July – September 2019
Board Meeting: Monday, September 9, 2019

Month at a Glance

Media Stories

Social Media

Followers
Facebook 51,865
Twitter 3,929
Instagram 3,895

Website Traffic

Pageviews
TheChildrensTrust.org (July) 125,799
(August) 193,117
MiamiHeartGallery.org (July) 25,008
(August) 21,984
Media Stories

**July 1**
*Biscayne Times Online*
Trust mentioned as funder of the Liberty City Optimist Club
Reach: 409,000
[Renovations and Rebirth](#)

**July 7**
*Doral Family Journal*
Trust mentioned in tax authority
Reach: 308,000
[The Taxable Value for Properties Keeps Raising](#)

**July 11**
*Miami New Times*
The Children’s Trust Provider Profile
Reach: 253,000
[Garden of Light Academy](#)
July 15
WLRN News
Trust mentioned as funder of the Musicall's summer program
Reach: 118,000
More Displaced Venezuelan Students Are Receiving Scholarships For Music Education

July 16
Community News Papers
Trust mentioned as a tax authority article
Reach: 29,500
Countywide taxable value up 6.4 percent from 2018

July 16
South Florida CW
TV interview of Trust staffer, Sandra Camacho and Champions for Children honoree Michelle Forman
Reach: 257,000
Helping South Florida Kids Thrive

July 17
WLRN News
Trust provider, Urgent Inc., hosts annual Youth Economic Development Conference
Reach: 118,000
'Kid-trepreneurs’ Make Money Moves At Miami Business Conference

July 18
Miami on the Cheap
UM School of medicine, in partnership with M-DCPS and The Children’s Trust fund programs that offer free immunization
Reach: 2,000,000
Free immunizations, health screenings

July 22
Community News Papers
Trust mentioned in feature article
Reach: 29,500
Positive People in Pinecrest

July 25
South Florida Hospital News
Several organizations and The Children’s Trust provide trainings to educate teen mental health
Reach: 3,160
How well teens respond to psychological interventions may depend on their parents’ mental health
July 31
Miami Herald
Feature byline: Trust Staffer Lori Hanson
Reach: 3,480,000
How to react if your child curses or calls someone a bad name

August 2
880 The Biz, Food News & Views Podcast
Trust funded provider featured
Reach: N/A
Kid-entrepreneur - Urgent Inc.

August 6
CBS 4 Miami
Mentors Matters segment: features Trust provider Teen Upward Bound
Reach: 1,300,000
Mentoring Matters: Camp Teen Upward Bound Works To Turn “Interest Into Action”

August 7
The Miami Times
The Trust mentioned as Be Strong partner
Reach: 25,300
Be Strong fetes Cutler Manor residents

August 13
Community News Papers
Trust thanked for funding Careers in STEM Summer Camp
Reach: 29,500
Town winds down school break with BTS Splash and Robotics Exhibition

August 15
NBC 6 Miami 5:30am
Trust provider Thomas Armour Youth Ballet featured on Making a Difference segment
Reach: 10,321
Trust funded ballet program wouldn't be possible without the help of the Children's Trust

August 15
NBC 6 Miami 4:00pm
Trust provider Thomas Armour Youth Ballet featured on Making a Difference segment
Reach: 22,000
Trust funded ballet program wouldn't be possible without the help of the Children's Trust
August 16
Miami Herald
Article honoring the life of Trust Staffer Gus Barreiro
Reach: 3,480,000
Gus Barreiro, ex-lawmaker and advocate for vulnerable children, has passed away

August 17
Florida Politics
Article honoring the life of Trust Staffer Gus Barreiro
Reach: 249,000
Former lawmaker Gus Barreiro

August 18
Sunshine State News
Article honoring the life of Trust Staffer Gus Barreiro
Gus Barreiro, Hero for Dozier, Powerful Voice for Juvenile Justice, Has Died

August 20
Miami Herald
Letter to the Editor: Beloved Gus Barreiro
Reach: 3,480,000
Children’s advocate Gus Barreiro touched many lives

August 20
NBC 6 Miami
Trust provider Branches featured on Making a Difference segment
Reach: 22,000
Disadvantaged Children summer and after school programs funded in part by the Children’s Trust

August 21
Bradenton Herald
Trust Board Member the Honorable Isaac Salver elected President of Florida League of Cities
Reach: 230,000

August 21
Telemundo 51
Trust summer camp app and camps featured; staffer Sandra Camacho interviewed
Reach: 641,000
Opciones de programas extraescolares para los menores en Miami-Dade
August 22
Miami Herald
Feature byline: Trust Staffer Bevone Ritchie
Reach: 3,480,000
Think your child sits too much? Ways to get your child moving and make it fun

August 22
MiamiDiario.com
Telemundo 51 summer camp story featured
Miami-Dade tiene una amplia oferta de programas extraescolares para niños y adolescentes

August 23
Miami on the Cheap
Family Expo Calendar Listing
Reach: 33,600
Free Children’s Trust Family Expo

August 27
Current Miami
Trust funded provider Gen2050 featured
Reach: N/A
Gen2050, sponsored by The Children’s Trust, created a program called “Bats, Bees and Butterflies"

August 29
Miami Today
Children’s Savings Account article (copies provided)

September 3
Community News Papers
Article honoring the life of Trust Staffer Gus Barreiro
Reach: 29,500
South Florida loses a champion for children in Gustavo ‘Gus’ Barreiro

September 3
Miami New Times
Trust funded program, Young Musicians Unite opens music school
Reach: 861,000
Young Musicians Unite Founders Launch Wynwood School of Music

September 3
Miami on the Cheap
Family Expo Event Listing
Reach: 33,600
More free and cheap things to do with kids this week:
Social Media

**August 2**
Facebook
President and CEO James Haj for visits the Summer Reading Explorers Program, which focuses on helping rising children to improve their reading skills. Managed and operated by our center in partnership with Nova Southeastern University, the Reading Explorers Program.

**August 3**
Facebook
Family and friends of Miami-Dade County Government and City of Hialeah - Municipal Government joined us for our annual BACK TO SCHOOL event at Westland Mall.

**August 10**
Facebook
Celebrating the amazing World’s Greatest Baby Shower event hosted Kiwanis of North Miami Beach an event packed with great information and activities.
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<thead>
<tr>
<th>Date</th>
<th>Source</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>August 14</td>
<td>Facebook</td>
<td>2019 Young Talent Big Dreams Grand Prize winner Samuel Cruz along with his father, Brandon, traveled to Los Angeles this past weekend for the FOX Teen Choice Awards.</td>
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<tr>
<td>August 19</td>
<td>Facebook</td>
<td>Wishing much success as it has been great having Marlon Burke and Leon Biggs as our yearlong IT interns at The Children’s Trust; a program that was made possible with the help of the late Gus Barreiro along with local partners.</td>
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<tr>
<td>July 27</td>
<td>Facebook</td>
<td>The Children’s Trust Street Team and Communications Coordinator Erika Dambreville enjoyed their time at Commissioner Joe A. Martinez Annual 2019 Health and Safety Expo.</td>
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Facebook Live segments

July 16
Guest: Pastor Linda Freeman discusses the amazing Gen2050 a Trust funded program and educates on “Bats, Bees and Butterflies.”

July 18
Guest: Taileen Arias Barrios shares valuable information about Loyola Elementary and Doral Conservatory’s summer programs.
Reach: 1,900

August 8
Guests: The Children’s Trust Night at Marlins celebrated with Trust President and CEO James Haj.
Reach: 921

August 28
Guest: The Children’s Trust Board Member Hon. Isaac Salver shares his plans as newly elected President of Florida League of Cities, Inc.
Reach: 2,800