



2019 Annual Report

# Good+Foundation

# From our Executive Director

Dear Good+Foundation Supporter,

Ten years ago, Good+Foundation expanded beyond a focus on mothers and children to include uplifting fathers as a key pillar of our work. In March of 2019, Good+ amended its mission statement to reflect this evolution: *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.*

Good+ raised over \$10.6 million in 2019 through a combination of financial and in-kind donations, the highest in our organization's nineteen-year history.

Evolving our mission and raising record revenue afforded Good+ the opportunity to invest in father engagement-specific technical assistance and training for our grantee partners. 2019 was our first year with a focus on training; Good+ provided father inclusion training to 1,235 new social workers through the Los Angeles Department of Child & Family Services (DCFS) Academy, totaling 7,142 hours. In both New York and Los Angeles, Good+ trained an additional 187 program leaders, totaling 545 hours.

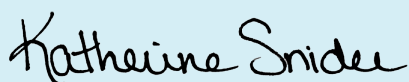
Good+ also began offering mental health/trauma-informed care training to our grantee partners on both coasts in 2019, for a total of 120 hours of training.

In 2019, Good+ expanded our capacity to measure the impact of engaging fathers. At the beginning of 2019, only half of our partners that traditionally focused on mothers and children had even been tracking fathers. By the end of the year, 100% of programs were tracking father engagement. All Good+ grantee partners also now create spaces that intentionally integrate fathers and their specific needs, helping men gain the tools they need to be effective and capable parents. For men like Ronald, it was a chance to go from feeling reserved and insecure as a young father to finding the support of other men like him, feeling more pride and "showing more confidence in himself as a father and partner."

At the national policy level, Good+ continued working with Ascend at the Aspen Institute by focusing on addressing outdated child support laws. Child support currently impacts one in five children across the country. There is widespread bipartisan support for the need to reform our child support laws which notoriously force unsustainable payment orders on the poorest dads and exact punitive measures like taking away a driver's license for failure to pay. In 2019, Good+ and Ascend began creating a toolkit for comprehensive child support reform aimed at state-level policymakers. The toolkit will address topics like right-sized payment orders, co-parenting support and fatherhood services.

As we look ahead to 2020, Good+ will continue to heighten our impact at the family level all the way up to the national level. Thank you to every caseworker, volunteer, donor and supporter who continues to make this work possible. Together, we can create lasting positive impacts for families and children.

Sincerely,



Katherine Snider  
Executive Director

In 2019, Good+ donated **1,664,763** items  
worth **\$6,231,125** to our  
grantee partner network.

Good+ met **87%** of  
requests for critical gear in 2019, including  
1,338 of 1,581 requested strollers  
996 of 1,110 requested car seats  
920 of 1009 infant front carriers

Good+ donated **1,230,605** diapers in 2019.  
This brings our all-time total to  
over 26 million diapers donated.

Good+ reached **100** partner  
programs in 2019.  
47 in Los Angeles  
30 in New York  
4 national partners in Baltimore, Houston,  
Chicago and San Francisco  
+ 19 crisis intervention programs

# Good+

# Impact

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**87 cents** of every dollar spent went directly to Good+ programs.

**5,281** volunteers donated **9,960** hours (the equivalent of 1,245 days of work).

Good+ led **7,807** hours of training on topics like father engagement and trauma-informed care for **1,459** people.

Good+ earned its seventh straight **4-star** rating (the highest possible) from Charity Navigator, including a perfect 100/100 for accountability and transparency.

**92%** of our partners now agree that the way a father treats his baby in the first six months has important lifelong effects on the child.

# Good+ Impact

# Our Mission

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 life skills training, employment assistance, financial literacy, co-parenting classes and more. By giving fathers tools, dignity and opportunities to re-engage with their families, Good+ is improving outcomes for children.

Since increasing its investment in fatherhood, Good+ has provided support to more than 30,000 fathers in cities including Baltimore, Houston, New York City and Los Angeles. As a result, 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.

Good+Foundation has offices and warehouses in New York City and Los Angeles and strategically distributes more than \$6 million worth of goods each year across the country.



# Our Donors

Good+Foundation raised more than \$10.6 million in product, in-kind, special events and financial donations in 2019, the highest in our history. Good+ raised \$2,396,460 in financial donations, and 131 corporate product donors provided Good+ \$6.8 million in new product. The largest family fundraiser in New York City, the 2019 Bash in Central Park, raised a net \$484k.

In 2019, 5,281 volunteers donated 9,960 hours (the equivalent of 1,245 days of work) to support us in keeping administrative costs low by helping to inventory, screen, sort, and bundle donations including clothing, books, diapers, and other essential items.

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## Financial Donors (\$100,000 and above)

- + Samsung
- + Credit Suisse Americas Foundation
- + Angelo Family Charitable Foundation
- + NORDSTROM
- + The Eisner Foundation
- + Tsunami Foundation
- + Related Companies

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## Financial Donors (\$50,000–\$99,999)

- + Bank of America
- + Ross Stores Foundation/Ross Dress for Less
- + Burberry
- + The Chase and Stephanie Coleman Foundation
- + Mary Kitchen and Jon Orszag
- + LME Foundation

# Our Donors

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## Financial Donors (\$25,000–\$49,999)

- + Bloomberg Philanthropies
- + Jessica and Jerry Seinfeld
- + Hearst
- + The Allen Family Foundation
- + Ali Wentworth and George Stephanopoulos
- + Co Collection
- + Johnson & Johnson
- + Melony and Adam Lewis Advised Fund at Aspen Community Foundation
- + NET-A-PORTER
- + The Slomo and Cindy Silvan Foundation, Inc.

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## Financial Donors (\$10,000–\$24,999)

- + Anonymous
- + The Cherwin Family
- + The Loeb Family
- + Bara Tisch
- + FIJI Water
- + Fiona and Eric Rudin
- + UJA–Federation of New York

# Our Donors

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## Financial Donors (\$10,000–\$24,999) continued

- + The Neuberger Berman Foundation
- + Hermine Heller
- + University of California/DCFS
- + Bill Maher Charitable Foundation
- + Leslie Simmons Brille
- + The Derrough–Salas Family
- + Robert and Nicole Grubert
- + Gabriela & Austin Hearst and Family
- + Gillian Hearst
- + The Hyde and Watson Foundation
- + JCPenney
- + Jennifer Koen and Mark Horowitz
- + Niagara Cares
- + Nurmi Family Foundation
- + Quad Family Foundation
- + Sarahmay and Larry Robbins
- + Skip Hop
- + Ariel and Michael Tiedemann
- + The Walt Disney Company



# Our Donors

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## Product Donors (\$50,000 and above)

- + NORDSTROM
- + The Children's Place
- + Hanna Andersson
- + CVS Health
- + AKID Brand Inc.
- + The RealReal
- + Seventh Generation
- + Mack Weldon, Inc.
- + NET-A-PORTER
- + UPPAbaby / Monahan Products, LLC
- + Medela, LLC
- + Brandless, Inc.
- + Gap Inc.
- + Kids II, Inc.
- + Skip Hop
- + Bloomingdale's
- + Carter's

# Our Donors

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## Product Donors (\$50,000 and above) continued

- + Bloomberg LP
- + Moonlite World, Inc.
- + Stonz Wear, Inc.
- + Pink Chicken
- + Unconditional Love / Hello Bello
- + Fridababy

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## In-Kind Donors (\$50,000 and above)

- + COLLINS
- + Weil, Gotshal & Manges LLP

# Our Leadership

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## Board Of Directors

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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*

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**Jen Garcia Allen**  
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*Co-Founder, Veronica Beard and Board Member,  
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Johnson & Johnson*

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RWN Real Estate Partners LLC*

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*Philanthropist*

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*SVP, Bank of America*

**Ali Wentworth**  
*Actress and Author*

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## Non-Voting Board Member

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**Katherine Snider**  
*Executive Director, Good+Foundation*

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## Pro Bono Counsel

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**Michael Nissan**  
*Partner, Weil, Gotshal & Manges LLP*

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