with a passionate founder, engaged board, and stellar staff to help shape the future of the organization and position it for continued progression, innovation, and impact.

As Good+ approaches its 25th anniversary, the organization seeks an innovative and visionary CEO who will build upon its success and continue the organization's remarkable success. Built by a group of talented, creative professionals from wide-ranging backgrounds, united by expertise in and passion for poverty alleviation, Good+ has become a leading, highly respected national not-for-profit entity.

The CEO will be based in the organization's New York City headquarters and will have overall responsibility for the management and strategic development of the organization, working closely with the Founder and Board. The CEO will work to further the mission of the organization through creative strategies that advance Good+ in terms of culture, capability, processes, outreach, and impact.

Working closely with the executive team, Founder and Board Chair Jessica Seinfeld, and the Board of Directors, the CEO will ensure that Good+ is well-prepared and resourced to meet its mission, drive organizational success, and fuel continued growth by identifying and assessing new opportunities and taking an active role in financial management, fundraising, program development, and board engagement.

Board of Directors

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Jessica Seinfeld

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Amanda Rotkel

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The CEO reports to the Good + Board of Directors. Reporting to the CEO is a team of 23 in New York and Los Angeles with direct reports that include the Chief Program and Operations Officer, Vice President of Finance and Administration, and Vice President of Advancement.

FUNDING: The organization has a current annual operating budget of approximately \$16 million. Revenue sources include both philanthropic (\$4 million) and in-kind contributions (valued at \$11 million), special events, fee for service, and investment income. Historically, the organization has had very strong support from institutional donors (foundations and corporations) as well as from individual donors, including but not limited to the Board of Directors. One of the key philanthropic goals is to continue to identify and cultivate new individual major donors to broaden and deepen financial support for the organization's work.

IDEAL QUALIFICATIONS:

- A charismatic, innovative, growth-oriented leader who is able to create excitement and energy around the Good+ mission.
- A firm understanding of the social service sector and its unique funding sources and challenges. Candidates from the corporate community or government may be considered provided they have a strong mission connection to the work of Good+.
- History of driving programmatic and financial growth and innovation in a not-for-profit, mission-driven setting.
- A strategic thinker capable of forecasting short- and long-term objectives.
- Demonstrated ability to work collaboratively and effectively with an engaged board of directors.
- Strong fundraising experience or transferable experience at a high level, including proven success with high-net-worth individuals, corporate, and foundation giving.
- A high EQ and exceptional interpersonal and communication skills: the warmth and ability to interact effectively with all levels of an organization and to serve as an active spokesperson and brand ambassador for Good+.
- Passion, humility, and creativity.
- Experience with marketing/branding/positioning.
- Able to analyze trends and performance metrics.
- Demonstrated commitment to the principles of diversity, equity, inclusion, and access and building and leading a diverse team.
- Ability to attend evening and weekend events and to travel as needed between NYC and LA.
- Bachelor's degree or equivalent experience is required; an advanced degree is beneficial.

The annual compensation range for this role is \$275,000-\$325,000 commensurate with experience and accomplishments, plus attractive benefits.

To apply, please [click here](#) or visit howe-lewis.com and click on the "Assignments" tab on the top menu.