



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2025-2026

LFIR # 2462

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

4. Project/Program Description

To launch a comprehensive social media campaign to combat antisemitism, targeting non-Jewish GenZers who are influenced by hate groups that prowl the Internet. Utilizing known and student-led influencers, The Last Ones will educate viewers about the dangers of antisemitism and teach them how to stand up for those who are affected by discrimination.

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	300,000
Fixed Capital Outlay	0
Total State Funds Requested	300,000

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)	300,000	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 2025-2026	300,000	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		
2024-25	0	286,250	105	No

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

10. Status of Construction



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2025-2026

LFIR # 2462

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	Executive Director \$125,000 annual @ 10% for program oversight	12,500
Other Salary and Benefits	Professional Services: Administrative Assistant \$45,000 @ 25% of program oversight	11,250
Expense/Equipment/Travel/Supplies/Other		0
Consultants/Contracted Services/Study		0
Operational Costs		
Salary and Benefits	Director of Education \$100,000 annual @ 50% = \$50,000 Cameraman \$31,000 annual @ 50% = \$15,500 Editor \$31,000 @ 50% = \$15,500 Social Influencers (6 total) \$500 per shoot @ 50 shoots = \$25,000 per influencer x 6 = \$150,000	231,000
Expense/Equipment/Travel/Supplies/Other	Social media statewide ad buy	45,250
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)		300,000

13. Program Performance

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



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2025-2026

LFIR # 2462

The root cause of Holocaust denial lies in the prowl of social media with nearly 4,000 pieces of content related to the Holocaust collected from platforms, many of which denied or distorted history:

- 49% Telegram
- 10% Facebook
- 15% X
- 17% TikTok

Education must adapt to how people learn today: Online, combatting how social media affects their knowledge of GenZers.

- 1-in-10 never heard the word Holocaust
- 65% did not know that six million Jews were murdered
- 11% of minorities believe Jews caused the Holocaust
- 48% could not name a Nazi death camp

Sources: ADL, Claims Conference, 2023 Economist/YouGov Poll

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

Use interactive dynamic video content. Employ 'Macro-Influencers' who have more than 200,000 followers on at least one platform and local student influencers for a peer-to-peer driven campaign.

Deliverables:

- Share content from The Last Ones on his/her account
- Add content in users voice incorporating key messaging
- Tag The Last Ones
- Use required hashtag such as #TheLastOnes

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

Education to end hate: A new, innovative campaign targeted to GenZers to combat antisemitism via an influencer social media campaign. The Last Ones is already an approved educator in all Florida County School Districts, used as a tool to help eradicate antisemitism. This model will be in conjunction, promoted and supported to bring the classroom the online platform where kids are most influenced.

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

There are 22,904,868 students in the State of Florida, of which 12% are deemed GenZers, which would equal a penetration of 2,748,584 individuals.

GenZers: Colloquially known as 'zoomers', born between 1997-2012 (ages 12-26) being the first fully "digitally native" generation. GenZers represent the leading edge of the country's changing racial and ethnic makeup. Per a Pew Study, they represent a bare majority (52%) that are non-Hispanic white – significantly smaller than the share of millennials who were non-Hispanic white in 2002 (61%). One-in-four GenZers are Hispanic, 14% are black, 6% are Asian and 5% are some other race or two or more races.

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

To change the scope of student knowledge, outreach, and awareness.

- Have greater knowledge about the Holocaust, which will enable them to: (a) Recognize the dangers of antisemitism and (b) Stand up for those who are being discriminated against.
- Have more pluralistic attitudes and be more tolerant, which will enable them to: (a) Challenge incorrect or biased information; (b) Challenge intolerant behaviors in others; (c) Stand up to negative stereotyping; (d) Have a greater sense of social responsibility and civic efficacy.

The project has emerged as a top leader in the field of Holocaust education, with support from major backers including Yad Vashem, Holocaust Museums: France, Miami, Washington D.C., Greater Miami Jewish Federation and the Claims Conference. Also, Dr. Miriam Klein Kassenoff, Director, Holocaust Teacher Institute; University of Miami; Education Specialist, Miami-Dade Public Schools, Serge Dahan, President, B'nai B'rith Europe, and Richard Prasquier.

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?

Loss of funds and/or repayment of funds.

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



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2025-2026

LFIR # 2462

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:

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



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2025-2026

LFIR # 2462

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

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.