

Budget Detail Request - Fiscal Year 2016-17

Your request will not be officially submitted unless all questions and applicable sub parts are answered.

1. Title of Project: All Pro Dad?s Adoption, Fostering & Family Strengthening Campaign
2. Date of Submission: 01/11/2016
3. House Member Sponsor(s): Ross Spano

4. DETAILS OF AMOUNT REQUESTED:

- a. Has funding been provided in a previous state budget for this activity? No
If answer to 4a is ?NO? skip 4b and 4c and proceed to 4d
- b. What is the most recent fiscal year the project was funded?
- 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 (Note that Column E will be the total of Recurring funds requested and Column F will be the total Nonrecurring funds requested, the sum of which is the Total of the Funds you are requesting in Column G):

FY:	Input Prior Year Appropriation for this project for FY 2015-16 (If appropriated in FY 2015-16 enter the appropriated amount, even if vetoed.)			Develop New Funds Request for FY 2016-17 (If no new Recurring or Nonrecurring funding is requested, enter zeros.)			
	Column: A	B	C	D	E	F	G
Funds Description:	Prior Year Recurring Funds	Prior Year Nonrecurring Funds	Total Funds Appropriated (Recurring plus Nonrecurring: Column A + Column B)	Recurring Base Budget (Will equal non-vetoed amounts provided in Column A)	INCREASED or NEW Recurring Requested	TOTAL Nonrecurring Requested (Nonrecurring is one time funding & must be re-requested every year)	Total Funds Requested Over Base Funding (Recurring plus Nonrecurring: Column E + Column F)
Input Amounts:					475,000	0	475,000

- e. New Nonrecurring Funding Requested for FY 16-17 will be used for:
 Operating Expenses Fixed Capital Construction Other one-time costs
- f. New Recurring Funding Requested for FY 16-17 will be used for:
 Operating Expenses Fixed Capital Construction Other one-time costs

5. Requester:

- a. Name: George Woods
- b. Organization: Family First/All Pro Dad
- c. Email: george@familyfirst.net
- d. Phone #: (813)222-8280

6. Organization or Name of Entity Receiving Funds:

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

7. Write a project description that will serve as a stand-alone summary of the project for legislative review. The description should summarize the entire project's intended purpose, the purpose of the funds requested (if request is a sub-part of the entire project), and most importantly the detail on how the funds requested will be spent - for example how much will be spent on positions and associated salaries, specifics on capital costs, and detail of operational expenses. The summary must list what local, regional or statewide interests or areas are served. It should also document the need for the funds, the community support and expected results when applicable. Be sure to include the type and amount of services as well as the number of the specific target population that will be served (such as number of home health visits to X, # of elderly, # of school aged children to receive mentoring, # of violent crime victims to receive once a week counseling etc.)

The Adoption, Fostering and Family Strengthening Initiative

The Initiative will consist of a statewide program coordinated with the Department of Children & Families, to encourage and recognize families who are currently participating in fostering and adoption. Built on All Pro Dad's National Spokesman Tony Dungy's passion for adoption, we will celebrate current families in the system, while at the same time strongly encourage other Florida fathers to foster and adopt. We will take nominations from around the state for All Pro Dads who are fostering or have adopted. Multiple dads will be selected to have lunch with Coach Dungy, who has adopted 7 children, and will be recognized for their passion to foster/adopt. In addition, each month Coach Dungy will promote Coach's Kids of the Month, to highlight current children available, by region, for adoption. Both the recognition luncheon and Coach's Kids of the Month will be promoted around the state through our 275 in-school All Pro Dad's Day monthly breakfast chapters in 99 cities, along with our four, Florida based large market NFL/NCAA on-turf Father & Kids Experiences. Also, TV, radio, outdoor, media interviews, op-eds, web ads and social tiles will promote the initiatives. The statewide initiative's impact will be measured by engagement, key messaging recall, media impressions, a campaign effectiveness survey, and ultimately, an increase in families fostering and adopting.

About All Pro Dad and our Statewide Reach

All Pro Dad is the fatherhood program of Family First, a Tampa-based non-profit organization that focuses on education and research. For over 25 years, we have been building our platform that now reaches nearly one million Floridians every day. Our All Pro Dad, iMOM, and Family Minute programs provide parenting, marriage, and relational tips to help people love their family well. With the help of high profile celebrities like Tony Dungy, Charlie Ward, Danny Wuerffel and Mark Brunell, All Pro Dad content is delivered on the ground in public schools and NFL stadiums; and online through websites, social media, and daily emails.

On-Turf Events

Over the past decade, the All Pro Dad Father & Kids Experience event has been hosted over 80 times in numerous NFL and NCAA markets, including Tampa, Orlando, Jacksonville, Tallahassee and Miami. We will continue to host this event in four markets, reaching 5,500 dads and kids. Initiative messaging will be creatively integrated into the event's station scripts. This is an impactful relationship building event for dads and kids where fathers receive useful tips and make lasting memories with their children. Attendees at each event, along with post event participant surveys, will be the key measurements.

In-School Chapters

Initiative messaging will be integrated into the All Pro Dad in-school chapter program, All Pro Dad's Days. These monthly meetings allow dads and their kids to strengthen their relationships over breakfast. At the beginning of each gathering, dads stand, introduce themselves, and introduce their child, and then share one thing that they are proud of their child for accomplishing in the last 30 days. After the pride exercise, a short video is shown, followed by father-child discussion time on that month's character building topic. Currently, All Pro Dad provides the curriculum to 19,250 monthly participants in 275 chapters in 99 Florida cities. Our program is a partner program of the PTA. Success of the messaging will be tracked through participant surveys, and an increase in fostering and adoptions.

Initiative Support

All Pro Dad would create TV, Radio, Op-Eds, Press Release, Social Media and Outdoor billboard artwork to encourage fathers to read to their kids. This creative will feature All Pro Dad Spokesmen Tony Dungy, along with some of his 7 adopted children. Each element would also feature a URL that would lead visitors to additional information and resources about fostering and adoption housed on AllProDad.com. The success of the initiative support would be measured by surveys that gauge effectiveness, message recall, website analytics and proof of performance reports from the media companies.

Budget Breakdown

Fostering, Adoption and Family Strengthening Initiatives Sub-Total:	\$215,000
- Promotion (\$85,000), Facilities (\$20,000), Resource Creation (\$35,000), Travel (\$20,000), Results Measurement (\$10,000) & Operational Costs (\$45,000) included	
Initiative Support Sub-Total:	\$260,000
-Production (\$85,000), Placement (\$50,000), Public Relations (\$25,000), Results Measurement (\$25,000) & Operational Costs (\$75,000) included	
Total Amount:	\$475,000

8. Provide the total cost of the project for FY 2016-17 from all sources of funding:

Federal: 0

State: 0 (Excluding the requested Total Amount in #4d, Column G)

Local: 0

Other: 0

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

Yes