



Media Report November & December 2021

Board Meeting: January 18, 2022

Website Analytics

TheChildrensTrust.org Pageviews	2020	vs.	2021
November 2021	102,099		101,526
December 2021	94,794		80,794

Media Stories

Nov 2

South Dade News Leader

Story highlighting Books For Free books inside barbershops in Southwest Miami-Dade.

[Ongoing Literacy Initiative Expands Into Two Miami Clippers Family Barbershops](#)

Nov 2

Miami's Community News

Story showcasing the return of the beloved in-person event, the Spooky Symphony presented by The Children's Trust.

[The Children's Trust Annual Spooky Symphony Successfully Returns with In-Person Concert](#)

Nov 16

Miami's Community News

Print story highlighting Books For Free books inside barbershops in Southwest Miami-Dade.

[Homestead Kiwanis help place books Into two Miami Clippers barbershops](#)

Nov 18

PhilathropyMiami Blog

On-going series featuring leaders in Miami's nonprofit sector.

[10 Questions with...James R. Haj](#)

Nov 19

Miami Herald

Editorial piece regarding mental health services funded by The Children's Trust from the Research & Evaluation team.

[Children's mental health crisis means parents must take action](#)

Nov 22

South Florida Hospital News

Mention of The Children's Trust sponsorship and the Books For Free program.

[DOH-Miami-Dade's WIC program hosts the 8th annual drive-thru Holiday Homestead/Florida City family resource fair](#)

Dec 2

CBS 4

Lauren Pastrana with CBS 4 featured the BoxJoy subscription program, an Innovation Fund winning initiative.

[Miami Proud: Box Joy Program Delivers Family Fun, Highlights Mental Health Awareness](#)

Reach: 89.4k

Dec 6

Miami's Community News

Story promoting holiday concert partly funded by The Children's Trust

[South Florida Youth Symphony to perform free holiday concert](#)

Dec 6

NBC 6

Constance Jones with NBC 6 highlights the Books For Free program at Cibao Barbershop in North Miami Beach.

[South Florida Group Starts 'Books in Barbershop' Campaign to Promote Literacy](#)

Reach: 720k

Dec 9

Miami Herald

The Miami Herald published the Op-ed regarding the upcoming Innovation Fund and its impact on our community.

[Children's Trust invests in innovation for a more-equitable future for Miami-Dade families | Opinion](#)

Dec 19

Univision Noticias

Univision National News reporter Danay Rivero featured the Books For Free program at Cibao barbershop on their nation-wide news program.

[Mientras les cortan el cabello, ellos practican su lectura: así es la innovadora idea de una barbería infantil en Miami](#)

Dec 21

El Nuevo Herald

Spanish language Op-ed in the El Nuevo Herald regarding Innovation Fund.

[Invirtiendo en innovación para un futuro equitativo | Opinión](#)

Dec 23

Miami Herald

Column penned by our Associate Director of Programming regarding the importance of access to high-quality early learning experiences.

[The Children's Trust: High-quality early learning is more critical than ever](#)

Dec 28

Miami Times

Op-ed written by our CEO about The Trust's support of early learning initiatives.

[Supporting Quality Child Care Even During COVID](#)

Social Media & Digital at a Glance

NOVEMBER – DECEMBER 2021

	Followers	Impressions
Facebook	52.9K	32,099
	Followers	Impressions
Twitter	4,466	8,503
	Followers	Impressions
Instagram	12.5k	6,050
	Followers	Impressions
LinkedIn	4,380	21.9k

Facebook Live Nov 20 for the Miami Book Fair

 **The Children's Trust** was live.
Published by Michelle Lopez · November 20 · 🌐

The fun is just getting started at the Street Fair today at The Children's Alley at [Miami Book Fair](#). Our CEO [James R. Haj](#) is here to join in on the excitement. Make sure to stop by our booth for information on our great programs and initiatives. [#BookFair](#) [#LiteracyMatters](#) [#Literacy](#)



920
People reached

119
Engagements

Boost post



The Children's Trust

Published by Felix Becerra · November 2 ·



The Children's Trust is saddened by the passing of Dr. Robert D. Nolan. Dr. Nolan was a champion for mental health services for children in Florida. He was a founder of the [Florida Association for Play Therapy \(FAPT\)](#) and long time Executive Director at the [Institute for Child & Family Health, Inc.](#) In 2011 he was awarded the David Lawrence Jr. Champion for Children Award. Our condolences to his family.



The Children's Trust

Published by Felix Becerra · November 4 ·



James R. Haj joined today's Thrive 305 launch event, where [Daniella Levine Cava](#) unveiled the community strategic plan. We would like to thank our civic partner in this effort and look forward to continued collaboration. [Miami-Dade County Government](#) [The Miami Foundation](#)



The Children's Trust

Published by Michelle Lopez · November 5 ·



In partnership with the [Kiwanis of Northeast Miami-Dade](#) and [Miami Book Fair](#), children will receive milk and cookies at tomorrow's The Children's Trust Books for Free event when they get their haircut at [Cibao Barbershop](#). Author [Jefferson Noel](#) will also be signing copies of his book [Yes, I believe!](#)
#FreeBooks
#BooksForFree
#EarlyLiteracy
#ReadingIsFun... [See more](#)



The Children's Trust

Published by Michelle Lopez · November 6 ·



We're thrilled with today's expansion of The Children's Trust [#BooksForFree](#) program into laundromats and barbershops like [Cibao Barbershop](#), in partnership with [Miami Book Fair](#) and [#KiwanisOfNortheastMiamiDade!](#) Author [Jefferson Noel](#) was on hand to share his new children's book [#YesIBelieve](#)





The Children's Trust

Published by Michelle Lopez · November 12 ·



Come visit our booth at the [Miami Book Fair #StreetFair](#) at [Miami Dade College](#) from Friday Nov 19 through Sunday Nov 21. We'll have fun activities, giveaways and information about our [#ParentClub](#), [#BookClub](#) and more. We are proud to sponsor the [#PARTICIPATE!](#) area in the [#ChildrensAlley](#). For more info visit <https://www.miamibookfair.com/>. See you there!
[#Reading](#) [#BookFair](#) [#ChildrenReading](#) [#LiteracyMatters](#) [#MBF2021](#)



The Children's Trust

Published by Michelle Lopez · November 16 ·



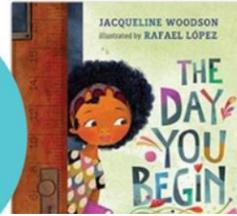
Calling All Kids! Enter the [All Kids Included Miami](#) 2022 #ArtContest open to all Miami-Dade students K-12! The theme for this year's contest is based on the book *The Day You Begin*, which you can pick-up for FREE at the drive-through event Nov. 20 at [South Miami-Dade Cultural Arts Center](#) starting at 10 a.m. Student artists are asked to read the book for inspiration and depict the themes of inclusion, diversity, courage and acceptance.

[#AllkidsIncludedMiami](#) [#ArtsEducation](#) [#Inc...](#) [See more](#)



All Kids Included

2022 AKI District-Wide Student Art Competition
Drive-Through Book Give Away!



 **The Children's Trust**
Published by Michelle Lopez · November 18 ·

Today is the day! Do your part to help nonprofit organizations that serve those in need in Miami-Dade County. Visit www.givemiamiday.org and pick a nonprofit to donate to on The Miami Foundation's #GiveMiamiDay.



 **The Children's Trust**
Published by Michelle Lopez · November 19 ·

Join us for #NationalAdoptionDay events, helping raise awareness about the more than 120,000 children nationwide awaiting for their forever family. Visit MiamiHeartGallery.org to learn more about adoption and fostering through our partners [Citrus Family Care Network](#). #ForeverFamily #Adoption <https://citrushealth.zoom.us/j/97391640334...>



 **The Children's Trust**
Published by Michelle Lopez · November 19 ·

The Children's Trust President & CEO [James R. Haj](#) visited [Academir Preparatory Academy/Middle School](#) to help congratulate them on receiving the #NationalBlueRibbon award for "Exemplary Achievement Gap Closing."



 **The Children's Trust is at Miami Dade College (Wolfson Campus).**

Published by Michelle Lopez · November 20 · Miami ·

Our YACers were thrilled to meet [Mayor Daniella Levine Cava](#) while she stopped by our booth. Our CEO [James R. Haj](#) and the rest of the TCT would like to thank our amazing YAC volunteers. Come enjoy the excitement today at the [Miami Book Fair](#) #StreetFair #YAC #YouthAdvisoryCommittee #Teens





The Children's Trust

Published by Michelle Lopez · November 21 at 7:59 PM · 🌐

We've had so much fun at the 2021 [Miami Book Fair](#). Thank you to everyone who came out to support an amazing community of book lovers. Please check out our [#BookClub](#) and [#ParentClub](#). Thank you to our staff and volunteers [#FamilyReading](#) [#LiteracyMatter](#) [Miami Dade College - Wolfson Campus](#)



The Children's Trust

Published by Michelle Lopez · December 2 at 9:38 AM · 🌐

Check out this story about the [Opa-locka Community Development Corporation \(OLCDC\)](#) [#BoxJoy](#) subscription program, our [#TCTInnovationGrant](#) winners! They were featured in the [#MiamiProud](#) segment on [CBS Miami](#) today. We love to see this level of creativity and family engagement! Thank you to [Lauren Pastrana](#) for the report. [#BoxJoy](#) [#OpaLocka](#) [#MentalHealthSupport](#) [#FamilyTime](#)



MIAMI.CBSLOCAL.COM

Miami Proud: Box Joy Program Delivers Family Fun, Highlights Mental Health Awareness



The Children's Trust

Published by Instagram · December 6 at 6:08 AM · Instagram · 🌐

We can't wait for you to see this story about a very special program and a very excited little reader. Tune in to [NBC 6](#) at 6 a.m. to watch! [#KiwaniisOfNortheastMiamiDade](#) [#BooksForFree](#) [Jefferson Noel Constance Jones](#) [#LiteracyMatters](#) [#Books](#) [#BarbershopSpeaks](#) [#FamilyReading](#)



The Children's Trust

Published by Felix Becerra · December 6 at 3:25 PM · 🌐

[The Underline](#) broke ground on Phase 2 of this transformative linear park project. Multi-use green space is an invaluable benefit to families in our community & we are proud supporters of the Underline's [Budding Entrepreneurs](#) initiative. [Senator Ileana Garcia State Representative Vance Aloupis Mayor Daniella Levine Cava Chairman Jose "Pepe" Diaz Miami-Dade County Department of Transportation and Public Works Miami-Dade Parks FDOT South - Miami Area Francis Suarez Ken Russell M...](#) [See more](#)





The Children's Trust

Published by Michelle Lopez · December 7 at 3:45 PM ·

Chief Public Policy and Community Engagement Officer Natalia Zea served as **Miami-Dade County Public Schools #PrincipalTODAY** at **#DavidLawrenceK8**, including at their Primary Learning Center. Just like the school's namesake, the team at this school is dedicated to helping children thrive. Thank you Principal Deborah Johnson-Brinson for your committed leadership. **#Leadership #Schools #ChildhoodEducation**



The Children's Trust

Published by Michelle Lopez · December 9 at 12:20 PM ·

As we look to the new year, it's important to reflect on what has been accomplished and what is to come. Our President & CEO **James R. Haj** highlights the programs we've supported through our Innovation Fund, which has helped bring creative solutions to our unique community needs. The Trust is dedicated to working towards **#RacialEquity**, **#SocialJustice** and other important issues in Miami-Dade. Applications for the Fund will open next February. <https://www.miamiherald.com/opinio...> **See more**



The Children's Trust

Published by Michelle Lopez · December 10 at 1:10 PM ·

The **South Florida Youth Symphony**, partly funded by the Trust, is having a **FREE** holiday concert this Sunday in Sunny Isles Beach. "Holiday in the Park" will feature members of the youth symphony as well as solo performers including world-renown Montreal soprano **Kimy McLaren**. The show begins at 6 p.m. at the Gateway Park Amphitheater. **City of Sunny Isles Beach Government** **#HolidayInThePark #SunnyIslesBeach** <https://communitynewspapers.com/biscayne-bay/south-florida-youth-symphon...> **See more**



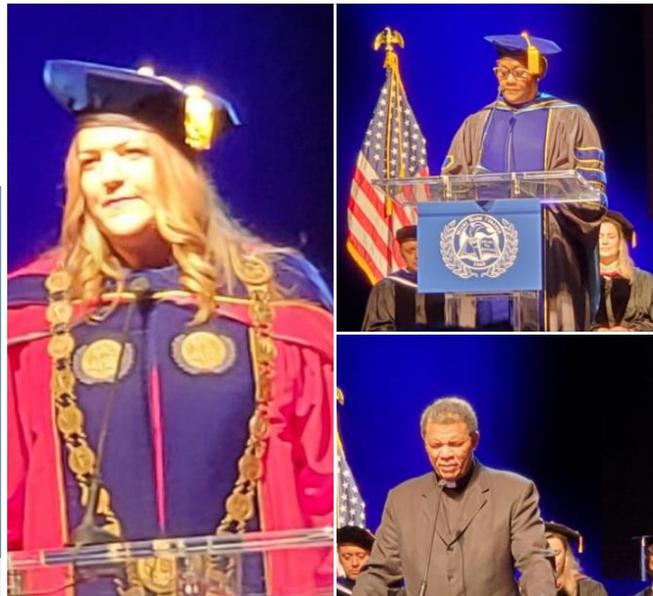
COMMUNITYNEWSPAPERS.COM



The Children's Trust

Published by Michelle Lopez · December 10 at 5:56 PM ·

Congratulations **@Madeline Pumariega** and **Miami Dade College!**





The Children's Trust

Published by Michelle Lopez · December 14 at 3:46 pm · 🌐

Thank you [Councilman Jesus Tundidor](#) for meeting with The Children's Trust of Miami-Dade County. We look forward to collaborating with you and the [City of Hialeah - Municipal Government](#).
#CommunityEngagement #WeAreTCT #Hialeah



The Children's Trust

Published by Michelle Lopez · December 15 at 12:42 PM · 🌐

Hear that? There's music in your child's future! Do you know a Miami-Dade student with musical talent looking to record their music? The recording studio at MAS 6-12 @ Zelda Glazer offers any school-age student in Miami-Dade County the chance to record one track for FREE! For more information visit <http://mas.dadeschools.net/BookTheStudio.html>
#MusicStudio #RecordingStudio #MiamiDadeMusic

Want to record your music?
Jose Milton Recording Studio @ MAS

- Acoustic Piano
- Midi Keyboard
- Drumset
- Acoustic Guitar
- & More...

Available for use in studio

One Free Track for any Miami Dade County Student

Free for any School-Age Child Residing in Miami-Dade County
One Free Track Per Child

Booking at mas.dadeschools.net
Questions? Call Ryan Ellis @ 305-485-2323



The Children's Trust is with Mark A. Trowbridge and David Lawrence Jr.

Published by Michelle Lopez · December 16 at 7:29 PM · 🌐

Our staff has done an outstanding job this year and they deserve to be celebrated. Trust Founding Board Chair David Lawrence Jr., current Board Chair Kenneth Hoffman, Board Treasurer Mark Trowbridge and President & CEO [James R. Haj](#) honored Strategic Community Initiatives Manager [Danielle Barreras](#) with Employee of the Year.
#Congratulations #WeAreTC

