



# The Florida Senate

## Local Funding Initiative Request

### Fiscal Year 2020-2021

LFIR # 2308

1. **Project Title**
2. **Senate Sponsor**
3. **Date of Request**

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**
- 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="750,000"/>
Fixed Capital Outlay	<input style="width: 80%;" type="text" value="000"/>
<b>Total State Funds Requested</b>	<b>750,000</b>

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="750000"/>	<input style="width: 80%;" type="text" value="100.0"/> %
<b>Matching Funds</b>		
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"/> %
<b>Total Project Costs for Fiscal Year 2020-2021</b>	<b>750,000</b>	<b>100</b> %

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="2019-20"/>	<input style="width: 80%;" type="text" value="00"/>	<input style="width: 80%;" type="text" value="500,000"/>	<input style="width: 80%;" type="text" value="113"/>	<input type="checkbox"/> Yes <input checked="" type="checkbox"/> No

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

If yes, indicate nonrecurring amount per year.



# The Florida Senate

## Local Funding Initiative Request

### Fiscal Year 2020-2021

LFIR # 2308

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

Spending Category	Description	Amount
<b>Administrative Costs:</b>		
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"/>
<b>Operational Costs: Other</b>		
Salary and Benefits	Includes Salary and Benefits (based on % of staff time working on project)	209,191
Expense/Equipment/Travel/Supplies/Other	Includes Advertising, Books, Facility Lease, Employee Leasing Fee, Boxes and shipping cost for books.	327,529
Consultants/Contracted Services/Study	Includes Consultant costs for Awareness, Results Management, Production, Public Relations, Advertising Placement and in-school chapter growth.	213,280
<b>Fixed Capital Construction/Major Renovation:</b>		
Construction/Renovation/Land/Planning Engineering		<input type="text"/>
<b>Total State Funds Requested (must equal total from question #6)</b>		<b>750,000</b>



# The Florida Senate Local Funding Initiative Request Fiscal Year 2020-2021

LFIR # 2308

## 11. Program Performance

### a. What specific purpose or goal 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 activities and services will be provided to meet the intended purpose of these funds?

With a focus on the 280 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 9 million unique visitors in 2019) 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 direct services will be provided to citizens by the appropriation 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.

### 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.



# The Florida Senate

## Local Funding Initiative Request

### Fiscal Year 2020-2021

LFIR # 2308

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.