



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2020-2021

LFIR # 2556

1. **Project Title** Brain Bag Early Literacy Program2. **Senate Sponsor** Doug Broxson3. **Date of Request** 01/29/20204. **Project/Program Description**

The main purpose of the Brain Bag Early Literacy Program is to improve kindergarten readiness in communities by giving parents the understanding of the power of language and interaction in the first three years of life to build a child's brain. Each Brain Bag contributes to the goal of improving kindergarten readiness and early brain development, which is the key to the foundation of a child's readiness for school — ultimately putting that child on a path for success in school and life.

5. **State Agency to receive requested funds** Department of EducationState Agency contacted? ☐ Yes ☒ No6. **Amount of the Nonrecurring Request for Fiscal Year 2020-2021**

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

7. **Total Project Cost for Fiscal Year 2020-2021 (including matching funds available for this project)**

Type of Funding	Amount	Percentage
Total State Funds Requested (from question #6)	115000	70.0 %
Matching Funds		
Federal	00	0 %
State (excluding the amount of this request)	00	0 %
Local	20,000	12 %
Other	30,000	18 %
Total Project Costs for Fiscal Year 2020-2021	165,000	100 %

8. **Has this project previously received state funding?** ☒ Yes ☐ No

If yes, provide the most recent instance:

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	Nonrecurring		
2019-20		54,329	85	Yes

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

If yes, indicate nonrecurring amount per year. 115,000



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

Spending Category	Description	Amount
Administrative Costs:		
Executive Director/Project Head Salary and Benefits	Director salary and training	32,397
Other Salary and Benefits		
Expense/Equipment/Travel/Supplies/Other		
Consultants/Contracted Services/Study		
Operational Costs: Other		
Salary and Benefits		
Expense/Equipment/Travel/Supplies/Other	Resource bags, books, toys and resource information	72,347
Consultants/Contracted Services/Study	SCI partners ARC Gateway to provide life and work skills to adults with developmental disabilities to help them contribute to the community. Storage, assembly and deliver of bags is one of their contracted jobs.	10,256
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering		
Total State Funds Requested (must equal total from question #6)		115,000



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11. Program Performance

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

The main purpose of the Brain Bag Early Literacy Program is to improve kindergarten readiness in communities by giving parents the understanding of the power of language and interaction in the first three years of life to build a child's brain. Each Brain Bag contributes to the goal of improving kindergarten readiness and early brain development, which is the key to the foundation of a child's readiness for school — ultimately putting that child on a path for success in school and life.

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

Bags filled with information and resources for new parents to understand the importance of brain development will be provided to parents of newborns in hospitals after delivery. Hospital staff are trained to communicate with parents and explain the resources provided, and follow up surveys are conducted to determine the program's efficacy.

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

Bags filled with information and resources for new parents to understand the importance of brain development will be provided to parents of newborns in hospitals after delivery.

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

Parents of newborns in Northwest Florida. New parents, parents of children from birth to 3 years old at risk of adverse outcomes, and pregnant/expectant mothers.

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

As of 2018, the kindergarten readiness rate in Escambia County is 46%; 60% in Santa Rosa; 57% in Okaloosa. Through distribution in birthing hospitals we track the number of bags handed out and scores on survey to gauge parent knowledge before and after the bedside lesson. Each bag includes a survey asking 2 questions: On a 1-10 scale, rate your knowledge of how parent talk and interaction fuels brain development before the Brain Bag lesson; now rate it after. Early results show moms on average increase their knowledge of 6.8 to a 9.6 (through 9.30.19).

- 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?

Claw back of state funds not used to provide newborn resources.



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12. 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.

n/a

13. Requestor Contact Information

- a. First Name Shannon Last Name Nickinson
- b. Organization Studer Community Institute
- c. E-mail Address snickinson@studer.org
- d. Phone Number (850)525-2116 Ext.

14. Recipient Contact Information

- a. Organization Studer Community Institute
- b. Municipality and County Escambia
- c. Organization Type
- ☐ For-profit Entity
 - ☒ Non-Profit 501(c) (3)
 - ☐ Non-Profit 501(c) (4)
 - ☐ Local Entity
 - ☐ University or College
 - ☐ Other (please specify)
- d. First Name Shannon Last Name Nickinson
- e. E-mail Address snickinson@studer.org
- f. Phone Number (850)5252116

15. Lobbyist Contact Information

- a. Name n/a n/a
- b. Firm Name n/a
- c. E-mail Address n/a
- d. Phone Number (000)0000000 Ext.