

# 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 Fatherhood Involvement in Literacy Campaign
2. Date of Submission: 01/22/2016
3. House Member Sponsor(s): Chris Sprowls

## 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***
- b. What is the most recent fiscal year the project was funded? 2015-16
- c. Were the funds provided in the most recent fiscal year subsequently vetoed? Yes
- 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 )	<b>INCREASED or NEW Recurring Requested</b>	<b>TOTAL Nonrecurring Requested</b>  (Nonrecurring is one time funding & must be re-requested every year)	<b>Total Funds Requested Over Base Funding</b>  (Recurring plus Nonrecurring: Column E + Column F)
Input Amounts:	0	400,000	400,000		500,000	0	500,000

- 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.)

With a heavy focus on the 275 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 literacy and fatherhood involvement initiatives. The key messages will focus on encouraging fathers to be significantly involved in their children's education, and one simple yet powerful way to do this is by reading to, and with, their kids. The initiatives will also include extensive and engaging partnerships with Scholastic and The Dungy Family Foundation. All Pro Dad is the fatherhood program of Family First, a Tampa-based non-profit organization that focuses on education and research.

Budget Breakdown

In-School Initiatives and On Turf Events Sub-Total: \$295,000  
 -Books (\$100,000), Promotion (\$70,000), Staff Travel (\$20,000), Results Measurement (\$10,000) & Operational Costs (\$95,000) included

Fatherhood Involvement in Literacy Campaign Sub-Total: \$205,000  
 -Production (\$75,000), Placement (\$25,000), Public Relations (\$15,000), Results Measurement (\$25,000) & Operational Costs (\$65,000) included

Total Amount: \$500,000

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

Federal: 0

State: 500,000 (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