

Leave your



GREEN MARK

... In the world

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GREEN or GRAY?



Art FOR EVOLUTION®

ART FOR EVOLUTION, (A.F.E) is a nonprofit organization born in 2012 in Miami, USA whose mission is to strengthen the community and the environment with participatory eco art.

In an effort to promote understanding about environmental hazards and innovative policy approaches to these threats,

ART FOR EVOLUTION uses “participatory art” as a tool to increase understanding and knowledge of environmental issues and solutions.

ART FOR EVOLUTION provides education about solutions to environmental problems and safe alternatives to threats to the environment through the first program:





**What Is
Green On
Gray?**

***It is an alliance between :
Society, Companies and Urban Spaces with the planet.***

For what?

The GREEN ON GRAY ALLIANCES educates and collaborates to stabilize the changes and effects that the excessive consumption generates (pollution), in sufficient time to allow ecosystems to adapt naturally to climate change, and international economic development continue in a sustainably way.



Whom?

*Government agencies, companies, society, company, non-profit organizations and contemporary artist **Analía Bordenave** (author and president of ART FOR EVOLUTION) generate the global work of eco art participatory **TRIBUTE TO INDIVIDUALITY- ECOLOGY LOVER.***

FELLOW Companies

ASSOCIATE Associates Entities-Urban Spaces

MEMBER Strategic Location-Urban Spaces

CELEBRITY Celebrities Who Contribute Their Mark

PROFESSIONAL Professional Interacting

FRIENDS (Friends-Marking Gog) Society

EMISSARY (Emissary Gog) Medium

Problem to deal.

Human consumption already exceeds the capacity of nature to renew their resources. Responsible for this situation are: society, companies and urban areas, who-so-follow this way- may not adapt quickly enough to the changes they generate in its ecosystem.



Natural resources, land, water and forests are being degraded at an alarming rate in many countries. And once they are gone, they are irretrievable!

To make development sustainable is necessary to respond to the needs of the present, without compromising the ability of future generations, to satisfy their own needs. The countries must not only take into account the economic progress, but also environmental issues.

Concern for a healthy global environment is essential in the fight against poverty, as the poorest people often live in the most vulnerable places.

Why should I care?

Every year, all over the world:

- Three million people die prematurely from waterborne diseases.
- Close to 400,000 children under 5 years old are fatal victims of diarrhea only in India.
- Approximately 1.6 million people die from exposure to smoke from kitchens located in the interior of the home. About of half of these deaths occur in India and China. The victims are mostly children and women from poor rural families who have no access to drinking water, sanitation, and modern fuels.

- One million people die of malaria, predominantly in African countries South of the Sahara.

- One million people die due to urban air pollution.

- Respiratory infections, diarrhea and malaria account for more than 20 deaths in the developing countries, according to the report entitled Burden of Disease (burden of disease) of the World Health Organization (WHO).

Pollution has disastrous consequences:

- The fishery resources.
- Damaged crops.
- Increases production costs for industries that must filter the air or water in order to maintain the quality of their products.

Increasingly extreme weather events (tornadoes, floods and hurricanes) are more frequent and affect more people than ever before. The poor are the most vulnerable to environmental hazards.

Environmental problems will increase as you continue the migration from rural areas to the cities. In many cases, rapid urbanization (growth of cities given the transfer of people from the countryside in search of better jobs and living conditions) increases the burden for poor people living in slums.


The solution we propose.

Involve the players in the current problem to be also protagonists of the solution. Suggest everyone take place from the responsibility to reduce and compensate their pollution to achieve neutralization.

How to achieve the goal?

Each actor of the Alliance is responsible for their own pollution, measured it, reduce what she | he can with ecoethics behaviors and then compensates that she | he cannot be avoid

1 MEASURE
your pollution




GREEN ON GRAY, by CO2 Calculator allows on individual way to make their own inventory to know and measure the amount of CO2 that their activities generate as negative impact on the environment.

2 REDUCE
your pollution



By becoming aware of their own pollution and responsibility in the change, each participant brings their "Commitment GREEN on GRAY" to reduce their CO2 emissions with simple changes in your daily life.

3 COMPENSATE
your pollution



Voluntarily contributes the necessary amount of GREEN MARKS to neutralize their pollution by adding plants and trees for the Plant Ecosystem and Public Parks of the art works of ecological art TRIBUTE TO INDIVIDUALITY

Which is our instrument?



Art for Evolution issue GREEN MARKS an instrument of economic negotiation that represents a unit of change to real monetary value.

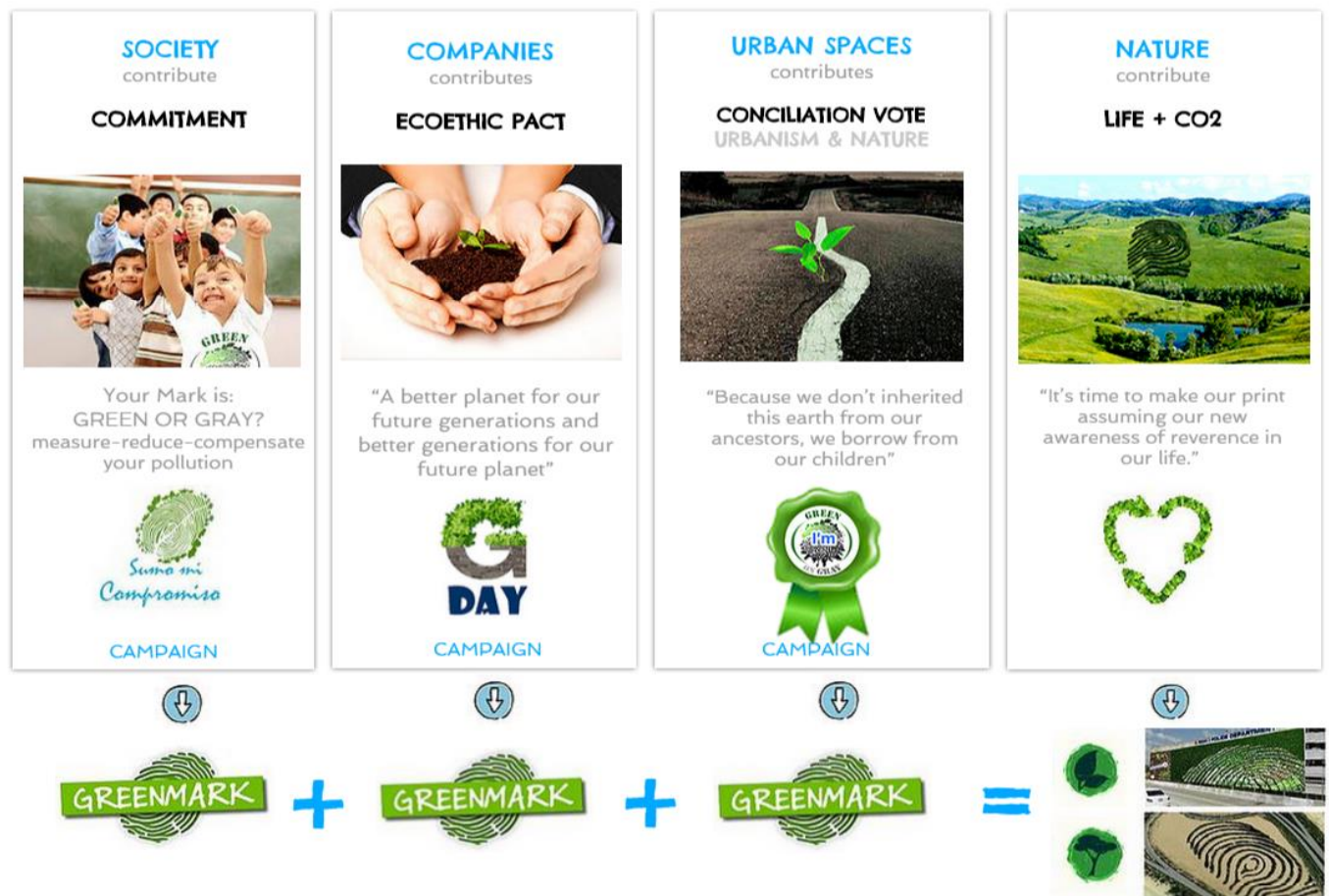
As an commercially available an established price in the market of \$ 50, your transaction allows to finance GRAY GREEN global actions to allow that each person, institution, company or city can be responsible and compensate their pollution.

The GMs (GREEN MARKS) becomes a massive an international mechanism of NEUTRALIZATION to become into plants and trees to compensate the CO2 emissions that we can't avoid and are the cause of global warming or greenhouse gases. (GHG) emissions.

The 100% GREEN MARKS becomes in art to take care the planet. Operating costs are funded through ECO MARKS for private donors.

How we realize it?

The Alliance gives us the union of efforts to work towards the same goal, involves a commitment to collaboration, where each of the parties power the others with the support to his campaign.



Each person tahts brings his | her COMMITMENT GOG is represented by a plant in the work of ECO ART PARTICIPATORY (vertical ecosystem).
Achieving NEUTRALIZING the impact of pollution to bring their trees to the work of PARTICIPATORY LAND ART (public park) through his | her GREEN MARKS

Which will be our results?

Generating awareness and commitment with environmental take care actions to improve the community's quality of life.

These natural ecosystems play an important role in climate change in a natural way the green plants through the process of photosynthesis, they absorb CO₂ from the air and use solar energy, water and salts from the soil, transform it into organic substances.

This way they become carbon collectors.

ECOLOGICAL ETHICS + ART & GREEN PLACE

Commitment & Social Participation



ALLIANCES WITH THE PLANET

Specific results of each Alliance:
- Information and awareness
- Education campaign and eco ethical commitment
- Citizen, governmental and business participation in synergy for the planet.

Cultural Heritage & public parks



ECO PARTICIPATORY ART WORKS

Works of live art, which become Ecological and Cultural Heritage of all that "leave a green print on the planet" to neutralize the pollution we generate.

ALLIANCES FOR THE PLANET

+ REDUCTION CO₂

Sostenible Future

GOAL



PEOPLE ATTENDING
1.000.000

AVOID PER YEAR
500.000
CO₂ (mt)

SAVE PER YEAR
\$250.000.000
USD

ON LINE

COUNTER IN REAL TIME

Our real time counter indicates the number of participants, CO₂ and money saved as a result of the Alliance's ongoing global program GREEN ON GRAY



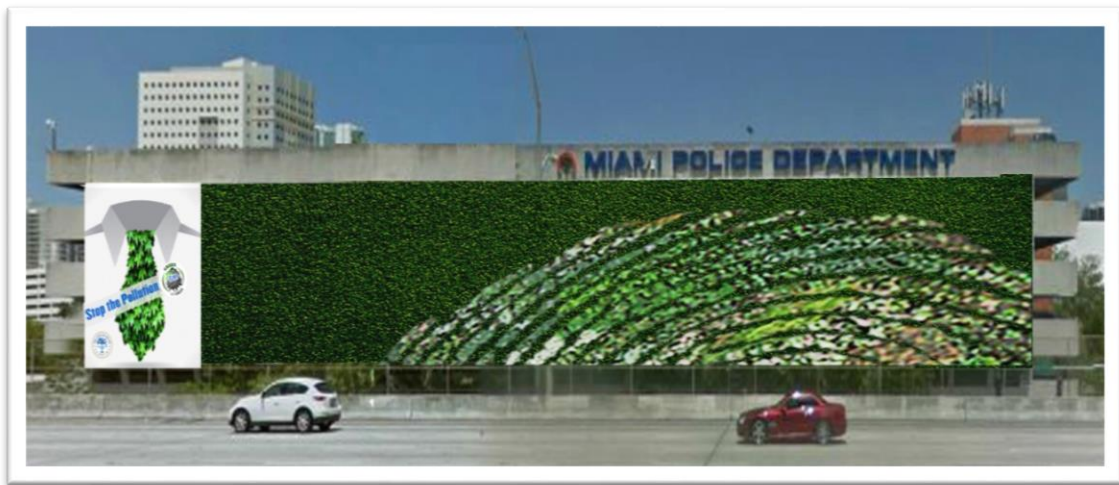
ECOLOGICAL CANVAS GREEN ON GRAY



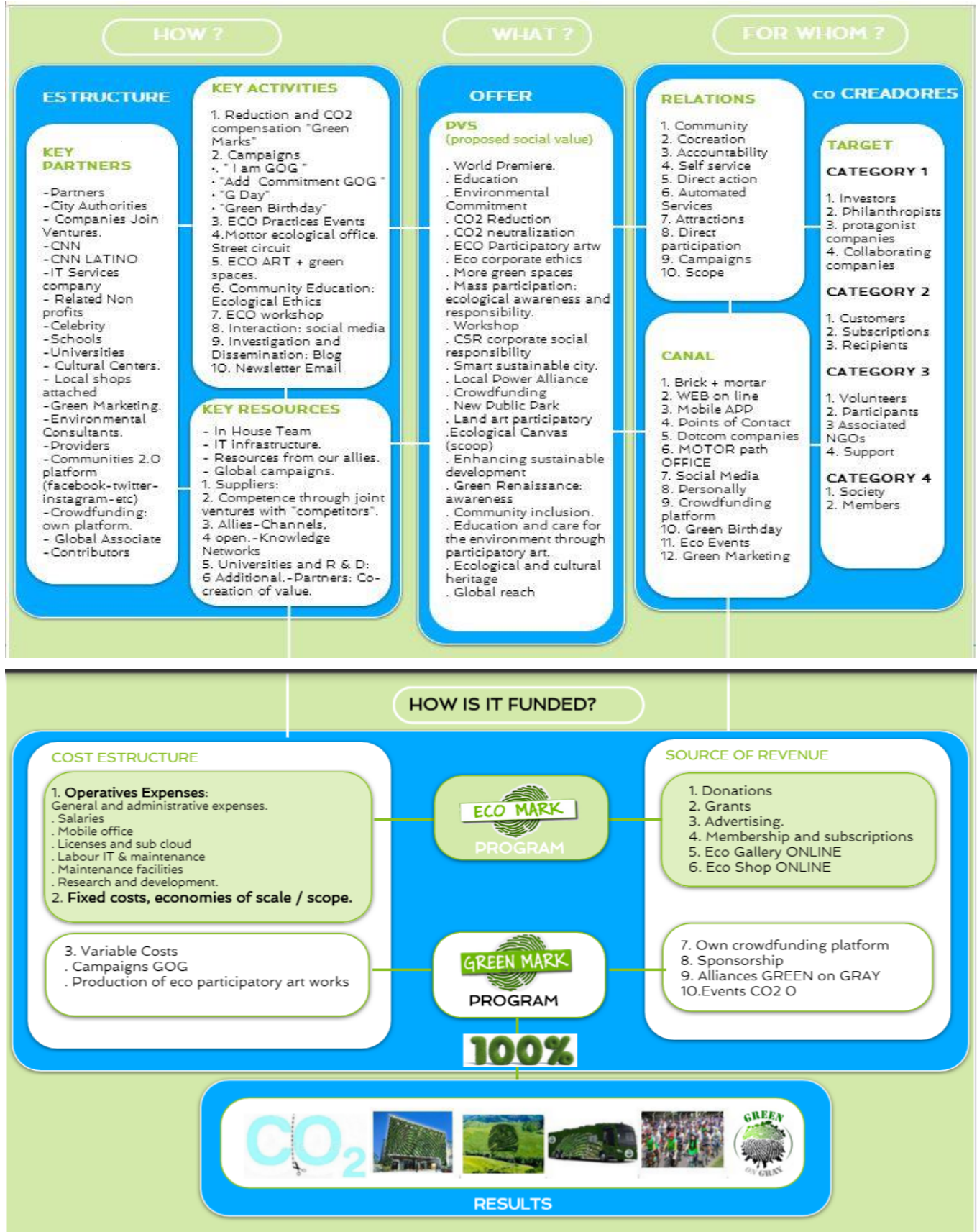
LAND ART GREEN ON GRAY



By Analía Bordenave



Non Profit Model Canvas



What we do with the money?

Our model

**100%
GREEN MODEL**

A bold idea always use 100% of public donations to fund GREEN on GRAY projects

When we started Art for Evolution, we made a bold promise to the general public 100% of their donations would go directly to the field to fund Green on Gray projects, through our **GREEN MARK PROGRAM** (neutralizing the impact of pollution, each GREEN MARK becomes a tree or plants in our Participatory Eco Art Work of Green on Gray Alliances with Planet) We'd find another way to cover our operating expenses, our **ECO MARK PROGRAM**. We depend on private donors, foundations and sponsors to cover everything from staff salaries to basic office systems to office rent and supplies. These donors are some of our most dedicated: their investment fuels our long-term mission, our ability to scale as an organization and our mission to continue using 100% of public donations for GREEN projects.

Our goal for the program **100% GREEN MODEL** is ambitious. To support our growth, we bring together a like-minded community of business people and philanthropists to fund our operating budget on a regular basis. The Well is a membership program where donors give a set amount to our operating costs each year. Their support paves the way for us to continue doing what many said was impossible: scale the organization using our « 100% GREEN MODEL » and give a better planet to future generations.



Sponsorship compensating their own pollution

Green Mark Program

Those interested in SPONSORSHIP (Corporations, companies, cities, etc) participate in the Alliance:

-Measure their CO2 emissions

-Adopt "GOG Commitment" to reduce them

-Then compensate their pollution acquiring the necessary GREEN MARKS.

They become sponsors when they give to the public their GREEN MARKS under campaigns:

"ADD YOUR GOG COMMITMENT" (measured-reduce-compensated)

"G DAY" (CSR campaigns that inspire public actions in society practicing Eco Ethics)

"I'M GREEN ON GRAY " (citizen participation and environmental awareness)



Eco Mark Program

To cover operating cost we depend on generosity private donors, foundations and sponsors. Those interested in support our cause, after measure and reduce their CO2 emissions, can compensate their pollution acquiring Eco MARKS.

Costs



= 1



= 1



Ways to donate

- **Bank**

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

- **Donate Online**

It's fast, easy, and secure!

- **Donate by Mail**

Send a check to:

Art For Evolution Inc.

17890 West Dixie Highway

Greynolds PH. 718

North Miami Beach, Fl 33160

Tel.: 786-262-0150

Fax: 786-657-7188

- **Employer Matching Gift Programs**

*Double your donation! Check with your employer to see if they offer a matching gift program. If you need our nonprofit tax identification number or if you have any questions, please call **3059991073***

3059791693

or email us. analiabordenave@gmail.com

- **Build a Legacy of Sustainability**

*If you would like to give in ways that will also reduce your estate taxes and probate costs, please call **3059991073**, **3059791693** or email us. analiabordenave@gmail.com*

If you have any questions regarding donations, please email us or call us

Irs: Tax-Exempt Determination Letter

AUG-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 B201
MIAMI, FL 33154

Employer Identification Number:
46-1921798
DIN:
17053072359013
Contact Person:
DAVID A DOEKER 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 Applies:
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)

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.

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

1-1 of 1 results Results Per Page: 25 OK « Prev | 1-1 | Next »

[Return to Search](#) « Prev | 1-1 | Next »

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.

2015 Art for Evolution Inc

When you leave your mark on the world, Will it be an **“Impact”** or a **“Scar”**?

We all leave a mark, an impression in what we do. We have to understand that we must leave a mark, that make us proud. That's where we can help you with our contribution: our knowledge and experience.

Predispose our resources for a sustainable future, is to contribute to the community. We are ready to improve our legacy, turn your gray mark (your pollution) in a GREEN MARK that certainly will benefit everyone (yours, ours and those who come after us). Each step will be planned and implemented to optimize the results with the vision of a sustainable future. We convened to present this Alliance in USA and highlight that we are oriented to the care of our planet. This world premiere follows the trend of promoting a sustainable lifestyle, focused on the "triple bottom line" (social, environmental and economic).

To develop this ambitious program we have formed a strong team of excellent professionals, to make it simple, concrete and effective.

We offer to go together that journey to be part of the GREEN ON GRAY world, integrating the community in a creative and artistic process that generates commitment and lobbies as an attempt to prevent further ecological disaster.

We propose:

ECOLOGIC ART, the harmony between human race and nature.

ART AS A SOCIAL ACT, to medium raise to all.

PARTICIPATORY ART, already nobody will accept to be a mere passive spectator.

The importance of the artistic message, is the vehicle for the issues, discussion and awareness of environmental issues.


It is a pleasure for me, invite you to LEAVE YOUR GREEN MARK and give the wonderful possibility of beginning an Artwork together with the nature, who with the passage of time will end it"

Your answer will say a lot about both the impact and the scars you may or may not leave behind.

Join us



Leave your **GREEN MARK** in the Planet!


ANALIA BORDENAVE
ART FOR EVOLUTION
PRESIDENT



Why it depends on you?

Because you're unique and your place in the world also, we all need what only you can give:

YOUR COMMITMENT & YOUR PARTICIPATION.

Each isolated action can not save the planet, but together we make a difference. There are only 10 years, so that together we can stop the environmental and climatic catastrophe looming.

The responsibility is not only of politicians and businessmen, so that every inhabitant of the earth does is key to save the planet, our lives and our future generations.



Why not begin already to be part of the solution?

Each step, activity or we do leaves its mark on the planet.

The good news is that there are ways to calculate and reduce that impact.

We cannot avoid that everything we do produce carbon dioxide, one of the gases responsible for global warming, but whether we can offset our pollution.



Is your Mark is Green Or Gray?

The worst environmental problems affecting our planet were produced by the bad relationship of humanity with nature throughout history, aggravated in the last century to today's crisis. All our activities leave their gray mark.

The carbon footprint is the measure of the impact caused by the activities of man on the environment, determined according to the amount of greenhouse gases produced, which is measured in units of carbon dioxide. In addition, the emissions linked to marketing, transporting and processing of products or services should be included.



Be a part of the GREEN ON GRAY world

Which integrates the community in a creative and artistic process, that generates commitment and political pressure as another attempt to avoid a major ecological disaster.

We need your contribution and your commitment to begin, be one of the founders. We call you to be part of the beginning of the change.

Contact

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analiabordenave@gmail.com

www.green-on-gray.org