



Summary

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FIRST PROJECT

The **GREEN on GRAY Project** promotes environmental awareness as well as actions toward mitigating climate change. We impart education and collaborative actions that reduce pollution and other negative consequences generated by excessive consumption.

These are measures that we can take now to allow ecosystems to adapt naturally. With an awareness of climate change and international economic development, we can impact nature and culture to live in a sustainable way.



MEASURE CO₂

The amount of CO₂ that activities generate as a negative impact on the environment can be measured using our CO₂ Calculator.

REDUCE CO₂

Every participant reduces the CO₂ emissions with simple ECO-ETHICAL changes in daily life using our "GREEN on GRAY Commitment"

COMPENSATE CO₂

You can compensate for pollution by adding plants and trees for the Ecological Participatory Art (Public Parks of Land Art).

WITH ECOLOGICAL ART

E-planting

Virtual planting: Choose your trees' location in the park. Add name, photo, and the legacy's message. After the virtual e-planting is complete, it will become an actual Land Art Park.

Your Trees

The space is planted with native species forming a print that will become a park to be visited by the public. Everyone can follow the growth of their trees in real-time, using coordinates from Google Maps, Photo & Videos.

PROGRAMS

GREEN MARK PROGRAM = Trees & Plants

100% of the money raised will be used toward trees and plants in our Land Art Parks, enabling us to meet our goal of preserving our environment by compensating human activity on the planet through Participatory Ecological Art.



THE GREEN CAMPAIGNS:



ALLIANCE WITH THE PLANET



GREEN RENAISSANCE



ZERO CO₂ EVENTS

ECO MARK PROGRAM = Operating Costs

The total sales revenue will be designated to cover the organization's operating costs, as well as develop the organization, while generating environmental awareness in the community. Our 100% Green Mark program is designed to provide a better planet to future generations.



THE ECO INITIATIVES:



ECO-LIFE MALL



G-MOBILE



ECO-ART PERFORMANCE



ABOUT US

ART FOR EVOLUTION (AFE) is a nonprofit charitable organization born in 2013 in Miami, Florida, founded by the ecological artist Analia Bordenave.

AFE administers projects, programs, and initiatives that promote environmental awareness, education, and action, all of which rely on sustainable measures and Eco-Participatory Art.

Art For Evolution's signature GREEN On GRAY Project is designed to allow participants to use a CO2 calculator to measure their Gray Mark (pollution) in order to be aware of habits and practices to then reduce pollution. To compensate for pollution, AFE provides *Green Marks* for participants to purchase, which neutralize their pollution by adding plants and trees for the Land Art Parks and Eco-Artwork "*Tribute to Individuality*" by Analia Bordenave.

Art For Evolution's mission to strengthen the community and the environment with Eco-Participatory Art, and our vision to preserve the environment by compensating the impact of human activity, is manifested through the **Green Mark Program** (focusing on measuring, reducing, and compensating negative impact) and the **Eco Mark Program**. The Green Mark Program is comprised of *Green Campaigns*, and the Eco Mark Program is comprised of several *Eco Initiatives*.

100% of the funds from the Green Campaigns (*Alliance with the Planet; Green Renaissance; Zero CO2 Events*) is committed to trees and plants which become the Eco Participatory Artwork (Land Art Parks). The Eco Initiatives (GREEN on GRAY Center / Eco-Life Mall, G-Mobile, Eco-Art Performance) are designed to raise awareness and fund operating costs.

There are opportunities for individual participation at many levels, including being an Ambassador and a Benefactor. We also have many opportunities for corporate or small business participation. Everyone can participate to make a positive difference in our community and environment.

RESULT

Eco Art & More Green Spaces



Ecological Canvas & Land Art Public Park. Portrait in an eco artwork, leaving a Green Mark to become ecological and cultural heritage for future generations.

Education: Ecological Ethics



Eco Events: Community Participation. To be protagonists of change, refusing to be passive spectators of harmful consequences of urbanization.

Massive Campaign CO2 Reduction



Sustainable Future & Awareness Campaigns around the world.



HOW YOU CAN HELP

Please help us create a better planet. You can be part of our Volunteer Team and/or be a donor. Our CSR Annual Membership Program allows all types of companies to be a part of a big impact CSR campaign.

We need help from special people like you to fund the essential aspects of our initiatives.

Your gifts, both large and small, will help us to achieve our mission of effecting change in our community.
Join us and visit our secure donation site,

www.artforevolution.org

and leave your **GREEN MARK** on the Planet.



info@artforevolution.org

Contents

FOUNDER

Ecological artist **Analia Bordenave** seeks environmental stewardship through participatory art.

DEVELOPMENT ASSENTS

AFE's successful development efforts are built on a strong organization composed of six essential elements.

OUR MESSAGE

Art For Evolution provides education about solutions to environmental problems.

GREEN MODEL CANVAS

Our Nonprofit Business Model Canvas is a visual sense making tool that allows us to rapidly test our business model.

THE GOALS

How much money do we need?

GREEN MARK PROGRAM

100% of Public donations would go directly to compensate CO2 pollution funding our Green Mark Program = Trees & Plants.

ECO MARK PROGRAM

Our Eco Mark Program has also been established to cover our operating expenses and raise awareness.

CSR PROGRAM

Be our Corporate Social Responsibility Partner or be a Member

IRS TAX EXEMPTION LETTER

A copy of our Exemption Determination Letter from the IRS.

SUPPORT US

Your support is vital in enabling AFE to fulfill its mission for a better world.

WAYS TO DONATE

Learn about the various ways to support us.

Founder

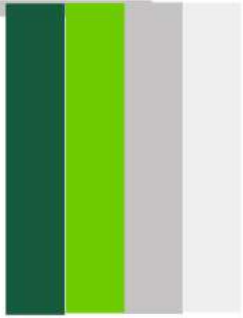


ANALIA BORDENAVE

"I LOVE NATURE AND ART IS MY PASSION."

"In response to the devastation of the planet, I decided to get out of my art studio, set aside canvas, acrylics and other traditional materials and take the elements of nature to make art. Aware that human consumption is already greater than the capacity of nature to renew these resources, I am committed to transforming our spaces and our culture through Eco-Participatory Art and educate others toward a sustainable future across communities with green knowledge and habits."

WWW.ANALIABORDENAVE.COM



Development Assessments



AFE development assessment evaluates the organization's essential fundraising elements, identifies strengths and opportunities, and recommends a course of action for future success.

AFE development program—including organizational structure, personnel, and procedures; revenue streams, fundraising strategies and tactics, and donor relations; board structure and volunteer engagement; case for support and relevant materials; and data management and software.

AFE's successful development efforts are built on a strong organization composed of six essential elements:

- **a compelling rationale for development objectives**, which articulates specific fundraising goals in a way that appeals to potential donor constituencies;
- **committed leaders** (staff and volunteer) who are willing to devote their time and skills to the various tasks required to implement fundraising strategies;
- **trust** by the philanthropic community; a high level of confidence that gifts are used in the way they are intended and the organization is fiscally sound;
- **broad-based support** from a variety of fundraising activities such as annual appeals, direct mail and social media, and special events;
- **substantial gifts** from individuals, corporations, and foundations that inspire confidence and stimulate major contributions from others; and
- **sound management** of day-to-day fundraising, with sufficient infrastructure and human resources, to implement effective strategies.



Our Message



What do we plan to do with the money we raise?

AFE Core Values: our 2018 plan, along with the GREEN on GRAY project, promotes environmental awareness as well as actions toward mitigating climate change. We encourage education and collaborative actions that reduce pollution and other negative consequences generated by excessive consumption. These are measures that we can take now to allow ecosystems to adapt naturally. With an awareness of climate change and international economic development, we can impact nature and culture to live in a sustainable way.

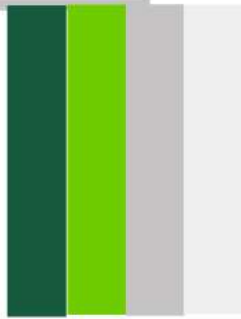
Art For Evolution, Inc. : (AFE) Nonprofit organization that seeks to raise awareness of our habits that negatively impact the planet and shift those toward creating a positive and lasting (green) mark on the planet.

AFE Mission: Art For Evolution's mission is to strengthen the community and the environment with Eco-Participatory Art.

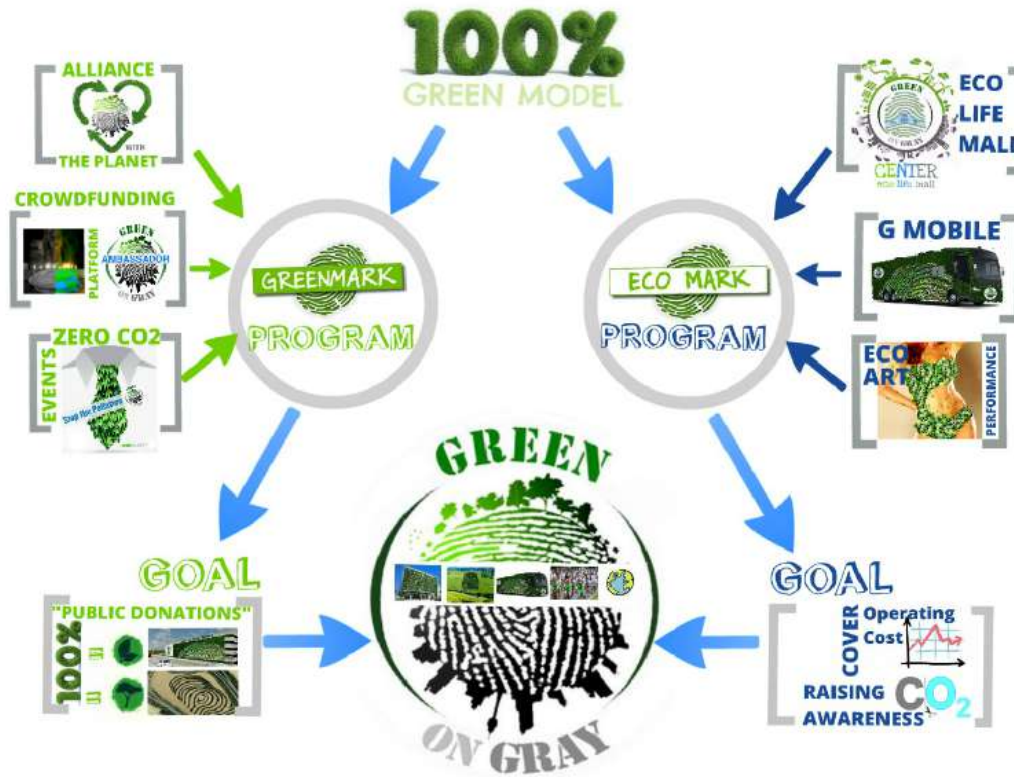
AFE Vision: Art For Evolution's vision is to preserve our environment by compensating the impact of human activity through Participatory Art.

Art For Evolution uses "ecological art" and "participatory art" as tools to increase understanding and knowledge of environmental issues and solutions.

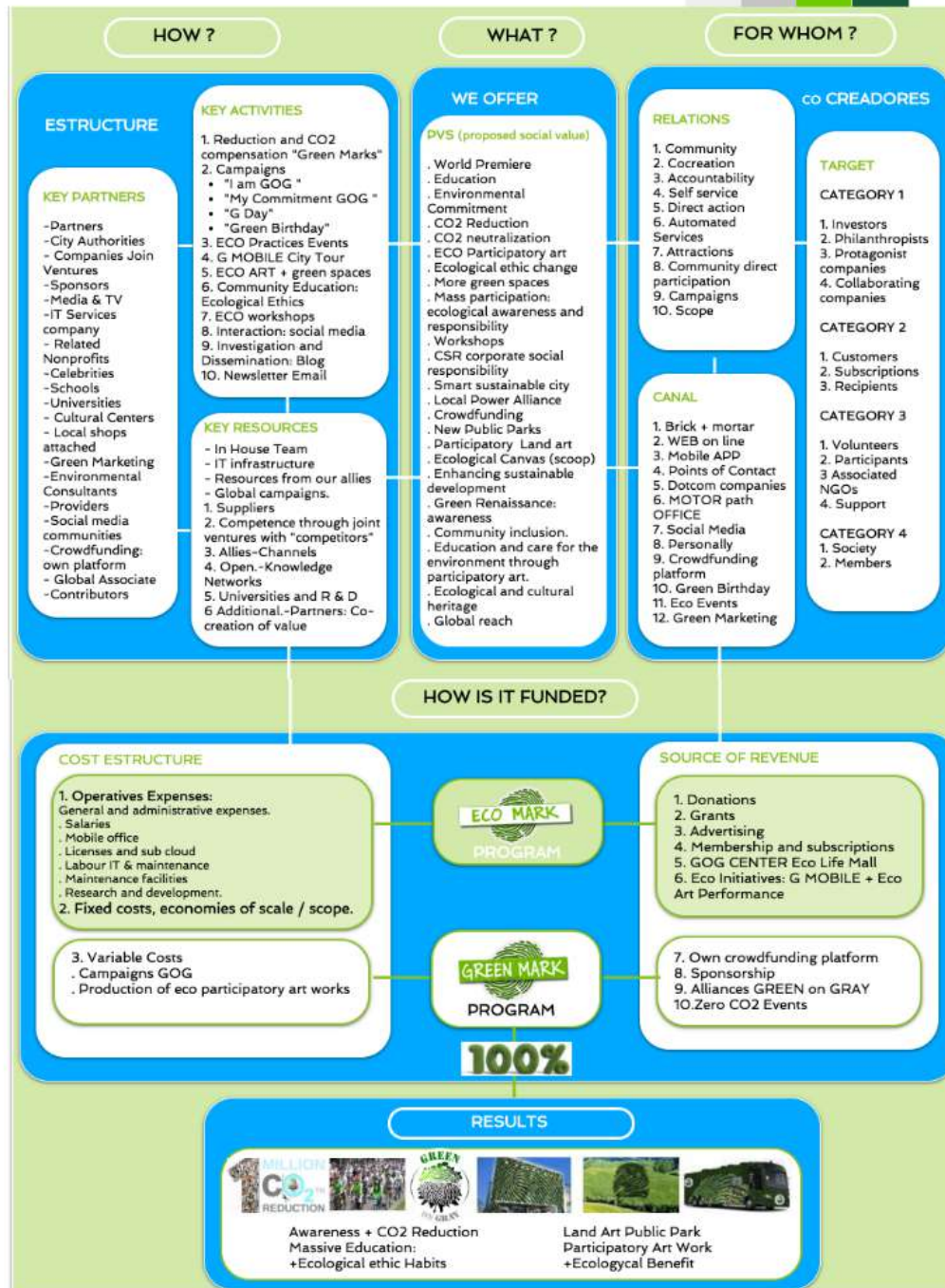
Art For Evolution provides education about solutions to environmental problems and provides safe alternatives to threats to the environment through the 1st project, GREEN on GRAY (GOG).



Art FOR EVOLUTION[®]



Non Profit Model Canvas



The Goals

How much money
do we need?



Annual Basic Operating Budget \$180,000

- Board directors are not salaried.
- Currently, all staff is volunteer.

2018

Web development

GREENonGRAY.ORG \$50,000

- Crowdfunding Platform \$20,000
- Virtual Park Software \$30,000

2018

GOG Project:

ECO MARK PROGRAM \$1,700,000

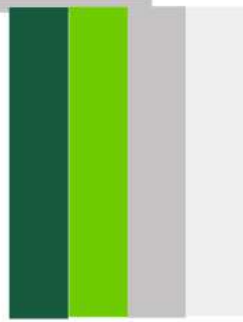
- GOG Center Eco-Life Mall \$1,100,000
- G-Mobile \$300,000
- Eco-Art Performance \$100,000
- GOG Magazine \$110,000
- G-Point Gift \$90,000

2019

GOG Project:

GREEN MARK PROGRAM \$3,050,000

- Alliance with the Planet \$3,000,000
- Bitcoin Park 10,000 Bitcoins
- Zero CO2 Events Consultant \$50,000



Start-up Program:



When we started Art For Evolution, we made a bold promise to the general public that 100% of their donations would go directly to fund Green on Gray projects through our Green Mark Program (neutralizing the impact of pollution, each Green Mark becomes a tree or plant in our Participatory Eco Artwork of Green on Gray alliances with the planet). Our goal for the program of a 100% Green Model is very ambitious. To accomplish this goal, we also need your help to develop and disseminate the Green Mark Program's initiatives:

100% of the money raised in the GREEN MARK PROGRAM will be used toward trees and plants in our Land Art Parks.

Total \$100,000



Crowdfunding Platform \$20,000

This platform allows us to implement the campaign GREEN RENAISSANCE so that each person can create their own campaign to celebrate a Green birthday or Green event and become an ambassador by inviting others to contribute by adding trees to the Land Art Park as a birthday gift for the future. ✓

^ Virtual Park Software \$30,000

E-Planting's software, enabling participants to plant trees with personal names in the Virtual Land Art Park. Provides an online path to compensating one's carbon footprint and generates the exact reproduction of the Land Art Park, which can be shared on social networks. Upon completion of the virtual version, a real Land Art Park will be alive with trees.

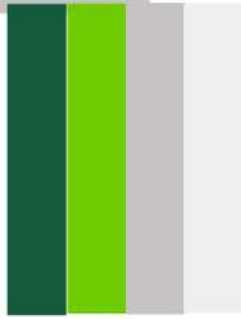


< Zero CO2 Events Consultant \$50,000

AFE's CONSULTANT: Green Campaign that inspires those planning an event to use the event to begin neutralizing CO2 by considering transportation, waste produced, types of energy used, food and more. Define Green actions for the event, as well as include the purchase of Green Marks to compensate for negative environmental impact.

Web development www.greenongray.org

GOG Massive AFE campaign. Essential commitment to reduce pollution. This fundamental project promotes environmental awareness as well as actions toward mitigating climate change.



Start-up Program:



Our Eco Mark Program has also been established to cover our operating expenses. The total sales revenue will be designated to cover the organization's operating costs, as well as develop the organization, while generating environmental awareness in the community. We will depend on the Eco Mark Program's initiatives to cover everything from salaries to basic office systems to office rent and supplies. These initiatives are some of our most significant; the investment in these initiatives fuels our long-term mission, our ability to develop as an organization, and our mission to continue using 100% of public donations for Green projects. We need your help to start up our initiatives.

The total sales revenue will be designated to cover the operating costs of Art for Evolution nonprofit organization's mission.

Total \$1,700,000



^ Eco Life Mall \$1,100,000

GREEN on GRAY PROJECT CENTER Will develop the AFE campaigns: "I Add My Commitment", "G-Day", "I'm Green on Gray" (Our innovative real-time counter indicates the number of participants, CO2, and money saved as a result of AFE activities: Eco-Art Performance, G-Mobile, Eco Events). Eco-Life Mall is designed to educate and help consumers choose environmentally friendly options. Committed to integrating environmental awareness.



^ G Mobile \$300,000

Literally a vehicle for diffusion of AFE programs and products, generating participation across the community that encourages shifting toward Green habits and sustainable growth. The G-Mobile bus is covered entirely with plants, touring cities, involving the community in ecological events.

Eco Art Performance \$100,000

"LEAVE YOUR GREEN MARK ON THE WORLD" is Analia Bordenave's thought-provoking work about the mark that people leave on the planet. The artist proposes seven topics of reflection, one for each continent represented by performers, and invites the audience to leave an AWARENESS GREEN MARK on them. v



G Point Gift \$110,000

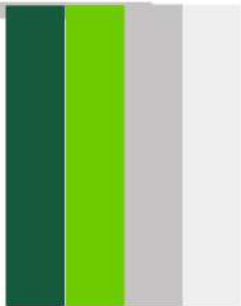
Pharmacies, Supermarkets, Shopping Malls, Stores, Lobby Hotels, Schools, Banks, City Events, etc., are called to place an elegant glass case full of green gifts and be part of the awareness campaign. Every GREEN GIFT helps raise awareness and care for the Planet.



GOG MAGAZINE \$90,000

Art For Evolution. Inc. is the publisher of "GREEN on GRAY" magazine. The goal is to disseminate the Ecological Art. "Eco Art" is a contemporary form of environmental art created by artists who are concerned about local and global environmental situations.





Development GREEN ON GRAY



4 Pillars of Alliance with Planet to become better informed and participate in eco-ethical actions to reduce CO2:

<p>SOCIETY contributes</p> <p>COMMITMENT</p>  <p>Your Mark is: GREEN OR GRAY? measure-reduce-compensate your pollution.</p>  <p>CAMPAIGN</p>	<p>COMPANIES contribute</p> <p>ECOETHIC PACT</p>  <p>"A better planet for our future generations and better generations for our future planet."</p>  <p>CAMPAIGN</p>	<p>URBAN SPACES contribute</p> <p>CONCILIATION VOTE URBANISM & NATURE</p>  <p>"Because we don't inherit this earth from our ancestors, we borrow it from our children."</p>  <p>CAMPAIGN</p>	<p>NATURE contributes</p> <p>LIFE + O2</p>  <p>"It's time to make our print, assuming our new awareness of reverence in our life."</p> 
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Land Art Park

GOG
Alliance with the Planet
\$3,000,000

Gives us the union to work toward the same goal to reduce the gray marks left on the planet and increase the green marks we leave behind. After creating the Virtual Land Art Park, actual trees are then planted to create the Land Art Park—a participatory work, "Tribute to Individuality," using native trees of varying species.



This public park, created and cared for by private enterprises that encourage social responsibility, directly compensates CO2 through a unique, yet easily accessible process of Eco-Participatory Art.



Bitcoin Park

10,000 Bitcoins



GLOBAL AWARENESS CAMPAIGN, the Bitcoin Land Art Park is an original project that brings the possibility of reducing and compensating to everybody through ecological art. Repairing the environment through eco art, the Bitcoin Land Art Park will be shaped like Bitcoin's Green on Gray mark, an exclusive legacy for Bitcoin participants.



Corporate Social Responsibility



Corporate Social Responsibility (CSR) is the growing practice in which businesses participate in initiatives that benefit society. Here at Art For Evolution, we believe it is vital to better the communities where we live and work. We are thrilled that Corporate Social Responsibility is becoming more mainstream, but we hope to help it become the norm. Forward-thinking companies are deploying their resources – people and profits – to create shared values for business and society, and the results are well worth the investment.

We offer two CSR possibilities:

CSR SPONSOR

Be a CSR Sponsor! We offers different CSR sponsorship options for companies to develop their CSR program. We plan: Goals, Strategy and tactics, Execution, Evaluation (success, results or ROI).

CSR PROGRAM MEMBER

The GOG CSR Annual Membership Program allows the union to work towards the same goal and involves a commitment to collaboration, where all of the parties empowers the others. Be a member of our CSR Annual Membership Program and receive your CSR recognition.

Let's run a CSR campaign together or throw an event together! We offer creative solutions to environmental challenges.

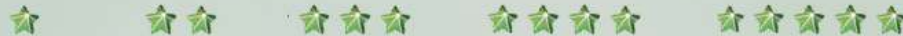


SPONSORSHIP

- GOG CENTER Eco-Life Mall
- G-Mobile
- Eco-Art Performance
- Alliance With the Planet
- Land Art Park



ANNUAL MEMBERSHIP PROGRAM



To encourage your successful business you need to intertwine it with CSR actions and report it. Improved public image, increased media coverage, attracting and retaining investors, and boosting employee engagement are some benefits of our CSR Program. This CSR report will reflect your participation and your commitment to develop and reward your people, clients, and community by retaining your reputation as an employer of choice.

Be a SPONSOR or PROGRAM MEMBER and let us do the rest!

ART FOR EVOLUTION.ORG



IRS: Tax-Exempt Determination Letter

1UG-05-2014 06:48 IRS

513 263 3695 P.03

INTERNAL REVENUE SERVICE
P. O. BOX 2508
CINCINNATI, OH 45201

DEPARTMENT OF THE TREASURY

Date **AUG 07 2014**

ART FOR EVOLUTION INC
C/O TRIBUTE TO INDIVIDUALITY
291 BAL DAY DR STE B301
MIAMI, FL 33154

Employer Identification Number:
46-1921798
DLN:
17053072359013
Contact Person:
DAVID A DOBKER ID# 31168
Contact Telephone Number:
(877) 829-5500
Accounting Period Ending:
December 31
Public Charity Status:
170(b)(1)(A)(vi)
Form 990 Required:
Yes
Effective Date of Exemption:
January 28 2013
Contribution Deductibility:
Yes
Addendum Applicable:
No

Dear Applicant:

We are pleased to inform you that upon review of your application for tax exempt status we have determined that you are exempt from Federal income tax under section 501(c)(3) of the Internal Revenue Code. Contributions to you are deductible under section 170 of the Code. You are also qualified to receive tax deductible bequests, devises, transfers or gifts under section 2055, 2106 or 2522 of the Code. Because this letter could help resolve any questions regarding your exempt status, you should keep it in your permanent records.

Organizations exempt under section 501(c)(3) of the Code are further classified as either public charities or private foundations. We determined that you are a public charity under the Code section(s) listed in the heading of this letter.

For important information about your responsibilities as a tax-exempt organization, go to www.irs.gov/charities. Enter "4221-PC" in the search bar to view Publication 4221-PC, Compliance Guide for 501(c)(3) Public Charities, which describes your recordkeeping, reporting, and disclosure requirements.

Sincerely,



Director, Exempt Organizations

Letter 947

08/07/2014 4:24PM (GMT-04:00)

ART FOR EVOLUTION.ORG

Charitable Contribution

See the on-line search tool for finding information on organizations eligible to receive tax-deductible contributions:
Exempt Organizations Select Check (EO Select Check)

Art For Evolution Inc.
EIN: 46-1921798
Miami FL



Exempt Organizations Select Check [Exempt Organizations Select Check home](#)

Organizations Eligible to Receive Tax-Deductible Charitable Contributions (Pub. 78 data) - Search Results

The following list includes tax-exempt organizations that are eligible to receive tax-deductible charitable contributions. Click on the "Deductibility Status" column for an explanation of limitations on the deductibility of contributions made to different types of tax-exempt organizations.

Results are sorted by EIN. To sort results by another category, click on the icon next to the column heading for that category. Clicking on that icon a second time will reverse the sort order. Click on a column heading for an explanation of information in that column.

1-1 of 1 results Results Per Page: 25 < Prev | 1-1 | Next >

EIN	Legal Name (Doing Business As)	City	State	Country	Deductibility Status
46-1921798	Art for Evolution Inc.	Miami	FL	United States	DC

 < Prev | 1-1 | Next >

Gifts to Art For Evolution, Inc., are tax deductible according to IRS regulation. Please use this acknowledgment as a receipt for your charitable contribution deduction, pursuant to IRS Code, Section 6115. Art For Evolution, Inc. has complied with registration requirements of Chapter 496, Florida Statutes, and the Solicitation of Contribution Act, Registration No.CH45311. A COPY OF THE OFFICIAL REGISTRATION AND FINANCIAL INFORMATION MAY BE OBTAINED FROM THE DIVISION OF CONSUMER SERVICES BY CALLING TOLL-FREE 1-800-435-7352 WITHIN THE STATE OF FLORIDA>

Important

ART FOR EVOLUTION Inc. will provide donors with a written letter acknowledging the gift or with a receipt for the donation. These acknowledgment letters should also be kept with your tax records. The funds received through the entirety of the corporation's activities will be used exclusively for the purposes within the meaning of Section 501(c)(3) of the Internal Revenue Code and will not be used for personal gains of any sort. ART FOR EVOLUTION Inc. is organized exclusively for educational purposes no part of the net earnings of ART FOR EVOLUTION Inc. shall inure to the benefit of, or be distributable to its members, trustees, officers, or other private persons, except that the corporation shall be authorized and empowered to pay reasonable compensation for services rendered and to make payments and distributions consistent with these Articles. No substantial part of the activities of the corporation shall be the carrying on of advertising, or otherwise attempting to influence legislation, and the corporation shall not participate in, or interfere in (including the publishing or distribution of statements) any political campaign on behalf of any candidate for public office. Notwithstanding any other provision of this document, the corporation shall not carry on any other activities not permitted to be carried on (a) by any organization exempt from federal income tax under section 501(c)(3) of the Internal Revenue Code, corresponding section of any future federal tax code, or (b) by an organization, contributions to which are deductible under section 170(c)(2) of the Internal Revenue Code, or corresponding section of any future federal tax code. 2016 Art for Evolution Inc.



Support Us

- **Becoming a monthly donor is one of the easiest and most efficient ways to support our work over the long term.**

<http://www.artforevolution.org/donate>

- **Build a Legacy of Sustainability:**

If you would like to give in ways that will also reduce your estate taxes and probate costs.

- **Donate a car, truck, RV, boat or other vehicle and help to take care of the planet.**
- **Donating stocks, bonds and mutual funds may provide you with significant tax savings.**
- **Donate BITCOINS.**

- **Employer Matching Gift Programs:**

Double your donation! Check with your employer to see if they offer a matching gift program.

- **Real Estate Donation: commercial, rental, residential, industrial, and vacant land.**

Take advantage of current IRS rules allowing the deduction of 100% of the Fair Market Value of your real estate donation (all 50 States).

Ways to Donate



- Bank

Art For Evolution Inc.
Citibank Account : 3290284251
Routing : 067004764

- Donate Online:

With your credit card or PAYPAL account
<http://www.artforevolution.org/donate>
It's fast, easy, and secure!

- Donate by Mail

Send a check to Art For Evolution Inc.
PO Box 310513 Miami FL 33231

- Corporate Sponsorship

If you would like to give in ways that will also reduce your estate taxes and probate costs.

- Benefactor

We are seeking a "BENEFACTOR" who will be mentioned and remembered all the time with an advantageous place in every single one of our actions. We would feel honored by your support and grateful for your faith in our mission.

Your "mark" on the Planet is:

GREEN or **GRAY?**



YOUR CHOICE!

ART FOR EVOLUTION.ORG



Contact: info@artforevolution.org
Phone: +1(305) 979 1693
