



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2023-2024

LFIR # 2206

1. Project Title VolunteerCleanup.Org Statewide Expansion and Support for Marine Debris Cleanup Groups

2. Senate Sponsor Ileana Garcia

3. Date of Request 02/22/2023

4. Project/Program Description

VolunteerCleanup.org is an on-line web technology platform that connects volunteers to local litter cleanup opportunities organized by individuals or non-profit groups, and helps those groups manage their cleanups and ensure key educational outcomes. In Miami-Dade County, we have been immensely successful in building a large community of over 150 cleanup organizers who have led 3,000 cleanups, where 30,000 unique volunteers have removed over 600,000 pounds of trash from neighborhoods, shorelines and waterways. Cleanups provide an eye-opening experience to how much plastic is in our Bay and Oceans that creates an awareness and desire for individuals and businesses to be part of the long term solutions. Our project goal is to 1) Expand our service are into 3 other coastal Counties in Florida, 2) Develop NEW organizers by providing micro-grants, training, supplies and educational materials, and 3) Provide grants to EXISTING organizers in Miami-Dade County to fund a ongoing cleanups.

5. State Agency to receive requested funds Department of Environmental Protection

State Agency contacted? No

6. Amount of the Nonrecurring Request for Fiscal Year 2023-2024

Type of Funding	Amount
Operations	115,000
Fixed Capital Outlay	0
Total State Funds Requested	115,000

7. Total Project Cost for Fiscal Year 2023-2024 (including matching funds available for this project)

Type of Funding	Amount	Percentage
Total State Funds Requested (from question #6)	115,000	82%
Matching Funds		
Federal	0	0%
State (excluding the amount of this request)	0	0%
Local	0	0%
Other	25,000	18%
Total Project Costs for Fiscal Year 2023-2024	140,000	100%

8. Has this project previously received state funding? No

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	Nonrecurring		

9. Is future funding likely to be requested? No

a. If yes, indicate nonrecurring amount per year.

b. Describe the source of funding that can be used in lieu of state funding.



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10. Has the entity requesting this project received any federal assistance related to the COVID-19 pandemic?

No

If yes, indicate the amount of funds received and what the funds were used for.

Complete questions 11 and 12 for Fixed Capital Outlay Projects

11. Status of Construction

a. What is the current phase of the project?

☐ Planning ☐ Design ☐ Construction

b. Is the project "shovel ready" (i.e. permitted)?

c. What is the estimated start date of construction?

d. What is the estimated completion date of construction?

12. List the owners of the facility to receive, directly or indirectly, any fixed capital outlay funding. Include the relationship between the owners of the facility and the entity.

13. Details on how the requested state funds will be expended

Spending Category	Description	Amount
Administrative Costs:		
Executive Director/Project Head Salary and Benefits	Administrative Costs	20,000
Other Salary and Benefits		0
Expense/Equipment/Travel/Supplies/Other		0
Consultants/Contracted Services/Study		0
Operational Costs: Other		
Salary and Benefits	1 new headcount needed to manage grants and recruit/train new organizers	30,000
Expense/Equipment/Travel/Supplies/Other	Core Technology Platform Investment - \$10,000 Travel Expenses to visit and train 3 new geographies - \$5,000 Micro-Grants for Startup Territories - \$20,000 Fund existing cleanup groups in Miami-Dade County - \$30,000	65,000
Consultants/Contracted Services/Study		0
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering		0
Total State Funds Requested (must equal total from question #6)		115,000

14. Program Performance

a. What specific purpose or goal will be achieved by the funds requested?



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VolunteerCleanup.org is an on-line website / technology support organization that helps organizers RECRUIT volunteers and MANAGE their cleanup event. We will engage and educate thousands of new citizens on the marine debris issue through active participation in shoreline, waterway and neighborhood cleanups. This project goal is to 1) Expand our service area into 3 other coastal Counties in Florida, 2) Develop NEW organizers by providing micro-grants, training, supplies and educational materials, and 3) Provide grants to EXISTING organizers in Miami-Dade County for ongoing cleanups.

b. What activities and services will be provided to meet the intended purpose of these funds?

1) Expand programming in Miami-Dade County to provide more opportunities for volunteers with individual/NGO's already capable of organizing cleanups.
2) Expand into 3 new Counties in coastal Florida with outreach, micro-grants, training, supplies, and educational materials for new cleanup groups. ie, Broward, Pinellas, Brevard, Wakulla, Escambia, or Duval.

c. What direct services will be provided to citizens by the appropriation project?

While cleanups provide immediate benefit to clean up our communities and environment, they more importantly provide a first-hand, eye-opening experience to the amount of plastic entering our ecosystem that inspires individuals and businesses to take actions to address the roots of the problem. We also establish a sense of pride in taking care of ones neighborhood, which strengthens community.

d. Who is the target population served by this project? How many individuals are expected to be served?

We expect this project to serve over 20,000 new citizens throughout Florida. Cleanups are rewarding community service and educational events for every citizen, regardless of age or ability, and provide valuable student and court-ordered community service hours. Cleanups can enrich all communities, whether inland or coastal. To date in Miami-Dade, we have amplified the efforts of over 150 individuals and NGO's who have engaged over 30,000 unique individuals. We plan to identify, mentor, nurture and support 5 groups in each of 3 new target communities, who will each lead 5 cleanups and engage 250 citizens.

e. What is the expected benefit or outcome of this project? What is the methodology by which this outcome will be measured?

We have already demonstrated the immense impact and value of community-led cleanups through a) metrics weight and volume of material collected) and b) Post-Cleanup Surveys and documented local actions. Our most recent survey results show "66% had an increase in knowledge about marine debris from attending a cleanup, 96% want to do more to protect the environment, 81% committed to attending another cleanup, and 73% committed to using fewer single-use plastics." One of our favorite volunteer quotes is: "People can do some extraordinary things if they work together for a cause."

f. What are the suggested penalties that the contracting agency may consider in addition to its standard penalties for failing to meet deliverables or performance measures provided for the contract?

Return unused funds provided and withhold any additional future funds remaining to be dispersed.

15. Requester Contact Information

a. First Name Last Name
b. Organization
c. E-mail Address
d. Phone Number Ext.

16. Recipient Contact Information

a. Organization
b. Municipality and County
c. Organization Type



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- ☐ For Profit Entity
- ☒ Non Profit 501(c)(3)
- ☐ Non Profit 501(c)(4)
- ☐ Local Entity
- ☐ University or College
- ☐ Other (please specify)

d. First Name **Last Name**

e. E-mail Address

f. Phone Number

17. Lobbyist Contact Information

a. Name

b. Firm Name

c. E-mail Address

d. Phone Number