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#### **Return of Organization Exempt From Income Tax**

Under section 501(c), 527, or 4947(a)(1) of the Internal Revenue Code (except black lung benefit trust or private foundation)

2011

OMB No 1545-0047

Open to Public

Department of the Treasury Internal Revenue Service

SCANNED DEC 1 0 2012

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

► The organization may have to use a copy of this return to satisfy state reporting requirements.

<u>A</u>	For the	zu i i caien	dar year, or tax year beginning , 2011, and ending		,		
В	Check if ap	plicable	C	D Employ	er Identific	ation Number	
	Addre	ss change	COMING CLEAN, INC.	04-	342979	94	
	<del>                                      </del>	change	41 OAKVIEW TERRACE		one number		
	$\vdash$	•	JAMAICA PLAIN, MA 02130				
	Initial	return		617	-524-6	0018	
	Termi	nated					
	Amen	ded return		<b>G</b> Gross r	eceipts \$	2,493,	<u>430.</u>
	Applic	ation pending	F Name and address of principal officer KEN GEISER H(a	a) Is this a group retur	n for affiliat	tes? Yes	X No
			SAME AS C ABOVE	) Are all affiliates inc		Yes	No
$\overline{}$	Tayleyer	mpt status	X 501(c)(3) 501(c) ( )    (Insert no ) 4947(a)(1) or 527	If 'No,' attach a list	(see instru	ctions)	
÷							
<u>1</u>	Websi			Group exemption n		1/7	
K		organization	X Corporation Trust Association Other ► L Year of Formation	1998 M:	State of lega	al domicile MA	
Pa		Summar					
	<b>1</b> Br	iefly descri	be the organization's mission or most significant activities: <u>DEVELOP, I</u>	MPLEMENT A	<u> ND_SU</u>	<u>PPORT</u>	
ø,	E	DUCATIO	NAL RESEARCH EFFORTS FOR THE PROMOTION OF ENVIRO	ONMENTAL, I	LIMAN	AND	
JLC	_E(	COLOGIC	AL_HEALTH				
Ĕ							
ove	2 Cr	neck this bo	ox If the organization discontinued its operations or disposed of more	than 25% of its	net asse		. – – –
Ğ			oting members of the governing body (Part VI, line 1a)		3		5
οσ.			dependent voting members of the governing body (Part VI, line 1b)		4		5
ij			of individuals employed in calendar year 2011 (Part V, line 2a)		5		5 5 13
Activities & Governance			of volunteers (estimate if necessary)		6		0
¥	<b>7a</b> To	tal unrelate	ed business revenue from Part VIII, column (C), line 12		7a		0.
	ı		business taxable income from Form 990-T, line 34		7b		0.
			· · · · · · · · · · · · · · · · · · ·	Prior Year	<del>'  </del>	Current Ye	
	8 Cc	ontributions	709.	2,493,			
Ë			rice revenue (Part VIII, line 2g)		050.	2, 150,	<del></del>
Revenue			ncome (Part VIII, column (A), lines 3, 4, and 7d)		418.	-1	042.
è	1		e (Part VIII, column (A), lines 5, 6d, 8c, 9c, 10c, and 11e)		===-		072.
_	ı			2,024,1	77	2,492,	015
			e – add lines 8 through 11 (must equal Part VIII, column (A), line 12)				
			imilar amounts paid (Part IX, column (A), lines 1-3)	243,9	<u> </u>	120,	500.
	ı		to or for members (Part IX, column (A), line 4)				
ø	<b>15</b> Sa	alaries, othe	er compensation, employee benefits (Part IX, column (A), lines 5-10)	614,2	<u> 266.                                   </u>	807,	782.
Se	<b>16a</b> Pr	ofessional	fundraising fees (Part IX, column (A), line 11e)			17,	500.
Expenses	b To	tal fundrais	sing expenses (Part IX, column (D), line 25) ► 99,006.	然為國際	<b>经</b>	<b>医动物</b> 位员	14.00
ă			ses (Part IX, column (A), lines 11a-11d 11f-24e ECEIVED	859,3		1,258,	
	10 Ta	Aal amaaa	es Add lines 13-17 (must equal Part IX, column (A), line 25) ED	1,717,			
	18 To	nai expens	es Add lines 13-17 (must equal Part IX, column-(A), line 25)-10			2,204,	
		evenue less	expenses Subtract line 18 from line 2	306,6			<u>855.</u>
5 6				Beginning of Curre		End of Ye	
18 18	i .		(Part X, line 16)	885,4		1,129,	
\$5 88	<b>21</b> To	otal liabilitie	es (Part X, line 26)	97,0	<u>)30. </u>	72,	<u>.689.</u>
Net Assets Fund Balan	22 Ne	et assets or	fund balances Subtract line 21 from line 20GDEN, UT	788,3	382.	1,056,	856.
	rt II&	Signatur	e Block				
	•		······································	hest of my knowledg	e and belief	f it is true correct	and
con	iplete Decl	aration of prep	leclare that I have examined this return, including accompanying schedules and statements, and to the arer (other than officer) is based on all information of which preparer has any knowledge	best of my knowledg	e and belief	i, it is true, correct	, and
			who I Coule a	11/8	119		
Sig	n	Signatu	ra of officer	Date	<del>/ · · · · · · · · · · · · · · · · · · ·</del>		
He	JII PA	$\nu$	enneth R. Geiser, President	•			
110		Type of	print name and title				
		<del></del>		<del></del>	T <sub>P1</sub>	ΓIN	
			preparer's name Preparer's signature Date	Check L	<b></b> }"		
Pa		DEBRA	A. DOBBINS / WWW /3- / WWW 11/05/12	2 self-employ	/ed P	<u>00135585</u>	
Pro	eparer	Firm's name					
Us	e Only	Firm's addr	ess ► 139 BILLERICA RD	Firm's EIN	<b>►</b> 35-2	2204238	
			CHELMSFORD, MA 01824-3619	Phone no	(978)	251-883	0
Ma	y the IRS	discuss th	nis return with the preparer shown above? (see instructions)			X Yes	No

Form **990** (2011)

TEEA0113L 08/18/11

Form 990 (2011) COMING CLEAN, INC.	04-3429794	Page 2
Part III Statement of Program Service Accomplishments	<del>-</del>	
Check if Schedule O contains a response to any question in this Part III		X
1 Briefly describe the organization's mission.		
SEE SCHEDULE O	<b></b>	
	<b>-</b>	
	<b></b>	
2 Did the organization undertake any significant program services during the year which were not listed or		_
Form 990 or 990-EZ?	Yes	X 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 se	ervices <sup>?</sup> Yes	X No
If 'Yes,' describe these changes on Schedule O.		
4 Describe the organization's program service accomplishments for each of its three largest program ser	vices, as measured by ex	xpenses
Section 501(c)(3) and 501(c)(4) organizations and section 4947(a)(1) trusts are required to report the a others, the total expenses, and revenue, if any, for each program service reported	amount of grants and allo	cations to
others, the total expenses, and revenue, if any, for each program service reported		
4a (Code: ) (Expenses \$ 1,315,223. including grants of \$ 120,500.) (	Davanua	207 \
4a (Code:) (Expenses \$ 1,315,223. including grants of \$ 120,500.) ( SAFER CHEMICALS HEALTHY FAMILIES CAMPAIGN (SCHF):	Revenue \$ 1,543	9 <u>,297.</u> )
SAFER CREMICALS REALITI FAMILIES CAMPAIGN (SCRE):		
DIDING 2011 COUR CONTINUED EFFORTS TO EDUCATE THE CONCUMENC ME	MDEDC OF THE DI	
DURING 2011, SCHF CONTINUED EFFORTS TO EDUCATE THE CONSUMERS, ME AND LEGISLATORS ABOUT THE HAZARDS OF CHEMICALS IN DAY-TO-DAY PRO		
	DOCTS AND THETK	
EFFECT ON HUMAN HEALTH.		
<b>-</b>		
	<del></del>	
<b>4b</b> (Code) (Expenses \$352,165. including grants of \$) (	Revenue \$389	),061.)
SEE SCHEDULE O		
4c (Code) (Expenses \$61,138including grants of \$) (	Revenue \$22	2,000.)
COMING_CLEAN:		
IN THE PAST DECADE, COMING CLEAN, INC. HAS PROVIDED MANAGEMENT A		
SERVICES TO COMING CLEAN, A COLLABORATIVE WHICH HAS EMERGED AS C	ONE_OF_THE_MOST_	
CRITICAL ORGANIZING VEHICLES FOR THE ENVIRONMENTAL HEALTH MOVEME	ENT. IT HAS	
SUCCESSFULLY COORDINATED MANY INDIVIDUALS AND ORGANIZATIONS TO W	NORK IN CONCERT	ON
COLLABORATIVE CAMPAIGNS WITHIN THE MOVEMENT.		
	<del></del>	
	<del></del>	
4d Other program services (Describe in Schedule O ) SEE SCHEDULE O		
(Expenses \$ 31,008. including grants of \$ ) (Revenue \$	,	`
4e Total program service expenses ► 1,759,534.		<u>/</u>

Part IV | Checklist of Required Schedules

	·		res	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	х	
2	Is the organization required to complete Schedule B, Schedule of Contributors (see instructions)?	2	Х	
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	Section 501(c)(3) organizations 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	Х	
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		<u> </u>
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		<u>X</u>
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	_	<u>X</u>
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, 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, VIII, IX, or X as applicable			
á	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	Х	
	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		х
•	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		Х
•	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	<u> </u>
	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	Х	
	a Did the organization obtain separate, independent audited financial statements for the tax year? If 'Yes,' complete Schedule D, Parts XI, XII, and XIII	12a	Х	
	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, XII, and XIII is optional	12b		х
	Is the organization a school described in section 170(b)(1)(A)(ii)? If 'Yes,' complete Schedule E	13		X
	a Did the organization maintain an office, employees, or agents outside of the United States?	14a		<del>  ^-</del>
	<b>b</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? <i>If 'Yes,' complete Schedule F, Parts I and IV</i>	14b		X
15	Did the organization report on Part IX, column (A), line 3, more than \$5,000 of grants or assistance to any organization or entity located outside the United States? If 'Yes,' complete Schedule F, Parts II and IV	15		х
16	Did the organization report on Part IX, column (A), line 3, more than \$5,000 of aggregate grants or assistance to individuals located outside the United States? If 'Yes,' complete Schedule F, Parts III and IV	16		Х
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	х	
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		Х
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		х
20	a Did the organization operate one or more hospital facilities? If 'Yes,' complete Schedule H	20	<u> </u>	X
	b If 'Yes' to line 20a, did the organization attach a copy of its audited financial statements to this return?	20 b		<u>l</u> .

Form 990 (2011) COMING CLEAN, INC.

Part IV | Checklist of Required Schedules (continued)

			_	
			Yes	No
21	Did the organization report more than \$5,000 of grants and other assistance to governments and organizations in the United States on Part IX, column (A), line 1? If 'Yes,' complete Schedule I, Parts I and II	21	х	
22	Did the organization report more than \$5,000 of grants and other assistance to individuals in the United States on Part IX, column (A), line 2° If 'Yes,' complete Schedule I, Parts I and III	22		Х
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? <i>If 'Yes,' complete Schedule J</i>	23		Х
24 8	a 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, and that was issued after December 31, 2002? If 'Yes,' answer lines 24b through 24d and complete Schedule K. If 'No, 'go to line 25	24a		х
Ŀ	Did the organization invest any proceeds of tax-exempt bonds beyond a temporary period exception?	24b		
•	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?	24c		
C	Did the organization act as an 'on behalf of' issuer for bonds outstanding at any time during the year?	24d		
25 a	a Section 501(c)(3) and 501(c)(4) organizations. Did the organization engage in an excess benefit transaction with a disqualified person during the year? If 'Yes,' complete Schedule L, Part I	25a		Х
ı	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	25b		Х
26	Was a loan to or by a current or former officer, director, trustee, key employee, highly compensated employee, or disqualified person outstanding as of the end of the organization's tax year? If 'Yes,' complete Schedule L, Part II	26		Х
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	27		х
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).			
;	<b>a</b> A current or former officer, director, trustee, or key employee? <i>If 'Yes,' complete Schedule L, Part IV</i>	28a		X
ı	<b>b</b> A family member of a current or former officer, director, trustee, or key employee? If 'Yes,' complete Schedule L, Part IV	28b		Х
	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	28c	Х	
29	, , , , , , , , , , , , , , , , , , , ,	29		X
30	contributions? If 'Yes,' complete Schedule M	30		Х
31		31		Х
	Did the organization sell, exchange, dispose of, or transfer more than 25% of its net assets? If 'Yes,' complete Schedule N, Part II	32		Х
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	33		Х
	Was the organization related to any tax-exempt or taxable entity? If 'Yes,' complete Schedule R, Parts II, III, IV, and V, line 1	34		Х
35	a Did the organization have a controlled entity within the meaning of section 512(b)(13)?	35a		Х
	b 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	35b		х
36	<b>Section 501(c)(3) organizations.</b> Did the organization make any transfers to an exempt non-charitable related organization? <i>If 'Yes,' complete Schedule R, Part V, line 2</i>	36		х
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	37		х
38	Note. All Form 990 filers are required to complete Schedule O	38	Х	
BAA	A Company of the Comp	Form	1 <b>990</b>	(2011)

One W Common Description Other IDC Filippe and Tax Counting	74	<u></u> -	age 5
Part.V Statements Regarding Other IRS Filings and Tax Compliance			
Check if Schedule O contains a response to any question in this Part V		<del>Г., -</del>	لل
1- Enter the muscles accorded to Dr. 2 (E. 1995 E.L. 2 ( ) 1   1   1   2	<b>,</b>	Yes	No
1a Enter the number reported in Box 3 of Form 1096 Enter -0- if not applicable  1a 3.	_	-	
	긱	3	
c Did the organization comply with backup withholding rules for reportable payments to vendors and reportable gaming (gambling) winnings to prize winners?	1c	X	
2a 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  1.	2		
b If at least one is reported on line 2a, did the organization file all required federal employment tax returns?	2b	X_	
<b>Note.</b> If the sum of lines 1a and 2a is greater than 250, you may be required to <i>e-file</i> . (see instructions)	20	, ^	
	3-	ـــند	v
3a Did the organization have unrelated business gross income of \$1,000 or more during the year?	3a		X
<b>b</b> If 'Yes' has it filed a Form 990-T for this year? If 'No,' provide an explanation in Schedule O	3b	<u> </u>	-
4a 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)?	4a		Х
b If 'Yes,' enter the name of the foreign country. ►	ر ا	٠	
See instructions for filing requirements for Form TD F 90-22 1, Report of Foreign Bank and Financial Accounts		<u></u> _	
5a Was the organization a party to a prohibited tax shelter transaction at any time during the tax year?	5a		X
<b>b</b> Did any taxable party notify the organization that it was or is a party to a prohibited tax shelter transaction?	5 b		X
c If 'Yes,' to line 5a or 5b, did the organization file Form 8886-T?	5c		
6a 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?	6a		Х
<b>b</b> If 'Yes,' did the organization include with every solicitation an express statement that such contributions or gifts were not tax deductible?	6b		
7 Organizations that may receive deductible contributions under section 170(c).	80		
a 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?	7a		X
<b>b</b> If 'Yes,' did the organization notify the donor of the value of the goods or services provided?	. 7b		
c Did the organization sell, exchange, or otherwise dispose of tangible personal property for which it was required to file Form 8282?	7c		Х
d If 'Yes,' indicate the number of Forms 8282 filed during the year 7d		,	
e Did the organization receive any funds, directly or indirectly, to pay premiums on a personal benefit contract?	7e		X
f Did the organization, during the year, pay premiums, directly or indirectly, on a personal benefit contract?	7f		Х
g If the organization received a contribution of qualified intellectual property, did the organization file Form 8899			
as required?	7g		
h If the organization received a contribution of cars, boats, airplanes, or other vehicles, did the organization file a Form 1098-C?	7h		
8 Sponsoring organizations maintaining donor advised funds and section 509(a)(3) supporting organizations. Did the supporting organization, or a donor advised fund maintained by a sponsoring organization, have excess business holdings at any time during the year?	8	** **	
9 Sponsoring organizations maintaining donor advised funds.		<u> </u>	
a Did the organization make any taxable distributions under section 4966?	9a		Į
<b>b</b> Did the organization make a distribution to a donor, donor advisor, or related person?	96	<u> </u>	
10 Section 501(c)(7) organizations. Enter	-	3	. 1
a Initiation fees and capital contributions included on Part VIII, line 12	1		١,
<b>b</b> Gross receipts, included on Form 990, Part VIII, line 12, for public use of club facilities.		ş.	
11 Section 501(c)(12) organizations. Enter	,	4.	1 ' '
a Gross income from members or shareholders		2	Ι.
<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 ).	] ,	3	
12 a Section 4947(a)(1) non-exempt charitable trusts. Is the organization filing Form 990 in lieu of Form 1041?	12a	]	
b If 'Yes,' enter the amount of tax-exempt interest received or accrued during the year 12b		,	
13 Section 501(c)(29) qualified nonprofit health insurance issuers.			<u> </u>
a is the organization licensed to issue qualified health plans in more than one state?	13a		
Note. See the instructions for additional information the organization must report on Schedule O	•	, ,	
<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	x.	**	
c Enter the amount of reserves on hand	7	,	
14a Did the organization receive any payments for indoor tanning services during the tax year?	14a	1	Х
b If 'Yes' has it filed a Form 720 to report these payments? If 'No ' provide an explanation in Schedule O	1/1 h		

Form 990 (2011) COMING CLEAN, INC. 04-3429794 Page 6 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 to any question in this Part VI Section A. Governing Body and Management Yes No 1 a Enter the number of voting members of the governing body at the end of the tax year if there are material differences in voting rights among members 5 1 a of the governing body, or if the governing body delegated broad authority to an executive committee or similar committee, explain in Schedule O 5 **b** Enter the number of voting members included in line 1a, above, who are independent Did any officer, director, trustee, or key employee have a family relationship or a business relationship with any other Χ 2 officer, director, trustee or key employee? 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? 3 X 4 Did the organization make any significant changes to its governing documents since the prior Form 990 was filed? SEE SCH O Х 5 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? 6 X 7a Did the organization have members, stockholders, or other persons who had the power to elect or appoint one or more 7 a Х members of the governing body? **b** Are any governance decisions of the organization reserved to (or subject to approval by) members, Х stockholders, or other persons other than the governing body? 7b Did the organization contemporaneously document the meetings held or written actions undertaken during the year by the following: 8<u>a</u> a The governing body? Х X b Each committee with authority to act on behalf of the governing body? 8b Is there any officer, director or 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 SEE SCHEDULE O 9 X Section B. Policies (This Section B requests information about policies not required by the Internal Revenue Code.) Yes No 10 a 10a Did the organization have local chapters, branches, or affiliates? Х 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? 10b Х X 11 a Has the organization provided a complete copy of this Form 990 to all members of its governing body before filing the form? 11 a **b** Describe in Schedule O the process, if any, used by the organization to review this Form 990 SEE SCHEDULE O X 12a Did the organization have a written conflict of interest policy? If 'No,' go to line 13 12a b Were officers, directors or trustees, and key employees required to disclose annually interests that could give rise Х to conflicts? 12b c Did the organization regularly and consistently monitor and enforce compliance with the policy? If 'Yes,' describe in Schedule O how this is done SEE SCHEDULE O 12c X 13 13 Did the organization have a written whistleblower policy? X 14 Did the organization have a written document retention and destruction policy? 14 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 Х 15 a X **b** Other officers of key employees of the organization SEE SCHEDULE O 15 b 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? 16a 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 taken steps to safeguard the organization's exempt status with respect to such arrangements? 16 b Section C. Disclosure 17 List the states with which a copy of this Form 990 is required to be filed MA DC Section 6104 requires an organization to make its Forms 1023 (or 1024 if applicable), 990, and 990-T (501(c)(3)s only) available for public inspection. Indicate how you make these available. Check all that apply. X Another's website IXI Upon request Describe in Schedule O whether (and if so, how) the organization makes its governing documents, conflict of interest policy, and financial statements available to the public during the tax year SEE SCHEDULE O State the name, physical address, and telephone number of the person who possesses the books and records of the organization. LEDYARD ROAD WEST HARTFORD CT 06117 860-916-2207 JANE ROBINSON 21

## Part VII Compensation of Officers, Directors, Trustees, Key Employees, Highest Compensated Employees, and Independent Contractors

Check if Schedule O contains a response to any question 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	n nor any	relate	d or	gan	ızatı	on co	mpe	nsated any current of	fficer, director, or trus	tee.
	(B)			Posi	-	an one		(5)	(T)	<b>(5)</b>
(A) Name and title	(B) Average hours per week	l unles	s per	SON IS	s both	an one 1 an offi ustee)	box, cer	( <b>D)</b> Reportable compensation from	<b>(E)</b> Reportable compensation from	<b>(F)</b> Estimated amount of other
	per week (describe hours for related organiza- tions in Schedule O)	Individual trustee or director	Institutional trustee	Officer	Key employee	Highest compensated employee	Former	the organization (W-2/1099-MISC)	related organizations (W-2/1099-MISC)	compensation from the organization and related organizations
(1) KEN GEISER	1	v		Х				0.	0.	0
PRESIDENT (2) PAULETTE SPEIGHT		X		Λ				0.	<u> </u>	0.
TREASURER	1	Х		X				0.	0.	0.
(3) THOMAS WEBSTER DIRECTOR	1	X						0.	0.	0.
(4) JEFFREY HOLLENDER DIRECTOR	1	Х						0.	0.	0.
(5) CAROLYN FINE FRIEDMAN SECRETARY	1	Х		Х		<u> </u>		0.	0.	0.
(6)_ GARY_HCOHEN EXECUTIVE DIR.	44			Х				136,905.	0.	0.
	25			Х				42,666.	0.	0.
_(8)										
(9)										
(10)										
(11)										
(12)	<del>                                     </del>									
(13)										
(14)										
	•		_		_		_	•		<del></del>

Part VII Section A. Officers, Directors, Trust	ees, l	(ey	Em	plo	ye	es, a	anc	Highest Com	pensated Emp	loyees (cont)
				•	<b>(</b> )					
(A)	(B) Average	Position (do not check more than one box, unless person is both a						(D) Reportable	<b>(E)</b> Reportable	(F) Estimated
Name and title	hours	offic	er an	d a d	irecto	r/trust	tee)	compensation from the organization	compensation from	amount of other compensation
	week (describ	Individual trustee or director	Instit	Officer	Key	High emp	Former	(W-2/1099-MISC)	related organizations (W-2/1099-MISC)	from the organization
	e hours for	recto	utios	ę	Key employee	est co	ь́			and related organizations
	related organi-	trust	nstitutional trustee		oyee	ompe				
	zations in Sch O)	8	stee			Highest compensated employee				
	Scri O)					٦				
(15)										
76										ļ
<u>(16)</u>										
(17)										
	<u> </u>									
(18)										
(10)	<del> </del>	_				$\dashv$				
(19)										<u> </u>
(20)										
(21)										
(22)										
	<u></u>									
(23)				•						
		ļ								
(24)										
(25)										
1 b Sub-total	_						<b>•</b>	179,571.	0.	0.
c Total from continuation sheets to Part VII, Section d Total (add lines 1b and 1c)	A						<b>-</b>	0. 179,571.	0.	0.
2 Total number of individuals (including but not limite	d to the	ose l	ısted	d ab	ove)	who	o re	<del></del>		
from the organization   1										
										Yes No
3 Did the organization list any former officer, director on line 1a? If 'Yes,' complete Schedule J for such it	or trus	tee,	key	em	ploy	ee, c	or hi	ighest compensat	ed employee	3 X
4 For any individual listed on line 1a, is the sum of re			mne	nca	tion	and	oth	er compensation	from	
the organization and related organizations greater t	han \$1	50,0	00's	If '	es'	com	plet	e Schedule J for	nom	
such individual  5 Did any person listed on line 1a receive or accrue of	ompon	cotic	n fr	om.	251	unra	lata	d organization or	and and and	4 X
for services rendered to the organization? If 'Yes,'	comple	te S	chec	lule	J fo	rsuc	ch p	erson	inuividuai	5 X
Section B. Independent Contractors  1 Complete this table for your five highest compensal	ad tad		don	•	ntro.	10.50	the	t recovered more t	han \$100 000 of	
compensation from the organization. Report compe	nsation	for	the	cale	enda	r yea	ar ei	nding with or with	in the organization	's tax year
<b>(A)</b> Name and business addres	c							(B Description		(C) Compensation
								Description	or services	Compensation
***	-							<u> </u>		
2 Total number of independent contractors (including	but no	t lım	ıted	to t	hose	list.	ed :	hove) who receive	ed more than	_ ^ n
\$100,000 in compensation from the organization		. 11111		(					SS MORE WIND	

Fai	t viii Statement of Revenue	- : *	(A) Total revenue	(B) Related or exempt function	(C) Unrelated business revenue	(D)  Revenue excluded from tax under sections
INTS	1a Federated campaigns 1a b Membership dues 1b			revenue	revenue	512, 513, or 514
MOUN	b Membership dues 1b c Fundraising events 1c					
AR AI	d Related organizations 1d					
NS, G	e Government grants (contributions) 1e					
CONTRIBUTIONS, GIFTS, GRANTS AND OTHER SIMILAR AMOUNTS	f All other contributions, gifts, grants, and similar amounts not included above  g Noncash contributions included in lins 1a-1f: \$	2,493,057.				
SE	h Total. Add lines 1a-1f	▶	2,493,057.			
		Business Code				
PROGRAM SERVICE REVENUE	2a					
<u> </u>	b					
₩	C				<del></del>	
M SE	d					
SRA!	f All other program service revenue					
Š.	g Total. Add lines 2a-2f	<b>&gt;</b>				
	3 Investment income (including dividend	s, interest and				
	other sımılar amounts)	•	373.			373.
	4 Income from investment of tax-exempt	bond proceeds				
	5 Royalties	(II) Personal				į
	6a Gross rents	(ii) i ersonai				Ì
	<b>b</b> Less. rental expenses					
	c Rental income or (loss)					
	d Net rental income or (loss)	•				
	7 a Gross amount from sales of assets other than inventory (i) Securities	(II) Other				
	<b>b</b> Less cost or other basis and sales expenses	1,415.				
	c Gain or (loss) d Net gain or (loss)	-1,415.	-1,415.			-1,415.
	, ,		-1,415.	l		-1,413.
ÆNUE	8a Gross income from fundraising events (not including \$					
RE		a				
OTHER REVEN	<b>b</b> Less direct expenses	b	<u>,                                     </u>			
Ö	c Net income or (loss) from fundraising	events <b>&gt;</b>				
	9a Gross income from gaming activities. See Part IV, line 19	a	,			
	<b>b</b> Less direct expenses	b[				
	c Net income or (loss) from gaming active	vities •				
		a				
	<b>b</b> Less cost of goods sold	b				
	c Net income or (loss) from sales of inve	Business Code				
	11 a			<u> </u>		
	b					
	с					
	<b>d</b> All other revenue					
	e Total. Add lines 11a-11d			ļ <u>-</u>		4 5 4 5
	12 Total revenue. See instructions	▶	2,492,015.	0.	Ι 0.	-1,042.

#### 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) but are not required to complete columns (B), (C), and (D)

Check if Schedule O contains a r	esponse to any question	ın this Part IX		
Do not include amounts reported on lines 6b, 7b, 8b, 9b, and 10b of Part VIII.	(A) Total expenses	( <b>B)</b> Program service expenses	(C) Management and general expenses	( <b>D)</b> Fundraising expenses
1 Grants and other assistance to governments and organizations in the United States. See Part IV, line 21	120,500.	120,500.		
2 Grants and other assistance to individuals in the United States See Part IV, line 22				
3 Grants and other assistance to governments, organizations, and individuals outside the United States See Part IV, lines 15 and 16				
<ul> <li>Benefits paid to or for members</li> <li>Compensation of current officers, directors, trustees, and key employees</li> </ul>	199,019.	118,829.	75,500.	4,690.
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	484,518.	277,588.	165,000.	41,930.
8 Pension plan accruals and contributions (include section 401(k) and section 403(b) employer contributions)				
9 Other employee benefits	71,652.	33,674.	31,190.	6,788.
10 Payroll taxes	52,593.	31,051.	17,511.	4,031.
11 Fees for services (non-employees)				
a Management		ł		
<b>b</b> Legal				
c Accounting				<u> </u>
<b>d</b> Lobbying				
e Professional fundraising services See Part IV, line 17	17,500.			17,500.
f Investment management fees				17,500.
<b>g</b> Other	1,029,252.	981,066.	30,509.	17,677.
12 Advertising and promotion	14,990.	13,074.		1,916.
13 Office expenses	53,443.	45,481.	7,607.	355.
14 Information technology	3,754.	2,744.	960.	50.
15 Royalties				
16 Occupancy	41,219.	33,300.	7,919.	<del></del>
17 Travel	81,193.	76,676.	1,485.	3,032.
Payments of travel or entertainment expenses for any federal, state, or local public officials	02/1301	70,010.	1,403.	3,032.
<ul><li>19 Conferences, conventions, and meetings.</li><li>20 Interest</li></ul>	22,237.	19,547.	2,386.	304.
21 Payments to affiliates				
22 Depreciation, depletion, and amortization	4,724.	1,748.	2,577.	399.
23 Insurance	2,369.		2,369.	
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 MEALS b	5,197.	4,256.	607.	334.
c				
d	-		-	
e All other expenses				
25 Total functional expenses. Add lines 1 through 24e	2,204,160.	1,759,534.	345,620.	99,006.
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		27.007.004.	313, 020.	, 55,000.
~				
SOP 98-2 (ASC 958-720)				·

			<b>(A)</b> Beginning of year		<b>(B)</b> End of year
	1	Cash — non-interest-bearing	427,347.	1	715,962.
	2	Savings and temporary cash investments	415,178.	2	215,488.
	3	Pledges and grants receivable, net	8,000.	3	170,294.
		Accounts receivable, net		4	
	5	Receivables from current and former officers, directors, trustees, key employees, and highest compensated employees. Complete Part II of Schedule L		5	
	6	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)		6	
Ą	7	Notes and loans receivable, net		7	
š	8	Inventories for sale or use		8	
A S E T S	_	Prepaid expenses and deferred charges		9	<del></del> -
•		Land, buildings, and equipment cost or other basis Complete Part VI of Schedule D  10a  12,179.		9	
		Less accumulated depreciation 10b 4,756.	9,917.	10 c	7,423.
		Investments – publicly traded securities	4,884.	11	4,903.
		Investments – publicly traded securities  Investments – other securities See Part IV, line 11	4,004.	12	4, 505.
- 1		Investments – program-related See Part IV, line 11		13	
		Intangible assets	1,777.	14	2,325.
		Other assets. See Part IV, line 11	18,309.	15	13,150.
		·	885,412.	16	1,129,545.
┥		Total assets. Add lines 1 through 15 (must equal line 34) Accounts payable and accrued expenses	86,594.	17	41,136.
		Grants payable	00,394.	18	41,130.
	19	Deferred revenue		19	
.	20	Tax-exempt bond liabilities		20	
֡֡֡֡֡֡֡֡֡֡֡֡֡֡֡֡֡֡֡֡֡֡֡֡֡֡֓֡֡֡֡֡֡֡֡֡֡֡֡	21	Escrow or custodial account liability. Complete Part IV of Schedule D		21	
A B I	22	Payables to current and former officers, directors, trustees, key employees,		21	
<u> </u>	<i></i>	highest compensated employees, and disqualified persons. Complete Part II of Schedule L.		22	
E S	23	Secured mortgages and notes payable to unrelated third parties		23	
S		Unsecured notes and loans payable to unrelated third parties		24	
-	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	10,436.	25	31,553.
	26	Total liabilities. Add lines 17 through 25	97,030.	26	72,689.
N		Organizations that follow SFAS 117, check here X and complete lines			
P E		27 through 29 and lines 33 and 34.			
<u> </u>	27	Unrestricted net assets	456,511.	27	583,409.
SSETS	28	Temporarily restricted net assets	331,871.	28	473,447.
s	29	Permanently restricted net assets		29	· · · · · · · · · · · · · · · · · · ·
R R		Organizations that do not follow SFAS 117, check here ► and complete			
		lines 30 through 34.			,
FOZO	30	Capital stock or trust principal, or current funds	**	30	( <del></del>
	31	Paid-in or capital surplus, or land, building, or equipment fund		31	
ָבְ l	32	Retained earnings, endowment, accumulated income, or other funds		32	
<b>B41420m</b> の	33	Total net assets or fund balances	788,382.	33	1,056,856.
Ě	34	Total liabilities and net assets/fund balances	885,412.	34	1,129,545.

Form <b>990</b> (2011) COMING CLEAN, INC.	04-342 <u>979</u> 4		<u>Pa</u>	ge <b>12</b>				
Part XI Reconciliation of Net Assets				•				
Check if Schedule O contains a response to any guestion in this Part XI				X				
1 Total revenue (must equal Part VIII, column (A), line 12)	1 1	2 1	92,0	1 5				
4 Net assets or fund balances at beginning of year (must equal Part X, line 33, column (A))  5 Other places are not as a few the leave (a short see a few that a see (a short see a few that see a few th								
5 Other changes in net assets or fund balances (explain in Schedule O) SEE SCHEDULE 0								
6 Net assets or fund balances at end of year Combine lines 3, 4, and 5 (must equal Part X, line 33, column (B)) 6								
Part XII Financial Statements and Reporting								
Check if Schedule O contains a response to any question in this Part XII								
			Yes	No				
1 Accounting method used to prepare the Form 990 Cash X 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?		2a		X				
b Were the organization's financial statements audited by an independent accountant?		2b	X					
c if 'Yes' to line 2a or 2b, does the organization have a committee that assumes responsibility for oversi review, or compilation of its financial statements and selection of an independent accountant?	ght of the audit,	2c	х					
If the organization changed either its oversight process or selection process during the tax year, explain Schedule O	ın							
<b>d</b> If 'Yes' to line 2a or 2b, check a box below to indicate whether the financial statements for the year we separate basis, consolidated basis, or both	ere issued on a							
X Separate basis Consolidated basis Both consolidated and separate basis								
3a As a result of a federal award, was the organization required to undergo an audit or audits as set forth Audit Act and OMB Circular A-133?	in the Single	3a		Х				
<b>b</b> If 'Yes,' did the organization undergo the required audit or audits? If the organization did not undergo or audits, explain why in Schedule O and describe any steps taken to undergo such audits	the required audit	3 b						
RAA		Form	990	2011)				

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

Department of the Treasury Internal Revenue Service

Name of the organization

**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. ► See separate instructions.

OMB No 1545-0047 **2011** 

Open to Public Inspection

Employer identification number

	_	G CLEAN		<del></del>							129794			
Par					(All organizations					See ıı	nstruct	ions.		
	orga				e it is (For lines 1 throi	-		-	-					
1	Н				ciation of churches desc		section	າ 170(b)	(1)(A)(i).	•				
2	_				<b>Xii).</b> (Attach Schedule E	•								
3	Н				e organization describe									
4	Ш				in conjunction with a h	ospital (	describe	d in sec	tion 170	0(b)(1)(A	<b>A)(iii)</b> Er	nter the ho	spital's	5
5		name, city			of a college or university		or oper	ated by	2 GOVOR	nmental	Lugit de	scribed in	ectio	
_		170(b)(1)(A	<b>(Co).</b>	mplete Part II)				_	-	пиненца	i unit de	scribed iii	SECUO	11
6 7	X	An organiz	ation that		overnmental unit descri substantial part of its su rt II )					t or from	n the ger	neral publi	desc	rıbed
8		A commun	ity trust de	escribed in <b>section 1</b> 3	<b>70(b)(1)(A)(vi).</b> (Complet	te Part I	1)							
9		from activi	ties relate Lincome a	d to its exempt functi	) more than 33-1/3% of ons – subject to certair s taxable income (less mplete Part III)	n except	ions, an	ıd (2) no	more t	han 33-	1/3% of	its support	from	aross
10	Ц	An organiz	ation orga	inized and operated e	exclusively to test for pu	ıblıc safe	ety. See	section	1 509(a)	(4).				
11		An organiz more publi describes	ation orga cly suppor the type of	anized and operated e rted organizations de f supporting organiza	exclusively for the benef scribed in section 509(a tion and complete lines	fit of, to )(1) or s 11e thre	perform section 5 ough 11	the fun 509(a)(2 h	ctions o	of, or car section 5	rry out tl 5 <b>09(a)(3</b> )	he purpose . Check th	s of or ne box	ne or that
		<b>a</b> Type		<b>b</b> Type II	c 🔲 Type III						d 🗌	Type III -		er
е		By checking other than section 50	toundation	, I certify that the org n managers and othe	anization is not controll r than one or more pub	led dired licly sup	ctly or in ported o	dırectly organıza	by one tions de	or more escribed	disqual in secti	ıfıed perso on 509(a)(	ns 1) or	
f		If the orga	nızatıon re	ceived a written dete	rmination from the IRS	that is a	a Type I.	, Type II	or Type	e III sup	porting	organizatio	n,	
g		check this Since Aua		06. has the organizati	on accepted any gift of	r contrib	oution fro	om anv	of the fo	nllowina	nersons	:7		Ш
			,		and accepted any give of			J G	0. 1.0 1.	Jiio Willig	porsonic	,,	Yes	No
		(i) A pe	rson who d v, the gove	directly or indirectly c erning body of the su	ontrols, either alone or pported organization?	togethe	r with pe	ersons d	escribe	d ın (ıı)	and (III)	11 g (i)		
		(ii) A far	nıly memb	er of a person descri	bed in (i) above?							11 g (ii)		
		(iii) A 35	% controlle	ed entity of a person	described in (i) or (ii) a	bove?						11 g (iii)	,	
h		Provide the	e following	information about th	e supported organization	n(s)								
		(i) Name of su organiza		(iı) EIN	(iii) Type of organization (described on lines 1-9 above or IRC section (see instructions))	organiz column ( your go	(iv) Is the organization in column (i) listed in vour governing vour soverning vour support?			organız colun	s the ation in in (i) ed in the S ?	(viî) Amou	nt of sup	port
				·		Yes	No	Yes	No	Yes	No			
(A)										,				
(B)														
(C)		<del></del>												
(D)			_											
(E)				,			.,							
Total							<i>i.</i> .		ł					

#### 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)

Sec	tion A. Public Support	<del> </del>					
Cale begi	ndar year (or fiscal year nning in) ►	<b>(a)</b> 2007	<b>(b)</b> 2008	(c) 2009	<b>(d)</b> 2010	<b>(e)</b> 2011	(f) Total
1	Gifts, grants, contributions, and membership fees received. (Do not include any 'unusual grants')	656,522.	709,593.	2,077,408.	2,022,709.	2,493,057.	7,959,289.
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.
4	Total. Add lines 1 through 3	656,522.	709,593.	2,077,408.	2,022,709.	2,493,057.	7,959,289.
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)		,		,		3,076,105.
6	<b>Public support.</b> Subtract line 5 from line 4	F 2					4,883,184.
Sec	tion B. Total Support			<u></u>			
Cale begi	ndar year (or fiscal year nning in) ►	<b>(a)</b> 2007	<b>(b)</b> 2008	(c) 2009	<b>(d)</b> 2010	<b>(e)</b> 2011	(f) Total
7	Amounts from line 4	656,522.	709,593.	2,077,408.	2,022,709.	2,493,057.	7,959,289.
8	Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources	4,882.	2,712.	5,360.	809.	373.	14,136.
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 IV) SEE PART IV	30,678.	8,106.	16,730.			55,514.
11	Total support. Add lines 7 through 10	2					8,028,939.
12	Gross receipts from related activ	ities, etc (see inst	ructions).			12	77,252.
	First five years. If the Form 990 organization, check this box and	stop here		nd, third, fourth, o	or fifth tax year as	a section 501(c)(	3) ▶ □
	tion C. Computation of Pul					<del></del>	
	Public support percentage for 20 Public support percentage from 2	-	•	ne 11, column (f))	•	14	60.82 % 53.83 %
	,, ,		•	h ( 12	. d tha bas 14 - 2	<u> </u>	
	a 33-1/3% support test — 2011. If the and stop here. The organization	quannes as a pub	nely supported o	rgariization			<u> </u>
t	33-1/3% support test — 2010. If t and stop here. The organization	he organization di qualifies as a pub	d not check a bo licly supported o	ox on line 13 or 16 rganization	Sa, and line 15 is	33-1/3% or more,	check this box
	17a 10%-facts-and-circumstances test — 2011. 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 stop here. Explain in Part IV how the organization meets the 'facts-and-circumstances' test. The organization qualifies as a publicly supported organization.						
	o 10%-facts-and-circumstances te or more, and if the organization organization meets the 'facts-and	meets the 'facts-a d-circumstances' t	nd-circumstance est The organiza	s' test, check this ation qualifies as	box and <b>stop he</b> r a publicly support	r <b>e.</b> Explain in Part ed organization	IV how the ►
18 BAA	Private foundation. If the organiz	zation did not che	ck a box on line	13, 16a, 16b, 17a			structions ►     90 or 990-EZ) 2011

#### 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)

Sec	tion A. Public Support			• •	<del></del>		-
Calen	dar year (or fiscal yr beginning in)►	(a) 2007	<b>(b)</b> 2008	(c) 2009	(d) 2010	<b>(e)</b> 2011	(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						
	Total. Add lines 1 through 5 Amounts included on lines 1, 2, and 3 received from disqualified persons						
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						
c	: Add lines 7a and 7b	,					
8	<b>Public support</b> (Subtract line 7c from line 6)				۸. غ		
Sec	tion B. Total Support						
Calen	dar year (or fiscal yr beginning in)►	(a) 2007	<b>(b)</b> 2008	(c) 2009	(d) 2010	<b>(e)</b> 2011	(f) Total
10 a	Amounts from line 6 Gross income from interest, dividends, payments received on securities loans, rents, royalties and income from similar sources Unrelated business taxable income (less section 511 taxes) from businesses						
	acquired after June 30, 1975 Add lines 10a and 10b				-		<del></del>
	Net income from unrelated business activities not included in line 10b, whether or not the business is regularly carried on						
12	Other income. Do not include gain or loss from the sale of capital assets (Explain in Part IV)						
13	Total support. (Add Ins 9, 10c, 11, and 12)						
	First five years. If the Form 990	is for the organization	atıon's fırst, secoi	nd, third, fourth,	or fifth tax year as	a section 501(c)(3)	
Sac	organization, check this box and tion C. Computation of Pu		Percentage				
				no 12 12	<u> </u>	] 45 ]	•
15	Public support percentage for 20	•	•	ie 13, column (f)	).	15	%
-	Public support percentage from					16	%
	tion D. Computation of Inv				(0)	11	
17	<b>3</b>	•	• •	•	umn (f))	17	<del>%</del>
18	Investment income percentage f					<u> </u>	%
	33-1/3% support tests — 2011. It is not more than 33-1/3%, check	this box and <b>sto</b>	<b>p here.</b> The orgar	nization qualifies	as a publicly supp	orted organization	▶□
t	33-1/3% support tests — 2010. If line 18 is not more than 33-1/3%	; the organization , check this box :	aid not check a b and <b>stop here.</b> Th	oox on line 14 or e organization qi	iine 19a, and line ualifies as a public	to is more than 33 ly supported organ	- 1/3%, and Ization ►
20	Private foundation. If the organi		•		•		▶ 🗂

#### **SCHEDULE C** (Form 990 or 990-EZ)

**Political Campaign and Lobbying Activities** 

OMB No 1545-0047 2011

Open to Public 📆 Inspection 🛒

Department of the Treasury Internal Revenue Service

For Organizations Exempt From Income Tax Under section 501(c) and section 527 Complete if the organization is described below.

► Attach to Form 990 or Form 990-EZ. ► See separate instructions.

If the organization answered 'Yes,' to Form 990, Part IV, line 3, or Form 990-EZ, Part V, line 46 (Political Campaign Activities), then

Section 501(c)(3) organizations: Complete Parts I-A and B Do not complete Part I-C

Section 501(c) (other than section 501(c)(3)) organizations; Complete Parts I-A and C below. Do not complete Part I-B

Section 527 organizations Complete Part I-A only.

If the organization answered 'Yes,' to Form 990, Part IV, line 4, or Form 990-EZ, Part VI, line 47 (Lobbying Activities), then

- Section 501(c)(3) organizations that have filed Form 5768 (election under section 501(h)). Complete Part II-A Do not complete Part II-B
- Section 501(c)(3) organizations that have NOT filed Form 5768 (election under section 501(h)) Complete Part II-B Do not complete Part II-A.

If the organization answered 'Yes,' to Form 990, Part IV, line 5 (Proxy Tax) or Form 990-EZ, Part V, line 35a (Proxy Tax), then

• 5	Section 501(c)(4), (5), or (6) or	rganizations: Complete Part III.			
Name	of organization		•	Employer identifica	tion number
	MING CLEAN, INC.			04-342979	
Par	t I-A Complete if the or	rganization is exempt under section	on 501(c) or is a s	section 527 organiz	zation.
1	Provide a description of the	organization's direct and indirect political c	ampaign activities in	Part IV	
2	Political expenditures			▶\$	
3	Volunteer hours				
Par	t I-B   Complete if the or	rganization is exempt under section	on 501(c)(3).		
1	Enter the amount of any exc	ise tax incurred by the organization under	section 4955	▶\$	0.
2	Enter the amount of any exc	ise tax incurred by organization managers	under section 4955	▶\$	0.
3	If the organization incurred a	section 4955 tax, did it file Form 4720 for	this year?		Yes No
4 8	Was a correction made?				Yes No
	If 'Yes,' describe in Part IV				
Pai	t I-C Complete if the o	rganization is exempt under section	on 501(c) , except	t section 501(c)(3).	<u></u>
1	Enter the amount directly ex	pended by the filing organization for sectio	n 527 exempt functio	n activities 🕨 🗦 \$	
2	Enter the amount of the filing	g organization's funds contributed to other	organizations for sec	tion 527 exempt	
	function activities	<b>3 3</b>		<b>►</b> \$	
3	Total exempt function expen	ditures. Add lines 1 and 2. Enter here and	on Form 1120-POL,		
	line 17b		·	▶\$	
4		e Form 1120-POL for this year?			∐Yes ∐No
5	Enter the names, addresses	and employer identification number (EIN) For each organization listed, enter the ar	of all section 527 poli	itical organizations to w	thich the filing
	amount of political contributi	ons received that were promptly and direct action committee (PAC) If additional spa	ly delivered to a sepa	arate political organizat	ion, such as a separate
	segregated fund or a political	I action committee (PAC) If additional spa	ice is needed, provide	e information in Part IV	
	(a) Name	(b) Address	(c) EIN	(d) Amount paid from filing organization's funds	(e) Amount of political contributions received and
				organization's funds If none, enter-0-	promptly and directly delivered to a separate
					political organization
					If none, enter -0-
(1)		L			
(2)		L			
<del></del>					
(3)					
(4)		<b></b>			
	<u></u>				<u> </u>
(5)		<b></b>			
(6)		<b></b>			

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

Schedule C (Form 990 or 990-EZ) 2011

Schedule C (Form 990 or 990-EZ) 2011 COMING CLEA			429794 Page 2
Part II-A Complete if the organizatio section 501(h)).	n is exempt under section 501(c)(3) a	and filed Form 5768	(election under
A Check ► If the filing organization below	ongs to an affiliated group (and list in Part IV	each affiliated group mer	mber's name,
address, EIN, expenses, an	d share of excess lobbying expenditures).		
B Check ► If the filing organization che	cked box A and 'limited control' provisions ap	ply.	<del></del> -
Limits on Lobby (The term 'expenditures' mea	ring Expenditures ans amounts paid or incurred.)	(a) Filing organization's totals	(b) Affiliated group totals
1 a Total lobbying expenditures to influence pu	ublic opinion (grass roots lobbying)	54,041	
<b>b</b> Total lobbying expenditures to influence a		49,905	5.
c Total lobbying expenditures (add lines 1a a	and 1b)	103,946	0.
d Other exempt purpose expenditures		2,100,214	1.
e Total exempt purpose expenditures (add li	nes 1c and 1d)	2,204,160	0.
f Lobbying nontaxable amount Enter the an both columns.	nount from the following table in	260,208	3.
If the amount on line 1e, column (a) or (b) is:	The lobbying nontaxable amount is.		
Not over \$500,000	20% of the amount on line 1e.		
Over \$500,000 but not over \$1,000,000	\$100,000 plus 15% of the excess over \$500,000		
Over \$1,000,000 but not over \$1,500,000	\$175,000 plus 10% of the excess over \$1,000,000.		
Over \$1,500,000 but not over \$17,000,000	\$225,000 plus 5% of the excess over \$1,500,000		
Over \$17,000,000	\$1,000,000.		
g Grassroots nontaxable amount (enter 25%	of line 1f).	65,052	2. 0.

## h Subtract line 1g from line 1a If zero or less, enter -0i Subtract line 1f from line 1c If zero or less, enter -0-

j If there is an amount other than zero on either line 1h or line 1i, did the organization file Form 4720 reporting section 4911 tax for this year?

Yes No

0.

# 4-Year Averaging Period Under Section 501(h) (Some organizations that made a section 501(h) election do not have to complete all of the five columns below. See the instructions for lines 2a through 2f.)

	Lobbying Expenditures During 4-Year Averaging Period								
Calendar year (or fiscal year beginning in)	(a) 2008	<b>(b)</b> 2009	<b>(c)</b> 2010	<b>(d)</b> 2011	<b>(e)</b> Total				
2a Lobbying non-taxable amount		231,289.	235,877.	260,208.	727,374.				
<b>b</b> Lobbying ceiling amount (150% of line 2a, column (e))					1,091,061.				
c Total lobbying expenditures		19,247.	116,041.	103,946.	239,234.				
<b>d</b> Grassroots nontaxable amount		57,822.	58,969.	65,052.	181,843.				
e Grassroots ceiling amount (150% of line 2d, column (e))	-	i.			272,765.				
f Grassroots lobbying expenditures			48,015.	54,041.	102,056.				

BAA

Schedule C (Form 990 or 990-EZ) 2011

# Schedule C (Form 990 or 990-EZ) 2011 COMING CLEAN, INC. | Part II-B | Complete if the organization is exempt under section 501(c)(3) and has NOT filed Form 5768 (election under section 501(h)).

For each 'Vee' response to lines to through to helevy arounds in Bort IV a detailed description		a)	(b)	
For each 'Yes' response to lines 1a through 1i below, provide in Part IV a detailed description of the lobbying activity	Yes	No	Amount	
1 During the year, did the filing organization attempt to influence foreign, national, state or local				
legislation, including any attempt to influence public opinion on a legislative matter or referendum, through the use of:			; 1	
a Volunteers?				
<b>b</b> Paid staff or management (include compensation in expenses reported on lines 1c through 1i)?			İ	
c Media advertisements?				
d Mailings to members, legislators, or the public?				
e Publications, or published or broadcast statements?				
f Grants to other organizations for lobbying purposes?				
g Direct contact with legislators, their staffs, government officials, or a legislative body?				
h Rallies, demonstrations, seminars, conventions, speeches, lectures, or any similar means?				
i Other activities?	<u></u>			
j Total Add lines 1c through 1i				
2a Did the activities in line 1 cause the organization to be not described in section 501(c)(3)?		$\sqcup$		
<b>b</b> If 'Yes,' enter the amount of any tax incurred under section 4912				
c If 'Yes,' enter the amount of any tax incurred by organization managers under section 4912	_			
d If the filing organization incurred a section 4912 tax, did it file Form 4720 for this year?	<u> </u>	L		
Part III-A Complete if the organization is exempt under section 501(c)(4), section 501 section 501(c)(6).	(c)(5)	, or		
			Yes No	
1 Were substantially all (90% or more) dues received nondeductible by members?			1	
2 Did the organization make only in-house lobbying expenditures of \$2,000 or less?			2	
3 Did the organization agree to carry over lobbying and political expenditures from the prior year?			3	
Part III-B   Complete if the organization is exempt under section 501(c)(4), section 501	(c)(5)	or s	ection	
501(c)(6) and if either (a) BOTH Part III-A, lines 1 and 2, are answered 'No' O answered 'Yes.'	Ř (b)	Part	III-A, line 3, is	
1 Dues, assessments and similar amounts from members.		1		
2 Section 162(e) nondeductible lobbying and political expenditures (do not include amounts of political expenses for which the section 527(f) tax was paid).				
a Current year		2a	<del></del>	
<b>b</b> Carryover from last year		2b		
<b>c</b> Total		2c		
<b>3</b> Aggregate amount reported in section 6033(e)(1)(A) notices of nondeductible section 162(e) dues		3		
A. If notices were sent and the amount on line 2s exceeds the amount on line 2, what notices of the exceeds				
4 If notices were sent and the amount on line 2c exceeds the amount on line 3, what portion of the exceedaces the organization agree to carryover to the reasonable estimate of nondeductible lobbying and policexpenditure next year?		4		
5 Taxable amount of lobbying and political expenditures (see instructions)		5		
Part IV Supplemental Information  Complete this part to provide the descriptions required for Part I-A, line 1; Part I-B, line 4; Part I-C, line 5, P	art II-/	A, and	Part II-B, line 1.	
Also, complete this part for any additional information				
~				

#### SCHEDULÈ D (Form 990)

Department of the Treasury Internal Revenue Service

#### **Supplemental Financial Statements**

► Complete if the organization answered 'Yes,' to Form 990, Part IV, lines 6, 7, 8, 9, 10, 11a, 11b, 11c, 11d, 11e, 11f, 12a, or 12b. ► Attach to Form 990. ► See separate instructions.

OMB No 1545-0047

2011

Open to Public Inspection

Mame	of the organization			Employer identification numb	er
COI	MING CLEAN, INC.			04-3429794	
Pa		r Advised Funds or Other Similar Fund o Form 990, Part IV, line 6.	s or Acco		
		(a) Donor advised funds	<b>(b)</b> F	unds and other accounts	<del></del> ;
1	Total number at end of year				
2	Aggregate contributions to (during year)				
3	Aggregate grants from (during year)				
4	Aggregate value at end of year			<del></del>	
5	Did the organization inform all donors and dor funds are the organization's property, subject	nor advisors in writing that the assets held in don to the organization's exclusive legal control?	nor advised	Yes	] No
6	used only for charitable purposes and not for purpose conferring impermissible private bene		any other	Yes	] No
Pa	rt II   Conservation Easements. Compl	ete if the organization answered 'Yes' to	o Form 99	90, Part IV, line 7.	
	Purpose(s) of conservation easements held by	y the organization (check all that apply)			
	Preservation of land for public use (e.g., r	——————————————————————————————————————		ally important land area	
	Protection of natural habitat	Preservation of	a certified l	historic structure	
•	Preservation of open space	and the late of the second sec			
2	last day of the tax year	on held a qualified conservation contribution in the	ne form of a	a conservation easement	t on the
			Н	eld at the End of the Ta	x Year
	a Total number of conservation easements		2a		
	<b>b</b> Total acreage restricted by conservation ease	ments	2b		
•	c Number of conservation easements on a certi	fied historic structure included in (a)	2c	<del></del> ,	
•	structure listed in the National Register	n (c) acquired after 8/17/06, and not on a historic	2d		
3	Number of conservation easements modified, tax year ►	transferred, released, extinguished, or terminate	d by the org	ganization during the	
4	Number of states where property subject to co	onservation easement is located >			
5		garding the periodic monitoring, inspection, hand nts it holds?			] No
6	<b>-</b>	ng, inspecting, and enforcing conservation easem			
7	Amount of expenses incurred in monitoring, if	nspecting, and enforcing conservation easements	during the	year	
8	Does each conservation easement reported of 170(h)(4)(B)(i) and section 170(h)(4)(B)(i)?	n line 2(d) above satisfy the requirements of sect	tion	Yes	No
9	include, if applicable, the text of the footnote	s conservation easements in its revenue and expense to the organization's financial statements that de	e statement, scribes the	and balance sheet, and organization's accounting	ng for
Pa	rt III Organizations Maintaining Colle Complete if the organization ans	ctions of Art, Historical Treasures, or C	Other Sim	ilar Assets.	
1.				de and beleeve to the	1 1
1	art, historical treasures, or other similar asset in Part XIV, the text of the footnote to its final	r SFAS 116 (ASC 958), not to report in its revenus held for public exhibition, education, or researc ncial statements that describes these items	h in further	ance of public service, p	rks of rovide,
	following amounts relating to these items	r SFAS 116 (ASC 958), to report in its revenue st ld for public exhibition, education, or research in	tatement ar furtherance	e of public service, provide	de the
	(i) Revenues included in Form 990, Part VIII,	line 1		<b>≯</b> \$ <b>▶</b> \$	
_	(ii) Assets included in Form 990, Part X			<b>&gt;</b> \$	
	amounts required to be reported under SFAS		r financial g	ain, provide the followin	g
	Revenues included in Form 990, Part VIII, line	: 1		<b>►</b> \$	
	h Assets included in Form 990. Part X			<b>►</b> €	

			- -		-	
Schedule <b>D</b> (Form 990) 2011 COMIN	G CLEAN, INC			04-3429	9794	Page 2
Part III Organizations Maintai			al Treasures, or O			
3 Using the organization's acquisition items (check all that apply):			•			
a Public exhibition		<b>d</b> Loan or ex	change programs			
<b>b</b> Scholarly research		e Other	34, 43			
c Preservation for future genera	ations		<del> '</del>	<del>-</del> -		
4 Provide a description of the organ Part XIV.	nization's collections	s and explain how the	y further the organiza	tion's exempt purpos	e ın	
5 During the year, did the organizar assets to be sold to raise funds r	ion solicit or receivather than to be ma	e donations of art, his intained as part of the	torical treasures, or o	ther similar tion?	Yes	No
Part IV Escrow and Custodia				ered 'Yes' to For	m 990, P	art IV,
line 9, or reported an a	amount on Form	1990, Part X, line	21.			
1a Is the organization an agent, trus included on Form 990, Part X?	tee, custodian, or o	ther intermediary for	contributions or other	assets not	Yes	No
<b>b</b> If 'Yes,' explain the arrangement	in Part XIV and cor	nplete the following ta	able			
				,	Amount	
<b>c</b> Beginning balance				1c		
<b>d</b> Additions during the year				1 d		
<b>e</b> Distributions during the year				1e		
f Ending balance				1f		
2a Did the organization include an a		, Part X, line 21?		Į	Yes	No
b If 'Yes,' explain the arrangement			107 11 5	000 D 1 N / 1		
Part V   Endowment Funds. Co			1			
	(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>b</b> Contributions		-				
c Net investment earnings, gains, and losses						
<b>d</b> Grants or scholarships						
<ul> <li>Other expenditures for facilities and programs</li> </ul>						
f Administrative expenses	<del></del>				<u></u>	
<b>g</b> End of year balance				<u> </u>	<u> </u>	
<ol><li>Provide the estimated percentage</li></ol>	of the current year	r end balance (line 1g	, column (a)) held as			
a Board designated or quasi-endow	ment ►	<u> </u>				
<b>b</b> Permanent endowment ►	%					
c Temporarily restricted endowmer		%				
The percentages in lines 2a, 2b,	and 2c should equa	I 100%				
3a Are there endowment funds not i	n the possession of	the organization that	are held and adminis	tered for the	<u> </u>	. 1
organization by					Ye	es No
(i) unrelated organizations					3a(i)	
(ii) related organizations					3a(ii)	

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

. ,,				
4 Describe in Part XIV the intended uses	s of the organization's endowme	ent funds		
Part VI Land, Buildings, and Equi	<b>pment.</b> See Form 990, Pa	rt 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>b</b> Buildings				
c Leasehold improvements				
<b>d</b> Equipment		11,004.	4,495.	6,509.
<b>e</b> Other		1,175.	261.	914.
Total, Add lines 1a through 1e (Column (d)	must equal Form 990 Part X	column (B) line 10(c) )	▶	7 423

BAA

Schedule **D** (Form 990) 2011

	edule D (Form 990) 2011 COMING CLEAN, INC.		34297	94 Page <b>4</b>
Pa	rt XI Reconciliation of Change in Net Assets from Form 990 to Audited Financial Statem	ents		
1	Total revenue (Form 990, Part VIII, column (A), line 12)			2,492,015.
2	Total expenses (Form 990, Part IX, column (A), line 25).			2,204,160.
3	Excess or (deficit) for the year Subtract line 2 from line 1			<u>287,855.</u>
4	Net unrealized gains (losses) on investments			<u>-45.</u>
5	Donated services and use of facilities			
6	Investment expenses			
7	Prior period adjustments			
8	Other (Describe in Part XIV)			
9	Total adjustments (net) Add lines 4 through 8			<u>-45.</u>
10	Excess or (deficit) for the year per audited financial statements. Combine lines 3 and 9			287,810.
Pa	rt XII Reconciliation of Revenue per Audited Financial Statements With F	Revenue per Re	turn	
1	Total revenue, gains, and other support per audited financial statements	ļ	1	<u>2,528,885.</u>
2	Amounts included on line 1 but not on Form 990, Part VIII, line 12.		}	
;	a Net unrealized gains on investments 2a	<b>-4</b> 5.	ļ	
1	b Donated services and use of facilities 2b	35,500.	- 1	
•	c Recoveries of prior year grants			
(	d Other (Describe in Part XIV.) SEE PART XIV	1,415.		
•	e Add lines 2a through 2d		2e	36,870.
3	Subtract line 2e from line 1		3	2,492,015.
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.			
1	b Other (Describe in Part XIV)			
	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	2,492,015.
Pa	rt XIII Reconciliation of Expenses per Audited Financial Statements With	Expenses per l	Return	
1	Total expenses and losses per audited financial statements		1	2,241,075.
2	Amounts included on line 1 but not on Form 990, Part IX, line 25		,	
i	a Donated services and use of facilities 2a	35,500.		
1	b Prior year adjustments 2b	.,	ŀ	
1	c Other losses 2c	·		
4	d Other (Describe in Part XIV ) SEE PART XIV 2d	1,415.		
	e Add lines 2a through 2d .		2e	36,915.
3	Subtract line 2e from line 1		3	2,204,160.
4	Amounts included on Form 990, Part IX, line 25, but not on line 1:	Ţ		
	a Investment expenses not included on Form 990, Part VIII, line 7b.			
	b Other (Describe in Part XIV )			
	c Add lines 4a and 4b		4c	
	Total expenses Add lines 3 and 4c. (This must equal Form 990, Part I, line 18)		5	2,204,160.
	rt XIV   Supplemental Information			
any	nplete this part to provide the descriptions required for Part II, lines 3, 5, and 9, Part III, lines V, line 4, Part X, line 2, Part XI, line 8, Part XII, lines 2d and 4b, and Part XIII, lines 2d and additional information.	s 1a and 4, Part IV, I 4b Also complete	lines 1b this part	and 2b, to provide
	_P.ART_X - FIN_48 FOOTNQTE			
	COMING CLEAN, INC. BELIEVES THAT IT HAS APPROPRIATE SUPPO	RT_FOR_ANY_T	<u> AX POS</u>	SITIONS
	TAKEN, AND AS SUCH, DOES NOT HAVE ANY UNCERTAIN TAX POSIT	IONS THAT AR	E_MATI	ERIAL TO
	THE FINANCIAL STATEMENTS.			
	THE ORGANIZATIONS' FEDERAL FORMS 990, RETURN OF ORGANIZAT	ION EXEMPT F	 R <u>OM</u> II	NCOME_TAX
	FOR YEARS ENDED DECEMBER 31, 2010, 2009 AND 2008 ARE SUBJ	ECT TO EXAMI	<u>NATIOI</u>	N_BY_THE
	IRS, GENERALLY THREES YEARS AFTER THEY WERE FILED.			
BA/	TEEA3304L 05/25/11		Schedule	<b>D</b> (Form 990) 2011

#### SCHEDULE G (Form 990 or 990-EZ)

# Supplemental Information Regarding Fundraising or Gaming Activities

OMB No 1545-0047

2011

Open to Public Inspection

Department of the Treasury Internal Revenue Service

Complete if the organization answered 'Yes' to Form 990, Part IV, lines 17, 18, or 19, or if the organization entered more than \$15,000 on Form 990-EZ, line 6a.

Attach to Form 990 or Form 990-EZ. See separate instructions. Name of the organization Employer identification number 04-3429794 COMING CLEAN. Fundraising Activities. Complete if the organization answered 'Yes' to Form 990, Part IV, line 17 Form 990-EZ filers are not required to complete this part Indicate whether the organization raised funds through any of the following activities. Check all that apply Solicitation of non-government grants Mail solicitations а e b Internet and email solicitations f Solicitation of government grants Phone solicitations Special fundraising events c d In-person solicitations 2a Did the organization have a written or oral agreement with any individual (including officers, directors, trustees or key employees listed in Form 990, Part VII) or entity in connection with professional fundraising services? No **b** If 'Yes,' list the ten highest paid individuals or entities (fundraisers) pursuant to agreements under which the fundraiser is to be compensated at least \$5,000 by the organization (III) Did fundraiser (vi) Amount paid to (or retained by) (i) Name and address of individual (ii) Activity (iv) Gross receipts (v) Amount paid to or entity (fundraiser) have custody or control from activity (or retained by) of contributions? fundraiser listed in organization column (i) Yes No CONKLINSCOTT 702 N CAROLINA WASHINGTON DC CONSULTING X 17,500 2 3 4 5 6 7 8 9 10 17,500 0. Total List all states in which the organization is registered or licensed to solicit contributions or has been notified it is exempt from registration or licensing

Sche	edule	<b>G</b> (Form 990 or 990-EZ) 2011 <b>COMING</b>	CLEAN, INC.		04-34	29794 Page <b>2</b>
	tIJ	Fundraising Events, Complete if	the organization ai	nswered 'Yes' to For	m 990. Part IV. lu	ne 18. or reported
		more than \$15,000 of fundraising List events with gross receipts gre	event contribution	s and gross income	on Form 990-EZ,	lines 1 and 6b.
		List events with gross receipts gre	(a) Event #1	<b>(b)</b> Event #2	(c) Other events	(d) Total events (add column (a)
R			(event type)	(event type)	(total number)	through column (c)
REVENUE	1	Gross receipts				
_	2	Less Charitable contributions				
	3_	Gross income (line 1 minus line 2)				
	4	Cash prizes				
D	5	Noncash prizes				
DIRECT	6	Rent/facility costs			<u> </u>	
	7	Food and beverages				
EXPENSES	8	Entertainment				
N S E	9	Other direct expenses				
J	10	Direct expense summary Add lines 4 thr	ough 9 in column (d)		•	
		Net income summary Combine line 3, co			<u> </u>	
Pa	rt III]	Gaming. Complete if the organiza \$15,000 on Form 990-EZ, line 6a	ation answered 'Ye	s' to Form 990, Par	t IV, line 19, or re <sub>l</sub>	ported more than
REVERUE			(a) Bingo	(b) Pull tabs/Instant bingo/progressive bingo	(c) Other gaming	(d) Total gaming (add column (a) through column (c))
NUF						
_	1	Gross revenue			<del></del>	
E		Cash prizes				
D X I P R E E N		Non-cash prizes				
R E E N C S T E S	4	Rent/facility costs				
	5	Other direct expenses				
	6	Volunteer labor	Yes%	Yes%	Yes%	
	_	Direct conservation and base 2 th	rough 5 in column (d)		•	
	7	Direct expense summary Add lines 2 thr	ough 5 in column (u)			

9 Enter the state(s) in which the organization operates gaming activities:  a is the organization licensed to operate gaming activities in each of these states?  b if 'No,' explain	Yes	No
10a Were any of the organization's gaming licenses revoked, suspended or terminated during the tax year?  b If 'Yes,' explain		No

Sche	edule G (Form 990 or 990-EZ) 2011 COMING CLEAN, INC.	04-3429794	Page 3
11	Does the organization operate gaming activities with nonmembers?	Yes	No
12	Is the organization a grantor, beneficiary or trustee of a trust or a member of a partnership or other entity administer charitable gaming?	formed to	 □ No
12	Indicate the percentage of gaming activity operated in:	1 1	
	The organization's facility	13a	%
	a me organization's facility  An outside facility	13b	<del></del> %
	Enter the name and address of the person who prepares the organization's gaming/special events books a		
	Name •	<del>-</del>	
	Address •		
t	a Does the organization have a contact with a third party from whom the organization receives gaming reverbed if 'Yes,' enter the amount of gaming revenue received by the organization ► \$ and of gaming revenue retained by the third party ► \$ [If 'Yes,' enter name and address of the third party		es No
	Name ►		
	Address ►		   
16	Gaming manager information		
	Name •		
	Gaming manager compensation ► \$		
	Description of services provided		
	Director/officer Employee Independent contractor		
17	Mandatory distributions		
	a Is the organization required under state law to make charitable distributions from the gaming proceeds to state gaming license?	Y	es No
	b Enter the amount of distributions required under state law to be distributed to other exempt organizations organization's own exempt activities during the tax year ► \$	·	
Pai	rt IV. Supplemental Information. Complete this part to provide the explanations require columns (iii) and (v), and Part III, lines 9, 9b, 10b, 15b, 15c, 16, and 17b, as appethis part to provide any additional information (see instructions).	ed by Part I, Iin Iicable. Also co	e 2b, mplete
		B - 18-	<del></del>
			-
	<del></del>		

# SCHEDULE I

Department of the Treasury Internal Revenue Service

Name of the organization

Grants and Other Assistance to Organizations,

Complete if the organization answered 'Yes' to Form 990, Part IV, lines 21 or 22. ► Attatch to Form 990. Governments, and Individuals in the United States

2011

OMB No 1545-0047

Open to Public

**ջ** □

Employer identification number

X Yes Part II Grants and Other Assistance to Governments and Organizations in the United States. Complete if the organization answered 'Yes' to 04-3429794 1 Does the organization maintain records to substantiate the amount of the grants or assistance, the grantees' eligibility for the grants or assistance, and the selection criteria used to award the grants or assistance? SEE PART IV Describe in Part IV the organization's procedures for monitoring the use of grant funds in the United States Part It General Information on Grants and Assistance COMING CLEAN,

Form 990, Part IV, line 21 for any recipient that received more than \$5,000. Check this box if no one recipient received more than \$5,000.

Part II can be duplicated if additional space is needed	f additional space is need						<b>△</b>
1 (a) Name and address of organization or government	(b) EIN	(c) IRC section if applicable	(d) Amount of cash grant	(e) Amount of non-cash assistance	(f) Method of valuation (book, FMV, appraisal, other)	(g) Description of non-cash assistance	(h) Purpose of grant or assistance
(1) ADVCTS FOR ENV HUMAN RIGHTS — 650 POYDRAS ST, STE 2523 — — NEW ORIFANS IN 70130	68-058988 501 (C) (3)	501 (C) (3)	12 000	C			G H C
(2) AK COMM ACTION ON TOXICS 505 W.NORTHERN LIGHTS BLVD ANCHORAGE. AK 99503	92-0177082 501 (C) (3)	501 (C) (3)	7,000	0			SCHF
(3) COMM NETWORKING RESOURCES	85-0437704 501 (C) (3)	501 (C) (3)	12,000.	.0			SCHF
(4) DE ALLIANCE FOR COMM ADVINCEMT 408 EAST STREET WILMINGTON, DE 19801	27-1488886 501 (C) (3)	501 (C) (3)	10,000.	.0			SCHF
(5) KY ENV FOUNDATION INC PO BOX 467 BEREA, KY 40403	61-1199616 501 (C) (3)	501 (C) (3)	10,000.	0			SCHF
(6) LEARNING DISABIL ASSOC OF AK 6737 WAVERLY DRIVE L LITTLE ROCK, AK 72207	71-0453724 501 (C) (3)	501 (C) (3)	10,000.	0.			SCHF
(7) MT CONSERV. VOTERS EDUC FUND	81-0525336 501 (C) (3)	501 (C) (3)	.000,01	0.			SCHF
(8) OR ENVIRONMENTAL COUNCIL	93-0578714 501 (C) (3)	501 (C) (3)	20,000.	0.			SCHF
2 Enter total number of section 501(c)(3) and government organization	3) and government o	rganizations listed i	is listed in the line 1 table.	i		<b>A</b> .	8

Schedule I (Form 990) (2011)

TEEA3901L 06/01/11

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

3 Enter total number of other organizations listed in the line 1 table

Page 2 (f) Description of non-cash assistance Part III. Grants and Other Assistance to Individuals in the United States. Complete if the organization answered 'Yes' to Form 990, Part IV, line Part III can be duplicated if additional space is needed. .Rart.[Val Supplemental Information. Complete this part to provide the information required in Part I, line 2, and any other additional information 04-3429794 (e) Method of valuation (book, FMV, appraisal, other) GRANTEES BOOKS AND RECORDS ARE TO BE UPON REQUEST ANY OTHER WRITTEN REPORT OR INFORMATION WHICH EHF BELIEVES NECESSARY TO FINAL REPORTS ARE SUBMITTED ON THE MANNER IN WHICH FUNDS ARE SPENT AND THE PROGRESS MADE AVAILABLE TO EHF AT REASONABLE TIMES FOR INSPECTION. GRANTEES ARE TO PROVIDE (d) Amount of non-cash assistance PART I, LINE 2 - PROCEDURES FOR MONITORING USE OF GRANTS FUNDS IN U.S. (c) Amount of cash grant MADE IN ACCOMPLISHING THE PURPOSE OF THE GRANT. KEEP IT FULLY APPRISED OF THE THE STATUS OR USE (b) Number of recipients COMING CLEAN, (a) Type of grant or assistance Schedule I (Form 990) (2011)

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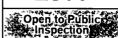
Schedule I (Form 990) (2011)

#### SCHEDULE L (Form 990 or 990-EZ)

**Transactions With Interested Persons** 

Complete if the organization answered
 'Yes' on Form 990, Part IV, line 25a, 25b, 26, 27, 28a, 28b, or 28c, or Form 990-EZ, Part V, line 38a or 40b.
 Attach to Form 990 or Form 990-EZ. ► See separate instructions.

OMB No 1545-0047



Department of the Treasury Internal Revenue Service
Name of the organization

COMING CLEAN, INC

Employer identification number 04-3429794

Part [85] Excess Benefit Transactions (section 501(c)(3) and section 501(c)(4) organizations only). Complete if the organization answered 'Yes' on Form 990, Part IV, line 25a or 25b, or Form 990-EZ, Part V, line 40b.

1	(a) Name of disqualified person	(b) Description of transaction	(c) Cor	rrected?
	(L) Turno of disqualities possess	(2) 2000 (3) 10 10 10 10 10 10 10 10 10 10 10 10 10	Yes	No
(1)				
(2)				
(3)				
(4)				
(5)				
(6)				

- 2 Enter the amount of tax imposed on the organization managers or disqualified persons during the year under section 4958
- 3 Enter the amount of tax, if any, on line 2, above, reimbursed by the organization

▶\$ **►**\$

Part II 🦄	Loans to	and/or	<b>From</b>	Interested	Persons.
-----------	----------	--------	-------------	------------	----------

Complete if the organization answered 'Yes' on Form 990, Part IV, line 26 or Form 990-EZ, Part V, line 38a.

(a) Name of interested person and purpose	(b) Loan the orga	to or from inization?	(c) Original principal amount	(d) Balance due	(e) In c	default?	(f) App by boo	oroved ard or uttee?	(g) W agreei	ritten ment?
	То	From			Yes	No	Yes	No	Yes	No
(1)										
(2)										
(3)					l					
(4)	_									
(5)										
(6)										
(7)										
(8)		}								
(9)										
(10)										
Total			▶ \$		191	**			THE STATE OF	

#### Part III Grants or Assistance Benefiting Interested Persons.

Complete if the organization answered 'Yes' on Form 990, Part IV, line 27.

(a) Name of interested person	(b) Relationship between interested person and the organization	(c) Amount and type of assistance
(1)		
(2)		
(3)		
(4)		
(5)		
(6)		
(7)		
(8)		
(9)		
(10)		

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

Schedule L (Form 990 or 990-EZ) 2011

Schedule L (Form 990 or 990-EZ) 2011 COMI	NG CLEAN, INC.		04-3429794	P	age 2
Part IV4 Business Transactions Invo	lving Interested Perso	ons.			
Complete if the organization answere	ed 'Yes' on Form 990, Part IV	/, line 28a, 28b, or 28c.			
(a) Name of interested person	(b) Relationship between interested person and the organization	(c) Amount of transaction	(d) Description of transaction		aring of zation's nues?
(1) HEALTH CARE WITHOUT HARM	CUADED EV DID	20 751	CENEDAL CUDDODE	Yes	No
(2)	SHARED EX DIR	29,751.	GENERAL SUPPORT		X
(3)				<del>                                     </del>	<del></del>
(4)			<del> </del>		<del></del>
(5)					
(6)					
(7)					
(8)					
(9)				<u> </u>	<u> </u>
(10) Part V Supplemental Information					
Complete this part to provide addition	al information for roomanaa	to avections on Cahadu	lo I (ann matruations)		
Complete this part to provide additional	at information for responses	to questions on Scheau	ie L (see instructions).		
		<b></b>		<b>-</b>	
		<del>-</del>			
		- <b></b>		<b>-</b>	
<del></del>					
		<del>-</del>	<b></b>	·	
		- <b></b>			

Schedule L (Form 990 or 990-EZ) 2011 COMING CLEAN, INC.

04-3429794

# SCHEDULE O (Form 990 or 990-EZ)

#### Supplemental Information to Form 990 or 990-EZ

OMB No 1545-0047 2011

Department of the Treasury Internal Revenue Service Name of the organization

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.

Open to Public Lands Inspection Employer identification number

COMING CLEAN, INC. 104-3429794
FORM 990, PART III, LINE 1 - ORGANIZATION MISSION
TO TRANSFORM THE POLICIES, REGULATIONS AND PRACTICES THAT AFFECT THE ENTIRE
LIFECYCLE OF TOXIC CHEMICALS WITH THE GOAL OF ACHIEVING A HEALTHIER AND MORE
SUSTAINABLE FUTURE IN WHICH THESE POLLUTANTS NO LONGER CONTAMINATE OUR BODIES, FOOD,
HOMES, COMMUNITIES, AND THE BROADER ENVIRONMENT.
FORM 990, PART III, LINE 4B - PROGRAM SERVICE ACCOMPLISHMENTS
AMERICAN SUSTAINABLE BUSINESS COUNCIL (ASBC):
ASBC IS A GROWING NETWORK OF NEARLY 50 BUSINESS ASSOCIATIONS ACROSS THE UNITED
STATES, REPRESENTING OVER 150,000 BUSINESSES AND 300,000 BUSINESS EXECUTIVES,
OWNERS, INVESTORS, AND OTHERS. THESE ASSOCIATIONS ENDORSE PRINCIPLES OF SUSTAINABLE
AND SOCIALLY RESPONSIBLE BUSINESS, AND THEY SUPPORT THE DEVELOPMENT OF STRONG LOCAL
MAIN STREET ECONOMIES.
THE MISSION OF ASBC IS TO ADVANCE PUBLIC POLICIES THAT FOSTER A VIBRANT, JUST, AND
SUSTAINABLE ECONOMY. ASBC RESEARCHES AND COMMUNICATES TO BUSINESSES, POLICY MAKERS,
AND THE MEDIA HOW A SUSTAINABLE ECONOMY BASED ON BROAD PROSPERITY IS GOOD FOR
BUSINESS AND GOOD FOR AMERICA. ASBC ALSO PROVIDES A PLATFORM THAT ENABLES BUSINESSES
AND BUSINESS ASSOCIATIONS TO ENGAGE EXECUTIVES, OWNERS, INVESTORS, ENTREPRENEURS,
AND OTHER BUSINESS PROFESSIONALS IN THE PUBLIC DEBATE.
DURING 2011, ASBC BECAME INCORPORATED AND FILED FOR ITS 501(C)(3) STATUS. AS OF
DECEMBER 31, 2011, THE FISCAL SPONSORSHIP AGREEMENT BETWEEN ASBC AND COMING CLEAN,
INC. EXPIRED AND WAS NOT RENEWED.
COMING CLEAN, INC. RECEIVED IN-KIND CONSULTING FEES IN THE AMOUNT OF \$35,500 DURING
2011.

Schedule <b>O</b> (Form 990 or 990-EZ) 2011	Page <b>2</b>
Name of the organization COMING CLEAN, INC.	Employer identification number 04-3429794
COMING CLEAN, INC.	04 3423734
FORM 990, PART III, LINE 4D - OTHER PROGRAM SERVICES DESCRIPTION	
HALOGENATED FLAME RETARDANTS:	
DIDTIC 2011 CONTING CLEAN THE CONTINUED THE EFFORMS TO EDUCA	TE CONCUNEDO MENDEDO
DURING_2011, COMING_CLEAN, INC. CONTINUED_ITS_EFFORTS_TO_EDUCA	IE CONSOMERS, MEMBERS
OF THE PUBLIC AND LEGISLATORS ABOUT THE HAZARDS OF FLAME RETAR	DANTS IN DAY-TO-DAY
PRODUCTS AND THEIR EFFECT ON HUMAN HEALTH.	
FORM 990, PART VI, LINE 4 - SIGNIFICANT CHANGES TO ORGANIZATIONAL D	DOCUMENTS
THE ORGANIZATION CHANGED ITS NAME FROM ENVIRONMENTAL HEALTH FU	ND, INC. TO COMING
CLEAN, INC.	
FORM 990, PART VI, LINE 9 - OFFICER, DIRECTOR, TRUSTEE, KEY EMPLOYEE MA	
KEN GEISER	
44 FOSKETT STREET	
SOMERVILLE, MA 02144	
CAROLYN FINE FRIEDMAN	
98 KIRKSTALL ROAD	
NEWTONVILLE, MA 02460	
NEWTONVILLE, MA 02400	
PAULETTE SPEIGHT	
18B WINTER STREET	
WILMINGTON, MA 01887	
THOMAS WEBSTER	
715 ALBANY STREET	
BOSTON, MA 02118	

Schedule <b>0</b> (Form 990 or 990-EZ) 2011	Page <b>2</b>
Name of the organization  COMING CLEAN, INC.	Employer identification number 04-3429794
FORM 990, PART VI, LINE 9 - OFFICER, DIRECTOR, TRUSTEE, KEY EMPLOYE	
JEFFREY HOLLENDER	
464 BLACK WILLOW LANE	
CHARLOTTE, VT 05445	
FORM 990, PART VI, LINE 11B - FORM 990 REVIEW PROCESS	
A DRAFT FORM 990 WAS PROVIDED VIA EMAIL TO ALL BOARD MEMBER	RS FOR THEIR REVIEW.
FORM 990, PART VI, LINE 12C - EXPLANATION OF MONITORING AND ENFOR	RCEMENT OF CONFLICTS
ANNUAL DISCLOSURE FORMS SIGNED BY BOARD MEMBERS.	
FORM 990, PART VI, LINE 15A - COMPENSATION REVIEW & APPROVAL PRO	CESS FOR CEO, EXEC. DIR., OR TOP MG
COMPARABILITY DATA WHICH MUST BE APPROVED BY THE BOARD.	
FORM 990, PART VI, LINE 15B - COMPENSATION REVIEW & APPROVAL PRO	CESS FOR OFFICERS & KEY EMPLOYEE
THE DIRECT SUPERVISOR CONDUCTS AN ANNUAL REVIEW AND DOCUMEN	NTS WHY A PAY INCREASE IS
WARRANTED AFTER CONSIDERING SUCH FACTORS AS; PERFORMANCE, F	RESPONSIBILITIES, PAY FOR
SIMILAR KINDS OF WORK IN THE APPROPRIATE AREA OF MARKET, SA	ALARY ANALYSIS, AND
AVAILABILITY OF FUNDS. THIS RECOMMENDATION IS PRESENTED FO	OR CONSIDERATION TO THE
NEXT LEVEL IN THE ORGANIZATIONAL STRUCTURE'S HIERARCHY.	
FORM 990, PART VI, LINE 19 - OTHER ORGANIZATION DOCUMENTS PUBLIC	LY AVAILABLE
AVAILABLE UPON REQUEST.	

2011 **SCHEDULE O - SUPPLEMENTAL INFORMATION** PAGE 2 **CLIENT 2281 COMING CLEAN, INC.** 04-3429794 11/05/12 09 47AM FORM 990, PART XI, LINE 5 OTHER CHANGES IN NET ASSETS OR FUND BALANCES -45. -19,336. NET UNREALIZED GAINS OR LOSSES ON INVESTMENTS SPIN-OFF OF INTEREST IN NET ASSETS OF ASBC TOTAL \$ <del>-19,381.</del>

# SCHEDULE D, PART XIV - SUPPLEMENTAL INFORMATION PAGE 6 2011 **CLIENT 2281 COMING CLEAN, INC.** 04-3429794 11/05/12 09 47AM SCHEDULE D, PART XII, LINE 2D OTHER REVENUE INCLUDED IN F/S BUT NOT INCLUDED ON FORM 990 LOSS ON DISPOSAL OF CAPITAL EQUIPMENT TOTAL \$ 1,415. **SCHEDULE D, PART XIII, LINE 2D** OTHER EXPENSES AND LOSSES PER AUDITED F/S LOSS ON DISPOSAL OF CAPITAL EQUIPMENT TOTAL \$

011 SCHEDULE				IENTAL INI		
LIENT 2281	CC	OMING CLEA	N, INC.		<u>:</u>	04-342979
/05/12						09:47
PART II, LINE 10 - OTHER INCO						
NATURE AND SOURCE	2011	2010		2009	2008	2007
ADMINISTRATIVE FEES TOTAL	\$ 0.	\$ (	<u>o.</u> <u>\$</u>	16,730. 16,730. \$	8,106. 8,106. \$	30,678. 30,678.

04-3429794

MA SOC Filing Number: 201296918400 Date: 6/26/2012 5:11:00 PM

Jun. 26. 2012 5:14PM

No. 3712 P. 2

FEDERAL IDENTIFICATION no. <u>04-3429794</u> Pcc: \$15.00

The Commonwealth of Massachusetts William Francis Galvlii

Secretary of the Commonwealth One Ashburton Place, Room 1717, Boston, Massachusetts 02108-1512

ARTICLES OF AMENDMENT (General Laws, Chapter 180, Section 7)

Name Approved

Examiner

W <sub>c,</sub> Kenneth Geiser	President / President		
· · · · · · · · · · · · · · · · · · ·			
and Carolyn Fine Friedman			
of Environmental Health Fund, Inc.			
(Exact name of corporation	n)		
located at 41 Oakview Terrace, Jamaica Plain, MA 02130	1 1		
(Address of corporation in Massa	chuere)		
1 1 1 10 1 1 1 1 1 Autological Control	•		
do hereby certify that these Articles of Amendment affecting articles numbered:	-,		
Article i			
(Number those articles 1; 2, 3, and/or 4 being amend	ed) .		
of the Articles of Organization were duly adopted at a recetting held on May 3.	20 12 by vote of:		
nicialets, of the directors, or	- sharcholders**		
Being at least two-thirds of its members legally qualified to vote in meetings of			
Being at less two-thirds of its directors where there are no members pursuant	ra General Laws.		
Chapter 180, Section 3; OR	io General Trust		
In the case of a corporation having capital stock, by the holders of at least two- the right to vote therein.	thirds of the capital stock having		
Article I is amended to change the name of the corporation and to read in	n its entirety as foliows:		
The exact name of the corporation is: COMING CLEAN, INC.	•		
The exacting it the corpulation is. Contino Octon, inc.			
	• -		
	•		

"Delete the trapplicable words,
""Chech only one best puriables.
Note: If the space propleted weder any article or tiem on this form is insufficient, additions shall be set forth on the side
only of supersite \$ 1/2 & 1 I beets of paper with a left margin of us least 1 Inch. Additions to more than one article may be
made on a stigle thesi so long as each article regulifing each addition is clearly indicated.

P.C.

C

P

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R.A.

Jun. 26. 2012 5:14PM

No. 3712 P. 3

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MA SOC Filing Number: 201296918400 Date: 6/26/2012 5:11:00 PM

#### THE COMMONWEALTH OF MASSACHUSETTS

I hereby certify that, upon examination of this document, duly submitted to me, it appears that the provisions of the General Laws relative to corporations have been complied with, and I hereby approve said articles; and the filing fee having been paid, said articles are deemed to have been filed with me on:

June 26, 2012 05:11 PM

WILLIAM FRANCIS GALVIN

Italian Frain Jakin

Secretary of the Commonwealth

Form <b>8868</b> (Rev 1-2012)						
• If you	are filing for an Additional (Not Automatic) 3-Mont	h Extensio	n, complete only Part II and check t	this box	► X	
Note. Only	complete Part II if you have already been granted	l an automa	itic 3-month extension on a previous	sly filed Form 8868.	_	
• If you a	are filing for an Automatic 3-Month Extension, cor	nplete only	Part I (on page 1)			
Part II	Additional (Not Automatic) 3-Month Exte	ension of	Time. Only file the original (r	no copies needed).		
			Enter filer's i	dentifying number, see		
	Name of exempt organization or other filer, see instructions			Employer identification number	(EIN) or	
Type or print	ENVIRONMENTAL HEALTH FUND, INC.		X 04-3429794			
	Number, street, and room or suite number. If a P O. box, see inst	ructions		Social security number (SSN)		
File by the extended due date for filing the	DEBRA A DOBBINS CPA PC 139 BILLERICA RD					
return See instructions						
	CHELMSFORD, MA 01824-3619					
Enter the F	Return code for the return that this application is fo	or (file a sep	parate application for each return)		01	
Application Is For	n	Return Code	Application Is For		Return Code	
Form 990		01		<del></del>	<del>                                     </del>	
Form 990-BL		02	Form 1041-A		08	
Form 990-EZ		01	Form 4720	09		
Form 990-PF		04	Form 5227	10		
Form 990	T (section 401(a) or 408(a) trust)	05	Form 6069	1 6069		
Form 990-T (trust other than above)		06	Form 8870		12	
Telephe If the o If this is whole ground	oks are in care of   JANE ROBINSON  JANE ROBINSON  One No.   860-916-2207  Organization does not have an office or place of but is for a Group Return, enter the organization's four ip, check this box .   If it is for part of the graph extension is for	FAX No. Fax No. Fax No. Fax No. Fax Siness in the digit Group	e United States, check this box  Exemption Number (GEN)	<del></del>	s is for the	
<ul><li>5 For c</li><li>6 If the</li><li>7 State</li></ul>	Lest an additional 3-month extension of time until alendar year 2011, or other tax year beginning tax year entered in line 5 is for less than 12 month change in accounting period and the extension MORE CORMATION TO FILE A COMPLETE AND	g hs, check re TIME I	, 20, and ending eason   Initial return S_NEEDED_IN_ORDER_TO_GA	Final return	_	
8a If this application is for Form 990-BL, 990-PF, 990-T, 4720, or 6069, enter the tentative tax, less any nonrefundable credits. See instructions						
b If this application is for Form 990-PF, 990-T, 4720, or 6069, enter any refundable credits and estimated tax payments made. Include any prior year overpayment allowed as a credit and any amount paid previously with Form 8868.						
c Balance due. Subtract line 8b from line 8a Include your payment with this form, if required, by using EFTPS (Electronic Federal Tax Payment System) See instructions 8c \$						
	Signature and Verification	ation mu	st be completed for Part II or	nly.		
Under penaltie correct, and co	s of perjury, I declare that I have examined this form, including accomplete, and that I am authorized to prepare this form	ompanying sche	edules and statements, and to the best of my kn	_		
Signature	Jebru A Johns Tille >	CPA	L	Date 3	15-12	
BAA		FIFZ0502L	07/29/11	Form 8868	(Rev 1-2012)	