



# The Florida Senate

## Local Funding Initiative Request

### Fiscal Year 2024-2025

LFIR # 1655

1. Project Title
2. Senate Sponsor
3. Date of Request

**4. Project/Program Description**

WIN provides a cutting-edge digital platform that offers a tailor-made curriculum for high-school student-athletes, placing a strong emphasis on fostering personal growth and developing business/financial skills through captivating content, innovative resources, and interactive gamified experiences. Supported by a robust enterprise-level technical infrastructure, student advancement will be monitored and shared with school districts and educational institutions, guaranteeing a harmonious financial literacy experience for Florida's student-athletes. The coursework is aligned to the high school financial literacy curriculum but incorporates additional resources for the development of life and interpersonal skills as well as comprehensive entrepreneurship modules. In addition, dedicated teachers and instructional personnel are available to support progress and course achievement, alleviating any undue strain on existing school personnel.

5. State Agency to receive requested funds
- State Agency contacted?

**6. Amount of the Nonrecurring Request for Fiscal Year 2024-2025**

Type of Funding	Amount
Operations	4,495,895
Fixed Capital Outlay	0
<b>Total State Funds Requested</b>	<b>4,495,895</b>

**7. Total Project Cost for Fiscal Year 2024-2025 (including matching funds available for this project)**

Type of Funding	Amount	Percentage
Total State Funds Requested (from question #6)	4,495,895	80%
<b>Matching Funds</b>		
Federal	0	0%
State (excluding the amount of this request)	0	0%
Local	0	0%
Other	1,154,610	20%
<b>Total Project Costs for Fiscal Year 2024-2025</b>	<b>5,650,505</b>	<b>100%</b>

8. Has this project previously received state funding?

Fiscal Year (YYYY-YY)	Amount		Specific Appropriation #	Vetoed
	Recurring	Nonrecurring		

9. Is future funding likely to be requested?
- a. If yes, indicate nonrecurring amount per year.

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

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



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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    
  N/A

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
<b>Administrative Costs:</b>		
Executive Director/Project Head Salary and Benefits	Allocating \$120,000 for the Executive Director's role at nonprofit Win Florida is a strategic move to oversee an innovative education platform. This platform empowers student-athletes with financial literacy, life skills, and NIL strategies. This investment ensures effective leadership, program growth, and a brighter future for young athletes both in sports and life.	120,000
Other Salary and Benefits		0
Expense/Equipment/Travel/Supplies/Other		0
Consultants/Contracted Services/Study	Allocating \$659,763 for data analysis, reporting, impact assessment, and surveys is a vital investment in the ongoing enhancement of our student-athlete education platform. This funding will facilitate in-depth data analysis, enabling us to gain valuable insights into the effectiveness of our programs. It supports the development of comprehensive reports and impact assessments, ensuring that we continuously refine our educational offerings. This enables Win Florida to provide them with	659,763
<b>Operational Costs: Other</b>		
Salary and Benefits	Allocating \$706,789 to enlist the expertise of ten educational professionals and teachers dedicated to assisting school districts and student-athletes in operating our financial literacy platform. Their primary focus is to support student progress and course achievement, alleviating any undue strain on existing school personnel, while assisting districts and student-athletes with onboarding, professional development, and application support.	706,789



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Expense/Equipment/Travel/Supplies/Other	Dedicating \$429,765 for in-person assistance to districts, including professional development, workshops, and onboarding, is a pivotal investment in our mission. By offering in-person assistance, we will empower educators to leverage our financial literacy app to its fullest potential, helping students acquire essential financial skills.	429,765
Consultants/Contracted Services/Study	This project is a testament to the evolving landscape of education, embracing technology to meet the changing needs of both educators and learners. Allocating \$2,579,578 is an essential investment in our educational ecosystem. This funding supports the provision of 9-12 APP Access codes for students and educators, ensuring access to our curriculum and access to help desk services and user support. This aspect of the investment plays a critical role in ensuring a seamless and hassle-free learning	2,579,578
<b>Fixed Capital Construction/Major Renovation:</b>		
Construction/Renovation/Land/Planning Engineering		0
<b>Total State Funds Requested (must equal total from question #6)</b>		<b>4,495,895</b>

#### 14. Program Performance

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

To equip high school student athletes by providing them with the financial literacy skills to navigate the complex world of personal finance. Funding financial literacy training for high school athletes eligible for NIL dollars is a prudent and worthwhile investment. By addressing the financial literacy gap, protecting athletes from exploitation, ensuring long-term financial security and fostering positive community impact, we can empower these athletes to thrive and succeed beyond their athletic careers.

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

The WIN program is a meticulously crafted application aligned with Florida BEST standards. Students can receive half a credit in financial literacy and another half credit in career research and decision-making. Fully certified teachers and mentors will support instruction, provide feedback and individual and group tutoring, and other educational services. Coursework goes beyond finance, covering essential life skills such as social etiquette, branding, and email protocols. It also offers links to necessary skills such home and vehicle repair, cooking, and responsible citizenship. This interactive and engaging curriculum is differentiated for various reading levels and offers writing prompts to strengthen communication skills. This high-interest gaming platform appeals to the competitive nature of high school athletes while reinforcing key academic and financial skills.

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

By equipping student athletes with the tools to manage their finances wisely we can help athletes achieve lasting financial stability and independence. These supports enhance each athletes' community as their personal and financial success flow back into the economic viability and entrepreneurial opportunities that are the backbone of their families, neighborhoods, and towns. In addition, the students participating in this program will both experience and be taught the values of mentoring, personal responsibility, and giving back to their communities. Many of these students are already role-models due to their athletic ability; honing their personal and altruistic skills allows their influence to expand in new ways that benefit the entire community.

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

This project is designed to serve high school student athletes and will serve a minimum of 800 students in various high schools throughout seven counties in Florida including Broward, Hillsborough, Leon, Miami-Dade, Orange, Polk, and West Palm.

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



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Incorporating financial literacy for all students, particularly high school athletes, will ensure that students leave school with the academic knowledge and the practical skills needed to navigate the financial complexities of adulthood. This benefit is exponentially enhanced should an athlete become a scholarship or NIL student in college. Whether or not a student ever becomes a professional athlete, the personal and financial skills with the entrepreneurship training will expand their professional opportunities and open doors to success as they transition to the workplace. The skillset that opens these doors for our Florida athletes also provides positive benefits to their communities through their entrepreneurial pursuits and business ventures. More than 95% of participating students will complete the coursework, receiving an aggregate score of 75% or better over the coursework as a whole.

**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?**

In the unlikely event that students in this project do make adequate progress toward performance measures, remaining financial dollars not expended at the time of evaluation could be held while remediation measures are implemented to correct shortcomings in performance. The creation and implementation of a restorative plan could be required of the applicant and benchmarks toward remediation clearly identified with specific measurable standards in place.

**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**

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**



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d. Phone Number