



IDEAS

— For Us —

ANNUAL IMPACT
REPORT
2019



BUILDING THE ENVIRONMENTAL-ACTION MOVEMENT
OF THE 21ST CENTURY

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A Message From IDEAS For Us Executive Team



Chris Castro, President of IDEAS For Us

Director of Sustainability & Resiliency - City of Orlando

"Businesses are the backbone of sustainability in cities and great leaders implement the global goals into their local work."



Jeff Benavides, Chief Operations Officer of IDEAS For Us

Chief Sustainability & Resiliency Officer- Orange County

"This is our individual and collective opportunity to be bold, to be ambitious, and to act faster to change the world."



Clayton Ferrara, Executive Director of IDEAS For Us

"Environmentalism is the best business opportunity of the 21st century and IDEAS For Us can help to align your brand with the growing sustainability movement."



Lee Perry, Chief Operations Officer of IDEAS For Us

"Earth is our home. The planet needs us to protect it and speak up when we see environmental injustice. Together, we can create a climate action movement that will change the world."



Dear Friends,

2019 will be remembered as a moment in time when we were still ignorant to the destruction we are facing against the 6th mass extinction of life on Earth. Despite almost forty years of failure on the part of our global leaders to act on climate change, we believe that solutions are possible and we intend on succeeding in transforming our society towards sustainability. Over the last year, our work to bring down the barriers for funding and cooperation between citizens, local governments, those we serve, and philanthropic partners, has resulted in our most prosperous year yet from the standpoint of impact, partnerships, and fundraising.

I hope you enjoy reading our 2019 IDEAS Annual Report. Whether you have been following us since the dorm room in 2008 or this is your first look into who we are and what we do as a global NGO, I welcome you. Thank you to our amazing staff, Board of Directors, and the tens of thousands of volunteers we serve to make the world a better place for people, planet, and the shared prosperity of future generations. None of this would be possible without you! May we all push onward, our planet needs us. We look forward to working with you and I thank you for your support In 2020 and beyond.

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





“ We have 12 years to limit a climate change catastrophe. ”

- The Guardian in response to the 2019 United Nations Report on Climate Change

IDEAS For Us is an environmental solutions incubator. This means, we enter campuses and communities around the world and create localized and consistent opportunities for action and involvement that advances sustainability.

2018 and 2019 marked a turning point for our organization. We spent 18 months reorganizing and restructuring our internal operations to meet our goals of growth and impact for the new decade. This successful reorganization strengthened our processes, protocols, internship programs, and action projects to new level of professionalism and innovation. We are ready to build off our successes and lessons of the last year.

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.

*Local Action Can Change The World.
It Starts Right Here, Right Now.*



IDEAS

— For Us —

Our Story

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.

Our Method

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 IDEAS Hive, The IDEAS Solutions Fund, and the globally celebrated urban agriculture program, Fleet Farming. Together they make up a framework for our theory of change across all three civic sectors (public, private, and independent).




IDEAS COMMUNITY REACH

Since 2008, our impact has accomplished:




74,880+
Volunteer
Hours



Volunteers are the heart and soul of IDEAS For Us. Comprised by everyday citizens, students, businesses, and families from the communities we take action, our volunteers are included in all our decision making process to strengthen partnerships. Over the years we have mobilized tens of thousands of people from Orlando, Florida, where we are headquartered, to the Democratic Republic of the Congo, Afghanistan, Rwanda, Uganda, Nepal, Romania, Somalia, and 20+ other countries.




350+
Interns
Trained



Educating, engaging, and empowering a new caliber of Environmental Leaders in the 21st Century is what we are all about. Since our founding, we have stretched the limits of what people believe an environmental organization is by recruiting interns from all walks of life. There is a place with us for business, marketing, political science, graphic design, communications, and financial students right alongside the environmental scientists of tomorrow. Every semester we welcome dozens of interns to learn the skills they will need in the 21st Century to navigate our uncertain future and create the workforce of tomorrow.



88+
IDEAS Hive
Events in
Orlando



Our monthly meetings and action projects have impacted thousands of lives and gained national attention from The New York Times, The Guardian, BBC, NBC Nightly News, and NPR. The IDEAS Hive aims to bring together communities for an educational event that engages participants on global issues and how they manifest action at the local level. Each meeting concludes with a breakout session to crowd source action projects that have evolved into new IDEAS Programs and even IDEAS eco-enterprises, complete with revenue models. This directly builds capacity and creates jobs.

IDEAS FOR US KEY FOCUS AREAS OF SUSTAINABILITY

Sustainability can be confusing, especially for everyday citizens. That's why we created the five focus areas of sustainability that have guided our organizational focus and action projects since 2008.



Energy

More than just solar panels and wind turbines, energy is the scaffolding of our society. However, in order to power our world into the future, we need massive innovation and decarbonization of our global energy systems. IDEAS projects explore energy issues through on-site education about coal-fired power plants, algae biofuels, wind power, biogas, and hands-on job training for solar workforce development by veterans, non-college bound high school seniors, and members of lower income communities.



Water

No life can exist in the absence of water, yet it is the most abused resource on Earth. IDEAS action projects focus on the nexus of water and other human needs and industries. We are dedicated to restoring wetlands, cleaning waterways of pollution, and building urban wetland corridors to stave off flooding in low lying city centers across the USA.



Food

Our current industrialized agricultural system is completely unsustainable. With food traveling thousands of miles from production sites to plates, our focus has always been about supporting localized food production to lessen carbon emissions. Through Fleet Farming and our robust school programs, we are actively educating the next generation of farmers needed to feed the world.



Waste

Waste is an opportunity and there are many lessons from Nature we can use to create jobs, build zero waste infrastructures, and up-cycle existing rubbish. Our waste projects all focus on rethinking our everyday use and inspiring companies to step-up and work with us towards zero-waste innovations.



Ecology

There is no doubt we are in the early stages of the 6th mass extinction of species on this planet. Five of the six have been directly caused by climate change and this modern manifestation is no different. IDEAS ecology projects focus on increasing biodiversity in cities and creating corridors and habitat for animals to complete their lifecycles.

KEY PROGRAMS & PROJECTS

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 2019, The IDEAS Hive led 24 engaging IDEAS Hive events further outlined in this document.

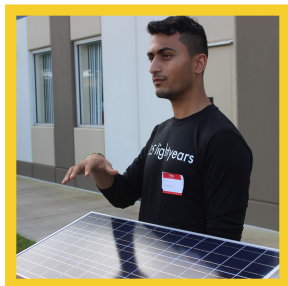
Through The IDEAS Hive, IDEAS For Us has been able to develop, fund, and scale the following programs:

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 2019, Fleet Farming had a trans-formative year of action having created it's 17th school garden, growing over 2,134 lbs of food, and by creating 159 garden installations through the Edible Landscapes service. One of the highlights from 2019 included beginning a Community Supported Agriculture program or "CSA", allowing community members to purchase weekly shares of seasonal vegetables.

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. Thanks to our partners at 15 Light Years, L.E. Rigby, and ESA Solar for aiding IDEAS For Us our 2019 programming.

KEY PROGRAMS & PROJECTS

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 2019, IDEAS For Us was able to aide in ecological restoration of portion of the Wekiva Springs Watershed 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 the native plant and animal life and reduces shoreline erosion. Thanks to our partners at Enviroquatics for partnering together on our Wekiva Watershed restoration.

The Orlando Climate Strikes



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, 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. Thanks to our key organizers Ben Wilkin, Melissa Smith, Steve Bonin, and Christy Folk for your dedicated support.

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 2019.

THE IDEAS HIVE ORLANDO: YEAR OF ACTION



January:
Eco Trivia Night



Eco-Action Day:
Fleet Cooking Class: Iron Rich Meals



February:
Roses Are Red, So Is Our Tide



Eco-Action Day:
Flower Pot Workshop



March:
Reduce Waste & Save Money



Eco-Action Day:
East End Market Waste Audit



April:
Building a Water Resiliency Plan



Eco-Action Day:
Aquatic Shoreline Restoration Project



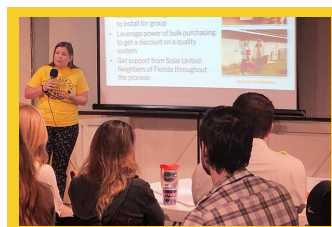
May:
Eco-Career in Sustainable Flowers



Eco-Action Day:
Native Plant Garden Installation



June:
Solar Co-Ops in Florida



Eco-Action Day:
Pulse Mural Solar Lights Installation



THE IDEAS HIVE ORLANDO: YEAR OF ACTION



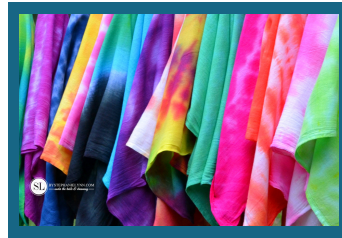
July:
Farmworkers Rights



Eco-Action Day:
Fleet Farming Summer Gardening Class



August:
Sustainable Fashion



Eco-Action Day:
Sustainable Clothing Swap & Craft Day



September:
Reduce Waste & Save Money



Eco-Action Day:
East End Market Waste Audit



October:
Building a Water Resiliency Plan



Eco-Action Day:
Aquatic Shoreline Restoration Project



November:
Eco-Career in Sustainable Flowers



Eco-Action Day:
Native Plant Garden Installation



December:
Zero Waste Holidays



Eco-Action Day:
Pulse Mural Solar Lights Installation



HIGHLIGHTS OF 2019



1) Golden Earth Night

IDEAS For Us began our inaugural Golden Earth Night Event to raise a glass and raise funds for 2019 eco-action projects in Orlando, Florida. During earth month, IDEAS is brought together Orlando's great leaders in sustainability, business and health to showcase our environmental goals for the year with hopes of making the future of our natural world golden. The celebration will include a plant based dinner, engaging guest speakers as well as incredible entertainment by the notorious jazz band led by Will Patrick. One of the highlights from the evening was Mayor Buddy Dyer dedicated April 17th as "IDEAS For Us Day" in the City of Orlando, Florida in thanks to the environmental services IDEAS For Us has accomplished since 2008.



2) New York United Nations Climate Summit

IDEAS has held Consultative Status with the United Nations Economic and Social Council (ECOSOC) since 2012 and Special Consultative Status since 2014. In that time, we have been the only organization in all of Central Florida with United Nations access. This is an incredible honor but one we want to share with the community of partners and supporters we have built up over the years. In 2018, our executive director attended the United Nations General Assembly and pledged to bring a full delegation of partners in 2019. Luckily, this was realized and IDEAS was able to found and lead the first ever delegation of partners from Orlando, Florida to the United Nations. Representatives from Rollins College, The University of Central Florida, The City of Orlando, EcoPreserve, Feeding Children Everywhere, LeRigby, United Global Outreach, and House District 45 Representative, Anna Eskamani, were all able to attend. In total, 15 people attended the delegation meetings and each year we will be bringing a delegation with us.

HIGHLIGHTS OF 2019



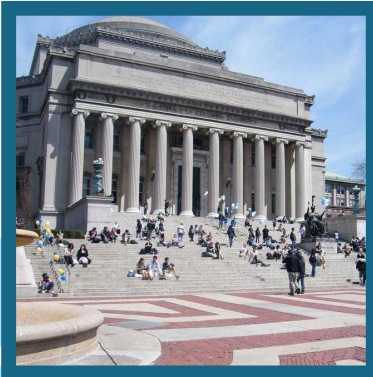
3) Invitation to the Vatican

Since 2016, IDEAS For Us has been honoured with representation at the Pontifical Academy of Science in Vatican City, Rome. This special gathering of the world's elite youth environmental and social activists, was attended by IDEAS executive director, Clayton Louis Ferrara, for the fourth time. However, this year, the role of cities in achieving the 2030 Global Goals was the topic and IDEAS President and founder, Chris Castro, attended as well. There, both Chris and Clay were able to give an update on IDEAS and methods our team uses to catalyze action.



4) Washington D.C trip and Partnership with the Environmental Defense Fund

In Summer 2019, the Environmental Defense Fund sponsored a trip for the Chief Operations Officer, Lee Perry to join their team of lobbyists to share testimonials about the impact of climate change in Central Florida with legislators.



5) IDEAS For Us first White Paper published by Columbia University

Back in 2011, IDEAS For Us leaders identified a set of strategies to help IDEAS For Us grow in a way that modeled survival strategies found in nature. These methods were based on bio-mimicry and carved out a unique approach to program development, partnerships, and growth that set IDEAS apart from the rest of the sector. In 2019, we had amassed enough data to compose a formal paper and submit our findings to the International Conference on Sustainable Development at Columbia University. Four key methods emerged as key to IDEAS success and they are decentralization, virility, mutualism, and diversity. The paper was published by Columbia University and shared with over 1,800 participants that make up the top-tier of activists and academics working on climate and suitability issues.

Stories of 2019



ACE School Star - Issiah

"Isaiah has been with Fleet since day one or at least since last year when I started teaching at ACE Garden Club on Friday. He is a second grader and is the middle child. He has a younger brother named Jayme that also enrolled in the class and an older brother named Matthew. According to Nicole Lebron, who was the After School Programs Coordinator last year and now the Community Partnership School Assistant Director, gardening and being outside has helped him decompress in addition to giving him the space to learn how to better manage his emotions. She mentioned how gardening for kids is even a form of therapy! **He looks forward to gardening every week and is always a leader in the group.** He follows directions and assists Miss Sara with anything she needs help with. He even points out when others aren't following directions which can get upset. This year, he is even willing to expand his pallet and try new fruits and vegetables like Papaya. To some students said Papaya smelled funny and looked funny, the common reaction I got was, yuck! But Isaiah decided to give it a try which allowed other students to want to try it too. By the end of class the whole papaya was gone! As his teacher, he's a joy to teach and I look forward to seeing him every week! Isaiah and his family also live in the 32805 area so him and his brother benefit from organic fresh produce whenever we get a large harvest. **His mom said quote: 'Omg he talks about Fleet Farming Gardening Club all the time...if he eats anything with seeds, he always keeps them to plant them!'** Isaiah learned this during garden programming with Fleet Farming as seed preservation. Honestly, I think it's good therapy for him. He fell in love with gardening in Pre-K when he started gardening with his teacher and continued doing it. When it comes to gardening, he pays attention and takes good care of the plants."

- Sara Miller

Fleet Education Coordinator through the Fleet Farming Program

GLOBAL IMPACT



International Branches of IDEAS For Us

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.

Africa



IDEAS For Us: DRC

IDEAS For DRC was founded in 2015 as the first foray of IDEAS For Us in the Democratic Republic of The Congo. The work here has been lead by our branch in Bukavu and our founding branch leader, Daniel Mastaki. Tree plantings, solar lanterns, solar water pump electrification, and trash-clean-ups have all been key to the building momentum needed in the DRC to advance sustainability.



IDEAS For Us: Ghana

IDEAS For Ghana has conducted research focusing on the Sustainable Development Goals(SDGs) and has implemented 15 community projects and 20 youth and students innovations under the fives pillars of sustainability with an International UNLEASH Gold Water Awards and two national awards.

INTERNATIONAL IMPACT

Africa



IDEAS For Us: Guinea

IDEAS For Us – Guinea was founded in 2018 after Francois Phopho Kamano became the ninth IREX Fellow to IDEAS For Us and traveled to Orlando, Florida for a four-month immersion program from August to December in 2018. IDEAS For Us – Guinea is headquartered in Gueckedou, Guinea and is lead by Francois Phopho Kamano.



IDEAS For Us: Uganda

IDEAS For Us – Uganda was the first international branch of IDEAS For Us. Originally based in Kampala, the capital city, IDEAS For Uganda has now spread to dozens of primary and secondary schools across the country where students and community members come together to launch action projects.



IDEAS For Us: Rwanda

IDEAS For Rwanda was founded in 2017 after John Bosco Gakumba became the fifth IREX Fellow to IDEAS For Us and traveled to Orlando, Florida for a four-month immersion program in 2016. John is from Kigali and when IDEAS lead an expedition there in July of 2017, a branch at KLM University in Kigali was rapidly established. IDEAS For KLM is a University branch of IDEAS in the capital city of Kigali.

America



IDEAS For Us: Orlando

IDEAS For Us was founded in Orlando at the University of Central Florida (UCF) by Chris Castro and a group of classmates in 2008. Today, IDEAS For Us has led over 70 IDEAS Hive events and engaged the community in hundreds of environmental projects to advance sustainability locally for global impact.



IDEAS For Us: St.Petersburg

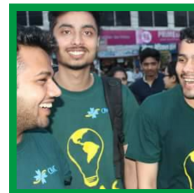
IDEAS For Us expanded into St. Petersburg, Florida in October of 2018. As one of our newest branches, we are excited to grow our presence in the city by organizing an IDEAS Hive meetings.



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.

Asia



IDEAS For Us: Nepal

IDEAS For Us – Nepal was founded in 2016 after Tika Ram “Santosh” Poudel became the third IREX Fellow to IDEAS For Us and traveled to Orlando, Florida for a four-month immersion program in 2015. Santosh is from Pokhara, Nepal and when IDEAS lead an expedition there in July of 2016, three branches were rapidly established. IDEAS For JMC, IDEAS For CMC, and IDEAS For Nepal.

Europe



IDEAS For Us: Romania

IDEAS For Us Romania started in 2017, after Alina Blaga joined the IDEAS team in Orlando as a Community Solutions Fellow. The branch was consolidated after winning the IREX grant and the Trust for Mutual Understanding grant that allowed IDEAS For US staff to visit Romania to lead The IDEAS HIVE and several community actions in 2018.

Executive Staff: Leaders of The Movement

Change is not possible without a dedicated team. 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
UCF Branch Manager



Hannah Westergaard
Fleet Farming Manager



Jeff Coco
Fleet Farming Coordinator



Sara Miller
Education Manager



Jonathan Ortiz
Edible Landscapes
Coordinator



Samuel Sickels
Edible Landscapes
Coordinator

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President



Jeff Benavides
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Patrick Odoyo
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Board Member



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Eisenberg**



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David Brimm



Manley Fuller

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ROLLINS



FLORIDA
HOSPITAL



Dr. Phillips Charities



ESA Renewables, LLC





WAYS TO GET INVOLVED



**Attend an 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 ideasforum.org or email contact@ideasforum.org
to sign up for direct environmental action



Leading The 21st Century Environmental Movement

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