



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2024-2025

LFIR # 1392

1. **Project Title**

2. **Senate Sponsor**

3. **Date of Request**

4. **Project/Program Description**

Forever Family is the only statewide partnership of major broadcast television stations working in unison for the purpose of child safety, adoption recruitment, and foster care awareness. This truly unique public-private partnership engages the power of the media to create awareness and mobilize the community to action. Launched more than two decades ago, Forever Family currently airs on NBC 6 Miami/Dade/Broward/Monroe; CBS 12 Palm Beach/Treasure Coast; WFTV ABC 9 Orlando/Central Florida; Action News Jax CBS/FOX Jacksonville; WTSP Tampa/Sarasota; with additional stations set to launch early 2024 in Tallahassee and Panama City. Forever Family also airs on TV stations across North Carolina. All media time is donated. Requested funding will be used to continue providing Forever Family statewide.

5. **State Agency to receive requested funds**

State Agency contacted? Yes

6. **Amount of the Nonrecurring Request for Fiscal Year 2024-2025**

Type of Funding	Amount
Operations	585,000
Fixed Capital Outlay	0
Total State Funds Requested	585,000

7. **Total Project Cost for Fiscal Year 2024-2025 (including matching funds available for this project)**

Type of Funding	Amount	Percentage
Total State Funds Requested (from question #6)	585,000	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 2024-2025	585,000	100%

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

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	Nonrecurring		
2023-24	0	585,000	315	No

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?**



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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
 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?

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		0
Expense/Equipment/Travel/Supplies/Other	Production expenses related to travel, equipment, video services, on site experiences.	30,000
Consultants/Contracted Services/Study	Executive producers, field producers, production managers, editors, photojournalists, social media content development, media relations, public relations, pre- and post-production, graphics animation, sound design, writing, web campaign, project coordination, dedicated information line, viewer liaison, community liaison.	555,000
Operational Costs: Other		
Salary and Benefits		0
Expense/Equipment/Travel/Supplies/Other		0
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)		585,000

14. Program Performance

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



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Forever Family will raise awareness of existing prevention services to keep children out of foster care, increase the number of foster and adoptive families, and raise support for teens exiting the system through exclusive on-air partnership with ABC, NBC, CBS, and FOX stations hosted by well-known anchors and reporters. Funds will leverage up to \$10,000,000 in media time, and an estimated 50 million total Forever Family viewer impressions.

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

Forever Family will work with Community Based Care Lead Agencies and the Department of Children and Families to research, write, produce, and air television news stories and promos that will directly support Florida's at-risk children and families. Forever Family will leverage up to \$10,000,000 in 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 will raise awareness about existing resources that support children and families at risk of entering the dependency system, recruit foster and adoptive families, and raise awareness and support for young adults exiting the foster care system. Stories will be shared on websites, social media, and with the Department of Children and Families and Community Based Care agencies for use in training and recruitment.

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 child welfare dependency system, including persons with poor mental health, persons with poor physical health, at-risk youth, developmentally disabled, drug users, and high school students. Target population expected to be served: 200+

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

Forever Family will raise awareness of existing prevention services to keep children out of foster care, increase the number of foster and adoptive families, and raise support for teens exiting the system through exclusive on-air partnerships with ABC, NBC, CBS, and FOX stations. Funds will leverage up to \$10,000,000 in media time with an estimated 50 million total Forever Family impressions.

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?

Financial consequences will be imposed.

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