

Appropriations Project Request - Fiscal Year 2018-19

For projects meeting the Definition of House Rule 5.14

1. Title of Project: All Pro Dad's Fatherhood Involvement in Literacy Campaign
2. Date of Submission: 10/11/2017
3. House Member Sponsor: James Grant
Members Copied:

4. DETAILS OF AMOUNT REQUESTED:

- a. Has funding been provided in a previous state budget for this activity? Yes
If answer to 4a is ?No? skip 4b and 4c and proceed to 4d, Col. E
- b. What is the most recent fiscal year the project was funded? 2017-18
- c. Were the funds provided in the most recent fiscal year subsequently vetoed? No
- d. Complete the following Project Request Worksheet to develop your request:

| FY: | Input Prior Year Appropriation for this project for FY 2017-18 <i>(If appropriated in 2017-18 enter the appropriated amount, even if vetoed.)</i> | | | Develop New Funds Request for FY 2018-19 <i>(Requests for additional RECURRING funds are prohibited.)</i> | | |
|--------------------|---|-------------------------------|---|---|--|---|
| Column: | A | B | C | D | E | F |
| Funds Description: | Prior Year Recurring Funds | Prior Year Nonrecurring Funds | Total Funds Appropriated <i>(Recurring plus Nonrecurring: column A + column B)</i> | Recurring Base Budget <i>(Will equal non-vetoed amounts provided in Column A)</i> | Additional Nonrecurring Request | TOTAL Nonrecurring plus Recurring Base Funds <i>(Will equal the amount from the Recurring base in Column D plus the Additional Nonrecurring Request in Column E.)</i> |
| Input Amounts: | | 500,000 | 500,000 | | 500,000 | 500,000 |

5. Are funds for this issue requested in a state agency's Legislative Budget Request submitted for FY 2018-19? No
 - 5a. If yes, which state agency?
 - 5b. If no, which is the most appropriate state agency to place an appropriation for the issue being requested? Department of Education
 - 5c. Has the appropriate state agency for administering the funding, if the request were appropriated, been contacted? Yes
 - 5d. Describe penalties for failing to meet deliverables or performance measures which the agency should provide in its contract to administer the funding if appropriated.

The contract manager shall periodically review the progress made on the activities and deliverables listed. If the contractor fails to meet and comply with the activities/deliverables established in the contract or to make appropriate progress on the activities and/or towards the deliverables and they are not resolved within two weeks of notification, the contract manager may approve a reduced payment or request the contractor redo the work or terminate the contract.

6. Requester:

- a. Name: George Woods
- b. Organization: Family First
- c. Email: george@familyfirst.net
- d. Phone #: (813)363-4277

7. Contact for questions about specific technical or financial details about the project:

- a. Name: George Woods
- b. Organization: Family First
- c. Email: george@familyfirst.net
- d. Phone #: (813)363-4277

8. Is there a registered lobbyist working to secure funding for this project?

- a. Name: Eric Prutsman
- b. Firm: Prutsman & Associates, P.A.
- c. Email: eric@prutsmanlaw.com
- d. Phone #: (850)894-6601

9. Organization or Name of entity receiving funds:

- a. Name: Family First
- b. County (County where funds are to be expended): Statewide
- c. Service Area (Counties being served by the service(s) provided with funding): Statewide

10. What type of organization is the entity that will receive the funds? (Select one)

- For Profit
- Non Profit 501(c) (3)
- Non Profit 501(c) (4)

- Local Government
- University or College
- Other (Please describe)

11. What is the specific purpose or goal that will be achieved by the funds being requested?

With a heavy focus on the 273 in-school All Pro Dad's Day monthly breakfast chapters in 99 Florida cities, along with our four, Florida based large market NFL/NCAA on-turf Father & Kids Experiences, will we be teaching and encouraging dads to read to their kids. In addition, we will use our existing infrastructure and media platforms to build and deploy a multimedia and digital campaign to combine one of the nation's most trusted sports personalities - Tony Dungy - with the messages.

12. Provide specific details on how funds will be spent. (Select all that apply)

| Spending Category | Description | Nonrecurring (Should equal 4d, Col. E) Enter ?0? if request is zero for the category |
|---|---|--|
| Administrative Costs: | | |
| <input type="checkbox"/> a. Executive Director/Project Head Salary and Benefits | | |
| <input type="checkbox"/> b. Other Salary and Benefits | | |
| <input type="checkbox"/> c. Expense/Equipment/Travel/Supplies/Other | | |
| <input type="checkbox"/> d. Consultants/Contracted Services/Study | | |
| Operational Costs: | | |
| <input checked="" type="checkbox"/> e. Salaries and Benefits | Includes Salary and Benefits (based on % of staff time working on project) | 150,087 |
| <input checked="" type="checkbox"/> f. Expenses/Equipment/Travel/Supplies/Other | Includes Advertising, Outdoor Billboards, Books, Facility Lease, Employee Leasing Fee, Boxes and shipping cost for books. | 225,538 |
| <input checked="" type="checkbox"/> g. Consultants/Contracted Services/Study | Includes Consultant costs for Awareness, Results Management, | 124,375 |

| | | |
|---|---|---------|
| | Production, Public Relations, Advertising Placement and in school chapter growth. | |
| Fixed Capital Construction/Major Renovation: | | |
| <input type="checkbox"/> h. Construction/Renovation/Land/Planning Engineering | | |
| TOTAL | | 500,000 |

13. For the Fixed Capital Costs requested with this issue (In Question 12, category ?h. Fixed Capital Outlay? was selected), what type of ownership will the facility be under when complete? (Select one correct option)

N/A

14. Is the project request an information technology project?

No

15. Is there any documented show of support for the requested project in the community including public hearings, letters of support, major organizational backing, or other expressions of support?

Yes

15a. Please Describe:

Organizations that will support the efforts of the initiative include Scholastic, The Dungy Family Foundation, Clear Channel Outdoor, OUTFRONT Media, Lamar Outdoor, The Tampa Bay Buccaneers, Jacksonville Jaguars, the National PTA (we are a partner program), and the athletic departments of Florida State University, the University of Florida and the University of Miami.

16. Has the need for the funds been documented by a study, completed by an independent 3rd party, for the area to be served?

Yes

16a. Please Describe:

According to the U.S Department of Education, when fathers are involved in a child?s life, children will have better grades, have increased motivation, will be more likely to stay in school, have fewer behavioral problems, have enhanced creativity, have an increased ability to learn, have improved time management skills and more consistent school attendance.

17. Will the requested funds be used directly for services to citizens?

Yes

17a. What are the activities and services that will be provided to meet the purpose of the funds?

Messages to encourage dads to read with and to their kids will be deployed statewide through TV, radio and outdoor, along with targeted digital promotions. Each month, dads and kids who participate in one of our 273 in-school All Pro Dad's Day chapters will be challenged to read books on each month's character building topic. And a "Daddy Read to Me" moment will be executed at our four, Florida-based large market NFL/NCAA on-turf Father & Kids Experiences.

17b. Describe the direct services to be provided to the citizens by the funding requested.

Stronger Families and a better Florida as more dads are reading to their children.

17c. Describe the target population to be served (i.e., "the majority of the funds requested will serve these target populations or groups.").

Select all that apply to the target population:

- Elderly persons
- Persons with poor mental health
- Persons with poor physical health
- Jobless persons
- Economically disadvantaged persons
- At-risk youth
- Homeless
- Developmentally disabled
- Physically disabled
- Drug users (in health services)
- Preschool students
- Grade school students
- High school students
- University/college students
- Currently or formerly incarcerated persons
- Drug offenders (in criminal Justice)
- Victims of crime
- General (The majority of the funds will benefit no specific group)
- Other (Please describe): Families

17d. How many in the target population are expected to be served?

- < 25
- 25-50

- 51-100
- 101-200
- 201-400
- 401-800
- Ⓞ>800

18. What benefits or outcomes will be realized by the expenditure of funds requested? (Select each Benefit/Outcome that applies)

| Benefit or Outcome | Provide a specific measure of the benefit or outcome | Describe the method for measuring level of benefit |
|--|---|--|
| <input type="checkbox"/> Improve physical health | | |
| <input checked="" type="checkbox"/> Improve mental health | Track awareness, impressions, positive relational behavioral change, and number of dads reading to their children | Focus Groups, email surveys and Rapid Response surveys |
| <input type="checkbox"/> Enrich cultural experience | | |
| <input type="checkbox"/> Improve agricultural production/promotion/education | | |
| <input checked="" type="checkbox"/> Improve quality of education | Track awareness, impressions, positive relational behavioral change, and number of dads reading to their children | Focus Groups, email surveys and Rapid Response surveys |
| <input type="checkbox"/> Enhance/preserve/improve environmental or fish and wildlife quality | | |
| <input checked="" type="checkbox"/> Protect the general public from harm (environmental, criminal, etc.) | Track awareness, impressions, positive relational behavioral change, and number of dads reading to their children | Focus Groups, email surveys and Rapid Response surveys |
| <input type="checkbox"/> Improve transportation conditions | | |
| <input type="checkbox"/> Increase or improve economic activity | | |

| | | |
|--|---|--|
| <input type="checkbox"/> Increase tourism | | |
| <input type="checkbox"/> Create specific immediate job opportunities | | |
| <input type="checkbox"/> Enhance specific individual's economic self sufficiency | | |
| <input type="checkbox"/> Reduce recidivism | | |
| <input checked="" type="checkbox"/> Reduce substance abuse | Track awareness, impressions, positive relational behavioral change, and number of dads reading to their children | Focus Groups, email surveys and Rapid Response surveys |
| <input checked="" type="checkbox"/> Divert from Criminal/Juvenile justice system | Track awareness, impressions, positive relational behavioral change, and number of dads reading to their children | Focus Groups, email surveys and Rapid Response surveys |
| <input type="checkbox"/> Improve wastewater management | | |
| <input type="checkbox"/> Improve stormwater management | | |
| <input type="checkbox"/> Improve groundwater quality | | |
| <input type="checkbox"/> Improve drinking water quality | | |
| <input type="checkbox"/> Improve surface water quality | | |
| <input checked="" type="checkbox"/> Other (Please describe): Strengthen Families | Track awareness, impressions, positive relational behavioral change, and number of dads reading to their children | Focus Groups, email surveys and Rapid Response surveys |

19. Provide the total cost of the project for FY 2018-19 from all sources of funding (Enter ?0? if amount is zero):

| Type of Funding | Amount | Percent of Total | Are the other sources of funds guaranteed in writing? |
|-----------------|--------|------------------|---|
| | | | |

| | | | |
|--|------------------|-------------|-----|
| 1. Amount Requested from the State in this Appropriations Project Request: | 500,000 | 50.0% | N/A |
| 2. Federal: | 0 | 0.0% | No |
| 3. State: (Excluding the requested Total Amount in #4d, Column F) | 0 | 0.0% | No |
| 4. Local: | 0 | 0.0% | No |
| 5. Other: | 500,000 | 50.0% | Yes |
| TOTAL | 1,000,000 | 100% | |

20. Is this a multi-year project requiring funding from the state for more than one year?

No