



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2024-2025

LFIR # 3665

1. Project Title

2. Senate Sponsor

3. Date of Request

4. Project/Program Description

Girls Inc. of Pinellas is a dynamic and influential nonprofit organization dedicated to inspiring and empowering girls and young women in Pinellas County, Florida. With a rich history and a steadfast commitment to the community, Girls Inc. of Pinellas has become a beacon of hope and opportunity for thousands of girls, helping them reach their full potential and navigate the challenges of adolescence and beyond. Girls Inc. operates with a clear and compelling mission: "To inspire all girls to be strong, smart, and bold." The organization envisions a world where every girl is confident, capable, and equipped to achieve her dreams and contribute positively to society. Girls Inc. offers a wide range of programs and services designed to address the unique needs and aspirations of girls and young women.

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	550,000
Fixed Capital Outlay	350,000
Total State Funds Requested	900,000

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)	900,000	89%
Matching Funds		
Federal	0	0%
State (excluding the amount of this request)	0	0%
Local	50,000	5%
Other	60,000	6%
Total Project Costs for Fiscal Year 2024-2025	1,010,000	100%

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.

Corporate support, private philanthropy/foundations, local support will continue to underwrite the cost of Girls Inc operations.

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



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Yes

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

PPP dollars were received in the following amounts:
 First Draw 2020: \$75,880
 Second Draw 2021: \$75,880

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.

Girls Inc of Pinellas

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

Spending Category	Description	Amount
Administrative Costs:		
Executive Director/Project Head Salary and Benefits		0
Other Salary and Benefits		0
Expense/Equipment/Travel/Supplies/Other		0
Consultants/Contracted Services/Study		0
Operational Costs: Other		
Salary and Benefits	Project Lead (\$90,000): A competitive base salary to attract and retain a skilled professional who can lead development and fundraising efforts. Benefits (\$20,000 - to be covered by Girls Inc Matching Funds): Covers employee benefits such as health insurance, retirement contributions, and possibly other perks, ensuring a comprehensive compensation package. Professional Development (\$10,000): Investing in the director's ongoing training and development.	100,000
Expense/Equipment/Travel/Supplies/Other	Purchase 3 Vans at \$70,000 each (\$210,000) for quality, reliable vehicles. Insurance (\$30,000) - estimating \$10,000 per van annually to ensure comprehensive coverage. Maintenance and Repairs (\$40,000) - Allocating \$13,333 per van per year for regular maintenance, repairs, and unexpected issues to keep the vans in optimal condition. Fuel Expenses (\$20,000).	300,000



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Consultants/Contracted Services/Study	Market Research (\$20,000) to analyze target demographics and community needs. Branding and Messaging (\$15,000) to develop brand identity, including logo and mission statement refinement. Digital Marketing (\$40,000) to enhance the website, SEO, and social media presence for wider online reach. Content Creation (\$25,000) for videos, blogs, and infographics to showcase the organization's impact. Advertising Costs (\$30,000). Community Engagement (\$20,000).	150,000
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering	Facility upgrades, enhancing the educational and recreational experience for students, including: Student Bathroom Renovation: Modernizing facilities with a focus on improved hygiene and functionality. Indoor Facility Upgrades: Includes updating electrical systems, acquiring new classroom furniture, and renovating the cafeteria to enrich the learning and dining environment. Outdoor Landscaping and Playground Improvements.	350,000
Total State Funds Requested (must equal total from question #6)		900,000

14. Program Performance

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

1. Through a comprehensive Marketing Plan, the goal is to increase awareness and enrollment, extending the organization's reach within the community.
2. The acquisition of three 12-passenger vans will enable safer and more efficient transport for students, facilitating greater participation in programs and activities.
3. Funding a new director of development will strengthen the organization's fundraising abilities and strategic planning, essential for long-term sustainability and growth.
4. Enhancements to indoor classrooms and facilities will provide a more conducive learning environment, fostering better educational outcomes.
5. Upgrading outdoor landscaping and playgrounds aims to improve recreational spaces, supporting physical health and active lifestyles.
6. Renovating student bathrooms will enhance health and sanitation conditions, ensuring a safer and more comfortable environment for students.

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

- The funds will support activities and services as indicated below:
1. Developing a Marketing Plan: This will enhance outreach and awareness of the organization's programs, attracting more participants and support.
 2. Purchasing Three 12-Passenger Vans: These vehicles will provide safe and reliable transportation for students, enabling greater participation in activities and access to the facility.
 3. Hiring a New Director of Development: This role will focus on fundraising and strategic planning, ensuring sustainable growth and program expansion.
 4. Upgrading Indoor Classrooms and Facilities: Improvements here will create a more conducive learning environment, with better resources and equipment.
 5. Outdoor Landscaping and Playground Upgrades: These enhancements will offer improved recreational spaces, contributing to physical health and well-being.
 6. Student Bathroom Upgrades: Modernizing these facilities will ensure better hygiene and comfort for students.

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



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1. Transportation Services: With three new 12-passenger vans, the project will offer improved and safe transportation for students, facilitating access to educational programs and extracurricular activities.
2. Educational and Developmental Programs: The funding will enable upgrades to indoor classrooms, providing a better learning environment. Enhanced educational materials and resources are also expected as part of these upgrades.
3. Recreational Facilities: Upgrading the outdoor landscaping and playgrounds will provide better recreational and physical activity spaces, contributing to the overall well-being and development of the students.
4. Improved Hygiene Facilities: The project includes upgrading student bathrooms, directly impacting the health and hygiene standards for the girls.
5. Community Outreach and Engagement: The Marketing Plan will help in effectively communicating and expanding the services to a broader audience, thereby increasing community engagement and awareness.

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

Girls Inc of Pinellas focuses on the educational and developmental needs of school-aged girls in Pinellas County. The project not only benefits these young girls directly but also has a positive impact on their families and the wider community. With the planned upgrades and expansions, including a new marketing plan, transportation facilities, and improved infrastructure, the project is expected to serve around 500 girls annually. This enhancement in capacity and resources will enable Girls Inc of Pinellas to significantly increase its outreach and positive influence in the community.

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

1. Marketing Plan Improved Program Accessibility and Outreach: This could result in increased enrollment, more community engagement, and enhanced visibility.
 2. Enhanced Transportation Capability: The acquisition of three 12-passenger vans will facilitate safer and more reliable transport for students, enabling participation in more activities and potentially expanding the program's reach.
 3. Funding a new director of development will strengthen organizational capacity
 4. Upgrading indoor classrooms, outdoor landscaping, playgrounds, and student bathrooms will directly benefit the students by providing safer, more engaging, and conducive learning and play environments.
- Methodologies to measure the outcomes:
1. Pre- and Post-Program Surveys and Assessments
 2. Enrollment and Participation Tracking
 3. Fundraising Metrics i.e., number of new donors acquired, total funds raised, and growth in long-term funding commitments.
 4. Facility Usage and Satisfaction Surveys

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?

Suggest standard contractual penalties for failure to meet deliverables and/or performance measures.

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



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- 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