

2020 Annual Report

Good+Foundation

Table of Contents

+ Letter From Our Executive Director	3
+ Our Mission	4
+ Impact Figures	5–6
+ COVID–19 Response	7
+ Systems Change Work	8
+ Impact Stories	9–12
+ Board of Directors	13
+ Our Team	14
+ Top Financial Contributors	15–16
+ Top Product Donors	17
+ Financials	18



From Our Executive Director

Dear Good+Foundation Supporter,

From the Recession of 2008 and Superstorm Sandy in 2012 to Hurricane Harvey in 2017 and the 2018 California wildfires, Good+Foundation has a history of swiftly responding to crises nationwide. Not only were we founded to address the real-time needs of under-resourced families, but we also have a proven record of reacting nimbly and effectively to emergencies over the last 19 years.

However, the challenges of COVID-19 proved to be unprecedented. While Good+Foundation's warehouses remained open for accepting and donating product throughout the crisis, many of our grantee partners temporarily closed their physical sites due to shelter-in-place orders and supply chain disruptions made it difficult to transport goods to our warehouses. Moreover, we worried about the health and safety of our incredible frontline staff members as they unloaded truckloads of goods, processed donations, and distributed essential items to families across the country. Yet, in the face of this crisis, the Good+Team rose to the occasion. Fiercely dedicated to our mission and families, they worked overtime to keep up with the need.

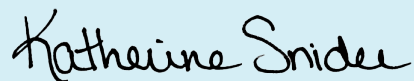
At the start of the pandemic, approximately 90% of Good+ families suffered loss of income due to the crisis. Parents who once worked as dishwashers, nannies, office cleaners, construction workers, and store security guards lost jobs. They once lived paycheck to paycheck. Now they were anxious about how to put food on the table, pay rent, or purchase diapers given a loss of income...all while worrying about the health and education of their children. As of the fall, 60% were still reporting loss of income.

But Good+ families were already struggling well before the pandemic hit. This is a snapshot of the demographics *prior* to the pandemic: Of the families receiving Good+ donations, 93% lived on low incomes; 78% were living below the poverty line (which was \$26,200 for a family of 4 in 2020); 42% faced inadequate or unstable housing situations; 35% experienced food insecurity; and 18% were homeless or in shelter. Also, the majority of families are families of color, with 57% Latinx and 29% African-American/Black. The horrific impact of COVID-19 exposed what the Good+Foundation team and our supporters have been fighting for years: the structural inequities that have dire effects on the health and economic mobility of Black and Brown children and their parents. If 2020 taught us anything it is that our work is more important now than ever before.

In this report you will read about the incredible generosity of our donors who helped us achieve all-time high product donations, as well as record foundation and corporate giving. You will learn about our innovative new emergency grant program and the Good+Training Academy. You will see how our financial stability allowed us to scale up our work during a period of great need. As the pandemic began to grow, Good+Foundation had 5.5 months of operating expenses in our investment fund set aside for emergency needs, which was key as we increased expenses to help even greater numbers of families during the crisis.

As we look forward to 2021 and beyond, we are steadfast in our commitment to addressing the barriers that keep under-resourced families trapped in cycles of poverty. Thanks to our community of supporters and partners, Good+ is well positioned to continue this work.

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.

With an early focus on mothers and children, Good+ expanded programming in 2010 to strengthen support for non-custodial and formerly incarcerated fathers to address one of the root causes of cyclical poverty: father absence. Today, the organization partners with a national network of social service programs to pair goods – such as cribs, car seats, and diapers – with mental health support, workforce development, co-parenting classes, preparation for the high school equivalency exam, and more. By giving fathers tools, dignity, and opportunities to re-engage with their families, mothers are getting more support, children are getting greater access to their fathers, and men are learning how to become the dads they want to be.

We are Good+Foundation.



In total, Good+ raised more than **\$13.8** million in product, in-kind, and financial donations in 2020, the highest in our history.

The organization donated out a record of **\$11,177,793** million worth of goods, which was a **74%** increase over 2019.

Good+ donated goods to **123** grantee partners in Los Angeles, CA; New York, NY; Baltimore, MD; Chicago, IL; Lowell, MA; Phoenix, AZ; and Seattle WA.

In 2020, Good+Foundation served **403,678** families through our regular network partners and COVID Response partners. This included **566,221** children, **431,957** mothers, and **286,911** fathers.

We donated **\$265,000** in emergency grants to over **2,700** families to help parents pay rent and utilities, cover groceries and gas, and purchase phone minutes/data for online schooling.

Good+

Impact

Good+ met **98.67%** of gear requests in 2020 including:

1,115 Breast Pumps, **1,047** Strollers,
735 Feeding Seats, **678** Car Seats,
530 Front Carriers, **390** Safety Gates,
389 Cribs, and **375** Playpens.

Good+ distributed **4,592,006** diapers in 2020,
an increase of **273%** over 2019.

We trained **3,997** people (social workers, nurse home
visitors, caseworkers) for a total of **17,768** hours
through the Good+Training Academy in 2020.

Good+Foundation welcomed **2** new board members
in 2020: Emmanuel Aidoo of Credit Suisse and
Jason Williams of CBS/Viacom.

Good+

Impact

COVID-19 Response

COVID-19 impacted Good+ families swiftly and mercilessly, and we needed to be innovative and expansive in our response. Because of lack of inventory and supply chain disruption, diaper requests skyrocketed. Good+ distributed 4,592,006 diapers in 2020 versus 1,230,605 diapers in 2019, an increase of 273%. We collected and distributed 130,387 PPE items, including masks in adult and children sizes, cleaning products, and hand sanitizer. In addition, we distributed 1,320,968 bath, health and hygiene products, 108,147 packs of wipes, 85,197 packages of baby food and formula, and 65,768 backpacks and school supplies for children engaged in remote learning. We also administered two rounds of emergency cash grants totaling \$265,000, which marks our first-ever grantmaking effort.

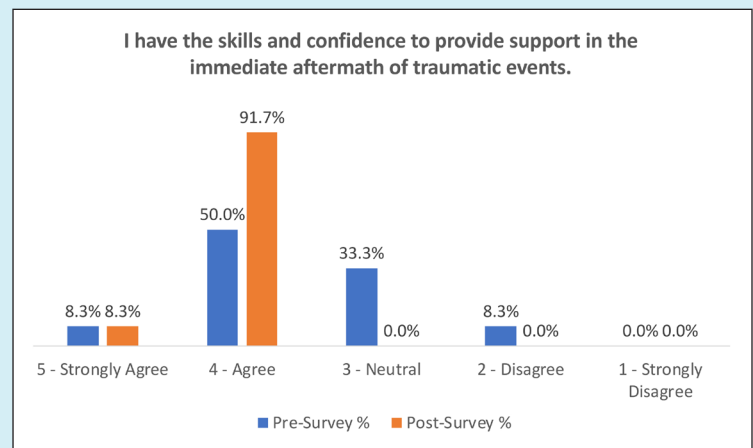
Our training went fully virtual, and we expanded our programming to include mental health and “Psychological First Aid” sessions for our nonprofit partners. But perhaps the biggest change in 2020 was to **discontinue accepting used goods and gear** and pivot to online registries and drives. What started as a temporary halt due to safety concerns related to COVID-19, led us to realize that used goods were expensive to house, sort, and ship and that the quality of most of what we received was not up to the standards that Good+ families deserve. **Online drives are more efficient** and we are able to meet the real-time needs of our nonprofit partners by providing the exact items they request.



Systems Change Work

Good+Training Academy

In 2020, we expanded the Good+Training Academy, which provides virtual and/or in-person training, technical assistance, and capacity building to transform social services systems and incorporate father-inclusive approaches. We partnered with the Los Angeles Department of Children and Family Services to educate new social workers and other DCFS employees. We also saw a 57% increase in the number of people trained and a 78% increase in the total number of training hours when compared to 2019. Mastering virtual trainings was key to our success this year, and we hope to continue a mixed virtual and in-person training approach post-pandemic.



Child Support Reform Advocacy

- **Centering Child Well-Being in Child Support Policy Toolkit:**
Good+Foundation partnered with Ascend at the Aspen Institute to address outdated child support laws. In 2020, we released the child support toolkit, which examines state-level child support data and advocates for right-sized payments, co-parenting support and services, and alternative punishments when a parent falls behind on their payments.
- **\$50,000 financial grant to Center for Urban Families in Baltimore, MD:**
In 2020, we also made our first ever sizable grant to a partner program specifically to support advocacy and programming that will help reform punitive and counter-productive child support policies. The Center for Urban Families will provide intensive casework to fathers helping them navigate the child support system while also advocating for more systems-level change at multiple levels of government throughout 2021.

Impact Story

Robert is a proud stay-at-home-dad to four children under the age of ten. While his wife works full time to support the family financially, Robert takes the kids to school and appointments and manages household chores—he feels lucky that he gets to spend so much time with his family. The COVID-19 pandemic, though, upended life for the family, turning Robert unexpectedly into a teacher and leading to added expenses such as daily lunch and snacks and tablets for remote learning. Money was quickly becoming a major source of conflict in their marriage, with Robert and his wife bickering constantly about household finances and parental responsibilities. He considered getting a job to help alleviate their financial burdens, but felt he couldn't risk his health or leave his young children at home without adequate childcare.



“This program really helps fathers, it helps men become better men.”

His stress and anger at the situation led Robert to enroll in a Fatherhood program with two goals: to find suitable employment that didn't put his family at risk, and to learn how to better communicate with his wife. Participating in virtual classes in the only quiet space he could find at home, the bathroom, Robert committed himself fully to the program, learning a lot about himself as a father and a husband. As a reward for completing the program, Robert received grocery store vouchers, cleaning supplies, and a personal care kit with soap and shampoo for the whole family, all made possible through a Good+Foundation emergency grant. Robert is immensely grateful for the support, and reflecting upon his experience says, “This program really helps fathers, it helps men become better men.”

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

Impact Story

Travis was unaware he had a child until he was presented with legal papers to attend a court hearing for his son who was being placed up for adoption. Though the news was a shock, Travis immediately enrolled in a Good+Foundation Fatherhood program so he could learn how to file for custody and learn to be a father to his child even while he was in foster care. His commitment to being there for his son led to monitored visits, and then to overnight visits, and eventually Travis gained full custody of his son.

“Dads are ready and willing to be great dads.”

Travis shared with his social worker that although he was thrilled to be a dad, he was overwhelmed and did not have everything he needed to raise a baby. He identified basic essentials that he'd need, and Good+Foundation was able to provide diapers, wipes, a diaper bag, and baby clothes. Research studies show that the narrative of the “deadbeat dad” is really a myth, and Travis’s story demonstrates that dads are ready and willing to be great dads, and that a little support can go a long way to improve outcomes for children and building strong families.



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

Impact Story

Marta is a resilient young woman who has faced major adversity in her life, spending time in foster care as a child and finding herself homeless and moving in and out of shelters in her teens and early twenties. She struggled with substance abuse issues, but quickly made the decision that she wanted to get and stay clean. After spending time in a sober living shelter, Marta was hired by a Good+Foundation program partner as a peer advocate, helping homeless young adults access resources similar to those that changed her own life, and receiving additional services to improve her circumstances. Marta excelled in her new role and with the support of her case manager moved into an apartment, a space that she is so proud to call her own.

“Marta was incredibly stressed about making sure everything was in place for her baby.”

Marta welcomed her first child earlier this year, and before giving birth reached out to her case worker for support. Her job does not bring in enough income to cover the cost of everything needed to create a nurturing and safe space for her baby. Her case manager shared that Marta was “incredibly stressed about making sure everything was in place for her baby” all while her life was turned upside down by the pandemic. Through the partnership with Good+Foundation, her case manager was able to request items including a breast pump, a stroller, and a bassinet, allowing Marta to let go of these overwhelming worries and focus on bonding with her newborn. Good+ also provided diapers and wipes which allowed Marta to stay home with her baby rather than leaving her apartment to go in search of these items so soon after giving birth in the middle of a pandemic.



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

Impact Story

Like so many families, the Murillo family lost their primary source of income when the COVID-19 pandemic hit. The family, enrolled in a Good+ family support program, was proactive in budgeting to make ends meet for basic needs and they got creative whenever they could to try to maintain stability for their children. Though schools switched to remote learning, the Murillo kids walked to school every day to pick up breakfast and lunch.



“The family did not have enough money to purchase face masks for the kids.”

The family did not have enough money to purchase face masks for the kids to use on their daily trips to school. They were recycling single-use, adult-sized masks that were much too large for the kids’ faces. Mr. and Mrs. Murillo were tying the masks to keep them tight, but knew that reusing disposable masks in the wrong sizes was risking exposing their noses and mouths, especially as the kids would touch their faces while trying to readjust the masks. Faced with the alternative of not leaving the house and receiving meals, the family felt they had no other choice. Knowing the family’s difficult situation, their caseworker from the family support program requested personal protective equipment from Good+Foundation, and we were able to provide reusable cloth masks in both adult and child sizes. The family now feels much safer going to school to pick up meals and attending other appointments, and are so appreciative for the masks and the peace of mind they have provided during an unbelievably difficult time.

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

2020 Board of Directors

Board of Directors

Vice President & Treasurer
Michael Tiedemann
CEO, Tiedemann Investment Group

Founder & President
Jessica Seinfeld
New York Times Best-Selling Author

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

Board Members

Emmanuel Aidoo*
*Head of Digital Asset Markets,
Credit Suisse Americas*

Jen Garcia Allen
*Head of Editorial & Programming,
Whalerock Industries and Board Member,
Allen Family Foundation*

Veronica Swanson Beard
*Co-Founder, Veronica Beard and
Board Member, Tsunami Foundation*

Leslie Brille**
COO/CFO, Lyfebulb

Jennifer Carlston**
Co-Founder, Covet New York

Danielle Devine
*Vice President, Enterprise Strategy and
Communication, Johnson & Johnson*

Stacey Bendet Eisner
Founder & CEO, Alice + Olivia

Sarah Michelle Gellar
Actress and Partner, Foodstirs

Stefani Greenfield**
Founder, My Next Act and Theadora & Callum

Mary Kitchen
*TV Reporter and Board Member,
Orszag Family Foundation*

Jennifer Koen
Head of Brand Marketing and PR, The Yes

Kara Moore
Senior Advisor, Bloomberg Philanthropies

Michael Nissan
Partner, Weil, Gotshal & Manges LLP

Ari Shalam**
*Managing Director,
RWN Real Estate Partners LLC*

Bara Tisch

Connie Verducci
SVP, Bank of America

Ali Wentworth
Actress and Author

Jason Williams*
*Senior Vice President of Global
Inclusion Strategy, ViacomCBS*

Non-Voting Board Member

Katherine Snider
Executive Director, Good+Foundation

Pro Bono Counsel

Michael Nissan
Partner, Weil, Gotshal & Manges LLP

Amanda Rosenblum
*Associate Pro Bono Counsel,
Partner, Weil, Gotshal & Manges LLP*

* = Joined in 2020 ** = Retired in 2020

Our Team

Katherine Snider

Executive Director

Abdulai Aidoo, CPA, CNAP, MBA

Director of Finance & Administration

Tony Alvarenga

LA Volunteer and Program Manager

Michael Barnes

NY Warehouse Assistant

Joe DeFerrari

NY Program Coordinator

Enjoli Duval-Robinson

Director of Corporate Giving

Carlos Franco

LA Warehouse & Donations Assistant

Alan-Michael Graves, Ed.D.

Director of National Programs

Rick Justiniano

Director of Operations & Donations

Michelle Kogan

LA Program Coordinator

Tiffany Langston

Chief Marketing Officer

Laurel Parker West, Ph.D

VP of National Programs and Operations

Anastasia Plavnicky

NY Volunteer Coordinator

Danielle Ramsey

Social Media & Marketing Coordinator

Mairin Riley

NY Program Manager

Courtney Slack

Individual Giving & Events Manager

Luke Srodulski

Foundation Giving Manager

Top Financial Contributors

Good+ raised over \$13.8 million in total revenue in 2020. Of this amount, \$3.6 million of revenue came through financial donations. Approximately 53% of financial support came through foundations, 25% came through corporations, and 22% through individuals. Following is a 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.
SKIMS Body, Inc.

\$100,000–\$199,999

Angelo Family Charitable Foundation
Bara & Alex Tisch
The Chase and Stephanie
Coleman Foundation
Jessica & Jerry Seinfeld
NORDSTROM
Bloomberg Philanthropies
Anonymous
Artemis Rising Foundation
& Regina K. Scully
Tsunami Foundation

\$75,000–\$99,999

Veronica Beard

\$50,000–\$74,999

Westman Atelier
Mary Kitchen & Jon Orszag
CRE Finance Council
The Allen Family Foundation
Always Discreet
LME Foundation
Major League Baseball
MLB Players Association
Ross Stores Foundation/
Ross Dress for Less
S. Mark Taper Foundation

\$25,000–\$49,999

Anonymous
Grace Charitable Foundation
Lana & Sebastian Maniscalco
The Cherwin Family
Kate Upton & Justin Verlander
Anonymous

Top Financial Contributors

\$25,000–\$49,999 continued

Robin Hood
Johnson & Johnson
Alexandra Wentworth
& George Stephanopoulos
Ferragamo USA
Hearst
Jennifer Koen & Mark Horowitz
Lizzie & Jonathan Tisch
The Neuberger Berman Foundation
The Ralph M. Parsons Foundation
The Yes

\$10,000–\$24,999

Anonymous
Dasha Zhukova
The Eisner Foundation
Goldman Sachs Gives
The Margaret and Daniel Loeb Foundation
Nurmi Family Foundation
James Perse
Anonymous
Ariel & Michael Tiedemann
KKR
Friends of the Family

\$10,000–\$24,999 continued

The Derrough–Salas Family
The Goodwin Family
Children’s Institute Inc.
Caryn Seidman–Becker
Susan Friedenberg
Carola Jain
The Emma and Georgina Bloomberg
Foundation
The Horn Foundation
James Kimmel
John and Amy Griffin Foundation
Mariska Hargitay
Michael A. Balmuth
Niagara Cares
One Family LA, an initiative of
Great Public Schools Now
The Richard S. & Karen LeFrak
Charitable Foundation
Tucker–Bridges Charitable Fund
UJA Federation New York
W. and S. Wright Family

Top Product Donors

Good+Foundation raised over \$10.2 million in in-kind donations in 2020. Of this total, over \$9.2 million in new product came through 83 corporate and institutional donors. This was an all-time high in new product donations for the organization.

Donors are listed in descending order.

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

NORDSTROM	CITIZENS of HUMANITY	THE CHILDREN'S PLACE ♥ A PLACE FOR GIVING ♥	seventh generation.	RALSEY GROUP LIMITED
narciso rodriguez	BEAUTYCOUNTER	Anonymous	National Diaper Bank Network	UPPAbaby
♥CVSHealth.	NUK®	ROSIE POPE	MAISONETTE	MACK WELDON FOR DAILY WEAR
WearFirst. THEN TELL THE DIFFERENCE®	LALO	MATTEL	PERIOD. THE MENSTRUAL MOVEMENT	carter's
Gap Inc.	SKIP*HOP®	cuties	PINK CHICKEN NEW YORK	ROCKETS OF AWESOME
HappyFAMILY®	Anonymous	MAM	GRACO	Colgate
WaterWipes® THE WORLD'S PUREST BABY WIPES	always discreet	BATHPACK.	HELP A MOTHER OUT	Lansinoh.
Shelter Partnership	allure BEAUTY BOX	AKID®	giggle	
		THE GROOMSMAN SUIT	BABYK'TAN®	

Financials

Statement of Activities For the Years Ending December 31, 2020 and 2019

	2020 (Unaudited*)	2019
Changes in Net Assets without Donor Restrictions		
Contributions	2,357,568	1,722,259
Contributions In-Kind	10,284,425	8,133,537
Special Events Income, Net of Expenses	–	484,108
Investment Income/Loss, Net of Expenses	(20,599)	358,730
	12,621,394	10,698,634
Net Assets Released from Restrictions		
Satisfaction of Program Restrictions	1,364,890	87,036
Total Revenues, Gains and Other Support without Donor Restrictions	13,986,285	10,785,670
Expenses		
Program	13,280,913	8,106,513
Management and General	583,714	536,559
Fundraising	603,101	714,919
	14,467,728	9,357,991
Change in Net Assets without Donor Restrictions	(481,443)	1,427,679
Change in Net Assets with Donor Restrictions		
Contributions	1,302,220	190,000
Net Assets Released from Restrictions	(1,364,890)	(87,036)
	(62,670)	102,964
Change in Net Assets	(544,113)	1,530,643
Net Assets, Beginning of Year	6,211,097	4,680,454
Net Assets, End of Year	5,666,984	6,211,097

*Independent audit report will be available April 2021



Good+Foundation

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