



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2022-2023

LFIR # 2700

1. Project Title

2. Senate Sponsor

3. Date of Request

4. Project/Program Description

This project will help support and expand United Way Suncoast's financial stability and financial education work. Specifically its banking, tax preparation, and financial coaching programs. It will strengthen the linkages between these successful programs. The goal of the project will be to amplify the positive impact of these efforts, and to ensure that clients are connected to the full spectrum of the United Way Suncoast's financial stability supports.

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	100,000
Fixed Capital Outlay	0
Total State Funds Requested	100,000

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)	100,000	14%
Matching Funds		
Federal	144,235	20%
State (excluding the amount of this request)	0	0%
Local	0	0%
Other	467,159	66%
Total Project Costs for Fiscal Year 2022-2023	711,394	100%

8. Has this project previously received state funding?

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	Nonrecurring		

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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A PPP loan in the amount of \$1,030,050 was received by United Way Suncoast and was used for payroll and utility expenses. The loan was forgiven.

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	Additional staff will be necessary to expand and manage the aforementioned programs.	50,000
Expense/Equipment/Travel/Supplies/Other	Funding will be needed to more effectively market these programs and communicate with potential clients.	50,000
Consultants/Contracted Services/Study		0
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering		0
Total State Funds Requested (must equal total from question #6)		100,000

12. Program Performance

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

These funds will be used to expand the scope of the United Way Suncoast's financial stability and financial education work. Specifically its banking, tax preparation, and financial coaching programs. It will strengthen the linkages between these successful programs. The goal of the project will be to amplify the positive impact of these efforts, and to ensure that clients are connected to the full spectrum of the United Way Suncoast's financial stability supports.

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

Funding will be used to expand United Way Suncoast's BankOn, Volunteer Income Tax Assistance (VITA) and financial coaching programs. Through partnerships with local institutions, BankOn provides access to safe, affordable banking products. VITA utilizes certified volunteers to provide free tax preparation to low-income taxpayers. Financial coaching helps individuals plan for and achieve their financial goals.

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

Additional funding will allow BankOn to connect with more financial institutions and increase awareness about the program, helping more people benefit from fair banking. VITA will also be able to prepare more returns, bringing millions of extra dollars into the community. Finally, clients will have expanded access to financial coaching services, which will help them attain long-term stability.

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

The target population for this project are the many families within United Way Suncoast's service area (Pinellas, Hillsborough, Sarasota, Manatee and DeSoto counties) that are struggling financially. That includes 12% of households in the region that are earning below the Federal Poverty Level, and another 31% classified as ALICE (Asset Limited, Income Constrained, Employed). That is a total of 557,372 households in the Suncoast region. The project will help provide financial stability assistance to thousands of people. UWS's goal for the VITA program alone is 12,000 individuals served.

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



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be measured?

One benefit of this project is that more individuals will be able to access United Way Suncoast's financial coaching program, which will educate and prepare them for financial success and stability in the long-term. The impact will be evident in the number of additional clients that United Way Suncoast is able to serve. These programs will also help bring a significant amount of money back to our community in the form of tax returns, tax credits, economic impact payments and rental assistance. The success of these efforts can be measured, in part, by the amount of dollars that are returned to families in our community that are most in need. Finally, by connecting more people with holistic financial stability support through the United Way Suncoast, additional ALICE families will be on the path toward economic self sufficiency. The collective impact of these programs can be measured by the number of clients served, as well as other associated metrics, including the number of new bank ac

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?

Reversion of funds.

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