



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2019-2020

LFIR#: 1874

1. **Title of Project:** All Pro Dad Fatherhood Involvement in Literacy

2. **Senate Sponsor:** Aaron Bean

3. **Date of Submission:** 02/07/2019

4. **Project/Program Description:**

Leveraging the All Pro Dad platform, along with the influence of Tony Dungy, the program will ask dads to read to their children. Research affirms that when a father is involved in their child's academic life, the child will do better academically, socially, has a better attendance record and has a lower risk of dropping out. Through the statewide campaign, dads will be encouraged to read, download, and put into action, resources such as the 5 Ways To Bond With Your Kids Through Reading.

5. **State Agency to receive requested funds :** Department of Education

State Agency Contacted? Yes

6. **Amount of the Nonrecurring Request for Fiscal Year 2019-2020**

Type of Funding	Amount
Operations	500,000
Fixed Capital Outlay	
Total State Funds Requested	500,000

7. **Total Project Cost for Fiscal Year 2019-2020 (including matching funds available for this project)**

Type of Funding	Amount	Percent
Total State Funds Requested (from question #6)	500,000	100.00%
Federal	0	0.00%
State (excluding the amount of this request)	0	0.00%
Local	0	0.00%
Other	0	0.00%
Total Project Costs for Fiscal Year 2019-2020	500,000	100.0%

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

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	NonRecurring		
2018-19		500,000	111	No

9. **Is future-year funding likely to be requested?** No

10. **Details on how the requested state funds will be expended**

Spending Category	Description	Amount
Administrative Costs:		
Executive Director/Project Head Salary and		



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Benefits		
Other Salary and Benefits		
Expense/Equipment/Travel/Supplies/Other		
Consultants/Contracted Services/Study		
Operational Costs:		
Salary and Benefits	Includes Salary and Benefits (based on % of staff time working on project)	150,087
Expense/Equipment/Travel/Supplies/Other	Includes Advertising, Books, Facility Lease, Employee Leasing Fee, Boxes and shipping cost for books.)	225,538
Consultants/Contracted Services/Study	Includes consultant costs for Awareness, Results Management, Production, Public Relations, Advertising Placement and in school chapter growth.	124,375
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering		
Total State Funds Requested (must equal total from question #6)		500,000

11. Program Performance:

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

To strengthen families and to help children reach their full academic potential. By engaging dads to read to their kids, children will not only fall in love with reading, but they will fall more in love with their dads. Our goal is to encourage Dads to use multiple resources such as "5 Ways To Bond With Your Kids Through Reading" and have dads reading to, or with, their kids more frequently.

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

With a focus on the 273 in-school All Pro Dad's Day monthly breakfast chapters in 99 Florida cities, along with our three, Florida-based large market NFL/NCAA on-turf All Pro Dad Experiences, we will be teaching and encouraging dads to read to their kids. We also use our existing infrastructure and media platforms (which attracted more than 8 million unique visitors in 2018) to build and deploy a multimedia and digital campaign to combine one of the nation's most trusted sports personalities - Tony Dungy - with the literacy and fatherhood involvement initiatives. The key messages will focus on encouraging fathers to be significantly involved in their children's education, and one simple yet powerful way to do this is by reading to and with their children. We also partner with Scholastic and The Dungy Family Foundation. All Pro Dad is the fatherhood program of Family First, a Tampa-based non-profit organization that focuses on education and research.

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

Children in the state who are in need of books in their home, more time with their dads, or help academically. At our on-turf events, Dads and kids will read together during our Daddy Read To Me moment. At our 288 in school chapters, each month dads and kids will be encouraged to read books that will allow them to go deeper on that month's character building topic. A statewide Summer Reading Challenge will also be executed, with the highest performers having a chance to meet Coach Dungy.



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

Children and their fathers throughout the state. The campaign will reach millions of Floridians, raising awareness of the impact and emotional connection that occurs when dads simply read to their children.

e. 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. We are tracking campaign awareness, campaign impressions, resource downloads and attitude shifts about reading with your kids. We are collecting data through Google analytics, Facebook analytics, Media outlet reporting, focus groups, email surveys and rapid response surveys at our events.

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?

All Pro Dad has worked with our Contract Manager at the Department of Education 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 DOE 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.

N/A

13. Requestor Contact Information:

- a. **Name:** Lesley Bateman
- b. **Organization:** Family First
- c. **E-mail Address:** lesley.bateman@familyfirst.net
- d. **Phone Number:** (813)335-7060

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:** Lesley Bateman
- e. **E-mail Address:** lesley.bateman@familyfirst.net
- f. **Phone Number:** (813)335-7060



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15. Lobbyist Contact Information

- a. **Name:** Eric Prutsman
- b. **Firm Name:** Prutsman & Associate, P.A.
- c. **E-mail Address:** Eric@prutsmanlaw.com
- d. **Phone Number:** (850)894-6601