



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2025-2026

LFIR # 1249

1. **Project Title** Forever Family®: Child Abuse Prevention, Foster Care and Adoption Awareness and Recruitment

2. **Senate Sponsor** Rosalind Osgood

3. **Date of Request** 2/11/2025

4. Project/Program Description

Forever Family®, now in its third decade, is the only coalition of major broadcast television stations (ABC, NBC, CBS, and FOX) united to enhance child safety, preserve families, recruit foster and adoptive parents, and support youth transitioning out of foster care. The vast reach of Forever Family® has led to thousands of children finding loving adoptive homes, the recruitment of countless dedicated foster parents and mentors, and critical support for families in need.

FY23/24 ROI: Forever Family® leveraged \$5,350,501 in earned media, resulting in more than 29 million viewer impressions.

Forever Family® is on track to replicate these results for FY24/25.

Forever Family® not only addresses immediate needs but also builds a sustainable support system for Florida's children and families, leveraging media to foster community involvement and impactful change.

5. **State Agency to receive requested funds** Department of Children and Families

State Agency contacted? Yes

6. Amount of the Nonrecurring Request for Fiscal Year 2025-2026

Type of Funding	Amount
Operating	602,550
Fixed Capital Outlay	0
Total State Funds Requested	602,550

7. Total Project Cost for Fiscal Year 2025-2026 (including matching funds available for this project)

Type of Funding	Amount	Percentage
Total State Funds Requested (from question #6)	602,550	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 2025-2026	602,550	100%

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

If yes, provide the most recent instance:

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	Nonrecurring		
2024-25	0	585,000	318A	No

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

a. If yes, indicate nonrecurring amount per year.



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b. Describe the source of funding that can be used in lieu of state funding.

Complete questions 10 and 11 for Fixed Capital Outlay Projects

10. Status of Construction

a. What is the current phase of the project?

- Planning
 Design
 Construction
 N/A

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?

e. What funding stream will be used for ongoing operations and maintenance of the project?

11. 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.

12. 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		
Salary and Benefits		0
Expense/Equipment/Travel/Supplies/Other	Production expenses related to travel, equipment, video services, on-site experiences	30,900
Consultants/Contracted Services/Study	Executive producers, field producers, production manager, editors, photojournalists, social media content development, media relations, public relations, pre and postproduction, graphics, animation, sound design, writing, web campaign, project coordination, community liaison	571,650
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering		0
Total State Funds Requested (must equal total from question #6)		602,550

13. Program Performance



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

Forever Family® news segments shine a light on vital prevention services that strengthen families, decrease foster care entries, and dramatically increase the number of foster and adoptive families in Florida, while rallying community support for teens aging out of care. This pioneering initiative secures up to \$10 million in media exposure and 50 million impressions annually through exclusive partnerships with ABC, NBC, CBS, and FOX, hosted by top news anchors.

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

Forever Family® will continue to work with the Department of Children and Families, Community Based Care Lead Agencies, and statewide child welfare agencies to research, write, produce, and air television news stories and promotions that directly support Florida's at-risk children and families. Forever Family® will leverage media airtime to raise awareness and connect viewers who want to help - or who are in need of help - with their local agencies.

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

Forever Family® generates millions of media impressions, focusing on vital support for at-risk children and families, promoting foster and adoptive family recruitment, and assisting youth transitioning out of foster care. News stories are also featured on social media and distributed to child welfare agencies to enhance recruitment efforts and prevention initiatives.

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

Children and teens at risk of entering and within the dependency system, families including persons with poor mental health, persons with poor physical health, jobless persons, developmentally disabled, drug users, young adults, economically disadvantaged persons, victims of crimes. Target populations expected to be served: 800+

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

Strengthening families and providing permanency leads to improved physical health, mental health, educational outcomes, general public safety, enhanced self-sufficiency, reduced recidivism, reduced substance abuse, diversion from criminal justice/ juvenile justice system. Strengthening families, permanency = net savings to state and tax payers. Outcomes are measured by number of stories, commercial reach, viewing impressions, market size.

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?

Financial consequences will be imposed. The Provider shall be penalized ten percent (10%) for each performance measure not met; up to a maximum of 20% of the invoice total to be reimbursed. Financial consequences related to failure of the Provider to meet performance measures shall be deducted from the monthly invoice in which the Provider did not meet the performance measure.

14. Is this project related to mitigation, response, or recovery from a natural disaster? No

a. If Yes, what phase best describes the project?

- Mitigation (reducing or eliminating potential loss of life or property)
- Response (addressing the immediate and short-term effects of a natural disaster)
- Recovery (assisting communities return to normal operations, including rebuilding damaged infrastructure)

b. Name of the natural disaster (or Executive Order # for events not under a federal declaration):

15. Has the entity applied for or received federal assistance for this project?

- Yes, Applied



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- Yes, Received
- No
- No, but intends to apply

a. If yes, provide the FEMA project worksheet ID#:

b. Provide the total project cost listed on the FEMA project worksheet:

16. Has the entity applied for or received state assistance for this project (other than this request)?

- Yes, Applied
- Yes, Received
- No
- No, but intends to apply

a. If yes, specify the program and state agency (ex. Local Government Emergency Bridge Loan, Department of Commerce):

17. Requester Contact Information

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

18. 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



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Other (please specify)

d. First Name Last Name

e. E-mail Address

f. Phone Number Ext.

19. Lobbyist Contact Information

a. Name

b. Firm Name

c. E-mail Address

d. Phone Number

The information provided will be posted to the Florida Senate website for public viewing if sponsored by a Senator.