



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2021-2022

LFIR # 1760

1. Project Title
2. Senate Sponsor
3. Date of Request

4. Project/Program Description

We will conduct an awareness campaign to highlight the need for foster and adoptive parents while also using our on-the ground programs to prevent family disruption (to reduce the need for foster families). The campaign will be conducted through the Executive Office of the Governor and the Governor's Faith Based Initiative to reach millions of Floridians and raise awareness, and encourage organizations and families to register on "MyFloridaMyFamily.com". The goal is to increase the number of Florida families who foster/adopt through awareness and prevention utilizing the Family First platforms of All Pro Dad and iMom. These platforms boast more than 10 million unique visitors annually. The All Pro Dad Chapter Program is in nearly 200 schools in Florida, and All Pro Dad national spokesman Tony Dungy, who has adopted and fostered multiple children.

5. State Agency to receive requested funds
- State Agency contacted?

6. Amount of the Nonrecurring Request for Fiscal Year 2021-2022

Type of Funding	Amount
Operations	650,000
Fixed Capital Outlay	0
Total State Funds Requested	650,000

7. Total Project Cost for Fiscal Year 2021-2022 (including matching funds available for this project)

Type of Funding	Amount	Percentage
Total State Funds Requested (from question #6)	650,000	100%
Matching Funds		
Federal	0	0%
State (excluding the amount of this request)	0	0%
Local	0	0%
Other	0	0%
Total Project Costs for Fiscal Year 2021-2022	650,000	100%

8. Has this project previously received state funding?

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	Nonrecurring		
2020-21	0	650,000	319A	No

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.
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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.

\$326,350 Paycheck Protection Program loan. It was used as follows: \$3,316 for utility payments, \$15,817 for lease payments, and remaining dollars were used for payroll costs. The total loan was forgiven by SBA.

11. 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	Includes Salary and Benefits (based on % of staff time working on project).	213,464
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.)	190,123
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.	246,413
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering		0
Total State Funds Requested (must equal total from question #6)		650,000

12. Program Performance

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

Increase the number of Florida families who foster/adopt through awareness and prevention utilizing the Family First platforms of All Pro Dad and iMom (which boast more than 10 million unique visitors annually), the All Pro Dad Chapter Program in nearly 200 schools throughout the state of Florida, and All Pro Dad national spokesman Tony Dungy, who has adopted and fostered multiple children. Through the Executive Office of the Governor and in conjunction with the First Lady, Tony Dungy, and all Community Based Care Agencies, we will promote "MyFloridaMyFamily."

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

We will conduct an awareness campaign to highlight the need for foster and adoptive parents while also using our on-the-ground programs to prevent family disruption (to reduce the need for foster families). Professionally written content (blogs, social posts bolstered by digital and other advertising) teaching fathers and mothers to engage with their children will be shared through Family First's wide-reaching digital platforms boasting more than 10 million unique users. The All Pro Dad Chapter monthly program for Fathers and Kids will not only teach fathers how to engage with their children, but provide a method for doing so. Coach Tony Dungy, an adoptive and foster parent will be our featured spokesman.

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

Increasing the pool of foster and adoptive homes throughout Florida. Equipping men to take a more active role in their child's life through the All Pro Dad Chapter program in Florida schools and on-turf events in NFL and NCAA stadiums to prevent family disruption. We will also provide resources to Florida families on foster care and adoption.



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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 through the EOG and the Governor's Faith Based Initiative will reach millions of Floridians, raising awareness of the need, and encouraging organizations and families to register on "MyFloridaMyFamily.com".

e. 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, children in the foster care and adoption system; and it will also benefit workers in the Community Based Care agencies around the state – by providing new options for foster and adoption placement. Ultimately the state and taxpayers will benefit - according to the DCF, having a child placed in a foster home environment versus a group home saves the state approximately \$100 per child per night – and the environment is better for the child in a foster home. We are tracking campaign awareness, campaign impressions, attitude shifts about fostering and adoption, and ultimately 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 leads the campaign is generating.

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?

Family First has worked with its contract manager at the Department of Children and Families (DCF) during the current year to ensure the current funding meets the required goals of the contract and brings value back to Floridians. As in our current contract, we work directly with DCF to assign monetary values to the deliverables, which would result in penalties if deliverables are not met.

13. 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



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14. Requestor Contact Information

a. First Name Last Name

b. Organization

c. E-mail Address

d. Phone Number Ext.

15. 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

16. Lobbyist Contact Information

a. Name

b. Firm Name

c. E-mail Address

d. Phone Number