



Media Report

June 2021

Board Meeting: July 19, 2021

Website Analytics

Pageviews (June)	2021	vs.	2020
TheChildrensTrust.org	128,675		367,383
MiamiHeartGallery.org	45,675		40,981

May Media Stories

June 1

The Miami Times

The Children's Trust executive Stephanie Sylvester mentioned

[Longtime child and family advocate Carolyn Nesbitt](#)

Reach: 41,000

June 2

Telemundo 51

The Children's Trust mentioned as a funder of summer camps in South Florida

[Campamentos de verano del Children's Trust](#)

Reach: 348,000

June 3

WPLG Local 10

2021 Summer Youth Internship Program highlighted

[Summer jobs for at-risk youth](#)

Reach: 2,000,000

June 4

El Nuevo Herald

Trust- funded summer camp mentioned as Top 5 camps for all ages

[Los cinco mejores campamentos de verano](#)

Reach: 1,000,000

June 6

The Gospel Truth

The Children's Trust mentioned as an investor in youth and families in Miami-Dade county
[Trusting in the Future of Black Miami](#)

June 7

The Miami Times

The Children's Trust mentioned as one of the partners of the "Together for Children" initiative
[County commissioners must act to stop the bleeding](#)

Reach: 3,047

June 8

Miami 's Community Newspapers

The Children's Trust mentioned as a partner of "Summer 305"
['Summer 305' offers rich menu of options for students and families](#)

Reach: 64,000

June 9

The Islander News

The Children's Trust mentioned as a funder of Biscayne Nature Center's summer camp
[Summer Camp scholarships at Biscayne Nature Center](#)

Reach: 18,000

June 9

Miami's Community Newspapers

The Children's Trust mentioned as presenting sponsor of Young Talent Big Dreams
[Actors' Playhouse at the Miracle Theatre and the Children's Trust Announce](#)

Reach: 64,000

June 9

NBC 6 Miami

Trust-funded summer camps mentioned
[Last Day of School: Success Despite Tumultuous Year](#)

Reach: 963,000

June 15

Miami's Community Newspapers

The Children's Trust mentioned as a funder of the South Florida Youth Symphony Program
[South Florida Youth Symphony offers Summer Music Academy](#)

Reach: 64,000

June 17

NBC 6 Miami

The Children's Trust quoted in regards to summer camp new academic component
[Is It Summer Day Camp or Summer School?](#)

Reach: 963,000

June 21

WPLG 10 Local

The Children's Trust executive mentioned as event attendee

[Boy who survived gunshot wound to head attends](#)

Reach: 3,000,000

June 21

Miami's Community Newspapers

The Children's Trust Innovation Grant to The Underline mentioned

[MDC to join Children's Trust and The Underline to launch teen businesses](#)

Reach: 64,000

June 21

South Florida Caribbean News

The Children's Trust executive Stephanie Sylvester mentioned as event attendee

[Related Urban Awards M.E.Y.G.A Scholarship to Javares Jackson](#)

Reach: 51,000

June 23

Telemundo 51

The Children's Trust staffer Sandra Camacho discusses summer camps' new academic component

[Campamentos de verano implementan nuevas actividades](#)

Reach: 436,000

June 24

Miami Herald

[Mindfulness helps build happy, resilient children](#)

By Maria-Paula García, Director of Research & Evaluation, The Children's Trust

Reach: 6,000,000

June 28

Miami's Community News

The Children's Trust mentioned as a partner of the Summer Youth Internship program

[M-DCPS looking to pair high school interns with businesses](#)

Reach: 64,000

June 28

Miami's Community News

The Children's Trust mentioned as a funder of AileyCamp Miami

[AileyCamp Miami returns to the Arsht Center](#)

Reach: 64,000

June 29

Miami Herald

The Children's Trust mentioned as a supporter of the HOMY Collective

[These Miami youth couch-surfed and slept in cars](#)

June 30

Miami Herald

The Children's Trust staffer Grettel Suarez mentioned [Your child is talking about the Surfside condo collapse](#)

Reach: 6,000,000

June 30

WLRN

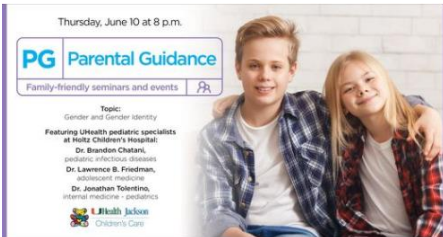
The Children's Trust staffer, Grettel Suarez

Topic: Taking to your child about the Surfside condo collapse

Social Media & Digital at a Glance

June

	Followers	Impressions
Facebook	54,678	1,509,268
	Followers	Impressions
Twitter	4,376	33,900
	Followers	Impressions
Instagram	11,705	423,503
	Followers	Impressions
LinkedIn	4,006	8,132



June 9

Facebook

Parental Guidance: Gender and Gender Identity Online Event



June 12

Facebook

Campers were observing swimming techniques at the PFA 2021 Learn-To-Swim program today. Also pictured are Danny Lopez from City of Miami Government, Parks and Open Spaces, Aquatics Division; Jerome Byrd Lead Trainer of the Progressive Firefighters; Solomon Kindley, Miami Dolphins Player; Cpt. Keith Bell, President, Progressive Firefighters Association, Aundray Adams of The Children's Trust, and Jason Jenkins of the Miami Dolphins.



June 19
Facebook

The Children's Trust celebrates Juneteenth as everyone in the country, a date that commemorates the end of slavery in the U.S.



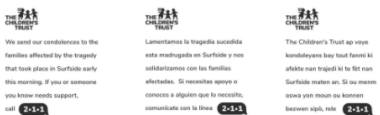
June 19
Facebook

The Children's Trust's entire provider community suffered a grievous loss on May 28 with the passing of Carolyn "Kiani" Nesbitt, president/CEO of Concerned African Women (CAW).



June 23
Facebook

We're PROUD to support LGBTQ youth through our partnership with the Alliance for GLBTQ Youth. Visit www.glbqtqalliance.com to learn more.



June 24
Facebook

We send our condolences to the families affected by the tragedy that took place in Surfside early this morning. If you or someone you know needs support, call 211, a helpline funded by The Children's Trust.



June 28
Facebook

Pools, Parks, and a Visit to the Emergency Department?

Instagram & Facebook Live segments

Date: June 10 - **Facebook & Instagram Live**

Topic: The Children's Trust will be distributing over 16,000 books to its K-5 summer campers and over 1 million personal protective equipment (PPE) items for its Youth Development and Family Services (Parenting, Family Strengthening, Family & Neighborhood Supports and Benefit Enrollment) programs at a drive-thru event to help them gear up for a busy summer.