



Media Report

## April 2021

Board Meeting: May 24, 2021

### Website Analytics

Pageviews (March)	2021	vs.	2020
TheChildrensTrust.org	117,369		111,944
MiamiHeartGallery.org	35,403		31,176

### April Media Stories

#### April 1

WMBM

<https://sflcn.com/marleine-bastien-enters-race-for-miami-dade-county-commission-district-2/>

#### April 4

South Florida Hospital News

Miami Lighthouse for the Blind expands Classrooms and Names Its School Miami Lighthouse

Reach: 58,200

#### April 6

Miami Community News

Coral Reef High student launches Women on the Glow service project

Reach: 55,700

#### April 6

The Miami Times

Armour Brings Dance to Generatios of Children

Reach:

#### April 9

South Dade News Leader

The Trust innovative provider Homestead Christian Academy highlighted

Help is Just Around the Corner

Reach: 5,079,000

#### April 9

*Diario de las Americas*

Trust provider's Amigos Together for Kids President Rosa Maria Plasencia honored

[Ceremonia en honra a memoria de Rosa María Plasencia](#)

Reach: 351,000

**April 11**

Teleskopi guest speaker Nadeige Theresias-Joisil from Santla promoted the REAdy, Set, Go Miami!

[The VSS Hour Show](#)

Reach: 8,800

**April 13**

*The Miami Times*

Trust mentioned in article mentioning former Trust President & CEO, Mo Abety

[Harriet Tubman Highway Runs into Trouble](#)

Reach: 46,800

**April 15**

*Miami Herald*

Feature byline: Trust Staffer: Bevone Ritchie

[Use the Summer to Prep Kids for a Return to Schooling and Socialization](#)

Reach: 6,025,000

**April 16**

*La Paloma Neighborhood News*

Trust Staffer, Sandra Camacho

Topic: The Parent Club

**April 20**

*Miami's Community News*

The Trust mentioned in mental health collaboration with M-DCPS

[M-DCPS Provides ongoing Mental Health Support for its Students](#)

Reach: 55,200

**April 21**

*The Miami Times*

The Trust mentioned as one of the organizations collaborating in the achievement gap oversight committee

[M-DCPS Board Members say they have No Choice](#)

Reach: 46,800

**April 23**

*Miami Herald*

The Trust is partnering with M-DCPS offer summer 305

[Miami-Dade's summer school will be 10 times larger this year to combat the COVID slide](#)

Reach: 6,025,000

**April 23**

*El Nuevo Herald*

The Children's Trust Book Club highlighted

[¿Qué puedo hacer este fin de semana en Miami?](#)

Reach: 1,100,000

**April 23**

*Doral Family Journal*

The Trust is partnering with M-DCPS offer Summer 305

[Miami-Dade County will be Launching 18 Summer School Programs](#)

Reach: 4,800

**April 25**

*FloridaPatch.com*

The Trust is partnering with M-DCPS offer Summer 305

[M-DCPS Gearing Up to Launch Summer 305 Adventure](#)

Reach: 35,800

**April 26**

*Miami's Community News*

The Trust mentioned as a sponsor for the GEMS Arts Summer Camp Programs

[Miami-Dade County Parks once again will offer all-girl Summer Arts Camp](#)

Reach: 55,200

**April 26**

*Miami's Community News*

Trust mentioned as a funder for the South Florida Youth Symphony

[Award-winning SFYS to perform two free concerts in Homestead](#)

Reach: 55,200

**April 27**

*The Miami Times*

The Trust is partnering with M-DCPS offer Summer 305

[M-DCPS expands programs on a massive scale with Summer 305](#)

Reach: 46,800

**April 27**

*The Miami Times*

Trust providers gear up for the summer

[Programs funded by The Children's Trust gear up](#)

Reach: 46,800

**April 28**

*Dow Theory Letters*

Trust provider, Be Strong International hosts 4<sup>th</sup> annual charity event

[Alberto Carvalho Hails Student and Honorees at Be Strong International's Spring Charity Event](#)

Reach: 130,000

**April 28**

FloridaPatch.com

Trust providers gear up for the summer

[Programs Funded by The Children's Trust Gear Up](#)

Reach: 35,800

**April 30**

La Paloma Neighborhood News

Trust Staffer, Ximena Nunez

Topic: Summer Youth Internship

## Social Media & Digital at a Glance

### April

	<b>Followers</b>	<b>Impressions</b>
<b>Facebook</b>	54,626	2,065,374
	<b>Followers</b>	<b>Impressions</b>
<b>Twitter</b>	4,365	13,900
	<b>Followers</b>	<b>Impressions</b>
<b>Instagram</b>	11,478	n/a
	<b>Followers</b>	<b>Impressions</b>
<b>LinkedIn</b>	3,902	6,475



**April 23**

Facebook

Thank you to the more than 276 providers who participated in the Virtual Youth Development and EEI Summer Services Provider Orientation today. The meeting focused on guidance and expectations for 2021 for those who will be providing summer services.

We'd also like to recognize newly appointed Vice Chair Pamela Hollingsworth, who also serves as the chairperson for the Program Services & Childhood Health Committee, for addressing providers and lauding them about the crucial services they provide.

Finally, we want to thank Miami-Dade County Public Schools for joining the meeting and sharing their Summer 305 initiative partnership with The Trust.



**April 21**  
Facebook

We are proud of Trust President and CEO James R. Haj for being recognized by the Miami-Dade County Public Schools Board at their board meeting today.

Jim has spent his entire professional career serving children and families in Miami-Dade County and he continues to work closely with the school system as the head of The Trust. Congratulations Jim!



**April 19**  
Facebook

Congratulations to Pamela Hollingsworth on her appointment as Vice-Chair of The Children's Trust Board of Directors. Since joining the board in 2015, Ms. Hollingsworth has been an integral part of our work, serving as the Chair of the Programs Services & Childhood Health committee. The Trust and our community will greatly benefit from her wealth of knowledge and leadership. Congratulations Madam Vice-Chair! [#leadership](#) [#community](#)



**April 9**  
Facebook

Our President and CEO [James R. Haj](#) was part of the [Talent Development Network's](#) CEO for a Day event today and served as a panelist in the Nonprofit and Leadership breakout session. Over 500 students participated and were able to interact and network with CEOs and other top executives.

## **Instagram & Facebook Live segments**

**Date:** April 12- **Instagram Live**

**Guest:** Chris Moreno

**Topic:** April is Financial Literacy Month and Chris Moreno is joining us.

Future Bound Miami is Florida's first universal children's savings program to help increase the number of students who plan to attend college or vocational schools after graduating from high school. If you are a parent or a caregiver who is interested in finding out more information, please visit [www.FutureBoundMiami.org](http://www.FutureBoundMiami.org)

**Date:** April 13 – **Facebook Live**

**Guest:** Live with Trust Staffer, Danielle Barreras

**Topic:** Have you heard about the Miami-Dade Grade Level Reading Campaign that's proudly hosted by The Children's Trust? If not, here is your chance to learn more and get involved. The Children's Trust and our amazing partners have been working hard to make the month of May a literacy blitz. Thank you for to the partners that joined us today from University of Miami Mailman Center for Child Development Step Up AT, The Children's Movement of Florida and Sant La Haitian Neighborhood Center.

**Date:** April 22-**Instagram Live**

**Guest:** Nechama Harlig

**Topic:** A great live with Nechama Harlig, Program Director [@friendshipcircleMiami](#)

Don't miss the 12th Annual Walking 4 Friendship 3K, and walk the walk event this Sunday, April 25 starting at 9AM at Tropical Park. It is FREE to register online at [Walking4Friendship.com](http://Walking4Friendship.com)

**Date:** April 27-**Instagram Live**

**Guest:** Barbara Martinez-Guerrero from Dream in Green

**Topic:** This amazing non-profit's mission is to empower individuals, especially youth, to lead in the response to climate change and other environmental challenges facing South Florida.

Make sure you follow Dream in Green Academy a platform that promotes collaboration with other community organizations to introduce environmental education programs to K-12 schools in South Florida. For more information go to [www.dreaminggreen.org](http://www.dreaminggreen.org)