STRATEGIC PLAN · 2025–2026

Showing up for our community.

Our two-year plan to meet families' needs, stand with survivors and lay the foundation for the growth ahead in 2027–2029.

Pending board adoption



Young models walk the runway in YGAFM denim at Denim Day ATL.

400
holiday care packages for neighbors experiencing homelessness

850+
free Christmas trees given to families

180
guests at Denim Day ATL

700K+
social media impressions for Denim Day ATL

Since 2020
serving Atlanta as a 501(c)(3)

OUR MISSION

Why we exist.

You Got A Friend In Me is an Atlanta-based 501(c)(3) with one mission: to be the friend communities can count on, bringing people together so young people and families can grow, heal and thrive. We bring people, businesses and community leaders together through partnerships, youth programs, health and wellness initiatives and culture-driven experiences.

THE NEED

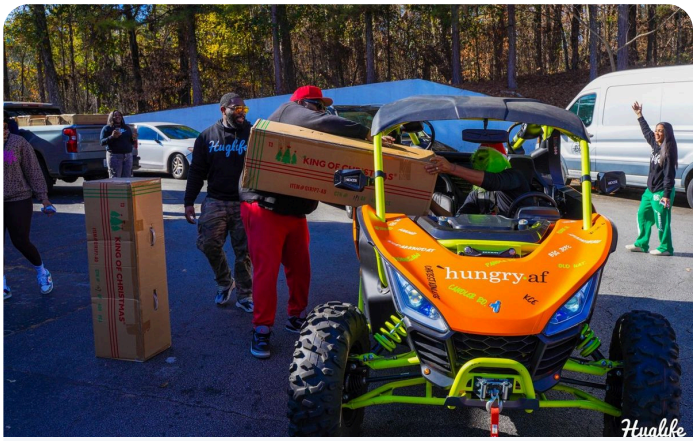
What we aim to solve.

During the holidays, neighbors experiencing homelessness face cold weather without basic essentials, and many families can't afford simple traditions like a Christmas tree. Sexual assault and domestic violence touch every neighborhood, yet survivors often feel unseen. And many young people lack access to the technology, art and mentors that open doors to future careers.

OUR APPROACH

Two pillars, one community.

Everything we do sits under one of two pillars.



Christmas tree giveaway with Huglife Cares. Photo: Huglife Cares.

Youth & Community Empowerment

Community drives, Denim Day ATL and culture-driven events that bring neighbors together, with T.A.G.™ in development for youth.



T-Boz on a health and wellness panel during YGAFM's Essence Festival trip, July 2026.

Health & Wellness

Care packages, holiday drives and health panels that help families stay well, with sickle cell as a growing focus.

PRIORITIES

Four priorities for 2025 and 2026.

Each priority pairs what we want to achieve with how we plan to do it.

01
FAMILIES

Meet basic needs through Community Drives

GOALS

- Grow our care packages, Christmas trees and holiday drives each year.
- Support Huglife Cares' 14th Annual Turkey Drive in 2026.

HOW WE'LL GET THERE

- Partner with Huglife Cares on Packing Day, the tree giveaway and the turkey drive.
- Mobilize volunteers from 100 Black Men, Omega Psi Phi, Kappa Alpha Psi and other Greek organizations.

02
SURVIVORS

Raise awareness through Denim Day ATL

GOALS

- Grow Denim Day ATL, our yearly fashion show for sexual assault and domestic violence awareness.
- Help survivors and families find support.

HOW WE'LL GET THERE

- Partner with Peace Over Violence, Partnership Against Domestic Violence and Women's Empowerment Network.
- Partner with Spelman College's Title IX office, with the Fulton County justice system in development.
- Designers, models and artists use culture to carry the message.

03
YOUTH

Lay the groundwork for T.A.G.™

GOALS

- Design T.A.G.™ (Technology, Art & Gaming) for youth ages 10 to 18.
- Start our youth sports sponsorships, beginning with golf.

HOW WE'LL GET THERE

- Recruit mentors from Atlanta's working creatives and technologists.
- Sponsor art and culture events, like Where the Flowers Bloom, our art show with Visa ViBE.

04

ORGANIZATION

Build a foundation that lasts

GOALS

- Open our Decatur home base at Omega World Center.
- Strengthen our board, governance and public trust.

HOW WE'LL GET THERE

- Board oversight and a conflict-of-interest and partnership review for every partner.
- Keep filings current and grow our Candid profile.
- Giving through Benevity, PayPal Giving Fund and Givebutter.

WHAT GUIDES US

Our values.

Access

Every young person deserves the tools and space to create.

Community

Rooted in the neighborhoods and culture we serve.

Mentorship

Real people in their corner, for the long run.

Stewardship

Clear oversight and honest reporting on every dollar.

ROADMAP

Showed up, then laid the foundation.

2025

SHOWED UP

- Packed 400 holiday care packages with Huglife Cares.
- Gave away 850+ free Christmas trees.
- Brought 180 guests to Denim Day ATL, with 700K+ social impressions.
- Partnered with three survivor-support nonprofits.

2026

LAID THE FOUNDATION

- Opened our Decatur home base at Omega World Center.
- Sponsored Where the Flowers Bloom, our Black History Month art show with Visa ViBE.
- Our golf team, featuring Da Bracey Gang, won Atlanta Golf Day™.
- Supported Huglife Cares' 14th Annual Turkey Drive.

2027–29

WHAT'S NEXT

- YGAFM's own turkey drive.
- The Transition Tour for veterans.
- A bigger push into sickle cell.
- Big Brothers Big Sisters mentorship.
- See our Strategic Plan 2027–2029.

MEASURING IMPACT

How we'll track progress.

Families served

Care packages packed, trees given and families reached.

Awareness

Denim Day ATL guests and social media reach.

Partners

Partner nonprofits, volunteers and volunteer hours.

Youth reached

Young people reached as T.A.G.™ and youth sports launch.

Trust

Filings current and our Candid profile complete.

Sustainability

Funding mix and year-over-year donor retention.

LEADERSHIP

Who’s accountable.

Talia Jones
President

Kayo Watkins
Vice President

Nicole Johnson
Secretary

Magnolia Jones
Treasurer

Tionne “T-Boz” Watkins
Board member and spokesperson

Michael Baker II
Board member

Terry Francis
Executive Director (non-voting)

PARTNER SPOTLIGHT

Stronger together.



Huglife Cares. Together we packed 400 care packages and gave away free Christmas trees in 2025, then backed its 14th Annual Turkey Drive in 2026.

OUR PARTNERS

Who we work with.

CONFIRMED

- Huglife Cares
- Peace Over Violence
- Partnership Against Domestic Violence
- Women’s Empowerment Network (2025)
- Spelman College Title IX
- Hip Hop Congress
- Georgia Spartans
- Visa ViBE

IN DEVELOPMENT

- Fulton County justice system

Where support goes: gifts fund community drives, Denim Day ATL and the launch of T.A.G.™. Partners can underwrite a single program.
Status: pending board adoption. Partnerships are reviewed under YGAFM’s Conflict of Interest Policy, adopted June 30, 2025.

ACCOUNTABILITY

We'll report back.

A plan is only as good as the follow-through, so we commit to showing our work.

2025–2026 Results Report

Published in early 2027, it goes priority by priority through this plan: what we did, the numbers behind it, and what carries into 2027.

Tracked as we go

Every drive, event and program is logged the week it happens: families served, volunteers, youth reached and partners, so the report is built on real records.

Shared openly

The report is posted on our website and our Candid profile and shared with the board, partners and funders.

Be somebody's friend.

Give, volunteer, or partner with us on a program.

Give today | Volunteer | Partner with us

Terry Francis, Executive Director

contact@yougotafriendinme.org · yougotafriendinme.org

YouTube Give on Benevity Candid profile

Platinum Transparency 2026 Candid.

You Got A Friend In Me Corp, a 501(c)(3) public charity. EIN 85-1720658.

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