

# **Good Plus Foundation, Inc.**

## **Financial Statements** **Years Ended December 31, 2024 and 2023**

The report accompanying these financial statements was issued by BDO USA, P.C., a Virginia professional corporation, and the U.S. member of BDO International Limited, a UK company limited by guarantee.



# **Good Plus Foundation, Inc.**

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Financial Statements  
Years Ended December 31, 2024 and 2023

# Good Plus Foundation, Inc.

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## **Independent Auditor's Report**

The Board of Directors  
Good Plus Foundation, Inc.  
New York, New York

### ***Opinion***

We have audited the financial statements of Good Plus Foundation, Inc. (the Organization), which comprise the statements of financial position as of December 31, 2024 and 2023, and the related statements of activities, functional expenses, and cash flows for the years then ended, and the related notes to the financial statements.

In our opinion, the accompanying financial statements present fairly, in all material respects, the financial position of the Organization as of December 31, 2024 and 2023, and the results of its operations and its cash flows for the years then ended in accordance with accounting principles generally accepted in the United States of America.

### ***Basis for Opinion***

We conducted our audits in accordance with auditing standards generally accepted in the United States of America (GAAS). Our responsibilities under those standards are further described in the Auditor's Responsibilities for the Audit of the Financial Statements section of our report. We are required to be independent of the Organization and to meet our other ethical responsibilities, in accordance with the relevant ethical requirements relating to our audits. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.

### ***Responsibilities of Management for the Financial Statements***

Management is responsible for the preparation and fair presentation of the financial statements in accordance with accounting principles generally accepted in the United States of America, and for the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is required to evaluate whether there are conditions or events, considered in the aggregate, that raise substantial doubt about the Organization's ability to continue as a going concern within one year after the date that the financial statements are available to be issued.



### ***Auditor's Responsibilities for the Audit of the Financial Statements***

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance but is not absolute assurance and therefore is not a guarantee that an audit conducted in accordance with GAAS will always detect a material misstatement when it exists. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control. Misstatements are considered material if there is a substantial likelihood that, individually or in the aggregate, they would influence the judgment made by a reasonable user based on the financial statements.

In performing an audit in accordance with GAAS, we:

- Exercise professional judgment and maintain professional skepticism throughout the audit.
- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, and design and perform audit procedures responsive to those risks. Such procedures include examining, on a test basis, evidence regarding the amounts and disclosures in the financial statements.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the Organization's internal control. Accordingly, no such opinion is expressed.
- Evaluate the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluate the overall presentation of the financial statements.
- Conclude whether, in our judgment, there are conditions or events, considered in the aggregate, that raise substantial doubt about the Organization's ability to continue as a going concern for a reasonable period of time.

We are required to communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit, significant audit findings, and certain internal control-related matters that we identified during the audit.

*BDO USA, P.C.*

June 9, 2025

# Good Plus Foundation, Inc.

## Statements of Financial Position

<i>December 31,</i>	<b>2024</b>	<b>2023</b>
<b>Assets</b>		
Cash and cash equivalents	\$ 586,286	\$ 1,302,410
Cash - restricted	374,910	99,396
Investments, at fair value	2,518,122	3,661,210
Contributions receivable	376,466	128,404
Inventory	1,345,419	2,228,854
Prepaid expenses and other assets	67,629	91,462
Property and equipment, net	15,696	22,753
Right-of-use (ROU) assets, operating leases	1,270,934	1,689,178
Capitalized software costs	30,000	40,000
<b>Total Assets</b>	<b>\$ 6,585,462</b>	<b>\$ 9,263,667</b>
<b>Liabilities and Net Assets</b>		
<b>Liabilities</b>		
Accounts payable and accrued expenses	\$ 271,611	\$ 178,003
Operating lease liabilities	1,306,317	1,722,467
Deferred revenue	60,000	-
<b>Total Liabilities</b>	<b>1,637,928</b>	<b>1,900,470</b>
<b>Commitments and Contingencies (Notes 4, 9, 10, 11, and 12)</b>		
<b>Net Assets</b>		
Without donor restrictions	4,572,624	7,263,801
With donor restrictions	374,910	99,396
<b>Total Net Assets</b>	<b>4,947,534</b>	<b>7,363,197</b>
<b>Total Liabilities and Net Assets</b>	<b>\$ 6,585,462</b>	<b>\$ 9,263,667</b>

*See accompanying notes to financial statements.*

# Good Plus Foundation, Inc.

## Statements of Activities

<i>Year ended December 31,</i>	<b>2024</b>	<b>2023</b>
<b>Change in Net Assets Without Donor Restrictions</b>		
<b>Revenue, Gains, and Other Support</b>		
Contributions	\$ 2,160,287	\$ 1,861,369
Contributions of nonfinancial assets	13,072,682	17,641,597
Special events income, net of expenses of \$0 and \$528,650 in 2024 and 2023, respectively	-	1,627,409
Fee for service	128,060	153,740
Investment income, net	309,637	330,172
<b>Total Revenue, Gains, and Other Support</b>	<b>15,670,666</b>	<b>21,614,287</b>
<b>Net Assets Released from Restriction</b>		
Satisfaction of program restrictions	339,353	412,391
<b>Total Revenue, Gains, and Other Support Without Donor Restrictions</b>	<b>16,010,019</b>	<b>22,026,678</b>
<b>Expenses</b>		
Program	16,637,779	19,632,476
General and administrative	1,167,136	1,121,244
Fundraising	896,282	705,685
<b>Total Expenses</b>	<b>18,701,197</b>	<b>21,459,405</b>
<b>Change in Net Assets Without Donor Restrictions</b>	<b>(2,691,178)</b>	<b>567,273</b>
<b>Change in Net Assets with Donor Restrictions</b>		
Contributions	614,868	415,044
Net assets released from restrictions	(339,353)	(412,391)
<b>Change in Net Assets with Donor Restrictions</b>	<b>275,515</b>	<b>2,653</b>
<b>Change in Net Assets</b>	<b>(2,415,663)</b>	<b>569,926</b>
<b>Net Assets, beginning of year</b>	<b>7,363,197</b>	<b>6,793,271</b>
<b>Net Assets, end of year</b>	<b>\$ 4,947,534</b>	<b>\$ 7,363,197</b>

*See accompanying notes to financial statements.*

**Good Plus Foundation, Inc.**  
**Statement of Functional Expenses**

*Year ended December 31, 2024*

	Program					General and		
	Education	Fatherhood	Mothers	Crisis Intervention	Subtotal	Administrative	Fundraising	Total
Salaries	\$ 132,618	\$ 501,114	\$ 323,853	\$ 192,042	\$ 1,149,627	\$ 585,786	\$ 578,131	\$ 2,313,544
Payroll taxes and fringe benefits	31,413	106,849	79,625	43,984	261,871	104,364	122,719	488,954
Program supplies, in-kind	1,725,842	4,849,586	4,156,788	3,123,744	13,855,960	-	-	13,855,960
Program supplies	47,481	122,966	114,775	63,106	348,328	-	-	348,328
Cash grants	76,400	101,400	148,000	-	325,800	-	-	325,800
Depreciation and amortization	926	3,130	2,335	1,279	7,670	13,057	3,608	24,335
Repairs and maintenance	4,771	14,494	12,367	7,332	38,964	3,661	362	42,987
Occupancy	43,516	124,267	106,116	62,023	335,922	80,648	76,731	493,301
Telephone	2,729	6,957	6,194	3,511	19,391	506	508	20,405
Insurance	1,799	6,081	4,538	2,486	14,904	5,937	7,006	27,847
Interest expenses	-	-	-	-	-	-	2,095	2,095
Office expense	9,664	28,618	22,889	13,618	74,789	26,860	42,365	144,014
Utilities	2,329	6,281	5,365	3,093	17,068	5,242	5,557	27,867
Delivery	5,208	9,071	7,673	4,032	25,984	-	-	25,984
Evaluator	-	20,000	-	-	20,000	-	-	20,000
Professional fees	12,424	41,818	33,886	23,798	111,926	269,689	38,443	420,058
Marketing	-	-	-	-	-	-	12,694	12,694
Printing	69	235	175	96	575	229	6,063	6,867
Tickets and experiences, in-kind	-	13,530	15,470	-	29,000	-	-	29,000
Professional fees, in-kind	-	-	-	-	-	71,157	-	71,157
<b>Total Expenses</b>	<b>\$ 2,097,189</b>	<b>\$ 5,956,397</b>	<b>\$ 5,040,049</b>	<b>\$ 3,544,144</b>	<b>\$ 16,637,779</b>	<b>\$ 1,167,136</b>	<b>\$ 896,282</b>	<b>\$ 18,701,197</b>

*See accompanying notes to financial statements.*



# Good Plus Foundation, Inc.

## Statement of Functional Expenses

*Year ended December 31, 2023*

	Program					General and		
	Education	Fatherhood	Mothers	Crisis Intervention	Subtotal	Administrative	Fundraising	Total
Salaries	\$ 99,783	\$ 400,314	\$ 272,957	\$ 157,801	\$ 930,855	\$ 510,785	\$ 465,005	\$ 1,906,645
Payroll taxes and fringe benefits	28,901	86,928	69,962	36,744	222,535	91,399	97,163	411,097
Program supplies, in-kind	3,422,877	5,990,034	5,134,315	2,567,157	17,114,383	-	-	17,114,383
Program supplies	63,479	129,788	110,308	64,574	368,149	-	-	368,149
Cash grants	76,600	87,600	136,000	-	300,200	-	-	300,200
Depreciation and amortization	995	2,996	2,408	1,266	7,665	18,171	3,372	29,208
Repairs and maintenance	3,650	10,569	9,017	5,301	28,537	2,817	4,251	35,605
Occupancy	48,596	131,778	112,566	64,991	357,931	38,606	59,973	456,510
Telephone	2,951	6,931	6,107	3,360	19,349	873	879	21,101
Insurance	1,815	5,469	4,395	2,310	13,989	5,787	6,153	25,929
Interest expenses	-	-	-	-	-	24,799	-	24,799
Office expense	18,700	47,630	43,812	31,679	141,821	43,033	33,517	218,371
Utilities	2,496	6,164	5,269	2,969	16,898	2,290	3,621	22,809
Delivery	7,475	13,517	11,538	5,985	38,515	10	13	38,538
Professional fees	5,215	15,187	12,295	6,460	39,157	271,771	24,077	335,005
Marketing	102	178	153	76	509	-	6,906	7,415
Printing	166	501	403	212	1,282	530	755	2,567
Tickets and experiences, in-kind	884	-	29,817	-	30,701	-	-	30,701
Professional fees, in-kind	-	-	-	-	-	110,373	-	110,373
<b>Total Expenses</b>	<b>\$ 3,784,685</b>	<b>\$ 6,935,584</b>	<b>\$ 5,961,322</b>	<b>\$ 2,950,885</b>	<b>\$ 19,632,476</b>	<b>\$ 1,121,244</b>	<b>\$ 705,685</b>	<b>\$ 21,459,405</b>

*See accompanying notes to financial statements.*

# Good Plus Foundation, Inc.

## Statements of Cash Flows

<i>Year ended December 31,</i>	<b>2024</b>	<b>2023</b>
<b>Cash Flows from Operating Activities</b>		
Change in net assets	\$ (2,415,663)	\$ 569,926
Adjustments to reconcile change in net assets to net cash provided by (used in) operating activities:		
Depreciation and amortization	24,335	29,208
Non-cash operating lease expenses	497,438	476,308
Accrued interest receivable	39	16
Unrealized (gain) loss on investments	(128,433)	(134,550)
Realized (gain) loss on investments	(12,910)	8,349
Donated investments	-	(11,110)
Donated goods - contributions	(12,972,525)	(16,490,119)
Goods utilized in program expenses	13,855,960	16,839,809
Change in operating assets and liabilities:		
Contributions receivable	(248,062)	62,056
Prepaid expenses and other assets	23,833	(31,670)
Accounts payable and accrued expenses	93,608	75,475
Deferred revenue	60,000	-
Principal reduction in operating lease liabilities	(495,344)	(1,150,889)
<b>Net Cash Provided by (Used in) Operating Activities</b>	<b>(1,717,724)</b>	<b>242,809</b>
<b>Cash Flows from Investing Activities</b>		
Purchases of property and equipment	(7,278)	(65,669)
Proceeds from sales of investments	2,308,869	1,056,763
Purchases of investments	(1,024,477)	(1,322,614)
<b>Net Cash Provided by (Used in) Investing Activities</b>	<b>1,277,114</b>	<b>(331,520)</b>
<b>Net Decrease in Cash and Cash Equivalents</b>	<b>(440,610)</b>	<b>(88,711)</b>
<b>Cash and Cash Equivalents, beginning of year</b>	<b>1,401,806</b>	<b>1,490,517</b>
<b>Cash and Cash Equivalents, end of year</b>	<b>\$ 961,196</b>	<b>\$ 1,401,806</b>
<b>Supplemental Disclosure of Cash Flow Information</b>		
Cash	\$ 586,286	\$ 1,302,410
Cash - restricted	374,910	99,396
<b>Total</b>	<b>\$ 961,196</b>	<b>\$ 1,401,806</b>
<b>Supplemental Disclosure for Non-Cash Transactions</b>		
Operating lease assets obtained in exchange for operating lease liabilities - upon adoption	\$ -	\$ 2,222,040

*See accompanying notes to financial statements.*

# Good Plus Foundation, Inc.

## Notes to Financial Statements

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### 1. Nature of the Organization

Good Plus Foundation, Inc. (the Organization) was incorporated on February 26, 2001. On July 25, 2017, the Board of Directors approved the change of the Organization's name from the Baby Buggy, Inc. to Good Plus Foundation, Inc. The Organization's mission is to work 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 is an exempt organization for federal income tax purposes under Section 501(c)(3) of the Internal Revenue Code and under the corresponding provisions of the New York State tax laws. The Organization has been classified to be a publicly supported organization and not a private organization under Section 509(a) and is qualified for deductible contributions as provided in Section 170(b)(1)(A)(vi). The Organization's primary source of income is contributions.

The Organization focuses on the following major segments:

*Education* - The Organization's educational program includes working in conjunction with early childhood programs that provide comprehensive services to help a child "outgrow" poverty, helping children be safe, healthy, and happy. The Organization works with agencies that provide high quality early education and child development services, improve child health and pediatric care, and engage parents in the education and development of their children. Education program partners have access to in-kind donations, technical support through the Training Academy, and family cash grants.

*Fatherhood* - The Organization's Fatherhood Initiative aims to improve the economic self-sufficiency of fathers, create a community of support for low-income, non-custodial fathers, and promote father engagement strategies that incorporate fathers and father figures in child development and parenting. Fatherhood program partners have access to in-kind donations, technical support through the Training Academy, and family cash grants.

*Mothers* - The Organization's investment in motherhood programs aims to improve the economic self-sufficiency of mothers, provide positive parenting support and training, improve prenatal and perinatal health, and create a community of support for low-income mothers. Motherhood program partners have access to in-kind donations, technical support through the Training Academy, and family cash grants.

*Intervention* - The Organization donates to programs that provide services for at-risk children and families who are living in poverty and faced with challenging circumstances. These programs offer case management, counseling, advocacy, and parenting workshops, as well as crisis intervention when necessary. Intervention program partners primarily receive access to in-kind donations.

### 2. Significant Accounting Policies

#### *Basis of Presentation*

The Organization's financial statements have been prepared on the accrual basis of accounting and conform to accounting principles generally accepted in the United States of America (GAAP). In the statements of financial position, assets and liabilities are presented in order of liquidity or conversion to cash and their maturity resulting in the use of cash, respectively.

# Good Plus Foundation, Inc.

## Notes to Financial Statements

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### ***Financial Statement Presentation***

The classification of the Organization's net assets and its support, revenues, and expenses is based on the existence or absence of donor-imposed restrictions. It requires that the amounts for each of the two classes of net assets—with donor restrictions or without donor restrictions—be displayed in a statement of financial position and that the amount of change in each of those classes of net assets be displayed in a statement of activities.

These classes are defined as follows:

*Net Assets with Donor Restrictions* - This class consists of contributions and other inflows of assets whose use is subject to donor-imposed restrictions that are more specific than broad limits reflecting the nature of the not-for-profit entity, the environment in which it operates, and the purposes specified in its articles of incorporation or bylaws or comparable documents. Donor-imposed restrictions may be temporary in nature, such as stipulating that resources may be used only after a specified date or limited to specific programs or services. Certain donor-imposed restrictions are perpetual in nature.

*Net Assets Without Donor Restrictions* - This class consists of contributions and other inflows of assets whose use is not subject to donor-imposed restrictions. This net asset category includes both contributions not subject to donor restrictions and exchange transactions.

### ***Cash and Cash Equivalents***

The Organization considers all highly liquid instruments purchased with an original maturity of three months or less to be cash equivalents.

### ***Restricted Cash***

Restricted cash consists of funding that was provided for the purpose of a specific program or campaign. Restricted cash as of December 31, 2024 and 2023 was \$374,910 and \$99,396, respectively.

### ***Investments***

Investments are recorded at fair value based upon quoted market prices. Investment income (loss) includes dividends, interest, and realized and unrealized gains and losses on investments carried at fair value and is recorded net of investment fees. Investment income (loss) is recorded as income without donor restrictions in the statements of activities.

### ***Contributions Receivable***

Contributions receivable represent unconditional promises to give by donors and are recorded at net realizable value. Unless material, the Organization does not discount long-term receivables. For the years ended December 31, 2024 and 2023, the Organization had contributions receivable of \$376,466 and \$128,404, respectively. The Organization uses the allowance method to determine uncollectible contributions receivable. Such allowance is based on management's assessment of the creditworthiness of its donors and the age of the receivables, as well as current economic conditions and historical information. The Organization has determined that no allowance for uncollectible contributions receivable is necessary as of December 31, 2024 and 2023.

# Good Plus Foundation, Inc.

## Notes to Financial Statements

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### ***Inventory***

Purchased inventory is stated at the lower of cost or market value, with cost being determined by the first-in, first-out method. Contributed inventory is stated at the value placed by the donors on the date of donation (Note 7).

### ***Property and Equipment, Net***

Property and equipment are stated at cost and are being depreciated on the straight-line method over the estimated useful lives of the assets. The Organization has established a \$1,000 threshold above which assets are capitalized. Expenditures for repairs and maintenance are expensed as incurred.

### ***Impairment***

The Organization reviews long-lived assets to determine whether there has been any permanent impairment whenever events or circumstances indicate the carrying amount of an asset may not be recoverable. If the sum of the expected future undiscounted cash flows is less than the carrying amount of the assets, the Organization recognizes an impairment loss. No impairment losses were recognized for the years ended December 31, 2024 and 2023.

### ***Leases***

The Organization determines whether an arrangement contains a lease at inception by determining if the contract conveys the right to control the use of identified property, plant, or equipment for a period of time in exchange for consideration and other facts and circumstances.

Right-of-use (ROU) assets represent the Organization's right to use an underlying asset for the lease term, and lease liabilities represent the Organization's obligation to make lease payments arising from the lease. ROU assets are calculated based on the lease liability adjusted for any lease payments paid to the lessor at or before the commencement date and initial direct costs incurred by the Organization and excludes any lease incentives received from the lessor. Lease liabilities are recognized based on the present value of lease payments over the lease term. The Organization utilizes the implicit rate when readily determinable. However, as the lessee, the Organization typically cannot determine the implicit interest rate in a lease and, therefore, uses its local incremental borrowing rate based on the information available at the commencement date in determining the present value of future payments.

Lease expense for operating leases is recognized on a straight-line basis over the term of the lease. Variable lease payments are the portion of lease payments that are not fixed over the lease term. Variable lease payments are expensed as incurred, and include certain non-lease components, such as maintenance and other services provided by the lessor, and other charges included in the lease, as applicable. The Organization elected to combine lease and non-lease components as a single lease component and to exclude short-term leases, defined as leases with an initial term of 12 months or less, from its statements of financial position.

# Good Plus Foundation, Inc.

## Notes to Financial Statements

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### ***Revenue Recognition***

Transfers of cash or other assets or settlement of liabilities that are both voluntary and nonreciprocal are recognized as contributions. Reciprocal transfers in which each party receives and sacrifices goods or services with approximate commensurate value are recognized as exchange transactions.

Contributions may either be conditional or unconditional. A contribution is considered conditional when the donor imposes both a barrier and a right of return. Conditional contributions are recognized as revenue on the date all donor-imposed barriers are overcome or explicitly waived by the donor. Barriers may include specific and measurable outcomes, limitations on the performance of an activity, and other stipulations related to the contribution.

A donor has a right of return of any assets transferred or a right of release of its obligation to transfer any assets in the event the Organization fails to overcome one or more barriers. Assets received before the barrier is overcome are accounted for as refundable advances.

Unconditional contributions may or may not be subject to donor-imposed restrictions. Donor-imposed restrictions limit the use of the donated assets but are less specific than donor-imposed conditions. Unconditional contributions without donor restrictions are recognized as revenue or support in change in net assets without donor restrictions when received or promised. Contributions subject to donor restrictions are recognized in change in net assets with donor restrictions. When a purpose restriction is satisfied or when a time restriction expires, the contribution is reported as net assets released from restrictions and is recognized in change in net assets without donor restrictions.

The Organization applies Topic 606, *Revenue from Contracts with Customers*, to exchange transactions when applicable. Most of the Organization's revenue for the years ended December 31, 2024 and 2023 were from non-exchange transaction revenue sources, including contributions, contribution of nonfinancial assets, and investment income.

Topic 606 applies to the portion of the Organization's special events income that is determined to be an exchange transaction. The Organization conducts special events in which a portion of the gross proceeds paid by the participant represents payment for the direct cost of the benefits received by the participant at the event. Unless a verifiable, objective means exists to demonstrate otherwise, the fair value of meals and entertainment provided at special events is measured at the actual cost to the Organization. The direct costs of the special events that ultimately benefit the donor rather than the Organization are recorded as exchange transaction revenue and exchange transaction expense. All proceeds received in excess of the direct costs are recorded as special events income in the accompanying statements of activities. Special events income is recognized at a point in time when the events are held.

For the year ended December 31, 2024, the Organization reported special events income of \$0 and expense of \$0. For the year ended December 31, 2023, the Organization reported special events income of \$2,156,059 and expense of \$528,650. The direct costs of special events include expenses for the benefit of the donor. For example, meal and facility rentals are considered direct costs of special events.

# Good Plus Foundation, Inc.

## Notes to Financial Statements

Topic 606 applies to the Organization's fees for services that is determined to be an exchange transaction. Fees for service is recognized in the period which the performance takes place. Fees for services is recognized at a point in time when the program services are provided to the customer and amounted to \$128,060 and \$153,740, respectively, for the year ended December 31, 2024 and 2023.

### ***Contributed Nonfinancial Assets***

Amounts are reported in the financial statements for voluntary donations of services if those services create or enhance nonfinancial assets or require specialized skills provided by individuals possessing those skills, and which would typically be purchased if not provided by donation. Donated non-cash assets, which are an integral part of the Organizations, are reported in the financial statements based on market values of items donated or on current prices at the time of donation. During the years ended December 31, 2024 and 2023, the Organization received \$13,072,682 and \$17,641,597, respectively, in contributions in-kind that are reported as contributions and expenses in the accompanying statements of activities and functional expenses. The amount includes \$13,001,525 and \$71,157 for 2024 and \$17,531,224 and \$110,373 for 2023, recognized in revenue and expenses from tangible goods received from Individual and Corporate Donors and professional services. Without the professional services provided by the legal firms and tangible goods from individuals and corporate donors, the Organization would be required to compensate the legal firms for these services or pay the vendors for the tangible goods received.

A substantial number of other volunteers have donated significant amounts of their time in supporting the Organization's activities. No amounts have been reflected in the accompanying financial statements for these donated services since they do not meet the criteria for recognition.

The following summarizes the Organization's contributed nonfinancial assets:

#### ***Year ended December 31, 2024***

	Revenue Recognized	Donor Restrictions	Valuation Techniques and Inputs
Legal services	\$ 71,157	No associated donor restrictions	Value based on prevailing rates of professional time
Donated goods	13,001,525	No associated donor restrictions	Value based on the average selling price from third-party vendors for similar items
	\$ 13,072,682		

#### ***Year ended December 31, 2023***

	Revenue Recognized	Donor Restrictions	Valuation Techniques and Inputs
Legal services	\$ 110,373	No associated donor restrictions	Value based on prevailing rates of professional time
Donated goods	17,531,224	No associated donor restrictions	Value based on the average selling price from third-party vendors for similar items
	\$ 17,641,597		

# Good Plus Foundation, Inc.

## Notes to Financial Statements

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### ***Functional Allocation of Expenses***

The expenses of providing the various programs and other activities have been summarized on a functional basis in the statement of activities. Accordingly, expenses that can be directly identified with the program or supporting service to which they relate are charged accordingly. Other expenses that are attributable to more than one program or supporting service have been reasonably allocated among program and supporting service classifications using payroll allocation.

### ***Marketing***

The Organization expenses marketing costs as incurred. The Organization incurred \$12,694 and \$7,415 of marketing costs for the years ended December 31, 2024 and 2023, respectively, which are included in the accompanying statements of functional expenses.

### ***Use of Estimates***

The preparation of financial statements in conformity with GAAP requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and disclosures of contingent assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

### ***Income Taxes***

The Organization was incorporated in the state of New York and is exempt from federal, state, and local income taxes under Section 501(c)(3) of the Internal Revenue Code (the Code), and therefore has made no provision for income taxes in the accompanying financial statements. In addition, the Organization has been determined by the Internal Revenue Service (IRS) not to be a “private foundation” within the meaning of Section 509(a) of the Code. There was no unrelated business income for the year ended December 31, 2024.

Under ASC 740, *Income Taxes*, an organization must recognize the financial statement effects of a tax position taken for tax return purposes when it is more likely than not that the position will not be sustained upon examination by a taxing authority. The Organization does not believe it has taken any material uncertain tax positions and, accordingly, it has not recorded any liability for unrecognized tax benefits. The Organization has filed for and received income tax exemptions in the jurisdictions where it is required to do so. Additionally, the Organization has filed IRS Form 990 information returns, as required, and all other applicable returns in jurisdictions where so required. For the years ended December 31, 2024 and 2023, there was no interest or penalty recorded or included in the statement of activities. The Organization is subject to routine audits by a taxing authority. As of December 31, 2024 and 2023, the Organization was not subject to any examination by a taxing authority.

### ***Fair Value Measurements and Fair Value - Definition and Hierarchy***

Fair value is defined as the price that would be received to sell an asset or paid to transfer a liability in an orderly transaction between market participants at the measurement date.



# Good Plus Foundation, Inc.

## Notes to Financial Statements

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Accounting standards establish a fair value hierarchy for inputs used in measuring fair value that maximizes the use of observable inputs and minimizes the use of unobservable inputs by requiring the most observable units be used when available. Observable inputs are those that market participants would use in pricing the asset or liability based on market data obtained from sources independent of the Organization. Unobservable inputs reflect the Organization's assumption about inputs used by market participants at the measurement date. The fair value hierarchy is categorized into three levels based on inputs, as follows:

*Level 1* - Valuation is based on quoted prices in active markets for identical assets or liabilities that the Organization has the ability to access.

*Level 2* - Valuation is based on quoted prices for similar assets or liabilities in active markets; for identical or similar assets or liabilities in inactive markets; inputs other than quoted prices that are observable for the asset or liability; or inputs that are derived principally from or corroborated by observable market data by correlation or other means.

*Level 3* - Valuation is based on inputs that are unobservable and significant to the overall fair value measurement.

### 3. Investments, at Fair Value

#### *Determination of Fair Values*

The valuation methodologies used to determine the fair values of assets and liabilities under the "exit price" notion reflect market-participant objectives and are based on the application of the fair value hierarchy that prioritizes observable market inputs over unobservable inputs. The Organization determines the fair values of mutual funds, exchange-traded and closed-end funds, corporate bonds, and preferred stock based on quoted market prices.

The preceding methods described may produce a fair value calculation that may not be indicative of net realizable value or reflective of future fair value. Furthermore, although the Organization believes its valuation methods are appropriate and consistent with other market participants, the use of different methodologies or assumptions to determine the fair value of certain financial instruments could result in a different fair value measurement at the reporting date.

The Organization's investments are exposed to various risks, such as interest rate, market, and credit risks. Due to the level of risks associated with these investments, it is at least reasonably possible that changes in the values of these investments will occur in the near term and that such changes could materially affect the amounts reported in the statements of financial position and activities.

The following tables present by level, within the fair value hierarchy, the Organization's investments at fair value as of December 31, 2024 and 2023. As required by fair value measurement accounting standards, investments are classified in their entirety based upon the lowest level of input that is significant to the fair value measurement. The investments are all classified as net assets without donor restrictions.

# Good Plus Foundation, Inc.

## Notes to Financial Statements

### December 31, 2024

	Fair Value on a Recurring Basis	Level 1	Level 2	Level 3
Exchange-traded and closed-end funds	\$ 1,212,888	\$ 1,212,888	\$ -	\$ -
Mutual funds	793,438	793,438	-	-
Corporate bonds	12,959	12,959	-	-
Government securities	421,430	421,430	-	-
Preferred stock	77,407	77,407	-	-
	\$ 2,518,122	\$ 2,518,122	\$ -	\$ -

### December 31, 2023

	Fair Value on a Recurring Basis	Level 1	Level 2	Level 3
Exchange-traded and closed-end funds	\$ 1,334,283	\$ 1,334,283	\$ -	\$ -
Mutual funds	2,222,735	2,222,735	-	-
Corporate bonds	15,988	15,988	-	-
Preferred stock	88,204	88,204	-	-
	\$ 3,661,210	\$ 3,661,210	\$ -	\$ -

The components of the activity of the Organization's investments were as follows:

December 31,	2024	2023
Investments, beginning of year	\$ 3,661,210	\$ 3,258,064
Purchases of investments	1,024,477	1,322,614
Sales of investments	(2,308,869)	(1,056,763)
Accrued interest receivable	(39)	(16)
Realized gain (loss) on sale of investments	12,910	(8,349)
Unrealized gain on investments reported at fair value	128,433	134,550
Donated investments	-	11,110
Investments, end of year	\$ 2,518,122	\$ 3,661,210

## 4. Liquidity and Availability of Resources

The Organization maintains a policy of structuring its financial assets to be available as its general expenditures, liabilities, and other obligations come due. The Organization's management meets monthly to address projected cash flows to meet its operational expenditures. The Organization's financial assets available within one year of the statements of financial position date for general expenditures are as follows:

# Good Plus Foundation, Inc.

## Notes to Financial Statements

<i>December 31,</i>	2024	2023
Cash and cash equivalents	\$ 961,196	\$ 1,401,806
Investments	2,518,122	3,661,210
Contributions receivable	376,466	128,404
<b>Total Financial Assets Available Within One Year</b>	<b>3,855,784</b>	<b>5,191,420</b>
Less amounts unavailable for general expenditures within one year due to:		
Restricted by donors with time and purpose restrictions	(374,910)	(99,396)
<b>Total Financial Assets Available to Management for General Expenditures Within One Year</b>	<b>\$ 3,480,874</b>	<b>\$ 5,092,024</b>

### 5. Property and Equipment, Net

Property and equipment, net, consist of the following:

<i>December 31,</i>	2024	2023	Estimated Useful Lives (Years)
Furniture and fixtures	\$ 5,282	\$ 5,282	3-5
Equipment	132,318	125,040	3-5
Less: accumulated depreciation	(121,904)	(107,569)	
<b>Total Property and Equipment, Net</b>	<b>\$ 15,696</b>	<b>\$ 22,753</b>	

Depreciation expense was \$14,335 and \$14,208 for the years ended December 31, 2024 and 2023, respectively.

### 6. Capitalized Software Costs

Development costs related to the Organization's website amounting to \$50,000 have been capitalized during 2016, \$25,000 during 2019, and an additional \$50,000 was capitalized during 2023. These costs are amortized over the estimated life of five years using the straight-line method. Amortization expense was \$10,000 and \$15,000, respectively, for the years ended December 31, 2024 and 2023. Accumulated amortization as of December 31, 2024 and 2023 totaled \$95,000 and \$85,000, respectively.

### 7. Inventory

As of December 31, 2024 and 2023, inventory consists of clothing, bath products, and essential baby gear amounting to \$1,345,419 and \$2,228,854, respectively.

# Good Plus Foundation, Inc.

## Notes to Financial Statements

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### 8. Related Party Transactions

During the years ended December 31, 2024 and 2023, the Organization received \$50,000 and \$251,359 of cash donations, respectively, from board members, which is included on the statements of activities under contributions.

### 9. Retirement Plan

The Organization adopted a 403(b) retirement plan (the Plan), which covers eligible employees who work more than 20 hours per week. The Plan is a defined contribution plan. Employees are eligible to make elective deferrals beginning on their date of hire. Those employees who have completed two years of continuous employment and are employed on the last day of the Plan year are also eligible for a discretionary non-elective employer contribution. For the years ended December 31, 2024 and 2023, pension expense for the Organization was \$35,840 and \$30,836, respectively and is included on the statements of functional expenses under payroll taxes and fringe benefits.

### 10. Leases

In January 2019, the Organization signed a non-cancelable operating lease for office space in New York, which was amended on January 2023, extending the lease period to December 31, 2027 and expansion of premises.

The Organization has operating leases for properties used as office and storage space for its Los Angeles operations, which expired on April 30, 2021. In June 2021, the Organization signed a non-cancelable operating lease for a new office space for its Los Angeles operations, which expires on October 31, 2026. The Organization property leases generally contain renewal options for periods ranging from one to five years. If the Organization is reasonably certain to exercise these renewal options at lease inception, the options are considered in determining the lease term, and payments associated with the option years. These leases are classified as an operating lease based on the underlying terms of the agreement and certain criteria, such as the term of the lease related to the useful life of the asset, amongst other criteria. For leases with initial terms greater than a year (or greater than one year remaining under the lease at the date of adoption of ASU 2016-02, *Leases*), the Organization records the related ROU assets and liabilities at the present value of the lease payments to be paid over the life of the related lease. Variable lease payments are excluded from the amounts used to determine the ROU assets and lease liabilities unless the variable lease payments depend on an index or rate or are in substance, fixed payments. Lease payments related to periods subject to renewal options are also excluded from the amounts used to determine the ROU assets and lease liabilities unless the Organization is reasonably certain to exercise the option to extend the lease. The present value of lease payments is calculated by utilizing the discount rate stated in the lease, when readily determinable. For leases for which the rate is not readily available, the Organization has elected to use a risk-free discount rate determined using a period comparable with that of the lease term. The Organization has made an accounting policy election not to separate lease components from non-lease components in contracts when determining its lease payments for all of its asset classes, as permitted by ASU 2016-02. As such, the Organization accounts for the applicable nonlease components together with the related lease components when determining the ROU assets and lease liabilities.

The Organization has made an accounting policy election not to record leases with an initial term of less than a year as ROU assets and lease liabilities.

# Good Plus Foundation, Inc.

## Notes to Financial Statements

The following table summarizes information related to the lease assets and liabilities:

### *Year ended December 31, 2024*

<b>Operating Lease Cost</b>	
Amortization of ROU assets	\$ 434,778
Interest on lease liabilities	62,660
<b>Total Lease Cost</b>	<b>\$ 497,438</b>

### *Year ended December 31, 2023*

<b>Operating Lease Cost</b>	
Amortization of ROU assets	\$ 400,535
Interest on lease liabilities	75,773
<b>Total Lease Cost</b>	<b>\$ 476,308</b>

### *Year ended December 31, 2024*

<b>ROU Assets and Liabilities:</b>	
ROU assets - operating leases, net of amortization	\$ 1,270,934
Operating lease liabilities	1,306,317

### *Year ended December 31, 2024*

<b>ROU Assets and Liabilities:</b>	
ROU assets - operating leases, net of amortization	\$ 1,689,178
Operating lease liabilities	1,722,467

### *Year ended December 31, 2024*

<b>Other Information</b>	
Cash paid for accounts included in the measurement of lease liabilities:	
Operating cash flows from operating leases	\$ 495,344

### *Year ended December 31, 2024*

Weighted-average remaining lease term - operating leases	<b>4 years</b>
Weighted-average discount rate - operating leases	<b>4.21%</b>

ROU assets - operating leases and operating lease liabilities are recorded in the accompanying statements of financial position.

# Good Plus Foundation, Inc.

## Notes to Financial Statements

The following table reconciles the undiscounted operating lease payments to the lease liabilities recorded on the accompanying Statements of financial position as of December 31, 2024:

*Year ending December 31,*

2025	\$	501,881
2026		487,794
2027		361,971
2028		22,293
<b>Total Future Minimum Lease Payments</b>		<b>1,373,939</b>
Less: imputed interest		(67,622)
<b>Present Value of Minimum Lease Payments</b>	<b>\$</b>	<b>1,306,317</b>

Lease expense for the years ended December 31, 2024 and 2023 was \$497,438 and \$476,308, respectively, which is included as part of occupancy expenses on the statement of functional expenses.

### 11. Concentrations

Financial instruments that potentially subject the Organization to concentrations of credit risk consist principally of cash deposits. Accounts at each institution are insured by the Federal Deposit Insurance Corporation up to \$250,000.

For the year ended December 31, 2024, one company donated \$2,065,214 in products to the Organization, which amounted to approximately 16% of the Organization's total corporate in-kind contributions for the year.

For the year ended December 31, 2023, one company donated \$8,559,563 in products to the Organization, which amounted to approximately 49% of the Organization's total corporate in-kind contributions for the year.

### 12. Net Assets with Donor Restrictions

Net assets with donor restrictions are available for the following purposes:

<i>December 31,</i>	<b>2024</b>	<b>2023</b>
Time restricted	\$ 100,000	\$ -
NY operations	-	15,000
LA operations	225,000	32,969
Crisis and disaster fund	1,149	12,785
Mother and fatherhood	48,761	-
Training academy	-	38,642
<b>Total Net Assets with Donor Restrictions</b>	<b>\$ 374,910</b>	<b>\$ 99,396</b>

## Good Plus Foundation, Inc.

### Notes to Financial Statements

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Net assets were released from donor restrictions as follows:

<i>Year ended December 31,</i>	<b>2024</b>	<b>2023</b>
LA operations	\$ 32,969	\$ 147,031
Time restricted	-	50,000
Mother and fatherhood	38,223	8,764
NY operations	215,000	114,988
Crisis and disaster fund	14,519	10,249
Training academy	38,642	81,359
<b>Total Released from Restrictions</b>	<b>\$ 339,353</b>	<b>\$ 412,391</b>

### 13.Subsequent Events

The Organization has evaluated events through June 9, 2025, which is the date the financial statements were available to be issued. There were no other subsequent events requiring adjustments or disclosures to the financial statements.