



The Florida Senate

Local Funding Initiative Request - Fiscal Year 2018-2019

1. **Title of Project:** Forever Family

2. **Senate Sponsor:** Lauren Book

3. **Date of Submission:** 12/12/2017

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 children in foster care - mobilizing the community to action. Launched in 2002 on NBC 6 South Florida, Forever Family currently airs on NBC 6 South Florida, CBS 12 Palm Beach/Treasure Coast, ABC 9 & TV 27 Orlando/Central Florida, CBS 47 & FOX 30 Jacksonville, NBC 2 Fort Myers/Naples, FOX 8 Greensboro and ABC 3 Charlotte. All media time is donated. Funding will be used to expand the "Forever Family Florida" program to every county and television market in the state, creating the only statewide network of major broadcast television stations working in unison for the purpose of adoption recruitment and foster care awareness.

5. **State Agency Contacted?** No

a. If yes, which state agency?

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

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
465,000		465,000

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	0	0.0%
TOTAL	0	0.0 %

8. **Total Project Cost for fiscal year 2018-19 (including the Total Amount of Requested State Funds):** 465,000

9. **Previous Year Funding Details:**



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- 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)
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.

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
Funds Description:		Prior Year Recurring Funds *	Prior Year Nonrecurring Funds *
Input Amounts:			

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

Yes

- a. If yes, indicate non-recurring amount per year.

\$465,000

11. Program Performance:

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

Forever Family is in the unique position to leverage up to \$15,000,000 in free broadcast television airtime annually, reaching viewers across the state with a positive message about foster children and motivating them to action. This will dramatically increase the number of adoptive families, foster families and volunteers. In addition, the program will leverage monetary assistance for youth aging out of foster care and families adopting medically needy children.

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

Television station outreach to include market research, schedule and attendance of executive level television station meetings in markets that Forever Family currently does not have a market.

- c. How will the funds be expended?

Spending Category	Description	Amount
Administrative Costs		
<input checked="" type="checkbox"/> Executive Director/Project Head Salary and	Project Head, Office Manager	105,000



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Benefits		
<input type="checkbox"/> Other Salary and Benefits		
<input checked="" type="checkbox"/> Expense/Equipment/Travel/Supplies/Other	Office Rent Utilities, Supplies, Professional Fees	30,000
<input type="checkbox"/> Consultants/Contracted Services/Study		
Operational Costs		
<input type="checkbox"/> Salary and Benefits		
<input checked="" type="checkbox"/> Expense/Equipment/Travel/Supplies/Other	Travel, production expenses related to children, computers and hard drives, equipment	50,000
<input checked="" type="checkbox"/> Consultants/Contracted Services/Study	Producers and Executive Producers, On-Air Talent Production Managers, Editors, Photo Journalists, Web Development, Social Media	280,000
Fixed Capital Construction/Major Renovation		
<input type="checkbox"/> Construction/Renovation/Land/Planning Engineering		
TOTAL		465,000

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

Adoption recruitment activities for children and teen citizens to include fully-produced broadcast quality adoption recruitment videos, adoption recruitment support, and follow up.

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

Children and teens 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+.

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

Recruiting loving, adoptive families will: (1) Improve physical and mental health: Increasing the number of loving adoptive parents, foster parents, advocates and volunteers will have a direct effect on the physical and mental health of children in care by increasing access to quality healthcare. (2) Improve quality of education:



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Educational outcomes for children in foster care are abismal. By increasing the number of adoptive parents, quality foster parents, and advocates, outcomes for these children increase dramatically. (3) Net Savings: The expansion of Forever Family will have the added effect of producing a net savings for the state of Florida. The costs of caring for children and teens in the foster care system are exceedingly high. For every foster child in Florida, the State pays in excess of \$60,000 per year. Forever Family saves taxpayers almost 100% of those funds for each adoption.

- 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?**

Financial consequences will be imposed.

- 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.**

N/A

- 13. Requestor Contact Information:**

- a. Name:** Gia Tutalo-Mote
- b. Organization:** Forever Family
- c. Email:** gia@foreverfamily.org
- d. Phone Number:** (954)303-5802

- 14. Recipient Contact Information:**

- a. Organization:** Forever Family
- b. County:** Broward
- 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:** Gia Tutalo-Mote
- e. E-mail Address:** gia@foreverfamily.org
- f. Phone Number:** (954)303-5802

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

- a. Name:** Alain Jean
- b. Firm:** The August Company
- c. Email:** aj@theaugustcompanyllc.com
- d. Phone Number:** (954)770-3360