



The Florida Senate

Local Funding Initiative Request

Fiscal Year 2025-2026

LFIR # 1647

1. Project Title Who We Play For: Sudden Cardiac Arrest Prevention

2. Senate Sponsor Colleen Burton

3. Date of Request 2/19/2025

4. Project/Program Description

Sudden Cardiac Arrest is the leading cause of death on school campuses, in student athletes, and arguably among all children. Research shows that 1 in 300 children have a detectable and potentially life-threatening heart condition. With state support last year, Who We Play For (WWPF) brought lifesaving electrocardiogram (ECG) heart screenings to tens of thousands of students and student-athletes across every region of Florida. Through over 1,000 heart screening events, approximately 93 young lives were saved by detecting and addressing these hidden dangers before tragedy struck. This year, continued state funding will enable WWPF to provide ECG heart screenings for 33,000 students aged 10 to 22 throughout Florida. These screenings will empower hundreds of students and families with critical health information, creating a safer future for our youth, preventing the unimaginable and strengthening FL families.

5. State Agency to receive requested funds Department of Health

State Agency contacted? Yes

6. Amount of the Nonrecurring Request for Fiscal Year 2025-2026

Type of Funding	Amount
Operating	975,000
Fixed Capital Outlay	0
Total State Funds Requested	975,000

7. Total Project Cost for Fiscal Year 2025-2026 (including matching funds available for this project)

Type of Funding	Amount	Percentage
Total State Funds Requested (from question #6)	975,000	49%
Matching Funds		
Federal	0	0%
State (excluding the amount of this request)	0	0%
Local	0	0%
Other	1,000,000	51%
Total Project Costs for Fiscal Year 2025-2026	1,975,000	100%

8. Has this project previously received state funding? Yes

If yes, provide the most recent instance:

Fiscal Year (yyyy-yy)	Amount		Specific Appropriation #	Vetoed
	Recurring	Nonrecurring		
2024-25	0	975,000	546	No

9. Is future-year funding likely to be requested? Yes

a. If yes, indicate nonrecurring amount per year. 975,000

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

Private donations are inadequate to fund the program.



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Complete questions 10 and 11 for Fixed Capital Outlay Projects

10. Status of Construction

a. What is the current phase of the project?

☐ Planning ☐ Design ☐ Construction ☐ N/A

b. Is the project "shovel ready" (i.e permitted)?

c. What is the estimated start date of construction?

d. What is the estimated completion date of construction?

e. What funding stream will be used for ongoing operations and maintenance of the project?

11. List 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.

12. 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		
Salary and Benefits		0
Expense/Equipment/Travel/Supplies/Other	Materials: Single-use electrodes: \$20,000 Alcohol wipes, towels, dividers, travel carts, tables and mats: \$20,000 SCA Educational Materials and results cards: \$20,000 IT Infrastructure support, upgrades to a secure platform for recording and transmitting medical records: \$50,000 New ECG Equipment: \$100,000	210,000
Consultants/Contracted Services/Study	Salary/staff for heart screening events: \$163,000 Reduced Lab/Testing Fees (\$9 per ECG interpretation fee to Pediatric Cardiologist): \$297,000 Hourly IBR Coordinator: \$55,000 1 full time Volunteer Coordinator: \$50,000 2 Heart Health Advocates to help ensure follow up care is provided for all children in need: \$50,000 each 2 Operations Directors to manage the data logistics and to help lead the medical publication effort: \$50,000 each	765,000
Fixed Capital Construction/Major Renovation:		
Construction/Renovation/Land/Planning Engineering		0
Total State Funds Requested (must equal total from question #6)		975,000



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13. Program Performance

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

Reduction of Sudden Cardiac Arrest in the young. Funds will be used to deliver non-invasive, 5-minute electrocardiogram (ECG) heart screenings to 33,000 young people across Florida. Research indicates 1 in 300 kids will have a detectable, life threatening heart condition; therefore, WWPF can expect to save approximately 110 young lives.

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

Funds will be used to deliver non-invasive, 5-minute electrocardiogram (ECG) heart screenings to 33,000 students across FL. The ECG readings are then sent to and read by a pediatric cardiologist, and the results are returned to the student or parent/guardian. Support is provided when next steps are needed to mitigate or eliminate any health threats to the child.

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

Who We Play For will host heart screening events in partnership with local schools and community organizations, advancing the standard of care for 33,000 students between the ages of 10 and 22-years across the state.

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

This project serves Florida students and student-athletes between the ages of 10 and 22, as well as their families.

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

With the State's investment of \$975,000, Who We Play For anticipates that, of the 33,000 students that will be screened, 3% or 990 students, will be flagged for follow up care. Of this group, hundreds will be identified with minor heart conditions and approximately 110 students will have a life-threatening heart condition that the State's investment can save from a tragic ending.

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?

Funds for deliverables not met will be returned to the state.

14. Is this project related to mitigation, response, or recovery from a natural disaster?

a. If Yes, what phase best describes the project?

- ☐ Mitigation (reducing or eliminating potential loss of life or property)
- ☐ Response (addressing the immediate and short-term effects of a natural disaster)
- ☐ Recovery (assisting communities return to normal operations, including rebuilding damaged infrastructure)

b. Name of the natural disaster (or Executive Order # for events not under a federal declaration):

15. Has the entity applied for or received federal assistance for this project?

- ☐ Yes, Applied
- ☐ Yes, Received
- ☐ No
- ☐ No, but intends to apply



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a. If yes, provide the FEMA project worksheet ID#:

b. Provide the total project cost listed on the FEMA project worksheet:

16. Has the entity applied for or received state assistance for this project (other than this request)?

- ☐ Yes, Applied
- ☐ Yes, Received
- ☐ No
- ☐ No, but intends to apply

a. If yes, specify the program and state agency (ex. Local Government Emergency Bridge Loan, Department of Commerce):

17. Requester Contact Information

a. First Name Last Name

b. Organization

c. E-mail Address

d. Phone Number Ext.

18. 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 Ext.



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19. Lobbyist Contact Information

a. Name	<input type="text" value="Jacqueline A. Corcoran"/>
b. Firm Name	<input type="text" value="Corcoran Partners"/>
c. E-mail Address	<input type="text" value="jackie@corcoranpartners.com"/>
d. Phone Number	<input type="text" value="(813)527-0172"/>

The information provided will be posted to the Florida Senate website for public viewing if sponsored by a Senator.