



# Good+Foundation

Position Specification  
**Chief Executive Officer**

2024



## POSITION SPECIFICATION

<b>Position</b>	Chief Executive Officer
<b>Organization</b>	Good+Foundation
<b>Location</b>	New York, NY
<b>Reporting Relationship</b>	Board of Directors
<b>Website</b>	<a href="https://goodplusfoundation.org/home">https://goodplusfoundation.org/home</a>

## BACKGROUND

Good+Foundation was originally founded as Baby Buggy in 2001 by [Jessica Seinfeld](#) following the birth of her first 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 eleventh consecutive year, earned a 4-star rating on Charity Navigator – the highest rating possible – as well as a GuideStar 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](#).



## OPPORTUNITY

Today, Good+Foundation seeks to find a visionary and innovative Chief Executive who can build upon and sustain the organization's tremendous growth and impact. Built by a group of talented, creative professionals from diverse backgrounds, united by expertise in and passion for poverty alleviation, Good+ has become a leading, highly respected national non-profit.

Reporting to the Good+Foundation Board of Directors, the CEO will oversee an annual budget of just over \$20M and a team of ~23 people across New York and Los Angeles. The CEO will be based in the organization's headquarters in New York and will have overall responsibility for the management and strategic development of the organization. The CEO will work to further the mission of the organization through creative strategies that advance Good+Foundation in terms of culture, capability, processes, and impact.

Working closely with their executive team, Jessica as the Founder and Board Chair, and the Board of Directors, the CEO will ensure that the organization is well-equipped and resourced to meet its mission, drive organizational success, and fuel continued growth. The CEO takes an active role in financial management, fundraising, and program development. Three executives will report directly to the CEO, including:

- The Chief Program & Operations Officer, who oversees programs and the internal functions of the organization including program development, grants management, technical assistance, reporting and evaluation, human resources, office and facilities management, and technology.
- The Vice President of Finance and Administration, who oversees the financial operations including budget prep and management, financial reporting and record keeping, cash flow, banking and investments, and who ensures that the organization meets legal standards and best practices for accounting and financial management.
- The Vice President of Advancement, who oversees the external affairs of the organization including strategy and implementation of fundraising efforts, fundraising and cultivation events, branding and design, earned media, and communications tools including the website, social media, and printed materials.

The CEO will also work closely with the Board of Directors to ensure that the organization is upholding the highest standards of governance, and that individual directors are fulfilling their legal responsibilities and duties.

## WHAT YOU WILL DO

Good+ is well established, financially stable, and has consistently high impact on a wide range of services and programming to support fathers, mothers, and children. Building on this platform, the next CEO will be a leader who can:

### **Executive Leadership + Organizational Management**

- Uphold the Values of Good+Foundation– Transparency, Fierce Devotion, Humility, Tenacity, and Keep It Tight– and ensure that the staff and organization do the same.
- Ensure that the activities and operations of the organization are in service to its mission.



- Inspire a professional and results-driven environment across the organization.
- Assess the ROI of existing and potential partnerships, events and programs to analyze and support strategic decision-making.
- Organize and mentor team leaders to apply innovative thinking and performance measures to strategically grow the organization's impact, fundraising, programs and marketing efforts to effectively fulfill its mission.
- Regularly assess and address internal risks, gaps, and obstacles that can hold back departmental and/or organizational growth. This includes an annual review and update of the Risk Assessment + Plan, Financial Controls, Competitive Review, and HR Policies & Practices.
- Regularly assess external challenges specific to the organization and develop department-wide strategies and plans to address the situation in mission appropriate ways, e.g. Superstorm Sandy, COVID-19 or a recession.
- Foster a culture that encourages collaboration between departments and celebrates the successes of the various teams within the organization.
- Lead the creation of annual goals, objectives, and operational plans in collaboration with the staff and the Board of Directors.
- Work with team leadership and the Board of Directors to assess and refresh the long-term vision and strategic plan for the organization.

### **Development**

- Support the implementation of the fundraising strategies developed by the Vice President of Advancement, leveraging the Board of Directors as needed.
- Work closely with the Development team to meet the organization's annual goal for financial donations.
- Ensure the organization's financial stability by maintaining healthy cash flow and sustainability by developing long-term fundraising strategies.
- Initiate, cultivate, and extend relationships with new and potential donors to the organization with a focus on growing the principal gifts portfolio of \$50k+ foundation financial donors and \$200K+ corporate product donors.
- Review and edit key development "asks" including all foundation proposals and reports, corporate pitches and decks, and event lists and invitations.
- Serve as a lead spokesperson at fundraising meetings and events.

### **Board Governance**

- Maintain regular and ongoing communication to build strong relationships with and within the Board of Directors, providing leadership and support to individual directors.
- Work with the Chair and key team members to develop Board meeting presentations on organizational progress, budget updates, impact reports, and any potential challenges.
- Provide the Board of Directors with all the information necessary to make informed decisions throughout the year. This includes sharing of the Form 990 and other key financials, quarterly updates on the goals and objectives, topline reports, and updates on key staff.
- Implement and help ensure compliance with governance policies and procedures including by-laws, conflict of interest policies, etc.
- Work with the Chair of Governance & Nominating Committee to suggest potential Board candidates, identify any governance risks, and ensure that individual directors are meeting their Board participation and financial commitments.
- Work closely with the Chief Program & Operations Officer and HR & Compensation Committee to ensure that the organization is holding up the best practices in HR



- including an annual review of salary and benefits comps for the CEO.
- Work closely with the Vice President of Finance and Administration and the Finance Committee to ensure best practices in financial management including quarterly review of financial statements and an annual review of the ISP, Financial Controls handbook, and organizational budget.

### **Financial Management and Administration**

- Ensure the fiscal integrity of the organization.
- Work with the Vice President of Finance and Administration to develop the annual budget for the organization and to develop quarterly reports for the Finance Committee and the Board of Directors.
- Carefully review key financial statements including monthly bank reconciliations, quarterly financial statements, major invoices, petty cash, the tracking of pledges, fundraising revenue, and bank accounts.
- Develop plans and strategies to ensure long-term management of resources and optimal financial positioning and sustainability for the organization.

### **Program Development**

- Keep abreast of innovations and research in the field and share information with the staff to help shape Good+ strategies and plans.
- Assess and identify opportunities for potential strategic partnerships that could help further programmatic growth and impact.
- Work with program team leadership to identify opportunities to take programs and projects to scale.
- Work with Chief Program & Operations Officer to review existing data points and determine possible new tools for assessing impact.

## **QUALIFICATIONS**

### ***Required***

- Visionary, innovative and growth-oriented leader with a passion for the Good+Foundation mission
- Deep development experience or transferable experience at a high level, including proven success across high-net-worth individuals, corporate, and foundation giving
- A personal commitment to diversity, equity, inclusion
- Enjoys being an active spokesperson and brand ambassador
- Understanding of nonprofit accounting and nonprofit business models
- Bachelor's degree or equivalent experience

### ***Preferred***

- Past experience leading an organization through evolution and growth
- Experience leading an innovation or social services organization
- Existing relationships with HNW donors and foundations
- Advanced degree or equivalent practical experience

## **TRAVEL**

10-15% travel is required to/from Los Angeles as well as for fundraising related activity.



## COMPENSATION

Annual base pay range: \$275,000-325,000.

*Good+Foundation has provided a compensation range that represents its good faith estimate of what the organization may pay for the position at the time of posting.*



## KORN FERRY CONTACTS

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