



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2023-2024

LFIR # 2383

1. Project Title

2. Senate Sponsor

3. Date of Request

4. Project/Program Description

A suicide prevention-specific outreach program targeting Florida's veterans and their dependent family members. This funding request is for the development of a suicide prevention campaign plan and the creation of a unified outreach program including but not limited to marketing efforts, an ad campaign, billboard, TV and radio public service announcements, related social media campaign, electronic and paper educational materials, electronic and paper outreach to veterans and community partners, etc.

5. State Agency to receive requested funds

State Agency contacted? Yes

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

Type of Funding	Amount
Operations	300,000
Fixed Capital Outlay	0
Total State Funds Requested	300,000

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)	300,000	92%
Matching Funds		
Federal	0	0%
State (excluding the amount of this request)	0	0%
Local	0	0%
Other	25,000	8%
Total Project Costs for Fiscal Year 2023-2024	325,000	100%

8. Has this project previously received state funding? No

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

9. Is future funding likely to be requested? No

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?

No



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

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		0
Other Salary and Benefits	Supplementation of salary for program support staff	15,000
Expense/Equipment/Travel/Supplies/Other	Fiscal administration, accounting, and oversight	15,000
Consultants/Contracted Services/Study		0
Operational Costs: Other		
Salary and Benefits		0
Expense/Equipment/Travel/Supplies/Other	Funds to be used for meeting spaces, print materials, and other critical supplies. The \$20,000 requested will be matched with \$25,000 from the Florida Veterans Foundation, already allocated to suicide prevention efforts.	20,000
Consultants/Contracted Services/Study	Funds to be used for contracted services including market research, web development, production, and marketing strategy	250,000
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering		0
Total State Funds Requested (must equal total from question #6)		300,000

14. Program Performance

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

The Florida Veterans Foundation requests \$300,000.00 for the initiation of a suicide prevention-specific outreach program targeting Florida's veterans and their dependent family members. This funding request is for the development of a suicide prevention campaign plan and the creation of a unified outreach program including but not limited to marketing efforts, an ad campaign, billboard, TV and radio public service announcements, related social media campaign, etc.



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

It is estimated that 20-24 Veterans die by suicide per day. The prevention of suicide among Florida's Veterans depends heavily on expanding outreach efforts to inform Veterans and reach hidden Veteran sub-populations including the homeless, disenfranchised, rural, and female Veterans. With this additional funding, we will be able to pursue this effort on a meaningful scale.

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

The foundation plans to initiate a public awareness and outreach campaign to better access, inform, and assist Florida's Veterans through suicide prevention efforts and education. The foundation plans to focus the suicide-specific outreach campaign on reaching, educating, offering referrals for resources to both existing Veterans and hidden Veteran sub-populations.

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

Veterans with poor mental health, economically disadvantaged persons, and homeless. We expect to exceed over 800 people served.

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

Improve Physical Health: While our main goal is to address the Veteran suicide epidemic, our initiative will serve to connect individuals to appropriate healthcare and other resources which may lead to improvements in physical health.
 Improve Mental Health: The proposed outreach program will provide upstream opportunities for Veteran suicide prevention as opposed to limiting the department to solely a downstream influence. Providing Veterans with key messaging, educational material, and resource items, helps them to more easily contact agencies and organizations equipped to meet their mental health and other needs.
 Enhance Specific Individual's Economic Self Sufficiency: Mental health difficulties pose a major economic burden for the individual and society. Improving mental health and connecting Veterans to the necessary resources that FDVA and other community organizations have to offer, including employment assistance, will enhance economic self sufficiency.

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?

We will enact a system for graduated prorated contract reduction based on failure to meet specified deliverables. In the event of failure to fulfill the contract, all funds will be returned.

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)



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- 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

17. Lobbyist Contact Information

a. Name

b. Firm Name

c. E-mail Address

d. Phone Number