

March 2025



THE MCS INSIDER

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



Our History and Mission


"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:

- **Upcoming events for Child Abuse Prevention Month**
- **Pinwheel sponsorship program**
- **Community spotlight**
- **National Social Work Month staff reflections**



Benefiting
National Child
Abuse Prevention
Month

Please support MCS for a “Sip and Shop” on Sunday, April 6th at Kendra Scott in the UTC Mall from 12:00-2:00 pm. Complimentary champagne will be provided while you shop. 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

Sunday 4/6 @ 12:00-2:00pm

DETAILS

Sip, Shop, Support!
Join us for a
giveback event 20%
of sales will be
donated back to
**Manatee Children's
Services Inc.**



KENDRA
SCOTT



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, & special guest instructors

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

Crunch Fitness at Bee Ridge
3762 Bee Ridge Rd, Sarasota, FL 34233

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.



PINWHEEL

Sponsorship

PROGRAM

WHY PINWHEEL SPONSORS MATTER:

Since 1983, April has been recognized as Child Abuse Prevention Month: a time to raise awareness and promote efforts to prevent child abuse. The pinwheel, the national symbol for child abuse prevention, represents the happy, carefree childhood that all children deserve. By sponsoring and displaying pinwheels on your lawn, YOU stand with us in the fight against child abuse and give children hope for a brighter future.

\$25 SPONSORSHIP INCLUDES:

- ✓ 15 pinwheels for your lawn
- ✓ Social media recognition
- ✓ A special framed photo for the top sponsor

**Click below to make your gift
(MEMO: PINWHEELS)**



For questions, contact kristap@mcsfl.com

COMMUNITY SPOTLIGHT



BERLIN | PATTEN | EBLING
ATTORNEYS AT LAW



For over two decades, Berlin Patten Ebling has been a trusted name in legal services along Florida’s Gulf Coast. Founded in 2003, the firm was built on the principle of providing a hyper-personalized yet progressive approach to guiding clients through life’s most significant moments. From real estate transactions to family law matters, litigation, and estate planning, the firm has grown from a single office to five locations, all while maintaining a commitment to excellence, innovation, and client accessibility.

“We truly believe that at the heart of effective representation is extreme attention to detail and open communication, always ensuring accessibility and never settling for less than a first-class experience,” says Natasha Selvaraj, Esq. “This is the cornerstone of our legal team’s culture, our attorneys know the value of adapting to life’s short-notice changes and adopting innovation to best serve our clients and the community.”

Beyond legal advocacy, Berlin Patten Ebling is deeply invested in the well-being of its community. Whether through supporting local organizations, sponsoring events, or encouraging volunteering among staff, the firm’s team believes in fostering meaningful relationships that strengthen the region.

One standout initiative has been Berlin Patten Ebling’s support of Manatee Children’s Services. In the aftermath of last year’s hurricanes, the team recognized an urgent need for additional community support, particularly around the holidays. The Employee Engagement Committee identified MCS as a partner whose mission resonated deeply with them.

“The mission of MCS spoke to our group, as did the opportunity to make a child’s holiday season a little brighter,” Selvaraj shares. “We appreciate all that MCS does — not just during the holidays, but year-round — to ensure the safety and well-being of so many children in Manatee County and their families.”

As Berlin Patten Ebling continues to grow and evolve, its staff remain aware of the challenges facing the Gulf Coast community. One of the most pressing issues they see currently is affordable housing.

“With demand continuing to rise, many individuals and families are struggling to find accessible and affordable housing, especially as our community recovers and rebuilds post-hurricanes,” Selvaraj notes. “We hope to see continued growth and development that enables our communities to thrive.”

Thank you, Berlin Patten Ebling, for your dedication to MCS and our community!



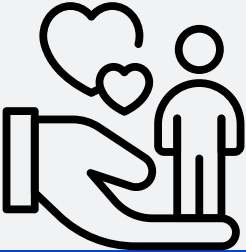
NATIONAL SOCIAL WORK MONTH: STAFF REFLECTIONS



March is National Social Work Month, a time to recognize the dedication and life-changing services social workers provide to children and families throughout the country. The 2025 theme is “Social Work: Compassion + Action” to commemorate the tremendous empathy and caring capacity that social workers have as they help people in whatever setting and specialty they choose.

Social work is one of the fastest growing professions in the country. Social workers have been an integral part of our nation for decades, playing key roles in the Civil Rights and Women’s Rights movements. They have also been responsible for programs like the 40-hour work week, minimum wage, Social Security, and Medicare.

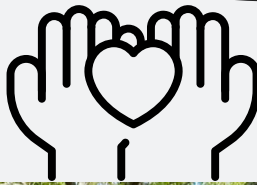
Our staff share their reflections on what being a social worker means to them:



BEING A SOCIAL WORKER IS BEING A GAME CHANGER. NO DAY IS THE SAME AND EVERY FAMILY IS UNIQUE AND VALUABLE WITH THEIR OWN STRENGTHS.



ADVOCATING AS A SOCIAL WORKER IS ESSENTIAL BECAUSE IT HELPS PROTECT AND SUPPORT THE MOST VULNERABLE MEMBERS OF SOCIETY...CHILDREN.



I LOVE BEING A SOCIAL WORKER BECAUSE I CAN LEND SOME LIGHT TO HELP PEOPLE FIND THEIR WAY IN THE DARKNESS. I LOVE BEING ABLE TO REMIND THE INDIVIDUALS WE WORK WITH THAT THEY MATTER, AND THAT HEALING IS POSSIBLE.

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

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

