



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2020-2021

LFIR # 1406

1. **Project Title**

2. **Senate Sponsor**

3. **Date of Request**

4. **Project/Program Description**

On the air since 2002, Forever Family is one of the most highly recognized media franchises in the states of Florida and North Carolina, and is unique within the national child welfare and media communities. Forever Family leverages several million dollars in free television airtime each year by partnering with Community Based Care Agencies and major broadcast TV stations: ABC, NBC, CBS and FOX. Forever Family's daily news stories and promotions raise awareness of Florida's foster care system and drive families to open their hearts and homes to foster or adopt the longest waiting children in our system of care. Viewer Impressions total more than 40 million yearly. Forever Family is hosted by main anchors and reporters in local newscasts, with all news and commercial airtime donated, more than 40 million dollars to date. Funding will be used to expand the "Forever Family Florida" program to every Florida county and television market. More information at ForeverFamily.Org

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

State Agency contacted? Yes No

6. **Amount of the Nonrecurring Request for Fiscal Year 2020-2021**

Type of Funding	Amount
Operations	<input style="width: 80%;" type="text" value="465,000"/>
Fixed Capital Outlay	<input style="width: 80%;" type="text" value="000"/>
Total State Funds Requested	465,000

7. **Total Project Cost for Fiscal Year 2020-2021 (including matching funds available for this project)**

Type of Funding	Amount	Percentage
Total State Funds Requested (from question #6)	<input style="width: 80%;" type="text" value="465000"/>	<input style="width: 80%;" type="text" value="100.0"/> %
Matching Funds		
Federal	<input style="width: 80%;" type="text" value="00"/>	<input style="width: 80%;" type="text" value="0"/> %
State (excluding the amount of this request)	<input style="width: 80%;" type="text" value="00"/>	<input style="width: 80%;" type="text" value="0"/> %
Local	<input style="width: 80%;" type="text" value="00"/>	<input style="width: 80%;" type="text" value="0"/> %
Other	<input style="width: 80%;" type="text" value="00"/>	<input style="width: 80%;" type="text" value="0"/> %
Total Project Costs for Fiscal Year 2020-2021	465,000	100 %

8. **Has this project previously received state funding?** Yes No

If yes, provide the most recent instance:

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	Nonrecurring		
<input style="width: 80%;" type="text" value="2017-18"/>	<input style="width: 80%;" type="text" value="00"/>	<input style="width: 80%;" type="text" value="250,000"/>	<input style="width: 80%;" type="text" value="310A"/>	<input type="checkbox"/> No

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

If yes, indicate nonrecurring amount per year.



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

Spending Category	Description	Amount
Administrative Costs:		
Executive Director/Project Head Salary and Benefits		<input type="text"/>
Other Salary and Benefits		<input type="text"/>
Expense/Equipment/Travel/Supplies/Other		<input type="text"/>
Consultants/Contracted Services/Study		<input type="text"/>
Operational Costs: Other		
Salary and Benefits		<input type="text"/>
Expense/Equipment/Travel/Supplies/Other	Production expenses related to children; travel; equipment.	30,000
Consultants/Contracted Services/Study	Executive Producer, Producers, Production Managers, Editors, Photo Journalists, Web Development, Social Media, Media Relations, Project Coordinator, Community Outreach/Liason.	435,000
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering		<input type="text"/>
Total State Funds Requested (must equal total from question #6)		465,000



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11. Program Performance

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

Forever Family is in the unique position to leverage several million dollars in free television airtime by partnering with ABC, NBC, CBS and FOX stations to significantly increase the number of foster and adoptive parents in Florida. Daily news segments and promotions with on-air talent will raise awareness of Florida's foster care system and drive a new untapped market of families to open their hearts and homes to foster or adopt the longest waiting children in our system of care.

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

Leverage broadcast airtime. Produce news stories of the hardest to place children in the State of Florida. Produce foster parent recruitment stories. Coordinate all activities for television shoots. Provide television production crew, including videographers, field producers, executive producer, editors. Distribute raw materials and finished packages to TV partners. Manage an 800 number (1-888-365-FAMILY) operating as a central referral system. Utilize social media technologies and provide links to Community Based Care agencies for recruitment, outreach and parenting courses.

c. What direct services will be provided to citizens by the appropriation project?

Forever Family will find families for children who are available for adoption, recruit foster parents, volunteers and other resources for children in care. Forever Family will schedule, shoot, and edit television videos of the hardest to place children in Florida's foster care system who are awaiting adoption and then broadcast those videos on Forever Family broadcast affiliates, DCF and CBC websites, and via social media. Through child specific recruitment activities, Forever Family will increase the number of child specific video interviews of the hardest to place children throughout the state of Florida. These children represent: sibling groups, children with special needs, medically challenged, and older teen youth. Forever Family will also work with and support teens leaving the foster care system, families adopting medically needy children, and foster families.

d. 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+.

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

Recruiting loving, foster and 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: Educational outcomes for children in foster care are abysmal. 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, the State pays in excess of \$60,000 per year. Forever Family saves taxpayers almost 100% of those funds for each adoption. Outcomes will be tracked with number of adoptions, inquiries, and viewer 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 in the contract?

Financial consequences will be imposed. The Provider shall be penalized 10% for each performance measure not met; up to a maximum of 20% of the invoice total to be reimbursed. Financial consequences related to failure of the Provider to meet performance measures shall be deducted from the monthly invoice in which the Provider did not meet the performance measure.



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12. **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.**

N/A

13. **Requestor Contact Information**

- a. First Name Last Name
- b. Organization
- c. E-mail Address
- d. Phone Number Ext.

14. **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)
 - Local Entity
 - University or College
 - Other (please specify)
- d. First Name Last Name
- e. E-mail Address
- f. Phone Number

15. **Lobbyist Contact Information**

- a. Name
- b. Firm Name
- c. E-mail Address
- d. Phone Number Ext.