

Good+Foundation

Vice President of Programs

Leadership Profile
October 2024



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Good+

Executive Summary

Good+Foundation is a leading national nonprofit that works to dismantle multigenerational poverty by pairing tangible goods with innovative services for under-resourced fathers, mothers, and caregivers and creating an upward trajectory for the whole family. The organization partners intensively with a vetted network of social service programs to reach long-term solutions to the problem of systemic poverty. Good+ is seeking a motivated individual with excellent analytical, problem-solving and decision-making skills for the newly created position of Vice President of Programs.

Reporting directly to the Chief Program and Operating Officer, and working collaboratively with experienced and strong staff and a committed and longstanding Board of Directors, the Vice President of Programs (VPP) will play a key role in helping Good+ shape and attain its long-term vision. The VPP will lead the effort to integrate, align and refine current programs and develop new strategies to strengthen and create programs and opportunities nationally, including in public policy and systems change.

The ideal candidate will possess a strong ability to understand the Foundation's current goals and work, will help to actively shape the next chapter of programming by proactively pursuing opportunities aligned with Good+'s strategic direction and policy priorities, and will have a collaborative and inclusive management style.

Good+'s current programming includes:

- Partnering with approximately 126 innovative anti-poverty programs across the country to incentivize parental enrollment and participation — particularly with fathers — in programs such as counseling, health services, employment assistance, financial literacy and co-parenting classes.
- Offering and providing training workshops aimed at building capacity in areas such as father engagement and trauma-informed care. Good+ has provided more than 10.5 million hours of training to 25,817 social workers and other client service professionals.

- Supporting innovative pilot programs such as offering family cash grants to address the immediate needs of families. To date \$1.1 million in distributed funds have helped families pay for rent, groceries, childcare, medical costs and other essentials.
- Impacting public policy by, for example, advocating for changes in outdated child support laws.

Building on Good+'s wide range of services and programs, priorities for the VPP include:

- Bolstering and aligning current programs and strategies
- Supporting the organization and programming team through a CEO transition
- Assessing existing and new opportunities, particularly in the realm of policy advocacy and systems change
- Developing and implementing strategies to evaluate the impact of programs, including strategic real-time assessment as well as leadership on external evaluation projects
- Collaborating with senior leadership and the Board on strategic planning
- Partnering around donor engagement

Applications, inquiries and nominations are invited to be submitted at Good@Brettsearch.com.

Details on how to apply can be found at the end of this document.

Good+Foundation's Work

Good+Foundation makes its impact through partnerships with nonprofits working in at least one of three focus areas: engaging fathers, supporting mothers and investing in early childhood education.

Good+ provides real, tangible goods to families in need — such as cribs, car seats and diapers — as well as innovative services like counseling, employment assistance, co-parenting classes and more. Since 2001, the Foundation has provided more than \$112 million in essential goods to communities in New York City and Los Angeles. In recent years, Good+ has expanded into providing Family Cash Grants, with more than \$1.1 million in cash assistance distributed to date.

In addition, the Foundation works directly with social services partners to further its overall mission: creating long-term, positive outcomes for families. The Good+ Training Academy provides essential opportunities to share and receive technical assistance and strengthen professional networks. In particular, the Good+ Training Academy has a strong focus on anti-bias training and mental health support, aiming to dismantle systemic barriers that hamper the impact of social service work. Often, fathers, especially men of color, are excluded from social service settings to the detriment of children and families. Decades of research demonstrate that outcomes for children and families improve markedly when fathers — including non-custodial fathers and father figures — play a role in their lives. The Good+ Training Academy specializes in the kind of high-quality training that strengthens social services for the benefit of all.

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Position Overview

The Vice President of Programs must be an experienced and seasoned leader and manager, with a deep understanding of program development and implementation, and a particular interest in the strategic integration and alignment of existing and new programs, including opportunities to influence public policy. This is a unique opportunity for an energetic and creative professional to lead and support a passionate, committed and mission-driven team in New York and Los Angeles, provide thought leadership and strategic planning, and advocate for policy change. Opportunities to define and lead will include the expansion of the Family Cash Grant program, the continued development of the Good+ Training Academy, and the development of a strategic advocacy and systems-change agenda focused on underserved families.

The Good+Foundation organizational culture is upbeat, positive, kind and results-oriented. Good+ has created and been acknowledged for new and innovative models to deliver goods and services to community partners nationwide.

The VPP is a new position that reports to the Chief Program and Operations Officer and supervises the Senior Director of Learning & Capacity Building and the National Program Director. The VPP will partner closely with the VP of Finance & Administration and the VP of Advancement to ensure programs are funded and supported.

Responsibilities include, but are not limited to, the following:

Leadership

- Work closely and collaboratively with the CEO, Chief Program and Operations Officer, the Board, and staff to lead, develop, implement and support Good+ programs.
- Play a key role in Good+ strategic planning.

- Establish and maintain positive relationships with Good+ staff to ensure collaborative relationships and integration between programs and all aspects of Good+ operations.
- Partner with the Advancement and the Marketing and Communications teams to identify and develop innovative approaches to expand program support and drive revenue, name recognition and program participation.
- Serve as a compelling advocate and public speaker, both internally and externally, for Good+ programs and operations.

Program Development & Assessment

- Oversee all programmatic functions and promote the integration of Good+ departments to advance high-quality programs.
- Cultivate and support partnerships to strengthen and complement the variety of services and programs offered by Good+.
- Identify and develop a strong pipeline of new and emerging programs and strategies, building upon the success of existing programs.
- Help develop, execute and oversee ongoing evaluation and impact assessments — including external program evaluations — of Good+ programming and training to demonstrate a concrete return on investment to supporters and partners.
- Help refine Good+Foundation’s real-time data collection and analysis of grantee partners and all programs.
- In collaboration with the Senior Director of Learning & Capacity Building, lead strategic planning for the Good+ Training Academy to support capacity-building efforts on a national scale.
- Supervise and assess current and future national grantee partner pilot programs.
- Ensure the integration of the Good+ volunteer program into all relevant Good+ activities; this robust and highly effective community engagement program helps prepare essential goods for distribution to local families at a Good+ warehouse or in an office environment.
- Work closely with the Vice President of Finance & Administration to ensure that revenue is tracked, expenses are managed, and resources are maximized.

Team Management & Development

- Supervise and support the National Program Director and Senior Director of Learning & Capacity Building in their roles as leaders and to identify strategic opportunities to pursue. Some current goals include:
 - Vetting and onboarding 10 new grantee partner anti-poverty programs in New York and Los Angeles
 - Distributing at least \$1.2 million in diapers to underserved families
 - Distributing at least \$325,000 in family cash grants in four cities

- Training at least 4,500 practitioners as part of the Good+ Training Academy
 - Launching and completing an external evaluation of Good+Foundation's training efforts with the Los Angeles County Department of Children and Family Services, the largest child welfare agency in the country.
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- Provide support and coaching to the program teams in New York and Los Angeles.
 - Employ empathy and humility in assisting the team to solve problems, maximize potential and meet goals.
 - Serve as an advocate for the team, celebrating wins and acknowledging their accomplishments.

Thought Leadership, Policy & Advocacy

- Develop thought-leadership priorities based on Good+ programming.
- Explore opportunities for Good+ to engage in strategic policy advocacy relevant to supporting underserved fathers, mothers and children, with a particular focus on child welfare and systems aimed at supporting children and families.

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How Success for the VPP Will Be Defined

The best candidates will embody Good+Foundation's values of tenacity, fierce devotion, transparency, "keep it tight" and humility. Effective and clear communication will be a key component of success in the role. Demonstrated experience and leadership in a highly complex, constantly shifting social services environment is important, in addition to a leadership style that balances accessibility, collaboration and decisiveness.

Good+ is well-established, financially stable, and has a consistently high impact on a wide range of services and programming to support fathers, mothers and children.

Building on this, **near-term priorities include:**

- **Support Leading Programs and Strategies:** Partner with staff to maintain and advance high-quality programs that have optimal positive impact on program participants.
- **Lead Through Transition:** Partnering closely with the Interim CEO and CPO/COO, shepherd Good+ through a CEO transition by working with the stable and committed long-term staff and Board of Directors. The Interim CEO is seeking a collaborative partner who is excited about building the next chapter in the organization's history.
- **Assess Existing and New Opportunities:** Evaluate current and existing opportunities for growth.
- **Partner Around Donor Engagement:** Be a lead strategist with the fundraising team to ensure major funding initiatives are in line with program goals as new donor programs are developed to support the strategic vision.

- **Engage in Strategic Planning:** Collaborate on strategic planning with staff and Board.

Long-term priorities include:

- **Assess Policy and Advocacy Opportunities:** Improve the lives of underserved parents experiencing poverty.
- **Develop a Good+ Policy and Advocacy Framework:** Develop a policy, framework and accompanying strategy to promote systems change.
- **Develop an Evaluation and Assessment Strategy:** Measure the short- and long-term impacts of Good+ programs and training.

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Professional Qualifications and Personal Qualities

The competitive candidate will be an experienced, innovative programmatic leader and manager looking to make a meaningful impact alongside Good+Foundation's passionate, committed and mission-driven team.

Required Qualifications

- A genuine appreciation for and commitment to the Good+ mission.
- At least 10 years of experience in a senior leadership position.
- Deep knowledge of the anti-poverty sector, and ideally, experience with programming to support underserved parents.
- Demonstrated record of success leading and building superior innovative and strategic programs.
- Experience with advocacy and policy change.
- History of leading highly effective teams.
- Personal commitment to diversity, equity and inclusion.
- Track record of creativity and capacity for strategic thinking and planning.
- Ability to travel.
- Bachelor's degree or equivalent experience.

Preferred Qualifications

- An understanding of the social service sector and its unique funding sources and challenges.
- An engaging relationship-builder who knows when to step in and when to hold back when leading and managing.
- Exceptional interpersonal skills: the warmth and ability to interact effectively at all levels of the organization.
- Excellent written and verbal communication skills.
- Advanced degree or equivalent practical experience.

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Our Work in Action

Good+ is looking for a proven leader in the new VPP role who can expand upon the organization's current policy and advocacy work and develop a policy strategy for the Foundation, including taking charge of Good+'s work advocating for the modernization of child support programs across the country.

Good+ strongly believes that the central goal of child support policy must be children's well-being. Yet outstanding child support debt has ballooned to \$115 billion over the last 40 years, with 70% of this debt owed by noncustodial fathers with annual incomes under \$10,000.

Acknowledging that much of this money can never be collected, Good+, in partnership with Ascend at the Aspen Institute, developed a tool kit called Centering Child Well-Being in Child Support. The goal of the tool kit is to help support and deepen the culture change required to transform child support systems at the state and county levels from traditional payment enforcement efforts to a more holistic, family-centered approach that builds partnerships rather than adversarial relationships between parents.

The new VPP will lead Good+'s strategy to educate state and county policymakers on the need for — and opportunities around — child support program reform. The strategy will include using the tool kit to recommend promising policies and practices to facilitate child support payment, employment and paternal engagement to build stronger families and support children's well-being.

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Good+Foundation

Overview

Good+Foundation was originally founded as Baby Buggy in 2001 by Jessica Seinfeld following the birth of her child. What started as a small New York City charity addressing babies' needs has evolved into a major philanthropic organization that annually grants millions of dollars in products and services to proven anti-poverty programs serving mothers, fathers and their children across the country.

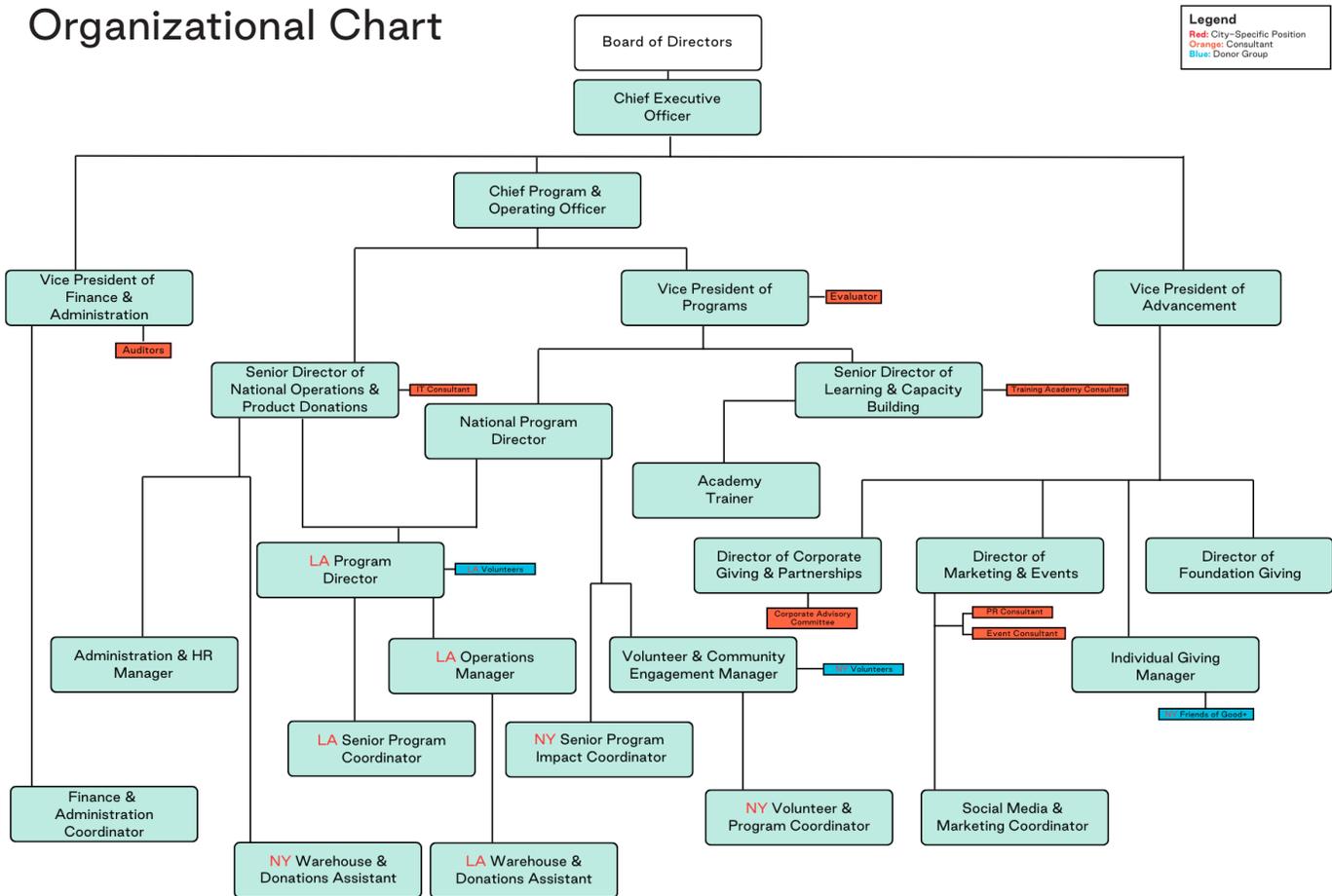
The organization partners intensively with a vetted network of social service programs to reach long-term solutions to the problem of systemic poverty. Good+Foundation does this by pairing goods — such as cribs, car seats and diapers — with counseling, employment assistance, co-parenting classes and more. Central to this objective is the organization's focus on systemic and individual obstacles that exclude fathers from their children's lives and well-being. By giving fathers tools, confidence and opportunities to re-engage with their families, Good+ is improving outcomes for children.

In 2020, Good+Foundation added Family Cash Grants to its in-kind donation model. This cash assistance, totaling more than \$1.1 million to date, helps parents cover the cost of groceries, rent, medicine and other essentials. With systems change as a primary goal, the Good+ Training Academy provides technical assistance and education to social workers, home visitors and other frontline workers. Training workshops range from father engagement and addressing implicit bias in child welfare to kinship care and mental health support.

Overall, Good+Foundation initiatives address key systems and barriers that lead to generational poverty. With operations in New York City and Los Angeles, Good+Foundation has provided more than \$112 million in essential goods since 2001. The organization has, for the 11th consecutive year, earned a four-star rating on Charity Navigator — the highest rating possible — as well as GuideStar’s Platinum Seal of Transparency, and accreditation by the Better Business Bureau’s Wise Giving Alliance for transparency, efficiency and operations.

To learn more about Good+Foundation and its significant impact, review the [2023 Annual Report](#).

Good+Foundation Organizational Chart



Visit www.goodplusfoundation.org to learn more about Good+Foundation.

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Procedure for Candidacy



Brettschneider Executive Search is assisting Good+Foundation in this search. All applications, confidential nominations and inquiries may be submitted to Good@BrettSearch.com. Applications should include, as separate documents, a CV or resume and a letter of interest addressing how the candidate's experience specifically relates to some of the themes in this profile.

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Good+ promotes diversity, equity and inclusion as an embodiment of our core values. We seek DEI in all aspects of our work, including hiring and advancement practices, development and marketing language, program design, and data collection. Guided by our values of "transparency and humility," we remain sensitive to the perspectives of our program partners and families in generating our annual budget priorities.

The current Good+Foundation hybrid schedule is three days in office, two days work from home. This job is based in New York City with the potential to work in Los Angeles. In compliance with New York state law, the salary range for this position is \$140,000 to \$150,000 annually. The Good+ benefits package includes fully covered health insurance, a 403(b) retirement plan with a 3% match after two years of employment, FSA and childcare spending accounts, as well as 14 paid holidays, 3 weeks paid personal and vacation time, and 6 sick days. Final compensation will be determined based on factors such as experience, skills and qualifications.

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