

MEDIA COVERAGE REPORT



Mid-May through August 2025

Website Pageviews 152,705

Prev. Period 349,032

MEDIA OVERVIEW

72	34	32	55,000,000
Online + Print	Radio	TV	Total Audience Reach

TOP MEDIA HIGHLIGHTS

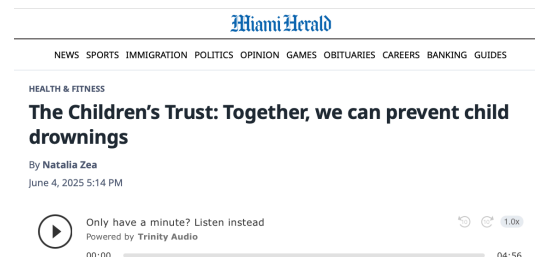
Miami Herald

The Children's Trust Chief Public Policy & Community Engagement Officer Natalia Zea authored a column on the Zero Drownings Miami-Dade initiative, sharing essential tips for parents to keep children safe around water.

Date: June 4, 2025

Type of Publication: Online + Print

[Published in Miami Herald](#)



The sparkling waters of Biscayne Bay and our beaches, the tens of thousands of swimming pools – both public and private, and the murky depths of canals

MEDIA COVERAGE REPORT



Mid-May through August 2025

Local 10

The article highlighted the launch of the Parent Club Pass, a new rewards program from The Children's Trust that encourages participation in the Parent Club workshops.

Date: June 13 & June 24, 2025

Type of Publication: Online

[Published on Local 10](#) and [Community Newspapers](#)

'Parent Club Pass' provides free local passes to community events

Movie passes, theater and sporting events included



WHQT (105.1 FM, "Hot 105")

The Children's Trust Associate Director of Communications Michele Mordica joined Maestro Powell on Hot 105 to promote the Family Expo.

Date: June 22, 2025

Type of publication: Radio

[Published on Hot 105](#)



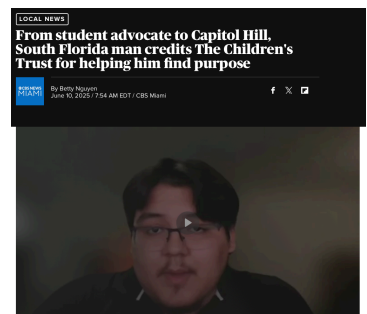
CBS Miami

A feature on a Youth Advisory Committee (YAC) graduate highlighted how the program helped him find his voice and purpose as an advocate. The Children's Trust Associate Director of Community Engagement Danielle Barreras was quoted about the importance of empowering youth.

Date: June 10, 2025

Type of publication: Online + TV

[Published on CBS Miami](#)



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Mid-May through August 2025

Miami Times

A Miami-Dade student headed to Yale credited Branches, a Trust-funded organization, with helping her along her academic journey.

Date: July 1, 2025

Type of publication: Online + Print

[Published in Miami Times and L'Union Suite](#)

She arrived from Haiti not speaking English. Now this Miami-Dade student is heading to Yale

With help from mentors and a local nonprofit, Esther Saintil turned early struggles into Ivy League success

Stephen Robb, Miami Times Staff Writer Jul 1, 2025 Updated Jul 2, 2025 4 min to read



Miami's Community News - In Conversation Series

The Children's Trust partnered with Miami's Community Newspapers to launch "In Conversation With," a six-part video series spotlighting key community issues and The Children's Trust solutions.

Date: June 2 - July 7, 2025

Type of Publication: Online

[Watch the series here.](#)

Home - CNEWS TV - In Conversation With: Jim O'Connor on Water Safety and the Zero Dr...

CNEWS TV Education Videos

In Conversation With: Jim O'Connor on Water Safety and the Zero Drownings Miami-Dade Initiative

By Community News Releases - July 7, 2025



Miami's Community News

Coverage of the Young Talent Big Dreams finals and how The Children's Trust funds arts-based summer camps to help youth build confidence, creativity, and essential life skills.

Date: June 2, 2025

Type of Publication: Online

[Published in Miami's Community News](#)

Home - Biscayne Bay Tribune - Summer arts, music and dance, camps benefits

Biscayne Bay Tribune Coral Gables Community News Coral Gables Featured

Coral Gables Home Coral Gables News

Summer arts, music and dance, camps benefits

By Community News Releases - June 2, 2025



Tamerlan Guliyev took home the grand prize with an inspiring dance performance during the 2025 Young Talent Big Dreams competition. (Photo credit: The Children's Trust)



James Haj



MEDIA COVERAGE REPORT



Mid-May through August 2025

News Cafe (Uni Mas)

A short TV segment highlighted The Children's Trust Book Club and encouraged families to register for free monthly book deliveries for children from birth until 4-and-a-half years of age.

Date: June 16, 2025

Type of Publication: TV

[Published on News Cafe \(UniMas\)](#)



WSFL - Inside South Florida

The Children's Trust Associate Director of Communications Michele Mordica appeared with Tamerlan Guliyev, Grand Prize Winner of the 2025 Young Talent Big Dreams competition, to discuss the impact of the initiative.

Date: June 2, 2025

Type of Publication: TV + Online

[Published on WSFL](#)



Local 10

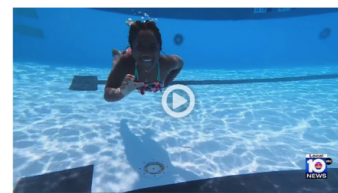
The segment highlighted the importance of the the Zero Drownings Miami-Dade program in Miami-Dade County and shared tips for parents to keep children safe around water.

Date: July 29, 2025

Type of Publication: Online + Broadcast

[Aired and Published by Local 10](#)

Swim South Florida: Miami-Dade County offers free lessons for kids



MEDIA COVERAGE REPORT



Mid-May through August 2025

NBC 6

The Children's Trust Director of Communications Ximena Nunez on what families can expect at this year's Family Expo, from fun activities to free school supplies and resources that include after school programs and more.

Date: July 30, 2025

Type of Publication: Online + Broadcast

[Published on NBC 6](#)



Telemundo 51 Acceso Total

The Children's Trust Director of Communications Ximena Nunez shares more about the fun activities and essential resources available to families at the 17th Annual Family Expo, in time for the Back-to-School season.

Date: August 4, 2025

Type of Publication: Broadcast

[Published on Telemundo 51](#)



Community Newspapers

Grant Miller gives readers an inside look at the Family Expo, where The Children's Trust's President and CEO James R. Haj highlights the event's long-standing commitment to providing back-to-school resources that support children and families.

Date: August 6, 2025

Type of Publication: Online

[Published in Community Newspapers](#)

Grant Miller Here at The Children's Trust 17th Annual Family Expo

By Chosen YouTube · August 6, 2025



MEDIA COVERAGE REPORT



Mid-May through August 2025

Community Newspapers

The Children's Trust President and CEO James R. Haj and Chief Public Policy and Engagement Officer Natalia Zea participated in a community breakfast hosted by Community News, where they discussed community initiatives, children's advocacy and public policy shaping Miami's future.

Date: August 13, 2025

Type of Publication: Online

[Published in Community Newspapers](#)

James Haj & Natalia Zea Share Insights at Miami's Community News Breakfast



OTHER MEDIA MENTIONS

- Pensacola Mayor D.C. Reeves hosted a summit focused on expanding access to child care. The Children's Trust President & CEO James R. Haj spoke at the event. Published in the [Pensacola News Journal](#), [WEAR ABC 3 News](#), and [Yahoo! News](#).
- A feature on FIU's Summer Treatment Program for children with ADHD credited The Children's Trust as an invaluable partner in the program's success. Published in the [Miami Herald](#).
- Nicole Fava, associate professor at FIU's Robert Stempel College of Public Health & Social Work, was named Miami-Dade's 2025 NASW Educator of the Year. The article recognized The Children's Trust as a funder of the FIU Center for Children and Families, where Fava is an affiliated faculty member. Published in [FIU News](#).
- The Children's Trust was recognized as a funder of the Miami Dade College Microbiology Girls Club, a unique summer program at Miami Dade College's Homestead Campus that empowers girls to explore STEM. Published in

MEDIA COVERAGE REPORT



Mid-May through August 2025

[Miami Dade College News.](#)

- The Children's Trust was mentioned as a partner of Barbershop Speaks, a nonprofit that brings community dialogue to cultural spaces like salons and barbershops. The Trust was also credited as a funder of "Brunch with Kings," an event that celebrates and supports fatherhood. Published in [Miami Times](#) and [NBC 6](#).
- NBC 6 anchor Jackie Nespral interviewed Jorge Plasencia about receiving The Children's Trust Excellence in Advocacy Award, honoring his work in uplifting children and families across Miami-Dade County. Published [on NBC 6](#).
- The Children's Trust Director of Communications Ximena Nunez was featured in a story highlighting the Zero Drownings Miami-Dade initiative, a collaborative effort between The Children's Trust and public and private funders, aimed at reducing childhood drownings. Published in [Estrella TV](#).
- The Children's Trust's annual Family Expo took place Saturday, August 2, at Miami-Dade Fair & Exposition, was promoted on multiple outlets: [Miami's Community Newspapers](#), [NBC 6 South Florida Live](#), [Telemundo 51 – Acceso Total](#), [NBC 6 AM Morning Show](#), [Telemundo 51 – Un Cafecito Con Primera Edicion](#), [Actualidad Radio](#), [Almavision](#), and [Chokarella](#).
- Director of Communications Ximena Nunez i shares about the Zero Drownings Miami-Dade Initiative and the importance of accessible swim safety classes to reduce childhood drownings. Featured on [Telemundo 51 Conectados Con Daisy](#).
- The Children's Trust Afterschool Program was featured as part of Miami-Dade County Parks. Recreation and Open Spaces offerings, announced as students were returning to school. Published on [Local 10](#).

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- A feature on FIU's Summer Treatment Program for children with ADHD credited The Children's Trust as an invaluable partner in the program's success. Published in FIU News.
- The Children's Trust Director of Programs Rachel Spector joined the Autism Dad podcast to discuss the Trust's focus on children and families, and how programs are strategically funded and monitored. The conversation highlighted the long-term impact of serving all children. Published in [Community Newspapers](#).
- A literacy program at the Kendall Riding Center helps children with special needs learn how to read while engaging with horses. The free program is funded by The Children's Trust. Reported and published in [NBC 6](#).
- What parents can expect this back to school season in Miami-DadeCounty Public Schools, highlighting the availability of school-based health care through HealthConnect funded by The Children's Trust. Published in the [Islander News](#).
- Bay Harbor Islands Mayor Isaac Salver received a "Lifetime Achievement Award" from the Florida League of Cities, recognizing his achievements, including his longstanding commitment to The Children's Trust. Published in [Florida Politics](#).

MEDIA COVERAGE REPORT



Mid-May through August 2025

SOCIAL MEDIA OVERVIEW













55K
Prev. Period Followers

55K
Current Followers

17M
Total Impressions

FACEBOOK TOP PERFORMING POSTS

 The Children's Trust Mon 7/28/2025 4:30 pm EDT	 The Children's Trust Thu 8/21/2025 7:50 pm EDT	 The Children's Trust Tue 5/27/2025 2:14 pm EDT	 The Children's Trust Mon 7/14/2025 9:25 am EDT	 The Children's Trust Thu 8/7/2025 10:54 am EDT
<p>Mark your calendars Miami-Dade families! 📅 The Children's Trust Family Expo is back and bigger than...</p>  <p>Engagement Rate (per Impression) 4.5%</p> <p>Impressions 287</p> <p>Engagements 13</p>	<p>The Children's Trust is #Hiring! 🌟 We seeking passionate and driven individuals make a positive impact in the lives of...</p>  <p>Engagement Rate (per Impression) 3.3%</p> <p>Impressions 1,243</p> <p>Engagements 41</p>	<p>Are you interested in joining The Children's Trust Board of Directors? We are currently accepting applications f...</p>  <p>Engagement Rate (per Impression) 3%</p> <p>Impressions 631</p> <p>Engagements 19</p>	<p>¡El Family Expo 2025 de The Children's Trust regresa este verano! 🌟 Prepárate para el regreso a clases con un día llen...</p>  <p>Engagement Rate (per Impression) 2.9%</p> <p>Impressions 769</p> <p>Engagements 22</p>	<p>"Sorry, I can't talk right now. I just found out this month's book has arrived in the mail." 📖 Join the fun and sign up...</p>  <p>Engagement Rate (per Impression) 2.7%</p> <p>Impressions 862</p> <p>Engagements 23</p>

MEDIA COVERAGE REPORT



Mid-May through August 2025



5K
Prev. Period Followers

5K
Current Followers

18K
Total Impressions

TWITTER TOP PERFORMING POSTS

<p>@childrenstrust Mon 5/26/2025 8:00 am EDT</p> <p>On Memorial Day, The Children's Trust honors the brave men and women who have served in the military and...</p> <p>Memorial Day Remembering and Honoring All Who Served</p> <p>Engagement Rate (per Impression) 10.3%</p> <p>Impressions 58</p> <p>Engagements 6</p>	<p>@childrenstrust Wed 6/18/2025 9:00 am EDT</p> <p>Is parenting ever really over? 🤔 More young adults are living at home than ever before, but is this helioid or...</p> <p>Parenting Is parenting ever really over? 🤔 More young adults are living at home than ever before, but is this helioid or...</p> <p>Engagement Rate (per Impression) 9.1%</p> <p>Impressions 22</p> <p>Engagements 2</p>	<p>@childrenstrust Tue 8/12/2025 8:00 pm EDT</p> <p>The Children's Trust Family Expo made its return to the Miami-Dade County Fair & Exposition grounds this year...</p> <p>Family Expo The Children's Trust Family Expo made its return to the Miami-Dade County Fair & Exposition grounds this year...</p> <p>Engagement Rate (per Impression) 8.9%</p> <p>Impressions 90</p> <p>Engagements 8</p>	<p>@childrenstrust Thu 7/9/2025 10:25 am EDT</p> <p>Capitol Connection: July 2025 Supplemental Edition 📖 Florida's new fiscal year officially began earlier in t...</p> <p>Capitol Connection Capitol Connection: July 2025 Supplemental Edition 📖 Florida's new fiscal year officially began earlier in t...</p> <p>Engagement Rate (per Impression) 8.5%</p> <p>Impressions 59</p> <p>Engagements 5</p>	<p>@childrenstrust Wed 7/30/2025 9:00 am EDT</p> <p>Talking to children about money isn't always easy but it's essential. 💰 Many parents struggle with teaching...</p> <p>Money Talking to children about money isn't always easy but it's essential. 💰 Many parents struggle with teaching...</p> <p>Engagement Rate (per Impression) 7.5%</p> <p>Impressions 40</p> <p>Engagements 3</p>
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MEDIA COVERAGE REPORT



Mid-May through August 2025



20K
Prev. Period Followers

22K
Current Followers

1M
Total Impressions

INSTAGRAM TOP PERFORMING POSTS

<p> thechildrenstrust Thu 5/29/2025 8:00 am EDT</p> <p>Hey Carlos! 🍷 Thanks for sharing this fun tip for parents when reading <i>Baby Talk</i>! 📖 You can discover more...</p> <p>Engagement Rate (per View) 4.8%</p> <p>Views 648</p> <p>Engagements 31</p>	<p> thechildrenstrust Tue 6/3/2025 4:03 pm EDT</p> <p>In case you missed it! Catch the incredible Tamerlan Guliyev, 2025 Young Talent Bio Dreams Grand Prize...</p> <p>Engagement Rate (per View) 4.1%</p> <p>Views 3,069</p> <p>Engagements 125</p>	<p> thechildrenstrust Mon 5/26/2025 8:00 am EDT</p> <p>On Memorial Day, The Children's Trust honors the brave men and women who have served in the military and...</p> <p>Engagement Rate (per View) 3.9%</p> <p>Views 695</p> <p>Engagements 27</p>	<p> thechildrenstrust Tue 5/27/2025 2:15 pm EDT</p> <p>Are you interested in joining The Children's Trust Board of Directors? We are currently accepting applications f...</p> <p>Engagement Rate (per View) 3.8%</p> <p>Views 1,615</p> <p>Engagements 62</p>	<p> thechildrenstrust Sun 6/15/2025 8:01 am EDT</p> <p>Happy Father's Day from The Children's Trust! Today, we celebrate and appreciate the amazing fathers i...</p> <p>Engagement Rate (per View) 3.8%</p> <p>Views 895</p> <p>Engagements 34</p>
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MEDIA COVERAGE REPORT



Mid-May through August 2025













8.6K
Prev. Period Followers

9K
Current Followers

50K
Total Impressions

LINKEDIN TOP PERFORMING POSTS

 The Children's Trust of ... Thu 8/14/2025 9:00 am EDT	 The Children's Trust of ... Thu 8/21/2025 7:50 pm EDT	 The Children's Trust of ... Thu 7/17/2025 9:00 am EDT	 The Children's Trust of ... Mon 7/28/2025 3:30 pm EDT	 The Children's Trust of ... Thu 5/29/2025 8:00 am EDT
Happy First Day of School, Miami-Dade County! 🎉📖 The first day of school is here, and we're wishing all students...	The Children's Trust is #Hiring! 🌟 We are seeking passionate and driven individuals to make a positive impact ...	Hey Gigg! 🐞 Thanks for sharing this fun tip for parents when reading <i>Where Is the Green Sheep?</i> 📖 ...	Mark your calendars Miami-Dade families! 📅👨‍👩‍👧 The Children's Trust Family Exoo is back and bloomer than...	Hey Carlos! 🐞 Thanks for sharing this fun tip for parents when reading <i>Baby Talk</i> . 📖👨‍👩‍👧 You can discover more...
				
Engagement Rate (per Impression) 34.1%	Engagement Rate (per Impression) 10.8%	Engagement Rate (per Impression) 10.4%	Engagement Rate (per Impression) 9.2%	Engagement Rate (per Impression) 8.9%
Impressions 393	Impressions 2,587	Impressions 230	Impressions 337	Impressions 213
Engagements 134	Engagements 280	Engagements 24	Engagements 31	Engagements 19
...

