



Dear Heidi,

The Children's Movement of Florida got started in Miami, with a belief that each child in our state ought to have the best possible start. Because of people like you, that belief has grown into a statewide movement changing lives every day.

This coming Thursday, November 20, is Give Miami Day – a day for our community to come together and help every Florida child thrive in the first five years. When you give now through Thursday, your donation will be matched dollar for dollar up to the first \$15,000, thanks to support from one of our board members, who believes in this mission as deeply as you do.

Your gift helps:

- A child in Citrus County receive a ReadingPals mentor.
- An employer in Tampa to update their HR manual to better support working parents.
- A parent in Lakeland to find her voice as a community advocate through our Parent Leadership Network.
- Our legislative champions in Tallahassee be supported with information to help shape early childhood decisions for our state.

You're the reason The Movement continues to grow from our Miami roots to communities across the state. Together, we can make Florida the family-friendliest state in the nation.

[Early giving begins today.](#)

Thank you.



*Madeleine*

**Madeleine K. Thakur**  
President & CEO



Heidi:

We have achieved much at The Children's Movement of Florida, yet we have a long way to go to make sure every child has the chance to thrive in their first five years.

Today is Give Miami Day: the ultimate day to help the cause. From now until midnight only, every contribution from \$25 to \$10,000 unlocks a full 1:1 match through a generous challenge grant.

Here's the story of progress from our past year:

- A reset in eligibility for early learning tuition assistance, allowing more working families to enroll their children in high-quality programs
- The creation of Florida's Early Learning Impact Network, sharing replicable best practices and uniting community champions in every corner of the state
- The launch of All in for Early Learning, a statewide multimedia campaign on the importance of early learning and child care
- An expanded Reading Pals early literacy and mentoring program – more than 1,600 volunteers in 22 counties and nearly 50,000 books distributed for children's home libraries
- An expanded Bosses for Babies initiative with business leaders we've recruited who oversee more than 100,000 employees.

We appreciate anything you can do to help.

[Donate](#)



**David Lawrence Jr.**  
Chair



Dear Heidi,

It's been a good Give Miami Day so far. At 11am this morning, we fully matched our initial \$20,000 challenge. Thank you.

**We are now working on a \$100,000 challenge grant—and we are more than halfway there with just 9 hours to go!**

If you haven't had a chance to give, there's still time to make your gift go further. Every gift of \$25 *before midnight tonight* helps us to unlock that challenge grant.

Your support keeps the Movement growing—from our Miami roots to every corner of Florida—so that every child can learn, thrive, and dream big. Help us finish strong. [Give before the clock strikes twelve.](#)

Donate

Thank you,



Madeleine

**Madeleine K. Thakur**  
President & CEO

The  
**Children's  
Movement**  
of Florida



What a day!

With the help of 1,787 of you, The Children's Movement of Florida raised \$973,402 during Give Miami Day 2025—fueling another year of advocacy, storytelling, and support for Florida's youngest children and families.

Thank you for believing in this movement. From our Miami roots to communities across the state, your generosity makes a big difference.

We can't wait to share more with you about where this extra momentum leads us.

With gratitude,



*Madeleine*

**Madeleine K. Thakur**  
President & CEO