



# The Florida Senate

## Local Funding Initiative Request

### Fiscal Year 2019-2020

LFIR#: 1167

1. **Title of Project:** Family First/All Pro Dad - Adoption Promotion

2. **Senate Sponsor:** Kelli Stargel

3. **Date of Submission:** 01/31/2019

4. **Project/Program Description:**

Family First/ All Pro Dad - Adoption Promotion Services - Leveraging the All Pro Dad platform, along with the influence of Tony Dungy, who in addition to being an influential Floridian, is an adoptive father (he has 10 kids, 7 of them were adopted) and a current foster parent; the program will recruit foster and adoptive families, raise awareness of the state's needs, and lift up current families in the system for the heroes that they are.

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	475,000
Fixed Capital Outlay	
<b>Total State Funds Requested</b>	<b>475,000</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)	475,000	50.00%
Federal	0	0.00%
State (excluding the amount of this request)	0	0.00%
Local	0	0.00%
Other	475,000	50.00%
<b>Total Project Costs for Fiscal Year 2019-2020</b>	<b>950,000</b>	<b>100.0%</b>

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

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	NonRecurring		
2018-19		350,000	313A	No

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

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		



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Other Salary and Benefits		
Expense/Equipment/Travel/Supplies/Other		
Consultants/Contracted Services/Study		
<b>Operational Costs:</b>		
Salary and Benefits	Includes Salary and Benefits (based on % of staff time working on project)	136,991
Expense/Equipment/Travel/Supplies/Other	Includes Advertising, Resources and Overhead Expenses; Office Lease, Telephone, Internet, Copier Maintenance, and Computer Maintenance (based on % of Overhead Expenses calculated on staff % of time allocated to project.)	147,511
Consultants/Contracted Services/Study	Includes consultant costs for Public Relations, Production, Graphics Design, Ad Placement, Project Consultant, Writer, Website Campaign landing page design and creation, and Research Firm.	190,498
<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>475,000</b>

**11. Program Performance:**

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

The purpose of the initiative is to increase the number of Florida families who foster/adopt, through awareness and lead generation using the Family First platforms of All Pro Dad and Mom. All Pro Dad National Spokesman Tony Dungy, who has adopted multiple children as well as serving as a foster parent, will be featured in the initiative.

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

We will recruit new families interested in foster care and adoption through a statewide recruitment using our digital platform of All Pro Dad and iMom, as well as outdoor, TV/radio and our on-turf events. Coach Tony Dungy, an adoptive parent and a foster parent, will be our featured spokesperson. The initiative will also be promoted around the state through our 273 in-school All Pro Dad's Day monthly breakfast chapters in 99 cities.

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

Children in the state who are in need of a foster home or an adoptive home will have more families interested in helping them. For families who are interested in fostering or adopting, we will provide a mechanism for them to take the next step, by simply calling our statewide toll free number, or filling out an on-line form.

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

By targeting families statewide, ultimately the children in the foster system and those needing to be adopted will be served. The campaign will reach millions of Floridians, raising awareness of the need, and encouraging families to take the next step.

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



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#### **will be measured?**

Florida families, children in the foster care and adoption system will benefit, also workers in the 17 Community Based Care agencies by providing new options for foster and adoption placement. Placing a child in a foster home environment versus a group home saves the state approximately \$100 per child per night. We are tracking campaign awareness, campaign impressions, attitude shifts about fostering and adoption, and foster family/adoptive family leads. We are collecting data through Google analytics, Facebook analytics, Media outlet reporting, focus groups, email surveys and rapid response surveys at our events. In addition we are tracking the foster/adoptive leads.

**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?**

All Pro Dad has worked with our Contract Manager at the Department of Children and Families 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 DCF 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.**

None

**13. Requestor Contact Information:**

- a. **Name:** Lesley Bateman
- b. **Organization:** Family First
- c. **E-mail Address:** lesley.bateman@familyfirst.net
- d. **Phone Number:** (813)222-8280

**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:** Lesley Bateman
- e. **E-mail Address:** lesley.bateman@familyfirst.net
- f. **Phone Number:** (813)222-8280

**15. Lobbyist Contact Information**



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