



**Community Outreach & Broadcast/Print Publicity Report
May 22, 2017 – June 11, 2017**

Board Meeting: Monday, June 19, 2017

The Children's Trust in the Community



June 1, Overtown

Amazing day at hardhat tour of Lotus Village, as it expands homeless facility dedicated to serving women and children in our community.

May 31, Miami

Taking part in one of many #ConnectMiami 10 Days of Connecting Challenge events.





May 27, Liberty City

At MEYGA Learning Center for a Liberty Square tour – where we were honored with a certificate of appreciation from the City of Miami Mayor's office!

May 25, Miami

Hanging with nonprofit RainbowCaps to knit beanies for local kids with cancer.



PUBLICITY

June 11

Community Newspapers

Reach: N/A

[Miami Children's Museum recognizes donors, announces new contributions](#)

Trust recognized as a supporter of museum programs and special events

June 11

Miami Herald

Reach: 5,000,000

[Foot Locker awards \\$20,000 to Braddock student athlete](#)

Trust president and CEO James R. Haj quoted about soccer collaboration

June 8

El Nuevo Herald

Reach: 625,000



[Los cinco mejores campamentos de verano para niños y jóvenes](#)

Trust mentioned as top provider of summer camp options

June 8

Artburst Miami

Reach: N/A



[Miami's Groups Nurture Future Artists Through Summer, Year-Round Programs](#)

Trust provider featured; mentions that in 2015, the Trust tasked them with adding an academic component to their program

June 7

Miami's Community Newspapers

Reach: N/A

[Cutler Ridge Park After-School Program Hosts Art Exhibit](#)

Trust mentioned as funder of the town's after-school programming



June 5

Miami Herald

Reach: 5,000,000

[Affordable housing a cause of concern for CEOs](#)

James Haj's insight on housing shortages and how they impact The Trust and the services we fund

June 3

WSVN

Reach: 4,000,000

[2nd annual 5K held for South Dade High principal Javier Perez](#)

Participant James R. Haj ID'd as The Trust's president/CEO, and quoted on his admiration for Perez's will to survive



June 2

South Dade News Leader

Reach: N/A

[The Children's Trust Welcomes Summer with Updated Camp Listings and Mobile App](#)

The Children's Trust free summer camp mobile app is featured

June 1

The Westside Gazette

Reach: N/A

[Community ceremony celebrates African tradition, cultural expression and success of youth](#)

Trust provider Urgent featured; spoken word artist Eveul "Evo" Exil ID'd as a Young Talent Big Dreams participant



May 31

The Miami Times

Reach: N/A

[Summer break is near, time to start planning](#)

Miami-Dade County and The *Children's Trust* Summer Youth Internship Program promoted



May 31

Miami Herald

Reach: 5,000,000

[Find summer opportunities to keep kids learning](#)

James R. Haj op-ed urging parents to take advantage of summer program opportunities for their children

See the op-ed in its entirety at the end of this report

May 25

South Florida Times

Reach: N/A

[Collaborative brings Soccer for Success to inner cities](#)

The Children's Trust and U.S. Soccer Foundation kick off new sports mentorship program for underserved kids in Miami-Dade



May 24

Go! Latinos Magazine

Reach: N/A

[Consejos a la hora de elegir un campamento de verano](#)

Story on choosing the right camp for your kid, centered around The Trust's programs guide app

May 24

Miami Times

Reach: N/A

[Collaboration between The Children's Trust and U.S. Soccer Foundation kicked off in Charles Hadley Park](#)

Story on The Trust bringing sports-mentorship program Soccer for Success to hundreds of children and youth in Liberty City, North Miami and Little Havana



May 24

Miami Diario.com

Reach: N/A

[Arrancó "Connect Miami", programa que fomenta el respeto y la inclusión](#)

Article about Connect Miami and how it promotes respect and inclusion; Trust mentioned as a founding partner

May 23

El Nuevo Herald

Reach: 625,000

[Connect Miami, un movimiento que promueve la amabilidad y la inclusión](#)

The Children's Trust, MCCJ, Miami Foundation, *Miami Herald* and United Way of Miami-Dade mentioned as Connect Miami founders

May 22

Miami Herald

Reach: 5,000,000

[How to design an icebreaker for an entire city? Start with lunch](#)

Story on Connect Miami potluck event held at United Way; Trust mentioned as a founding partner of the initiative; Trust staff quoted



May 22

WSVN

Reach: 4,000,000

[United Way organizes "perfect potluck"](#)

Stephanie Sylvestre, Chief Programs Officer of The Trust, discusses celebrating our differences through Connect Miami



Op-Ed

May 31, 2017 11:40 PM

Find summer opportunities to keep kids learning

By JAMES R. HAJ

www.thechildrenstrust.org

As the academic year winds down, we look ahead to summer when children and youth pour into day camps for weeks of fun activities, field trips, and learning. This is when youngsters can explore new opportunities they may not have time for while juggling classes, homework, and testing. But it's also a time when national research indicates the student achievement gap widens between affluent and low income students.

This is why The Children's Trust works hard to level the playing field and shrink those summer achievement gaps by funding high quality, evidenced-based summer camps that are just as educational as they are entertaining. In fact, The Children's Trust is the largest funder of summer, after-school, and youth enrichment programs in Miami-Dade County at hundreds of sites each year.

Now is when parents need to do their homework to select the best summer experience that provides academic supports in addition to sports, dance, music, technology, science, and a wide variety of other selections. To help parents make that choice, we have an app for that!

The Trust's free mobile app, available for download on any smart phone in English, Spanish, and Creole, lists hundreds of programs for children and youth ages 6-18. Upgrades to the app have fine-tuned geographic search capabilities, making it even easier for parents to pinpoint exactly what they're looking for, be it a camp within walking distance of work or home or one with a focus on sports, STEM, or the arts.

This app is a go-to resource for busy Miami-Dade County families searching for safe, affordable, and engaging programs that support continued academic development so that fewer children in our community suffer from the summer slide. The comprehensive directory includes detailed program descriptions, dates and hours of operation, eligibility requirements, fees, and contact information. Every program serving children with disabilities is clearly marked; all Trust-funded providers are inclusive.

Most important, listings include not only Trust-funded camps and programs, but those supported by other funders and private organizations as well, to provide the broadest array of options possible to our community.

For teenagers more in need of a work experience than a camp, the paid summer youth internship program is available for 1,400 lucky students as a result of a landmark partnership between Miami-Dade County, Miami-Dade County Public Schools, The Foundation for New Education Initiatives, Career Source South Florida, and The Children's Trust. Businesses that want to host an intern or students interested in interviewing for a position can visit miami.getmyinterns.org to get connected.

These opportunities go a long way toward providing youth with real-world experiences that help build their résumé as well as their work ethic.

The Children's Trust is proud to offer a wide variety of possibilities to children and youth this summer. We urge parents to take advantage of them.

James R. Haj is president & CEO of The Children's Trust.