



sappi

Ideas that Matter Call for Entries 2005

Ideas that Matter recognizes and supports the inspiring variety of projects to which designers contribute their time, their creativity and their hearts. Whether their impulse to help grows out of sudden crisis, dawning insight or long-standing dedication, the thread binding all the contributors to Ideas that Matter is their commitment to causes they believe in. Sappi Fine Paper is proud to support them.

[On the cover](#) Gilda Radner, the inspiration for Gilda's Club Chicago. Gilda's Club is a free, non-profit emotional and social support group for people living with cancer and their families and friends. Photo courtesy of Gilda's Club Chicago, cover photo by David Street.

### 2003 Winners

Save TFP/College Drinking Awareness, Massachusetts Institute of Technology

Designers Without Borders, Sydnee MacKay/David Stairs

High Risk Neonatal Follow-Up Program, Savage Design Group

Red Feather Development Group, Studiovertex

Make-A-Wish Foundation, Lowercase Inc.

Gilda's Club Chicago, Brainforest Inc.

Boomtown Café, Modern Dog Design Company

Design For Democracy, University of Illinois at Chicago

Children's Hospital Los Angeles, Design is Good

Arizona Commission on the Arts, Karen Clark Ricci

Abyssinian Baptist Church of the City of New York, Bobby Martin Jr.

Friends for Life Animal Sanctuary, Motive Design

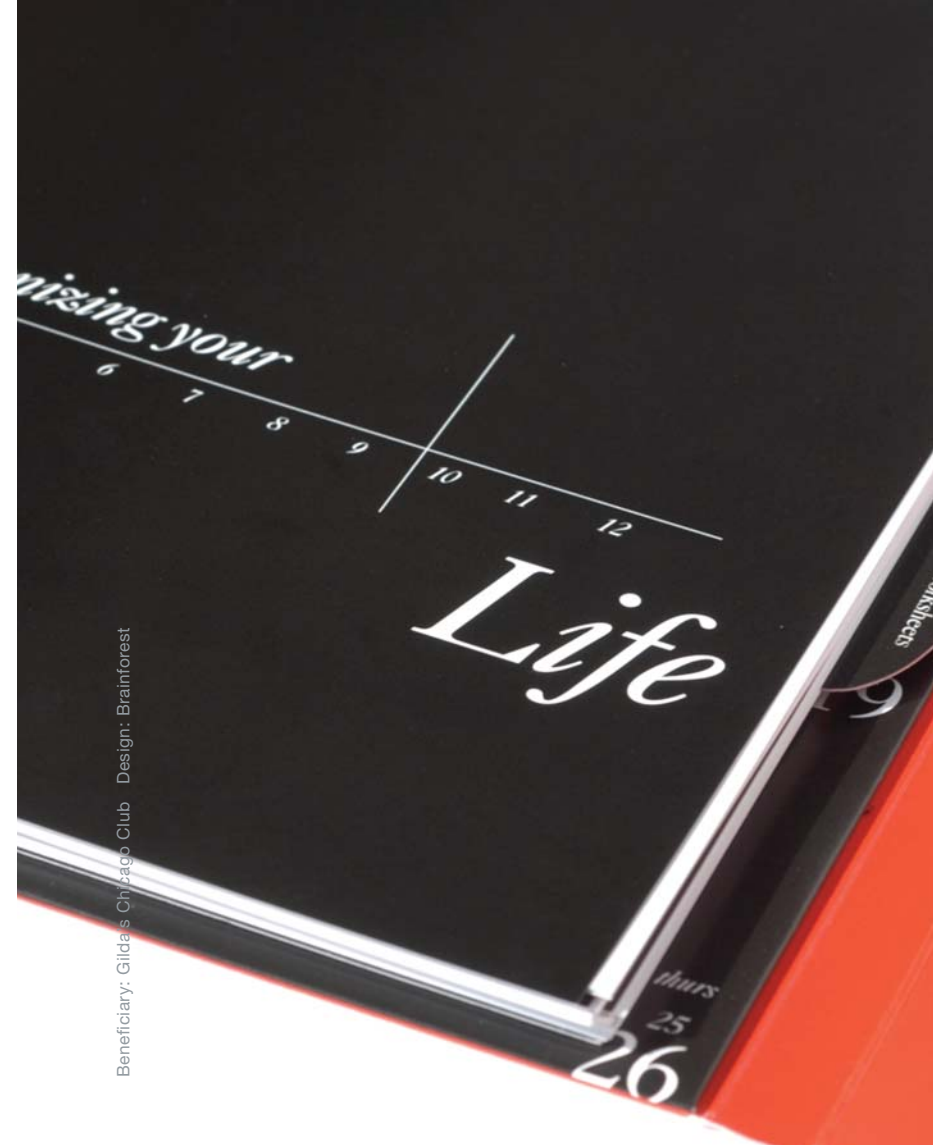
Centro, Casa Valencia

Facing Forward Foundation, Mainframe Media and Design

Southern Tier AIDS Program, Iron Design

Canstruction Vancouver, Signals Design Group

On the following pages is a sampling of the 2003 winners.



Beneficiary: Gilda's Chicago Club Design: Brainforest



Beneficiary: Abyssinian Baptist Church of the City of New York    Design: Bobby Martin Jr.



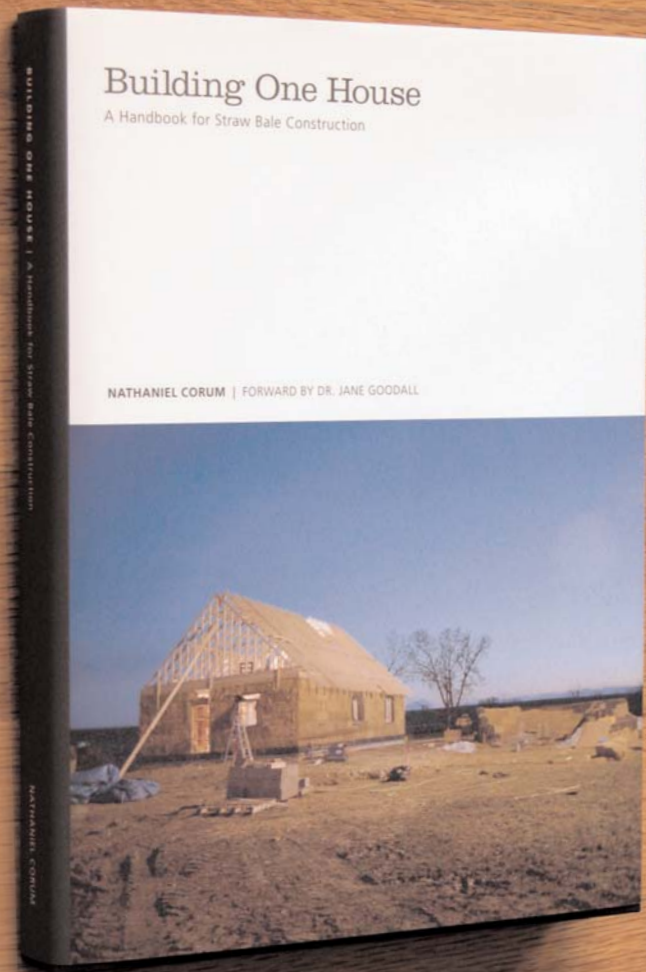




Beneficiary: Arizona Commission on the Arts Design: Karyn Clark Ricci and Stephanie Kahl-Burnstein



Beneficiary: High Risk Neonatal Follow-Up Program Design: Savage Design Group



Beneficiary: Red Feather Development Group | Design: Studiovertex







Have a puppy

Beneficiary: Make-A-Wish Foundation Design: Lowercase Inc.



AARON, AGE 12  
RECORD HIS OWN CD



Beneficiary: Friends For Life Animal Sanctuary Design: Motive Design

### Who we are

Sappi is the world's leading producer of coated fine paper used in the production of high-quality print. We have long supported graphic designers who share a commitment to the power of ideas in print.

### Why we established Ideas that Matter

Ideas that Matter was established by Sappi to recognize, encourage and help to fund the wide variety of programs for the social good to which committed designers already lend their talent and skills pro bono. These include support of organizations working toward progress in science, the environment, education, health and social conditions.

### How your idea can have an impact

Since 1999, Sappi annually awards \$1 million to support causes that matter to the design community. We will award financial grants from \$5,000 to \$50,000 for each project honored, to cover both implementation costs of winning print programs and out-of-pocket expenses. Costs covered may include photography, illustration, paper, printing, mailing and related expenses. Note that since the program is designed specifically to recognize designers' pro bono work, awards will not cover designers' time.

### Who can submit

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

### How projects are selected

Proposals will be reviewed by an independent selection committee comprising both top graphic designers and representatives of leading philanthropic organizations. Ideas will be evaluated on the basis of creativity of concept and design, practicality and potential effectiveness.



In order for your proposal to be considered, you must include all the information and materials requested, either on the official entry form or formatted in exactly the same way. The decisions of the judges will be final.

### Publication of chosen programs

The work of grant recipients may be published and promoted through Sappi's public relations programs. 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 designs submitted, along with case histories of the programs, in materials that promote and support Ideas that Matter.

### Conditions that apply

All grant monies awarded must be used within six months of receipt of the award. No charity may quote Sappi or Ideas that Matter as a supplier of a grant without prior written permission. Employees of Sappi, their families and their agencies are not eligible to receive grants. If a winning designer or student is unable to execute a proposed program, he or she may ask the help of the nonprofit organization to complete it. 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 submitted concepts, unless their author has requested otherwise in writing. In addition, Sappi reserves the right to reproduce and promote the funded campaigns as case histories. If you would like your materials returned, please include your request in writing with your application.

### What you need to do

Choose a nonprofit organization you believe would benefit from your idea (or one with which you are already associated) and ask the organization to support your application for a Sappi grant. Then prepare your creative print proposal on the forms provided in this

Call for Entries and submit it to Sappi for consideration. If your idea is selected, your project must be such that it can be completed within six months of receipt of the grant. Grants will be awarded in August 2005. Bearing in mind that your project must exploit the power of ideas on Sappi paper, think in terms that maximize the potential of such materials as posters, direct mail, brochures and print advertising. You are welcome to suggest new or innovative uses of paper for your project. If you have more than one idea, please feel free to submit more than one application.

### What we need from you

Your completed application form from this Call for Entries.

The application must include:

- summary information about applicant
- a description of the nonprofit organization you wish to support
- a written description of your proposed project, including a list of the elements that would comprise it
- a short description of your project's objective
- your project's timeline
- your project's proposed budget
- your resume
- samples of your work

### Resume

Attached to this application, please provide your resume or curriculum vitae. If more than one person is submitting the proposal, please provide resumes for each. If you are applying as a group, please include the credentials of the design firm, agency, company or school you represent in addition to individual resumes or CVs.

### Samples of your work

Also attached to your application, provide examples of your work that you believe represent its character and quality, particularly any that would help to illustrate how you would execute the project you are proposing. Your examples may be in slide or print format and each should be accompanied by a brief description. If you are a student, you may submit portfolio projects.

### A visual representation of your idea

Since ideas for non-profit organizations' proposed ideas will be evaluated on the basis of several criteria, including creativity of concept and design, a visual representation of your idea may be of value to the judges. The representation need not be a full finished comp, but should provide enough visual information that judges can evaluate its design merit.

### Deadlines

Deadline for submission of ideas is May 31, 2005. Grants will be awarded in August 2005, and ideas must be fully implemented within six months of receiving awards; i.e., by February 2006.

### Submitting entries

In order for your entry to be considered, you must submit all the information and materials requested. All completed applications, including those downloaded from the Sappi website ([www.sappi.com](http://www.sappi.com)), must be mailed as hard copy to:

Ideas that Matter  
Sappi Fine Paper North America  
225 Franklin Street  
Boston, MA 02110

Entries must be received by May 31, 2005.

### How to Enter

On the following pages you will find perforated forms you must use to submit your Ideas That Matter entry. Note that in several areas, you will need to attach additional materials, such as your resume and other examples of your work.

Complete both sides of both forms, including all the information requested; tear them out, package them with your supplementary materials and mail completed applications to:

Ideas That Matter  
Sappi Fine Paper North America  
225 Franklin Street  
Boston, MA 02110

Entries must be postmarked by May 31, 2005.

For more information call 800.882.4332, or fax 617.423.5491.  
Our web address is [www.sappi.com](http://www.sappi.com).

The Applicant

Please provide all the summary information requested about you, the entrant.

Name(s)

Title(s) or school year

Company or school

Address

Phone

Fax

Email address

Signature

Date

Your Project

Describe the project you have in mind and your plans for implementing it, providing all the requested information. Include a list of the various elements that will comprise the program: posters, direct mail, ads and so on. Attached to your written description, please provide a visual presentation that communicates your idea, using rough sketches, illustrations or color prints, each mounted on boards no larger than 9" x 12". Please use no more than five (5) boards per presentation, and do not include CD-ROMs.

Project name

Target audience(s)

Project description



The Organization

Describe the organization you wish to support, in not more than 300 words. If you wish, accompany your description with promotional materials, press clippings or other brief explanatory materials. Be sure to include proof of the organization’s nonprofit (tax-exempt) status under IRC 501(c)(3). Please provide the name of a responsible person within the organization you wish to help, along with contact information for that person. Ask the contact person to sign the form to confirm that the organization approves your project and will support its implementation if it is selected for funding.

Organization name

Organization focus

Address

Nonprofit status (attach IRS letter)

Contact name

Phone

Fax

Email

Contact signature

Project Objective

Please describe, in 500 words or less, what you want your project to accomplish on behalf of the organization and why you believe the project will make a difference. Your description should be concise but specific.

Objective

Grant Requested

On the form opposite, provide an itemized budget for your proposal. Include the cost of paper and other materials distribution and purchase of advertising space if applicable. Do not include design time or creative fees, but do include your estimated out-of-pocket expenses. If your program is chosen, your projected budget will help to determine the amount of your grant and will also become the benchmark against which your work is executed. You may request a total amount between \$5,000 and \$50,000. However, in addition to selecting which projects to fund, the judges will also determine the amount of each grant, which may be for the figure requested or for a lesser amount. Please note that Ideas that Matter grants are paid out not as a lump sum but as they are implemented. As expenses are incurred, either the designer or the organization being helped should submit a request for payment on official letterhead, accompanied by the corresponding invoices. For each project, all requests for payment should come from the same source: either the designer or the organization being helped. Out-of-pocket expenses may be reimbursed either at the end of the project or as they are incurred, as you choose.

Grant Requested

Item	
Description	
Cost	\$
Item	
Description	
Cost	\$
Item	
Description	
Cost	\$
Item	
Description	
Cost	\$
Item	
Description	
Cost	\$
Total amount of grant requested	\$

Timeline

Provide a proposed timeline for implementation of your project, indicating what will be done week by week or month by month. Note that projects must be executed within six months of receipt of the grant award.

Activity:

Projected timeframe:

Activity:

Projected timeframe:

Activity:

Projected timeframe:

Activity:

Projected timeframe:

Activity:

Projected timeframe:

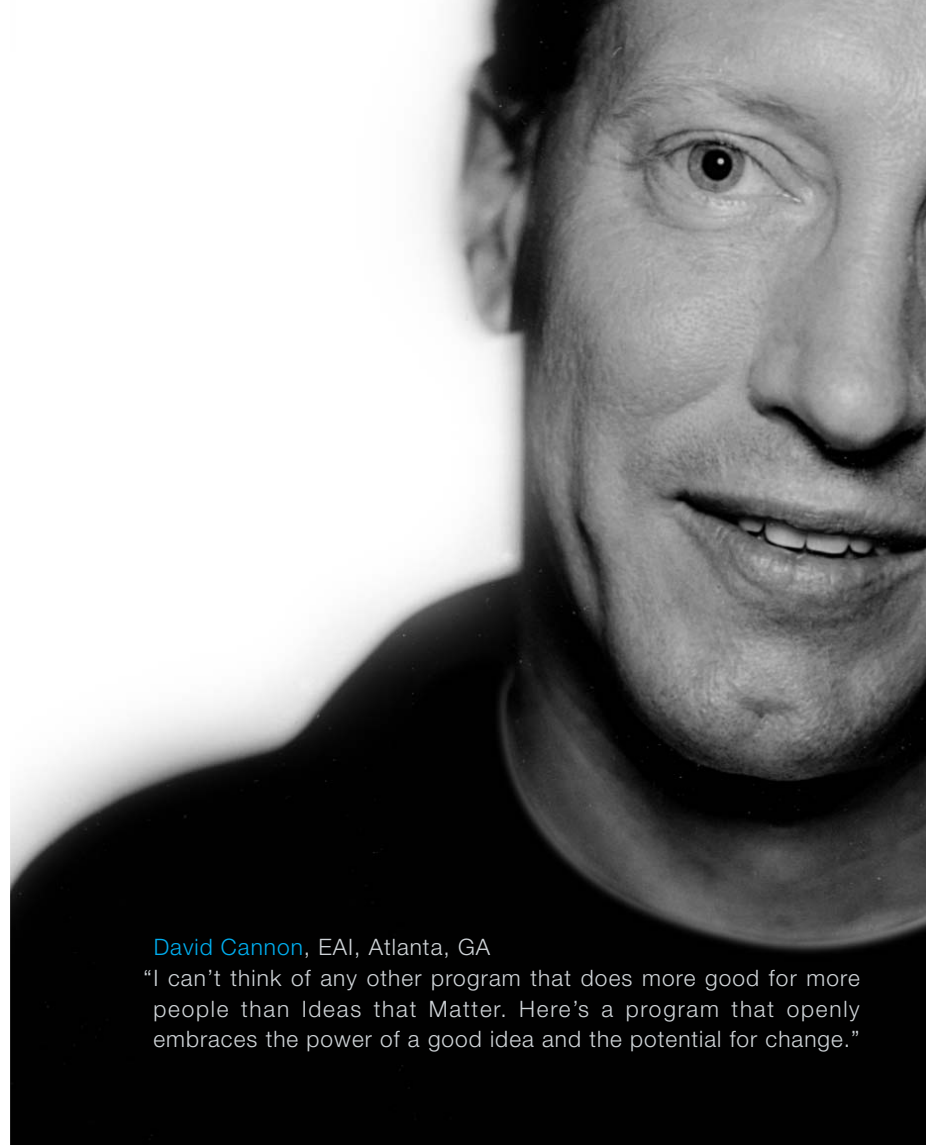
2004 Winners

- Art with Heart, Lorig Design
- Harbinger Partners, Willy Wong
- Wildwood Hills Ranch, Sayles Graphic Design
- Rainbow House, Synergy Creative
- American Red Cross–Orange County, BLVDWest
- PassionWorks Studios, Depke Design
- Graceful Stitches, CoreWeb Inc.
- Friends for Youth, Matsumoto+Tioleco-Cheng+Williams
- LA Gay & Lesbian Center, Boldface Design
- McGaw YMCA and Shorefront NFP, Robinson Design
- Dreamyard LA, Michael Etter
- Dreamyard LA, Dreamyard LA
- Animal Refuge League, 15THMINUTE
- The San Elijo Lagoon Conservancy, Carol Kerr Graphic Design
- Trees for Life, Padmaja Chaluvadi
- Fred Hutchinson Cancer Research Center, Cornish College of the Arts
- Inner-City Filmmakers, The Designory
- Myakka City Lemur Reserve, Chermayaff & Geismer Inc.
- Foundation for the Children of the Californias, Claudia Chong-Delgado



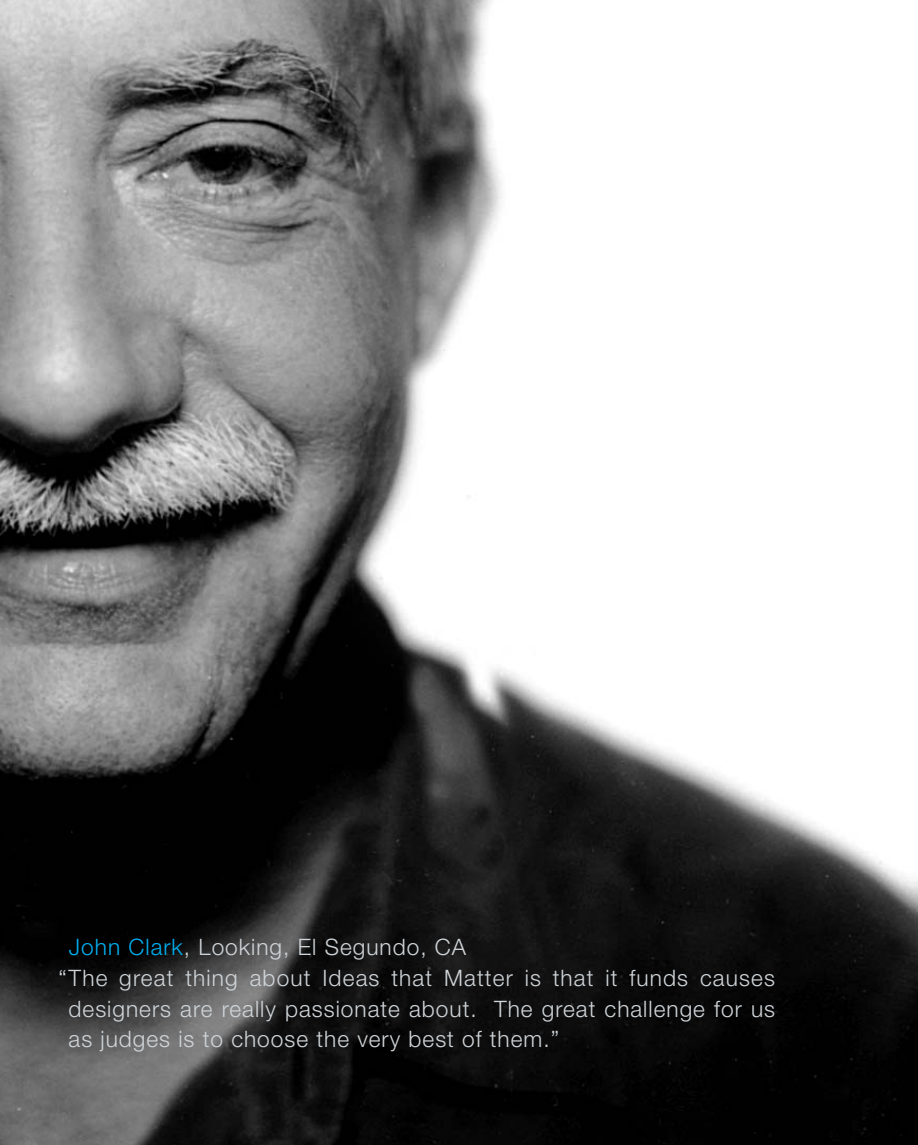
## 2004 Judges

Proposals will be reviewed by an independent selection committee comprising both top graphic designers and representatives of leading philanthropic organizations.



David Cannon, EAI, Atlanta, GA

"I can't think of any other program that does more good for more people than Ideas that Matter. Here's a program that openly embraces the power of a good idea and the potential for change."



**John Clark**, Looking, El Segundo, CA

"The great thing about Ideas that Matter is that it funds causes designers are really passionate about. The great challenge for us as judges is to choose the very best of them."



**Robynne Raye**, Modern Dog Design Co., Seattle, WA

"Giving away money for worthy causes is fun, fun, fun. The Ideas that Matter is the most meaningful competition I've ever judged."



**Rick Valicenti**, Thirst, Chicago, IL

"I've been asked to judge many design competitions, but none as gratifying as this one."



**DK Holland**, DK Holland, Ilc, New York, NY

"The norm in competitions is to judge on style, not content. But Ideas that Matter asks judges to chose what's right to fund, what you have faith in, based on the presentation, the application. How positively refreshing!"



Since 1999, Sappi Fine Paper has awarded more than \$5 million to help designers carry out projects that help the environment, health, education, science and social conditions. If you have an idea for helping a cause, charity or foundation you love, or want to expand a program you've already begun, submit it to Ideas that Matter.

Sappi Fine Paper provides fine printing papers for a broad range of editorial and promotional needs. Brands include McCoy, Strobe, Lusto, Vintage, Opus, Northwest, Aero, Somerset, Belgrade, HannoArt, Magno and Criterion. For more information, see [www.sappi.com](http://www.sappi.com) or call 1.800.882.4332.

#### [Production Notes](#)

Cover McCoy Matte Cover 100lb., two hits of black, match gray, and overall satin varnish  
Text McCoy Matte Text 100lb., four-color process, match gray, and overall satin varnish

#### [Credits](#)

Design Weymouth Design, Inc., Boston, MA  
Cover photo David Street  
Judges photos Michael Weymouth, Boston, MA  
Text Jean Gogolin, WordWright, Rindge, NH



Sappi Fine Paper North America

225 Franklin Street Boston, MA 02110

Telephone 800.882.4332 [www.sappi.com](http://www.sappi.com)

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