

# Media Coverage Report

Monthly Results: May 2023



## WEBSITE ANALYTICS

Website Pageviews **180,633**

To prev. period **170,012**

## MEDIA OVERVIEW

**47**

Total Articles

**1**

Total TV + Radio

**16,619,791**

Total Audience Reach

### Top Media Highlights

#### The Miami Times - May 2, 2023

Community activists and Champion for Children honorees Regina Davis and Jessie Trice Community Health Center are profiled in this story for their work.

[Click here to view](#)

Reach: 3.8K

Type of Publication: Print + Online

#### The Miami Times - May 2, 2023

The Trust is mentioned as primary funder for the Miami-Dade County Public Schools summer internship program.

[Click here to view](#)

Reach: 3.8K

Type of Publication: Print + Online



Child advocates recognized by The Children's Trust



Community activist Regina Davis and Annie Neenan, president and CEO of the Jessie Trice Community Health System, at the 2023 Champions for Children awards ceremony. (Courtesy of The Children's Trust)



\$1 million donation boosts summer internships

Miami Times Staff Report May 2, 2023 Updated May 3, 2023



Miami-Dade high school students gain invaluable work experience and a paycheck through the Summer Youth Internship Program. (Courtesy of K-12DTP)

## Community Newspapers - May 8, 2023

The Trust President and CEO James Haj are quoted in an article highlighting the opening of Lotus House Children's Village.

[Click here to view](#)

Reach: 5.3K

Type of Publication: Online + Print



## Telemundo - May 26, 2023

Director of Communications Ximena Nunez talks about The Trust and its 20th Anniversary.

[Click here to view](#)

Reach: 8.2K

Type of Publication: Online + TV



## The Miami Herald - May 26, 2023

The Trust's Champions for Children honorees and summer camp program are highlighted in a monthly recap of events.

[Click here to view](#)

Reach: 73.2K

Type of Publication: Print + Online



## **Full List of Media Stories in May 2023**

Miami-Dade County Public Schools is mentioned as a partner with The Children's Trust for 2023 Summer 305 to provide students with both academic and enrichment summer programming.

- [Community Newspapers](#)
- [Islander News](#)
- [CNN en Espanol \(Radio\)](#)

The Children's Trust Champions for Children Awards ceremony and summer camp programs are highlighted in a monthly events recap.

- [Miami Herald](#)
- [Yahoo News!](#)
- [Yahoo Canada](#)

The 4-H Youth Development Program at UF/IFAS Extension Miami-Dade County is mentioned as a Trust-funded program set to expand its outreach to communities in need from seven to 10 sites.

- [UFL Blog](#)
- [South Dade News Leader](#)
- [Daily Advent](#)
- [Oyster Radio Blog](#)

Homestead's Mexican American Council is mentioned as a grantee of The Trust's recent release for youth development funding over the next five years.

- [South Dade News Leader](#)

The Trust is mentioned as a funder of a project to provide free trauma-specific, evidence-based interventions for youth ages 3-17 in partnership with FIU's Center for Children Families and other community agencies.

- [FIU News](#)
- [Community Newspapers](#)
- [Mirage](#)

The Trust is mentioned as a major supporter for the annual student art auction to raise funds for The Education Fund.

- [Community Newspapers](#)

The Trust is mentioned as a sponsor of the South Florida Youth Symphony 2023 Summer Music Academy program.

- [Community Newspapers](#)

The Motivational Edge announces approved funding from The Children's Trust for its youth development initiative over the next five years.

- [Community Newspapers](#)

**The Trust is mentioned as a funder for Homework and Tutoring Program at Miami Lakes Public Library.**

- [Miami Laker](#)

**Be Strong is mentioned as a Trust-funded program as part of the Family and Neighborhood Support Partnerships to help under-served clients find help for significant depression, anxiety and bipolar disorders.**

- [Community Newspapers](#)

**The Trust CEO James Haj is quoted in an article highlighting the opening of Lotus House Children's Village.**

- [Community Newspapers](#)
- [South Florida Times](#)

**The Trust is mentioned as primary funder for the Miami-Dade County Public Schools summer internship program.**

- [The Miami Times](#)
- [Islander News](#)

**Affirming Youth Family Neighborhood School Partnership (AYFNPS) is highlighted as a Trust-funded program.**

- [USC News](#)

**The Trust is mentioned as a primary sponsor for the 13th annual season of the Young Talent Big Dreams competition.**

- [Broadway World](#)

# SOCIAL MEDIA OVERVIEW



55K

April Total Followers

55K

May Total Followers

4,887,573

Total Impressions

## Facebook Top Performing Posts

Post Content	Total Engagements	Reactions	Comments	Shares	Post Link Clicks	Other Post Clicks
For The Love of Art! 🎨 Congratulations to the @educationfundmiami on the success of the annual "For the Love of Art" Charit...	461	44	3	1	—	413
	454	43	3	1	—	407
Congratulations Philanthropy Miami on a successful Ignitel conference, empowering community-based organizations to upski...	297	27	1	2	—	267
Congresswoman Frederica Wilson hosted US Secretary of Education Miguel Cardona at the 5000 Role Models of Excellence...	293	27	0	4	—	262
	213	14	0	2	1	196
As this year's Champions for Children Awards Ceremony comes to an end, The Trust would like to thank our sponsors, o...	208	18	0	0	—	190



5K

April Total Followers

5K

May Total Followers

9,667

Total Impressions

## Twitter Top Performing Posts

Post Content	Total Engagements	Likes	@Replies	Retweets	Post Link Clicks	Other Post Clicks	Other Engagements
@RepWilson hosted US Secretary of Education Miguel Cardona at the @5000RoleModels roundtable. The...	45	8	0	5	—	32	0
The incomparable Mark Trowbridge is an incredible friend to The Children's Trust and we wish him all the strength necessa...	44	14	1	2	—	27	0
The Trust's staff was happy to participate in last week's Power of the Purse luncheon by The Women's Fund Miami...	44	9	0	5	—	30	0
The Trust would like to thank our sponsors, partners, and all guests who joined us at the Champions for Children awards. We...	44	14	0	4	—	26	0
Today we celebrate the amazing women who have lovingly shaped our community and shaped us as a whole. From everyon...	33	8	0	6	—	19	0
GOALLL 🏆 The Trust's 20th anniversary celebration continues! Miami FC honored The Trust on Saturday night at FIU...	31	8	0	1	—	22	0



**14.3K**  
April Total Followers

**14.4K**  
May Total Followers

**217,874**  
Total Impressions

### Instagram Top Performing Posts

<p><b>thechildrenstrust</b> Mon 5/1/2023 1:41 pm EDT</p> <p>As this year's Champions for Children Awards Ceremony comes to an end, The Trust would like to thank our sponsors, o...</p> <p><b>Total Engagements</b> 119</p> <p>Likes 112 Comments 5 Saves 2</p>	<p><b>thechildrenstrust</b> Mon 5/22/2023 12:03 pm EDT</p> <p>Congratulations to the 2023 @mexamcouncil Scholars! It was an evening to remember at the 39th...</p> <p><b>Total Engagements</b> 113</p> <p>Likes 107 Comments 2 Saves 4</p>	<p><b>thechildrenstrust</b> Wed 5/17/2023 5:10 pm EDT</p> <p>⚠️ Take the extra time to double-check the backseat! On average, 40 children die in the U.S. each year after being in a hot car. With</p> <p><b>Total Engagements</b> 105</p> <p>Likes 101 Comments 3 Saves 1</p>	<p><b>thechildrenstrust</b> Wed 5/3/2023 3:50 pm EDT</p> <p>The Trust welcomed new and existing providers at today's #YDKickoff meeting as Trust-funded Youth Development (YD)...</p> <p><b>Total Engagements</b> 97</p> <p>Likes 88 Comments 3 Shares 6 Saves 0</p>	<p><b>thechildrenstrust</b> Wed 5/17/2023 2:14 pm EDT</p> <p>Months of preparations have led to a phenomenal Youth Advisory Committee End-of-Year Showcase. The YACers had t...</p> <p><b>Total Engagements</b> 90</p> <p>Likes 88 Comments 0 Saves 2</p>	<p><b>thechildrenstrust</b> Fri 5/12/2023 1:23 pm EDT</p> <p>The Trust's annual Champions for Children award ceremony took place on April 27, 2023. Children and community advocates...</p> <p><b>Total Engagements</b> 86</p> <p>Likes 84 Comments 2 Saves 0</p>
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**6K**  
April Total Followers

**6K**  
May Total Followers

**25,092**  
Total Impressions

### LinkedIn Top Performing Posts

<p><b>The Children's Trust of Mia...</b> Mon 5/22/2023 10:07 pm EDT</p> <p>For The Love of Art! 🎨 Congratulations to The Education Fund - Miami on the success of the annual "For the Love of Ar...</p> <p><b>Total Engagements</b> 672</p> <p>Reactions 62 Comments 0 Shares 4 Post Clicks (All) 606</p>	<p><b>The Children's Trust of Mia...</b> Thu 5/11/2023 4:41 pm EDT</p> <p>Congratulations PhilanthropyMiami on a successful Ignite! conference, empowering community-based organizations to upski...</p> <p><b>Total Engagements</b> 465</p> <p>Reactions 92 Comments 6 Shares 3 Post Clicks (All) 364</p>	<p><b>The Children's Trust of Mia...</b> Mon 5/1/2023 2:19 pm EDT</p> <p>As this year's Champions for Children Awards Ceremony comes to an end, The Trust would like to thank our sponsors, o...</p> <p><b>Total Engagements</b> 430</p> <p>Reactions 48 Comments 1 Shares 4 Post Clicks (All) 377</p>	<p><b>The Children's Trust of Mia...</b> Mon 5/8/2023 2:31 pm EDT</p> <p>The Children's Trust staff was happy to participate in last week's Power of the Purse luncheon by The Women's Fund...</p> <p><b>Total Engagements</b> 363</p> <p>Reactions 54 Comments 0 Shares 1 Post Clicks (All) 308</p>	<p><b>The Children's Trust of Mia...</b> Wed 5/3/2023 4:31 pm EDT</p> <p>The Trust welcomed new and existing providers at today's #YDKickoff meeting as Trust-funded Youth Development (YD)...</p> <p><b>Total Engagements</b> 327</p> <p>Reactions 40 Comments 1 Shares 1 Post Clicks (All) 285</p>	<p><b>The Children's Trust of Mia...</b> Thu 5/18/2023 12:49 pm EDT</p> <p>Breakfast is served! 🍳 On Wednesday, our President &amp; CEO James Haj and The Trust staff attended the annual Breakfast...</p> <p><b>Total Engagements</b> 324</p> <p>Reactions 40 Comments 1 Shares 0 Post Clicks (All) 283</p>
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