



Media Report

October 2021

Board Meeting: Nov 15, 2021

Website Analytics

Pageviews (October)	2021	vs.	2020
TheChildrensTrust.org	97,736		262,539
StayHome.Miami	354		1,310
MiamiHeartGalley.org	24,948		37,958

Media Stories

Oct 9

NBC 6 On-air mention 6:49am

The Children's Trust Youth Advisory Committee kayak clean-up

Total viewership 3,532,752

"the children's trust youth advisory committee is hosting a volunteer beach cleanup at virginia key. they will be learning about the importance of mangroves and have a chance to try kayaking. the event starts at 1:00. around 3:30, there will be a cookout lunch."

Oct 9

NBC 6 On-air mention 8:25am

The Children's Trust Youth Advisory Committee kayak clean-up

Total viewership 1,896,693

"the children's trust youth advisory is hosting a volunteer beach cleanup at virginia key. they will learn about the importance of mangroves and have a chance to try kayaking. the event starts at 1:00. and around 3:30, there will be a cookout lunch."

Oct 10

ABC 10 On-air mention 5:39am

The Children's Trust Youth Advisory Committee kayak clean-up

Total viewership 276,164

"70 teens from the children's trust youth advisory committee help a beach cleanup there and was taught the importance of mangroves and the natural ecosystem in south florida. not all hard work. they were treated for a little kayaking and fun there. for many of those teens, the first time."

Oct 12

The article used data compiled by the Children's Trust

[Widening Learning Gaps Revealed in Funding Application](#)

Oct 17

The Underline and the Children's trust recognized in the Miami Herald

[Budding Entrepreneurs on Brickell Celebrate Summer Haul of Big Bucks, Smiles](#)

Social Media & Digital at a Glance

May

	Followers	Impressions
Facebook	52,900	2,238,986
	Followers	Impressions
Twitter	4,446	23,100
	Followers	Impressions
Instagram	12,400	N/A
	Followers	Impressions
LinkedIn	4,287	15,8k



Oct 5

Facebook

Happy National Do Something Nice Day! Let's encourage our children to practice one new kind gesture today - picking up someone else's trash, picking a flower for a friend, speaking kind words to a stranger, or even practicing self-care (being nice to ourselves counts too!)



Oct 7

Facebook

The Children's Trust is always proud to partner with our longtime collaborators the [Miami Diaper Bank](#) in distributing diapers and wipes to the Opa-locka Community. We especially love it when they get the recognition they're due. Founding member Roberto Schaechter received a Proclamation from Vice Mayor Veronica J. Williams from the City of Opa-locka, Florida for the amazing work of distributing much-needed supplies to the community. Congratulations Roberto!



Oct 8

Facebook

Look out, parents! The Fantasy Theatre Factory has a spookily good show coming up for you this month. And guess what? It's sensory-friendly for all children! Click here for tickets: <https://www.ftfshows.com/>



Oct 9
Facebook

Our staff was proud to attend the Budding Entrepreneurs Award Ceremony today where with [The Underline](#) and [Miami Dade College](#) were honoring the winner of the program with a \$2,000 check for college for her business, Birdbox. Other young entrepreneurs were also honored for their projects. These students took business and marketing classes at MDC and then launched their businesses this summer at a kiosk in The Underline in Brickell. This program is part of our Innovation Fund.



Oct 10
Facebook

90 Youth Advisory Committee members from across Miami-Dade spent their day cleaning up Virginia Key learning about microplastics, mangrove restoration and enjoying a visit with the manatees by kayak.

[#WeAreTCT](#) [#TCTYAC](#) [#CleanUp](#) [#VirginiaKey](#)
[#YouthAdvisoryCommittee](#)



Oct 13
Facebook

Children's Trust President & CEO [James R. Haj](#) spent time seeing firsthand the great work of Trust-funded provider [Casa Valentina](#), which provides housing and support services to foster and at-risk youth.

[#WeAreTCT](#)



Oct 14

Facebook

Congratulations to the "Learn to Swim Program" and our partners [Progressive Firefighters Association Charities Inc](#), [Miami-Dade County Fire Department](#), The [Miami Dolphins](#), and football player Salomon Kindley for our recognition by [City of Miami Government!](#)



Oct 10

Facebook

90 Youth Advisory Committee members from across Miami-Dade spent their day cleaning up Virginia Key learning about microplastics, mangrove restoration and enjoying a visit with the manatees by kayak.

[#WeAreTCT](#) [#TCTYAC](#) [#CleanUp](#) [#VirginiaKey](#)
[#YouthAdvisoryCommittee](#)



Oct 21

Facebook

Looking to start a family or add to the one you have? The Children's Trust Miami Heart Gallery is a website featuring children in Miami-Dade County's foster care system who are eligible for adoption.

www.MiamiHeartGallery.org