



BROADCAST / PRINT

PUBLICITY REPORT

Board Mtg. 02/06/12

February 2012

Date	02/03/2012
Media Venue	Univision WQBA
Journalist	Bernadette Pardo
Format	Radio interview
Topic (s)	"Dear John" Campaign & several key partners
Interviewed	Emily Cardenas
Audience	

Date	02/02/2012
Media Venue	Miami Herald
Journalist	Letters to Editor (reader's forum section)
Format	Newspaper
Topic (s)	Don't shortchange our future http://www.miamiherald.com/2012/02/02/2621764/dont-shortchange-our-future.html#storylink=cpy
Interviewed	Modesto Abety-Gutierrez
Audience	429,221

Date	02/02/2012
Media Venue	WMBM
Journalist	Debra Toomer
Format	Radio interview
Topic (s)	TCT's sponsored radio program to discuss "Dear John" campaign
Interviewed	Emily Cardenas
Audience	

January 2012

Date	01/28/2012
Media Venue	Univision 23's Ahora en Nuestra Comunidad PSA Program
Journalist	Alina Mayo-Azze
Format	Television
Topic (s)	Young Talent Big Dreams interview
Interviewed	Emily Cardenas
Audience	13,000

Date	01/27/2012
Media Venue	Soul of Miami on-line website
Journalist	n/a
Format	Online
Topic (s)	TCT sponsored event http://www.soulofmiami.org/2012/01/27/young-talent-big-dreams-auditions-at-south-miami-dade-cultural-arts-center-12812/
Interviewed	
Audience	

Date	01/18/2012
Media Venue	NBC 6
Journalist	Diana Gonzalez
Format	Online
Topic (s)	TCT sponsors FIU study on good hand writing http://www.nbcmiami.com/news/local/Good-handwriting-equals-good-grades--137613703.html
Interviewed	
Audience	

The Children's Trust 2012 Publicity Report

Date	01/19/2012
Media Venue	Miami Herald
Journalist	Dorothy Jenkins Fields
Format	Newspaper
Topic (s)	TCT's funded provider Sanla is featured in the Miami Herald. http://www.miamiherald.com/2012/01/19/2597679/sant-la-a-small-organization-that.html
Interviewed	n/a
Audience	429,221

	01/19/2012
Media Venue	Miami Herald
Journalist	Alexa Lopez
Format	Newspaper
Topic (s)	Shake-a-Leg forced to reorganize & TCT mentioned as a funder and highlights funding process
Interviewed	Emily Cardenas
Audience	429,221

Date	01/16/2012
Media Venue	Coral Gables Gazette
Journalist	Calendar of Events
Format	Full story
Topic (s)	TCT Young Talent Big Dreams initiative featured
Interviewed	Bevone Ritchie
Audience	10,293,714

The Children's Trust 2012 Publicity Report

Date	01/16/2012
Media Venue	WFOR CBS Ch. 4 6AM
Journalist	Michelle Gillen
Format	Full story
Topic (s)	TCT's "Dear John" news campaign
Interviewed	
Audience	18,409

Date	01/15/2012
Media Venue	Miami Herald
Journalist	Audra D.S. Burch
Format	Newspaper
Topic (s)	TCT's "Dear John" campaign featured http://www.miamiherald.com/2012/01/13/2591075/dear-john-campaign-aims-to-protect.html#storylink=misearch
Interviewed	n/a
Audience	429,221

Date	01/14/2012
Media Venue	WSVN - Fox Ch. 7 – noon newscast
Journalist	
Format	Full story
Topic (s)	TCT featured Young Talent Big Dreams 2011 winner, Patrick
Interviewed	n/a
Audience	8,518

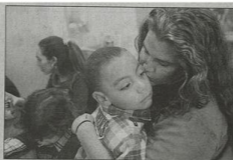
The Children's Trust 2012 Publicity Report

Date	01/06/2012
Media Venue	Univision WQBA
Journalist	Bernadette Pardo
Format	Radio interview
Topic (s)	Starting the New Year with valuable information and featuring several of our providers
Interviewed	Emily Cardenas
Audience	

December 2011

Date	12/21/2011
Media Venue	El Nuevo Herald
Journalist	Marguax Herrera
Format	Insider section
Topic (s)	Children visit their incarcerated parents & TCT mentioned as funder for provider, Children of Inmates
Interviewed	n/a
Audience	98,635

Date	12/02/2012
Media Venue	Univision WQBA
Journalist	Bernadette Pardo
Format	Radio interview
Topic (s)	Program to encourage parents to buy books to their children for Christmas
Interviewed	Emily Cardenas
Audience	



C. W. GRIFFIN/The Miami Herald

DANIELLE WOODARD abraza a su hijo, Antonio Rangel, tras compartir con él el almuerzo y juguetes.

Niños visitan a madres encarceladas

MARGAUX HERRERA
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Una mesa de juguetes desbordada de carritos, muñecas y rompecabezas recibió a los niños a la entrada de la sala. Por todas partes madres e hijos reían, coloreaban y tejían brazaletes mientras se ponían al día sobre lo ocurrido últimamente en casa y en la escuela.

El miércoles, 40 niños de Miami-Dade y Broward fueron llevados en ómnibus al Instituto Correccional Homestead en Florida City por Service Network for Children of Inmates para ver a sus madres encarceladas antes de Navidad.

La visita fue una de 10 programadas entre lunes y jueves a instituciones correccionales de todo el sur de la Florida. Fue la visita número 88 de la organización hasta el momento, que se dedica a vincular a los hijos con sus padres encarcelados.

"Los niños tienen que ver que sus padres están bien", dijo la directora del proyecto, Shellie Solomon. "Necesitan que sus padres les expliquen lo que está pasando".

La red fue creada por **The Children's Trust** of Miami-Dade y colabora con el Departamento de Prisiones de la Florida para brindar estos servicios a las familias. Se han asociado además con 10 organizaciones religiosas y profesionales para sus servicios.

El programa apoya a entre 400 y 600 menores. Además de cuatro visitas anuales, se les brinda servicios de asesoría. Hay grupos de apoyo no sólo para los menores, sino también para

sus guardianes y, en algunos casos, los presos.

La organización envía a sus empleados a las cárceles para identificar a los presos que tienen hijos. Luego se ponen en contacto con los guardianes y los mismos hijos con la aprobación del padre o la madre.

"Estos muchachos son básicamente invisibles", dijo el coordinador Leon Fooksman.

Según Solomon, los empleados que visitan las casas son rechazados a menudo por guardianes que creen que son del Departamento de Servicios Humanos. En estos casos los padres encarcelados tienen que llamar a la casa para informar a sus familiares que aprueban la participación de la entidad.

Las visitas trimestrales son las únicas oportunidades que algunas familias tienen para verse.

"Tanto en lo financiero como en lo emocional, este programa es maravilloso", dijo Sandra Knowles, de 55 años, quien acompañó a sus dos nietos y su sobrino nieto a visitar a la madre de los menores, Sandy Knowles. "Elimina el estrés para muchas personas que no pueden venir".

Por lo general, el viaje le costaría a Sandra Knowles, que vive en Broward, alrededor de \$100 entre gasolina y comida.

"Ellos asocian esto con su mamá", dijo Knowles, de 30 años, la encarcelada, a quien le queda año y medio de su sentencia. "El más pequeño me acaba de decir: 'Mami, me gusta venir. Me dan juguetes'".

El grupo tiene la esperanza de ampliarse fuera del sur de la Florida.

COCONUT GROVE

Shake-a-Leg is forced to reorganize

Shake-a-Leg Miami has shaken up its staffing and structure in the wake of reduced funding and budget cuts.

BY ALEXA LOPEZ
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Faced with dramatic drops in funding, Shake-a-Leg Miami recently announced changes to help the organization make do with less money.

Some of Shake-a-Leg's changes include reduced expenses and the restructuring of its management.

Since 1990, the nonprofit organization has been serving the physically disabled and economically disadvantaged community, particularly children, and is housed in a water-sports facility on Biscayne Bay in Coconut Grove. Shake-a-Leg Miami serves about 8,000 people a year through sailing and boating classes for all ages, morning and after-school programs, a summer camp for kids, and other activities.

This year, Shake-a-Leg's budget fell to \$2.5 million from last year's \$2.8 million. Though the drop is only about 11 percent, over the past three years, several of its grants have been reduced or eliminated as a result of shaky economic times, according to newly appointed executive director Kathy Anderson.

Shake-a-Leg's funding from grants has fallen to \$310,000 this year from \$931,000 in 2009-10 and \$672,000 in 2010-11.

Mark Dacy, who was recently named chief of staff and operations director, said that Shake-a-Leg Miami is trying to offset these drops by improving its fund-raising efforts. The organization is still trying to raise \$1.4 million of its projected \$2.5 million budget. Aside

from philanthropy, Shake-a-Leg also earns revenue from charging participants for certain programs, and rental and chartering fees for water sports equipment.

One of the largest cuts in funding this year has come from The Children's Trust, a tax-funded agency that issues grants to organizations that work with children. In the past few years, The Children's Trust's budget has been reduced from almost \$130 million in 2010-11 to about \$119 million this fiscal year because of a reduction in revenue from property taxes with the fall of the housing market.

To receive funding from The Children's Trust for the 2011-12 fiscal year, organizations had to go through a competitive bidding process. In the past, Children's Trust grants had been renewed annually based on a performance evaluation. Emily Cardenas, a spokeswoman for The Children's Trust, said that the agency had to ask all interested Miami-Dade County organizations to reapply this year to give everyone a chance at funding. Out of 460 applications, 300 grant contracts were established.

Although the Children's Trust renewed Shake-a-Leg's grant for an "out-of-school" program, the agency cut a \$379,848 grant for a "youth development program." Shake-a-Leg's morning program that serves children with physical and developmental disabilities from Miami-Dade County Public Schools. Cardenas said that Shake-a-Leg's "proposal did not score as high as possible."

"It was an extremely competitive environment," she said. "There's a lot of organizations that are really in need of funding and it was really stunning to us the



PHOTOS BY ALLISON DIAZ FOR THE MIAMI HERALD

HARD AT WORK: From left, Destiny Milian, 9, and Mabel Flores and Nikki Castro, both 10, decorate jelly fish models made out of recycled materials during the after-school program at Shake-A-Leg Miami in Coconut Grove on Jan. 5. Below, Destiny concentrates on her project.



amount of proposals that we received. That really says something about the need in the community."

Cardenas said the trust gave each applicant a score based on its written proposal. Also, organizations that held contracts with The Children's Trust before the bidding process, like Shake-a-Leg, earned a score that based on its last annual performance evaluation.

Shake-a-Leg's morning program was eliminated last fall, but was reinstated for the spring semester, which began last week. Instead of serving about 314 students as it used to, the revamped morning program serves 40 kids from Bent Tree Elementary and Jorge Mas Canosa Middle School. The cost of the morning program is around \$300,000. The schools pay

for the students' transportation to and from Shake-a-Leg.

The morning program is predominantly marine science-based and the children are out on the water three to four times a week. The students go fishing, participate in marine science experiments and create art associated with the water, something that Dacy said "stimulates and socializes the

kid."

The remaining grant from The Children's Trust is for an out-of-school program for \$310,970, and is divided between Shake-a-Leg's afterschool and summer programs, with a higher portion (\$211,416) going to the former. Still, that grant has consistently decreased about 10 percent over the last three years.

Shake-a-Leg's after-school program serves mostly economically disadvantaged kids and follows guidelines set by the Children's Trust. Students in the program get help with homework, participate in physical activity, art and music.

The summer camp is a hybrid of the morning and after-school program, with a larger focus on outdoor activities like swimming, snorkeling and sailing. In the summertime, the population is also mixed between physically and developmentally disabled and economically disadvantaged children. The camps served 253 children last year, but Shake-a-Leg hopes to reach 300 this summer.

The three Shake-a-Leg programs are geared toward second- through eighth-graders.

On average, Shake-a-Leg spends 82 percent of its budget every year on program-related costs, including the salaries of those implementing the program as well as the equipment and materials needed for activities. Eleven percent of the budget goes to management, and 7 percent for fundraising.

Dacy said that more of their money should be going into programming. Last year, Shake-a-Leg's budget was divided equally into

• TURN TO SHAKE-A-LEG, 15NH

Budget cuts force organization to reorganize

◆ SHAKE-A-LEG, FROM 4NW

money for salaries and money for operating costs. Thus, with the recent realignment of management, Dacy said Shake-a-Leg eliminated about \$176,000 in administrative costs, dropping the percentage of the budget going to salary expenses to 47.6. Six full-time staff members were laid off with the recent realignment of management, reducing the number of full-time employees to 12 from 18. Also, certain administrative functions, like accounting and grant tracking, are being outsourced.

"The aim is to still be able to meet the same demands of the community," said Jamie Sweeting, Shake-a-Leg Miami's new chair-

man of the board of directors. "But when you have less revenue coming in, we weren't able to sustain the same salaries and numbers of positions that we had in previous years."

Harry Horgan, co-founder of Shake-a-Leg Miami, said that now they will be having volunteers substitute for staff. Shake-a-Leg has about 50 dedicated volunteers at any given time, but welcomes hundreds of temporary volunteers. For example, many students from MAST Academy on Virginia Key volunteer for service hours.

To tackle problems caused by reduced funding, Anderson was appointed as the new executive director of the organization, taking the place of Horgan.

"We felt that what we needed was an executive director to essentially be in charge of the business transformation of the organization," Sweeting said.

Anderson has been a Shake-a-Leg Miami volunteer for about 10 years and has a background in consulting for non-profit organizations. She also holds a master's degree in public administration from the Harvard's Kennedy School of Government.

Horgan will now serve as Shake-a-Leg's CEO, a title that had not been used in the past few years. He co-founded Shake-a-Leg Miami in 1990. He moved down from Newport, R.I., where he first opened Shake-a-Leg in the early 1980s after being paralyzed

in a car accident.

"I thought of creating a program where people with spinal cord injuries could come together and share their successes and failures, improve their lives and take responsibility," Horgan said.

The organization also chose several new board members with more entrepreneurial experience who will bring business expertise in being more efficient and effective with the resources that Shake-a-Leg has, Sweeting said. The new volunteer board members will replace past members who decided to leave.

In its shifting of management, the organization intended to "ensure that we don't lose any of these valuable programs" and "focus on the core of why we creat-

ed this organization in the first place," Sweeting said.

Horgan said that Shake-a-Leg Miami will now focus on strengthening its after-school and summer programs, as well as expanding their services. One of the biggest projects Shake-a-Leg is currently working on is a program specifically directed at veterans, who tend to come back from war with post-traumatic stress disorder.

Overall, Shake-a-Leg is now focusing on creating partnerships with the community in order to develop new programs and bring in contributions and volunteers. The organization already receives corporate dollars from the Bachelor Foundation, Publix, the Royal Caribbean Ocean Fund

and Fisher Island Philanthropic, among others.

Shake-a-Leg also hopes that these partnerships will help increase the organization's self-sufficiency. Shake-a-Leg is working with the University of Miami School of Education, the Miami Marlins baseball team and Miami Children's Hospital in putting together a Saturday program starting Jan. 28 that serves autistic and physically disabled children and their families.

"We can share the burden of costs and together we're able to serve the kids and adults with disabilities in a more efficient way," Horgan said. "Our goal this year is really to focus on improving the quality of the services and being as efficient as we can."