



## Introduction

**IDEAS For Us (IDEAS)** is an Orlando-based 501(c)(3) non-profit organization and an accredited NGO of the United Nations. Our mission is to develop ideas, fund action, and scale solutions that solve the world's most pressing environmental and social challenges. Since 2008, IDEAS has been guided by a vision to contribute to a future where humanity thrives in harmony with nature and in peace with one another. Through this organization, thousands of volunteers have taken action in over 30 countries around the world and continue to evolve by specializing in helping cities advance sustainability at the local level through environmental projects, community action programs, and eco-enterprises.

## Problem

Global water pollution jeopardizes the health of ecosystems as harmful substances like synthetic chemicals and microplastics replace biodiversity in our rivers, lakes and oceans. These **waterways are threatened by an estimated 8 million metric tons of plastic waste each year** and growing levels of harmful chemical runoff from unsustainable agricultural and industrial practices. Floridians are intimately aware of these impacts, as coastal communities are losing ecological stability provided by mangrove systems and native fauna. According to the World Wildlife Fund, **global biodiversity has decreased by nearly half in the past 40 years** and will continue to threaten environment and society without mitigation efforts.

## Solution

Our plan is to **mobilize community members to collect 50 pounds of trash over the course of 3 outreach events**. We are requesting a partnership with a sponsor looking to further this mission and provide support of waterway cleanup projects, an expert in the field of water ecology and conservation to educate the public, trash storage and collection supplies, and materials for sustainable educational brochures. Through civil engagement and environmental activism, our communities will become more vibrant and healthy places to live.

## Work Plan

**Goal:** Educate and engage St. Pete community members in waterway cleanup initiatives to restore biodiversity and promote sustainable lifestyles.

**Objective 1:** Provide immersive education opportunities for the community to personally engage with the environment as stewards, thus encouraging enlightened perspectives and behavior change.

**Objective 2:** Remove 50 pounds of trash from local waterways to protect wildlife ecosystems and beautify the community.

### Key Activities:

1. Offer education sessions for community members, led by local waterway ecology experts.
2. Hold waterway cleanup projects to foster positive relationships with nature while preserving and restoring biodiversity
3. Group members will sort the collected items into waste and recycling

If interested, contact [Admin@IDEASForUs.org](mailto:Admin@IDEASForUs.org) for full project breakdown

4. Transport waste and recycling to the appropriate management sites

## Sponsor One Waterway Cleanup Budget

Description	Details	Amount
<b>Educational Event</b>	Venue needed to bring volunteers together and discuss importance of responsible consumption	\$200
<b>Educational Materials</b>	Dry erase boards, PS system, writing materials, food,	\$300
<b>Waterway Expert Educator</b>	Services of a professional in the water conservation education to come out to 3 separate classes to engage in education	\$200
<b>Travel Expenses</b>	Bus and driver needs to transport volunteers to the waterway project and truck	\$500
<b>Trash Grabbers and Trash Bags</b>	Trash Grabbers \$10 each (10) and Trash Bags \$4 per box (5) Plant based, biodegradable produce packaging necessary for produce distribution	\$300
<b>Total Ask</b>	<b>Support a Single Waterway Project:</b>	<b>\$1,500</b>

## Support Waterway Cleanups for the Year

Description	Details	Amount
<b>Spring Waterway Clean Up</b>	March - May	\$1,500
<b>Summer Waterway Clean Up</b>	June- August	\$1,500
<b>Fall Waterway Clean Up</b>	September - November	\$1,500
<b>Winter Waterway Clean Up</b>	December - February	\$1,500
<b>Total Ask</b>	<b>Support IDEAS for Us Waterway Cleanups for the Year!</b>	<b>\$6,000</b>

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