

YELLS

Youth Empowerment through Learning, Leading, and Serving

IMPACT REPORT



2024-25



YELLS empowers youth to rise as servant leaders who uplift their communities.

Our innovative, place-based programs work across generations to garner results for the whole child, whole family, and whole community.

We serve as an incubator for youth leaders, a community hub, and a forum for individual and collective voice and action.

EXPANDING OUR REACH

After 16 years of honing our model in the Franklin Gateway community, YELLS launched its first expansion, bringing our powerful youth leadership approach to a new neighborhood through the Fair Oaks YELLS Youth Program. YELLS joined a multi-agency initiative alongside Ser Familia and the Community Foundation for Greater Atlanta as the youth development leader. What began as a pilot with just 9 youth in Fair Oaks Elementary School has now blossomed into a thriving program of over 46 young leaders, building academic excellence and a deep sense of ownership in their community.

It's been a joy to watch parents already connecting with each other and building a support network while learning tools to help their family thrive. And our youth are blowing us away! They took their skills into the community, creating handmade paper flowers to share with neighbors and organizing a free lemonade stand that spread joy and connection, exceeding their goal by delivering 102 smiles. Youth who joined us shy and insecure are projecting proudly and feeling like true leaders as they work together to shape their neighborhood with confidence, passion, and purpose.



“Participating in YELLS has changed my life because before YELLS I didn't feel like I mattered to anyone. ... I didn't have a place until I joined YELLS. [Then] it became the total opposite.”

MENTORING LIMONAM “BIG”

YELLS ensures **positive outcomes** for youth and families:

EDUCATION

Youth achieved academic success:

- 98% of youth were promoted on grade level and 83% improved by *at least one letter grade or maintained an A/B in a core subject.*
- 100% of YELLS seniors graduated from high school.

EMPOWERMENT

Youth developed the skills and self-efficacy to thrive in school and career:

- 93% of youth learned 5+ soft skills.
- 86% of YELLS youth reported high levels of self-esteem.
- 88% of teens reported they believe others see them as a leader.
- 93% of parents of elementary youth reported YELLS is helping their child’s behavior improve.

COMMUNITY CONNECTIONS

Families built a network of support in their community:

- 90% of parents indicated that the YELLS program helps them feel more connected to their community.
- 80% reported that YELLS has increased their success as a parent.
- 94% of teens believe they’ve made a positive impact on their community.



“YELLS helped me to grow in my communication skills, keeping eye contact, networking skills, and becoming more of a leader. It helped me to see that there is always a way around things. If there is a bad situation, there's always a way to make it better.”

ANYLA EDWARDS - YELLS GRADUATE

120

Youth Served

59.42%

reduction in crime on Franklin Gateway since the launch of YELLS daily programming in 2011



8,461

Volunteer Hours

42

Community Partnerships

\$475,356

in in-kind contributions

127

Volunteers

THANK YOU FROM THE EXECUTIVE DIRECTOR

Action and achievements defined 2024-25 for our YELLS Family. Our incredible team poured endlessly into our youth and reignited the magic of youth-led community action. YELLS youth know how to plan events, write proposal letters, speak with poise, bring ideas to fruition, and connect people. Youth feel pride and belonging with their peers and neighbors as they have taken ownership for their community. Young leaders are stepping into their power – mobilizing their neighbors, advocating for change, and taking action. Together, we have sparked a movement of community-driven success and achievements, centered on neighbors growing their own skills to invest in themselves, their families, and their neighborhood.

Thank you for your investment and faith in YELLS that makes all of this possible. Our work is collaborative and our results draw on the youth, parents, neighbors, staff, partners, advocates, and donors who believe in what we do and continuously pour into our Franklin Gateway and Fair Oaks communities. We appreciate you helping us wrap our arms around our neighborhood to activate the leadership within our youth and families. Please know that your support makes a difference and we are forever grateful. Thank you for being a part of our YELLS Family and helping us equip youth with the skills, character, and confidence to build a thriving community.

Yours in service,

Laura Keefe

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“Before my children attended YELLS I was never involved in my community. Now thanks to YELLS, my family is building a strong positive relationship with the community. It is a pleasure to feel helpful.”