

Good+Foundation

2018

Annual Report

A Letter From Our Executive Director

Dear Good+Foundation Supporters,

In this 2018 Annual Report, we are proud to highlight the work that you helped make possible. In 2018, we expanded the organization's focus to embrace fathers as essential players in lifting families out of poverty. Good+Foundation stepped onto the national stage by partnering with Ascend at the Aspen Institute to start this fatherhood dialogue with leaders across the country. We raised more money in 2018 than any previous year and met 93 percent of the critical gear needs – such as front carriers, car seats and strollers – of our partner programs. We could not do any of this without our generous and passionate supporters. Thank you.

Our forward-thinking partners continued to show us the power of engaging and empowering dads and how our donations can be critical in that. For example, we came to know Kevin, whose 6-year-old daughter was left on his doorstep by the child's mother before she disappeared. Making the move away from street life, Kevin enrolled in Good+ partner STRIVE's "Strong Fathers, Stronger Families" program. While he worked through job trainings and parenting workshops, he received Good+ donations like books, a crib, clothing and toys as incentives for hitting milestones. These goods helped Kevin make a case for full custody of his child, which he was ultimately granted. Today, Kevin works full-time with a construction company while his daughter attends school, and both remain involved with STRIVE.

Kevin and so many others have disproven the "deadbeat dad" myth and shown that with support rather than barriers, fathers can help solidify families. The big move for Good+ in 2018 was to require that each of our partners share a plan for engaging fathers. Good+ further invested in our commitment to advancing the fatherhood field by hiring longtime partner Alan-Michael Graves, a respected leader, to head our fatherhood programming. This change will bring the most of our partners as we work toward our collective goal of empowering families to lift themselves out of poverty.

In addition to expanding our mission to include fathers more deliberately, Good+ continued to invest in the backbone of our work, getting critical gear into the hands of families that need it most. Our innovative model leverages donations to poverty-fighting organizations to incentivize enrollment, participation and completion of valuable programs. Good+ donated nearly \$7 million worth of critical gear to our partner programs across the country, starting with our networks in New York City and Los Angeles and extending to Baltimore, Chicago, Dallas, Houston, Kansas City, San Diego, San Francisco and Washington D.C.

In 2019, we will expand our work by offering trainings for providers, like *Fatherhood 101* and *Including Dad in Early Childhood Education and Home Visiting*. Building off of our work with Ascend at Aspen, we will continue breaking down the barriers preventing father engagement. Thank you to the companies, volunteers and donors whose support has made this work possible. With your help, we can continue giving parents the tools they need to create a better trajectory for their children.

Sincerely,

Katherine Snider

Our Leadership

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

Board Members

Jen Garcia Allen
*Executive Editor, Whalerock Industries
and Board Member, Allen Family
Foundation*

Stacey Bendet Eisner
Founder and CEO, Alice + Olivia

Kara Moore
*Managing Director of Global
Philanthropy and Engagement,
Bloomberg LP*

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

Sarah Michelle Gellar
Actress and Partner, Foodstirs

Michael Nissan
Partner, Weil, Gotshal & Manges LLP

Leslie Simmons Brille
COO/CFO, Lyfebulb

Stefani Greenfield
*Founder, My Next Act and Theodora
and Callum*

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

Jennifer Carlston
Co-Founder, Covet New York

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

Connie Verducci
SVP, Bank of America

Danielle Devine
*VP, Enterprise Strategy and
Communication, Johnson & Johnson*

Jennifer Koen
Marketing and Branding Consultant

Ali Wentworth
Actress and Author

Michelle Myers*
*President and Chief Marketing Officer,
The Women's Choice Awards*

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, Weil, Gotshal &
Manges LLP*

*Term completed at end of 2018

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 and co-parenting classes. 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 25,000 fathers in cities with some of the highest child poverty rates in the country, including Baltimore, Houston, New York and Los Angeles. As a result, low-income mothers are getting more support; children are spending more time with their fathers; and fathers are learning how to become the dads they want to be.

Good+Foundation has offices and warehouses in New York and Los Angeles and strategically distributes more than \$6 million worth of goods each year across the country. In 2018, 89 percent of expenses went directly back into Good+ programs. The organization has, for the sixth consecutive year, received a 4-star rating on Charity Navigator — the highest rating possible — as well as accreditation by the Better Business Bureau's Wise Giving Alliance for transparency, efficiency and operations.



Our Impact

Applying an intentional fatherhood lens to all of our programmatic work was Good+Foundation's primary focus in 2018. Across 31 fatherhood programs at 13 organizations in 2018, Good+ served 2,291 families and distributed 351,114 items worth \$418,987, bringing the total to nearly 1.2 million items donated to fathers and their families since 2010. Good+ also brought on three new fatherhood program partners and began a full reapplication process for all grantee partners in New York City and Los Angeles.

To further expand our national work within the broader fatherhood movement, Good+Foundation partnered with Ascend at the Aspen Institute on a high-level convening of policymakers, fatherhood program leaders, philanthropic leaders, academic researchers, and social service sector leaders in November called "The Father Factor." Founder and President Jessica Seinfeld and Fatherhood Leadership Council Chair Jerry Seinfeld [both spoke at the convening](#) about their commitment to this work.

Our efforts to serve the whole family led to many more accomplishments in 2018:

-
- | | |
|-------------|---|
| Operations | <ul style="list-style-type: none">+ Good+ donated 2,885,883 items worth \$6,871,447 to our partner network.+ Good+ exceeded its goal by meeting 93 percent of requests for critical children's gear, including donating 2,021 out of 2,184 requested strollers, 1,485 out of 1,543 requested front carriers and 1,058 out of 1,191 requested car seats.+ Good+ donated 2,388,001 diapers to program partners, addressing a key stressor on new parents and bringing our all-time total to nearly 25 million.+ Good+ moved its Los Angeles operations to a new and larger warehouse to increase its capacity to serve a diverse set of grantee partners and families.+ Out of every dollar donated, 87 cents went directly back to our programs. |
| Partners | <ul style="list-style-type: none">+ Good+ reached 57 grantee partners in Los Angeles and 55 in New York as well as seven national partners.+ Fourteen crisis intervention programs were served, accounting for more than \$3.4 million of the total value of product donations in 2018. |
| Recognition | <ul style="list-style-type: none">+ Good+ earned its sixth straight 4-star rating from Charity Navigator, the highest possible. That included a perfect 100/100 for accountability and transparency.+ Good+ also maintained its accreditation from the Better Business Bureau's Wise Giving Alliance for transparency, efficiency and operations. |
-

Our Donors

Good+Foundation raised more than \$10.3 million in product, in-kind, special events and financial donations in 2018. A combination of events – including the NY Bash, LA Halloween Bash and the Benefit at Carnegie Hall – as well as foundation, corporate and individual support brought in \$3.6 million in financial donations, a one-year organization record. Additionally, 139 corporate donors provided \$5.2 million in product.

Supporters also made an impact by giving their time. In 2018, 5,717 volunteers donated 10,831 hours – the equivalent of 1,354 workdays – to support Good+ in keeping administrative costs low by helping to inventory, screen, sort and bundle donations including books, clothing, diapers and other essential items.

Financial Donors (\$100,000 and above)

- + The Phoebe Snow Foundation
- + Angelo Family Charitable Foundation
- + The Eisner Foundation/The Eisner Family
- + John and Amy Griffin Foundation
- + Tsunami Foundation/The Beard Family
- + Mary Kitchen and Jon Orszag
- + Bank of America
- + Credit Suisse Americas Foundation

Financial Donors (\$50,000– \$99,999)

- + YNAP Corporation
- + Bloomberg LP
- + Ross Stores Foundation/Ross Dress for Less
- + Samsung Electronics America
- + Wendy and Matt Cherwin
- + Michael Tiedemann/Tiedemann Advisors
- + Valentino
- + Hearst Corporation/The Hearst Family
- + Johnson & Johnson
- + Allen Family Foundation
- + Estate of Kathryn A. Morimitsu

Our Donors

Financial Donors
(\$25,000–
\$49,999)

- + Jennifer Koen and Mark Horowitz
- + Annenberg Foundation
- + Glenview Capital Management/Larry Robbins
- + Jennifer and Thane Carlston
- + Bara Tisch
- + Alice + Olivia
- + Rachel and Neil Blumenthal
- + Bonobos
- + Delta Air Lines
- + The Jel Sert Company (Otter Pops)
- + Leslie Simmons Brille
- + Discovery, Inc.
- + Ed Emerson
- + Noam Gottesman
- + Ralph M. Parsons Foundation
- + Jackie Reses and Matt Apfel
- + Barry and Lizanne Rosenstein
- + May and Samuel Rudin Family Foundation, Inc./Eric and Fiona Rudin
- + Nicole and Ted Sarandos
- + The Stephanopoulos and Wentworth Family
- + Jay and Kelly Sugarman Foundation

Our Donors

Product Donors
(\$50,000 and
above)

- + Beautycounter
- + The Children's Place
- + Proctor & Gamble/Pampers
- + Unilever/Seventh Generation
- + The RealReal
- + Kids II
- + Medela
- + Skip Hop
- + UPPAbaby /Monahan Products
- + Gap
- + Baby K'tan
- + Mack Weldon
- + Bloomingdale's
- + The Boppy Company
- + AKID Brand
- + Dylan's Candy Bar



@goodplusfdn