



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2020-2021

LFIR # 1892

1. **Project Title**

2. **Senate Sponsor**

3. **Date of Request**

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**

State Agency contacted? Yes No

6. **Amount of the Nonrecurring Request for Fiscal Year 2020-2021**

Type of Funding	Amount
Operations	<input style="width: 80%;" type="text" value="775,000"/>
Fixed Capital Outlay	<input style="width: 80%;" type="text" value="000"/>
Total State Funds Requested	775,000

7. **Total Project Cost for Fiscal Year 2020-2021 (including matching funds available for this project)**

Type of Funding	Amount	Percentage
Total State Funds Requested (from question #6)	<input style="width: 80%;" type="text" value="775000"/>	<input style="width: 80%;" type="text" value="100.0"/> %
Matching Funds		
Federal	<input style="width: 80%;" type="text" value="00"/>	<input style="width: 80%;" type="text" value="0"/> %
State (excluding the amount of this request)	<input style="width: 80%;" type="text" value="00"/>	<input style="width: 80%;" type="text" value="0"/> %
Local	<input style="width: 80%;" type="text" value="00"/>	<input style="width: 80%;" type="text" value="0"/> %
Other	<input style="width: 80%;" type="text" value="00"/>	<input style="width: 80%;" type="text" value="0"/> %
Total Project Costs for Fiscal Year 2020-2021	775,000	100 %

8. **Has this project previously received state funding?** Yes No

If yes, provide the most recent instance:

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	Nonrecurring		
<input style="width: 80%;" type="text" value="2019-20"/>	<input style="width: 80%;" type="text" value="00"/>	<input style="width: 80%;" type="text" value="475,000"/>	<input style="width: 80%;" type="text" value="314A"/>	<input type="checkbox"/> No

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

If yes, indicate nonrecurring amount per year.



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

Spending Category	Description	Amount
Administrative Costs:		
Executive Director/Project Head Salary and Benefits		
Other Salary and Benefits		
Expense/Equipment/Travel/Supplies/Other		
Consultants/Contracted Services/Study		
Operational Costs: Other		
Salary and Benefits	Includes Salary and Benefits (based on % of staff time working on project)	210,495
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).	227,549
Consultants/Contracted Services/Study	Includes consultant costs for awareness, results management, production, public relations, advertising placement, events and in-school chapter growth.	336,956
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering		
Total State Funds Requested (must equal total from question #6)		775,000



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11. Program Performance

- a. What specific purpose or goal 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 activities and services 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 280 in-school All Pro Dad's Day monthly breakfast chapters in 99 cities.

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



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12. **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.**

N/A

13. **Requestor Contact Information**

- a. First Name Last Name
- b. Organization
- c. E-mail Address
- d. Phone Number Ext.

14. **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

15. **Lobbyist Contact Information**

- a. Name
- b. Firm Name
- c. E-mail Address
- d. Phone Number Ext.