



CHILDREN'S TRUST
OF ALACHUA COUNTY

EXECUTIVE DIRECTOR REPORT

August 1, 2024 - September 1, 2024

SUMMARY

1. Grants Conference - Partnership with the Center for Nonprofit Excellence & the Community Foundation NCF
2. Flourish Alachua Postpartum Doula Training
3. CTAC Staffing Updates

MEETINGS AND EVENTS FOR PLANNING, COORDINATION, AND COMMUNITY ENGAGEMENT		
DATE	MEETING / EVENT	SUMMARY
8/1	Leadership Gainesville 51-1st Day	L. Cayson, Community Engagement Manager is participating in Leadership Gainesville 51. Great opportunity to network with 50 members of the community.
8/1	Gun Violence Prevention Alliance Meeting	ED Kiner met with city, county, and Santa Fe College leaders to discuss a gun violence proposal for utilizing CTAC funding.
8/1	CTAC Finance Committee Meeting	Finance Committee Meeting prep for the Board meeting.
8/8	Housing First for Children Collaborative Meeting	ED Kiner attended the collaborative meeting and heard from committee leads on fundraising, housing partnerships, and progress updates.
8/9	Violence Prevention Youth Forum	Event co-sponsored by the Trust, City, County, Santa Fe College, the State Attorney's Office, GPD, Teen Court, Alachua Co. Public Schools, and other community sponsors for youth on probation, curfew, and their families.
8/11	High Springs Chamber -Back to School event	L. Cayson participated in the Back-to-School event held in High Springs. CTAC t-shirts and promotional items were provided to children and families. Photos were posted on CTAC's social media. This was a sponsored event.
8/13	Meeting with Ty Buckman	ED Kiner and COO Goldwire met with Ty Buckman from the Gainesville Thriving Cities Project to discuss opportunities for Phase 3 of the Project.

8/13	5th Avenue Neighborhood Association	ED Kiner attended the meeting and offered to bring information about the new One Community Family Resource Center to the next meeting.
8/13	High Springs Woman's Club Education and Library Committee	Discussed donated items to be collected for the September 5th meeting. ED Kiner will be the guest speaker. Members are purchasing items to give to CTAC during the meeting. CTAC has designated Partnership for Strong Families to receive items.
8/14	Leadership Gainesville 51	L. Cayson attended Leadership Gainesville 51, leadership training.
8/14	Ribbon-Cutting Ceremony for UF Health Urgent Care Center - Eastside	ED Kiner attended the event.
8/19	Gainesville Empowerment Zone Family Learning Center Meeting	ED Kiner and Early Childhood Coordinator met with the GEZ team. GEZ's new ED, Cathyann Solomon, was introduced. Discussions about new initiatives for family engagement and families needing more funding support.
8/19	Comprehensive Literacy Planning Committee	The committee met to continue its work on the Needs Assessment. Discussions included the distribution of surveys and recruitment of parents, youth, and partners for the focus groups.
8/20	Doretha Anderson, Early Learning Coalition.	L. Cayson met with Ms. Anderson to discuss an upcoming event in recognition of National Literacy Month. CTAC has agreed to host a resource table for this event. Discussed sponsorship opportunities.
8/21	Jordyn Zyngier, UF Shands Children's Hospital Trauma Services	L. Cayson met with Ms. Zyngier to discuss a community safety event to be held on Sunday, Oct. 27 in High Springs. CTAC has agreed to host a resource table for this event.

8/21	Early Learning Coalition	ED Kiner, Mia Jones, Kirsten Rabin & L. Cayson met with ELC's leadership team to discuss collaborations and planning agenda for week events during Children's Week.
8/21	Juvenile Detention Center Meeting	ED Kiner and COO Goldwire met with Major Harris from the Detention Center to discuss Center needs and how the two organizations can partner to help youth.
8/21	Big Brothers Big Sisters CEO Chris Letsos Meeting	ED Kiner and COO Goldwire met with BBBS CEO to discuss the current contract for mentoring and future opportunities for collaboration.
8/22	Center for Nonprofit Excellence Grants Conference	CTAC participated in the Grants Conference through sponsorship and COO Goldwire was a panelist during the funder's session.
8/22	Dr. Tyran Butler of the Lastinger Center	ED Kiner met with Dr. Butler, the new lead from the Lastinger Center for the Literacy Needs Assessment. Introductory meeting to bring Dr. Butler up to speed on the direction of the project.
8/22	Children's Mental Health Group	County, Alachua County Public Schools, CTAC, and Community Foundation to discuss next steps.
8/24	Aqua Angels Artistic Swimming Show	L. Cayson attended the event which featured children doing a water performance of The Little Mermaid. There were over 100 families present. The event was sponsored by CTAC. Photos were taken and posted on CTAC's social media.
8/26	Opioid Task Force Sub-Committee Meeting	Meeting to discuss marketing plan information needed from the marketing company for Task Force review and planning.

8/26	Gun Violence Alliance Meeting	Review of Alliance Proposals for clarity and direction on how to revise the proposal for the September 23 CTAC Board Meeting.
8/27	One Community Health Resource Center	ED Kiner visited the Center and spoke with Pastor G. Duncan about its programs and services.
8/28	Healthy Afternoons with Gainesville Fire Rescue	L. Cayson provided a resource table at the event and handed out promotional items. Photos were taken and shared on social media.
8/28	Jordyn Zyngier, UF Shands Children's Hospital Trauma Services	L. Cayson met with Ms. Zyngier to discuss participating as one of the Safety Partners during the National Walk to School Event. CTAC will provide a resource table and provide safety promotional materials.
8/29	Newberry Chamber Business Before Hours	L. Cayson attended Newberry's Business Before Hours event.
8/29	Lights On Afterschool Planning meeting	ED Kiner, K. Goldwire, K. Rabin, L. Cayson and Mr. Griffin, Boys & Girls Club met to discuss Lights On Afterschool. The Boys and Girls Club of NCF has agreed to partner with CTAC and host this year's event, which is scheduled for October 24th. Additional information will be shared with board members once logistics have been confirmed.
8/29	Williams Elementary SAC meeting	L. Cayson attended Williams Elementary SAC meeting. The SAC members reviewed the school improvement plan.

PROGRAMS CALENDAR

August	
Thursday, August 1, 2024	Advisory Grade Level Reading Campaign Quarterly Meeting
Friday, August 2, 2024	Contract Negotiation - Junior Achievement
Saturday, August 3, 2024	SWAG FRC Back to School Bash
Wednesday, August 7, 2024	Pace Center for Girls Graduation
Thursday, August 8, 2024	FACCT Research Affinity Group
Friday, August 9, 2024	Gun Violence Prevention Youth Forum
Friday, August 9, 2024	System Transformation Working Group Meeting
Monday, August 12, 2024	Children's Trust Board Workshop on Maternal Child Health Initiatives
Monday, August 12, 2024	Children's Trust Regular Board Meeting
Tuesday, August 13, 2024	NCIT Steering Committee Meeting
Friday, August 16, 2024	Enrichment RFP Final Score Deliberations Meeting (Virtual)
Monday, August 19, 2024	Gainesville Thrives Board Meeting
Monday, August 19, 2024	Comprehensive Literacy Planning Committee
Tuesday, August 20, 2024	SAMIS S3 Collaboration Meeting
Tuesday, August 20, 2024	Partnership for Strong Families Partner Networking Fair
Wednesday, August 21, 2024	SAMIS SMG Meeting
Wednesday, August 21, 2024	Partnership Meeting with Alachua County Juvenile Detention Center
Wednesday, August 21, 2024	North Central CRT Meeting
Thursday, August 22, 2024	Center for Nonprofit Excellence - Grants Conference
Friday, August 23, 2024	Understanding the Impact of Trauma on Our Community
Friday, August 23, 2024	System Transformation Working Group Meeting
Saturday, August 24, 2024	Flourish Alachua PPD Training Day 1
Sunday, August 25, 2024	Flourish Alachua PPD Training Day 2
Tuesday, August 27, 2024	HIPPY Parent Orientation
Tuesday, August 27, 2024	Maternal Health Community Listening Session
Tuesday, August 27, 2024	Early Childhood Leaders of Color Collaboration Project Support Session
Wednesday, August 28, 2024	Planning - System Transformation Working Group Meeting
Wednesday, August 28, 2024	Maternal Health Community Listening Session
Thursday, August 29, 2024	CTAC and UF Maternal Health Meeting
Thursday, August 29, 2024	Early Childhood Leaders of Color Collaboration Meet and Greet
Friday, August 30, 2024	Co-Chair Planning Meeting - System Transformation Working Group
Friday, August 30, 2024	Re-Connection and Check In Meeting with Start Early Tommy Greco
September	
Tuesday, September 3, 2024	State Meeting - The Future Call: Conversation on Florida's Early Learning Future
Tuesday, September 3, 2024	Flourish Alachua: PPD Training Initiative Session 1 Build Your Own Resources
Wednesday, September 4, 2024	Co-Chair and Project Manager Meeting - Early Learning Roadmap
Thursday, September 5, 2024	Community Meeting - Campaign for Grade Level Reading
Thursday, September 5, 2024	Help Me Grow Alachua Proposal Discussion with Resource Centers
Thursday, September 5, 2024	Advisory Board Meeting - Campaign for Grade Level Reading
Friday, September 6, 2024	Community Meeting - Healthy Communities Meeting
Saturday, September 7, 2024	Doula Town Hall
Monday, September 9, 2024	Children's Trust Regular Board Meeting
Tuesday, September 10, 2024	Extend School Year Debrief with PEAK Literacy
Tuesday, September 10, 2024	Youth Transportation Meeting with City of Gainesville
Thursday, September 12, 2024	Advisory Board Meeting - Roadmap 2024
Thursday, September 12, 2024	Flourish Alachua: PPD Training Initiative Session 2 Community & PP Advocacy
Thursday, September 12, 2024	ACCESS Taskforce Meeting
Friday, September 13, 2024	Co-Chair Planning Meeting - System Transformation Working Group
Monday, September 16, 2024	Comprehensive Literacy Planning Committee
Tuesday, September 17, 2024	SAMIS S3 Collaboration Meeting
Tuesday, September 17, 2024	State Meeting - The Future Call: Conversation on Florida's Early Learning Future
Tuesday, September 17, 2024	Alachua County Child Abuse Prevention Task Force Meeting
Wednesday, September 18, 2024	North Central CRT
Wednesday, September 18, 2024	ELC Board Meeting
Thursday, September 19, 2024	TeensWork Alachua Summer Celebration
Thursday, September 19, 2024	HSNCF Board of Directors Meeting
Monday, September 23, 2024	Children's Trust Regular Board Meeting
Monday, September 23, 2024	System Transformation Working Group Meeting
Tuesday, September 24, 2024	Advisory Board Meeting - Roadmap 2024
Tuesday, September 24, 2024	Flourish Alachua: PPD Training Initiative Session 3 PPD Q & A
Friday, September 27, 2024	Co-Chair Planning Meeting - System Transformation Working Group
Monday, September 30, 2024	Children's Week Planning Meeting with ELC
Monday, September 30, 2024	Flourish Alachua: PPD Training Initiative Book Club Part 1 Review: The Fourth Trimester

PLANNING, RESEARCH, AND EVALUATION

Program Development, Monitoring, and Support

- Review and development of performance measures, data collection, and monthly reporting for new and continuing programs.
- Provider meetings/evaluation check-ins with program staff to review results and discuss data collection, and performance measures.
 - **TeensWork Alachua**
 - **Counseling/Mental Health** (Child Advocacy, Pace, PALS)
 - **Summer Camps** (individual communication/correspondence with all 20 programs)
 - **Akwaaba Freedom School**
 - **Head Start Summer Bridge**
 - **AMIkids Gainesville**
 - **YMCA Level Up Teen Nights**
- Contract FY2024 close-out reminders and final evaluation deliverables (i.e., data, end of year reporting, and program reflections) to all Summer Camps, Freedom School, TeensWork, Head Start Summer Bridge.
- Contract renewal FY2025 meetings. Revision and review of performance measures and data requirements: Counseling/Mental Health and Afterschool Programs.
- Afterschool program evaluation – analyze data, develop, and present content.
- Internal discussions about Help Me Grow and how to support early childhood screening, system of care, and family engagement/parent-child activities to support children meeting developmental milestones.

SAMIS Management & Oversight

- Configuring, customizing, and testing picklists, surveys, features, requirements, and functionality for programs.
- Created new FY2025 demographics view for afterschool providers.
- Created three views for summer camp performance-based incentives, so contract managers, fiscal, and providers can monitor the amount owed based on data submitted.
- Attended SAMIS collaborative meetings (User Collaborative and Management Group).

Community Assessment, Planning, & Indicators

- Observer at CTAC funded community focus group on Maternal Child Health facilitated by the University of Florida on 8/27/2024.
- Developed a summer camp input survey to inform the Summer Camp RFP.

Evaluation Staffing and Capacity Building

- Continued review of applications and interviewing candidates for the Research, Planning, and Evaluation Coordinator position.
- Provided supervision and guidance to graduate intern (Jordan Sutherland) from the University of Florida's Research, Evaluation, and Measurement program who joined the team as a summer intern. Jordan has agreed to continue as a fall intern.
- Corresponded with UF faculty leadership to reflect on the completion of our first internship term with UF students interning at the Trust, expressed the desire to continue partnering with them, and sought feedback.
- Participated in FACCT Research Affinity Group with CSC research & evaluation staff statewide on 8/8/2024.

FINANCE AND ADMINISTRATION

FY2024 July Monthly Budget Report

FY2024 July Monthly Checks & Expenditures Report

FY2024 July Monthly Programmatic Awards & Expenditures Report

COMMUNICATIONS

For the month of August (numbers reflect August 1-29)

“Tidbits” - External newsletter

- 40.5% open rate and 4.7% click rate
- Next edition coming in September

Website Traffic - Key Points

- 6,100 views and 1,700 unique users
- The top-visited page was again the homepage, followed by Bids and RFPs
- Most views are again coming from organic searches, followed by direct access.

Social Media - Key Points

- Gained 22 net followers on Facebook (a decrease from last month's big gains) and 15 followers on Instagram (^87.5%)
- Facebook posts reached 7.8K users (a decrease from last month's big gains), and Instagram posts reached 417 users (^14.2%), all organic reach.
- Top Facebook content: [Kristy Goldwire is COO](#) (nearly half the month's engagement alone!), [High Springs Back2School Giveaway](#), [Boys & Girls Club sites provider Q&A](#)
- LinkedIn had 236 organic impressions. It also gained 7 new followers.
- Our Constant Contact open rate is a remarkable 41% over the past month, with 5% clickthrough rate. Subscribers increased by 108 in this period.

In the News

- [Children's Trust grant supports new 3DE by Junior Achievement program at Eastside High School](#), Alachua Chronicle, Aug. 14, 2024
- [Children's Trust approves gun violence funding rollover](#), Mainstreet Daily News, Aug. 13, 2024
- [Alachua's Recreation & Culture Department Celebrates Successful Summer](#), Alachua County Today, Aug. 12, 2024
- [One Community Family Resource Center holds launch event for new building](#), The Independent Florida Alligator, July 22, 2024 (missed in last month's)

Sponsorship

- Ad in the [Mainstreet Daily News football special section](#) (August 21, page 11)
- The Citizen of the Month sponsorship with Mainstreet has been renewed and will pick up again in September. Each child will receive their goodies in a Children's Trust string backpack.
- We are now part of Tu Fiesta Radio's festival in November, and other sponsorship pieces to come as part of this.

Other notables

- There are three new retractable banner designs; two of each printed. They have already been put to use in locations like [Partnership for Strong Families' Family Resource Center Community Partner Networking Fair](#), the [Community Foundation's Grants Conference](#), and [Flourish Alachua Postpartum Doula Training](#).
- Web stories released in this time: [Afterschool providers share advice, feedback at first-ever Convening](#), [Trust introduces Goldwire, Sumner as COO, CFO](#)
- After the popularity of a printed [Summer Bucket List](#) made by our intern, Miranda, at tabling events, we now have an [After School version](#). Both are in English and Spanish
- The website is updated to be in compliance with the new [Florida Statute 189.0694](#). [Special District Goals and Objectives Mandatory Reporting](#).

BOARD MOTIONS AND REQUESTS

DATE	MOTION / REQUEST	STATUS
3.25.2024	Treasurer Twombly suggested a presentation by a Medicaid outreach provider to discuss the full range of Medicaid's services. ED Kiner suggested that this be incorporated into staff's professional development and into the training offered to the Trust's providers.	In progress
5.13.2024	Motion: Vice Chair Cornell - CTAC staff and Goodwill staff to discuss ways to modify and improve the TeensWork Alachua 2024/2025 program and provide recommendations to the Board prior to the end of this budget cycle.	In progress
6.10.2024	Vice Chair Cornell asked ED Kiner to schedule a future workshop to discuss the percentage of CTAC funding in our provider's budgets.	See update in FYI section
6.10.2024	<p>1. Motion: Vice Chair Cornell asked staff to see if any of the unallocated funding of \$300K for ELC can be assigned to Goal 1 instead of Goal 2.</p> <p>2. See if the remaining balance of unallocated funds, up to but not exceeding \$491,131, can be spent in Goal 1.</p>	<p>1. In progress</p> <p>2. In progress</p>
8.12.2024	Vice Chair Cornell asked for an update on the Child Care Tuition Assistance Program and work with the Anita Zucker Center, the results and recommendations for the PEAK Literacy pilot program, and the finalization and presentation of data from the mentoring program mini grants.	See update in FYI section
8.12.2024	Member Chance mentioned that programmatic dashboards showing awarded amounts and actual invoiced/funded amounts for each program area would be helpful and useful for staff to create or distribute.	In progress
8.12.2024	The Board discussed revisiting the Trust's Strategic Plan around the 18-month mark of the 3-year cycle.	Will schedule in March/April 2025

SUCCESS STORIES

Here are two highlights shared from:

Partnership for Strong Families Community Resource Navigators and Family Resource Center

One of our Community Resource Navigators assisted a single mother of three who has gainful employment with the school system; however, does not receive her salary during the summer months. While the mother historically had her oldest child watch the younger children while she worked a second job over the summer, this child is now an adult and is unavailable to babysit. The mother budgeted carefully but fell behind on her electric bill, which was scheduled for disconnection. The CRN was able to utilize a partnership with a local agency, making a personal connection for the mother, and helping to ensure financial assistance was received in time to avoid the utilities being disconnected.

A Family Resource Center patron requested assistance with acquiring furniture for her children. The patron is a single caregiver of three children and is separated from her husband. The mother, who is employed full-time, received assistance with housing from Family Promise, but was unable to cover the costs of purchasing beds for her children due to an unexpected vehicle repair. This vehicle is the mother's sole means of transportation and is needed for her to work and get her children to school. The patron was referred to an anonymous, long-time partner of the Family Resource Center for assistance with purchasing the beds and dressers for the children. With this support, the family moved into their new home with the children's room fully furnished.

St. Barbara's Leadership Summer Camp

Summer Camp participants at St. Barbara's Leadership Institute experienced a summer packed with opportunities to strengthen academic skills, gain exposure to college and career and resources, and enjoy the performing arts. Participants also gained important life skills that provide them with confidence and a strong foundation for future success.

Books and Curricular materials acquired through funding from the Children's Trust supported a variety of camp activities including: a summer reading program, STEM activities and experiments, and applied math lessons to determine measurements needed to make clothing alterations, or to make calculations to scale recipes for smaller or larger groups.

As a closing act of gratitude to instructors, the girls group put their culinary skills to work by providing a thank-you breakfast for the summer camp staff and instructors. The girls created the menu, developed a list of food and ingredients, and provided a hearty and delicious breakfast consisting of eggs, grits, sausage, turkey bacon, and pancakes topped with a choice of fresh blueberries, bananas, Nutella and whipped cream.

St. Barbara Leadership Institute's summer camp provides a good example of how to balance academic learning with camp activities to minimize the learning loss or "summer slump". By infusing academic lessons into camp activities such as chess and other games, culinary arts, drumming, and dressmaking, participants continue to use and develop their academic skills.