



Media Report

October, November & December 2020

Board Meeting: January 19, 2021

Website Analytics

Pageviews (October-December)	2019	vs	2020
TheChildrensTrust.org	233,078		459,432
MiamiHeartGallery.org	69,722		122,043
StayHome.Miami	n/a		2,502

October Media Stories

October 1

WMBM

The Trust highlights YTBD's season winners

October 8

Soul of Miami

The Trust mentioned as funder of The Guitars Over Guns program

[Guitars Over Guns Facebook Live: Beatles Showcase](#)

Reach: 153

October 10

Miami's Community Newspapers

Young Talent Big Dreams competition winners announced

[2020 Young Talent Big Dreams Competition Winners Announced](#)

Reach: 36,800

October 14

Soul of Miami

The Trust mentioned as funder of The Guitars Over Guns program

[7th Annual Choose Your Sound Virtual Benefit Concert, presented by Savage Ticket 11/14/20](#)

Reach: 861

October 15

Miami's Community Newspapers

The Trust mentioned as generous funder of the Reading Explorers Program

[Campaign for Grade-Level Reading Pacesetter Honors Announced](#)

Reach: 36,800

October 18

Miami's Community Newspapers

Press release promoting Spooky Symphony

[This year's Spooky Symphony materializes virtually and free](#)

Reach: 36,800

October 21

The Miami Times

Press Release promoting Spooky Symphony

[Ghouls, goblins and scary music go virtual](#)

Reach: 27,400

October 21

The Miami Times

Young Talent Big Dreams competition winners announced

[Young talent big dreams goes virtual](#)

Reach: 27,400

October 22

Patch.com

YTBD's season winners highlighted

[Young Talent Big Dreams Goes Viral](#)

Reach: 84,200

October 22

Patch.com

Trust President & CEO, Jim Haj feature article promoting Spooky Symphony

[Ghouls Goblins Scary Music Goes Virtual](#)

Reach: 42,100

October 26

Miami's Community Newspapers

Miami-Dade Grade Level Reading Campaign receives Pacesetter Honors for its work in 2019

[Miami-Dade Grade Level Reading Campaign recognized for summer, afterschool work](#)

Reach: 36,800

October 31

Miami Herald

Young Talent Big Dreams competition winners

[In this Florida election, toddlers can vote and kindness plays a big role](#)

Reach: 5,011,000

November 11

Miami Today

Trust Staffer, Donovan Lee-Sin nominates coordinator of Miami-Dade Public Library System's Homework Help Tutoring Program

[Teachers adapt to unprecedented world](#)

Reach: 23,800

November 13

Dow Theory Letter

The Trust awards the Innovation Grant to Be Strong International

[Be Strong Int'l Expands Program](#)

Reach: 87,800

November 15

The VSS Hour (Live on Facebook)

[The VSS Hour: The Children's Trust 15th Annual Champions for Children Awards](#)

Reach: 6,200

November 19

The VSS Hour (Live on Facebook)

Trust Staffer, Sabine Dulcio promotes back-to-school immunization efforts

[Back to School Wellness](#)

Reach: 11,000

November 28

Our City Miramar

Champions for Children's David Lawrence Honoree feature story

[Miramar Resident Morris Copeland Receives The Children's Trust David Lawrence Champions for Children Award](#)

November 30

Sun-Sentinel

Champions for Children features in Community Calendar

[Calendar: Virtual community, entertainment events beginning Dec. 2](#)

Reach: 3,047,000

December

Local 10 News

Champions for Children features in Community Calendar

[The Children's Trust Champions for Children Awards Ceremony](#)

December

SocialMiami.com

Champions for Children features in Community Calendar

[The Children's Trust Champions for Children Awards Ceremony](#)

December

Blacktie

Champions for Children features in Community Calendar

[Champions for Children Awards Ceremony](#)

December

Miami.com

Champions for Children features in Community Calendar

[Champions for Children Awards Ceremony](#)

December 1

South Florida Business & Wealth

Trust President & CEO, Jim Haj an honoree in the Education category at 2020 Apogee Awards

[Apogee Awards Honorees James Haj](#)

Reach: 1,024,000

December 3

WMBM

Trust Staffer, Donovan Lee-Sin promotes the first virtual Champions for Children Award Ceremony

December 4

Diarios las Americas

The Trust joins PTA/PTSA, United Way to send valuable text messages to family and students

[Escuelas públicas de Miami-Dade lanzan plan de aprendizaje](#)

Reach: 572,000

December 5

Univision 23 Contigo en la Comunidad

Trust Staffer, Sandra Camacho promotes first virtual Champions for Children Award Ceremony

The Children's Trust celebra su evento anual "Champions for Children"

December 7

Univision National Integration Despierta America

Trust Staffer, Ximena Nunez promotes Miami Heart Gallery

[¿Cómo es el proceso de adopción de niños en Estados Unidos y cuánto tiempo tarda?](#)

December 8

Miami's Community Newspapers

Champions for Children Press Release featured

[2020 Champions for Children Awards Virtually Celebrates Community of Child Advocates](#)

Reach: 42,200

December 9

Spingo.com

[The Children's Trust Champions for Children Awards Ceremony](#)

December 9

The Miami Times

High Honor for Morris Copeland

[A promotion and high honor for Morris Copeland](#)

Reach: 37,200

December 9

Sun-Sentinel

Champions for Children features in Community Calendar

[The Children's Trust Champions for Children Virtual Awards Ceremony](#)

Reach: 3,047,000

December 10

Patch.com

The Trust mentioned in All Kids Included contest article

[Drive-Through Book Giveaway Kicks Off Annual Student Art Contest](#)

Reach: 67,700

December 10

Patch.com

Feature article honoring Morris Copeland

[Morris Copeland honored with the 2020 David Lawrence Jr. Champion for Children Award](#)

Reach: 67,700

December 11

AmericanTowns.com

The Trust mentioned in All Kids Included contest article

[Drive-Through Book Giveaway Kicks Off The 2021 All Kids Included Student Art Contest](#)

Reach: 140,000

December 14

Miami Herald

Trust provider, Lotus House featured in feature article.

[The pandemic is hitting Florida families harder than those elsewhere. Food is scarce.](#)

Reach: 5,096,000

December 14

CityBizList

Special Districts Award Program, Government Technology Magazine recognizes the exemplary work of The Children's Trust

[The Children's Trust Receives Technology Innovation Awards for StayHome.Miami and New Book Club](#)

December 15

Brandenton Herald

Trust provider, Lotus House featured in feature article

[The pandemic is hitting Florida families harder than those elsewhere. Food is scarce](#)

Reach: 262,000

December 23

The Miami Times

The Trust sponsors Genesis Hopeful Haven's second annual Christmas party and toy drive

[A memorable Christmas for children in foster care](#)

Reach: 37,200

December 23

Univision National Integration Despierta America

Trust Staffer, Sandra Camacho discusses Thrive by 5 and the importance of early childhood education

[Programas de becas de educación temprana para impulsar el desarrollo de los niños en la etapa de 0 a 5 años](#)

December 24

Patch.com

The Trust sponsors Genesis Hopeful Haven's second annual Christmas party and toy drive
[A Memorable Christmas For Children In Foster Care](#)

Reach: 67,700

Social Media & Digital at a Glance

OCTOBER-DECEMBER

	Followers	Impressions
Facebook	105,917	214,422
	Followers	Impressions
Twitter	12,913	69,200
	Followers	Impressions
Instagram	31,586	n/a
	Followers	Impressions
LinkedIn	10,959	25,758



October 23

Facebook

"My little cousin gets introduced to the wonderful world of books thanks to The Children's Trust Book Club. Her first book is Tummy Time/Happy Baby, illustrated by Violet Lemay. It was a wonderful moment." - @oneliacollazomendive
Register every child in your home under the age of 5 into The Children's Trust Book Club! Sign up today!



November 19

Facebook

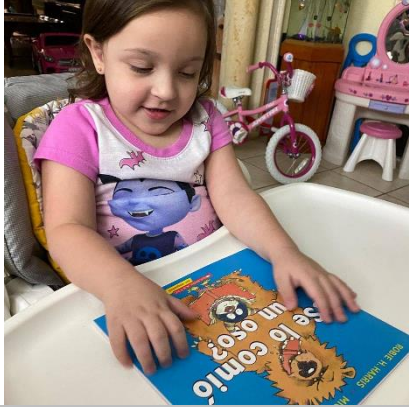
In partnership with The Miami Book Fair and Miami Dade College, The Children's Trust is making sure every child has access to books. We manage 65 community bookshelves in locations throughout Miami-Dade County and provide free and fun books for children ages 0-8. Find a bookshelf near you!



November 22

Facebook

Citrus Family Network celebrates the first ever virtual National Adoption Day on Friday, yesterday we celebrated a safe and socially distant Family Fun Day for our families who finalized their adoptions as part of this year's celebration. The event featured family portraits, food, and fun for everyone!



December 7

Facebook

"Hoy mi niña recibió su nuevo paquete de @thechildrenstrust

Alexa realmente disfruta la lectura 🥰Ella ama los libros" - @la_mami_de_babyalexa

🥰🥰👏👏🙏📖🥰👏👏

Si conoces a un niño menor de 5 años que vive en el condado de Miami-Dade y que disfrutaría recibir un libro gratis cada mes, ¡dale el regalo de aprender!

Instagram & Facebook Live segments

Date: October 9 – **Facebook Live**

Guest: Live with President/CEO James Haj, Trust board members and staff

Topic: Trust Board Members and Trust Staff giving out 250,000 units of personal protective equipment including a generous donation of 100,000 masks from EagleTree Capitol to distribute to Youth Development and Family Services programs.

Date: October 9 – **Instagram Live**

Guest: Live with Vice Principal Walter Dennis of the MEYGA Learning Center

Topic: Multi-Ethnic Youth Group Association, Inc (MEYGA) promoting the mental, physical and social well-being of youth.

Date: November 16 – **Facebook Live**

Guest: James Haj President & CEO

Topic: A candid conversation with President and CEO James Haj of The Children's Trust about The Parent Club, Book Club and more!

Date: November 19 - **Facebook Live**

Guest: Leslie Veiga from Citrus Family Care Network

Topic: Promoting first virtual National Adoption Day and Miami Heart Gallery

Date: November 19 - **Facebook Live**

Guest: Parent facilitators: Judina Amazon, Yanet Apau and Angela Garcia

Topic: The Children's Trust Parent Club

Date: November 19 - **Facebook Live**

Guest: Wendy Fleuridor-Shula (Parent Club Parent Participant)

Topic: Live to discuss The Children's Trust Book Club

Date: November 30 - **Facebook Live**

Guest: Barbara Stein of Actor's Playhouse

Topic: 2020 Champions for Childrens Award Ceremony Gold Sponsor

Date: December 3 - **Facebook Live**

Guest: Kim Reckley, Senior Vice President, Client and Community Relations Director

Topic: 2020 Champions for Childrens Award Ceremony Gold Sponsor

Date: December 7 - **Facebook Live**

Guest: Felipe Basulto, Market President of South Florida Retail at TD Bank

Topic: 2020 Champions for Childrens Award Ceremony Presenting Sponsor

Date: December 8 - **Facebook Live**

Guest: Dr. Schatz, Clinical Director of FIU's Center for Children and Families

Topic: 2020 Champions for Childrens Award Ceremony Gold Sponsor

Date: December 18 – **Instagram Live**

Guest: 10-year-old Ela from [@theelaprojectcommunity](#)

Topic: Promoting Genesis Hopeful Haven's second annual Christmas party and toy drive