



## Year-1 Annual Report

GreenAwakening Group benefit corporation (the “Company”) was organized in California on Oct. 27, 2016. The fiscal year subsequently was amended to start Nov. 1 and end Oct. 31.

“In the United States, a benefit corporation is a type of for-profit corporate entity, authorized by 33 U.S. states and the District of Columbia that includes positive impact on society, workers, the community and the environment in addition to profit as its legally defined goals.” [https://en.wikipedia.org/wiki/Benefit\\_corporation](https://en.wikipedia.org/wiki/Benefit_corporation)

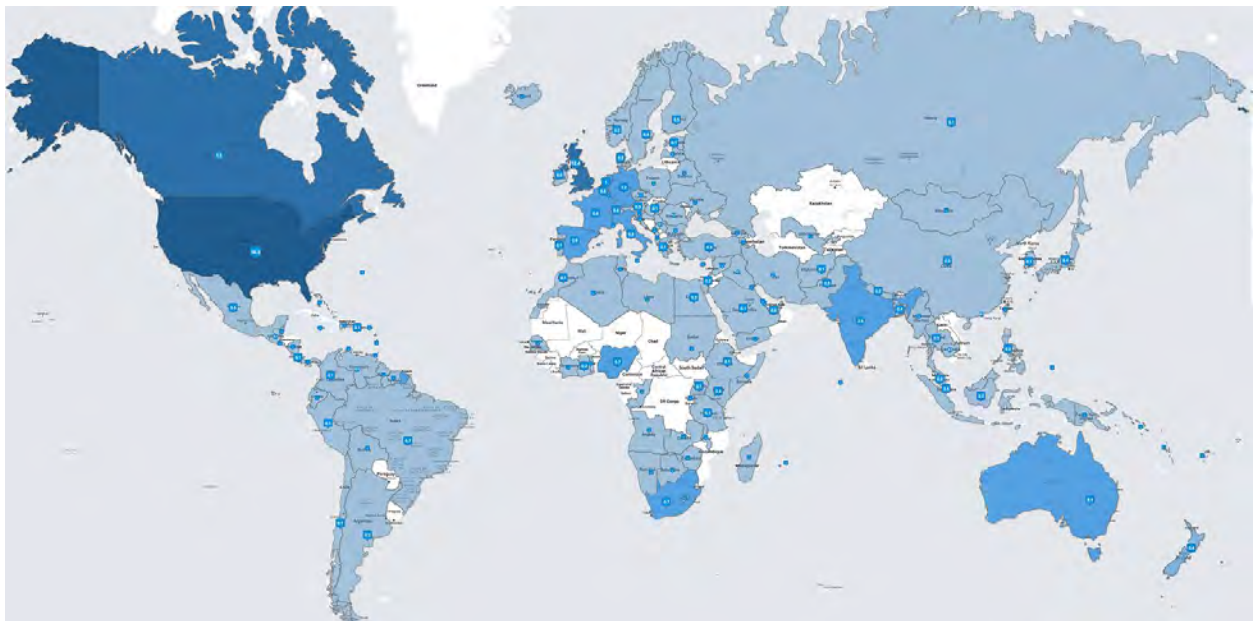
The Company’s benefits are activities, actions, communications, and support for environmental issues / climate action, for public health, and for human rights.

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## #1 Initiative — Build Twitter Community @GreenAwakening

Sara Laughter as an individual launched @GreenAwakening on Twitter in 2009, and was assisted by Fred Laughter as a content contributor starting in 2013. At the start of the Company's Year-1, @GreenAwakening had 3,500 Followers and had tweeted 5,200 times from 2009 through Oct. 2016. In support of building community, the Company posted an average of 100 tweets per week in Year-1 — matching the number of tweets from 2009 through Oct. 2016.

*During Year-1, @GreenAwakening increased its community of Followers to 8,350 — representing **238%** of the total number of Followers for the prior 7.5 calendar years. On the last day of 2017, @GreenAwakening reached 10,000 Followers.*



*During Year-1, @GreenAwakening expanded its online community to include 150 countries, including the U.S.A., India, Nigeria, South Africa, Australia, New Zealand, Canada, United Kingdom, European Union (EU) countries*

During Year-2, the Company will continue to build its online community @GreenAwakening and energize Company accounts at Twitter, Imgur, Reddit, Facebook, and LinkedIn. The Company's officers and directors plan to participate in environmental MeetUps and other shared-interest groups, to exchange information and build coalition partnerships.

## #2 Initiative — Launch GreenFACTivist.com and @GreenFACTivist



GreenFACTivist is the brand for the Company's initiative to build an open database for people to post drinking-water sample lab-tested results for the presence of contaminants, starting with lead in drinking water.

During Year-1, the Company collected a dozen water samples in California, Oregon, and Washington from public drinking fountains, and paid approximately \$25 per sample tested by state-licensed commercial laboratories that are certified to test lead in drinking water. The results are posted at [www.GreenFACTivist.com](http://www.GreenFACTivist.com).

As a result of this pilot project, one sample tested 20 parts per billion, also expressed as 20 micrograms per liter (20 µg/L).

- 20 ppb GreenFACTivist sample collected at Battle Ground Lake State Park, Washington
- 15 ppb is US EPA's "action level" that requires taking action to reduce health risk
- 10 ppb is European Union's Environmental Office "safe" level @EU\_ENV
- 10 ppb is World Health Organization's "safe" level @WHO

***Making a Difference: after the lead-in-drinking-water results were reported by GreenAwakening Group to the park ranger...***

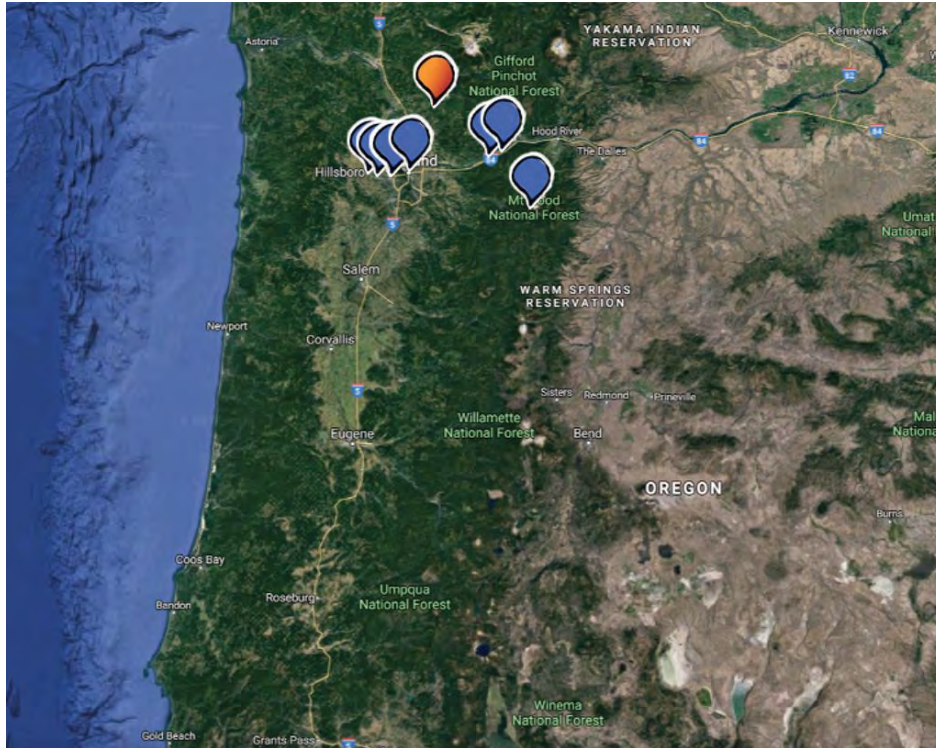
***"In light of your findings, we will conduct follow-up testing and further investigation at our earliest opportunity."***

***– Doug Vazquez, SW Region Maintenance Manager of Washington State Parks and Recreation Commission***

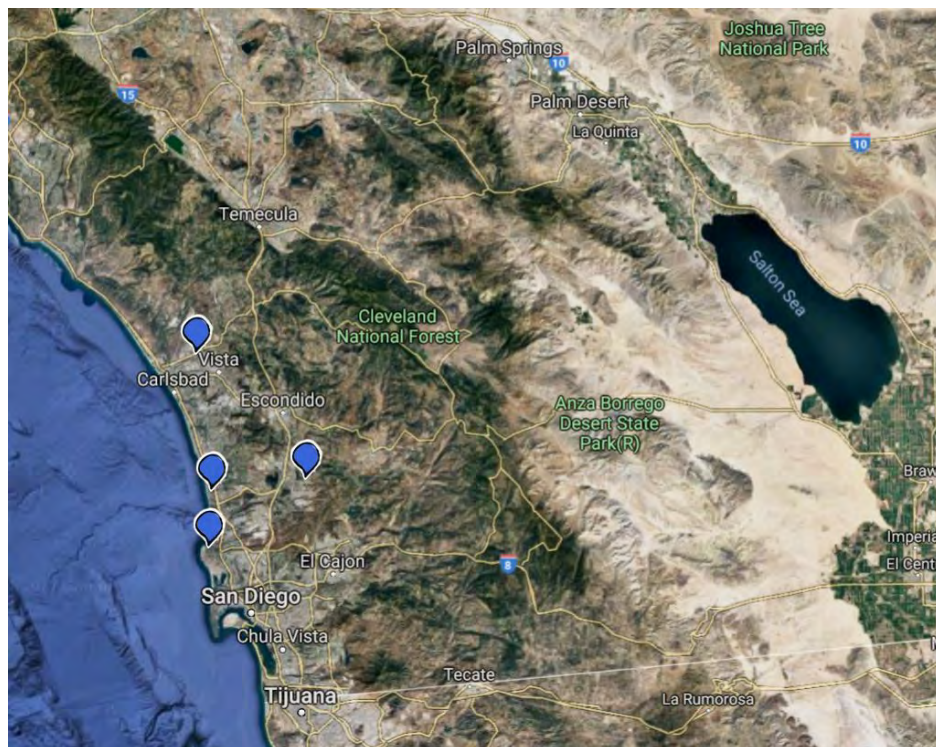
During Year-2, the Company will:

- Solicit funds through donations, crowdsourcing, and other means to:
  - Build a user-friendly open-data searchable database of test results
  - Collect the next 100 lead-in-drinking-water samples in U.S. and internationally
    - Solicit GreenFACTivist water-sample volunteers via @GreenAwakening
    - Contribute to cost of certified lab tests by state-licensed commercial labs
  - Launch, test, promote, and maintain GreenFACTivist online searchable database
  - Database development: add air, soil, water contaminants, multilingual support
- Routinely update GreenFACTivist.com
- Ongoing support for GreenFACTivist social media including Twitter @GreenFACTivist.







Satellite map with first eight (8) lead-in-drinking-water sample sites in Oregon and Washington



Satellite map with first four (4) lead-in-drinking-water sample sites in San Diego area, California

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Sample table of lead-in-drinking-water test sites in San Diego area with test results.

Site Name	Guajome Regional Park	Powerhouse Park, Del Mar	Torrey Pines Reserve, La Jolla	Aubrey Park, Poway
Water Source				
Lead Level in Drinking Water	(no trace) µg/l	4.16 µg/l	3.4 µg/l	3.04 µg/l
Sample ID	GA-CA-SanD--0004	GA-CA-SanD--0003	GA-CA-SanD--0002	GA-CA-SanD--0001
Laboratory	Analytical Chemical Labs, San Diego	Analytical Chemical Labs, San Diego	Analytical Chemical Labs, San Diego	Analytical Chemical Labs, San Diego
Sample Date	2017-05-23	2017-05-17	2017-05-17	2017-05-15
Day of Week	Tuesday	Wednesday	Wednesday	Monday
Time (24:00)	17:30	3:20	13:37	11:00
Latitude*	33.245186	32.960703	32.920316	32.972522
GPS	33° 14' 42.6696" N	32° 57' 38.5308" N	32° 55' 13.1376" N	32° 58' 21.0792" N
Longitude*	-117.274901	-117.267979	-117.252827	-117.037296
GPS	117° 16' 29.6436" W	117° 16' 4.7244" W	117° 15' 10.1772" W	117° 2' 14.2656" W
Address	Guajome Regional Park, 3000 Guajome Lake Rd, Oceanside CA 92057	Powerhouse Park, 1658 Coast Blvd, Del Mar, CA 92014	Torrey Pines State Nature Reserve, 12600 N Torrey Pines Rd, La Jolla, CA 92037	Aubrey Park 13544 Aubrey St, Poway, CA 92064
Sampled By	Sara Laughter of GreenAwakening Group	Sara Laughter of GreenAwakening Group	Sara Laughter of GreenAwakening Group	Sara Laughter of GreenAwakening Group
Comments	Water fountain on outside of Rancho Guajome Adobe, built in 1852, now a museum and historical site	Water fountain in park next to former coal-burning power plant chimney for a hotel that burned in 1928	Water fountain at bathrooms and trailheads next to parking lot at upper elevation, southwest of Visitor Center	Water fountain SW of the softball field closest to parking lot & playground. Across street from Old Poway Park.

\* <http://www.latlong.net/>



### #3 Initiative — Launch smARTpublic.info

The Company launched smARTpublic.info during Year-1.



This initiative involves conceptually creating, producing, and disseminating visual images related to GreenAwakening Group's benefit: support for the environment / climate action, public health, and human rights.

During the fourth quarter (Aug-Sept-Oct 2017), smARTpublic.info began using dedicated accounts at Imgur and Reddit to distribute original images.

In Year-2, the Company plans to provide and promote additional visual communications, as stand-alone graphics and in support of Company-defined campaigns.

Title: solar eclipse as large metaphor  
#solar\_eclipse #renewable\_energy #climate\_change  
#environment #nature

<https://imgur.com/a/LodAO>

5 views on Imgur, day of North American solar event

Launched Aug. 21, 2017

**#SolarEclipse2017: Don't Let Fossil Fuel Block the Sun**

610 impressions, 14 engagements @GreenAwakening



Title: Paris Agreement historic marker, on US highway to obliviousness.

smARTpublic . info

<https://imgur.com/ZhDSgLn>

900 views in first 90 days

Launched: Sept. 2, 2017

<https://redd.it/6xqqr8>

11 comments, 34 points (87% upvoted)

Launched: Sept. 3, 2017

## **Financial Report for Year-1**

The Company was unfunded in Year-1, entered no contracts, and displayed zeroes in tax filings. The cofounders as individuals provided working capital on an as-needed basis to pay for mandatory California filing fees, internet hosting, URL renewals, used computer and desktop printer, software as a service, telephone and broadband services, office, desk, utilities, cost of drinking-water sample certified-lab testing for lead, transportation to/from water sample locations and labs, office supplies, etc. The total of these donations in cash, credit, or in-kind was less than \$5,000.

The Company will file taxes with California and with the IRS within 3.5 months after the end of each fiscal year (for Year-1, on or before 15 Feb. 2018). California's minimum corporate tax is \$800 per year.

During Year-2, the Company plans to obtain business capital by means of one or more crowdfunding campaigns or comparable endeavors.

The Company is evaluating for-profit activities as near-term and longer-term sources of income to fund existing and planned initiatives.

## **Founders, Officers, Directors**

The incorporators of the Company:

CEO: Sara Laughter

Executive Vice President and Corporate Secretary: Vanessa Laughter, PhD Psychology

Director, CFO, Corporate Treasurer, and Marketing: Brennan Laughter

Director, Publisher: Fred Laughter

The Company's equity owners include the incorporators (above) and two additional co-founders:

Blake Laughter

Spenser Laughter

For more information, contact either of the Company's directors:

Brennan Austin Laughter

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