Dear Good+Foundation Supporter,

Good+Foundation marked its 20th Anniversary in October of 2021. As was true for so many, the ongoing pandemic meant that we could not honor the occasion in the way we had originally planned. A celebration did not feel appropriate at a time when so many Good+ families were still suffering through job losses, unpredictable school schedules, health struggles, and higher than ever prices for groceries and basic necessities. On the bright side, 2021 was a reminder of why Good+ was founded, and why our mission is so crucial. In this annual report you will read about the many ways that this work has made an impact on the lives of parents and their children.

Once again, the Good+ team, small but mighty, proved their mettle. In the past year, my incredible colleagues surpassed one goal after another. Despite every supply chain challenge, the team secured a record value of product donations from corporations. In turn, this allowed Good+ to meet an astounding 99.45% of critical gear (hard goods like cribs, strollers and car seats) requests from grantee partners. We also expanded the microgrants program established in 2020 to cover cash needs like rent and groceries for even more families. And we scaled up the Good+Training Academy to expand the hours of training provided to social service workers by 1,000%.

Thanks to the very generous support of our donors, Good+Foundation was able to increase its program expenses in a year when COVID continued to disproportionately impact Good+ families. Our donors helped fund general operating costs, microgrants, educational trainings for social workers and home visitors, and the purchasing of diapers and other essentials at wholesale prices and below. Individuals sent us new children’s items like coats, bottles and books via our Amazon drive program in record numbers. Finally, our corporate volunteer groups returned to our warehouses to help us sort, bundle and process donations for delivery to families to meet real-time needs.

As always, we were mindful of being as efficient as possible with our time and resources. I am proud to say that in 2021, 90 cents of every dollar donated went to programs. We received our eighth consecutive 4 Star Rating from Charity Navigator and renewed Accreditation from the Better Business Bureau Wise Giving Alliance. In addition, the Good+ team turned over inventory at a record level of 92%—this means that the majority of goods donated to us this year went right back out the door to families within a 40-day period.

At Good+Foundation, we refer to our team, board and supporters as the “Good+Family.” It’s a group of people who are fiercely dedicated to our work and mission. While we don’t know what challenges the coming year will bring, we are confident that we have the skills and support needed to meet the growing needs of families living on low incomes. Thanks to all the members of the Good+Family.

Sincerely,

Katherine Snider
Our Mission

Founded in 2001, Good+Foundation is a leading national nonprofit 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 with a national network of social service programs to pair goods – such as cribs, car seats, and diapers – with counseling, employment assistance, financial literacy, co-parenting classes and more. With offices and warehouses in NY and LA, Good+ has provided over $80 million worth of essential children’s products. Since 2020, the organization has also provided more than $585,000 in microgrants to parents who were disproportionately impacted by the pandemic. In 2021, 90 percent of expenses went directly to Good+ programs. Visit www.goodplusfoundation.org for more information.

We are Good+Foundation.

In total, Good+ raised more than $13.7 million in product, in-kind and financial donations in 2021.

The organization donated out $10,583,450 worth of goods, turning over 92% of its inventory.

In 2021, 90 cents of every dollar donated went to program expenses.

In 2021, Good+Foundation served 268,536 families through our regular network partners and COVID Crisis Response partners. This included 294,772 children, 230,357 mothers, and 152,904 fathers.

Good+ donated a total of $321,500 in financial grants to over 2,150 families to help parents pay rent and utilities, cover groceries and gas, paying for childcare, and covering critical household expenses.
Good+ Training Academy

2021 was a year of immense growth for the Good+ Training Academy. This initiative aims to break down systemic barriers to better support under-resourced families in an inclusive and effective way. We trained 6,921 people (including social workers, home visitors, and caseworkers) for a total of 1,715,641 training hours this year, a 73% increase in individuals trained and just under a 1000% increase in the total number of training hours compared to 2020. Focus areas include fatherhood engagement, co-parenting, trauma-informed care practices, and implicit bias.

This scale-up was made possible by facilitating trainings at national conferences, including the National Child Abuse and Neglect Conference and the National Zero to Three Early Childhood Conference, and by expanding our roster of training partners, including: Casey Family Programs, Center for the Study of Social Policy, Children’s Bureau, Children’s Law Center, LA Child Support, LA County Department of Children and Family Services, Mathematica, and The UCLA Black Male Institute.

Microgrants

Our microgrant program has become a core component of our mission to meet the immediate needs of families, and we were thrilled to expand it in 2021. Through two grant cycles, Good+ provided $321,500, a 21% increase over last year, to over 2,150 families across our program partner network. The microgrants were distributed through 41 program partners, and allowed families in Los Angeles and New York City to cover costs for critical needs including groceries, rent, utilities, child care, medicine, and other household expenses.

Good+Foundation first disbursed cash funds to grantee partners in 2020 as an immediate response to the impacts of the pandemic. Due to the overwhelmingly positive feedback, we continue to grow this program. Microgrants are a flexible and efficient way to provide relief and help families meet needs that could not otherwise be met through Good+ product donations.
COVID-19 Response - Year Two

In 2021, we continued to support under-resourced families as they worked to overcome the challenges of a multi-year pandemic. COVID crisis response continued to be a priority for Good+ this year and most of our grantee partners maintained a hybrid or majority-virtual approach to service delivery to keep both families and their staff safe. The need for critical essentials continued to be heightened for parents with unvaccinated children at home as well as those who were still suffering loss of wages. As a result, we collected and distributed 136,268 PPE items, including masks in adult and child sizes, cleaning products, and hand sanitizer. In addition, we distributed 433,089 bath, health, and hygiene products, 8,258 packs of wipes, 2,533 packages of baby food and formula, and 45,517 backpacks and school supplies for children engaged in remote learning and to prepare for in-person school starting in the fall. In addition, Good+ donated 2,218,608 diapers in 2021.

This year we built on the strengths of our virtual trainings and conducted numerous virtual “site visits” with our grantee partners to stay connected to program leaders and to continue to gauge the impact of the ongoing pandemic on their client families. We also met with grantee partners as a group on a quarterly basis and provided workshops and convenings that created a forum for sharing challenges and ideas for dealing with the multitude of impacts presented by the pandemic. Additionally, we continued to make supporting the mental health and wellbeing of our program leaders a priority and provided additional “self-care” Amazon gift cards as a thank you to our dedicated program partners.

Overall in 2021, we brought together 318 leaders from our grantee partner network for 634 training hours. For each training, we conducted pre- and post-tests to determine which training topics and facilitators were most beneficial. We carefully selected topics and trainers based on feedback from program leaders including acknowledging race and culture in providing social services, trauma-informed care, and how to support co-parenting for parents who don’t live together. For the pre- and post-test surveys, each participant answers questions on a scale of 1 (strongly disagree) to 5 (strongly agree). These charts summarize impact data from all 2021 grantee partner trainings and shows that our trainings were extremely beneficial to these leaders and their client families.
Impact Story

As an immediate response to the pandemic, Good+Foundation implemented our emergency microgrant program, disbursing cash to grantee partners for direct distribution to families to meet their most critical financial needs. Feedback from recipient partners and families led us to expand this program in 2021, and though these funds address immediate needs like rent and groceries, there are also long-term impacts.

“A microgrant from Good+Foundation gave José exactly the assurance he needed that he’d be able to provide for his family”

José is a participant in a Good+ fatherhood program. He has retained employment throughout the pandemic, but his job did not allow him to spend enough time with his kids. His goal was to open his own business as a handyman, but he was concerned about being able to afford food while leaving his job and getting his new business off the ground. A microgrant from Good+Foundation gave José exactly the assurance he needed that he’d be able to provide for his family in the interim, and he decided to make the career move he had been contemplating for so long. He said of the microgrant, “It feels good to be able to buy exactly what my kids want to eat.” José is now the proud owner of his own business and is able to spend more time at home with his family.

Tracie is a full-time college student who was ecstatic to be welcoming her first baby. As a first-time mom, she sought support from friends and family, as well as from a Good+ program partner that provides services and resources to new and expecting parents. She had the opportunity to attend workshops, receive one-on-one support, and learn helpful child care tips, all which made her feel better prepared to become a parent.

“The items helped give her the strength she needed as she started chemotherapy.”

While Tracie was undergoing an emergency C-section, doctors discovered that she had breast cancer. The best day of her life quickly turned into the scariest. The shocking diagnosis led to postpartum depression and feelings of hopelessness and anxiety, as Tracie was terrified she would not be around for all of her child’s milestones. Good+ donations, including diapers and wipes, hygiene items, and baby clothes, were instrumental in not only alleviating the financial burden brought on from caring for a newborn and high healthcare costs, but they also spread positivity to Tracie and her family. She shared that the items helped give her the strength she needed as she started chemotherapy. After distributing the items, Tracie’s program also referred her to mental health counseling. She is so grateful to have the support of her community as she navigates her unique journey as a new mom.

Note: Names have been changed and photos selected to protect the privacy of Good+ families.
Marcial was incarcerated when his two sons were born, and both entered the foster care system. Devastated that he could not be present to raise his kids from the beginning, Marcial was determined to build a life where he could have custody of his young children. He enrolled in parenting classes as soon as he was released from prison and worked diligently to demonstrate his competency as a parent, which included improving his own mental and physical health. With the support of a Good+ program, Marcial successfully regained custody of his kids.

“With the support of a Good+ program, Marcial successfully regained custody of his kids.”

Once he achieved his initial goal of reunification, Marcial knew it was important to continue working towards being an even stronger parent to his boys. He enrolled the whole family in counseling, moved into their own apartment that accommodates all three of them, has been a strong advocate for his kids’ education, and is receiving benefits to help them afford healthy food and sufficient medical care. He continues to be an active participant in family support workshops and events.

Good+Foundation donations made available to Marcial through his active engagement in programming has allowed him to access critical needs for his sons, including clothing and winter coats, school supplies, personal protective equipment, and hygiene items. Marcial shared that receiving these items make him feel “heard and seen.” He and his children feel happy and safe with each other, and Marcial is extremely proud of his achievements and grateful for the support of his family, his neighbors, and his community that have helped bring stability to his life.

Kevin was only 17 when he found out he was going to be a father. He saved up some money which he used to purchase newborn essentials and move into an apartment near where his co-parent lived, since he felt it was important to live close to his new baby. Despite working long hours, he was quickly faced with the reality that his wages would not be enough to cover rent and the numerous additional costs that come with being a new parent.

Committed to giving his child the best start to life, Kevin enrolled in a Good+ program that supports teen parents. His case manager quickly noticed that he was under increasing financial pressure, and together they identified that a car seat would alleviate some of this burden. With a donation from Good+, Kevin now has a safe way to transport his baby to parks and other places for bonding time with her. He also received a stroller, diapers, and wipes, helping to combat stress brought on by tight finances. He noted, “I cannot imagine not being able to console my crying baby or being able to provide the basic essential items to my daughter without the help of my case manager and Good+Foundation.”

“The reduction in stress and access to essential items directly led to an improvement in Kevin’s relationship with his co-parent, a top priority alongside ensuring his daughter’s well-being. With the support of his program, Kevin graduated from high school and is now attending college.”

Note: Names have been changed and photos selected to protect the privacy of Good+ families.
2021 Board of Directors

Treasurer & Vice Chair
Michael Tiedemann
CEO, Tiedemann Investment Group

Founding President
Jessica Seinfeld
New York Times Best-Selling Author

Secretary
Jennifer L. Franklin
Counsel, Simpson, Thacher & Bartlett LLP

Pro Bono Counsel
Michael Nissan
Partner, Weil, Gotshal & Manges LLP

Amanda Rotkel
Associate Pro Bono Counsel, Weil, Gotshal & Manges LLP

Our Team

Katherine Snider, CNAP
Chief Executive Officer

Abdulai Aidoo, CPA, CNAP, MBA
Director of Finance & Administration

Tony Alvarenga, MPA
LA Program and Operations Manager

Joe DeFerrari
NY Program Coordinator

Alex Demarest
NY Program Manager

Enjoli Duval-Robinson
Senior Director, Corporate Giving & Partnerships

Carlos Franco
LA Warehouse & Donations Assistant

Gabe Fuentes
NY Warehouse Assistant

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

Nirmaljit Singh, MS
Finance & Administration Coordinator

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Gabe Fuentes
NY Warehouse Assistant

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

Nirmaljit Singh, MS
Finance & Administration Coordinator
In 2021, Good+Foundation raised over $13.7M in total revenue through financial donations, in-kind product and in-kind legal services. The total financial donations raised was approximately $3.5M with 52% of revenue coming from Foundations, 18% Events, 17% Corporate, 13% Individual and 1% Training Revenue. Following is the list of financial donors who contributed $10,000 and above.

**Contributors are listed in descending order.**

### $200,000 and above
- Bank of America Charitable Foundation, Inc.
- Anonymous

### $100,000–$199,999
- Angelo Family Charitable Foundation
- Theraflu
- The Eisner Foundation
- Credit Suisse Americas Foundation
- Bara & Alex Tisch
- Tsunami Foundation
- NORDSTROM
- Coleman Family Ventures
- Tiffany & Co.

### $75,000–$99,999
- Bloomberg Philanthropies
- Fidelity Charitable
- The Hearst Foundations
- LME Foundation

### $50,000–$74,999
- GSN Games, Inc.
- Anonymous
- Jessica & Jerry Seinfeld
- Tiedemann Family
- Steven & Alexandra Cohen Foundation
- Grace Charitable Foundation, Inc.
- Mary Kitchen & Jonathan Orszag

### $25,000–$49,999
- Anonymous
- The Emma and Georgina Bloomberg Foundation
- Anonymous
- Sarahmay & Larry Robbins
- Ross Stores Foundation
- Carolyn & Curtis Schenker
- Anonymous
- The Allen Family Foundation
- Jill & Darius Bikoff
- Samantha Boardman & Aby Rosen

### $10,000–$24,999 continued
- Cinq À Sept
- Anonymous
- Kenneth Goldman Donor Fund
- Anonymous
- Amy & John Griffin
- Johnson & Johnson
- Melony and Adam Lewis Advised Fund at Aspen Community Foundation
- Margaret & Daniel Loeb
- Anonymous
- Tali & Boaz Weinstein
- Alexandra Wentworth & George Stephanopoulos

### $10,000–$24,999 continued
- Tracy Pollan & Michael J Fox
- Tracy & Jay Snyder
- Beth & Chris Kojima
- Christine & Richard Mack
- Inga & Keith Rubenstein
- Fiona & Eric Rudin
- Alexandra Shiva & Jonathan Marc Sherman
- Lisa & Jeff Blau
- Rachel & Neil Blumenthal
- Anonymous
- Chop’t Creative Salad Company LLC
- Maggie & Reed Cordish
- Fuhrman Family Foundation
- Mariska Hargitay & Peter Hermann
- Brett & Gregory Heyman
- Sharon & William Jacob
- The Richard S. & Karen LeFrak Charitable Foundation
- Los Angeles Dodgers Foundation
- Anonymous
- Michael Nissan & Yvette Lanneaux
- Yesim & Dusty Philip
- Christine & Steve Schwarzman
- Gary and Barbara Siegler Foundation
- Lizzie & Jonathan Tisch
Good+Foundation secured a total of $9,999,751 in new product donations in 2021. Of this total, $9,689,314 came from corporations and institutions, the highest amount in the organization’s history. We are so grateful to these supporters for helping us meet the multiple needs of families in real-time.

Donors are listed in descending order.

### Corporate & Institutional Product Donors $50,000 and above

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<thead>
<tr>
<th>Donor Name</th>
<th>2021</th>
<th>2020</th>
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<tbody>
<tr>
<td>Anonymous</td>
<td></td>
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<tr>
<td>NORDSTROM</td>
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<td>THE CHILDREN'S PLACE</td>
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<td>Anonymous</td>
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<td>SKIP*HOP</td>
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<td>Believe Diapers</td>
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<td>MACK WELDON</td>
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<td>BOMBAS</td>
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<td>AKID</td>
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<td>medela</td>
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<td>GRACO</td>
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<tr>
<td>BUILD-A-BEAR FOUNDATION</td>
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<tr>
<td>MAM</td>
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<tr>
<td>UPPAbaby</td>
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<tr>
<td>BEAUTYCOUNTER</td>
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<td>MATTEL</td>
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<td>National Diaper Bank Network</td>
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<tr>
<td>Gap Inc.</td>
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<td>carter's</td>
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<tr>
<td>Regal Lager</td>
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<td>cinq se\nt</td>
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<td>PIXIE LANE</td>
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<td>Anonymous</td>
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### Financials

**Statement of Activities**
For the Years Ending December 31, 2021 and 2020

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<thead>
<tr>
<th></th>
<th>2021 (Unaudited)*</th>
<th>2020</th>
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<tbody>
<tr>
<td><strong>Changes in Net Assets without Donor Restrictions</strong></td>
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<tr>
<td>Contributions</td>
<td>2,156,084</td>
<td>2,224,569</td>
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<tr>
<td>Contributions In-Kind</td>
<td>10,208,388</td>
<td>10,284,424</td>
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<tr>
<td>Special Events Income, Net of Expenses</td>
<td>618,164</td>
<td>-</td>
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<tr>
<td>Investment Income/Loss, Net of Expenses</td>
<td>123,670</td>
<td>(1,847)</td>
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<tr>
<td>Other Income: PPP Loan Forgiveness</td>
<td>246,115</td>
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<tr>
<td><strong>Total</strong></td>
<td>13,352,421</td>
<td>12,507,146</td>
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<tr>
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<th>2021 (Unaudited)*</th>
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<td><strong>Change in Net Assets without Donor Restrictions</strong></td>
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<tr>
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<td>139,367</td>
<td>(481,442)</td>
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<th>2021 (Unaudited)*</th>
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<tbody>
<tr>
<td><strong>Change in Net Assets with Donor Restrictions</strong></td>
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<tr>
<td>Contributions</td>
<td>707,556</td>
<td>1,435,220</td>
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<tr>
<td>Net Assets Released from Restrictions</td>
<td>(721,548)</td>
<td>(1,497,890)</td>
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<th>2021 (Unaudited)*</th>
<th>2020</th>
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<tbody>
<tr>
<td><strong>Change in Net Assets</strong></td>
<td></td>
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<tr>
<td></td>
<td>(13,991)</td>
<td>(62,670)</td>
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<thead>
<tr>
<th></th>
<th>2021 (Unaudited)*</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Change in Net Assets</td>
<td>125,376</td>
<td>(544,112)</td>
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<tr>
<td>Net Assets - Beginning of Year</td>
<td>5,666,985</td>
<td>6,211,097</td>
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<tr>
<td>Net Assets - End of Year</td>
<td>5,792,361</td>
<td>5,666,985</td>
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*Independent audit report will be available May 2022