



# The Florida Senate

## Local Funding Initiative Request

### Fiscal Year 2019-2020

LFIR#: 2386

**1. Title of Project:** KinderVision Foundation, Inc. - The Greatest Save (TGS) Teen Public Service Announcement (PSA) Program

**2. Senate Sponsor:** Travis Hutson

**3. Date of Submission:** 02/19/2019

**4. Project/Program Description:**

The Greatest Save Teen PSA Program is an established ten year old peer to peer education crime prevention program that takes place in high schools and middle schools in partnership with law enforcement. The design of the Program is to raise awareness among teens that brings about an attitudinal change that results in fewer victimizations (sexual abuse, human trafficking, exploitation and any other victimization) and a reduction in the occurrence of first time offenders making schools and communities safer. Participating schools and students produce 30 second PSAs (public service announcements) on any subject that prevents teen victimization and enter the PSAs into local, regional, state and national competition. The methodology to measure the impact of the Program is done directly with students.

**5. State Agency to receive requested funds :** Department of Juvenile Justice

State Agency Contacted? Yes

**6. Amount of the Nonrecurring Request for Fiscal Year 2019-2020**

Type of Funding	Amount
Operations	292,000
Fixed Capital Outlay	
<b>Total State Funds Requested</b>	<b>292,000</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)	292,000	87.95%
Federal	0	0.00%
State (excluding the amount of this request)	0	0.00%
Local	20,000	6.02%
Other	20,000	6.02%
<b>Total Project Costs for Fiscal Year 2019-2020</b>	<b>332,000</b>	<b>100.0%</b>

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

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	NonRecurring		
2015-16		150,000	1170	No

**9. Is future-year funding likely to be requested? Yes**



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a. If yes, indicate non-recurring amount per year. \$292,000

#### 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		
Other Salary and Benefits		
Expense/Equipment/Travel/Supplies/Other		
Consultants/Contracted Services/Study		
<b>Operational Costs:</b>		
Salary and Benefits	Project Head - Works with Project Director, Area Director, Regional Coordinators and Project Staff providing oversight, strategic planning, building effective staff, ensure daily activities and planning are followed and work to establish key relationships of trust. Responsible for performance measures and deliverables under the contract are met/exceeded. Project Director Area Director Regional Coordinator (4) Project Staff (3)	263,000
Expense/Equipment/Travel/Supplies/Other	Digital platform expense - design, development, maintenance Travel expenses for workshops with law enforcement & schools Awards recognition Video editing/production/Best of the Best development and distribution	29,000
Consultants/Contracted Services/Study		
<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>292,000</b>

#### 11. Program Performance:

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

Working with FL DJJ expand existing five year The Greatest Save Teen PSA Program into every county in the State. This Program is a teen produced peer to peer crime prevention program for high school/middle school students. The Program raises awareness among teens on issues (sexual abuse, exploitation, human trafficking, date rape, any victimization) they face that brings about attitudinal change that results in a reduction of teen victimizations and incidence of first time teen offenders.

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

On site workshops with school and law enforcement agencies ensures student participation resulting in powerful student created thirty-second safety messages on topics they have identified and researched that raise awareness and prevent victimization and reduce first time offenders. Also, utilization of the annual



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Florida and National Best of the Best platform totaling more that 150 student produced safety messages in the schools further advances the goals of the Program.

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

The goal of the Proram is to have as many teens (high school and middle school students) see as many of the student produced thirty-second personal safety messages as possible throughout the year. At the beginning of the school year, school receive the National Best of the Best with eighty PSAs along with the previous school years Florida Best of the Best with eighty PSAs to use throughout the year to prevent teen victimizations. Prior to the conclusion of the school year the Best of the Best from that year is distributed to all schools to be used in the classroom, school and community including school-wide voting, social media, classroom discussion, community websites and community forums. Also the Student Survey will be conducted in participating schools measuring the impact of the PSAs on the students.

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

As this is a crime prevention program that takes place in schools in partnership with law enforcement, the target population served is Florida's teens. The Program will be made available Statewide to all students including at-risk youth.

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

The benefit of the Teen PSA Program is far reaching as it helps to improve physical health, mental health, protects the general public from harm, reduces substance abuse, reduces occurrence of first time youth offenders and enhances the individual's economic self sufficiency. Effects of sexual abuse or any victimization can affect the victim's physical and mental health resulting in a greater likelihood of depression and substance abuse as well as other attitude and behavior problems. This benefit is as result of the Program raising awareness among teens resulting in attitudinal and behavioral changes reducing teen victimizations as result of the climate of positive peer pressure among teens in this Program. The methodology to measure the impact of the Program is done directly with students.

**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?**

The penalty for failing to meet deliverables would be not receive the funding under the terms of the contract. Over the past five years we always exceeded deliverables and performance measures using all of funding appropriated under contract.

**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:** Douglas Sebastian
- b. **Organization:** KinderVision Foundation, Inc.
- c. **E-mail Address:** dsebastian@kindervision.org
- d. **Phone Number:** (386)986-0400



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#### 14. Recipient Contact Information:

- a. **Organization:** KinderVision Foundation, Inc.
- b. **County:** Statewide
- 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:** Douglas Sebastian
- e. **E-mail Address:** dsebastian@kindervision.org
- f. **Phone Number:** (386)986-0400

#### 15. Lobbyist Contact Information

- a. **Name:** None
- b. **Firm Name:** None
- c. **E-mail Address:**
- d. **Phone Number:**