

Brilliant Bithlo: Energy Equity Initiative



IDEAS For Us is a environmental action organization headquartered in Orlando, Florida. We are dedicated to advancing global sustainability through local energy, water, food, waste, and ecology action projects. Our Mission is to develop ideas, fund action, and scale solutions that solve the world's most pressing environmental challenges. We have been working in the Bithlo, Florida community for thirteen years (2011)!



United Global Outreach (UGO) is a not-for-profit organization that focuses on transforming neglected and underprivileged communities by meeting their educational, physical, spiritual and emotional needs by giving a hand-up, unleashing unlimited potential and possibilities.

Why Bithlo, Florida?

Bithlo is a town that has been forgotten – until now. Once an incorporated town, economic hardship bankrupted Bithlo in 1929, and attempts to revitalize the government there failed. In 1977, the state Legislature abolished it for good, making it an unincorporated part of Orange County, Florida, which promptly ignored it. Toxic chemicals make children's teeth fall out. Addiction, prostitution, and poverty are rampant. Energy poverty is significant, with many residents living without electricity or running water. Efforts have been made over the last decade by a coalition of partners but there is still much work to be done. This project will educate and empower citizens of Bithlo to SOLVE IT and get access to renewable energy, freely!

The community desperately needs cooperation and coordination. We have partnered with churches, Rotary clubs, medical professionals, and fellow community organizations. We have invited mission workers from various churches to volunteer their time, and asked medical professionals to offer check-ups, eye exams and dental cleanings to those who needed them most. In 2010, our partner for this project, United Global Outreach, opened a K-3 school for the community to help its most at-risk students succeed. Today, we are working to build a town center in Bithlo. complete with a coffee shop, a community center, a community school, an aquaponics garden.

This project will organize citizens and take them through our award winning program for planning energy projects called The IDEAS Hive, and we will create an energy hub within the community powered by solar.



Our Team



Clayton Louis Ferrara is the Chief Executive Officer of the United Nations Accredited NGO, IDEAS For Us. He is a classically trained biologist and world traveler who has conducted research on five continents concerning evolution, conservation, and ecology. He has worked directly with the likes of The United Nations, The Vatican, The White House, Apple, Microsoft, Tesla, AT&T, T-Mobile, Louis Vuitton, The Mickey Mouse Club, and hundreds of other companies and many local, state, and national governments to implement energy and sustainability solutions in communities around the world.

Patrick Odoyo is a proven leader with over ten years in education, community building, nonprofit management, and social enterprise development. His superpower is helping changemakers see systems; design systems; gain system skills; transform systems; and set social innovation strategies towards their mission and goals. Patrick has proven track records of creating ideas, programs, startups, and innovative enterprises that have been developed, tested, and launched by students, community members for the well-being of their families, communities and our planet both locally, nationally, and globally.

