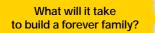


sappi ideas that matter 10

How can we use design to influence positive change?



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How can we build a sustainable future?

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What we need to do to feed a million people?

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How do we educate today's youth about tomorrow's water problem?

How can you turn fear into understanding?

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How can a wish bring strength?

> How can we help those in need without taking away their dignity?

What will it take to create understanding?

How do we find hope from hardship?

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What can we do to serve others?

What's next?

Sappi Fine Paper takes an active role in the world around us striving to minimize our impact on the environment while improving the lives and prosperity of those we touch. For the past decade Sappi has recognized and supported the amazing ways in which designers have contributed to charitable activities. Since the program began in 1999, over 400 programs have been funded, for a total of \$10 million worldwide in support of causes ranging from youth centers and health care awareness to wildlife protection.

Anne Willoughby

Willoughby Design — Kansas City, MO

Ann is a nationally respected brand identity and experience designer with a deep knowledge of how to bridge strategy with design. Ann oversees the big picture vision at Willoughby Design to ensure solid strategic business planning and results-oriented design. Ann is a former board member of the AIGA National Board of Directors, where she co-chaired the 2004 Business & Design Conference in New York and helped launch a pilot design leadership program at Harvard Business School. In 2006, she was named the first design leader from the Kansas City area to become an AIGA Fellow.

Bill Grant

• Grant Design Collaborative — Atlanta, GA

Bill Grant is President and Creative Director of Grant Design Collaborative in Atlanta and serves on the national board of AIGA as president emeritus. He served on the National served on the National Board of AIGA from 2001-2004. Grant was also a member of the Board of Directors of the Atlanta chapter of AIGA from 1993-1999 and served as the chapter's president from 1997-1999. In 2005, Bill was named as an AIGA Fellow.

Gaby Brink

Tomorrow Partners — San Francisco, CA

Gaby Brink is Founding Partner and Creative Director of Tomorrow where she leads an inter- disciplinary team of creative talents. Gaby is a tireless advocate for building brands that are strategically sharp, unique in their marketplace, and that succeed to connect with their audience in meaningful ways. She has worked closely with many leading marketers including Apple Inc., Avaya, Coca-Cola, MTV, Oracle and Target, as well as emerging companies and non-profits including President Clinton's National Campaign Against Youth Violence.

Sectored State

Tim Bruce

▶ Lowercase, Inc. — Chicago, IL

Tim Bruce is lorem ipsum donec semper turpis sed diam. Sed consequat ligula nec tortor. Integer eget sem. Ut vitae enim eu est vehicula gravida. Morbi ipsum ipsum, porta nec, tempor id, auctor vitae, purus. Pellentesque neque. Nulla luctus erat vitae libero. Integer nec enim. Phasellus aliquam enim et tortor. Quisque aliquet, quam elementum condimentum feugiat,

Scott Santoro

♦ Worksight — New York, NY

Scott Santoro is lorem ipsum proin at eros non eros adipiscing mollis. Donec semper turpis sed diam. Sed consequat ligula nec tortor. Integer eget sem. Ut vitae enim eu est vehicula gravida. Morbi ipsum ipsum, porta nec, tempor id, auctor vitae, purus. Pellentesque neque. Nulla luctus erat vitae libero. Integer nec enim. Phasellus aliquam enim et tortor. Quisque aliquet, quam elementum condimentum feugiat, tellus odio consectetuer wisi.



Savage

MD Anderson Cancer Center

The mission of The University of Texas M. D. Anderson Cancer Center is to eliminate cancer through programs that integrate patient care, research and prevention, and education for undergraduate and graduate students, trainees, professionals, employees and the public.

Korn Design

Youth Design Boston

Youth Design provides internships that expose high-school students with creative interest to the world of design, to a variety of work environments and career opportunities in design, and to what it means to work as a professional designer.

Julie Tinker Co.

 International Planned Parenthood Federation / Western Hemisphere Region

In the belief that health care is a basic human right, the International Planned Parenthood Federation strives to ensure every individual's access to quality health services, in particular the poor and under served. The IPPF is strategically structured to work around five programmatic areas: Abortion, Access, Adolescents, Advocacy and AIDS/HIV/STI.

INK Design

Baltimore Tree Trust

The Baltimore Tree Trust is a new non-profit tree advocacy group dedicated to increasing the tree canopy in the four Baltimore watersheds.

School of Visual Concepts

Chimpanzee Sanctuary Northwest
CSNW provides lifetime quality care for formerly abused or exploited chimpanzees, while advocating
for great apes through education and collaboration.

 Project H Design
 Design Revolution Roadshow

 Project H Design connects the power of design to the people who need it most, and the places where it can make a real and lasting difference.

Lowell Williams Design

Planet Cancer

Planet Cancer is a community of young adults with cancer. It's a place to share insights, explore our fears, laugh, or even give the finger to cancer with others who just plain get it.

 Winterhouse
 Berkshire Taconic Community Foundation

 Berkshire Taconic Community Foundation builds stronger, more vibrant communities and improves the quality of life for all residents of Berkshire County, MA; Columbia County and northeast Dutchess County, NY; and northwest Litchfield County, CT.

Moving Design Archeworks

Archeworks is an alternative design school where students work in multidisciplinary teams with nonprofit partners to create design solutions for social and environmental concerns.

The Softspot is an initiative that provides designers with the information and inspiration by which they can solve contemporary issues and educate the masses about solutions designers provide for a more perfect and healthy world.

Inneract Project

Inneract Project's mission is to expose under-served youth to careers in design by providing free classes, mentorship, and support for higher education. It is Inneract Project's goal to offer design as a means for positive transformation and expression.

Studio Hinrichs

Public Architecture

AIGA SF

Public Architecture puts the resources of architecture in the service of the public interest. We identify and solve practical problems of human interaction in the built environment and act as a catalyst of public discourse through education, advocacy and the design of public spaces and amenities.

Joey's CornerSan Francisco Child Abuse Prevention CenterThe San Francisco Child Abuse Prevention Center is dedicated to the prevention of child abuse and
neglect, the promotion of healthy families and the mental health of children.

Open

Designer's Accord

The Designers Accord is a global coalition of designers, educators, and business leaders working together to create positive environmental and social impact.

Fogelson-Lubliner, Inc. Border Crossers, Inc. Derder Crossers, hings together using students from segregated neighbored and the segregated and the segreg

Border Crossers brings together young students from segregated neighborhoods in New York City to explore issues of discrimination, inequality, and social justice, and to develop student leadership toward lasting social change.

Brute Labs Red Rock

Red Rock is a not-for-profit coffee shop located in Mountain View, CA that is built upon three core values: caffeine, culture, and community. From serving quality fresh coffee, to hosting arts and music events, to providing a meeting space for local interest groups, Red Rock exists to bring together and strengthen the very community that supports it.

Sappi believes that the creative ideas of designers can have an impact far beyond the design world and that those ideas can be a powerful force for social good. We invite you to submit yours. To submit a proposal, visit

www.sappi.com/ideasthatmatterNA

Entry criteria

Grant awards, ranging from \$5,000 to \$50,000 per project, may be used for implementation and out-of-pocket costs, including photography, illustration, paper, printing, mailing and related expenses. It cannot be applied toward the designer's time.

Who may apply

Ideas that Matter is open to individual designers, design firms, agencies, in-house corporate design departments, design instructors, and individual design students and design student groups.

Selection process

Applications are reviewed by an independent committee, composed of top graphic designers and representatives of leading philanthropic organizations. Evaluation of project concepts and design will be based on creativity, potential effectiveness and practical plan for implementation. All requested information and materials must be submitted on the official entry forms or be formatted in the same way. The decision of the judges will be final.

Conditions and restrictions

- All grant monies must be used within six months of receipt.
- No charity may cite Sappi or Ideas that Matter as a supplier of a grant without prior written permission from Sappi.
- Sappi employees and family members and agencies conducting business with the company are ineligible.
- Grant recipients who find they are unable to execute the chosen program may enlist the help of the non-profit organization to complete it.
- Submitted concepts not awarded a grant will remain the intellectual property of the applicant.
 However, Sappi reserves the right to keep and show any of the concepts unless the applicant requests otherwise in writing.
- Sappi reserves the right to reproduce and promote the funded campaigns as case histories.
- Applicants who want their materials returned must include a written request with their submitted proposal.

Credits and Production Notes

Publication rights

Sappi reserves the right to publish and promote the completed work made possible by the Ideas that Matter grant. Grant recipients may also be asked to participate in Sappi educational seminars and conferences, or to share their programs with others in the graphic arts community. Sappi reserves the right to reproduce any design submissions, along with pertinent case histories, in materials produced to promote and support Ideas that Matter program.

Application needs

Your application must include the following:

- Mission statement of the benefiting nonprofit organization
- Written description of the proposed project, including a list of elements within it
- Brief description of the project's objectives
- Visual presentation of your proposed idea
- Project timeline and proposed budget
- Summary information about the applicant
- Resume of applicant
- Samples of applicant's previous work

Entry form

Entry forms can either be filled out or downloaded by visiting: www.sappi.com/ideasthatmatterNA

Where to send entries Send your completed application form and requested supplementary materials to:

Ideas that Matter Sappi Fine Paper North America 89 Cumberland Street Westbrook, Maine 04092

Deadlines

Application deadline is July 16, 2010. Grants will be announced in Fall 2010. Ideas must be fully implemented within six months (by February 2011) of receiving awards.

For more information

For more information, call 800-882-4332 or visit www.sappi.com/ideasthatmatterNA

Design

Weymouth Design

Photography

Judge photography Michael Weymouth

Editorial photography Arvi Raquel-Santos

Cover

McCoy Matte Cover 100lb/270gsm, 4c-process, match yellow, match gray, spot gloss varnish, and spot dull varnish

Text

McCoy Matte Text 100lb/148gsm, 4c-process, match yellow, match gray, spot gloss varnish, and spot dull varnish

100% of the electricity used to manufacture McCoy was generated using Green-e certified renewable energy.

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