



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2021-2022

LFIR # 1280

1. Project Title

2. Senate Sponsor

3. Date of Request

4. Project/Program Description

Research affirms that when a father is involved in his child's academic life, the child will do better socially, maintain a better attendance record and have a lower risk of dropping out. We will engage fathers through the nearly 200 in-school All Pro Dad's Chapters in cities across the state and replicate this successful program throughout Florida's school system; and through large market NFL/NCAA on-turf Father & Kids Experiences. Both programs include "Daddy Read to Me" components.

5. State Agency to receive requested funds

State Agency contacted?

6. Amount of the Nonrecurring Request for Fiscal Year 2021-2022

Type of Funding	Amount
Operations	700,000
Fixed Capital Outlay	0
Total State Funds Requested	700,000

7. Total Project Cost for Fiscal Year 2021-2022 (including matching funds available for this project)

Type of Funding	Amount	Percentage
Total State Funds Requested (from question #6)	700,000	100%
Matching Funds		
Federal	0	0%
State (excluding the amount of this request)	0	0%
Local	0	0%
Other	0	0%
Total Project Costs for Fiscal Year 2021-2022	700,000	100%

8. Has this project previously received state funding?

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	Nonrecurring		
2020-21	0	700,000	114	No

9. Is future funding likely to be requested?

a. If yes, indicate nonrecurring amount per year.

b. Describe the source of funding that can be used in lieu of state funding.

10. Has the entity requesting this project received any federal assistance related to the COVID-19 pandemic?



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2021-2022

LFIR # 1280

If yes, indicate the amount of funds received and what the funds were used for.

We were awarded a Paycheck Protection Program loan in the amount of 326,350.00 (3,315.52 was used for allowable utility payments, 15,817.08 was used for allowable lease payment and the remaining dollars were used for payroll costs.) Total loan forgiven by SBA.

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

Spending Category	Description	Amount
Administrative Costs:		
Executive Director/Project Head Salary and Benefits		0
Other Salary and Benefits		0
Expense/Equipment/Travel/Supplies/Other		0
Consultants/Contracted Services/Study		0
Operational Costs: Other		
Salary and Benefits	Includes Salary and Benefits (based on % of staff time working on project)	242,638
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.)	253,582
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.	203,780
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering		0
Total State Funds Requested (must equal total from question #6)		700,000

12. Program Performance

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

Research affirms that when a father is involved in his child's academic life, the child will do better socially, maintain a better attendance record and have a lower risk of dropping out. We will seek to close the achievement gap by engaging fathers through the nearly 200 in-school All Pro Dad's Chapters across the state and replicate this successful program throughout Florida's school system through new chapter growth; through large market NFL/NCAA on-turf Father & Kids Experiences, and through literacy campaigns on our online platforms that reached more than 10 million unique users in 2020. Both programs include "Daddy Read to Me" components.

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

Professionally written content (blogs, social posts, resources) teaching fathers to read and engage with their children will be disseminated through various paid media channels including Family First's wide-reaching digital platforms boasting more than 10 million unique users in 2020. The All Pro Dad Chapter monthly program for Fathers and Kids will be expanded throughout Florida beyond the nearly 200 schools where fathers are challenged to read books to their children on each month's character building topic. A "Daddy Read to Me" moment will be executed at our Florida-based large market NFL/NCAA on-turf All Pro Dad Experiences.

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

Encouraging dads to read to their children and providing them tools to do so. Teaching men how to take a more active role in their child's life and providing a mechanism to do so through the All Pro Dad Chapter program in schools. Delivering helpful tools to dads through our All Pro Dad & Tony Dungy online platforms. These efforts will positively impact the school environment and education outcomes and result in stronger families.



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2021-2022

LFIR # 1280

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. Through the All Pro Dad Chapter program we will reach school-age (elementary/middle) children throughout Florida.

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

Research affirms that when a father is involved in his child's academic life, the child will do better socially, maintain a better attendance record and have a lower risk of dropping out. We will engage fathers through the more than 200 in-school All Pro Dad's Chapters and replicate this successful program throughout Florida's school system; through large market NFL/NCAA on-turf Father & Kids Experiences; and through online literacy campaigns. All efforts include "Daddy Read to Me" components.

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 the contract?

Require Corrective Action Plans
Delay in the approval of the next quarterly advance
Reduction of the next quarterly advance in proportion to the work/tasks not completed

13. 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.

None



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2021-2022

LFIR # 1280

14. Requestor Contact Information

a. First Name Last Name

b. Organization

c. E-mail Address

d. Phone Number Ext.

15. 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

16. Lobbyist Contact Information

a. Name

b. Firm Name

c. E-mail Address

d. Phone Number