



The Florida Senate

Local Funding Initiative Request - Fiscal Year 2018-2019

1. **Title of Project:** All Pro Dad Fatherhood Involvement in Literacy Campaign

2. **Senate Sponsor:** Dana Young

3. **Date of Submission:** 11/16/2017

4. **Project/Program Description:**

Leveraging the All Pro Dad platform, along with the influence of Tony Dungy, the program will ask dads to simply read to their children. Research affirms that when a father is involved in their child's academic life, the child will do better academically, socially, has a better attendance record and has a lower risk of dropping out. Through the statewide campaign, dads will be encouraged to download, and put into action, the 5 Ways To Bond With Your Kids Through Reading.

5. **State Agency Contacted?** Yes

a. If yes, which state agency? Department of Education

b. If no, which is the most appropriate state agency to place an appropriation for the issue being requested?

6. **Amount of Non-recurring Requested for fiscal year 2018-19:**

Amount Requested for Operations	Amount Requested for Fixed Capital Outlay	Total Amount of Requested State Funds
500,000		500,000

7. **Type, amount and percent of matching funds available for this project for fiscal year 2018-19:**

Type	Amount	Percent
Federal	1,000,000	50.0%
State (excluding the amount of this request)	0	0.0%
Local	0	0.0%
Other	500,000	25.0%
TOTAL	1,500,000	75.0 %

8. **Total Project Cost for fiscal year 2018-19 (including the Total Amount of Requested State Funds):** 2,000,000

9. **Previous Year Funding Details:**

a. Has funding been provided in a previous state budget for this activity? Yes

b. In the previous 5 fiscal years, how many years was funding provided? (Optional) 2

c. What is the most recent fiscal year the project was funded? 2017-18



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- d. Were the funds provided in the most recent fiscal year subsequently vetoed? No
 e. Complete the following Worksheet.

FY:	Input Prior FY Appropriation for this project for FY 2017-18		
	(If appropriated in FY 2017-18 enter the appropriated amount, even if vetoed.)		
Column:	A	B	C
Funds Description:	Prior Year Recurring Funds *	Prior Year Nonrecurring Funds *	Total Funds Appropriated (Column A + Column B)
Input Amounts:		500,000	500,000

10. Is future-year funding likely to be requested?

No

11. Program Performance:

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

To strengthen families and to help children reach their full academic potential. By engaging dads to read to their kids, children will not only fall in love with reading, but they will fall more in love with their dads. Our goal is to have dads use the 5 Ways To Bond With Your Kids Through Reading, and have dads reading to, or with their kids more frequently.

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

With a heavy focus on the 288 in-school All Pro Dad’s Day monthly breakfast chapters in 99 Florida cities, along with our four, Florida based large market NFL/NCAA on-turf Father & Kids Experiences, will we be teaching and encouraging dads to read to their kids. In addition, we will use our existing infrastructure and media platforms to build and deploy a multimedia and digital campaign to combine one of the nation’s most trusted sports personalities - Tony Dungy - with the literacy and fatherhood involvement initiatives. The key messages will focus on encouraging fathers to be significantly involved in their children’s education, and one simple yet powerful way to do this is by reading to, and with, their kids. The initiatives will also include extensive and engaging partnerships with Scholastic and The Dungy Family Foundation. All Pro Dad is the fatherhood program of Family First, a Tampa-based non-profit organization that focuses on education and research.

c. How will the funds be expended?

Spending Category	Description	Amount
Administrative Costs		



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<input type="checkbox"/> Executive Director/Project Head Salary and Benefits		
<input type="checkbox"/> Other Salary and Benefits		
<input type="checkbox"/> Expense/Equipment/Travel/Supplies/Other		
<input type="checkbox"/> Consultants/Contracted Services/Study		
Operational Costs		
<input checked="" type="checkbox"/> Salary and Benefits	Includes Salary and Benefits (based on % of staff time working on project)	150,087
<input checked="" type="checkbox"/> Expense/Equipment/Travel/Supplies/Other	Includes Advertising, Outdoor Billboards, Books, Facility Lease, Employee Leasing Fee, Boxes and shipping cost for books.)	225,538
<input checked="" type="checkbox"/> Consultants/Contracted Services/Study	Includes consultant costs for Awareness, Results Management, Production, Public Relations, Advertising Placement and in school chapter growth.	124,375
Fixed Capital Construction/Major Renovation		
<input type="checkbox"/> Construction/Renovation/Land/Planning Engineering		
TOTAL		500,000

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

Children in the state who are in need of books in their home, more time with their dads, or help academically. At our 4 on-turf event, Dads and kids will read together during our Daddy Read To Me moment. At our 288 in school chapters, each month dads and kids will be encouraged to read books that will allow them to go deeper on that month's character building topic. A statewide Summer Reading Challenge will also be executed, with the highest performers having a chance to meet Coach Dungy.

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



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Children and their fathers throughout the state. The campaign will reach millions of Floridians, raising awareness of the impact and emotional connection that occurs when dads simply read to their children.

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

Benefiting from this project will be Florida families. We are tracking campaign awareness, campaign impressions, resource downloads and attitude shifts about reading with your kids. We are collecting data through Google analytics, Facebook analytics, Media outlet reporting, focus groups, email surveys and rapid response surveys at our events.

g. 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?

All Pro Dad has worked with our Contract Manager at the Department of Education during the current year to ensure the current funding meets the required goals of the contract and brings value back to Floridians. We would work directly with the Contract Manager and the DOE going forward to ensure any necessary penalties are added to the contract to achieve the expected performance measures.

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:** George Woods
- b. **Organization:** Family First
- c. **Email:** george@familyfirst.net
- d. **Phone Number:** (813)363-4277

14. Recipient Contact Information:

- a. **Organization:** Family First
- b. **County:** Hillsborough
- c. **Organization Type:**
 - For Profit
 - Non Profit 501(c) (3)
 - Non Profit 501(c) (4)
 - Local Entity
 - University or College
 - Other (Please specify)
- d. **Contact Name:** George Woods
- e. **E-mail Address:** george@familyfirst.net
- f. **Phone Number:** (813)363-4277

15. If there is a registered lobbyist, fill out the lobbyist information below.



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- a. Name:** Eric Prutsman
- b. Firm:** Prutsman & Associates, P.A.
- c. Email:** Eric@prutsmanlaw.com
- d. Phone Number:** (850)894-6601