



# The Florida Senate

## Local Funding Initiative Request

### Fiscal Year 2022-2023

LFIR # 1205

1. Project Title

2. Senate Sponsor

3. Date of Request

4. Project/Program Description

Increase the number of Florida families who foster/adopt through awareness, prevention and events utilizing the Family First platforms of All Pro Dad and iMom (which boast more than 10 million unique visitors annually), the All Pro Dad Chapter Program in the nearly 200 schools in Florida, and All Pro Dad national spokesman Tony Dungy, who has adopted and fostered multiple children.

5. State Agency to receive requested funds

State Agency contacted?

6. Amount of the Nonrecurring Request for Fiscal Year 2022-2023

| Type of Funding                    | Amount         |
|------------------------------------|----------------|
| Operations                         | 750,000        |
| Fixed Capital Outlay               | 0              |
| <b>Total State Funds Requested</b> | <b>750,000</b> |

7. Total Project Cost for Fiscal Year 2022-2023 (including matching funds available for this project)

| Type of Funding                                      | Amount         | Percentage  |
|------------------------------------------------------|----------------|-------------|
| Total State Funds Requested (from question #6)       | 750,000        | 100%        |
| <b>Matching Funds</b>                                |                |             |
| Federal                                              | 0              | 0%          |
| State (excluding the amount of this request)         | 0              | 0%          |
| Local                                                | 0              | 0%          |
| Other                                                | 0              | 0%          |
| <b>Total Project Costs for Fiscal Year 2022-2023</b> | <b>750,000</b> | <b>100%</b> |

8. Has this project previously received state funding?

| Fiscal Year<br>(yyyy-yy) | Amount    |              | Specific<br>Appropriation # | Vetoed |
|--------------------------|-----------|--------------|-----------------------------|--------|
|                          | Recurring | Nonrecurring |                             |        |
| 2021-22                  | 0         | 650,000      | 310A                        | 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?

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



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We were awarded two Paycheck Protection Program loans.  
First loan was awarded in 2020 in the amount of 326,350.00 (3,315.52 was used for utility payments, 15,817.08 was used for lease payments and the remaining dollars were used for payroll costs.) Total loan forgiven by SBA.  
Second loan awarded in 2021 in the amount of 401,685.00 (8,305.24 was used for utility payments 32,427.52 was used for lease payments and the remaining dollars were used for payroll costs.)

#### 11. 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                    |                                                                                                                                                                                                                               | 0              |
| Other Salary and Benefits                                              |                                                                                                                                                                                                                               | 0              |
| Expense/Equipment/Travel/Supplies/Other                                |                                                                                                                                                                                                                               | 0              |
| Consultants/Contracted Services/Study                                  |                                                                                                                                                                                                                               | 0              |
| <b>Operational Costs: Other</b>                                        |                                                                                                                                                                                                                               |                |
| Salary and Benefits                                                    | Includes Salary and Benefits (based on % of staff time working on project).                                                                                                                                                   | 182,372        |
| 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.) | 298,077        |
| 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.                                                     | 269,551        |
| <b>Fixed Capital Construction/Major Renovation:</b>                    |                                                                                                                                                                                                                               |                |
| Construction/Renovation/Land/Planning Engineering                      |                                                                                                                                                                                                                               | 0              |
| <b>Total State Funds Requested (must equal total from question #6)</b> |                                                                                                                                                                                                                               | <b>750,000</b> |

#### 12. Program Performance

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

Increase the number of Florida families who foster/adopt through awareness, prevention and events utilizing the Family First platforms of All Pro Dad and iMom (which boast more than 10 million unique visitors annually), the All Pro Dad Chapter Program in nearly 200 schools throughout the state of Florida, and All Pro Dad national spokesman Tony Dungy, who has adopted and fostered multiple children.

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

An awareness campaign and events will highlight the need for foster and adoptive parents while also using our on-the ground programs to prevent family disruption (to reduce the need for foster families). Professionally written content (blogs, social posts bolstered by digital and other advertising) teaching fathers and mothers to engage with their children will be shared through Family First's wide-reaching digital platforms boasting more than 10 million unique users. The All Pro Dad Chapter monthly program for Fathers and Kids prevents family disruption by teaching fathers how to engage with their children. Coach Tony Dungy, an adoptive and foster parent will be our featured spokesman, encouraging engaged fathers, as well as fostering and adopting.

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

Professionally written content/resources educating Floridians on the need for foster and adoptive parents. Parenting resources for parents for men and women to prevent family disruption. Events designed to educate and interest potential foster and adoptive parents.



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

By targeting families statewide, ultimately the children in the foster system and those needing to be adopted will be served. The iMom, All Pro Dad and Tony Dungy platforms reach millions each year, raising awareness of the need for foster and adoptive families.

**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, children in the foster care and adoption system; and it will also benefit workers in the Community Based Care agencies around the state – by providing new options for foster and adoption placement. Ultimately the state and taxpayers will benefit - according to the DCF, having a child placed in a foster home environment versus a group home saves the state approximately \$100 per child per night – and the environment is better for the child in a foster home. We are tracking campaign awareness through Google analytics, Facebook analytics, media outlet reporting, and attendance at 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 the contract?**

Family First has worked with its contract manager at the Department of Children and Families during the current year to ensure the current funding meets the required goals of the contract and brings value back to Floridians. As in our current contract, we work directly with the Contract Manager and DCF to assign monetary values to the deliverables, which would result in a penalty if deliverables are not met in a given month.

**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.**

N/A



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#### 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