

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



Child advocates recognized by The Children's Trust



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

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



\$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 MDCPS)

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 (AYFNSP) 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





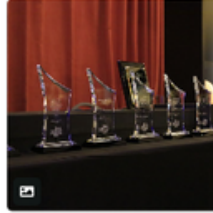

55K

May Total Followers

4,887,573

Total Impressions

Facebook Top Performing Posts

<p>The Children's Trust Mon 5/22/2023 10:02 pm EDT</p> <p>For The Love of Art! 🎨 Congratulations to the @educationfundmiami on the success of the annual "For the Love of Art" Charit...</p>  <p>Total Engagements 461</p> <p>Reactions 44</p> <p>Comments 3</p> <p>Shares 1</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 413</p>	<p>The Children's Trust Mon 5/22/2023 10:02 pm EDT</p>  <p>Total Engagements 454</p> <p>Reactions 43</p> <p>Comments 3</p> <p>Shares 1</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 407</p>	<p>The Children's Trust Thu 5/11/2023 4:32 pm EDT</p> <p>Congratulations Philanthropy Miami on a successful Ignitel conference, empowering community-based organizations to upskil...</p>  <p>Total Engagements 297</p> <p>Reactions 27</p> <p>Comments 1</p> <p>Shares 2</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 267</p>	<p>The Children's Trust Thu 5/4/2023 5:41 pm EDT</p> <p>Congresswoman Frederica Wilson hosted US Secretary of Education Miguel Cardona at the 5000 Role Models of Excellence...</p>  <p>Total Engagements 293</p> <p>Reactions 27</p> <p>Comments 0</p> <p>Shares 4</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 262</p>	<p>The Children's Trust Mon 5/1/2023 5:19 pm EDT</p>  <p>Total Engagements 213</p> <p>Reactions 14</p> <p>Comments 0</p> <p>Shares 2</p> <p>Post Link Clicks 1</p> <p>Other Post Clicks 196</p>	<p>The Children's Trust Mon 5/1/2023 1:22 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>Total Engagements 208</p> <p>Reactions 18</p> <p>Comments 0</p> <p>Shares 0</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 190</p>
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5K

April Total Followers







5K

May Total Followers

9,667

Total Impressions

Twitter Top Performing Posts

<p>@childrenstrust Thu 5/4/2023 5:48 pm EDT</p> <p>@RepWilson hosted US Secretary of Education Miguel Cardona at the @5000RoleModels roundtable. The...</p>  <p>Total Engagements 45</p> <p>Likes 8</p> <p>@Replies 0</p> <p>Retweets 5</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 32</p> <p>Other Engagements 0</p>	<p>@childrenstrust Tue 5/16/2023 4:08 pm EDT</p> <p>The incomparable Mark Trowbridge is an incredible friend to The Children's Trust, and we wish him all the strength necessa...</p>  <p>Total Engagements 44</p> <p>Likes 14</p> <p>@Replies 1</p> <p>Retweets 2</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 27</p> <p>Other Engagements 0</p>	<p>@childrenstrust Mon 5/8/2023 2:46 pm EDT</p> <p>The Trust's staff was happy to participate in last week's Power of the Pulse luncheon by The Women's Fund Miami...</p>  <p>Total Engagements 44</p> <p>Likes 9</p> <p>@Replies 0</p> <p>Retweets 5</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 30</p> <p>Other Engagements 0</p>	<p>@childrenstrust Mon 5/1/2023 2:23 pm EDT</p> <p>The Trust would like to thank our sponsors, partners, and all guests who joined us at the Champions for Children awards. We...</p>  <p>Total Engagements 44</p> <p>Likes 14</p> <p>@Replies 0</p> <p>Retweets 4</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 26</p> <p>Other Engagements 0</p>	<p>@childrenstrust Sun 5/14/2023 9:36 am EDT</p> <p>Today we celebrate the amazing women who have lovingly shaped our community and shaped us as a whole. From everyon...</p>  <p>Total Engagements 33</p> <p>Likes 8</p> <p>@Replies 0</p> <p>Retweets 6</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 19</p> <p>Other Engagements 0</p>	<p>@childrenstrust Sun 5/28/2023 1:14 pm EDT</p> <p>GOALLL ⚽ The Trust's 20th anniversary celebration continues! Miami FC honored The Trust on Saturday night at FIU...</p>  <p>Total Engagements 31</p> <p>Likes 8</p> <p>@Replies 0</p> <p>Retweets 1</p> <p>Post Link Clicks —</p> <p>Other Post Clicks 22</p> <p>Other Engagements 0</p>
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14.3K

April Total Followers

14.4K

May Total Followers

217,874

Total Impressions

Instagram Top Performing Posts

<p>thechildrenstrust 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>Total Engagements: 119 Likes: 112 Comments: 5 Saves: 2</p>	<p>thechildrenstrust 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>Total Engagements: 113 Likes: 107 Comments: 2 Saves: 4</p>	<p>thechildrenstrust 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>Total Engagements: 105 Likes: 101 Comments: 3 Saves: 1</p>	<p>thechildrenstrust 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>Total Engagements: 97 Likes: 88 Comments: 3 Shares: 6 Saves: 0</p>	<p>thechildrenstrust 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>Total Engagements: 90 Likes: 88 Comments: 0 Saves: 2</p>	<p>thechildrenstrust 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>Total Engagements: 86 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>The Children's Trust of Mia... 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>Total Engagements: 672 Reactions: 62 Comments: 0 Shares: 4 Post Clicks (All): 606</p>	<p>The Children's Trust of Mia... Thu 5/11/2023 4:41 pm EDT</p> <p>Congratulations PhilanthropyMiami on a successful Ignite! conference, empowering community-based organizations to upskil...</p> <p>Total Engagements: 465 Reactions: 92 Comments: 6 Shares: 3 Post Clicks (All): 364</p>	<p>The Children's Trust of Mia... 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>Total Engagements: 430 Reactions: 48 Comments: 1 Shares: 4 Post Clicks (All): 377</p>	<p>The Children's Trust of Mia... 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 Pulse luncheon by The Women's Fund...</p> <p>Total Engagements: 363 Reactions: 54 Comments: 0 Shares: 1 Post Clicks (All): 308</p>	<p>The Children's Trust of Mia... 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>Total Engagements: 327 Reactions: 40 Comments: 1 Shares: 1 Post Clicks (All): 285</p>	<p>The Children's Trust of Mia... Thu 5/18/2023 12:49 pm EDT</p> <p>Breakfast is served! 🍳 On Wednesday, our President & CEO James Haj and The Trust staff attended the annual Breakfast...</p> <p>Total Engagements: 324 Reactions: 40 Comments: 1 Shares: 0 Post Clicks (All): 283</p>
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