bestie

A LITTLE KINDNESS FOR YOU, TOO.

Be your own bestie.

Inner-care. Everyday compassion.
A world with more room for both.

$250,000 founding campaign

Yotam Solomon + Damien Breen / November 2026

Florida nonprofit in formation · 501(c)(3) status planned



A kinder relationship with yourself. More room for compassion.

Bestie helps people of every age build a kinder relationship with themselves and each other.

Through meaningful stories, shared experiences, and thoughtful partnerships, we make inner-care approachable and inspire everyday compassion.

Care is not something you have to earn. You belong even when your cup feels empty.

A little wonder, at every age.

Children + families	Playful stories that make feelings easier to name and small acts of kindness easier to try.
Teens + young adults	Permission to pause, notice what they need, and practice compassion without performing perfection.
Adults	A graceful invitation back to curiosity, play, and the inner child who still deserves care.

Small moments. A thoughtful first chapter.

Proposed outputs for the first 12 months after funding.

6

YouTube stories

A first season of Bestie & Friends: short, character-led stories for families.

72

Social pieces

Gentle prompts, funny little moments, and story excerpts that invite care into daily life.

2

Florida activations

Kindness Garden experiences that connect the screen to a shared moment in real life.

Stories that feel like a friend.



CONCEPT STILL · IN DEVELOPMENT

The Wobbly Flower

Bestie makes an imperfect flower, discovers its charm, and shares a little courage to try.

6 episodes · 3–5 minutes each

A diverse cast grows one thoughtful character at a time, shaped with relevant voices and lived experience.

Give people a moment worth keeping.

24

episode excerpts

Four short extracts from each of the six YouTube episodes.

48

original short pieces

Play, self-awareness, and one small act of kindness.

A steady rhythm

3 pieces per week across 24 publishing weeks.

YouTube Shorts + Instagram first; adapt age-appropriate pieces for TikTok.

Caption every video. Set the audience for each release. Keep adult fundraising separate from family editorial.

Sources [11–12] · Audience and advertising policies appear in the research appendix.

Welcome to the Kindness Garden.



A free place to pause, play, and pass it on.

Meet life-size Bestie.
Make a kindness card.
Try a gentle care prompt.
Discover partner resources.

2 Florida pilots
200–300 visits per event

The right company makes kindness grow.

Born This Way Foundation	Cause and resource partner to approach. Its kindness and youth mental-health programs align with a caring, practical Bestie experience.
Cotton On Foundation	Brand underwriter to approach. Its documented Kindness in Action work with Born This Way Foundation included Miami.
Guitars Over Guns	Local creative delivery prospect. Explore a paid, co-designed music or arts activity with its Miami community team.

Sources [5–7] · These are researched prospects, not partners or endorsements.

Built with heart. Guided by good judgment.

Yotam Solomon
Damien Breen

Co-founders

Spearheading the mission, founding relationships, and early organizational development.

Recruit three independent board voices

Nonprofit finance + treasury
Youth development + safeguarding
Community leadership + fundraising

Start with PhilanthropyMiami / Miami Foundation Board Matching and Leadership Miami networks. Screen conflicts, capacity, and mission fit before appointment.

Sources [8–10] · Board composition and recruitment plan are proposed.

Help fund the first year of Bestie.

$250,000

An illustrative path to the goal

2 lead gifts

× $50,000

$100,000

4 founding gifts

× $25,000

$100,000

5 community gifts

× $10,000

$50,000

A clear plan for every founding dollar.

First-year cash budget · $250,000 total · Planning estimates, not vendor quotes.

Use	Amount	Share
Content production	$90,000	36%
Community programs + mascot + events	$45,000	18%
Program leadership + operations	$60,000	24%
Research + safeguarding + evaluation	$20,000	8%
Legal + finance + insurance	$25,000	10%
Reserve	$10,000	4%
TOTAL	**$250,000**	**100%**

Build carefully. Share generously.

Months 1–3 **Lay the foundation**	Complete formation work, recruit independent board members, assess fiscal sponsorship, refine the pilot and voice, and confirm local delivery partners.
Months 4–6 **Make the first hello**	Release the pilot and first two episodes, publish the first 24 social pieces, and hold the first Kindness Garden.
Months 7–12 **Learn + grow**	Complete all six episodes and 72 social pieces, hold the second activation, and publish a founding-year learning report.

Count what we make. Listen to what matters.

Delivery	6 released episodes, 72 short pieces, 2 activations, and captions on every video. Report actual output against plan.
Participation	Target 400–600 event visits in total. Track video completion, returning viewers, resource clicks, and repeat engagement where available.
Experience	Invite optional adult feedback: Did this feel welcoming? Was there one useful idea? Review partner feedback and publish what we learned.

Start with a pilot. Earn the next chapter.

Prospect	Timing / eligibility	Bestie's next step
Awesome Miami	Monthly · up to $1,000 Concrete Miami benefit	Propose a small kindness-card and creative play pilot.
Al & Jane Nahmad Family Foundation	Rolling project LOIs Confirm legal eligibility	Founder-led project inquiry. Not an annual-fund request.
Peacock Foundation	501(c)(3) + applicable Florida registration required	Qualify after recognition. Mailed LOI; invitation to apply.
Miami Foundation Community Grants	Reopens in 2027 501(c)(3) or fiscal sponsor	Build a Miami-Dade track record and confirm sponsorship route.

Sources [1–4] · Criteria checked November 11, 2026; reconfirm before applying.

Make the first invitation personal.

Founding gifts	Yotam and Damien map 20 warm introduction paths to aligned individuals and donor-advised funds. Share the deck, budget, and formation status.
Institutional prospects	Qualify AJNFF and Peacock for program fit and eligibility. Seek community-foundation introductions; access to donor-advised funds is not assumed.
Brand partnerships	Approach Cotton On Foundation with one co-designed pilot. Offer clear costs, participant value, and a learning report. Target 10 qualified donor / brand conversations in 90 days.

Trust is part of the program.

Florida nonprofit in formation. 501(c)(3) status planned.

Before receiving restricted support

Confirm the appropriate recipient, terms, and any fiscal-sponsor agreement. Do not promise deductibility before the applicable status is established.

Before releasing family content

Set review and safeguarding practices, secure music / voice / character rights, and define age-appropriate distribution.

Before inviting people into an event

Confirm insurance, accessible participation, trained hosts, consent practices, and a named community delivery partner.

Source [13] · Legal status reflects the founders' confirmation; recognition is not yet claimed.

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Help a little kindness find its people.



Make a founding commitment.
Introduce a thoughtful board member.
Bring a community or brand into the story.

Let’s build the first year together.

bestie.org/get-involved

$250,000 founding goal · Florida nonprofit in formation · 501(c)(3) status planned

Funding prospects and eligibility

Primary sources · Checked November 11, 2026 · Click a source title to open it.

[1] Awesome Foundation Miami

Monthly, up to $1,000; specific projects benefiting Miami. Deadline is the 15th.

[3] Al & Jane Nahmad Family Foundation · Apply

Rolling LOIs for one-year projects serving Miami-Dade. Leaders apply; confirm legal eligibility.

[4] Peacock Foundation · Grant process

Recognized public charities; applicable Florida registration. Mailed LOI, then invitation to apply.

[2] Miami Foundation · Community Grants

Next Community Grants cycle opens in 2027. Miami-Dade focus; fiscal sponsorship can qualify.

Partners and board recruitment

Prospects and sourcing routes only · No agreements, introductions, or appointments implied.

[5] Born This Way Foundation · Programs

Kindness and youth mental-health programs provide a clear cause alignment.

[6] Cotton On · Kindness in Action

November 2025 report documents kindness events with Born This Way Foundation, including Miami.

[7] Guitars Over Guns · Mission and programs

Music, mentorship, and arts programs make GOGO a local delivery prospect to explore.

[8] Miami Foundation · Capacity building

Lists Board Matching with PhilanthropyMiami; check for future openings.

[9] PhilanthropyMiami · Board Essentials

Board training and matching route for qualified, mission-aligned candidates.

[10] Greater Miami Chamber · Leadership Miami

Miami leadership network and community-service program; a referral route, not a placement promise.

Distribution, formation, and exclusions

Readiness matters as much as fit. These sources shape the first-year approach.

[11] YouTube · Set an audience

Set the audience for each video. “All ages” is not a substitute for a Made for Kids assessment.

[12] YouTube Kids · Content and advertising policies

YouTube Kids excludes disclosed paid product placement / endorsement content.

[13] IRS · Recognition of exemption

Federal recognition of exemption requires the applicable application and determination process.

[14] Batchelor Foundation · Application process

New Batchelor applicants are invitation-only. Do not send an unsolicited grant application.

[15] The Pollination Project · Apply

Pollination Project’s small-budget, volunteer-led criteria do not fit this proposed $250,000 launch.