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

Board Meeting: Monday, June 19, 2017

This report (with live links) may be downloaded from the June 19, 2017, board meeting page on our community calendar.
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

![Image of kids playing soccer](image1)

**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

![Image of officials and kids](image2)

**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
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 miamigetmyinterns.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.