



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2025-2026

LFIR # 1480

1. Project Title

2. Senate Sponsor

3. Date of Request

4. Project/Program Description

Donate Life Florida seeks funding to support the creation and launch of a comprehensive statewide education and outreach initiative aimed at increasing organ, eye, and tissue donor registrations. Backed by comprehensive research, this campaign will target a diverse statewide audience across multiple demographics.

5. State Agency to receive requested funds

State Agency contacted?

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

Type of Funding	Amount
Operating	1,000,000
Fixed Capital Outlay	0
Total State Funds Requested	1,000,000

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)	1,000,000	71%
Matching Funds		
Federal	0	0%
State (excluding the amount of this request)	0	0%
Local	0	0%
Other	400,000	29%
Total Project Costs for Fiscal Year 2025-2026	1,400,000	100%

8. Has this project previously received state funding?

If yes, provide the most recent instance:

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

9. Is future-year 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.

Complete questions 10 and 11 for Fixed Capital Outlay Projects



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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		0
Consultants/Contracted Services/Study	1) Web developer: for website overhaul and donor registry modernization 2) PR and marketing firm: to conduct research and create an integrated marketing campaign, including paid media, PSAs and bonus-matched airtime	1,000,000
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering		0
Total State Funds Requested (must equal total from question #6)		1,000,000

13. Program Performance

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

Conduct research to shape attitudes toward donation, influence campaign messages, and address barriers to organ donation in certain demographic groups. Modernize the organ donor registry to improve user experience, ensure mobile responsiveness, and provide ADA accessibility. A comprehensive media campaign will inspire Florida's citizens to enroll in the donor registry, while website enhancements will facilitate enrollment and deliver essential information.

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



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1) Pre- and post-campaign surveys and research among different demographics to assess before campaign launch; 2) Modernization of the Joshua Abbott Organ and Tissue Donor Registry; 3) Statewide media, public relations and marketing campaigns including outreach to multiple demographics ; 4) website and donor registry upgrade/overhaul.

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

Through targeted media, marketing and public relations campaigns, the registry and website enhancements, and specific outreach to designated audiences, these dollars will show a demonstrated increase in enrollment on Florida's donor registry, which will directly lead to more lives saved through organ and tissue donation, which means more lives saved through organ transplantation.

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

Funding will support a statewide multimedia campaign that will target specific demographic groups. In particular, high school students will be a key target group. The campaign will serve well over 800 individuals.

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

1) Increased registry enrollment, including demographic data will be tracked using data from Florida's DHSMV and direct registrations to the Donate Life Florida registry. 2) Positive media engagement reactions will be monitored through platform analytics, impressions, and website traffic. 3) Increased traffic to the enhanced website will also be tracked via platform analytics.

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?

Increased contract monitoring and financial penalty.

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
- 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:



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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
- 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



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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.