

April 2025

# THE MCS INSIDER

The official newsletter of  
Manatee Children's Services, Inc.



*Child Abuse Prevention Month*

## Our Mission and Programs

**"To advocate for and provide the resources, skills, and shelter to alleviate abuse through prevention and intervention for all children and their families."**

Manatee Children's Services was founded in 1977 by Carol Chamberlain: a librarian, teacher, and social worker with a passion for child advocacy. Through her work in social services, Carol learned that Manatee County had a dire need for shelter to house abused children removed from their homes. She rallied a group of citizens to make the shelter a reality and, to this day, MCS continues to operate as Manatee County's only emergency shelter for child victims of abuse and the county's only Child Advocacy Center.

We provide a full spectrum of programs serving over 12,000 children and families annually. We offer programs in treatment, prevention, intervention, and residential services. Such programs include an emergency shelter, long-term group homes, mental health services, parenting education and training, forensic medical and specialized child victim interview services, support services for relative caregivers, teen pregnancy prevention, and children's personal safety. Visit our [website](http://www.MCSFL.com) to learn more.

## In this edition:

- **Child Abuse Prevention Month proclamations in Manatee County**
- **MCS pinwheel planting**
- **April events**
- **About National Child Abuse Prevention Month**

# National Child Abuse Prevention Month Proclamations

Since 1983, April has been recognized as National Child Abuse Prevention Month: a time to raise awareness and promote efforts to prevent child abuse. We were honored to be recognized for this important cause by receiving proclamations throughout Manatee County. Thank you to the City of Palmetto, City of Bradenton, City of Holmes Beach, and Manatee County Government for their proclamations. Pictured below are our prevention team at City of Holmes Beach, Child Protection Team at City of Bradenton, parenting team at Manatee County Government, and clinical team at City of Palmetto. Thank you to our local government for honoring National Child Abuse Prevention Month!





# MCS' Annual Pinwheel Planting

In 2008, Prevent Child Abuse America introduced the Pinwheels for Prevention® campaign. The blue pinwheel, the national symbol for child abuse prevention, represents the happy, carefree childhood that all children deserve. Each year, MCS staff distribute pinwheels throughout the community and display a sea of blue on our Child Advocacy Center lawn.

Please participate in Child Abuse Prevention Month with us by supporting our April events listed in the following pages.





Happy Pinwheel Planting Day!







# Benefiting National Child Abuse Prevention Month

Treat yourself or someone special in your life to some sparkle and shine while supporting the fight against child abuse! Enjoy complimentary champagne while you shop Kendra Scott's beautiful selection. All proceeds will benefit National Child Abuse Prevention Month and our programs that break the cycle of child abuse every day.



## *Shine Bright, Do Good*

JOIN US FOR A  
KENDRA GIVES BACK EVENT

### DATE & TIME

April 6 from 12PM-2PM  
Sarasota | University Town Center

### DETAILS

Sip, Shop, Support!  
Join us for a giveback event  
20% of sales will be donated back to  
Manatee Children's Services  
Shop online using code:  
GIVEBACK-IUVBR  
April 6 - April 7



KENDRA  
SCOTT



MCS Child Advocacy Center

# CELEBRATING 10 YEARS! WALK IN MY SHOES

Join the Fight to Prevent  
Abuse & Protect Childhood!



**FREE REGISTRATION  
CODE: LK2025**

## Bradenton: Come walk with us!

Join the Lauren's Kids foundation and thousands of walkers across the state for the **2025 Walk in My Shoes** 1,500-mile trek across Florida. April is National Sexual Assault Awareness Month and National Child Abuse Prevention Month — every step counts in the fight to prevent child sexual abuse and help survivors heal.

### Date:

Thursday,  
April 10, 2025

### Time:

Registration Begins: 11:30 AM  
Walk Starts: 12:15 PM

### Starting Location:

Manatee County Tax Collectors - West Manatee Office  
819 301 Blvd. W. • Bradenton, FL 34205

**Walk Information:** Join us for a 4-mile walk to Manatee Children's Services (1227 9th Ave. W, Bradenton, FL 34205)! An UBER code will be provided to walkers to cover the cost of a ride back to the starting location. *Friendship bracelet making during Walk registration for Manatee Children's Services and Centerstone, Manatee County's local sexual assault programs!*

Visit **LaurensKidsWalk.org** to register & learn more!  **LAUREN'S KIDS**







# ZUMBA

## DANCE for CHILD ABUSE PREVENTION

Fundraiser to benefit child abuse prevention  
programs at Manatee Children's Services

Open to the  
public!

\$20 suggested  
donation



Memo: Zumbathon

With Krista, Nina, and special guest instructors

**Saturday, April 12th, 10:30 am to noon**

Crunch Fitness at University

8440 Lockwood Ridge Rd, Sarasota, FL 34243

Vendors &  
raffle prizes!



Wear blue!



**CHARITY  
NIGHT**



## **BENEFITING NATIONAL CHILD ABUSE PREVENTION MONTH**



**Bradentucky Bombers vs. SoFlo Ridas Roller Derby**

Saturday, April 19th, 5:00-8:00 pm

**Ellenton Ice and Sports Complex**

5309 29th Street East Ellenton, FL 34222

**RAFFLE PRIZES**

**\$10 ADMISSION:  
SCAN FOR TICKETS:**

**ENTER CODE:  
APRIL2025**



**\$5 OF EACH TICKET SALE PURCHASED THROUGH THE  
QR LINK WITH CODE APRIL2025 WILL BENEFIT MCS  
CHILD ABUSE VICTIMS AND PREVENTION PROGRAMS**





## YOGA WITH JULIA

*“Hearts and Hope” Child Abuse  
Prevention Month Fundraiser*

**SATURDAY, APRIL 26  
8:30-9:30 A.M.  
BRADENTON RIVERWALK**

**RSVP: (941) 962-5502  
JULIAR@MCSFL.COM**



**ALL  
LEVELS  
WELCOME**

**\$20  
SUGGESTED  
DONATION**

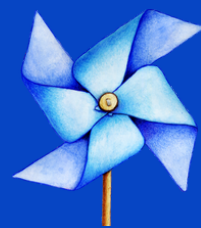
**PROCEEDS TO  
BENEFIT MCS  
CHILD ABUSE  
PREVENTION  
PROGRAMS**

This special yoga event to raise awareness for April as National Child Abuse Prevention Month will take place at the Bradenton Riverwalk Main Lawn in front of River Dance Condos, between the Clock Tower and Green Bridge. Parking is available at the Downtown Bradenton day dock parking on 808 3rd Avenue West, or at City Centre Parking Facility on 3rd Avenue West between 10th and 12th St.





# ABOUT CHILD ABUSE PREVENTION MONTH



Since 1983, April has been recognized as National Child Abuse Prevention Month: a time to raise awareness and promote efforts to prevent child abuse. This month continues to serve as an annual reminder about the importance of prevention, supporting families, and raising awareness about the signs of child abuse and neglect.

A report of child abuse is made every 10 seconds in the U.S., with an estimated 558,899 confirmed victims annually — 8 children per 1,000. In Manatee County, 5,301 reports are filed yearly at a rate higher than the state average, leading to approximately 707 confirmed cases. Around 600 of these children are referred to the MCS Child Protection Team for medical exams and forensic interviews to assess abuse and determine safety measures. Infants and toddlers make up a significant portion of victims. Additionally, marginalized groups, including BIPOC, disabled, and LGBTQ youth, face higher victimization rates. Child abuse leads to long-term social, academic, and health challenges, with nearly 1,990 child fatalities annually. Since most abuse is committed by parents or guardians, prevention efforts focus on strengthening caregiver support networks and providing parenting programs to reduce stress and enhance nurturing environments.

Our prevention teams include KIDS Personal Safety to teach elementary schoolchildren how to identify and report abuse, TRUTH for adolescents to learn healthy relationships and personal safety, GAP to support relative caregivers, and BRIC/FPRP to teach at-risk parents how to become nurturing caregivers. These teams work vigilantly every day in the fight against child abuse, which is evident in our success rates; approximately 98% of children and families served in our prevention programs achieve successes that are shown to prevent future abuse, reduce repeat instances of abuse, and keep families stable. We are so grateful to our prevention teams for carrying out the mission of MCS.

**Manatee Children's Services, Inc.**  
**A Child Advocacy Center**  
**1227 9th Avenue West**  
**Bradenton, FL 34205**  
**(941) 345-1200**  
**[info@mcsfl.com](mailto:info@mcsfl.com)**

Click on links below to view our website and  
follow us on social media:

