



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2023-2024

LFIR # 1558

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

2. **Senate Sponsor** Rosalind Osgood

3. **Date of Request** 02/15/2023

4. Project/Program Description

Forever Family is a truly unique, non-profit public/private organization that engages the power of the media to create awareness regarding child safety and foster care - mobilizing the community to action. Launched in 2002, Forever Family currently airs on NBC 6 Miami Dade/Broward/Monroe; CBS 12 Palm Beach/Treasure Coast; NBC 2 Naples/Fort Myers; WFTV ABC 9 Orlando/ Central Florida; Action News Jax CBS/FOX Jacksonville; WTSP 10 Tampa/Sarasota; and throughout North Carolina. All media time is donated. Funding requested will be used to expand the Forever Family program to every county and television market in Florida, creating the only statewide network of major broadcast television stations working in unison for the purpose of child safety, adoption recruitment and foster care awareness.

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 2023-2024

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

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) | 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 2023-2024 | 585,000 | 100% |

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

| Fiscal Year (yyyy-yy) | Amount | | Specific Appropriation # | Vetoed |
|-----------------------|-----------|--------------|--------------------------|--------|
| | Recurring | Nonrecurring | | |
| >5 years | 0 | 250,000 | 310A | 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

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 | | 0 |
| Consultants/Contracted Services/Study | | 0 |
| Operational Costs: Other | | |
| Salary and Benefits | | 0 |
| Expense/Equipment/Travel/Supplies/Other | Production expenses related to travel, equipment, video services, on site experiences, etc. | 30,000 |
| Consultants/Contracted Services/Study | Executive producers, field producers, production managers, editors, photojournalists, social media content, media relations, public relations, pre- and post-production, graphics animation, sound design, writing, web campaign, project coordination, dedicated information line, viewer liaison, and community liaison. | 555,000 |
| 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 partnerships with ABC, NBC, CBS, FOX stations hosted by well-known anchors and reporters. Funds will leverage more than \$10 million in media time with more than 50 million 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 commercials that will directly support Florida's at-risk children and families. Forever Family will leverage more than \$10 Million of Airtime on ABC, NBC, FOX, CBS stations, connecting viewers 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. All news stories will also be shared on station websites, social media, and with DCF and CBCs 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/or 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, FOX stations hosted by well-known anchors and reporters. Funds will leverage more than \$10 million in media time with more than 50 million viewer impressions. Outcomes will be measure by Number of Inquiries, Number of News Stories, Number of Commercials, Number of Viewing Impressions, Market Size, Social Media/Web Engagement.

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)



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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