

Appropriations Project Request - Fiscal Year 2020-21

For projects meeting the Definition of House Rule 5.14

1. Title of Project: All Pro Dad's Fatherhood Involvement in Literacy & Family
2. Date of Submission: 10/21/2019
3. House Member Sponsor: Byron Donalds
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? 2019-20
- 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 2019-20 <i>(If appropriated in 2019-20 enter the appropriated amount, even if vetoed.)</i>			Develop New Funds Request for FY 2020-21 <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		750,000	750,000

5. Are funds for this issue requested in a state agency's Legislative Budget Request submitted for FY 2020-21? 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? No
 - 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

6. Requester:

- a. Name: Lesley Bateman
- b. Organization: Family First
- c. Email: lesley.bateman@familyfirst.net
- d. Phone #: (813)335-7060

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

- a. Name: Lesley Bateman
- b. Organization: Family First
- c. Email: lesley.bateman@familyfirst.net
- d. Phone #: (813)335-7060

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

- a. Name: Eric Purtsman
- b. Firm: Purtsman & Associates, PA
- c. Email: eric@purtsman.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?

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 280 in-school All Pro Dad's Chapters in 99 Florida cities 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.

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)	209,191
<input checked="" type="checkbox"/> f. Expenses/Equipment/Travel/Supplies/Other	Includes Advertising, Books, Facility Lease, Employee Leasing Fee, Boxes and shipping cost for books.	327,529
<input checked="" type="checkbox"/> g. Consultants/Contracted Services/Study	Includes Consultant costs for Awareness, Results Management, Production, Public Relations, Advertising Placement and in school chapter growth.	213,280

Fixed Capital Construction/Major Renovation:		
<input type="checkbox"/> h. Construction/Renovation/Land/Planning Engineering		
TOTAL		750,000

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)

- For Profit
- Non Profit 501(c) (3)
- Non Profit 501(c) (4)
- Local Government (e.g., police, fire or local government buildings, local roads, etc.)
- State agency owned facility (For example: college or university facility, buildings for public schools, roads in the state transportation system, etc.)
- Other (Please describe)

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 and/or

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

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?

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 9 million unique users in 2019. The All Pro Dad Chapter monthly program for Fathers and Kids will be expanded throughout Florida beyond the 280 schools where fathers are challenged to read books to their children on each month's character buildin

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

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. These efforts will positively impact the school environment and education outcomes and result in stronger families.

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 on-location 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 on-location 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 on-location 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 type="checkbox"/> Reduce substance abuse		
<input type="checkbox"/> Divert from Criminal/Juvenile justice system		
<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 type="checkbox"/> Other (Please describe):		

19. Provide the total cost of the project for FY 2020-21 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:	750,000	100.0%	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:	0	0.0%	No
TOTAL	750,000	100%	

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

No