

IDEAS
— For Us —

ANNUAL IMPACT
REPORT
2020



BUILDING THE ENVIRONMENTAL-ACTION MOVEMENT
OF THE 21ST CENTURY

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Dear Friends,

If you are reading this, you too made it through 2020. Congratulations, because it was a year that will certainly be remembered for the challenges and tragedy it presented. The year started off with the worst Australian climate-fires ever recorded, record-breaking Amazon deforestation, and it soon progressed into the worst American civil rights violence since the 1960s. Of course, this was all overshadowed by the emergence of a new SARS-COVID-19 virus, brought to the world by the unchecked abuse of Nature at the hands of wildlife traffickers and the wet-markets of Wuhan, China.

This is what biologists and ecologists would call a "Natural Selection Event"- a time when the forces of nature exert their powers on an ecosystem that has no choice but to adapt to the changes, roll with the punches, or go the way of the dinosaurs. The Coronavirus Pandemic will be remembered as a time when humanity was globally challenged to adapt to a new and less than favorable normal, but we know it is only a raindrop compared to the tidal wave that Climate Change will bring to the 21st Century if we do not halt global warming.

Through this time of uncertainty, IDEAS For Us rallied and adapted to our new reality. We paused our in-person activities and transitioned online with our IDEAS Hive. We hosted numerous educational events, aimed at empowering our audience with homesteading skills, tips for urban agriculture, and ways to embrace sustainability from home. When August came, we re-opened for action projects and planted trees, restored wetlands, fed the hungry with locally grown produce, and we invested in our international branches to build organic vegetable gardens and provide COVID-19 prevention education. Now we have made it to 2021 and our mission to bring environmental solutions to the world is more important and needed than ever before.

I invite you to explore our 2020 IDEAS For Us Annual Report. Though it was a year like no other, I know you will be impressed and inspired by what our board of directors, staff, volunteers, and donors are capable of, even in less-than-favorable conditions. It will take more than a pandemic to stop us and I am endlessly thankful as we continue advancing sustainability in a world that needs it more than ever. We hope you choose to join us and I thank everyone who makes this global movement possible.

With hope for a greener future,

A handwritten signature in black ink, appearing to read "C.L.F.", written in a cursive style.

Clayton Louis Ferrara

Executive Director, IDEAS For Us, Inc.





What is IDEAS For Us?

IDEAS For Us (IDEAS) is an Orlando-based 501(c)(3) grassroots non-profit organization and accredited NGO of the United Nations. Our story began in a dorm room back in 2008, with the decision to begin the difficult work of actually solving the environmental problems we face, as opposed to simply talking about them. Since then, IDEAS Action Projects have been awarded by the Department of Energy, United Nations, White House, and our leaders have been honored by many elected officials and The Vatican's Pontifical Academy of Science. Today, we are a unique interdisciplinary, intergenerational team of leaders who have dedicated their lives to advancing sustainability through government, industry, and grassroots transformation.

IDEAS creates global environmental solutions through local action. **Our mission** is to develop ideas, fund action, and scale solutions to the world's most pressing environmental and social challenges. **Our vision** is to contribute to a future where humanity thrives in harmony with nature and in peace with one another.

IDEAS is the official parent-nonprofit of multiple programs:



The Why Behind The Work

We know we are in for a difficult battle to prevent the worst of the 6th Mass Extinction on Earth, already well underway. The science is clear. We have about a decade to mitigate the worst of climate change. To do that, we need unprecedented action by citizens, students, governments, and leaders of industry guided by our proven methodology crafted over the last dozen years. We hope you choose to join us as a volunteer, major donor, or partner in this next decade. Our planet and people need YOU more than ever before.

What Do We Do?

Eco Education & Action!

Our Focus is to Develop, Fund, & Scale Environmental Solutions Within The Following Focus Areas:

Energy

- Renewable energy events
- Solar Energy Installations
- Electric Vehicle Advocating
- & more!

Water

- Shoreline restoration projects
- Beach / Waterway Clean Ups
- Water conservation efforts
- & more!

Food

- Urban agriculture projects
- Farmworkers support
- Plant-based education
- & more!

Waste

- Waste audits
- Zero waste initiatives
- Recycling education
- & more!

Ecology

- Native tree installations
- Native landscaping efforts
- Ecology education
- & more!



SUSTAINABLE DEVELOPMENT GOALS

Our projects aligns with the Sustainable Development Goals (SDGs) created by the United Nations to advance sustainability worldwide.

Key Projects, Programs, & Special Events

The IDEAS Hive



The IDEAS Hive is an interdisciplinary, inter-generational community Think + Do Tank designed to educate the public about sustainability and develop their ideas into local action projects. The IDEAS Hive brings together community members and subject matter experts to educate the public in sustainability topics in the focus areas of water, waste, food, energy, and ecology. These events harness hands-on community brainstorming. Then, at the end of the month, our non-profit engages in an environmental action project associated with the topic of the month. In 2020, The IDEAS Hive led 24 engaging IDEAS Hive events further outlined in this document.

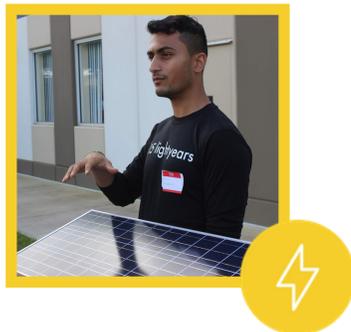
Through The IDEAS Hive, IDEAS For Us has been able to develop, fund, and scale the following programs:

Fleet Farming



Fleet Farming is an innovative urban agriculture program that converts underutilized lawn space into micro-farms called “farmlettes” mainly by bicycle and educates the community on how to grow food for free through monthly events. In 2020, Fleet Farming had a trans-formative year of action having created 17 school garden, growing over 7,710 lbs of food, and by creating 205 garden installations through the Edible Landscapes service. One of the highlights from 2020 included growing to over 20 Community Supported Agriculture program or "CSA" members and teaching over 8 garden education classes online.

Solar Workforce Training Program



The EPA's 2016 report states that 28% of our planet's greenhouse gas emissions are created from these kind of harmful electricity production. This is why so many people are moving towards solar energy and in 2015 solar energy was the fastest growing energy sector with a 33% rise according to Bloomberg. In 2015, solar energy was the fastest growing energy sector with a 33% rise according to Bloomberg. In Florida, solar energy companies are actively seeking a skilled workforce, yet education on these skills are rare and costly. IDEAS For Us began our solar workforce training program in 2018 and in 2019 completed over 4 workshops and engaged over 50 participants with skills necessary to get started in the solar energy. IDEAS For Us plans to restart this program in 2021.

Key Projects, Programs, & Special Events

Urban Aquatic Wetlands



Urban Aquatic Wetlands are vital to maintaining water quality and biodiversity within the aqueous Florida habitat. Through the Urban Aquatic Wetland projects in 2020, IDEAS For Us was able to aid in ecological restoration of a portion of local water bodies to add emergent Florida Native plants to create a “riparian buffer” that helps to collect contaminants and filter groundwater before reaching the Florida aquifer. They also provide food for native plant and animal life and reduces shoreline erosion. Thanks to our partners at Enviroquatics and Stocking Savvy for partnering together on our Winter Park and UCF campus shoreline restoration projects.

Fridays For Future Orlando



2019 was the year that IDEAS For Us began to help local climate activists together in Orlando Climate Strikes through the climate action committee, Fridays For Future Orlando. Leading strikes on September 20th and December 6th 2019, Fridays For Future Orlando has been able to activate over 450 climate strikers, engaged 20+ community partners, and advocated for 9+ environmental bills on the legislative floor. This year, we have hosted online climate education classes, youth climate activist panels, launched a new Fridays For Future Orlando website, and joined other environmental organizations in successfully declaring a climate emergency in Orlando, Florida.

Urban Pollinator Gardens



According to the U.S. National Agricultural Statistics, a continued, rapid decline in the bee population is striking the United States due to lack of ecological habitats. In response, Fleet Farming has been working around Orlando to install critical pollinator habitat and has installed over 220 native and Florida-Friendly pollinator plants as urban pollinator gardens. Thanks to Jim Hobart, Beth Hobart, Florida Native Plant Society Cuplet Fern Chapter, Florida Native Plant Society Tarflower Chapter, and Clif Bar Family Foundation for supporting our many urban pollinator garden projects in 2020.

A shovel is stuck upright in the ground, with its blade partially buried in dark soil. The background is filled with lush green plants and foliage. The text is overlaid in white, bold, sans-serif font.

**ENVIRONMENTAL
ACTION,
NOT JUST
ADOVCACY.**

2020 Impact At A Glance

Even in a Global Pandemic, IDEAS For Us has been able to lead major accomplishments worldwide in 2020.



68
People Trained



30
Aquatic
Ecosystems
Restored



5
Community
Gardens
Installed



847 lbs
of Waste
Removed



2,045
Native Trees
Planted



100th Hive
Occurred in
Orlando, FL.



1,407
Volunteers
Mobilized



103
Interns
Trained



74,888
Volunteer
Hours Led



52
Eco-Action
Events Led

YEAR OF THE TREE!

IDEAS For Us has planted 2,045 native trees throughout the world thanks to amazing donors & local environmental activists. Here is a breakdown of our tree planting accomplishments of 2020.



UCF Fruit Tree Planting

Our UCF team was able to plant 15 fruit trees at the UCF Creative School for Children. This will provide fresh and local produce to the school while also increasing the biodiversity and ecosystem health of the campus.



Community Restoration in Liberia

In partnership with Youth Exploring Solutions Liberia, the team made their community a better place by cleaning up waste, removing invasive plants, restoring a road, and planting trees! The locals came together to help their neighborhood and their planet by doing a community-wide restoration project, mobilizing 50 volunteers and planting 150 trees in the process.



Streetside Tree Planting in DRC

Man often distinguishes themselves apart from nature, leaving cities filled with concrete and lifeless. IDEAS DRC changed this by planting over 150 trees throughout the city of Bukavu, increasing the biodiversity of the city.



One Tree Planted International Tree Planting

Thanks to a donation from One Tree planted, our team in Nepal, Uganda and Liberia were able to plant 1915 trees, restoring 10 different locations throughout the countries. These events mobilized 132 volunteers, providing locals with hands-on climate action that helped their planet, their ecosystems, and communities.

TRAINING NEXT GEN ECO LEADERS

Even during a global pandemic, IDEAS For Us served 103 interns in the following internship departments while following CDC guidelines :

1. Admin Assistance
2. Blog Writing
3. Content Creation & Graphic Design
4. Grant Writing
5. IDEAS Orlando Eco - Organizer
6. IDEAS St. Pete Eco -Organizer
7. IDEAS UCF Eco-Organizer
8. International Affairs
9. Online Marketing
10. Social Media
11. Video Editing & Videography
12. Farming
13. Farmer's Market Business
14. Fleet Education
15. Greenhouse



Their Contributions Amounted to
10,712+ hours
of Environmental Interning Completed!

Interns from our internship have used this experience to join other non-profits, gain jobs in the sustainability industry, and even start their own businesses all to advance sustainability in their community and beyond.

COVID- 19 RELIEF



Rwanda COVID Education and Action

IDEAS for Us Rwanda has taken a hands-on approach to the COVID-19 Crisis, hosting two events to educate individuals and provide them with the tools they need to stay healthy. At a village market, they provided handwashing stations and hosted a public meeting about safety precautions, proper handwashing techniques, and mask-wearing protocol. At another event, they helped a rural community by providing soap and school supplies to families to help them through this difficult time.

IDEAS For Us Nepal COVID - 19 Relief

COVID-19 has a significant impact on rural communities, and Nepal has been hit hard by the pandemic and are in need of medical supplies and support. Our IDEAS For Nepal team mobilized 17 young leaders to create sanitary kits for over 400 doctors in their community. These kits included hand sanitizer and masks, providing them supplies to stay safe from COVID as they work with patients. This project was in partnership with Nepal Health Core that works to mobilize doctors in times of need. This team of volunteers will continue to work to help their communities in need throughout 2021 with support from donors.

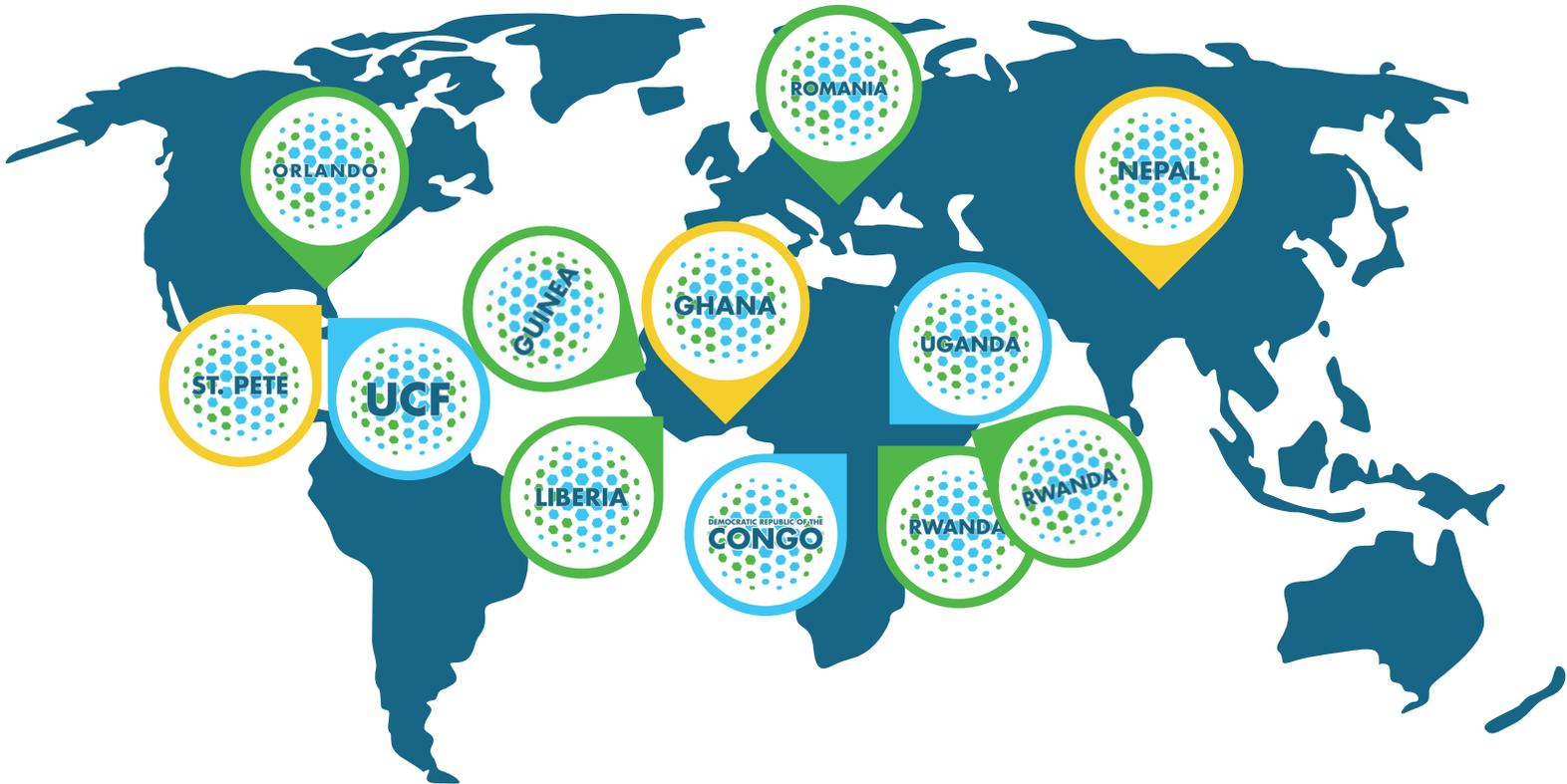


IDEAS For Us Orlando - COVID - 19 Relief

Fleet Farming, the urban agriculture program of IDEAS For Us, responded to the COVID-19 pandemic by offering local produce through our Fleet Farmlettes program and garden installations through our Edible Landscapes service all to bring healthy produce and food resiliency to our community. This took place after an organization-wide furlough, to cease in-person operations during the start of the global pandemic, continuing to volunteer safely. Fresh fruits and vegetables can aid in the immune system and having such in your own front yard, creates safe spaces to grow healthy food.

GLOBAL IMPACT

IDEAS For Us is an International Organization with Branches in 4 continents and 8 countries, all hosting IDEAS Hive events and leading environmental action in their communities.



Kristin Anderson
Branch Manager

“As climate change is a global crisis, leaders from around the world are rising up to take action in their communities, and IDEAS For Us is privileged to work with some of the best climate activists in the movement!

Our International Branch leaders have successfully educated and mobilized hundreds of volunteers throughout the year by identifying the needs in their community and empowering locals to implement climate solutions. Each one of them is incredibly inspiring and I am so honored to be working alongside them to make our world a better place.”

GLOBAL IMPACT: ORLANDO

IDEAS For Us: Orlando *Most Active Branch of IDEAS For Us*

Orlando is the flagship IDEAS For Us branch and acts as the headquarters of all IDEAS For Us operations. This year has been a monumental year for garden installations through Edible Landscapes and in leading our 100th Hive event in our lifetime.



January:

**Closing the Loop
W/Permaculture
Design**



Eco-Action Day:

**Fleet Cooking
Class: Iron Rich
Meals**



February:

**Lets Love Our
Oceans**



Eco-Action Day:

**Edible and
Medicinal Native
Plants**



March:

**What to Look
Out for When
Shopping Solar**



Eco-Action Day:

**Renewable
Energy Tour
(pre-COVID)**



April:

**Converting Lawns
into Pollinator
Habitats**



Eco-Action Day:

**Solidarity and
Sustainability
online discussion**



May:

**Mindful
Transition to a
Plantbased Diet**



Eco-Action Day:

**Virtual Swarm
Ride (online)**



June:

**Protecting
Natural Lands in
Florida**



Eco-Action Day:

**Plastic and Food
Waste online
discussion**



GLOBAL IMPACT: ORLANDO

IDEAS For Us: Orlando Continued



July:
Hive with
ecoSPEARS



Eco-Action Day:
Orlando Zero
Hour Discussions



August:
Building for a
Healthier
Future



Eco-Action Day:
Youth Climate
Activist Panel



September:
Cultivating a
Vibrant
Community



Eco-Action Day:
Pollinator Garden
Installation



October:
Electing Climate
Solutions



Eco-Action Day:
Aquatic Shoreline
Restoration
Project



November:
Renewable
Energy



Eco-Action Day:
Thanksgiving
Meal Delivery



December:
Plastic Pollution
in the Ocean



Eco-Action Day:
Eco Friendly
Gift Workshop



GLOBAL IMPACT: ST. PETE

IDEAS For Us: St. Pete

IDEAS For Us expanded into St. Petersburg, Florida in October of 2018 and is one of our newest branches of IDEAS. This year, we



January:
Let's Talk Fast Fashion



Eco-Action Day:
Fashion Revolution Tampa Support



August
Ending The Shark Trade



Eco-Action Day:
Oceana Led Shark Trade Petition



September
Reduce Your Waste & Impact



Eco-Action Day:
Composting Challenge



October
The Future of Transportation & Energy



Eco-Action Day:
Petition signing of pro- electric plug in stations



November
The Fight For Clean Water



Eco-Action Day:
Gandy Bridge Beach Clean Up



December
The Power of Native Plants



Eco-Action Day:
Native Landscaping Challenge



GLOBAL IMPACT: U.C.F.

IDEAS For Us: UCF

IDEAS For UCF is an integral part of IDEAS For Us serving on the largest college campus in the nation. Our branch is a registered club of UCF that seeks to make our campus sustainable as we educate, engage, and empower our students to become better stewards to the earth.



January:
New Year, New Energy



Eco-Action Day:
Meal Prep Workshop



February:
Permaculture Hive



Eco-Action Day:
Tree Planting



March:
Zero Waste Through Circular Economy



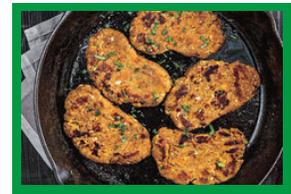
Eco-Action Day:
Climate Crisis and the Election



September:
Green Actioneers



Eco-Action Day:
Vegan Meal Prep Workshop



October:
Environmental Governance



Eco-Action Day:
Beach Clean Up



November:
Water Conservation Workshop



Eco-Action Day:
Shoreline Restoration Project



GLOBAL IMPACT: AFRICA

Africa Branches



IDEAS For Us: DRC

IDEAS For Us DRC has made a great impact in their community in 2020 by installing a community garden that hosts two plots of crops and a pen for guinea pigs that will fertilize the garden. This space will not only feed the community but also work to educate the next generation of sustainable farmers. They also utilized The Solutions Fund to plant hundreds of trees, reforesting a degradation area. They continued to mobilize their community in clean-ups and educational meetings.



IDEAS For Us: Ghana

IDEAS For Us Ghana used the Hive program to identify the needs in their community. The waste problem was the outstanding issue discussed and was sought out to be solved by creating a fleet of volunteers for clean-ups. After bringing the community together to discuss the issue, the team mobilized volunteers in over 5 cleanups throughout the end of 2020, removing over 100 pounds of trash from their streets.



IDEAS For Us: Guinea

The Guinea team spent 2021 training a new team of young leaders for the movement. After several planning and training sessions, the Guinea team is prepared to take hands-on eco action in the new year and bring up their next generation of eco-activists.



IDEAS For Us: Kenya ***New Branch!***

We are excited to announce the opening of a new branch; IDEAS for Us Kenya. In partnership with Wild Now Foundation, the need for climate action is being satisfied in Kenya with the hard work and dedication of the branch leaders, Aaria Harania and Maureen Some. They are working to pursue conservation efforts and sustainable education in their community, check out their website page and support their upcoming projects!

GLOBAL IMPACT: AFRICA

Africa Branches



IDEAS For Us: Liberia

IDEAS For Us Liberia has worked in partnership with Youth Exploring Solutions Liberia to educate young people on environmental and humanitarian issues throughout 2020. The team utilized the solutions fund to restore their community by planting coconut trees, hosting clean ups and removing invasive species from their shorelines. This fund also enabled them to plant a community garden to feed the locals in need. IDEAS For Us Liberia successfully mobilized hundreds of volunteers throughout their many impactful events and created long term climate solutions in the areas of food, waste, ecology and water.



IDEAS For Us: Rwanda

IDEAS For Us Rwanda worked to provide COVID-19 relief for their community in 2020 by providing wash stations at markets and creating awareness on proper safety techniques. They ventured to rural communities to provide soaps and school supplies for the underserved children. The amazing team also utilized quarantine to create a garden where they are cultivating hundreds of trees and produce seedlings that will be planted in 2021.



IDEAS For Us: Uganda

IDEAS For Us Uganda hosted Hive meetings, workshops and eco action projects to close out a difficult year. They were able to educate their communities on disease prevention and the climate crisis. Most notably, the Uganda team was able to mobilize volunteers to plant 1,000 trees and reforest a local deforested mountainside.

GLOBAL IMPACT: ASIA & EUROPE

Asia

IDEAS For Us: Nepal

The IDEAS For Nepal team faced the COVID-19 crisis head on by responding to the need for safety equipment for doctors. In partnership with Nepal Health Corps, the volunteers created 400 sanitation kits for doctors treating COVID-19 patients. The team was also able to restore 8 ecosystems throughout Nepal by planting native trees that serve to sequester carbon and heal the soil.



Europe

IDEAS For Us: Romania

IDEAS For Us Romania's branch leader, Alina Blaga, spent 2020 working with a team of environmental activists to create the documentary series "Eyes on EU" that will cover stories of young environmentalists that are working to solve the climate crisis. This online series will be broadcasted in 2021 to inspire people everywhere to take action.



LEADERS OF THE MOVEMENT

Change is not possible without a dedicated staff. IDEAS environmental professions are leading the cause of local action in Orlando & beyond.



Clayton Louis Ferrara
Executive Director



Lee Perry
Chief Operations Officer



Caroline Chomanics
Chief Admin Officer



Ernest Calderon
Chief Communications Officer



Kristin Anderson
Branch Manager



Jonathan Ortiz
Edible Landscapes Manager



Jason Collins
Edible Landscapes Manager



Alex Lopez
Edible Landscapes Manager



Alyson Rutherford
Fleet Farming Manager



Shelby Burgess
Vegetable Sales Coordinator



Jane Hart
Greenhouse Manager

BOARD OF DIRECTORS

Board of Directors Leading The Movement



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Manley Fuller

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Michelle Thatcher



Ron Ben-Zeev



Hannah Wooten

Partner Organizations & Businesses:





**IDEAS ARE
CHANGING
THE
WORLD**

WAYS TO GET INVOLVED



**Attend The
IDEAS Hive Event**



**Attend a Fleet
Farming Event**



**Become a
Member**



**Sponsor an
Energy Project**



**Sponsor a
Water Project**



**Sponsor a
Waste Project**



**Sponsor a
Food Project**



Donate



**Sponsor an
Ecology Project**

Visit www.IDEASForUs.org or email contact@ideasforus.org to sign up for direct environmental action



***Leading The 21st Century
Environmental Movement***

Address: 1030 W Kaley Avenue,
Orlando, Florida 32805

Phone: (442) 324 - 3327

Email: contact@ideasforus.org

www.ideasforus.org

www.fleetfarming.org