



**CHILDREN'S TRUST**  
OF ALACHUA COUNTY

## **EXECUTIVE DIRECTOR REPORT**

February 1, 2025 - March 1, 2025


<b>SUMMARY</b>
<ol style="list-style-type: none"><li>1. Swampbots Recognition</li><li>2. TeensWork Alachua Business Recruitment and Open House</li></ol>

<b>MEETINGS AND EVENTS FOR PLANNING, COORDINATION, AND COMMUNITY ENGAGEMENT</b>		
<b>DATE</b>	<b>MEETING / EVENT</b>	<b>SUMMARY</b>
February 5, 2025	Junior Achievement 3DE Breakfast	ED Kiner, Dr. N. Hardt, K. Goldwire, S. Sumner, and M. DeZutter attended the 3DE Celebratory breakfast
February 5, 2025	Safety Net Collaborative Introduction Meeting	K. Goldwire met with Dr. Laura Guyer to discuss collaborative efforts with the Trust to support strengthening the system of care for families in Alachua County.
February 5, 2025	Black on Black Task Force	ED Kiner attended as the Children's Trust representative.
February 7, 2025	CHILD Center Early Learning - Help us Grow Event	ED Kiner, K. Goldwire, A. Wagner, D. Tyson, and M. Jones attended the annual Help us Grow event.
February 8, 2025	PAVE 25th Silver Anniversary Gala	K. Goldwire, M. DeZutter, Member T. Certain, and B. James attended the anniversary gala
February 10, 2025	One City Initiative	ED Kiner and K. Goldwire hosted a virtual meeting with the representatives of the One City Initiative to gather additional information regarding their summer programming.
February 11, 2025	Alachua County Sheriff's Office	ED Kiner met with Sheriff Chad Scott to discuss programming and areas of potential collaboration.
February 11, 2025	5th Ave Neighborhood Association	Attended by ED Kiner.
February 12, 2025	Williams Temple Church	ED Kiner met with Pastor Feathers and learned of programming offered to families in Alachua County.
February 13, 2025	3DE Chase Student Presentations	ED Kiner served as a judge for the Eastside High School 3DE presentations.
February 13, 2025	Opioid Task Force	K. Goldwire and K. Rabin attended the quarterly Opioid Task Force meeting

February 15, 2025	Brookside Family Resource Day	K. Goldwire attended the family resource day at Brookside and provided CTAC funded program information to the families that reside in that community.
February 17, 2025	Anita Zucker Center	ED Kiner, M. Jones, and K. Goldwire met with representatives from the Anita Zucker Center to discuss early learning programming and MOUs.
February 18, 2025	Sunshine Portal Discussion	ED Kiner and M. Jones met with Dr. Herman Knoff and received an overview of the Sunshine Portal. A full presentation will be presented to the Trust board in April.
February 19, 2025	Summer Camp and Freedom School RFP Bidders' Conference	The Children's Trust Program Department facilitated a morning and evening bidders' conference for applicants interested in the summer camp and freedom school RFP.
February 20, 2025	Doula Friendly Designation Meeting	M. Jones, K. Goldwire, B. James, and A. Wagner met with A&A Doula LLC. to discuss the progress of Shands becoming a Doula Friendly Designation. A full report will be provided to the Trust Board in May.
February 21, 2025	Safety Net Collaborative Meeting	Attended by K. Goldwire.
February 21, 2025	The Education Gala	Attended by K. Goldwire
February 22, 2025	World's Greatest Baby Shower	K. Welch, Trust Program Specialist, managed a resource table on behalf of the Trust.
February 25, 2025	Alachua County League of Cities Meeting	Attended by K. Goldwire
February 27, 2025	Goodwill Business Recruitment & Open House	Attended by K. Goldwire.

## INITIATIVES

Goodwill Industries of North Florida is pleased to present the TeensWork Alachua Business Recruitment Night. This open house event is designed to connect returning and new businesses with opportunities to host TWA interns for summer employment. Local businesses will have the chance to learn about TWA's hosting requirements and explore ways to sponsor local youth in their professional development.





**TEENSWORK  
ALACHUA  
CHILDREN'S TRUST  
OF ALACHUA COUNTY**

**JOIN US!**

**TEENSWORK ALACHUA OPEN HOUSE  
FEBRUARY 27TH, 5-7 PM  
GOODWILL GOODCAREERS CENTER  
3520 SW 34TH ST  
GAINESVILLE, FL 32608**

**HORS D'OEUVRES • RAFFLE • TWA INFO SESSION**

**REGISTER HERE:**



**GET INVOLVED WITH  
TEENSWORK ALACHUA:**


- 1. HOST AN INTERN**
- 2. SPONSOR AN INTERN**
- 3. LEARN MORE**

**CHILDREN'S TRUST  
OF ALACHUA COUNTY**



**GOODWILL  
INDUSTRIES OF NORTH FLORIDA**

**IN PARTNERSHIP WITH**



**GNV  
GREATER GAINESVILLE CHAMBER**

## PROGRAMS CALENDAR

<b>February</b>	
<b>Monday, February 3, 2025</b>	<b>Early Learning System of Care Review and Discussion</b>
<b>Tuesday, February 4, 2025</b>	<b>Help Me Grow Alachua Onboarding with Help Me Grow Florida</b>
<b>Wednesday, February 5, 2025</b>	<b>Celebrate Junior Achievement Breakfast</b>
<b>Wednesday February 5, 2025</b>	<b>Accreditation Academy Coach Check In Call</b>
<b>Thursday, February 6, 2025</b>	<b>Alachua County Grade Level Reading Campaign</b>
<b>Thursday, February 6, 2025</b>	<b>BLIEL Check In Meeting</b>
<b>Thursday February 6, 2025</b>	<b>Build Initiative Webinar- It Takes a Whole System to Support Whole Families and Whole Children</b>
<b>Monday, February 10, 2025</b>	<b>CTAC Regular Board Meeting</b>
<b>Tuesday, February 11, 2025</b>	<b>Five State Power Sharing Initiative Action Planning Quarterly Call</b>
<b>Tuesday February 11, 2025</b>	<b>BLI Recognition Ceremony Planning Meeting</b>
<b>Tuesday February 11, 2025</b>	<b>Wellness &amp; Health Navigation training on Performance Measures &amp; Data Reporting</b>
<b>Wednesday, February 12, 2025</b>	<b>Early Learning System Transformation Workgroup</b>
<b>Wednesday, February 12, 2025</b>	<b>Early Learning Coalition and CTAC Data Discussion</b>
<b>Thursday February 13, 2025</b>	<b>Talk Saves Lives Presentation for all providers</b>
<b>Thursday February 13, 2025</b>	<b>Policy Affinity Group</b>
<b>Friday, February 14, 2025</b>	<b>Summer RFP Released</b>
<b>Friday, February 14, 2025</b>	<b>Early Learning Roadmap Advisory Board Meeting Quarter 1</b>
<b>Monday, February 17, 2025</b>	<b>CTAC and Anita Zucker Center MOU Discussion</b>

<b>Monday February 17, 2025</b>	<b>Maternal Health Internal Planning Meeting and Discussion</b>
<b>Tuesday, February 18, 2025</b>	<b>SAMIS S3 Collaboration Meeting</b>
<b>Tuesday, February 18, 2025</b>	<b>Early Learning in Florida Training Session 1</b>
<b>Tuesday, February 18, 2025</b>	<b>Early Learning Sunshine Portal with Dr. Herman Knopf</b>
<b>Tuesday February 18, 2025</b>	<b>Willie Mae Stokes Center: Afterschool Site Monitoring, CQI &amp; Performance Review</b>
<b>Wednesday February 19, 2025</b>	<b>Big Brothers, Big Sisters: CQI &amp; Performance Review Meeting</b>
<b>Wednesday, February 19, 2025</b>	<b>Bidders' Conference and Application Training for Summer RFP</b>
<b>Wednesday, February 19, 2025</b>	<b>North Central CRT Meeting</b>
<b>Thursday February 20, 2025</b>	<b>A &amp; A Doula Consulting Contract Check In Meeting</b>
<b>Thursday February 20, 2025</b>	<b>Policy Affinity Group</b>
<b>Friday February 21, 2025</b>	<b>Grand Rounds UF Doula Presentation for Doula Friendly Initiative Designation</b>
<b>Friday February 21, 2025</b>	<b>ECS 4 Kids Head Start Summer Bridge Budget Meeting</b>
<b>Friday February 21, 2025</b>	<b>Early Learning Collaborative Internal Planning Meeting</b>
<b>Monday February 24, 2025</b>	<b>PEAK Literacy: CQI, Performance Review &amp; SAMIS Data Check-in</b>
<b>Monday February 24, 2025</b>	<b>Made for More: CQI &amp; Performance Review Meeting</b>
<b>Monday, February 24, 2025</b>	<b>Early Learning in Florida Training Session 2</b>
<b>Monday, February 24, 2025</b>	<b>Comprehensive Literacy Planning Lastinger Center and CTAC</b>
<b>Tuesday, February 25, 2025</b>	<b>Philanthropy Hub Information Session for Summer RFP</b>

<b>Tuesday, February 25, 2025</b>	<b>Alachua County League of Cities Meeting</b>
<b>Tuesday February 25, 2025</b>	<b>GEZ and CTAC Check In Meeting</b>
<b>Wednesday February 26, 2025</b>	<b>Early Learning in Florida Training Session 3</b>
<b>Wednesday February 26, 2025</b>	<b>DCF Q&amp;A session on background screenings</b>
<b>Wednesday February 26, 2025</b>	<b>Help Me Grow Data System training</b>
<b>Thursday February 27, 2025</b>	<b>NCIT Steering committee</b>
<b>Thursday February 27, 2025</b>	<b>Policy Affinity Group</b>
<b>Thursday February 27, 2025</b>	<b>FGLRC Research Project Summary Meeting</b>
<b>March</b>	
<b>Saturday, March 1, 2025</b>	<b>Summer Blitz at MLK Center</b>
<b>Wednesday, March 5, 2025</b>	<b>Summer RFP Application Review Team Training</b>
<b>Thursday March 6, 2025</b>	<b>Newborn RN Home Visiting Program Contract Meeting Quarter 1</b>
<b>Thursday March 6, 2025</b>	<b>Alachua Campaign for Grade Level Reading</b>
<b>Thursday March 6, 2025</b>	<b>Policy Affinity Group</b>
<b>Thursday March 6, 2025</b>	<b>Early Learning Co-Chairs Planning - System Transformation &amp; Public Awareness &amp; Recognition Working Groups</b>
<b>Friday, March 7, 2025</b>	<b>Healthy Communities Quarterly Meeting</b>
<b>Friday March 7, 2025</b>	<b>Early Learning Collaborative Internal Planning Meeting</b>
<b>Saturday March 8, 2025</b>	<b>Flourish Alachua Graduation Ceremony</b>
<b>Monday, March 10, 2025</b>	<b>CTAC Regular Board Meeting</b>
<b>Monday, March 10, 2025</b>	<b>Early Learning- System Transformation Workgroup</b>
<b>Tuesday March 11, 2025</b>	<b>Comprehensive Literacy Planning Lastinger Center and CTAC</b>
<b>Tuesday March 11, 2025</b>	<b>ELC Contract Review Quarter 1</b>

<b>Thursday, March 13, 2025</b>	<b>Summer RFP Public Opening of Bids</b>
<b>Thursday March 13, 2025</b>	<b>Comprehensive Literacy Internal Review and Planning</b>
<b>Thursday March 13, 2025</b>	<b>UF Maternal Health ACCESS Taskforce Meeting</b>
<b>Thursday March 13, 2025</b>	<b>Policy Affinity Group</b>
<b>Tuesday, March 18, 2025</b>	<b>SAMIS S3 Collaboration Meeting</b>
<b>Wednesday, March 19, 2025</b>	<b>Early Learning Coalition of Alachua County Board Meeting</b>
<b>Wednesday, March 19, 2025</b>	<b>FACCT IT Affinity Group</b>
<b>Wednesday March 19, 2025</b>	<b>North Central CRT Meeting</b>
<b>Wednesday, March 19, 2025</b>	<b>Family Resource Center Evaluation Check-in, Training, and Data Review</b>
<b>Thursday March 20, 2025</b>	<b>Policy Affinity Group</b>
<b>Friday, March 21, 2025</b>	<b>Safety Net Collaborative Meeting</b>
<b>Wednesday, March 26, 2025</b>	<b>Managing Dysregulated Emotions and Behaviors Training for Providers</b>
<b>Thursday March 27, 2025</b>	<b>HSNCF Board of Directors Meeting</b>
<b>Thursday March 27, 2025</b>	<b>Policy Affinity Group</b>



## **PLANNING, RESEARCH, AND EVALUATION**

### **Evaluation planning, data analysis, and support**

- CQI reports completed and shared with 70 programmatic contracts that served children in FY2024. Follow-up provider meetings initiated to review and discuss results.
- Developed performance measures, monthly and end of year reporting requirements, and data collection tools for Mirror Image Leadership Academy and UF Perinatal Navigator at the ACCESS clinic.
- Facilitated training on performance measure and data collection for the Wellness and Health Navigation program.
- Met with providers for mid year contract reviews and for discussions regarding CQI results and progress toward meeting performance targets. Developed performance improvement plan with provider if needed. Providers listed below:
  - PEAK Literacy
  - Big Brothers Big Sisters
  - The Education Foundation
  - Made for More

### **After School Site Visits**

- Implemented Afterschool CQI and Site Monitoring tool within SAMIS.
- Began site visits, in collaboration with Contract Managers, to assess program safety, compliance, and youth engagement. Providers participating in site visits this month:
  - Willie Mae Stokes Community Center
  - Gainesville Circus Center

### **FY 2025 Summer Camp**

- Planned and presented information for potential summer camp providers at Bidders' Conference

### **Open House**

- Developed and implemented photo projects with youth participants at three after school sites. Photos and youth narratives will be displayed at Open House.

### **Board Presentations**

- Summer Camp and Freedom Schools: Collaborated on Summer Camp and Freedom Schools RFP development and Board presentation, including development of performance

measures, data, and reporting requirements.

- Key Indicators: Compiled local data on the status of key indicators identified in the strategic plan; presented information to the Board.
- Presented the CQI process and FY2024 results to the Board.

**Ongoing**

- Data and evaluation follow up with providers
- Provider SAMIS training and support

## FINANCE AND ADMINISTRATION

### 1. FY 2024 Audit

- Nearly all audit documents have been provided to PurvisGray
- Corrected G/L structure in NewWorld for capital and posted a series of journal entries to correctly reflect building purchase and related depreciation costs
- Preliminary audit results expected by mid-April

### 2. FY 2025 January financial reports

- Formal month-end close procedures completed, and financial reports prepared

### 3. Internal Controls and Fiscal Infrastructure Assessment with BDO

- Review of Policies & Procedures Manual completed and final deliverables due by February 28<sup>th</sup>
- A project update is included in the January financial reports to the Board

### 4. Summer Camp & Freedom School RFP

- Collaborated with the Programs Operations team to structure a new budget proposal format that determines the cost per child per week for Summer Camp providers.
- Collaborated with the Programs Operations team to structure a new budget proposal that supports Provider reimbursement based on the Akwaaba Freedom School expansion site costs.
- Established a timeline for budget review concurrent with the proposal review period to streamline contracting and budget implementation and minimize delays

### 5. Conference Room Renovation

- Complete and operational

## COMMUNICATIONS

Jan 30 - Feb 27, 2025

### Website Traffic - Key Points

- 8.6k views and 2.5k unique users
- The top-visited page was again the homepage, followed by the Programs Directory and TeensWork Alachua (newly revised for upcoming summer).
- Most views are again coming from organic searches, followed by direct access.

### Social Media - Key Points

- Noteworthy: An unknown glitch has been causing issues with Facebook and Instagram this month, and our Facebook page was briefly deactivated. The latter problem was quickly resolved, but it created other issues that we are working around for now.
- Gained 15 net followers on Facebook and 8 net followers on Instagram.
- Facebook posts reached 15.5k users (including a huge boost, ^81%, from non-followers), and Instagram posts received 1.3k views, all organic reach. Some popular content in this period: Crafty Gemini, an enrichment provider, has a large following and is great about tagging us as a contributor ([this sewing class reel](#) had over 16k total views and 5.3k reach on Facebook); and the hiring post for the [Community Engagement Coordinator](#) position (1.9k reach and 5 shares on Facebook).
- LinkedIn had 718 organic impressions (^169%) and gained 12 new followers (^500%).
- Our Constant Contact open rate is a remarkable 43% over the past month, with 6% clickthrough rate. There were 2 new organic subscribers.

### Tidbits - External newsletter

- 44.8% open rate and 5.8% click rate
- Most-clicked link was the [open house Facebook event page](#).
- Next edition is coming in March.

### In the News

- [January Citizens of the Month](#), Mainstreet Daily News
- [Explore what's next at the Florida Museum's Museum Fest on March 8](#), Alachua Chronicle, Feb. 26, 2025
- [Children's Trust of Alachua County to launch child development program in March](#), Mainstreet Daily News, Feb 18, 2025
  - Also in [Alachua Chronicle](#)
- [City hosts Summer Blitz to connect youth with enrichment programs](#), City of Gainesville press release, Feb. 18, 2025
- [UFCD Awarded Children's Trust Grant](#), College of Dentistry press release, Feb. 1, 2025

### Other notables

- Approximately 500 copies of the [2024 annual report](#) have been distributed throughout the community so far.
- Sponsorship of Black History Moments on 98.9 JAMZ throughout February; 30-second ad spots will continue through March.
- New communications and marketing intern Naomi Volcy started earlier this month. She has been critical in distributing the annual reports and was also responsible for the [Help Me Grow press release](#).
- The Parenting Playbook resource guide is receiving final touches and expected to print in March.

## BOARD MOTIONS AND REQUESTS

DATE	MOTION / REQUEST	STATUS
3.25.2024	Vice Chair 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
6.10.2024	See if the remaining balance of unallocated funds, up to but not exceeding \$491,131, can be spent in Goal 1.	In progress
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
9.9.2024	Chair Pinkoson requested to have a discussion for future RFPs about the maximum amount of funding a provider can request of the total allocation.	TBA
11.4.2024	The Board discussed the need for affordable housing for families with children, with a focus on those living in cars or motels. Member Hardt suggested contacting Anne Ray from the Shimberg Center to give a presentation on local issues and potential solutions.	In progress
11.4.2024	The Board requested a joint meeting with the Alachua County Library Board.	TBA
2.10.2025	Member Hardt requested the Board invite Theresa Beachy to discuss or lead a workshop on affordable housing, ALICE report, and the work she’s doing with the chamber. Would also like to discuss the housing challenges in Gainesville, particularly among our “heroes” - teachers, law enforcement, fire rescue, and nurses.	TBA

## SUCCESS STORIES

### Let's DJ Enrichment Program

DJ ELO Global, LLC.

Let's DJ Enrichment Program recently had the opportunity to teach and inspire some fantastic up-and-coming DJs through a series of after-school workshops at Idylwild Elementary School. Let's DJ was set up in the Idylwild Elementary Media Center. The DJs came from all grades K-5. The students had a blast as each DJ had an opportunity to develop their skills and DJ name. Parents supported the enrichment by allowing students to stay late and get the whole experience, and the after school staff was great. One participant who stood out was DJ Cute: a shy, soft-spoken girl who entered the first session head down and unsure. By the session # 2, DJ Cute had started to live up to her name. The staff were surprised by her burst of energy, her eagerness to be involved, and quickness to learn the new skills. Several district members were passing through and could see the students in action, and they were so impressed. When asked what he liked about the program, a team member from Let's DJ answered, "Let's DJ allows kids of various ages and backgrounds to figure out their rhythm, and these kids like their beat." Participating students received a pair of headphones and a certificate of participation with their DJ name.

### Aces in Motion Afterschool Program

Gainesville Area Community Tennis Association

As her high school graduation approaches, a long-time participant in the Aces in Motion (AIM) program faces a difficult decision: choosing between four colleges that have accepted her and offered her a tennis scholarship. While this would be an exciting opportunity for anyone, it is an especially significant achievement given the challenges and setbacks she has overcome to reach this point.

She first joined AIM in middle school, where she was introduced to tennis through weekly instruction with certified coaches. Her passion for learning and improving in the sport gave her both structure and motivation in a supportive environment that fostered academic growth, social and emotional development, life skills, and mentorship to help her succeed.

During her sophomore year, she was involved in a fight that led to her expulsion, requiring her to enroll in a new school. During this challenging time, the academic guidance, counseling, and mentorship provided by AIM staff helped her navigate the transition. With their support, she successfully adjusted to her new environment while maintaining the 3.0 GPA required to stay on the tennis team and continue pursuing her dreams.