



IDEAS For Us: St.Pete The IDEAS Hive Funding Request

About IDEAS For Us:

IDEAS For Us (IDEAS) is an Orlando-based 501(c)(3) non-profit organization and accredited NGO of the United Nations. Our mission is to develop, fund, and scale solutions to the world's most pressing environmental challenges. All of our environmental action projects and programs align with the sustainable focus areas of Energy, Water, Food, Waste, and Ecology.

About The IDEAS Hive:

We host a monthly think-and-do tank called The IDEAS Hive (Hive) that focuses on a topic of sustainability with a subject matter expert. This event is free to the public and incorporates hands-on human centered design elements to make it an engaging community think tank. These Hive events harness hands-on brainstorming through whiteboarding sustainable ideas with fellow attendees and presenting those ideas with the larger group. Then at the end of each month, we host and engage in an environmental action project related to the sustainability topic for that month. Through our programming, we have accomplished projects such as creating floating aquatic wetlands, waterway cleanups, community garden builds, native landscaping projects, massive tree planting projects, and clean energy training events. Together, we are advancing sustainability in Pinellas County for the benefit of public education & environmental action. One of our success stories generated from these sustainability meetings is our environmental solution called Fleet Farming, an urban agriculture program that transforms lawns into farms by bicycle with the help of local communities. A 2019 report is available on request for details on the previous year of environmental action.



Funding Request:

IDEAS For Us is seeking \$10,000 in funding for our St. Pete branch to operate 12 months of The IDEAS Hive programming in 2021. Each month will include a community Hive event, an eco-action project, and communication to our network via Facebook, Instagram, Event Brite, and email. The 2020 budget for our St.Petersburg IDEAS For Us environmental programming breaks down into a \$1,250 operational cost every month to lead an environmental think-and-do tank called The IDEAS Hive and the monthly eco-action project at the end of the month. That amount includes \$500 for the time of an on staff IDEAS For Us - St.Pete Branch Manager, \$250 for our monthly environmental action projects, and \$1,000 for administrative costs for the year. That comes out to a total within a 12 month period of

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\$10,000: \$6,000 for staff management of the projects, \$1,000 for administrative costs, and \$3,000 for the environmental action projects for the year.

2021 Event Calendar with The IDEAS Hive - St. Pete:

Our project would leverage funds to engage in our monthly think-and-do events at The Iberian Rooster in St.Petersburg, Florida. All of our programming seeks to support a wide demographic of community members and to highlight local businesses, non-profits, and groups who are leading meaningful environmental work in the area. The environmental action projects outlined for 2020 are listed in the Tentative Event Calendar below:

2021 IDEAS Hive Tentative Event Calendar

Month	Focus Area	Details of IDEAS Hive	Details of Eco-Action
January	Ecology	Native Landscaping Month Speaker: Local native landscaping expert discussing the common plants to add to the Florida landscape	Installing a native pollinator garden at a local school
February	Food	Urban Agriculture Speaker: Local BIPOC farmer discussing how to grow edible crops at home	Aide local organic farmer in farm expansion / maintenance
March	Waste	Waste & Our Waters Speaker: Tampa Bay Biologist on keeping our waterways clean from debris and fertilizer runoff	Clean out of a local waterway G.O.A.T. waste catchment device.
April	Water	Estuarine Habitats Speaker: Tampa Bay Watch on creating estuarine habitats for marine life	Mangrove planting with local ecological restoration group
May	Energy	Affordable Clean Energy Speaker: Local renewable energy expert talking about solar energy in the Sunshine State; how to create an at home energy audit to reduce energy consumption	Solar Education Job Training For Solar Installers
June	Food	Permaculture & Fruit Trees Speaker: Florida Fruit Society speaking on growing subtropical fruits in Central Florida	Group fruit tree planting at local community center
July	Water	Water Conservation Speaker: A local water conservation group will discuss the current water crisis and what citizens can do to harvest, store, and conserve water at home.	Rain barrel construction workshop
August	Food	Sustainable Food Speaker: A local plant based restauranter to share about reducing our environmental impact within our own diets.	Bike ride food tour of Downtown St. Pete
September	Waste	Clean water and sanitation Speaker: A City of St. Pete representation speaking upon the way that water is treated and how waste is processed.	Wastewater Treatment Tour and hands-on activity to create a water reduction campaign in local neighborhoods

October	Ecology	Native Trees To Combat Climate Change Speaker: Florida Native Plant Society on creating ecosystems with Florida Native Trees	Group Native Tree Planting at local elementary school
November	Water	Environmental Advocacy Speaker: Local Soil and Water representative from local government to talk on environmental advocacy & action	Education on Political Advocacy
December	Waste	Reducing Holiday Waste Speaker: Zero waste movement leaders discussing how to have a zero waste holiday season	Zero Waste Potluck and Upcycling waste event.

Monthly Eco - Action with IDEAS For Us - St. Pete



Eco-Action Project Examples Pictured left to right: [Solar energy education event with youth and seniors, invasive plant removal at a local waterway, a tour of hydroponic system, a waste clean up removing over 100 lbs of trash from a Little Bayou, and an oyster dome construction day at Tampa Bay watch]

IDEAS For Us - St. Pete Branch Budget 2021

Line Item	Detail	Cost	Cost Per 12 months
St. Pete Branch Manager	This position includes a part-time employee of IDEAS For Us leading a team of organizers. Their responsibility will be planning the monthly IDEAS Hive meetings and monthly eco-action projects.	\$500 / month	\$6,000
Eco-Action Project	Funds to support the monthly eco-action project including: waterway / forest cleanups, sustainability tours, garden installations, solar workforce training programs, or native landscaping projects.	\$250 / month	\$3,000
Administrative	10%	\$1,000 annually	\$1,000
Total			\$10,000

Environmental Education is needed now more than ever to better protect our land, water, air, ecosystems, and communities.

Thanks for the opportunity to share our environmental programming with your organization.

Contact Information:

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