



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2023-2024

LFIR # 1178

1. Project Title

2. Senate Sponsor

3. Date of Request

4. Project/Program Description

This project is about producing educational materials for students and the general populace that will empower them to act both before and after a sudden cardiac arrest. Through a variety of media, bystander inventions will be taught so people know when, how, and why to act. Warning signs will be shared to identify the 1 in 300 youth with an undiagnosed heart condition. Personalized stories will bring the information to life.

5. State Agency to receive requested funds

State Agency contacted?

6. Amount of the Nonrecurring Request for Fiscal Year 2023-2024

Type of Funding	Amount
Operations	200,000
Fixed Capital Outlay	0
Total State Funds Requested	200,000

7. Total Project Cost for Fiscal Year 2023-2024 (including matching funds available for this project)

Type of Funding	Amount	Percentage
Total State Funds Requested (from question #6)	200,000	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 2023-2024	200,000	100%

8. Has this project previously received state funding?

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	Nonrecurring		

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.

10. Has the entity requesting this project received any federal assistance related to the COVID-19 pandemic?

If yes, indicate the amount of funds received and what the funds were used for.



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Complete questions 11 and 12 for Fixed Capital Outlay Projects

11. Status of Construction

a. What is the current phase of the project?

- Planning
 Design
 Construction

b. Is the project "shovel ready" (i.e permitted)?

c. What is the estimated start date of construction?

d. What is the estimated completion date of construction?

12. List 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.

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

Spending Category	Description	Amount
Administrative Costs:		
Executive Director/Project Head Salary and Benefits	Project manager with duties including, but not limited to, selecting projects, overseeing the production of materials, acquiring necessary equipment, and hiring needed talent.	50,000
Other Salary and Benefits		0
Expense/Equipment/Travel/Supplies/Other		0
Consultants/Contracted Services/Study		0
Operational Costs: Other		
Salary and Benefits	To cover needed copywriter, graphic designer, scriptwriter, film crew, artists, digital artists, researcher, and other production staff.	60,000
Expense/Equipment/Travel/Supplies/Other	Equipment such as cameras, lighting, backdrops, props, and costuming. Costs for locations and recording spaces. Technology costs such as computers, editing programs, word processing, and graphic design programs. Travel costs to locations. Production costs.	90,000
Consultants/Contracted Services/Study		0
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering		0
Total State Funds Requested (must equal total from question #6)		200,000

14. Program Performance

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

Many lives will be saved as people, including students, are educated on sudden cardiac arrest (SCA), learning how to recognize it and respond with lifesaving measures. They will learn that SCA affects people of all ages and the warning signs of a cardiac condition.



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

The funds will help provide for educational materials aimed at ensuring survival from sudden cardiac arrest. A variety of age-appropriate materials will be created, such as activity books, training videos, flyers, posters, handouts, social media content, interviews, media content, informational videos, and real-life stories to personalize the message.

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

Citizens will be given pertinent information on how to act not only in the case of a sudden cardiac arrest but also before one strikes. They will be armed with and empowered by knowledge to help save a life. 25% of people find themselves at some point in a situation where CPR and an AED are needed to save someone's life.

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

K-12 students, youth with a cardiac condition and their families, and the general populace.
2.7 million students plus families and members of the general populace.

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

The educational component of these materials is paramount as they will teach real-world, life-saving skills that a high percentage of people will need in their own lives. Quickly-administered bystander interventions mean the difference between life, death and brain damage in cases of SCA. These materials will educate and empower people to act. Reaching students will unleash an army of lifesavers. The preventative measures being addressed will lead to better outcomes and appropriate treatments for those with a previously undiagnosed cardiac condition. Another key component is bringing awareness to the undiagnosed heart conditions which 1 in every 300 students has. With a diagnosis, those students can receive appropriate treatments and escape sudden cardiac death. They can also be advised on any necessary precautionary physical limitations to avoid sudden cardiac arrest, the #1 killer of student athletes.

The outcome will be measured by views, downloads, and distribution.

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?

Cancellation of appropriation at the end of the fiscal year.

15. Requester Contact Information

a. First Name **Last Name**

b. Organization

c. E-mail Address

d. Phone Number **Ext.**

16. 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)



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- Local Entity
- University or College
- Other (please specify)

d. First Name **Last Name**

e. E-mail Address

f. Phone Number

17. Lobbyist Contact Information

a. Name

b. Firm Name

c. E-mail Address

d. Phone Number