



The Florida Senate

Local Funding Initiative Request - Fiscal Year 2018-2019

1. **Title of Project:** Family First – Adoption Promotion Services – All Pro Dad

2. **Senate Sponsor:** Kelli Stargel

3. **Date of Submission:** 11/15/2017

4. **Project/Program Description:**

Leveraging the All Pro Dad platform, along with the influence of Tony Dungy, who in addition to being an influential Floridian, is an adoptive father (he has 10 kids, 7 of them were adopted) and a current foster parent; the program will recruit foster and adoptive families, raise awareness of the state's needs, and lift up current families in the system for the heroes that they are.

5. **State Agency Contacted?** Yes

a. If yes, which state agency? Department of Children and Families

b. If no, which is the most appropriate state agency to place an appropriation for the issue being requested?

6. **Amount of Non-recurring Requested for fiscal year 2018-19:**

Amount Requested for Operations	Amount Requested for Fixed Capital Outlay	Total Amount of Requested State Funds
475,000		475,000

7. **Type, amount and percent of matching funds available for this project for fiscal year 2018-19:**

Type	Amount	Percent
Federal	0	0.0%
State (excluding the amount of this request)	0	0.0%
Local	0	0.0%
Other	475,000	50.0%
TOTAL	475,000	50.0 %

8. **Total Project Cost for fiscal year 2018-19 (including the Total Amount of Requested State Funds):** 950,000

9. **Previous Year Funding Details:**

a. Has funding been provided in a previous state budget for this activity? Yes

b. In the previous 5 fiscal years, how many years was funding provided? (Optional) 2

c. What is the most recent fiscal year the project was funded? 2017-18

d. Were the funds provided in the most recent fiscal year subsequently vetoed? No

e. Complete the following Worksheet.



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FY:	Input Prior FY Appropriation for this project for FY 2017-18 (If appropriated in FY 2017-18 enter the appropriated amount, even if vetoed.)		
Column:	A	B	C
Funds Description:	Prior Year Recurring Funds *	Prior Year Nonrecurring Funds *	Total Funds Appropriated (Column A + Column B)
Input Amounts:		475,000	475,000

10. Is future-year funding likely to be requested?

No

11. Program Performance:

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

The purpose of the initiative is twofold – first, to increase the number of Florida families who foster/adopt, and secondly, to recognize existing Florida families who foster/adopt.

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

The initiative will consist of a statewide program with TV, radio, outdoor, public relations, op-eds, and digital advertising to encourage families to take the next step and learn more about fostering and adoption. Built on All Pro Dad's national spokesman Tony Dungy's passion for adoption (he is a foster parent and has adopted 7 children), we will recruit new families and also celebrate current families in the system. In addition to the recruitment campaign we will recognize current foster families and lift them up as examples to those families considering adoption or fostering. In addition, each month Coach Dungy will promote Coach's Kids of the Month to highlight current children available, by region, for adoption. And the initiative will be promoted around the state through our 288 in-school All Pro Dad's Day monthly breakfast chapters in 99 cities, along with our four, Florida-based large market NFL/NCAA on-turf Father & Kids Experiences.

c. How will the funds be expended?

Spending Category	Description	Amount
Administrative Costs		
<input type="checkbox"/> Executive Director/Project Head Salary and Benefits		
<input type="checkbox"/> Other Salary and Benefits		
<input type="checkbox"/> Expense/Equipment/Travel/Supplies/Other		



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<input type="checkbox"/> Consultants/Contracted Services/Study		
Operational Costs		
<input checked="" type="checkbox"/> Salary and Benefits	Includes Salary and Benefits (based on % of staff time working on project)	136,991
<input checked="" type="checkbox"/> Expense/Equipment/Travel/Supplies/Other	Includes Advertising, Resources and Overhead Expenses; Office Lease, Telephone, Internet, Copier Maintenance, and Computer Maintenance. (based on % of Overhead Expenses calculated on staff % of time allocated to project.)	147,511
<input checked="" type="checkbox"/> Consultants/Contracted Services/Study	Includes consultant costs for Public Relations, Production, Graphics Design, Ad Placement, Project Consultant, Writer, Website Campaign landing page design and creation, and Research Firm.	190,498
Fixed Capital Construction/Major Renovation		
<input type="checkbox"/> Construction/Renovation/Land/Planning Engineering		
TOTAL		475,000

d. What are the direct services to be provided to citizens by the appropriations project?

Children in the state who are in need of a foster home or an adoptive home will have more families interested in helping them. For families who are interested in fostering or adopting, we will provide a mechanism for them to take the next step, by simply calling our statewide toll free number, or filling out an on-line form.

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

By targeting families statewide, ultimately the children in the foster system and those needing to be adopted will be served. The campaign will reach millions of Floridians, raising awareness of the need, and encouraging families to take the next step.



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

Benefiting from this project will be Florida families, children in the foster care and adoption system; and it will also benefit workers in the 17 Community Based Care agencies around the state – by providing new options for foster and adoption placement. Ultimately the state and taxpayers will benefit - according to the DCF, having a child placed in a foster home environment versus a group home saves the state approximately \$100 per child per night – and the environment is better for the child in a foster home. We are tracking campaign awareness, campaign impressions, attitude shifts about fostering and adoption, and ultimately foster family/adoptive family leads. We are collecting data through Google analytics, Facebook analytics, Media outlet reporting, focus groups, email surveys and rapid response surveys at our events. In addition we are tracking the leads the campaign is generating.

g. 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?

All Pro Dad has worked with our Contract Manager at the Department of Children and Families during the current year to ensure the current funding meets the required goals of the contract and brings value back to Floridians. We would work directly with the Contract Manager and the DCF going forward to ensure any necessary penalties are added to the contract to achieve the expected performance measures.

12. The owner(s) of the facility to receive, directly or indirectly, any fixed capital outlay funding. Include the relationship between the owner(s) of the facility and the entity.

none

13. Requestor Contact Information:

- a. **Name:** George Woods
- b. **Organization:** Family First
- c. **Email:** george@familyfirst.net
- d. **Phone Number:** (813)363-4277

14. Recipient Contact Information:

- a. **Organization:** Family First
- b. **County:** Hillsborough
- c. **Organization Type:**
 - ☐ For Profit
 - ☒ Non Profit 501(c) (3)
 - ☐ Non Profit 501(c) (4)
 - ☐ Local Entity
 - ☐ University or College
 - ☐ Other (Please specify)
- d. **Contact Name:** George Woods
- e. **E-mail Address:** george@familyfirst.net
- f. **Phone Number:** (813)363-4277



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15. If there is a registered lobbyist, fill out the lobbyist information below.

a. Name: Eric Prutsman

b. Firm: Prutsman & Associates, P.A.

c. Email: Eric@prutsmanlaw.com

d. Phone Number: (850)894-6601