

Department of the Treasury  
Internal Revenue Service

## Return of Organization Exempt From Income Tax

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except private foundations)

- Do not enter social security numbers on this form as it may be made public.
- Information about Form 990 and its instructions is at [www.irs.gov/form990](http://www.irs.gov/form990).

2015

Open to Public Inspection

**A For the 2015 calendar year, or tax year beginning 7/01, 2015, and ending 6/30, 2016**

<b>B Check if applicable:</b>	<b>C</b> <b>COOL EFFECT, INC.</b> 919 SIR FRANCIS DRAKE BLVD. #201 KENTFIELD, CA 94904	<b>D Employer identification number</b> <b>47-5068496</b>
<input type="checkbox"/> Address change		<b>E Telephone number</b> <b>415-454-2665</b>
<input checked="" type="checkbox"/> Initial return		
<input type="checkbox"/> Final return/terminated		
<input type="checkbox"/> Amended return		
<input type="checkbox"/> Application pending		<b>G Gross receipts \$ 6,120,156.</b>
<b>F Name and address of principal officer:</b> RICHARD H. LAWRENCE, JR. <b>SAME AS C ABOVE</b>		<b>H(a) Is this a group return for subordinates?</b> <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No
		<b>H(b) Are all subordinates included?</b> If 'No,' attach a list. (see instructions) <input type="checkbox"/> Yes <input type="checkbox"/> No
<b>I Tax-exempt status</b>	<b>X 501(c)(3)    501(c) ( )</b> (insert no.)	<b>L Year of formation: 2015</b>
<b>J Website:</b> ► <a href="http://WWW.COOLEFFECT.ORG">WWW.COOLEFFECT.ORG</a>	<b>M State of legal domicile: DE</b>	
<b>K Form of organization:</b> <input checked="" type="checkbox"/> Corporation <input type="checkbox"/> Trust <input type="checkbox"/> Association <input type="checkbox"/> Other ►		

**Part I Summary**

<b>Activities &amp; Governance</b>	1 Briefly describe the organization's mission or most significant activities: <b>COOL EFFECT'S MISSION IS TO HELP COOL THE EARTH BY SUPPORTING VERIFIED CARBON REDUCING PROJECTS ACROSS THE GLOBE THROUGH CROWD FUNDING.</b>	
	2 Check this box ► <input type="checkbox"/> if the organization discontinued its operations or disposed of more than 25% of its net assets.	
3 Number of voting members of the governing body (Part VI, line 1a)	3	6
4 Number of independent voting members of the governing body (Part VI, line 1b)	4	4
5 Total number of individuals employed in calendar year 2015 (Part V, line 2a)	5	3
6 Total number of volunteers (estimate if necessary)	6	10
7a Total unrelated business revenue from Part VIII, column (C), line 12	7a	0.
b Net unrelated business taxable income from Form 990-T, line 34.	7b	0.

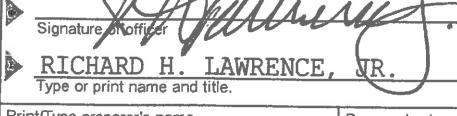
<b>Revenue</b>	8 Contributions and grants (Part VIII, line 1h)	<b>Prior Year</b>	<b>Current Year</b>
	9 Program service revenue (Part VIII, line 2g)		<b>6,111,840.</b>
10 Investment income (Part VIII, column (A), lines 3, 4, and 7d)			<b>8,316.</b>
11 Other revenue (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)			
12 Total revenue – add lines 8 through 11 (must equal Part VIII, column (A), line 12)			<b>6,120,156.</b>

<b>Expenses</b>	13 Grants and similar amounts paid (Part IX, column (A), lines 1-3).	
	14 Benefits paid to or for members (Part IX, column (A), line 4)	
15 Salaries, other compensation, employee benefits (Part IX, column (A), lines 5-10)		<b>246,223.</b>
16a Professional fundraising fees (Part IX, column (A), line 11e).		
b Total fundraising expenses (Part IX, column (D), line 25) ►	<b>23,818.</b>	
17 Other expenses (Part IX, column (A), lines 11a-11d, 11f-24e)		<b>2,479,460.</b>
18 Total expenses. Add lines 13-17 (must equal Part IX, column (A), line 25)		<b>2,725,683.</b>
19 Revenue less expenses. Subtract line 18 from line 12		<b>3,394,473.</b>

<b>Net Assets or Fund Balances</b>	20 Total assets (Part X, line 16)	<b>Beginning of Current Year</b>	<b>End of Year</b>
	21 Total liabilities (Part X, line 26)	0.	<b>3,700,882.</b>
22 Net assets or fund balances. Subtract line 21 from line 20	0.	<b>598,404.</b>	
	0.	<b>3,102,478.</b>	

**Part II Signature Block**

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than officer) is based on all information of which preparer has any knowledge.

<b>Sign Here</b>	► 	Date
	► <b>RICHARD H. LAWRENCE, JR.</b>	<b>CO-FOUNDER</b>
Type or print name and title.		

<b>Paid Preparer Use Only</b>	Print/Type preparer's name	Preparer's signature	Date	Check <input type="checkbox"/> if self-employed	PTIN
	<b>DOUGLAS W. REGALIA</b>	<b>DOUGLAS W. REGALIA</b>			<b>P00186389</b>
	Firm's name ► <b>REGALIA &amp; ASSOCIATES, CPAS</b>			Firm's EIN ► <b>68-0260103</b>	
	Firm's address ► <b>103 TOWN &amp; COUNTRY DR., STE. K DANVILLE, CA 94526</b>			Phone no. <b>(925) 314-0390</b>	

May the IRS discuss this return with the preparer shown above? (see instructions)  Yes  No

BAA For Paperwork Reduction Act Notice, see the separate instructions.

TEEA0113L 10/12/15

Form 990 (2015)

**Part III Statement of Program Service Accomplishments**Check if Schedule O contains a response or note to any line in this Part III. 

- 1 Briefly describe the organization's mission:

COOL EFFECT BELIEVES THAT SMALL ACTIONS IGNITE PLANET-SIZED CHANGES. THE ORGANIZATION DEVELOPED A PLATFORM THAT BRINGS PEOPLE TOGETHER TO SUPPORT THE WORLD'S BEST CARBON EMISSION REDUCTION PROJECTS.

- 2 Did the organization undertake any significant program services during the year which were not listed on the prior Form 990 or 990-EZ?  Yes  No

If 'Yes,' describe these new services on Schedule O.

- 3 Did the organization cease conducting, or make significant changes in how it conducts, any program services?  Yes  No  
If 'Yes,' describe these changes on Schedule O.

- 4 Describe the organization's program service accomplishments for each of its three largest program services, as measured by expenses. Section 501(c)(3) and 501(c)(4) organizations are required to report the amount of grants and allocations to others, the total expenses, and revenue, if any, for each program service reported.

4a (Code: \_\_\_\_\_) (Expenses \$ 2,641,094. including grants of \$ \_\_\_\_\_) (Revenue \$ \_\_\_\_\_)

COOL EFFECT SUPPORTS TECHNOLOGIES THAT REDUCE CO<sub>2</sub> AND WORKS TO ACCELERATE THE MOST IMPACTFUL PLANET-SAVING PROJECTS THROUGH CUMULATIVE ACTIONS BY INDIVIDUALS AND ORGANIZATIONS. COOL EFFECT PERFORMS A DEEP ANALYSIS ON BOTH THE SCIENCE AND THE BUSINESS STRUCTURE OF PROJECTS THAT CLAIM TO REMOVE CARBON FROM THE ATMOSPHERE. ALL PROJECTS UNDER CONSIDERATION MUST FIRST BE APPROVED BY THIRD-PARTY STANDARD-KEEPING ORGANIZATIONS SUCH AS THE GOLD STANDARD, VERIFIED CARBON STANDARD, AND CLIMATE ACTION RESERVE, AMONG OTHERS.  
COOL EFFECT THEN UNDERTAKES AN EXTENSIVE REVIEW PROCESS USING ITS TEAM OF SCIENTISTS TO ENSURE THE PROJECT MEETS VERY TOUGH STANDARDS. AT THAT SAME TIME, COOL EFFECT ALSO REVIEWS PROJECT MANAGEMENT TO ASSESS WHETHER DONATIONS ARE GOING WHERE THEY SHOULD AND THAT THE PROJECT WILL OPERATE WELL INTO THE FUTURE.

4b (Code: \_\_\_\_\_) (Expenses \$ \_\_\_\_\_ including grants of \$ \_\_\_\_\_) (Revenue \$ \_\_\_\_\_)

DURING THE FISCAL PERIOD ENDED JUNE 30, 2016, COOL EFFECT RECEIVED A SUBSTANTIAL AMOUNT OF IN-KIND AND PRO-BONO CONTRIBUTIONS AS FOLLOWS:

WEBSITE DEVELOPMENT	\$ 405,500
ADVERTISING	310,000
MARKETING	465,549
PUBLIC RELATIONS	96,189
OFFICE SPACE	7,800
<b>TOTAL</b>	<b>\$ 1,285,038</b>

4c (Code: \_\_\_\_\_) (Expenses \$ \_\_\_\_\_ including grants of \$ \_\_\_\_\_) (Revenue \$ \_\_\_\_\_)

4d Other program services. (Describe in Schedule O.)

(Expenses \$ \_\_\_\_\_ including grants of \$ \_\_\_\_\_) (Revenue \$ \_\_\_\_\_)

4e Total program service expenses ► 2,641,094.

**Part IV Checklist of Required Schedules**

		Yes	No
1	Is the organization described in section 501(c)(3) or 4947(a)(1) (other than a private foundation)? If 'Yes,' complete Schedule A.....	1 X	
2	Is the organization required to complete Schedule B, Schedule of Contributors (see instructions)?.....	2 X	
3	Did the organization engage in direct or indirect political campaign activities on behalf of or in opposition to candidates for public office? If 'Yes,' complete Schedule C, Part I.....	3 X	
4	<b>Section 501(c)(3) organizations.</b> Did the organization engage in lobbying activities, or have a section 501(h) election in effect during the tax year? If 'Yes,' complete Schedule C, Part II.....	4 X	
5	Is the organization a section 501(c)(4), 501(c)(5), or 501(c)(6) organization that receives membership dues, assessments, or similar amounts as defined in Revenue Procedure 98-19? If 'Yes,' complete Schedule C, Part III.....	5 X	
6	Did the organization maintain any donor advised funds or any similar funds or accounts for which donors have the right to provide advice on the distribution or investment of amounts in such funds or accounts? If 'Yes,' complete Schedule D, Part I.....	6 X	
7	Did the organization receive or hold a conservation easement, including easements to preserve open space, the environment, historic land areas, or historic structures? If 'Yes,' complete Schedule D, Part II.....	7 X	
8	Did the organization maintain collections of works of art, historical treasures, or other similar assets? If 'Yes,' complete Schedule D, Part III.....	8 X	
9	Did the organization report an amount in Part X, line 21, for escrow or custodial account liability; serve as a custodian for amounts not listed in Part X; or provide credit counseling, debt management, credit repair, or debt negotiation services? If 'Yes,' complete Schedule D, Part IV.....	9 X	
10	Did the organization, directly or through a related organization, hold assets in temporarily restricted endowments, permanent endowments, or quasi-endowments? If 'Yes,' complete Schedule D, Part V.....	10 X	
11	If the organization's answer to any of the following questions is 'Yes', then complete Schedule D, Parts VI, VII, VIII, IX, or X as applicable.		
a	Did the organization report an amount for land, buildings and equipment in Part X, line 10? If 'Yes,' complete Schedule D, Part VI.....	11 a X	
b	Did the organization report an amount for investments — other securities in Part X, line 12 that is 5% or more of its total assets reported in Part X, line 16? If 'Yes,' complete Schedule D, Part VII.....	11 b X	
c	Did the organization report an amount for investments — program related in Part X, line 13 that is 5% or more of its total assets reported in Part X, line 16? If 'Yes,' complete Schedule D, Part VIII.....	11 c X	
d	Did the organization report an amount for other assets in Part X, line 15 that is 5% or more of its total assets reported in Part X, line 16? If 'Yes,' complete Schedule D, Part IX.....	11 d X	
e	Did the organization report an amount for other liabilities in Part X, line 25? If 'Yes,' complete Schedule D, Part X.....	11 e X	
f	Did the organization's separate or consolidated financial statements for the tax year include a footnote that addresses the organization's liability for uncertain tax positions under FIN 48 (ASC 740)? If 'Yes,' complete Schedule D, Part X.....	11 f X	
12a	Did the organization obtain separate, independent audited financial statements for the tax year? If 'Yes,' complete Schedule D, Parts XI, and XII.....	12a X	
b	Was the organization included in consolidated, independent audited financial statements for the tax year? If 'Yes,' and if the organization answered 'No' to line 12a, then completing Schedule D, Parts XI and XII is optional.....	12 b X	
13	Is the organization a school described in section 170(b)(1)(A)(ii)? If 'Yes,' complete Schedule E.....	13 X	
14a	Did the organization maintain an office, employees, or agents outside of the United States?	14a X	
b	Did the organization have aggregate revenues or expenses of more than \$10,000 from grantmaking, fundraising, business, investment, and program service activities outside the United States, or aggregate foreign investments valued at \$100,000 or more? If 'Yes,' complete Schedule F, Parts I and IV.....	14b X	
15	Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or other assistance to or for any foreign organization? If 'Yes,' complete Schedule F, Parts II and IV.....	15 X	
16	Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or other assistance to or for foreign individuals? If 'Yes,' complete Schedule F, Parts III and IV.....	16 X	
17	Did the organization report a total of more than \$15,000 of expenses for professional fundraising services on Part IX, column (A), lines 6 and 11e? If 'Yes,' complete Schedule G, Part I (see instructions).....	17 X	
18	Did the organization report more than \$15,000 total of fundraising event gross income and contributions on Part VIII, lines 1c and 8a? If 'Yes,' complete Schedule G, Part II.....	18 X	
19	Did the organization report more than \$15,000 of gross income from gaming activities on Part VIII, line 9a? If 'Yes,' complete Schedule G, Part III.....	19 X	

**Part IV Checklist of Required Schedules (continued)**

- 20a** Did the organization operate one or more hospital facilities? If 'Yes,' complete Schedule H.....  
**b** If 'Yes' to line 20a, did the organization attach a copy of its audited financial statements to this return?.....
- 21** Did the organization report more than \$5,000 of grants or other assistance to any domestic organization or domestic government on Part IX, column (A), line 1? If 'Yes,' complete Schedule I, Parts I and II.....
- 22** Did the organization report more than \$5,000 of grants or other assistance to or for domestic individuals on Part IX, column (A), line 2? If 'Yes,' complete Schedule I, Parts I and III.....
- 23** Did the organization answer 'Yes' to Part VII, Section A, line 3, 4, or 5 about compensation of the organization's current and former officers, directors, trustees, key employees, and highest compensated employees? If 'Yes,' complete Schedule J.....
- 24a** Did the organization have a tax-exempt bond issue with an outstanding principal amount of more than \$100,000 as of the last day of the year, that was issued after December 31, 2002? If 'Yes,' answer lines 24b through 24d and complete Schedule K. If 'No,' go to line 25a.....  
**b** Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?.....  
**c** Did the organization maintain an escrow account other than a refunding escrow at any time during the year to defease any tax-exempt bonds?.....  
**d** Did the organization act as an 'on behalf of' issuer for bonds outstanding at any time during the year?.....
- 25a Section 501(c)(3), 501(c)(4), and 501(c)(29) organizations.** Did the organization engage in an excess benefit transaction with a disqualified person during the year? If 'Yes,' complete Schedule L, Part I.....  
**b** Is the organization aware that it engaged in an excess benefit transaction with a disqualified person in a prior year, and that the transaction has not been reported on any of the organization's prior Forms 990 or 990-EZ? If 'Yes,' complete Schedule L, Part I.....
- 26** Did the organization report any amount on Part X, line 5, 6, or 22 for receivables from or payables to any current or former officers, directors, trustees, key employees, highest compensated employees, or disqualified persons? If 'Yes,' complete Schedule L, Part II.....
- 27** Did the organization provide a grant or other assistance to an officer, director, trustee, key employee, substantial contributor or employee thereof, a grant selection committee member, or to a 35% controlled entity or family member of any of these persons? If 'Yes,' complete Schedule L, Part III.....
- 28** Was the organization a party to a business transaction with one of the following parties (see Schedule L, Part IV instructions for applicable filing thresholds, conditions, and exceptions):  
**a** A current or former officer, director, trustee, or key employee? If 'Yes,' complete Schedule L, Part IV.....  
**b** A family member of a current or former officer, director, trustee, or key employee? If 'Yes,' complete Schedule L, Part IV.....  
**c** An entity of which a current or former officer, director, trustee, or key employee (or a family member thereof) was an officer, director, trustee, or direct or indirect owner? If 'Yes,' complete Schedule L, Part IV.....
- 29** Did the organization receive more than \$25,000 in non-cash contributions? If 'Yes,' complete Schedule M.....
- 30** Did the organization receive contributions of art, historical treasures, or other similar assets, or qualified conservation contributions? If 'Yes,' complete Schedule M.....
- 31** Did the organization liquidate, terminate, or dissolve and cease operations? If 'Yes,' complete Schedule N, Part I.....
- 32** Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? If 'Yes,' complete Schedule N, Part II.....
- 33** Did the organization own 100% of an entity disregarded as separate from the organization under Regulations sections 301.7701-2 and 301.7701-3? If 'Yes,' complete Schedule R, Part I.....
- 34** Was the organization related to any tax-exempt or taxable entity? If 'Yes,' complete Schedule R, Part II, III, or IV, and Part V, line 1.....
- 35a** Did the organization have a controlled entity within the meaning of section 512(b)(13)?.....  
**b** If 'Yes' to line 35a, did the organization receive any payment from or engage in any transaction with a controlled entity within the meaning of section 512(b)(13)? If 'Yes,' complete Schedule R, Part V, line 2.....
- 36** **Section 501(c)(3) organizations.** Did the organization make any transfers to an exempt non-charitable related organization? If 'Yes,' complete Schedule R, Part V, line 2.....
- 37** Did the organization conduct more than 5% of its activities through an entity that is not a related organization and that is treated as a partnership for federal income tax purposes? If 'Yes,' complete Schedule R, Part VI.....
- 38** Did the organization complete Schedule O and provide explanations in Schedule O for Part VI, lines 11b and 19?  
**Note.** All Form 990 filers are required to complete Schedule O.....

	Yes	No
<b>20a</b>		X
<b>20b</b>		
<b>21</b>	X	
<b>22</b>	X	
<b>23</b>	X	
<b>24a</b>		X
<b>24b</b>		
<b>24c</b>		
<b>24d</b>		
<b>25a</b>		X
<b>25b</b>		X
<b>26</b>	X	
<b>27</b>	X	
<b>28a</b>		X
<b>28b</b>		X
<b>28c</b>		X
<b>29</b>	X	
<b>30</b>		X
<b>31</b>		X
<b>32</b>		X
<b>33</b>	X	
<b>34</b>	X	
<b>35a</b>		X
<b>35b</b>		
<b>36</b>		X
<b>37</b>		X
<b>38</b>	X	

Form 990 (2015)

BAA

**Part V Statements Regarding Other IRS Filings and Tax Compliance**Check if Schedule O contains a response or note to any line in this Part V. 

	Yes	No
<b>1 a</b> Enter the number reported in Box 3 of Form 1096. Enter -0- if not applicable.....	<b>1a</b> 0	0
<b>b</b> Enter the number of Forms W-2G included in line 1a. Enter -0- if not applicable.....	<b>1b</b> 0	0
<b>c</b> Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners?.....	1 c	
<b>2 a</b> Enter the number of employees reported on Form W-3, Transmittal of Wage and Tax Statements, filed for the calendar year ending with or within the year covered by this return.....	<b>2a</b> 3	3
<b>b</b> If at least one is reported on line 2a, did the organization file all required federal employment tax returns?..... <i>Note. If the sum of lines 1a and 2a is greater than 250, you may be required to e-file (see instructions)</i>	<b>2b</b> X	X
<b>3 a</b> Did the organization have unrelated business gross income of \$1,000 or more during the year?.....	<b>3a</b> X	
<b>b</b> If 'Yes' has it filed a Form 990-T for this year? If 'No' to line 3b, provide an explanation in Schedule O .....	<b>3b</b> X	
<b>4 a</b> At any time during the calendar year, did the organization have an interest in, or a signature or other authority over, a financial account in a foreign country (such as a bank account, securities account, or other financial account)?..... <b>b</b> If 'Yes,' enter the name of the foreign country: ►  See instructions for filing requirements for FinCEN Form 114, Report of Foreign Bank and Financial Accounts. (FBAR)	<b>4a</b> X	
<b>5 a</b> Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?.....	<b>5a</b> X	X
<b>b</b> Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?.....	<b>5b</b> X	X
<b>c</b> If 'Yes,' to line 5a or 5b, did the organization file Form 8886-T?.....	<b>5c</b> X	
<b>6 a</b> Does the organization have annual gross receipts that are normally greater than \$100,000, and did the organization solicit any contributions that were not tax deductible as charitable contributions?..... <b>b</b> If 'Yes,' did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible?.....	<b>6a</b> X	
<b>6 b</b>	<b>6b</b> X	
<b>7</b> <b>Organizations that may receive deductible contributions under section 170(c).</b>	<b>7a</b> X	
<b>a</b> Did the organization receive a payment in excess of \$75 made partly as a contribution and partly for goods and services provided to the payor?.....	<b>7b</b> X	
<b>b</b> If 'Yes,' did the organization notify the donor of the value of the goods or services provided?.....	<b>7c</b> X	X
<b>c</b> Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282?.....	<b>7d</b> X	
<b>d</b> If 'Yes,' indicate the number of Forms 8282 filed during the year.....	<b>7e</b> X	
<b>e</b> Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?.....	<b>7f</b> X	
<b>f</b> Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?.....	<b>7g</b> X	
<b>g</b> If the organization received a contribution of qualified intellectual property, did the organization file Form 8899 as required? .....	<b>7h</b> X	
<b>h</b> If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization file a Form 1098-C?.....	<b>8</b> X	
<b>8</b> <b>Sponsoring organizations maintaining donor advised funds.</b> Did a donor advised fund maintained by the sponsoring organization have excess business holdings at any time during the year?.....	<b>9a</b> X	
<b>9</b> <b>Sponsoring organizations maintaining donor advised funds.</b>	<b>9b</b> X	
<b>10</b> <b>Section 501(c)(7) organizations.</b> Enter:	<b>10a</b> X	
<b>a</b> Initiation fees and capital contributions included on Part VIII, line 12 .....	<b>10b</b> X	
<b>b</b> Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities.....	11 a	
<b>11</b> <b>Section 501(c)(12) organizations.</b> Enter:	11 b	
<b>a</b> Gross income from members or shareholders.....	12 a	
<b>b</b> Gross income from other sources (Do not net amounts due or paid to other sources against amounts due or received from them.).....	12 b	
<b>12 a</b> <b>Section 4947(a)(1) non-exempt charitable trusts.</b> Is the organization filing Form 990 in lieu of Form 1041?..... <b>b</b> If 'Yes,' enter the amount of tax-exempt interest received or accrued during the year .....	13 a	
<b>13</b> <b>Section 501(c)(29) qualified nonprofit health insurance issuers.</b>	13 b	
<b>a</b> Is the organization licensed to issue qualified health plans in more than one state?..... <i>Note. See the instructions for additional information the organization must report on Schedule O.</i>	13 c	
<b>b</b> Enter the amount of reserves the organization is required to maintain by the states in which the organization is licensed to issue qualified health plans.....	14 a	X
<b>c</b> Enter the amount of reserves on hand .....	14 b	
<b>14 a</b> Did the organization receive any payments for indoor tanning services during the tax year?..... <b>b</b> If 'Yes,' has it filed a Form 720 to report these payments? If 'No,' provide an explanation in Schedule O .....	X	

**Part VI Governance, Management, and Disclosure** For each 'Yes' response to lines 2 through 7b below, and for a 'No' response to line 8a, 8b, or 10b below, describe the circumstances, processes, or changes in Schedule O. See instructions.

Check if Schedule O contains a response or note to any line in this Part VI

### Section A. Governing Body and Management

- 1a Enter the number of voting members of the governing body at the end of the tax year ..... 6  
 If there are material differences in voting rights among members of the governing body, or if the governing body delegated broad authority to an executive committee or similar committee, explain in Schedule O.
- 1b Enter the number of voting members included in line 1a, above, who are independent ..... 4
- 2 Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other officer, director, trustee, or key employee? **SEE SCHEDULE O**
- 3 Did the organization delegate control over management duties customarily performed by or under the direct supervision of officers, directors, or trustees, or key employees to a management company or other person?
- 4 Did the organization make any significant changes to its governing documents since the prior Form 990 was filed?
- 5 Did the organization become aware during the year of a significant diversion of the organization's assets?
- 6 Did the organization have members or stockholders?
- 7a Did the organization have members, stockholders, or other persons who had the power to elect or appoint one or more members of the governing body?
- b Are any governance decisions of the organization reserved to (or subject to approval by) members, stockholders, or persons other than the governing body?
- 8 Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following:
- a The governing body? .....
- b Each committee with authority to act on behalf of the governing body? .....
- 9 Is there any officer, director, trustee, or key employee listed in Part VII, Section A, who cannot be reached at the organization's mailing address? If 'Yes,' provide the names and addresses in Schedule O.

	Yes	No
1a		
1b		
2	X	
3		X
4		X
5		X
6		X
7a		X
7b		X
8a	X	
8b	X	
9		X

### Section B. Policies (This Section B requests information about policies not required by the Internal Revenue Code.)

- 10a Did the organization have local chapters, branches, or affiliates? .....
- b If 'Yes,' did the organization have written policies and procedures governing the activities of such chapters, affiliates, and branches to ensure their operations are consistent with the organization's exempt purposes? .....
- 11a Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form? .....
- b Describe in Schedule O the process, if any, used by the organization to review this Form 990. **SEE SCHEDULE O**
- 12a Did the organization have a written conflict of interest policy? If 'No,' go to line 13. ....
- b Were officers, directors, or trustees, and key employees required to disclose annually interests that could give rise to conflicts? .....
- c Did the organization regularly and consistently monitor and enforce compliance with the policy? If 'Yes,' describe in Schedule O how this was done. **SEE SCHEDULE O**
- 13 Did the organization have a written whistleblower policy? .....
- 14 Did the organization have a written document retention and destruction policy? .....
- 15 Did the process for determining compensation of the following persons include a review and approval by independent persons, comparability data, and contemporaneous substantiation of the deliberation and decision?
- a The organization's CEO, Executive Director, or top management official ... **SEE SCHEDULE O** .....
- b Other officers or key employees of the organization ... **SEE SCHEDULE O** .....
- If 'Yes' to line 15a or 15b, describe the process in Schedule O (see instructions).
- 16a Did the organization invest in, contribute assets to, or participate in a joint venture or similar arrangement with a taxable entity during the year? .....
- b If 'Yes,' did the organization follow a written policy or procedure requiring the organization to evaluate its participation in joint venture arrangements under applicable federal tax law, and take steps to safeguard the organization's exempt status with respect to such arrangements? .....

	Yes	No
10a		X
10b		
11a	X	
12a	X	
12b	X	
12c	X	
13	X	
14	X	
15a	X	
15b	X	
16a		X
16b		

### Section C. Disclosure

- 17 List the states with which a copy of this Form 990 is required to be filed ► **CA**
- 18 Section 6104 requires an organization to make its Forms 1023 (or 1024 if applicable), 990, and 990-T (Section 501(c)(3)s only) available for public inspection. Indicate how you made these available. Check all that apply.
- Own website     Another's website     Upon request     Other (explain in Schedule O)
- 19 Describe in Schedule O whether (and if so, how) the organization made its governing documents, conflict of interest policy, and financial statements available to the public during the tax year. **SEE SCHEDULE O**
- 20 State the name, address, and telephone number of the person who possesses the organization's books and records: ► **ALISSA VAN LEUVEN 919 SIR FRANCIS DRAKE BLVD. #201 KENTFIELD CA 94904 415-454-2665**

**Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors**Check if Schedule O contains a response or note to any line in this Part VII. **Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees**

1 a Complete this table for all persons required to be listed. Report compensation for the calendar year ending with or within the organization's tax year.

- List all of the organization's **current** officers, directors, trustees (whether individuals or organizations), regardless of amount of compensation. Enter -0- in columns (D), (E), and (F) if no compensation was paid.

- List all of the organization's **current** key employees, if any. See instructions for definition of 'key employee.'

- List the organization's five **current** highest compensated employees (other than an officer, director, trustee, or key employee) who received reportable compensation (Box 5 of Form W-2 and/or Box 7 of Form 1099-MISC) of more than \$100,000 from the organization and any related organizations.

- List all of the organization's **former** officers, key employees, and highest compensated employees who received more than \$100,000 of reportable compensation from the organization and any related organizations.

- List all of the organization's **former directors or trustees** that received, in the capacity as a former director or trustee of the organization, more than \$10,000 of reportable compensation from the organization and any related organizations.

List persons in the following order: individual trustees or directors; institutional trustees; officers; key employees; highest compensated employees; and former such persons.

 Check this box if neither the organization nor any related organization compensated any current officer, director, or trustee.

(A) Name and Title	(B) Average hours per week (list any hours for related orga- niza- tions below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)				(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations	
		Or director	Individual trustee	Institutional trustee	Officer	Key employee	Highest compensated		
(1) RICHARD H. LAWRENCE, JR. CO-FOUNDER	8 0	X	X					0.	0.
(2) DEE LAWRENCE CO-FOUNDER	8 0	X	X					0.	0.
(3) SKYE LAWRENCE DIRECTOR	8 0	X	X					0.	0.
(4) MARISA DE BELLOY COO	40 0			X				106,250.	0.
(5)									
(6)									
(7)									
(8)									
(9)									
(10)									
(11)									
(12)									
(13)									
(14)									

**Part VII Section A. Officers, Directors, Trustees, Key Employees, and Highest Compensated Employees (continued)**

(A) Name and title	(B) Average hours per week (list any hours for related organizations below dotted line)	(C) Position (do not check more than one box, unless person is both an officer and a director/trustee)				(D) Reportable compensation from the organization (W-2/1099-MISC)	(E) Reportable compensation from related organizations (W-2/1099-MISC)	(F) Estimated amount of other compensation from the organization and related organizations	
		Former or director	Individual trustee	Institutional trustee	Officer	Highest compensated employee	Key employee		
(15)									
(16)									
(17)									
(18)									
(19)									
(20)									
(21)									
(22)									
(23)									
(24)									
(25)									
1 b Sub-total .....						► 106,250.	0.	0.	
c Total from continuation sheets to Part VII, Section A .....						► 0.	0.	0.	
d Total (add lines 1b and 1c) .....						► 106,250.	0.	0.	

- 2 Total number of individuals (including but not limited to those listed above) who received more than \$100,000 of reportable compensation from the organization ► 1

3 Did the organization list any **former** officer, director, or trustee, key employee, or highest compensated employee on line 1a? If 'Yes,' complete Schedule J for such individual.....

3	Yes	No
---	-----	----

4	Yes	No
---	-----	----

4 For any individual listed on line 1a, is the sum of reportable compensation and other compensation from the organization and related organizations greater than \$150,000? If 'Yes' complete Schedule J for such individual.....

5	Yes	No
---	-----	----

5 Did any person listed on line 1a receive or accrue compensation from any unrelated organization or individual for services rendered to the organization? If 'Yes,' complete Schedule J for such person.....

**Section B. Independent Contractors**

1 Complete this table for your five highest compensated independent contractors that received more than \$100,000 of compensation from the organization. Report compensation for the calendar year ending with or within the organization's tax year.

(A) Name and business address	(B) Description of services	(C) Compensation

- 2 Total number of independent contractors (including but not limited to those listed above) who received more than \$100,000 of compensation from the organization ► 0

**Part VIII Statement of Revenue**Check if Schedule O contains a response or note to any line in this Part VIII 

		(A) Total revenue	(B) Related or exempt function revenue	(C) Unrelated business revenue	(D) Revenue excluded from tax under sections 512-514
<b>Contributions, Gifts, Grants and Other Similar Amounts</b>					
1 a Federated campaigns .....	1 a				
b Membership dues .....	1 b				
c Fundraising events .....	1 c				
d Related organizations .....	1 d				
e Government grants (contributions) .....	1 e				
f All other contributions, gifts, grants, and similar amounts not included above. ....	1 f	6,111,840.			
g Noncash contributions included in lines 1a-1f: \$		5,087,341.			
<b>h Total. Add lines 1a-1f. ....</b>		<b>6,111,840.</b>			
<b>Program Service Revenue</b>	/ Business Code				
2 a					
b					
c					
d					
e					
f All other program service revenue .....					
<b>g Total. Add lines 2a-2f. ....</b>					
3 Investment income (including dividends, interest and other similar amounts). ....		8,316.			8,316.
4 Income from investment of tax-exempt bond proceeds ...					
5 Royalties. ....					
6 a Gross rents .....	(i) Real				
b Less: rental expenses	(ii) Personal				
c Rental income or (loss) ...					
d Net rental income or (loss). ....					
7 a Gross amount from sales of assets other than inventory	(i) Securities				
b Less: cost or other basis and sales expenses .....	(ii) Other				
c Gain or (loss). ....					
d Net gain or (loss) .....					
8 a Gross income from fundraising events (not including. \$ _____ of contributions reported on line 1c). See Part IV, line 18. ....	a				
b Less: direct expenses .....	b				
c Net income or (loss) from fundraising events. ....					
9 a Gross income from gaming activities. See Part IV, line 19. ....	a				
b Less: direct expenses .....	b				
c Net income or (loss) from gaming activities. ....					
10 a Gross sales of inventory, less returns and allowances.....	a				
b Less: cost of goods sold .....	b				
c Net income or (loss) from sales of inventory .....					
<b>Miscellaneous Revenue</b>	/ Business Code				
11 a					
b					
c					
d All other revenue .....					
<b>e Total. Add lines 11a-11d. ....</b>		<b>6,120,156.</b>	<b>0.</b>	<b>0.</b>	<b>8,316.</b>
<b>12 Total revenue. See instructions. ....</b>					

**Part IX Statement of Functional Expenses**

Section 501(c)(3) and 501(c)(4) organizations must complete all columns. All other organizations must complete column (A).

Check if Schedule O contains a response or note to any line in this Part IX. 

<i>Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.</i>	(A) Total expenses	(B) Program service expenses	(C) Management and general expenses	(D) Fundraising expenses
1 Grants and other assistance to domestic organizations and domestic governments. See Part IV, line 21.....				
2 Grants and other assistance to domestic individuals. See Part IV, line 22.....				
3 Grants and other assistance to foreign organizations, foreign governments, and foreign individuals. See Part IV, lines 15 and 16.				
4 Benefits paid to or for members.....				
5 Compensation of current officers, directors, trustees, and key employees.....	106,250.	90,313.	10,625.	5,312.
6 Compensation not included above, to disqualified persons (as defined under section 4958(f)(1)) and persons described in section 4958(c)(3)(B).....	0.	0.	0.	0.
7 Other salaries and wages.....	121,942.	103,651.	12,194.	6,097.
8 Pension plan accruals and contributions (include section 401(k) and 403(b) employer contributions).....				
9 Other employee benefits.....				
10 Payroll taxes.....	18,031.	15,326.	1,803.	902.
11 Fees for services (non-employees):				
a Management.....				
b Legal.....				
c Accounting.....				
d Lobbying.....				
e Professional fundraising services. See Part IV, line 17.....				
f Investment management fees.....				
g Other. (If line 11g amount exceeds 10% of line 25, column (A) amount, list line 11g expenses on Schedule O).....				
12 Advertising and promotion.....	984,522.	984,522.		
13 Office expenses.....				
14 Information technology.....				
15 Royalties.....				
16 Occupancy.....				
17 Travel.....	21,396.	18,187.	2,139.	1,070.
18 Payments of travel or entertainment expenses for any federal, state, or local public officials.....				
19 Conferences, conventions, and meetings.....				
20 Interest.....				
21 Payments to affiliates.....				
22 Depreciation, depletion, and amortization.....	180,965.	153,820.	18,097.	9,048.
23 Insurance.....	1,083.	921.	108.	54.
24 Other expenses. Itemize expenses not covered above (List miscellaneous expenses in line 24e. If line 24e amount exceeds 10% of line 25, column (A) amount, list line 24e expenses on Schedule O).....				
a <u>MARKETING AND OUTREACH</u> .....	931,178.	931,178.		
b <u>PUBLIC RELATIONS</u> .....	237,668.	237,668.		
c <u>OUTSIDE CONSULTING SERVICES</u> .....	59,716.	59,716.		
d <u>WEBSITE REGISTRATION AND MAINT</u> .....	23,507.	19,981.	2,351.	1,175.
e All other expenses.....	27,971.	25,811.	2,000.	160.
25 Total functional expenses. Add lines 1 through 24e.....	2,725,683.	2,641,094.	60,771.	23,818.
26 Joint costs. Complete this line only if the organization reported in column (B) joint costs from a combined educational campaign and fundraising solicitation. Check here ▶ <input type="checkbox"/> if following SOP 98-2 (ASC 958-720).....				

**Part X Balance Sheet**Check if Schedule O contains a response or note to any line in this Part X. 

		(A) Beginning of year	(B) End of year
<b>Assets</b>	1 Cash – non-interest-bearing .....	1	17,808.
	2 Savings and temporary cash investments .....	2	
	3 Pledges and grants receivable, net .....	3	
	4 Accounts receivable, net .....	4	71.
	5 Loans and other receivables from current and former officers, directors, trustees, key employees, and highest compensated employees. Complete Part II of Schedule L .....	5	
	6 Loans and other receivables from other disqualified persons (as defined under section 4958(f)(1)), persons described in section 4958(c)(3)(B), and contributing employers and sponsoring organizations of section 501(c)(9) voluntary employees' beneficiary organizations (see instructions). Complete Part II of Schedule L .....	6	
	7 Notes and loans receivable, net .....	7	
	8 Inventories for sale or use .....	8	
	9 Prepaid expenses and deferred charges .....	9	
<b>Liabilities</b>	10a Land, buildings, and equipment: cost or other basis. Complete Part VI of Schedule D .....	10a	31,712.
	b Less: accumulated depreciation .....	10b	3,204.
	11 Investments – publicly traded securities .....	10c	28,508.
	12 Investments – other securities. See Part IV, line 11 .....	11	1,915,940.
	13 Investments – program-related. See Part IV, line 11 .....	12	
	14 Intangible assets .....	13	
	15 Other assets. See Part IV, line 11 .....	14	1,738,239.
	16 <b>Total assets.</b> Add lines 1 through 15 (must equal line 34) .....	15	316.
	17 Accounts payable and accrued expenses .....	0.	16
	18 Grants payable .....	17	3,700,882.
	19 Deferred revenue .....	18	598,404.
	20 Tax-exempt bond liabilities .....	19	
	21 Escrow or custodial account liability. Complete Part IV of Schedule D .....	20	
	22 Loans and other payables to current and former officers, directors, trustees, key employees, highest compensated employees, and disqualified persons. Complete Part II of Schedule L .....	21	
	23 Secured mortgages and notes payable to unrelated third parties .....	22	
	24 Unsecured notes and loans payable to unrelated third parties .....	23	
	25 Other liabilities (including federal income tax, payables to related third parties, and other liabilities not included on lines 17-24). Complete Part X of Schedule D .....	24	
	26 <b>Total liabilities.</b> Add lines 17 through 25 .....	25	
<b>Net Assets or Fund Balances</b>	Organizations that follow SFAS 117 (ASC 958), check here ► <input checked="" type="checkbox"/> and complete lines 27 through 29, and lines 33 and 34.	0.	26
	27 Unrestricted net assets .....	27	598,404.
	28 Temporarily restricted net assets .....	28	
	29 Permanently restricted net assets .....	29	
	Organizations that do not follow SFAS 117 (ASC 958), check here ► <input type="checkbox"/> and complete lines 30 through 34.		
	30 Capital stock or trust principal, or current funds .....	30	
	31 Paid-in or capital surplus, or land, building, or equipment fund .....	31	
	32 Retained earnings, endowment, accumulated income, or other funds .....	32	
	33 Total net assets or fund balances .....	0.	33
	34 Total liabilities and net assets/fund balances .....	0.	34

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Form 990 (2015)

**Part XI Reconciliation of Net Assets**Check if Schedule O contains a response or note to any line in this Part XI 

1 Total revenue (must equal Part VIII, column (A), line 12).....	1	6,120,156.
2 Total expenses (must equal Part IX, column (A), line 25).....	2	2,725,683.
3 Revenue less expenses. Subtract line 2 from line 1.....	3	3,394,473.
4 Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A)).....	4	0.
5 Net unrealized gains (losses) on investments.....	5	-291,995.
6 Donated services and use of facilities.....	6	
7 Investment expenses.....	7	
8 Prior period adjustments.....	8	
9 Other changes in net assets or fund balances (explain in Schedule O).....	9	0.
10 Net assets or fund balances at end of year. Combine lines 3 through 9 (must equal Part X, line 33, column (B)).....	10	3,102,478.

**Part XII Financial Statements and Reporting**Check if Schedule O contains a response or note to any line in this Part XII Yes  No 

- 1 Accounting method used to prepare the Form 990:  Cash  Accrual  Other \_\_\_\_\_

If the organization changed its method of accounting from a prior year or checked 'Other,' explain in Schedule O.

- 2a Were the organization's financial statements compiled or reviewed by an independent accountant?.....

If 'Yes,' check a box below to indicate whether the financial statements for the year were compiled or reviewed on a separate basis, consolidated basis, or both:

Separate basis  Consolidated basis  Both consolidated and separate basis

- b Were the organization's financial statements audited by an independent accountant?.....

If 'Yes,' check a box below to indicate whether the financial statements for the year were audited on a separate basis, consolidated basis, or both:

Separate basis  Consolidated basis  Both consolidated and separate basis

- c If 'Yes' to line 2a or 2b, does the organization have a committee that assumes responsibility for oversight of the audit, review, or compilation of its financial statements and selection of an independent accountant?.....

If the organization changed either its oversight process or selection process during the tax year, explain in Schedule O.

- 3a As a result of a federal award, was the organization required to undergo an audit or audits as set forth in the Single Audit Act and OMB Circular A-133?.....

b If 'Yes,' did the organization undergo the required audit or audits? If the organization did not undergo the required audit or audits, explain why in Schedule O and describe any steps taken to undergo such audits.....

2a	X
2b	X
2c	X
3a	X
3b	

Form 990 (2015)

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**SCHEDULE A**  
(Form 990 or 990-EZ)

Department of the Treasury  
Internal Revenue Service

**Public Charity Status and Public Support**

Complete if the organization is a section 501(c)(3) organization or a section 4947(a)(1) nonexempt charitable trust.

► Attach to Form 990 or Form 990-EZ.

► Information about Schedule A (Form 990 or 990-EZ) and its instructions is at [www.irs.gov/form990](http://www.irs.gov/form990).

OMB No. 1545-0047

**2015**

Open to Public  
Inspection

Name of the organization

COOL EFFECT, INC.

Employer identification number /  
47-5068496

**Part I Reason for Public Charity Status** (All organizations must complete this part.) See instructions.

The organization is not a private foundation because it is: (For lines 1 through 11, check only one box.)

- 1  A church, convention of churches, or association of churches described in **section 170(b)(1)(A)(i)**.
- 2  A school described in **section 170(b)(1)(A)(ii)**. (Attach Schedule E (Form 990 or 990-EZ).)
- 3  A hospital or a cooperative hospital service organization described in **section 170(b)(1)(A)(iii)**.
- 4  A medical research organization operated in conjunction with a hospital described in **section 170(b)(1)(A)(iii)**. Enter the hospital's name, city, and state:
- 5  An organization operated for the benefit of a college or university owned or operated by a governmental unit described in **section 170(b)(1)(A)(iv)**. (Complete Part II.)
- 6  A federal, state, or local government or governmental unit described in **section 170(b)(1)(A)(v)**.
- 7  An organization that normally receives a substantial part of its support from a governmental unit or from the general public described in **section 170(b)(1)(A)(vi)**. (Complete Part II.)
- 8  A community trust described in **section 170(b)(1)(A)(vi)**. (Complete Part II.)
- 9  An organization that normally receives: (1) more than 33-1/3% of its support from contributions, membership fees, and gross receipts from activities related to its exempt functions — subject to certain exceptions, and (2) no more than 33-1/3% of its support from gross investment income and unrelated business taxable income (less section 511 tax) from businesses acquired by the organization after June 30, 1975. See **section 509(a)(2)**. (Complete Part III.)
- 10  An organization organized and operated exclusively to test for public safety. See **section 509(a)(4)**.
- 11  An organization organized and operated exclusively for the benefit of, to perform the functions of, or to carry out the purposes of one or more publicly supported organizations described in **section 509(a)(1)** or **section 509(a)(2)**. See **section 509(a)(3)**. Check the box in lines 11a through 11d that describes the type of supporting organization and complete lines 11e, 11f, and 11g.
  - a  **Type I**. A supporting organization operated, supervised, or controlled by its supported organization(s), typically by giving the supported organization(s) the power to regularly appoint or elect a majority of the directors or trustees of the supporting organization. **You must complete Part IV, Sections A and B**.
  - b  **Type II**. A supporting organization supervised or controlled in connection with its supported organization(s), by having control or management of the supporting organization vested in the same persons that control or manage the supported organization(s). **You must complete Part IV, Sections A and C**.
  - c  **Type III functionally integrated**. A supporting organization operated in connection with, and functionally integrated with, its supported organization(s) (see instructions). **You must complete Part IV, Sections A, D, and E**.
  - d  **Type III non-functionally integrated**. A supporting organization operated in connection with its supported organization(s) that is not functionally integrated. The organization generally must satisfy a distribution requirement and an attentiveness requirement (see instructions). **You must complete Part IV, Sections A and D, and Part V**.
  - e  Check this box if the organization received a written determination from the IRS that it is a Type I, Type II, Type III functionally integrated, or Type III non-functionally integrated supporting organization.
- f Enter the number of supported organizations.....
- g Provide the following information about the supported organization(s).

(i) Name of supported organization	(ii) EIN	(iii) Type of organization (described on lines 1-9 above (see instructions))	(iv) Is the organization listed in your governing document?		(v) Amount of monetary support (see instructions)	(vi) Amount of other support (see instructions)
			Yes	No		
(A)						
(B)						
(C)						
(D)						
(E)						
Total						

BAA For Paperwork Reduction Act Notice, see the Instructions for Form 990 or 990-EZ.

Schedule A (Form 990 or 990-EZ) 2015

**Part II Support Schedule for Organizations Described in Sections 170(b)(1)(A)(iv) and 170(b)(1)(A)(vi)**

(Complete only if you checked the box on line 5, 7, or 8 of Part I or if the organization failed to qualify under Part III. If the organization fails to qualify under the tests listed below, please complete Part III.)

**Section A. Public Support**

Calendar year (or fiscal year beginning in) ▶	(a) 2011	(b) 2012	(c) 2013	(d) 2014	(e) 2015	(f) Total
1 Gifts, grants, contributions, and membership fees received. (Do not include any 'unusual grants.') .....					6,111,840.	6,111,840.
2 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf .....						0.
3 The value of services or facilities furnished by a governmental unit to the organization without charge. ....						0.
<b>4 Total.</b> Add lines 1 through 3 .....	0.	0.	0.	0.	6,111,840.	6,111,840.
5 The portion of total contributions by each person (other than a governmental unit or publicly supported organization) included on line 1 that exceeds 2% of the amount shown on line 11, column (f) .....						5,842,535.
<b>6 Public support.</b> Subtract line 5 from line 4 .....						269,305.

**Section B. Total Support**

Calendar year (or fiscal year beginning in) ▶	(a) 2011	(b) 2012	(c) 2013	(d) 2014	(e) 2015	(f) Total
7 Amounts from line 4 .....	0.	0.	0.	0.	6,111,840.	6,111,840.
8 Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources.....					8,316.	8,316.
9 Net income from unrelated business activities, whether or not the business is regularly carried on .....						0.
10 Other income. Do not include gain or loss from the sale of capital assets (Explain in Part VI.) .....						0.
<b>11 Total support.</b> Add lines 7 through 10 .....						6,120,156.
<b>12 Gross receipts from related activities, etc. (see instructions).</b> .....					12	0.

13 **First five years.** If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and **stop here**. ▶ 

14 Public support percentage for 2015 (line 6, column (f) divided by line 11, column (f)). .....	14	%
15 Public support percentage from 2014 Schedule A, Part II, line 14 .....	15	%
<b>16a 33-1/3% support test – 2015.</b> If the organization did not check the box on line 13, and line 14 is 33-1/3% or more, check this box and <b>stop here</b> . The organization qualifies as a publicly supported organization .....		<input type="checkbox"/>
<b>b 33-1/3% support test – 2014.</b> If the organization did not check a box on line 13 or 16a, and line 15 is 33-1/3% or more, check this box and <b>stop here</b> . The organization qualifies as a publicly supported organization .....		<input type="checkbox"/>
<b>17a 10%-facts-and-circumstances test – 2015.</b> If the organization did not check a box on line 13, 16a, or 16b, and line 14 is 10% or more, and if the organization meets the 'facts-and-circumstances' test, check this box and <b>stop here</b> . Explain in Part VI how the organization meets the 'facts-and-circumstances' test. The organization qualifies as a publicly supported organization .....		<input type="checkbox"/>
<b>b 10%-facts-and-circumstances test – 2014.</b> If the organization did not check a box on line 13, 16a, 16b, or 17a, and line 15 is 10% or more, and if the organization meets the 'facts-and-circumstances' test, check this box and <b>stop here</b> . Explain in Part VI how the organization meets the 'facts-and-circumstances' test. The organization qualifies as a publicly supported organization .....		<input type="checkbox"/>
<b>18 Private foundation.</b> If the organization did not check a box on line 13, 16a, 16b, 17a, or 17b, check this box and see instructions .....		<input type="checkbox"/>

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**Part III Support Schedule for Organizations Described in Section 509(a)(2)**

(Complete only if you checked the box on line 9 of Part I or if the organization failed to qualify under Part II. If the organization fails to qualify under the tests listed below, please complete Part II.)

**Section A. Public Support**

Calendar year (or fiscal year beginning in) ►

	(a) 2011	(b) 2012	(c) 2013	(d) 2014	(e) 2015	(f) Total
1 Gifts, grants, contributions and membership fees received. (Do not include any 'unusual grants.') .....						
2 Gross receipts from admissions, merchandise sold or services performed, or facilities furnished in any activity that is related to the organization's tax-exempt purpose. ....						
3 Gross receipts from activities that are not an unrelated trade or business under section 513. ....						
4 Tax revenues levied for the organization's benefit and either paid to or expended on its behalf .....						
5 The value of services or facilities furnished by a governmental unit to the organization without charge....						
<b>6 Total.</b> Add lines 1 through 5....						
<b>7a</b> Amounts included on lines 1, 2, and 3 received from disqualified persons. ....						
<b>b</b> Amounts included on lines 2 and 3 received from other than disqualified persons that exceed the greater of \$5,000 or 1% of the amount on line 13 for the year .....						
<b>c</b> Add lines 7a and 7b.....						
<b>8 Public support.</b> (Subtract line 7c from line 6). ....						

**Section B. Total Support**

Calendar year (or fiscal year beginning in) ►

	(a) 2011	(b) 2012	(c) 2013	(d) 2014	(e) 2015	(f) Total
<b>9</b> Amounts from line 6 .....						
<b>10a</b> Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources. ....						
<b>b</b> Unrelated business taxable income (less section 511 taxes) from businesses acquired after June 30, 1975....						
<b>c</b> Add lines 10a and 10b.....						
<b>11</b> Net income from unrelated business activities not included in line 10b, whether or not the business is regularly carried on.....						
<b>12</b> Other income. Do not include gain or loss from the sale of capital assets (Explain in Part VI.)......						
<b>13 Total support.</b> (Add lines 9, 10c, 11, and 12.).....						
<b>14 First five years.</b> If the Form 990 is for the organization's first, second, third, fourth, or fifth tax year as a section 501(c)(3) organization, check this box and <b>stop here</b> . .... ► <input type="checkbox"/>						

**Section C. Computation of Public Support Percentage**

15 Public support percentage for 2015 (line 8, column (f) divided by line 13, column (f)). .....	15	%
16 Public support percentage from 2014 Schedule A, Part III, line 15.....	16	%

**Section D. Computation of Investment Income Percentage**

17 Investment income percentage for 2015 (line 10c, column (f) divided by line 13, column (f)).....	17	%
18 Investment income percentage from 2014 Schedule A, Part III, line 17.....	18	%
<b>19a 33-1/3% support tests – 2015.</b> If the organization did not check the box on line 14, and line 15 is more than 33-1/3%, and line 17 is not more than 33-1/3%, check this box and <b>stop here</b> . The organization qualifies as a publicly supported organization..... ► <input type="checkbox"/>		
<b>b 33-1/3% support tests – 2014.</b> If the organization did not check a box on line 14 or line 19a, and line 16 is more than 33-1/3%, and line 18 is not more than 33-1/3%, check this box and <b>stop here</b> . The organization qualifies as a publicly supported organization..... ► <input type="checkbox"/>		
<b>20 Private foundation.</b> If the organization did not check a box on line 14, 19a, or 19b, check this box and see instructions..... ► <input type="checkbox"/>		

**Part IV Supporting Organizations**

(Complete only if you checked a box in line 11 on Part I. If you checked 11a of Part I, complete Sections A and B. If you checked 11b of Part I, complete Sections A and C. If you checked 11c of Part I, complete Sections A, D, and E. If you checked 11d of Part I, complete Sections A and D, and complete Part V.)

**Section A. All Supporting Organizations**

- 1 Are all of the organization's supported organizations listed by name in the organization's governing documents? If 'No,' describe in **Part VI** how the supported organizations are designated. If designated by class or purpose, describe the designation. If historic and continuing relationship, explain.....
- 2 Did the organization have any supported organization that does not have an IRS determination of status under section 509(a)(1) or (2)? If 'Yes,' explain in **Part VI** how the organization determined that the supported organization was described in section 509(a)(1) or (2).....
- 3a Did the organization have a supported organization described in section 501(c)(4), (5), or (6)? If 'Yes,' answer (b) and (c) below.....
- b Did the organization confirm that each supported organization qualified under section 501(c)(4), (5), or (6) and satisfied the public support tests under section 509(a)(2)? If 'Yes,' describe in **Part VI** when and how the organization made the determination.....
- c Did the organization ensure that all support to such organizations was used exclusively for section 170(c)(2)(B) purposes? If 'Yes,' explain in **Part VI** what controls the organization put in place to ensure such use.....
- 4a Was any supported organization not organized in the United States ('foreign supported organization')? If 'Yes' and if you checked 11a or 11b in Part I, answer (b) and (c) below.....
- b Did the organization have ultimate control and discretion in deciding whether to make grants to the foreign supported organization? If 'Yes,' describe in **Part VI** how the organization had such control and discretion despite being controlled or supervised by or in connection with its supported organizations.....
- c Did the organization support any foreign supported organization that does not have an IRS determination under sections 501(c)(3) and 509(a)(1) or (2)? If 'Yes,' explain in **Part VI** what controls the organization used to ensure that all support to the foreign supported organization was used exclusively for section 170(c)(2)(B) purposes.....
- 5a Did the organization add, substitute, or remove any supported organizations during the tax year? If 'Yes,' answer (b) and (c) below (if applicable). Also, provide detail in **Part VI**, including (i) the names and EIN numbers of the supported organizations added, substituted, or removed; (ii) the reasons for each such action; (iii) the authority under the organization's organizing document authorizing such action; and (iv) how the action was accomplished (such as by amendment to the organizing document).....
- b Type I or Type II only. Was any added or substituted supported organization part of a class already designated in the organization's organizing document?.....
- c Substitutions only. Was the substitution the result of an event beyond the organization's control?.....
- 6 Did the organization provide support (whether in the form of grants or the provision of services or facilities) to anyone other than (i) its supported organizations, (ii) individuals that are part of the charitable class benefited by one or more of its supported organizations, or (iii) other supporting organizations that also support or benefit one or more of the filing organization's supported organizations? If 'Yes,' provide detail in **Part VI**.....
- 7 Did the organization provide a grant, loan, compensation, or other similar payment to a substantial contributor (defined in section 4958(c)(3)(C)), a family member of a substantial contributor, or a 35% controlled entity with regard to a substantial contributor? If 'Yes,' complete Part I of Schedule L (Form 990 or 990-EZ).....
- 8 Did the organization make a loan to a disqualified person (as defined in section 4958) not described in line 7? If 'Yes,' complete Part I of Schedule L (Form 990 or 990-EZ).....
- 9a Was the organization controlled directly or indirectly at any time during the tax year by one or more disqualified persons as defined in section 4946 (other than foundation managers and organizations described in section 509(a)(1) or (2))? If 'Yes,' provide detail in **Part VI**.....
- b Did one or more disqualified persons (as defined in line 9a) hold a controlling interest in any entity in which the supporting organization had an interest? If 'Yes,' provide detail in **Part VI**.....
- c Did a disqualified person (as defined in line 9a) have an ownership interest in, or derive any personal benefit from, assets in which the supporting organization also had an interest? If 'Yes,' provide detail in **Part VI**.....
- 10a Was the organization subject to the excess business holdings rules of section 4943 because of section 4943(f) (regarding certain Type II supporting organizations, and all Type III non-functionally integrated supporting organizations)? If 'Yes,' answer 10b below.....
- b Did the organization have any excess business holdings in the tax year? (Use Schedule C, Form 4720, to determine whether the organization had excess business holdings.).....

	Yes	No
1		
2		
3a		
3b		
3c		
4a		
4b		
4c		
5a		
5b		
5c		
6		
7		
8		
9a		
9b		
9c		
10a		
10b		

**Part IV Supporting Organizations (continued)**

	Yes	No
11 Has the organization accepted a gift or contribution from any of the following persons?		
a A person who directly or indirectly controls, either alone or together with persons described in (b) and (c) below, the governing body of a supported organization? .....	11a	
b A family member of a person described in (a) above? .....	11b	
c A 35% controlled entity of a person described in (a) or (b) above? If 'Yes' to a, b, or c, provide detail in <b>Part VI</b> .....	11c	

**Section B. Type I Supporting Organizations**

	Yes	No
1 Did the directors, trustees, or membership of one or more supported organizations have the power to regularly appoint or elect at least a majority of the organization's directors or trustees at all times during the tax year? If 'No,' describe in <b>Part VI</b> how the supported organization(s) effectively operated, supervised, or controlled the organization's activities. If the organization had more than one supported organization, describe how the powers to appoint and/or remove directors or trustees were allocated among the supported organizations and what conditions or restrictions, if any, applied to such powers during the tax year .....	1	
2 Did the organization operate for the benefit of any supported organization other than the supported organization(s) that operated, supervised, or controlled the supporting organization? If 'Yes,' explain in <b>Part VI</b> how providing such benefit carried out the purposes of the supported organization(s) that operated, supervised, or controlled the supporting organization .....	2	

**Section C. Type II Supporting Organizations**

	Yes	No
1 Were a majority of the organization's directors or trustees during the tax year also a majority of the directors or trustees of each of the organization's supported organization(s)? If 'No,' describe in <b>Part VI</b> how control or management of the supporting organization was vested in the same persons that controlled or managed the supported organization(s) .....	1	

**Section D. All Type III Supporting Organizations**

	Yes	No
1 Did the organization provide to each of its supported organizations, by the last day of the fifth month of the organization's tax year, (i) a written notice describing the type and amount of support provided during the prior tax year, (ii) a copy of the Form 990 that was most recently filed as of the date of notification, and (iii) copies of the organization's governing documents in effect on the date of notification, to the extent not previously provided? .....	1	
2 Were any of the organization's officers, directors, or trustees either (i) appointed or elected by the supported organization(s) or (ii) serving on the governing body of a supported organization? If 'No,' explain in <b>Part VI</b> how the organization maintained a close and continuous working relationship with the supported organization(s) .....	2	
3 By reason of the relationship described in (2), did the organization's supported organizations have a significant voice in the organization's investment policies and in directing the use of the organization's income or assets at all times during the tax year? If 'Yes,' describe in <b>Part VI</b> the role the organization's supported organizations played in this regard .....	3	

**Section E. Type III Functionally-Integrated Supporting Organizations**

- 1 Check the box next to the method that the organization used to satisfy the Integral Part Test during the year (**see instructions**):
- a  The organization satisfied the Activities Test. Complete **line 2** below.
  - b  The organization is the parent of each of its supported organizations. Complete **line 3** below.
  - c  The organization supported a governmental entity. Describe in **Part VI** how you supported a government entity (**see instructions**).

**2 Activities Test. Answer (a) and (b) below.**

a Did substantially all of the organization's activities during the tax year directly further the exempt purposes of the supported organization(s) to which the organization was responsive? If 'Yes,' then in **Part VI** identify those supported organizations and explain how these activities directly furthered their exempt purposes, how the organization was responsive to those supported organizations, and how the organization determined that these activities constituted substantially all of its activities .....

b Did the activities described in (a) constitute activities that, but for the organization's involvement, one or more of the organization's supported organization(s) would have been engaged in? If 'Yes,' explain in **Part VI** the reasons for the organization's position that its supported organization(s) would have engaged in these activities but for the organization's involvement .....

**3 Parent of Supported Organizations. Answer (a) and (b) below.**

a Did the organization have the power to regularly appoint or elect a majority of the officers, directors, or trustees of each of the supported organizations? Provide details in **Part VI** .....

b Did the organization exercise a substantial degree of direction over the policies, programs, and activities of each of its supported organizations? If 'Yes,' describe in **Part VI** the role played by the organization in this regard .....

	Yes	No
2a		
2b		
3a		
3b		

**Part V Type III Non-Functionally Integrated 509(a)(3) Supporting Organizations**

**1**  Check here if the organization satisfied the Integral Part Test as a qualifying trust on November 20, 1970. **See instructions.** All other Type III non-functionally integrated supporting organizations must complete Sections A through E.

<b>Section A – Adjusted Net Income</b>		(A) Prior Year	(B) Current Year (optional)
<b>1</b>	Net short-term capital gain .....	<b>1</b>	
<b>2</b>	Recoveries of prior-year distributions .....	<b>2</b>	
<b>3</b>	Other gross income (see instructions) .....	<b>3</b>	
<b>4</b>	Add lines 1 through 3 .....	<b>4</b>	
<b>5</b>	Depreciation and depletion .....	<b>5</b>	
<b>6</b>	Portion of operating expenses paid or incurred for production or collection of gross income or for management, conservation, or maintenance of property held for production of income (see instructions) .....	<b>6</b>	
<b>7</b>	Other expenses (see instructions) .....	<b>7</b>	
<b>8</b>	<b>Adjusted Net Income</b> (subtract lines 5, 6 and 7 from line 4) .....	<b>8</b>	

<b>Section B – Minimum Asset Amount</b>		(A) Prior Year	(B) Current Year (optional)
<b>1</b>	Aggregate fair market value of all non-exempt-use assets (see instructions for short tax year or assets held for part of year):		
<b>a</b>	Average monthly value of securities .....	<b>1a</b>	
<b>b</b>	Average monthly cash balances .....	<b>1b</b>	
<b>c</b>	Fair market value of other non-exempt-use assets .....	<b>1c</b>	
<b>d Total</b>	(add lines 1a, 1b, and 1c) .....	<b>1d</b>	
<b>e Discount</b>	claimed for blockage or other factors (explain in detail in Part VI):		
<b>2</b>	Acquisition indebtedness applicable to non-exempt-use assets .....	<b>2</b>	
<b>3</b>	Subtract line 2 from line 1d .....	<b>3</b>	
<b>4</b>	Cash deemed held for exempt use. Enter 1-1/2% of line 3 (for greater amount, see instructions) .....	<b>4</b>	
<b>5</b>	Net value of non-exempt-use assets (subtract line 4 from line 3) .....	<b>5</b>	
<b>6</b>	Multiply line 5 by .035 .....	<b>6</b>	
<b>7</b>	Recoveries of prior-year distributions .....	<b>7</b>	
<b>8</b>	<b>Minimum Asset Amount</b> (add line 7 to line 6) .....	<b>8</b>	

<b>Section C – Distributable Amount</b>			Current Year
<b>1</b>	Adjusted net income for prior year (from Section A, line 8, Column A) .....	<b>1</b>	
<b>2</b>	Enter 85% of line 1 .....	<b>2</b>	
<b>3</b>	Minimum asset amount for prior year (from Section B, line 8, Column A) .....	<b>3</b>	
<b>4</b>	Enter greater of line 2 or line 3 .....	<b>4</b>	
<b>5</b>	Income tax imposed in prior year .....	<b>5</b>	
<b>6</b>	<b>Distributable Amount.</b> Subtract line 5 from line 4, unless subject to emergency temporary reduction (see instructions) .....	<b>6</b>	

**7**  Check here if the current year is the organization's first as a non-functionally-integrated Type III supporting organization (see instructions).

**Part V Type III Non-Functionally Integrated 509(a)(3) Supporting Organizations (continued)****Section D – Distributions**

	<b>Current Year</b>
1 Amounts paid to supported organizations to accomplish exempt purposes .....	
2 Amounts paid to perform activity that directly furthers exempt purposes of supported organizations, in excess of income from activity.....	
3 Administrative expenses paid to accomplish exempt purposes of supported organizations .....	
4 Amounts paid to acquire exempt-use assets .....	
5 Qualified set-aside amounts (prior IRS approval required).....	
6 Other distributions (describe in <b>Part VI</b> ). See instructions.....	
<b>7 Total annual distributions.</b> Add lines 1 through 6.....	
8 Distributions to attentive supported organizations to which the organization is responsive (provide details in <b>Part VI</b> ). See instructions.....	
9 Distributable amount for 2015 from Section C, line 6.....	
<b>10 Line 8 amount divided by Line 9 amount .....</b>	

**Section E – Distribution Allocations (see instructions)**

	(i) Excess Distributions	(ii) Underdistributions Pre-2015	(iii) Distributable Amount for 2015
1 Distributable amount for 2015 from Section C, line 6.....			
2 Underdistributions, if any, for years prior to 2015 (reasonable cause required – see instructions).....			
<b>3 Excess distributions carryover, if any, to 2015:</b>			
a .....			
b .....			
c .....			
d From 2013 .....			
e From 2014 .....			
<b>f Total of lines 3a through e.</b> .....			
g Applied to underdistributions of prior years .....			
h Applied to 2015 distributable amount .....			
i Carryover from 2010 not applied (see instructions) .....			
j Remainder. Subtract lines 3g, 3h, and 3i from 3f.....			
<b>4 Distributions for 2015 from Section D, line 7: \$</b>			
a Applied to underdistributions of prior years .....			
b Applied to 2015 distributable amount .....			
c Remainder. Subtract lines 4a and 4b from 4.....			
5 Remaining underdistributions for years prior to 2015, if any. Subtract lines 3g and 4a from line 2 (if amount greater than zero, see instructions). .....			
6 Remaining underdistributions for 2015. Subtract lines 3h and 4b from line 1 (if amount greater than zero, see instructions).....			
<b>7 Excess distributions carryover to 2016.</b> Add lines 3j and 4c.....			
<b>8 Breakdown of line 7:</b>			
a .....			
b .....			
c Excess from 2013 .....			
d Excess from 2014 .....			
e Excess from 2015 .....			

**BAA**

Schedule A (Form 990 or 990-EZ) 2015

**Part VI Supplemental Information.** Provide the explanations required by Part II, line 10; Part II, line 17a or 17b; Part III, line 12; Part IV, Section A, lines 1, 2, 3b, 3c, 4b, 4c, 5a, 6, 9a, 9b, 9c, 11a, 11b, and 11c; Part IV, Section B, lines 1 and 2; Part IV, Section C, line 1; Part IV, Section D, lines 2 and 3; Part IV, Section E, lines 1c, 2a, 2b, 3a and 3b; Part V, line 1; Part V, Section B, line 1e; Part V, Section D, lines 5, 6, and 8; and Part V, Section E, lines 2, 5, and 6. Also complete this part for any additional information. (See instructions.)

**Schedule B**  
(Form 990, 990-EZ,  
or 990-PF)

Department of the Treasury  
Internal Revenue Service

OMB No. 1545-0047

**2015**

**Schedule of Contributors**

► Attach to Form 990, Form 990-EZ, or Form 990-PF.

► Information about Schedule B (Form 990, 990-EZ, 990-PF) and its instructions is at [www.irs.gov/form990](http://www.irs.gov/form990).

Name of the organization

**COOL EFFECT, INC.**

Employer identification number  
**47-5068496**

Organization type (check one):

Filers of:

Form 990 or 990-EZ

**Section:**

- 501(c)( 3 ) (enter number) organization  
 4947(a)(1) nonexempt charitable trust **not** treated as a private foundation  
 527 political organization

Form 990-PF

- 501(c)(3) exempt private foundation  
 4947(a)(1) nonexempt charitable trust treated as a private foundation  
 501(c)(3) taxable private foundation

Check if your organization is covered by the **General Rule** or a **Special Rule**.

**Note.** Only a section 501(c)(7), (8), or (10) organization can check boxes for both the General Rule and a Special Rule. See instructions.

**General Rule**

- For an organization filing Form 990, 990-EZ, or 990-PF that received, during the year, contributions totaling \$5,000 or more (in money or property) from any one contributor. Complete Parts I and II. See instructions for determining a contributor's total contributions.

**Special Rules**

- For an organization described in section 501(c)(3) filing Form 990 or 990-EZ that met the 33-1/3% support test of the regulations under sections 509(a)(1) and 170(b)(1)(A)(vi), that checked Schedule A (Form 990 or 990-EZ), Part II, line 13, 16a, or 16b, and that received from any one contributor, during the year, total contributions of the greater of (1) \$5,000 or (2) 2% of the amount on (i) Form 990, Part VIII, line 1h, or (ii) Form 990-EZ, line 1. Complete Parts I and II.
- For an organization described in section 501(c)(7), (8), or (10) filing Form 990 or 990-EZ that received from any one contributor, during the year, total contributions of more than \$1,000 *exclusively* for religious, charitable, scientific, literary, or educational purposes, or for the prevention of cruelty to children or animals. Complete Parts I, II, and III.
- For an organization described in section 501(c)(7), (8), or (10) filing Form 990 or 990-EZ that received from any one contributor, during the year, contributions *exclusively* for religious, charitable, etc., purposes, but no such contributions totaled more than \$1,000. If this box is checked, enter here the total contributions that were received during the year for an *exclusively* religious, charitable, etc., purpose. Do not complete any of the parts unless the **General Rule** applies to this organization because it received *nonexclusively* religious, charitable, etc., contributions totaling \$5,000 or more during the year . . . . ► \$

**Caution.** An organization that is not covered by the General Rule and/or the Special Rules does not file Schedule B (Form 990, 990-EZ, or 990-PF), but it **must** answer 'No' on Part IV, line 2, of its Form 990; or check the box on line H of its Form 990-EZ or on its Form 990-PF, Part I, line 2, to certify that it does not meet the filing requirements of Schedule B (Form 990, 990-EZ, or 990-PF).

BAA For Paperwork Reduction Act Notice, see the Instructions for Form 990, 990-EZ, or 990-PF.

**Schedule B (Form 990, 990-EZ, or 990-PF) (2015)**

Name of organization

Employer identification number

COOL EFFECT, INC.

47-5068496

**Part I** **Contributors** (see instructions). Use duplicate copies of Part I if additional space is needed.

(a) Number	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
1		\$ 5,087,341.	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input checked="" type="checkbox"/> (Complete Part II for noncash contributions.)
2		\$ 1,000,000.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
		\$	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
		\$	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
		\$	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
		\$	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
		\$	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)

**Part II** **Noncash Property** (see instructions). Use duplicate copies of Part II if additional space is needed.

(a) No. from Part I	(b) Description of noncash property given	(c) FMV (or estimate) (see instructions)	(d) Date received
1	HIGHLY APPRECIATED STOCK	\$ 5,087,341.	12/28/15
		\$	
		\$	
		\$	
		\$	
		\$	
		\$	
		\$	
		\$	
		\$	
		\$	
		\$	

BAA

**Schedule B (Form 990, 990-EZ, or 990-PF) (2015)**

Name of organization  
**COOL EFFECT, INC.****Part III Exclusively religious, charitable, etc., contributions to organizations described in section 501(c)(7), (8),****or (10) that total more than \$1,000 for the year from any one contributor.** Complete columns (a) through (e) andthe following line entry. For organizations completing Part III, enter the total of exclusively religious, charitable, etc., contributions of **\$1,000 or less** for the year. (Enter this information once. See instructions.) ► \$ \_\_\_\_\_ N/A  
Use duplicate copies of Part III if additional space is needed.

(a) No. from Part I	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held
N/A			
		(e) Transfer of gift	
		Transferee's name, address, and ZIP + 4	
		Relationship of transferor to transferee	
(a) No. from Part I	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held
		(e) Transfer of gift	
		Transferee's name, address, and ZIP + 4	
		Relationship of transferor to transferee	
(a) No. from Part I	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held
		(e) Transfer of gift	
		Transferee's name, address, and ZIP + 4	
		Relationship of transferor to transferee	
(a) No. from Part I	(b) Purpose of gift	(c) Use of gift	(d) Description of how gift is held
		(e) Transfer of gift	
		Transferee's name, address, and ZIP + 4	
		Relationship of transferor to transferee	

**SCHEDULE D**  
**(Form 990)**Department of the Treasury  
Internal Revenue Service  
Name of the organization**Supplemental Financial Statements**► Complete if the organization answered 'Yes' on Form 990,  
Part IV, line 6, 7, 8, 9, 10, 11a, 11b, 11c, 11d, 11e, 11f, 12a, or 12b.  
► Attach to Form 990.► Information about Schedule D (Form 990) and its instructions is at [www.irs.gov/form990](http://www.irs.gov/form990).

OMB No. 1545-0047

**2015****Open to Public  
Inspection**

Employer identification number

COOL EFFECT, INC.

47-5068496

**Part I Organizations Maintaining Donor Advised Funds or Other Similar Funds or Accounts.**  
Complete if the organization answered 'Yes' on Form 990, Part IV, line 6.

	(a) Donor advised funds	(b) Funds and other accounts
1 Total number at end of year .....		
2 Aggregate value of contributions to (during year) .....		
3 Aggregate value of grants from (during year) .....		
4 Aggregate value at end of year .....		
5 Did the organization inform all donors and donor advisors in writing that the assets held in donor advised funds are the organization's property, subject to the organization's exclusive legal control? .....		<input type="checkbox"/> Yes <input type="checkbox"/> No
6 Did the organization inform all grantees, donors, and donor advisors in writing that grant funds can be used only for charitable purposes and not for the benefit of the donor or donor advisor, or for any other purpose conferring impermissible private benefit? .....		<input type="checkbox"/> Yes <input type="checkbox"/> No

**Part II Conservation Easements.**

Complete if the organization answered 'Yes' on Form 990, Part IV, line 7.

1 Purpose(s) of conservation easements held by the organization (check all that apply).	<input type="checkbox"/> Preservation of land for public use (e.g., recreation or education) <input type="checkbox"/> Protection of natural habitat <input type="checkbox"/> Preservation of open space	<input type="checkbox"/> Preservation of a historically important land area <input type="checkbox"/> Preservation of a certified historic structure
2 Complete lines 2a through 2d if the organization held a qualified conservation contribution in the form of a conservation easement on the last day of the tax year.		
a Total number of conservation easements .....		<b>Held at the End of the Tax Year</b>
b Total acreage restricted by conservation easements .....		2 a
c Number of conservation easements on a certified historic structure included in (a) .....		2 b
d Number of conservation easements included in (c) acquired after 8/17/06, and not on a historic structure listed in the National Register .....		2 c
3 Number of conservation easements modified, transferred, released, extinguished, or terminated by the organization during the tax year ►		2 d
4 Number of states where property subject to conservation easement is located ►		
5 Does the organization have a written policy regarding the periodic monitoring, inspection, handling of violations, and enforcement of the conservation easements it holds? .....		<input type="checkbox"/> Yes <input type="checkbox"/> No
6 Staff and volunteer hours devoted to monitoring, inspecting, handling of violations, and enforcing conservation easements during the year ►		
7 Amount of expenses incurred in monitoring, inspecting, handling of violations, and enforcing conservation easements during the year ► \$		
8 Does each conservation easement reported on line 2(d) above satisfy the requirements of section 170(h)(4)(B)(i) and section 170(h)(4)(B)(ii)? .....		<input type="checkbox"/> Yes <input type="checkbox"/> No
9 In Part XIII, describe how the organization reports conservation easements in its revenue and expense statement, and balance sheet, and include, if applicable, the text of the footnote to its financial statements that describes the organization's accounting for conservation easements.		

**Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets.**  
Complete if the organization answered 'Yes' on Form 990, Part IV, line 8.

1 a If the organization elected, as permitted under SFAS 116 (ASC 958), not to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide, in Part XIII, the text of the footnote to its financial statements that describes these items.	
b If the organization elected, as permitted under SFAS 116 (ASC 958), to report in its revenue statement and balance sheet works of art, historical treasures, or other similar assets held for public exhibition, education, or research in furtherance of public service, provide the following amounts relating to these items:	
(i) Revenue included on Form 990, Part VIII, line 1 .....	► \$
(ii) Assets included in Form 990, Part X .....	► \$
2 If the organization received or held works of art, historical treasures, or other similar assets for financial gain, provide the following amounts required to be reported under SFAS 116 (ASC 958) relating to these items:	
a Revenue included on Form 990, Part VIII, line 1 .....	► \$
b Assets included in Form 990, Part X .....	► \$

BAA For Paperwork Reduction Act Notice, see the Instructions for Form 990.

TEEA3301L 06/03/15

Schedule D (Form 990) 2015

**Part III Organizations Maintaining Collections of Art, Historical Treasures, or Other Similar Assets (continued)**

3 Using the organization's acquisition, accession, and other records, check any of the following that are a significant use of its collection items (check all that apply):

- a  Public exhibition
- b  Scholarly research
- c  Preservation for future generations

d  Loan or exchange programs  
e  Other \_\_\_\_\_

4 Provide a description of the organization's collections and explain how they further the organization's exempt purpose in Part XIII.

5 During the year, did the organization solicit or receive donations of art, historical treasures, or other similar assets to be sold to raise funds rather than to be maintained as part of the organization's collection?  Yes  No

**Part IV Escrow and Custodial Arrangements.** Complete if the organization answered 'Yes' on Form 990, Part IV, line 9, or reported an amount on Form 990, Part X, line 21.

1 a Is the organization an agent, trustee, custodian or other intermediary for contributions or other assets not included on Form 990, Part X?  Yes  No

b If 'Yes,' explain the arrangement in Part XIII and complete the following table:

	Amount
1 c	
1 d	
1 e	
1 f	

2 a Did the organization include an amount on Form 990, Part X, line 21, for escrow or custodial account liability?  Yes  No

b If 'Yes,' explain the arrangement in Part XIII. Check here if the explanation has been provided on Part XIII.

**Part V Endowment Funds.** Complete if the organization answered 'Yes' on Form 990, Part IV, line 10.

	(a) Current year	(b) Prior year	(c) Two years back	(d) Three years back	(e) Four years back
1 a Beginning of year balance .....					
b Contributions .....					
c Net investment earnings, gains, and losses .....					
d Grants or scholarships .....					
e Other expenditures for facilities and programs .....					
f Administrative expenses .....					
g End of year balance .....					

2 Provide the estimated percentage of the current year end balance (line 1g, column (a)) held as:

a Board designated or quasi-endowment ► %

b Permanent endowment ► %

c Temporarily restricted endowment ► %

The percentages on lines 2a, 2b, and 2c should equal 100%.

3 a Are there endowment funds not in the possession of the organization that are held and administered for the organization by:

(i) unrelated organizations .....

(ii) related organizations .....

b If 'Yes' on line 3a(ii), are the related organizations listed as required on Schedule R? .....

4 Describe in Part XIII the intended uses of the organization's endowment funds.

Yes	No
3a(i)	
3a(ii)	
3b	

**Part VI Land, Buildings, and Equipment.**

Complete if the organization answered 'Yes' on Form 990, Part IV, line 11a. See Form 990, Part X, line 10.

Description of property	(a) Cost or other basis (investment)	(b) Cost or other basis (other)	(c) Accumulated depreciation	(d) Book value
1 a Land .....				
b Buildings .....				
c Leasehold improvements .....				
d Equipment .....	30,434.	3,074.	27,360.	
e Other .....	1,278.	130.	1,148.	► 28,508.

Total: Add lines 1a through 1e. (Column (d) must equal Form 990, Part X, column (B), line 10c.)

**Part VII Investments – Other Securities.**

N/A

Complete if the organization answered 'Yes' on Form 990, Part IV, line 11b. See Form 990, Part X, line 12.

(a) Description of security or category (including name of security)	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
(1) Financial derivatives.....		
(2) Closely-held equity interests.....		
(3) Other		
(A) _____		
(B) _____		
(C) _____		
(D) _____		
(E) _____		
(F) _____		
(G) _____		
(H) _____		
(I) _____		

Total. (Column (b) must equal Form 990, Part X, column (B) line 12.) ►

**Part VIII Investments – Program Related.**

N/A

Complete if the organization answered 'Yes' on Form 990, Part IV, line 11c. See Form 990, Part X, line 13.

(a) Description of investment	(b) Book value	(c) Method of valuation: Cost or end-of-year market value
(1)		
(2)		
(3)		
(4)		
(5)		
(6)		
(7)		
(8)		
(9)		
(10)		

Total. (Column (b) must equal Form 990, Part X, column (B) line 13.) ►

**Part IX Other Assets.**

N/A

Complete if the organization answered 'Yes' on Form 990, Part IV, line 11d. See Form 990, Part X, line 15.

(a) Description	(b) Book value
(1)	
(2)	
(3)	
(4)	
(5)	
(6)	
(7)	
(8)	
(9)	
(10)	

Total. (Column (b) must equal Form 990, Part X, column (B) line 15.) ►

**Part X Other Liabilities.**

Complete if the organization answered 'Yes' on Form 990, Part IV, line 11e or 11f. See Form 990, Part X, line 25

(a) Description of liability	(b) Book value
(1) Federal income taxes	
(2)	
(3)	
(4)	
(5)	
(6)	
(7)	
(8)	
(9)	
(10)	
(11)	

Total. (Column (b) must equal Form 990, Part X, column (B) line 25.) ►

2. Liability for uncertain tax positions. In Part XIII, provide the text of the footnote to the organization's financial statements that reports the organization's liability for uncertain tax positions under FIN 48 (ASC 740). Check here if the text of the footnote has been provided in Part XIII.

**Part XI Reconciliation of Revenue per Audited Financial Statements With Revenue per Return.**  
 Complete if the organization answered 'Yes' on Form 990, Part IV, line 12a.

1 Total revenue, gains, and other support per audited financial statements .....	1	7,113,199.
2 Amounts included on line 1 but not on Form 990, Part VIII, line 12:		
a Net unrealized gains (losses) on investments .....	2a	-291,995.
b Donated services and use of facilities .....	2b	1,285,038.
c Recoveries of prior year grants .....	2c	
d Other (Describe in Part XIII.) .....	2d	
e Add lines 2a through 2d .....	2e	993,043.
3 Subtract line 2e from line 1 .....	3	6,120,156.
4 Amounts included on Form 990, Part VIII, line 12, but not on line 1:		
a Investment expenses not included on Form 990, Part VIII, line 7b .....	4a	
b Other (Describe in Part XIII.) .....	4b	
c Add lines 4a and 4b .....	4c	
5 Total revenue. Add lines 3 and 4c. (This must equal Form 990, Part I, line 12.) .....	5	6,120,156.

**Part XII Reconciliation of Expenses per Audited Financial Statements With Expenses per Return.**

Complete if the organization answered 'Yes' on Form 990, Part IV, line 12a.

1 Total expenses and losses per audited financial statements .....	1	4,010,721.
2 Amounts included on line 1 but not on Form 990, Part IX, line 25:		
a Donated services and use of facilities .....	2a	1,285,038.
b Prior year adjustments .....	2b	
c Other losses .....	2c	
d Other (Describe in Part XIII.) .....	2d	
e Add lines 2a through 2d .....	2e	1,285,038.
3 Subtract line 2e from line 1 .....	3	2,725,683.
4 Amounts included on Form 990, Part IX, line 25, but not on line 1:		
a Investment expenses not included on Form 990, Part VIII, line 7b .....	4a	
b Other (Describe in Part XIII.) .....	4b	
c Add lines 4a and 4b .....	4c	
5 Total expenses. Add lines 3 and 4c. (This must equal Form 990, Part I, line 18.) .....	5	2,725,683.

**Part XIII Supplemental Information.**

Provide the descriptions required for Part II, lines 3, 5, and 9; Part III, lines 1a and 4; Part IV, lines 1b and 2b; Part V, line 4; Part X, line 2; Part XI, lines 2d and 4b; and Part XII, lines 2d and 4b. Also complete this part to provide any additional information.

**SCHEDULE M**  
**(Form 990)**

Department of the Treasury  
Internal Revenue Service

**Noncash Contributions**

OMB No. 1545-0047

**2015**

**Open To Public  
Inspection**

Name of the organization

**COOL EFFECT, INC.**

Employer identification number  
**47-5068496**

**Part I Types of Property**

	<b>(a) Check if applicable</b>	<b>(b) Number of contributions or items contributed</b>	<b>(c) Noncash contribution amounts reported on Form 990, Part VIII, line 1g</b>	<b>(d) Method of determining noncash contribution amounts</b>
1 Art – Works of art .....				
2 Art – Historical treasures .....				
3 Art – Fractional interests .....				
4 Books and publications .....				
5 Clothing and household goods .....				
6 Cars and other vehicles .....				
7 Boats and planes .....				
8 Intellectual property .....				
9 Securities – Publicly traded .....				
10 Securities – Closely held stock .....	X	1	5,087,341.	FMV
11 Securities – Partnership, LLC, or trust interests .....				
12 Securities – Miscellaneous .....				
13 Qualified conservation contribution – Historic structures .....				
14 Qualified conservation contribution – Other .....				
15 Real estate – Residential .....				
16 Real estate – Commercial .....				
17 Real estate – Other .....				
18 Collectibles .....				
19 Food inventory .....				
20 Drugs and medical supplies .....				
21 Taxidermy .....				
22 Historical artifacts .....				
23 Scientific specimens .....				
24 Archeological artifacts .....				
25 Other ► ( _____ ) .....				
26 Other ► ( _____ ) .....				
27 Other ► ( _____ ) .....				
28 Other ► ( _____ ) .....				
29 Number of Forms 8283 received by the organization during the tax year for contributions for which the organization completed Form 8283, Part IV, Donee Acknowledgement .....	29			

- 30a During the year, did the organization receive by contribution any property reported in Part I, lines 1 through 28, that it must hold for at least three years from the date of the initial contribution, and which is not required to be used for exempt purposes for the entire holding period? .....
- b If 'Yes,' describe the arrangement in Part II.
- 31 Does the organization have a gift acceptance policy that requires the review of any non-standard contributions? .....
- 32a Does the organization hire or use third parties or related organizations to solicit, process, or sell noncash contributions? .....
- b If 'Yes,' describe in Part II.
- 33 If the organization did not report an amount in column (c) for a type of property for which column (a) is checked, describe in Part II.

	<b>Yes</b>	<b>No</b>
30a		X
31		X
32a		X

**BAA For Paperwork Reduction Act Notice, see the Instructions for Form 990.**

Schedule M (Form 990) (2015)

**Part II Supplemental Information.** Provide the information required by Part I, lines 30b, 32b, and 33, and whether the organization is reporting in Part I, column (b), the number of contributions, the number of items received, or a combination of both. Also complete this part for any additional information.

**SCHEDULE O**  
**(Form 990 or 990-EZ)**Department of the Treasury  
Internal Revenue Service

Name of the organization

COOL EFFECT, INC.**Supplemental Information to Form 990 or 990-EZ**Complete to provide information for responses to specific questions on  
Form 990 or 990-EZ or to provide any additional information.

► Attach to Form 990 or 990-EZ.

- Information about Schedule O (Form 990 or 990-EZ) and its instructions is  
at [www.irs.gov/form990](http://www.irs.gov/form990).

OMB No. 1545-0047

**2015**Open to Public  
InspectionEmployer identification number  
47-5068496**FORM 990, PART VI, LINE 2 - BUSINESS OR FAMILY RELATIONSHIP OF OFFICERS, DIRECTORS, ETC.**

BOARD MEMBERS RICHARD LAWRENCE, JR. AND DEE LAWRENCE ARE HUSBAND AND WIFE. BOARD MEMBER SKYE LAWRENCE IS THE DAUGHTER OF RICHARD LAWRENCE, JR. AND DEE LAWRENCE.

**FORM 990, PART VI, LINE 11B - FORM 990 REVIEW PROCESS**

FORM 990 IS PREPARED BY AN OUTSIDE TAX PROFESSIONAL. THE FORM IS THEN REVIEWED BY THE ORGANIZATION'S MANAGEMENT AND A MEMBER OF THE BOARD OF DIRECTORS. AFTER A FULL REVIEW (WITH MODIFICATIONS WHERE NECESSARY), THE FINAL VERSION OF THE TAX RETURN IS PROVIDED TO ALL MEMBERS OF THE ORGANIZATION'S VOTING BODY. A REPRESENTATIVE OF MANAGEMENT AUTHORIZES THE FINAL RETURN WHICH IS THEN E-FILED WITH THE INTERNAL REVENUE SERVICE.

**FORM 990, PART VI, LINE 12C - EXPLANATION OF MONITORING AND ENFORCEMENT OF CONFLICTS**

MEMBERS OF THE BOARD OF DIRECTORS REVIEW ALL POTENTIAL CONFLICTS OF INTEREST AT LEAST ANNUALLY. ALL PERSONNEL AND BOARD MEMBERS ARE REQUIRED TO DISCLOSE POTENTIAL CONFLICTS AND ANY RELATED PARTY AFFILIATIONS. LOANS BETWEEN THE ORGANIZATION AND MEMBERS OF MANAGEMENT AND THE BOARD ARE STRICTLY PROHIBITED. THE ORGANIZATION SEEKS FULL TRANSPARENCY ON ALL RELATIONSHIPS. ANY POTENTIAL CONFLICTS (IN FACT OR APPEARANCE) ARE DISCUSSED OPENLY AND RESOLVED IN ACCORDANCE WITH THE ORGANIZATION'S POLICIES AND PROCEDURES.

**FORM 990, PART VI, LINE 15A - COMPENSATION REVIEW & APPROVAL PROCESS - CEO & TOP MANAGEMENT**  
  
MEMBERS OF THE BOARD OF DIRECTORS REVIEW THE COMPENSATION OF ALL HIGH-LEVEL PERSONNEL PERIODICALLY IN ACCORDANCE WITH IRS RULES AND REGULATIONS. EFFORTS ARE MADE TO SECURE COMPENSATION DATA FROM INDUSTRY SOURCES IN ORDER TO DETERMINE COMPETITIVENESS AND APPROPRIATENESS OF SALARIES. EVERY EFFORT IS MADE TO ENSURE THAT THE PROCESS IS THOROUGH AND TRANSPARENT IN ACCORDANCE WITH IRS GUIDELINES AND THE ORGANIZATION'S POLICIES AND PROCEDURES. FINAL COMPENSATION ADJUSTMENTS ARE APPROVED BY THE BOARD.

Name of the organization

COOL EFFECT, INC.

Employer identification number

47-5068496

**FORM 990, PART VI, LINE 15B - COMPENSATION REVIEW & APPROVAL PROCESS - OFFICERS & KEY EMPLOYEES**

COMPENSATION OF OTHER INDIVIDUALS IS REVIEWED PERIODICALLY BY MEMBERS OF MANAGEMENT.

EFFORTS ARE MADE TO SECURE COMPENSATION DATA FROM INDUSTRY SOURCES IN ORDER TO DETERMINE COMPETITIVENESS AND APPROPRIATENESS OF SALARIES AND ALL RELATED BENEFITS. ALL DECISIONS ARE THEN DOCUMENTED IN PERSONNEL FILES.

**FORM 990, PART VI, LINE 19 - OTHER ORGANIZATION DOCUMENTS PUBLICLY AVAILABLE**

ALL OF THE ORGANIZATION'S GOVERNING DOCUMENTS, FINANCIAL STATEMENTS AND OTHER LEGAL FILINGS ARE MAINTAINED IN A SECURE ENVIRONMENT AND HELD AVAILABLE FOR INSPECTION BY TAX AUTHORITIES AND THE GENERAL PUBLIC. TAX RETURNS ARE POSTED ANNUALLY TO [WWW.GUIDESTAR.ORG](http://WWW.GUIDESTAR.ORG) (WHERE THEY ARE AVAILABLE FOR VIEWING AS ELECTRONIC COPIES) AND ARE ALSO AVAILABLE FOR A PHYSICAL INSPECTION AT THE ORGANIZATION'S OFFICE IN KENTFIELD, CALIFORNIA.

SCHEDULE R  
(Form 990)

Department of the Treasury  
Internal Revenue Service

## **Related Organizations and Unrelated Partnerships**

- Complete if the organization answered "Yes" on Form 990, Part IV, line 33, 34, 35b, 36, or 37.
    - ▶ Attach to Form 990.
  - Information about Schedule R (Form 990) and its instructions is at [www.irs.gov/form990](http://www.irs.gov/form990).

BAA For Paperwork Reduction Act Notice: see the instructions for Form 800

**Part III Identification of Related Organizations Taxable as a Partnership** Complete if the organization answered 'Yes' on Form 990, Part IV, line 34.  
because it had one or more related organizations treated as a partnership during the tax year.

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Direct controlling entity	(e) Predominant income (related, unrelated, excluded from tax under sections 512-514)	(f) Share of total income	(g) Share of end-of-year assets	(h) Disproportionate allocations?	(i) Code V-UBI amount in box 20 of Schedule K-1 (Form 1065)	(j) General or managing partner?	(k) Percentage ownership
Yes	No									
(1) _____										
(2) _____										
(3) _____										

**Part IV Identification of Related Organizations Taxable as a Corporation or Trust** Complete if the organization answered 'Yes' on Form 990, Part IV, line 34 because it had one or more related organizations treated as a corporation or trust during the tax year.

(a) Name, address, and EIN of related organization	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Direct controlling entity	(e) Type of entity (C corp, S corp, or trust)	(f) Share of total income	(g) Share of end-of-year assets	(h) Percentage ownership	(i) See 512(b)(13) controlled entity?
Yes	No							
(1) GLOBAL OFFSET RESEARCH LLC 845 THIRD AVENUE 8TH FLOOR NEW YORK, NY 10022 37-1792256	CARBON REDUCTION	DE	N/A	LLC	N/A	N/A	N/A	X
(2) _____								
(3) _____								

**Part V Transactions With Related Organizations** Complete if the organization answered 'Yes' on Form 990, Part IV, line 34, 35b, or 36.**Note.** Complete line 1 if any entity is listed in Parts II, III, or IV of this schedule.

1 During the tax year, did the organization engage in any of the following transactions with one or more related organizations listed in Parts II-IV?

- |  | Yes | No |
|--|-----|----|
| a Receipt of <b>(I)</b> interest, <b>(II)</b> annuities, <b>(III)</b> royalties, or <b>(IV)</b> rent from a controlled entity..... | 1a  | X  |
| b Gift, grant, or capital contribution to related organization(s).....   | 1b  | X  |
| c Gift, grant, or capital contribution from related organization(s).....   | 1c  | X  |
| d Loans or loan guarantees to or for related organization(s).....  | 1d  | X  |
| e Loans or loan guarantees by related organization(s) .....  | 1e  | X  |
| f Dividends from related organization(s).....  | 1f  | X  |
| g Sale of assets to related organization(s).....   | 1g  | X  |
| h Purchase of assets from related organization(s).....   | 1h  | X  |
| i Exchange of assets with related organization(s).....   | 1i  | X  |
| j Lease of facilities, equipment, or other assets to related organization(s).....  | 1j  | X  |
| k Lease of facilities, equipment, or other assets from related organization(s).....  | 1k  | X  |
| l Performance of services or membership or fundraising solicitations for related organization(s).....                              | 1l  | X  |
| m Performance of services or membership or fundraising solicitations by related organization(s).....                               | 1m  | X  |
| n Sharing of facilities, equipment, mailing lists, or other assets with related organization(s) .....                              | 1n  | X  |
| o Sharing of paid employees with related organization(s).....  | 1o  | X  |
| p Reimbursement paid to related organization(s) for expenses.....  | 1p  | X  |
| q Reimbursement paid by related organization(s) for expenses.....  | 1q  | X  |
| r Other transfer of cash or property to related organization(s).....   | 1r  | X  |
| s Other transfer of cash or property from related organization(s) .....  | 1s  | X  |

2 If the answer to any of the above is 'Yes,' see the instructions for information on who must complete this line, including covered relationships and transaction thresholds.

(a) Name of related organization	(b) Transaction type (a-s)	(c) Amount involved	(d) Method of determining amount involved
(1) GLOBAL OFFSET RESEARCH LLC	D	20,000	COST BASIS
(2) GLOBAL OFFSET RESEARCH LLC	R	10,000	COST BASIS
(3)			
(4)			
(5)			
(6) BAA			

**Part V Unrelated Organizations Taxable as a Partnership** Complete if the organization answered 'Yes' on Form 990, Part IV, line 37.

Provide the following information for each entity taxed as a partnership through which the organization conducted more than five percent of its activities (measured by total assets or gross revenue) that was not a related organization. See instructions regarding exclusion for certain investment partnerships.

(a) Name, address, and EIN of entity	(b) Primary activity	(c) Legal domicile (state or foreign country)	(d) Predominant income (related, unre- lated, excluded from tax under sections 512-514)	(e) Are all partners section 501(c)(3) organizations?	(f) Share of total income	(g) Share of end-of-year assets	(h) Dispropor- tionate allocations?	(i) Code V-UBI amount in box 20 of Schedule K-1 (Form 1065)	(j) General or managing partner?		(k) Percentage ownership
									Yes	No	
(1) _____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
(2) _____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
(3) _____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
(4) _____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
(5) _____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
(6) _____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
(7) _____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____
(8) _____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____	_____

2015

## FEDERAL WORKSHEETS

PAGE 1

CLIENT 201611

COOL EFFECT, INC.

47-5068496

8/07/16

10:37AM

FORM 990, PART IX, LINE 24E  
OTHER EXPENSES

	(A) TOTAL	(B) PROGRAM SERVICES	(C) MANAGEMENT & GENERAL	(D) FUNDRAISING
BANK CHARGES AND FEES	1,012.			1,012.
COST OF CARBON REDUCTION PROG	23,093.	23,093.		
MISCELLANEOUS	668.		668.	
TELEPHONE/EQUIPMENT/UTILITIES	3,198.	2,718.	320.	160.
TOTAL	\$ 27,971.	\$ 25,811.	\$ 2,000.	\$ 160.

TAXABLE YEAR

2015

# California Exempt Organization Annual Information Return

FORM

**199**Calendar Year 2015 or fiscal year beginning (mm/dd/yyyy) 7/01/2015, and ending (mm/dd/yyyy) 6/30/2016.

Corporation/Organization name

COOL EFFECT, INC.

Additional information. See instructions.

California corporation number

3838358

FEIN

47-5068496

PMB no.

Street address (suite or room)

919 SIR FRANCIS DRAKE BLVD. #201

City

KENTFIELD

Foreign country name

State

CA

ZIP code

94904

Foreign province/state/county

Foreign postal code

- A** First Return.....  Yes  No  
**B** Amended Return.....  Yes  No  
**C** IRC Section 4947(a)(1) trust.....  Yes  No  
**D** Final Information Return?  
 •  Dissolved •  Surrendered (Withdrawn) •  Merged/Reorganized  
 Enter date (mm/dd/yyyy) • \_\_\_\_\_  
**E** Check accounting method:  
 1  Cash 2  Accrual 3  Other  
**F** Federal return filed? 1 •  990T 2 •  990-PF 3 •  Sch H (990)  
 4  Other 990 series  
**G** Is this a group filing? See instructions.....  Yes  No  
**H** Is this organization in a group exemption?.....  Yes  No  
**I** Did the organization have any changes to its guidelines not reported to the FTB? See instructions.....  Yes  No

- J** If exempt under R&TC Section 23701d, has the organization engaged in political activities? See instructions.....  Yes  No  
**K** Is the organization exempt under R&TC Section 23701g?.....  Yes  No  
 If 'Yes,' enter the gross receipts from nonmember sources. \$ \_\_\_\_\_  
**L** If organization is exempt under R&TC Section 23701d and meets the filing fee exception, check box.  
 No filing fee is required.....   
**M** Is the organization a Limited Liability Company?.....   
**N** Did the organization file Form 100 or Form 109 to report taxable income?.....   
**O** Is the organization under audit by the IRS or has the IRS audited in a prior year?.....   
**P** Is federal Form 1023/1024 pending?..... Date filed with IRS. \_\_\_\_\_

CACA1112L 12/31/15

**Part I Complete Part I unless not required to file this form. See General Instructions B and C.**

<b>Receipts and Revenues</b>	1 Gross sales or receipts from other sources. From Side 2, Part II, line 8.....	<input checked="" type="checkbox"/> 1	8,316.
	2 Gross dues and assessments from members and affiliates.....	<input checked="" type="checkbox"/> 2	
	3 Gross contributions, gifts, grants, and similar amounts received.....	<input checked="" type="checkbox"/> 3	6,111,840.
	4 Total gross receipts for filing requirement test. Add line 1 through line 3. <b>This line must be completed.</b> If the result is less than \$50,000, see General Instruction B.....	<input checked="" type="checkbox"/> 4	6,120,156.
<b>Expenses</b>	5 Cost of goods sold.....	<input checked="" type="checkbox"/> 5	
	6 Cost or other basis, and sales expenses of assets sold.....	<input checked="" type="checkbox"/> 6	
	7 Total costs. Add line 5 and line 6.....	<input checked="" type="checkbox"/> 7	
	8 Total gross income. Subtract line 7 from line 4.....	<input checked="" type="checkbox"/> 8	6,120,156.
<b>Filing Fee</b>	9 Total expenses and disbursements. From Side 2, Part II, line 18.....	<input checked="" type="checkbox"/> 9	2,725,683.
	10 Excess of receipts over expenses and disbursements. Subtract line 9 from line 8.....	<input checked="" type="checkbox"/> 10	3,394,473.
	11 Total payments.....	<input checked="" type="checkbox"/> 11	
	12 Use tax. See General Instruction K.....	<input checked="" type="checkbox"/> 12	
<b>Sign Here</b>	13 Payments balance. If line 11 is more than line 12, subtract line 12 from line 11.....	<input checked="" type="checkbox"/> 13	
	14 Use tax balance. If line 12 is more than line 11, subtract line 11 from line 12.....	<input checked="" type="checkbox"/> 14	
	15 Filing fee \$10 or \$25. See General Instruction F.....	<input checked="" type="checkbox"/> 15	
	16 Penalties and Interest. See General Instruction J.....	<input checked="" type="checkbox"/> 16	
<b>Paid Preparer's Use Only</b>	17 Balance due. Add line 12, line 15, and line 16. Then subtract line 11 from the result.....	<input checked="" type="checkbox"/> 17	0.

Under penalties of perjury, I declare that I have examined this return, including accompanying schedules and statements, and to the best of my knowledge and belief, it is true, correct, and complete. Declaration of preparer (other than taxpayer) is based on all information of which preparer has any knowledge.

Signature of officer

Title

CO-FOUNDER

Date

10/10/16

Check if self-employed

Telephone

415-454-2665

PTIN

P00186389

FEIN

68-0260103

Telephone

(925) 314-0390

 Yes  NoPreparer's signature: DOUGLAS W. REGALIA  
Firm's name (or yours, if self-employed) and address: REGALIA & ASSOCIATES, CPAS  
103 TOWN & COUNTRY DR., STE. K  
DANVILLE, CA 94526

May the FTB discuss this return with the preparer shown above? See instructions.....

COOL EFFECT, INC.

47-5068496

**Part II** Organizations with gross receipts of more than \$50,000 and private foundations  
regardless of amount of gross receipts—complete Part II or furnish substitute information.

<b>Receipts from Other Sources</b>	1 Gross sales or receipts from all business activities. See instructions.....	● 1	
	2 Interest.....	● 2	
	3 Dividends.....	● 3	8,316.
	4 Gross rents.....	● 4	
	5 Gross royalties.....	● 5	
<b>Expenses and Disbursements</b>	6 Gross amount received from sale of assets (See instructions).	● 6	
	7 Other income. Attach schedule.....	● 7	
	8 Total gross sales or receipts from other sources. Add line 1 through line 7. Enter here and on Side 1, Part I, line 1.....	● 8	8,316.
	9 Contributions, gifts, grants, and similar amounts paid. Attach schedule.....	● 9	
	10 Disbursements to or for members.....	● 10	
	11 Compensation of officers, directors, and trustees. Attach schedule.....	● 11	106,250.
	12 Other salaries and wages.....	● 12	121,942.
	13 Interest.....	● 13	
	14 Taxes.....	● 14	18,031.
	15 Rents.....	● 15	
	16 Depreciation and depletion (See instructions).....	● 16	180,965.
	17 Other Expenses and Disbursements. Attach schedule.....	● 17	2,298,495.
	18 Total expenses and disbursements. Add line 9 through line 17. Enter here and on Side 1, Part I, line 9.....	● 18	2,725,683.

**Schedule L Balance Sheet**

		<b>Beginning of taxable year</b>			<b>End of taxable year</b>	
		(a)	(b)	(c)	(d)	
<b>Assets</b>						
1 Cash.....					● 17,808.	
2 Net accounts receivable.....					● 71.	
3 Net notes receivable.....					●	
4 Inventories.....					●	
5 Federal and state government obligations.....					●	
6 Investments in other bonds.....					●	
7 Investments in stock.....	STMT. 3				● 1,915,940.	
8 Mortgage loans.....					●	
9 Other investments. Attach schedule.....					●	
10a Depreciable assets.....				31,712.		
b Less accumulated depreciation.....				3,204.	28,508.	
11 Land.....					●	
12 Other assets. Attach schedule.....	STM. 4				● 1,738,555.	
13 Total assets.....					3,700,882.	
<b>Liabilities and net worth</b>						
14 Accounts payable.....					● 598,404.	
15 Contributions, gifts, or grants payable.....					●	
16 Bonds and notes payable.....					●	
17 Mortgages payable.....					●	
18 Other liabilities. Attach schedule.....					●	
19 Capital stock or principal fund.....					● 3,102,478.	
20 Paid-in or capital surplus. Attach reconciliation.....					●	
21 Retained earnings or income fund.....					●	
22 Total liabilities and net worth.....					3,700,882.	

**Schedule M-1 Reconciliation of income per books with income per return**

Do not complete this schedule if the amount on Schedule L, line 13, column (d), is less than \$50,000.

1 Net income per books.....	● 3,102,478.	7 Income recorded on books this year not included in this return. Attach schedule. SEE ST. 5	● -291,995.
2 Federal income tax.....	●	8 Deductions in this return not charged against book income this year. Attach schedule.....	●
3 Excess of capital losses over capital gains.....	●	9 Total. Add line 7 and line 8.....	● -291,995.
4 Income not recorded on books this year. Attach schedule.....	●	10 Net income per return. Subtract line 9 from line 6.....	● 3,394,473.
5 Expenses recorded on books this year not deducted in this return. Attach schedule.....	●		
6 Total. Add line 1 through line 5.....	3,102,478.		

**Schedule B**  
(Form 990, 990-EZ,  
or 990-PF)

Department of the Treasury  
Internal Revenue Service

CALIFORNIA COPY  
**Schedule of Contributors**

OMB No. 1545-0047

**2015**

► Attach to Form 990, Form 990-EZ, or Form 990-PF.

► Information about Schedule B (Form 990, 990-EZ, 990-PF) and its instructions is at [www.irs.gov/form990](http://www.irs.gov/form990).

Name of the organization

**COOL EFFECT, INC.**

Employer identification number  
**47-5068496**

Organization type (check one):

Filers of:

Form 990 or 990-EZ

**Section:**

- 501(c)( 3 ) (enter number) organization  
 4947(a)(1) nonexempt charitable trust **not** treated as a private foundation  
 527 political organization

Form 990-PF

- 501(c)(3) exempt private foundation  
 4947(a)(1) nonexempt charitable trust treated as a private foundation  
 501(c)(3) taxable private foundation

Check if your organization is covered by the **General Rule** or a **Special Rule**.

**Note.** Only a section 501(c)(7), (8), or (10) organization can check boxes for both the General Rule and a Special Rule. See instructions.

**General Rule**

- For an organization filing Form 990, 990-EZ, or 990-PF that received, during the year, contributions totaling \$5,000 or more (in money or property) from any one contributor. Complete Parts I and II. See instructions for determining a contributor's total contributions.

**Special Rules**

- For an organization described in section 501(c)(3) filing Form 990 or 990-EZ that met the 33-1/3% support test of the regulations under sections 509(a)(1) and 170(b)(1)(A)(vi), that checked Schedule A (Form 990 or 990-EZ), Part II, line 13, 16a, or 16b, and that received from any one contributor, during the year, total contributions of the greater of (1) \$5,000 or (2) 2% of the amount on (i) Form 990, Part VIII, line 1h, or (ii) Form 990-EZ, line 1. Complete Parts I and II.
- For an organization described in section 501(c)(7), (8), or (10) filing Form 990 or 990-EZ that received from any one contributor, during the year, total contributions of more than \$1,000 *exclusively* for religious, charitable, scientific, literary, or educational purposes, or for the prevention of cruelty to children or animals. Complete Parts I, II, and III.
- For an organization described in section 501(c)(7), (8), or (10) filing Form 990 or 990-EZ that received from any one contributor, during the year, contributions *exclusively* for religious, charitable, etc., purposes, but no such contributions totaled more than \$1,000. If this box is checked, enter here the total contributions that were received during the year for an *exclusively* religious, charitable, etc., purpose. Do not complete any of the parts unless the **General Rule** applies to this organization because it received *nonexclusively* religious, charitable, etc., contributions totaling \$5,000 or more during the year ..... ► \$ \_\_\_\_\_

**Caution.** An organization that is not covered by the General Rule and/or the Special Rules does not file Schedule B (Form 990, 990-EZ, or 990-PF), but it **must** answer 'No' on Part IV, line 2, of its Form 990; or check the box on line H of its Form 990-EZ or on its Form 990-PF, Part I, line 2, to certify that it does not meet the filing requirements of Schedule B (Form 990, 990-EZ, or 990-PF).

BAA For Paperwork Reduction Act Notice, see the Instructions for Form 990, 990-EZ, or 990-PF.

**Schedule B (Form 990, 990-EZ, or 990-PF) (2015)**

Name of organization

COOL EFFECT, INC.

Employer identification number

47-5068496

**Part I** **Contributors** (see instructions). Use duplicate copies of Part I if additional space is needed.

(a) Number	(b) Name, address, and ZIP + 4	(c) Total contributions	(d) Type of contribution
1	RICHARD & DEE LAWRENCE 30 EVERGREEN DRIVE KENTFIELD, CA 94904	\$ 5,087,341.	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input checked="" type="checkbox"/> (Complete Part II for noncash contributions.)
2	OVERLOOK INTERNATIONAL FOUNDATION 36 UPPER OVERLOOK ROAD SUMMIT, NJ 07902	\$ 1,000,000.	Person <input checked="" type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
---	---	\$	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
---	---	\$	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
---	---	\$	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
---	---	\$	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
---	---	\$	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)
---	---	\$	Person <input type="checkbox"/> Payroll <input type="checkbox"/> Noncash <input type="checkbox"/> (Complete Part II for noncash contributions.)

**Name of organization**

COOL EFFECT, INC.

**Part II Noncash Property** (see instructions). Use duplicate copies of Part II if additional space is needed.

---

**Name of organization**

**COOL EFFECT, INC.**

**Employer identification number**

**Employer identification**

**Part III** Exclusively religious, charitable, etc., contributions to organizations described in section 501(c)(7), (8), or (10) that total more than \$1,000 for the year from any one contributor. Complete columns (a) through (c).

**or (10) that total more than \$1,000 for the year from any one contributor.** Complete columns (a) through (e) and the following line entry. For organizations completing Part III, enter the total of *exclusively* religious, charitable, etc., contributions of **\$1,000 or less** for the year. (Enter this information once. See instructions.). ► \$  
Use duplicate copies of Part III if additional space is needed.

Use duplicate copies of Part III if additional space is needed.

2015

## CALIFORNIA STATEMENTS

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CLIENT 201611

COOL EFFECT, INC.

47-5068496

8/07/16

10:41AM

**STATEMENT 1**  
**FORM 199, PART II, LINE 11**  
**COMPENSATION OF OFFICERS, DIRECTORS, TRUSTEES AND KEY EMPLOYEES**

**CURRENT OFFICERS:**

NAME AND ADDRESS	TITLE AND AVERAGE HOURS PER WEEK DEVOTED	COMPEN- SATION	CONTRI- BUTION TO EBP & DC	EXPENSE ACCOUNT/ OTHER
RICHARD H. LAWRENCE, JR. 919 SIR FRANCIS DRAKE BLVD. #2 KENTFIELD, CA 94904	CO-FOUNDER 8.00	\$ 0. \$ 0.	0. \$ 0.	0.
DEE LAWRENCE 919 SIR FRANCIS DRAKE BLVD. #2 KENTFIELD, CA 94904	CO-FOUNDER 8.00	0.	0.	0.
SKYE LAWRENCE 919 SIR FRANCIS DRAKE BLVD. #2 KENTFIELD, CA 94904	DIRECTOR 8.00	0.	0.	0.
MARISA DE BELLOY 919 SIR FRANCIS DRAKE BLVD. #2 KENTFIELD, CA 94904	COO 40.00	106,250.	0.	0.
<b>TOTAL</b>		<b>\$ 106,250.</b>	<b>\$ 0.</b>	<b>\$ 0.</b>

**STATEMENT 2**  
**FORM 199, PART II, LINE 17**  
**OTHER EXPENSES**

ADVERTISING AND PROMOTION.....	\$ 984,522.
BANK CHARGES AND FEES.....	1,012.
COST OF CARBON REDUCTION PROG.....	23,093.
INSURANCE.....	1,083.
LEGAL FEES.....	11,454.
MARKETING AND OUTREACH.....	931,178.
MISCELLANEOUS.....	668.
OUTSIDE CONSULTING SERVICES.....	59,716.
PUBLIC RELATIONS.....	237,668.
TELEPHONE/EQUIPMENT/UTILITIES.....	3,198.
TRAVEL.....	21,396.
WEBSITE REGISTRATION AND MAINT.....	23,507.
<b>TOTAL</b>	<b>\$ 2,298,495.</b>

**STATEMENT 3**  
**FORM 199, SCHEDULE L, LINE 7**  
**INVESTMENTS IN STOCKS**

US TRUST CUSTODY.....	\$ 1,915,940.
<b>TOTAL</b>	<b>\$ 1,915,940.</b>

**2015**

**CALIFORNIA STATEMENTS**

**PAGE 2**

**CLIENT 201611**

**COOL EFFECT, INC.**

**47-5068496**

8/07/16

10:41AM

**STATEMENT 4  
FORM 199, SCHEDULE L, LINE 12  
OTHER ASSETS**

NET INTANGIBLE ASSETS.....	1,738,239.
OTHER ASSETS.....	316.
	TOTAL \$ <u>1,738,555.</u>

**STATEMENT 5  
FORM 199, SCHEDULE M-1, LINE 7  
INCOME RECORDED ON BOOKS NOT ON RETURN**

UNREALIZED LOSSES FROM INVESTMENTS.....	\$ -291,995.
	TOTAL \$ <u>-291,995.</u>

