



# The Florida Senate

## Local Funding Initiative Request

### Fiscal Year 2019-2020

LFIR#: 1983

1. **Title of Project:** Forever Family - Foster Parent and Adoption Television Recruitment

2. **Senate Sponsor:** Lauren Book

3. **Date of Submission:** 02/25/2019

4. **Project/Program Description:**

On the air since 2002, Forever Family is one of the most highly recognized media franchises in Florida and North Carolina, and is unique within the national child welfare and media communities. Forever Family leverages several million dollars in free television airtime each year by partnering with Community Based Care Agencies and major broadcast TV stations: ABC, NBC, CBS and FOX. Forever Family's daily news stories and promotions raise awareness of Florida's foster care system and drive families to open their hearts and homes to foster or adopt the longest waiting children in our system of care. Viewer Impressions total more than 40 million yearly. Forever Family is hosted by main anchors and reporters in local newscasts, with all news and commercial airtime donated, more than 35 million dollars to date. Funding will be used to expand the "Forever Family Florida" program to every Florida county and television market.

5. **State Agency to receive requested funds :** Department of Children and Families

State Agency Contacted? Yes

6. **Amount of the Nonrecurring Request for Fiscal Year 2019-2020**

Type of Funding	Amount
Operations	465,000
Fixed Capital Outlay	
<b>Total State Funds Requested</b>	<b>465,000</b>

7. **Total Project Cost for Fiscal Year 2019-2020 (including matching funds available for this project)**

Type of Funding	Amount	Percent
Total State Funds Requested (from question #6)	465,000	100.00%
Federal	0	0.00%
State (excluding the amount of this request)	0	0.00%
Local	0	0.00%
Other	0	0.00%
<b>Total Project Costs for Fiscal Year 2019-2020</b>	<b>465,000</b>	<b>100.0%</b>

8. **Has this project previously received state funding?** Yes

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	NonRecurring		
2017-18		250,000	310A	No

9. **Is future-year funding likely to be requested?** No



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**10. Details on how the requested state funds will be expended**

Spending Category	Description	Amount
<b>Administrative Costs:</b>		
Executive Director/Project Head Salary and Benefits		
Other Salary and Benefits		
Expense/Equipment/Travel/Supplies/Other		
Consultants/Contracted Services/Study		
<b>Operational Costs:</b>		
Salary and Benefits		
Expense/Equipment/Travel/Supplies/Other	production expenses related to children/travel/equipment	30,000
Consultants/Contracted Services/Study	EXECUTIVE PRODUCER, PRODUCERS, PRODUCTION MANAGER, EDITORS, PHOTO JOURNALISTS, WEB DEVELOPMENT, SOCIAL MEDIA, MEDIA RELATIONS, PROJECT COORDINATOR, COMMUNITY OUTREACH/LIASON	435,000
<b>Fixed Capital Construction/Major Renovation:</b>		
Construction/Renovation/Land/Planning Engineering		
<b>Total State Funds Requested (must equal total from question #6)</b>		<b>465,000</b>

**11. Program Performance:**

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

Forever Family is in the unique position to leverage several million dollars in free television airtime by partnering with ABC, NBC, CBS and FOX stations to significantly increase the number of foster and adoptive parents in Florida. Daily news segments and promotions with on-air talent will raise awareness of Florida's foster care system and drive a new untapped market of families to open their hearts and homes to foster or adopt the longest waiting children in our system of care.

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

Leverage broadcast airtime. Produce news stories of the hardest to place children in the State of Florida. Produce foster parent recruitment stories. Coordinate all activities for television shoots. Provide television production crew, including videographers, field producers, executive producer, editors. Distribute raw materials and finished packages to TV partners. Manage an 800 number (1-888-365-FAMILY) operating as a central referral system. Utilize social media technologies and provide links to Community Based Care agencies for recruitment, outreach and parenting courses.

**c. What are the direct services to be provided to citizens by the appropriations project?**

Forever Family will find families for children who are available for adoption, recruit foster parents, volunteers and other resources for children in care. Forever Family will schedule, shoot, and edit television videos of the hardest to place children in Florida's foster care system who are awaiting adoption and then broadcast those videos on Forever Family broadcast affiliates, DCF and CBC websites, and via social media. Through child



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specific recruitment activities, Forever Family will increase the number of child specific video interviews of the hardest to place children throughout the state of Florida. These children represent: sibling groups, children with special needs, medically challenged, and older teen youth. Forever Family will also work with and support teens leaving the foster care system, families adopting medically needy children, and foster families.

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

Children and teens within the child welfare dependency system, including persons with poor mental health, persons with poor physical health, at-risk youth, developmentally disabled, drug users, and/or high school students. Target population expected to be served: 200+.

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

Recruiting loving, foster and adoptive families will: (1) Improve physical and mental health: Increasing the number of loving adoptive parents, foster parents, advocates and volunteers will have a direct effect on the physical and mental health of children in care by increasing access to quality healthcare. (2) Improve quality of education: Educational outcomes for children in foster care are abysmal. By increasing the number of adoptive parents, quality foster parents, and advocates, outcomes for these children increase dramatically. (3) Net Savings: The expansion of Forever Family will have the added effect of producing a net savings for the state of Florida. The costs of caring for children and teens in the foster care system are exceedingly high. For every foster child, the State pays in excess of \$60,000 per year. Forever Family saves taxpayers almost 100% of those funds for each adoption. Outcomes will be tracked with # of adoptions; # inquiries; # viewer impressions.

**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 in the contract?**

Financial consequences will be imposed. The Provider shall be penalized ten percent (10%) for each performance measure not met; up to a maximum of twenty percent (20%) of the invoice total to be reimbursed. Financial consequences related to failure of the Provider to meet performance measures shall be deducted from the monthly invoice in which the Provider did not meet the performance measure.

**12. The owner(s) of the facility to receive, directly or indirectly, any fixed capital outlay funding. Include the relationship between the owner(s) of the facility and the entity.**

N/A

**13. Requestor Contact Information:**

- a. **Name:** Gia Tutalo-Mote
- b. **Organization:** Forever Family
- c. **E-mail Address:** gia@foreverfamily.org
- d. **Phone Number:** (954)303-5802

**14. Recipient Contact Information:**

- a. **Organization:** Forever Family
- b. **County:** Statewide
- c. **Organization Type:**



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

**d. Contact Name:** Gia Tutalo-Mote

**e. E-mail Address:** gia@foreverfamily.org

**f. Phone Number:** (954)303-5802

#### 15. Lobbyist Contact Information

**a. Name:** Alain Jean

**b. Firm Name:** The August Company

**c. E-mail Address:** aj@theaugustcompanyllc.com

**d. Phone Number:** (954)770-3360