

# Good+Foundation

GOOD PLUS FOUNDATION, INC.

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FINANCIAL STATEMENTS

DECEMBER 31, 2019 AND 2018

**GOOD PLUS FOUNDATION, INC.**

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## **INDEPENDENT AUDITOR'S REPORT**

To the Board of Directors  
Good Plus Foundation, Inc.

### ***Report on the Financial Statements***

We have audited the accompanying financial statements of Good Plus Foundation, Inc. (the "Organization"), which comprise the statements of financial position as of December 31, 2019 and 2018, and the related statements of activities, functional expenses, and cash flows for the years then ended, and the related notes to the financial statements.

### ***Management's Responsibility for the Financial Statements***

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes 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.

### ***Auditor's Responsibility***

Our responsibility is to express an opinion on these financial statements based on our audits. We conducted our audits in accordance with auditing standards generally accepted in the United States of America. Those standards require that we plan and perform the audits to obtain reasonable assurance about whether the financial statements are free of material misstatement.

An audit involves performing procedures to obtain audit evidence about the amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making those risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements 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 entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our audit opinion.



***Opinion***

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Good Plus Foundation, Inc. as of December 31, 2019 and 2018, and the changes in its net assets and its cash flows for the years then ended in accordance with accounting principles generally accepted in the United States of America.

**MBAF CPAs, LLC**

New York, NY

April 30, 2020

**GOOD PLUS FOUNDATION, INC.**  
 STATEMENTS OF FINANCIAL POSITION  
 DECEMBER 31, 2019 AND 2018

<b>ASSETS</b>	<b>2019</b>	<b>2018</b>
Cash and cash equivalents	\$ 898,564	\$ 1,604,745
Investments	2,606,232	1,710,956
Certificate of deposit, at cost	303,374	300,000
Contributions receivable	135,000	11,550
Inventory	2,363,233	1,021,935
Prepaid expenses and other assets	46,007	37,502
Property and equipment, net	19,026	23,023
Website, net	30,000	20,000
	<b>\$ 6,401,436</b>	<b>\$ 4,729,711</b>
<b>LIABILITIES AND NET ASSETS</b>		
<b>LIABILITIES</b>		
Accounts payable and accrued expenses	\$ 190,339	\$ 49,257
<b>NET ASSETS</b>		
Without donor restrictions	6,085,556	4,657,877
With donor restrictions	125,541	22,577
	<b>\$ 6,401,436</b>	<b>\$ 4,729,711</b>

The accompanying notes are an integral part of these financial statements.

**GOOD PLUS FOUNDATION, INC.**  
 STATEMENTS OF ACTIVITIES  
 FOR THE YEARS ENDED DECEMBER 31, 2019 AND 2018

	<b>2019</b>	<b>2018</b>
CHANGES IN NET ASSETS WITHOUT DONOR RESTRICTIONS		
Contributions	\$ 1,722,259	\$ 1,344,902
Contributions in-kind	8,133,537	6,706,051
Special events income, net of expenses of \$143,416 and \$1,168,759 in 2019 and 2018, respectively	484,108	2,061,221
Investment income (loss)	358,730	(145,170)
	<u>10,698,634</u>	<u>9,967,004</u>
NET ASSETS RELEASED FROM RESTRICTIONS		
Satisfaction of program restrictions	87,036	228,953
	<u>87,036</u>	<u>228,953</u>
TOTAL REVENUES, GAINS AND OTHER SUPPORT WITHOUT DONOR RESTRICTIONS	<u>10,785,670</u>	<u>10,195,957</u>
EXPENSES		
Program	8,106,513	8,870,897
General and administrative	536,559	516,096
Fundraising	714,919	586,516
	<u>9,357,991</u>	<u>9,973,509</u>
CHANGE IN NET ASSETS WITHOUT DONOR RESTRICTIONS	<u>1,427,679</u>	<u>222,448</u>
CHANGES IN NET ASSETS WITH DONOR RESTRICTIONS		
Contributions	190,000	218,949
Net assets released from restrictions	(87,036)	(228,953)
	<u>102,964</u>	<u>(10,004)</u>
INCREASE (DECREASE) IN NET ASSETS WITH DONOR RESTRICTIONS	<u>102,964</u>	<u>(10,004)</u>
CHANGE IN NET ASSETS	1,530,643	212,444
NET ASSETS - BEGINNING OF YEAR	<u>4,680,454</u>	<u>4,468,010</u>
NET ASSETS - END OF YEAR	<u>\$ 6,211,097</u>	<u>\$ 4,680,454</u>

The accompanying notes are an integral part of these financial statements.

**GOOD PLUS FOUNDATION, INC.**  
STATEMENT OF FUNCTIONAL EXPENSES  
FOR THE YEAR ENDED DECEMBER 31, 2019

FUNCTIONAL EXPENSES	<u>Program</u>	<u>General and Administrative</u>	<u>Fundraising</u>	<u>Total</u>
Salaries	\$ 656,805	\$ 242,196	\$ 367,174	\$ 1,266,175
Payroll taxes and fringe benefits	112,272	40,234	60,504	213,010
Program supplies, in-kind	6,401,265	-	-	6,401,265
Program supplies	340,493	-	-	340,493
Depreciation and amortization	7,179	16,695	3,307	27,181
Repairs and maintenance	22,467	536	435	23,438
Occupancy	302,753	4,285	5,061	312,099
Telephone	13,325	49	125	13,499
Insurance	22,424	372	465	23,261
Office expense	67,076	29,793	24,528	121,397
Utilities	13,720	200	239	14,159
Delivery	37,548	-	1,658	39,206
Professional fees	27,111	117,464	14,918	159,493
Marketing	75	-	6,529	6,604
Printing	2,839	691	1,401	4,931
Professional fees, in-kind	79,052	83,347	228,575	390,974
Office furniture/equipment	109	697	-	806
	<u>\$ 8,106,513</u>	<u>\$ 536,559</u>	<u>\$ 714,919</u>	<u>\$ 9,357,991</u>

The accompanying notes are an integral part of these financial statements.

**GOOD PLUS FOUNDATION, INC.**  
STATEMENT OF FUNCTIONAL EXPENSES  
FOR THE YEAR ENDED DECEMBER 31, 2018

FUNCTIONAL EXPENSES	<u>Program</u>	<u>General and Administrative</u>	<u>Fundraising</u>	<u>Total</u>
Salaries	\$ 650,928	\$ 213,480	\$ 354,929	\$ 1,219,337
Payroll taxes and fringe benefits	150,570	48,676	65,064	264,310
Program supplies, in-kind	7,232,715	-	-	7,232,715
Program supplies	293,348	-	-	293,348
Depreciation and amortization	5,607	10,890	1,881	18,378
Repairs and maintenance	19,336	791	1,262	21,389
Occupancy	267,537	3,878	4,623	276,038
Telephone	15,824	472	155	16,451
Insurance	16,828	2,650	4,648	24,126
Office expense	94,542	28,321	24,371	147,234
Utilities	12,356	434	674	13,464
Delivery	58,342	250	18	58,610
Professional fees	8,524	49,753	2,003	60,280
Marketing	-	-	125,973	125,973
Printing	3,808	459	814	5,081
Professional fees, in-kind	40,390	153,637	-	194,027
Office furniture/equipment	242	2,405	101	2,748
	<u>\$ 8,870,897</u>	<u>\$ 516,096</u>	<u>\$ 586,516</u>	<u>\$ 9,973,509</u>

The accompanying notes are an integral part of these financial statements.

**GOOD PLUS FOUNDATION, INC.**STATEMENTS OF CASH FLOWS  
FOR THE YEARS ENDED DECEMBER 31, 2019 AND 2018

	<b>2019</b>	<b>2018</b>
<b>CASH FLOWS FROM OPERATING ACTIVITIES</b>		
Change in net assets	\$ 1,530,643	\$ 212,444
Adjustments to reconcile change in net assets to net cash (used in) provided by operating activities:		
Depreciation and amortization	27,181	18,378
Unrealized (gain) loss on investments	(191,420)	236,513
Realized (gain) loss on investments	(42,492)	13,153
Donated investments	-	(6,972)
Donated goods - contributions	(7,742,563)	(6,512,024)
Goods utilized in program expenses	6,401,265	7,232,715
Changes in operating assets and liabilities:		
Contributions receivable	(123,450)	(11,550)
Prepaid expenses and other assets	(8,505)	10,478
Accounts payable and accrued expenses	141,082	(77,712)
NET CASH (USED IN) PROVIDED BY OPERATING ACTIVITIES	<u>(8,259)</u>	<u>1,115,423</u>
<b>CASH FLOWS FROM INVESTING ACTIVITIES</b>		
Purchases of property and equipment	(8,184)	(19,784)
Purchase of website	(25,000)	-
Proceeds from sales of investments	453,453	204,947
Purchase of certificate of deposit	-	(300,000)
Reinvestment of CD interest	(3,374)	-
Purchases of investments	(1,114,817)	(739,689)
NET CASH USED IN INVESTING ACTIVITIES	<u>(697,922)</u>	<u>(854,526)</u>
NET (DECREASE) INCREASE IN CASH AND CASH EQUIVALENTS	(706,181)	260,897
CASH AND CASH EQUIVALENTS - BEGINNING OF YEAR	<u>1,604,745</u>	<u>1,343,848</u>
CASH AND CASH EQUIVALENTS - END OF YEAR	<u>\$ 898,564</u>	<u>\$ 1,604,745</u>

The accompanying notes are an integral part of these financial statements.

## GOOD PLUS FOUNDATION, INC.

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NOTES TO FINANCIAL STATEMENTS  
DECEMBER 31, 2019 AND 2018

### 1. NATURE OF THE ORGANIZATION

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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 foundation 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 agencies such as Early Head Start and Head Start that offer free, high-quality education for young children, as well as a range of health and family support services for their parents.

**Fatherhood** - The Organization's Fatherhood Initiative provides clothing, gear, and products for children of low-income, non-custodial fathers enrolled in fathering programs at 13 organizations in New York City and Los Angeles. These programs help fathers feel empowered to embrace fatherhood and the responsibilities that accompany it and to provide poor fathers the tools they need to keep their children safe and healthy. The Organization also offers financial education workshops and benefits screening to help improve the family's overall and financial well-being.

**Health** – The primary focus is Nurse-Family Partnership ("NFP") programs in New York City, Jersey City, Los Angeles, Dallas, Detroit and Houston. NFP pairs poor first-time moms with a visiting nurse from the 20th week of pregnancy until her child's second birthday. Demonstrated impacts include better maternal health, lower rates of child abuse and childhood accidents, longer intervals between births, and better maternal employment and graduation rates.

**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.

### 2. SIGNIFICANT ACCOUNTING POLICIES

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#### Financial Statement Presentation

The Organization's financial statements have been prepared on the accrual basis of accounting in accordance with accounting principles generally accepted in the United States of America ("U.S. GAAP").

This 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 consist 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.

## GOOD PLUS FOUNDATION, INC.

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NOTES TO FINANCIAL STATEMENTS  
DECEMBER 31, 2019 AND 2018

### 2. SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

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#### Financial Statement Presentation (continued)

Net Assets without Donor Restrictions consist 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.

Unconditional contributions without donor restrictions are recognized as revenue or support in changes in net assets without donor restrictions when received or promised. Contributions subject to donor restrictions are recognized in changes 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 changes in net assets without donor restrictions.

#### 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.

#### Investments

Investments are recorded at fair value based upon quoted market prices. The related dividend and interest income is recorded as income without donor restrictions in the statements of activities.

#### Certificate of Deposit

The certificate of deposit can only be redeemed by its issuer and therefore does not meet the accounting definition of a security. Accordingly, it is measured at cost.

#### Contributions Receivable

Contributions receivable represent unconditional promises to give by donors. For the years ended December 31, 2019 and 2018, the Organization had contributions receivable of \$135,000 and \$11,550, respectively. The Organization considers all gifts of long-lived assets to be donor restricted. 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, 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, 2019 and 2018. Unless material, the Organization does not discount long-term receivables.

#### Inventory

Inventory is stated at cost, if purchased, or at fair value, if available, or at the value placed by the donors on the date of donation, if contributed. Inventory is stated at the lower of cost or market, with cost being determined by the first-in, first-out method.

#### Property and Equipment

Property and equipment are stated at cost and are being depreciated on the straight-line method over the estimated useful lives of the assets (Note 5). The Organization has established a \$1,000 threshold above which assets are capitalized.

## GOOD PLUS FOUNDATION, INC.

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### NOTES TO FINANCIAL STATEMENTS DECEMBER 31, 2019 AND 2018

## 2. SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

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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.

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.

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.

The Organization adopted Accounting Standards Update (ASU) 2014-09, *Revenue from Contracts with Customers* (Topic 606) on January 1, 2019 using the modified retrospective method applied to all contracts not completed as of the date of adoption. The modified retrospective adoption method requires the Organization to record a transition adjustment for the new revenue standard, if any, as a cumulative effect adjustment to beginning net assets as of the date of adoption. Therefore, any comparative information has not been adjusted. No adjustment to the Organization's beginning net assets was required as a result of adopting Topic 606.

The Organization applies Topic 606 to exchange transactions when applicable. Most of the Organization's revenue for the years ended December 31, 2019 and 2018 were from non-exchange transaction revenue sources including contributions, in-kind contributions 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 which 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.

For the years ended December 31, 2019 and 2018, the Organization reported special events income of \$627,524 and \$3,229,980, respectively, and expense of \$143,416 and \$1,168,759, respectively. 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.

### In-Kind Contributions

The Organization receives contributions of donated non-cash assets that are an integral part of its operations. Such assets are recognized as income as contributions in-kind and expensed as in-kind at their values based on market values of items donated or on current prices at the time of donation. Contributions are recorded in the period received.

## GOOD PLUS FOUNDATION, INC.

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NOTES TO FINANCIAL STATEMENTS  
DECEMBER 31, 2019 AND 2018

### 2. SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

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#### **Donated Services**

Donated services are recognized as revenue, if the services received create or enhance non-financial assets, require specialized skills provided by individuals possessing those skills and typically need to be purchased if not provided by donation. Accordingly, the Organization does not record the value of those volunteer hours that do not meet the criteria for recognition under U.S. GAAP.

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

Expenses that can be directly identified with the program or supporting service to which they relate are charged accordingly. Other expenses by function have been allocated among program and supporting service classifications using payroll allocation.

#### **Use of Estimates**

The preparation of financial statements in conformity with U.S. 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 files informational returns in the federal and New York State jurisdictions. The Organization is generally no longer subject to income tax examinations by the Internal Revenue Service or New York State for returns filed before 2016.

The accounting standard for uncertainty in income taxes prescribes a minimum recognition threshold and measurement methodology that a tax position taken or expected to be taken in a tax return is required to meet before being recognized in the financial statements. It also provides guidance for derecognition, classification, interest and penalties, disclosure, and transition.

The Organization does not expect a significant increase or decrease to the total amounts of unrecognized tax positions during the year ended December 31, 2019. However, the Organization may be subject to audit by tax authorities. The Organization believes that it has appropriate support for the positions taken on its tax returns. Nonetheless, the amounts ultimately paid, if any, upon resolution of the issues raised by the taxing authorities may differ materially from the amounts accrued for each year. Management believes that its nonprofit status would be sustained upon examination.

Should there be interest on underpayments of income tax, the Organization would classify it as interest expense. The Organization would classify penalties in connection with underpayments of income tax as other expense.

## GOOD PLUS FOUNDATION, INC.

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NOTES TO FINANCIAL STATEMENTS  
DECEMBER 31, 2019 AND 2018

### 2. SIGNIFICANT ACCOUNTING POLICIES (CONTINUED)

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#### 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.

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 based on quoted prices in active markets for identical assets or liabilities that the Organization has the ability to access.

Level 2 - Valuation 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 or corroborated by observable market data by correlation or other means.

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

#### Adopted Accounting Pronouncement

Effective as of January 1, 2019, the Organization adopted ASU 2014-09, *Revenue from Contracts with Customers* (Topic 606). The update outlines a single comprehensive model for entities to use in accounting for revenue arising from contracts with customers and supersedes most current recognition guidance, including industry-specific guidance. The core principle of the revenue recognition standard is that an entity recognizes revenue to depict the transfer of goods or services to customers in an amount that reflects the consideration to which the entity expects to be entitled in exchange for those goods or services. The adoption of this update had no effect on the Organization's financial position and changes in net assets. See Revenue Recognition above.

#### Recent Accounting Pronouncement

In February 2016, the Financial Accounting Standards Board ("FASB") issued an accounting standards update which amends existing lease guidance. The update requires lessees to recognize a right-of-use asset and related lease liability for many operating leases now currently off-balance sheet under current U.S. GAAP. Also, the FASB has issued amendments to the update with practical expedients related to land easements and lessor accounting. The Organization is currently evaluating the effect the update will have on its financial statements.

The update originally required transition to the new lease guidance using a modified retrospective approach which would reflect the application of the update as of the beginning of the earliest comparative period presented. A subsequent amendment to the update provides an optional transition method that allows entities to initially apply the new lease guidance with a cumulative-effect adjustment to the opening balance of equity in the period of adoption. If this optional transition method is elected, after the adoption of the new lease guidance, the Organization's presentation of comparative periods in the financial statements will continue to be in accordance with current lease accounting. The Organization is evaluating the method of adoption it will elect. The update is effective for fiscal years beginning after December 15, 2020, and for interim periods within fiscal years beginning after December 15, 2021, with early application permitted.

**GOOD PLUS FOUNDATION, INC.**

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NOTES TO FINANCIAL STATEMENTS  
DECEMBER 31, 2019 AND 2018

**3. INVESTMENTS**

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**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 certain financial assets based on quoted market prices.

The mutual funds and exchange traded and closed-end funds are recorded at fair value using quoted market prices.

The preceding method 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, 2019 and 2018. 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.

	Fair Value on a Recurring Basis	Quoted Market Prices in Active Market for Identical Assets (Level 1)	Other Significant Observable Inputs (Level 2)	Significant Unobservable Inputs (Level 3)
<u>December 31, 2019</u>				
Exchange traded and closed-end funds	\$ 1,242,451	\$ 1,242,451	\$ -	\$ -
Mutual funds	1,363,781	1,363,781	-	-
	<b>\$ 2,606,232</b>	<b>\$ 2,606,232</b>	<b>\$ -</b>	<b>\$ -</b>

	Fair Value on a Recurring Basis	Quoted Market Prices in Active Market for Identical Assets (Level 1)	Other Significant Observable Inputs (Level 2)	Significant Unobservable Inputs (Level 3)
<u>December 31, 2018</u>				
Exchange traded and closed-end funds	\$ 1,232,268	\$ 1,232,268	\$ -	\$ -
Mutual funds	478,688	478,688	-	-
	<b>\$ 1,710,956</b>	<b>\$ 1,710,956</b>	<b>\$ -</b>	<b>\$ -</b>

**GOOD PLUS FOUNDATION, INC.**

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NOTES TO FINANCIAL STATEMENTS  
DECEMBER 31, 2019 AND 2018

**3. INVESTMENTS (CONTINUED)**

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**Determination of Fair Values (continued)**

The aggregate cost basis, gross unrealized gains and losses, and fair market value of the stocks and mutual funds at December 31, 2019 and 2018, are as follows:

	Cost	Gross Unrealized Gains	Gross Unrealized Losses	Fair Value
<u>December 31, 2019</u>				
Exchange traded and closed-end funds	\$ 1,103,852	\$ 138,599	\$ -	\$ 1,242,451
Mutual funds	1,372,600	-	(8,819)	1,363,781
	<b>\$ 2,476,452</b>	<b>\$ 138,599</b>	<b>\$ (8,819)</b>	<b>\$ 2,606,232</b>
<u>December 31, 2018</u>				
Exchange traded and closed-end funds	\$ 1,298,524	\$ -	\$ (66,256)	\$ 1,232,268
Mutual funds	493,388	-	(14,700)	478,688
	<b>\$ 1,791,912</b>	<b>\$ -</b>	<b>\$ (80,956)</b>	<b>\$ 1,710,956</b>

The components of the activity of the Organization's stocks and mutual funds as of December 31, 2019 and 2018 were as follows:

<u>December 31,</u>	2019	2018
Investments, beginning of year	\$ 1,710,956	\$ 1,418,908
Purchases of investments	1,114,817	739,689
Sales of investments	(453,453)	(204,947)
Realized gain (loss) on sale of investments	42,492	(13,153)
Unrealized gain (loss) on investments reported at fair value	191,420	(236,513)
Donated investments	-	6,972
Investments, end of year	<b>\$ 2,606,232</b>	<b>\$ 1,710,956</b>

## GOOD PLUS FOUNDATION, INC.

### NOTES TO FINANCIAL STATEMENTS DECEMBER 31, 2019 AND 2018

#### 4. LIQUIDITY MANAGEMENT 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 maintains on average \$600,000 in its checking account for general and recurring expenditures and obligations. The Organization invests cash in excess of monthly requirements. The Organization also maintains a separate form of operational reserve with the objective of setting aside funds to be drawn upon in the event of a budget deficit or any financial distress. These reserve funds are held in money market funds and fixed-income securities in the investment account. The current balance of this reserve is included in the cash and cash equivalents amount on the statements of financial position.

December 31,	2019	2018
Cash and cash equivalents	\$ 898,564	\$ 1,604,745
Investments	2,606,232	1,710,956
Certificate of deposit, at cost	303,374	300,000
Contributions receivable	135,000	11,550
Total financial assets available within one year	<u>3,943,170</u>	<u>3,627,251</u>
Less: amounts unavailable for general expenditures within one year due to:		
Restricted by donors with time and purpose restrictions	<u>125,541</u>	<u>22,577</u>
Total financial assets available to management for general expenditures within one year	<u>\$ 3,817,629</u>	<u>\$ 3,604,674</u>

#### 5. PROPERTY AND EQUIPMENT

Property and equipment consist of the following as of December 31,:

	2019	2018	Estimated Useful Lives
Equipment	\$ 77,698	\$ 69,514	3-5 Years
Less: accumulated depreciation	<u>(58,672)</u>	<u>(46,491)</u>	
	<u>\$ 19,026</u>	<u>\$ 23,023</u>	

Depreciation expense was \$12,181 and \$8,378 for the years ended December 31, 2019 and 2018, respectively.

#### 6. WEBSITE

Development costs related to the Organization's website amounting to \$50,000 have been capitalized as of December 31, 2016 and an additional \$25,000 has been capitalized during 2019. These costs are amortized over the estimated life of five years using the straight-line method. Amortization expense for the years ended December 31, 2019 and 2018 totaled \$15,000 and \$10,000. Accumulated amortization as of December 31, 2019 and 2018 totaled \$45,000 and \$30,000, respectively.

## GOOD PLUS FOUNDATION, INC.

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### NOTES TO FINANCIAL STATEMENTS DECEMBER 31, 2019 AND 2018

#### 7. INVENTORY

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As of December 31, 2019 and 2018, inventory consists of clothing and essential baby gear amounting to \$2,363,233 and \$1,021,935, respectively.

#### 8. IN-KIND CONTRIBUTIONS

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During the years ended December 31, 2019 and 2018, the Organization recognized total in-kind contributions of \$8,133,537 and \$6,706,051, respectively. Included in these amounts are donated legal, events and professional services amounting to \$390,974 and \$194,027, respectively. In-kind contributions consist of goods and specialized services donated by corporations and individuals which are recorded on the date of donation.

#### 9. RETIREMENT PLAN

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The Organization adopted a 403(b) retirement plan (the "Plan") which covers most of the employees. 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 six months of 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, 2019 and 2018, the Organization did not make any contributions to the Plan.

#### 10. COMMITMENTS AND CONTINGENCIES

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In January 2019, the Organization signed a non-cancelable operating lease for office space in New York, which expires on December 31, 2022.

In February 2018, the Organization signed a non-cancelable operating lease for office and storage space for their Los Angeles operations, which expires on April 30, 2021.

At December 31, 2019, future minimum lease payments were as follows:

Year ended December 31,	
2020	\$ 316,952
2021	241,623
2022	206,211
	<hr/>
	<b>\$ 764,786</b>

Rent expense for the years ended December 31, 2019 and 2018 was \$312,099 and \$276,038 respectively.

#### 11. CONCENTRATIONS

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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, 2019, two companies donated approximately \$1,434,000 in products to the Organization, which amounted to approximately 21% of the Organization's total corporate in-kind contributions for the year.

## GOOD PLUS FOUNDATION, INC.

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### NOTES TO FINANCIAL STATEMENTS DECEMBER 31, 2019 AND 2018

#### 11. CONCENTRATIONS (CONTINUED)

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For the year ended December 31, 2018, two companies donated approximately \$1,649,000 in products to the Organization, which amounted to approximately 32% of the Organization's total corporate in-kind contributions for the year.

For the year ended December 31, 2019, three donors contributed approximately \$641,000 in cash to the Organization, which amounted to approximately 34% of the Organization's contributions, other than in-kind, for the year.

For the year ended December 31, 2018, two donors contributed approximately \$435,000 in cash to the Organization, which amounted to approximately 28% of the Organization's contributions, other than in-kind, for the year.

#### 12. NET ASSETS WITH DONOR RESTRICTIONS

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Net assets with donor restrictions are available for the following purposes at December 31,:

	2019	2018
Time restricted	\$ 100,000	\$ -
Trauma support	25,000	-
Disaster relief efforts	541	541
LA operations	-	22,036
	<u>\$ 125,541</u>	<u>\$ 22,577</u>

Net assets were released from donor restrictions as follows during the years ended December 31,:

	2019	2018
LA operations	\$ 32,036	\$ 147,964
Purchases of equipment/software and furnishings	10,000	5,000
Time restricted	45,000	-
Strollin' Back to School Gear	-	40,000
Disaster relief efforts	-	656
Harvey Relief Fund	-	35,333
	<u>\$ 87,036</u>	<u>\$ 228,953</u>

#### 13. SUBSEQUENT EVENTS

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On March 11, 2020, the World Health Organization declared the novel strain of coronavirus (COVID-19) a global pandemic and recommended containment and mitigation measures worldwide. The Organization cannot reasonably estimate the length or severity of this pandemic. Consequently, these developments may adversely affect the Organization's financial position, result of operations and cash flows in 2020.

The Organization has evaluated events through April 30, 2020, which is the date the financial statements were available to be issued.