

sappi | ideas
that
matter

% of each state's
population whose drinking
water comes from the
Delaware River basin

CREATING IMPACT

ed with
after
several
s.

people
story
o

Clara takes extra classes
in elementary and middle
school for some of her
learning disabilities.



Clara goes to NF Camp in
Emigratin Canyon, Utah.

were only
s in
unks to the
oundation



PROVIDING
FARM FRESH FOOD
FOR LOW-INCOME
NEIGHBORHOODS

I JOIN
Hello! Matthew
GREEN HILL
FOOD CO-OP



Stand Up Harlem House

The Keith D. Cylar
House Health
Center

Downtown
Brooklyn Health
Center

Staten Island
Housing Program
(SIHP)

2006

2007

2008

COMBATING THE HARMFUL EFFECT OF BULLYING, HOMOPHOBIA AND RACISM

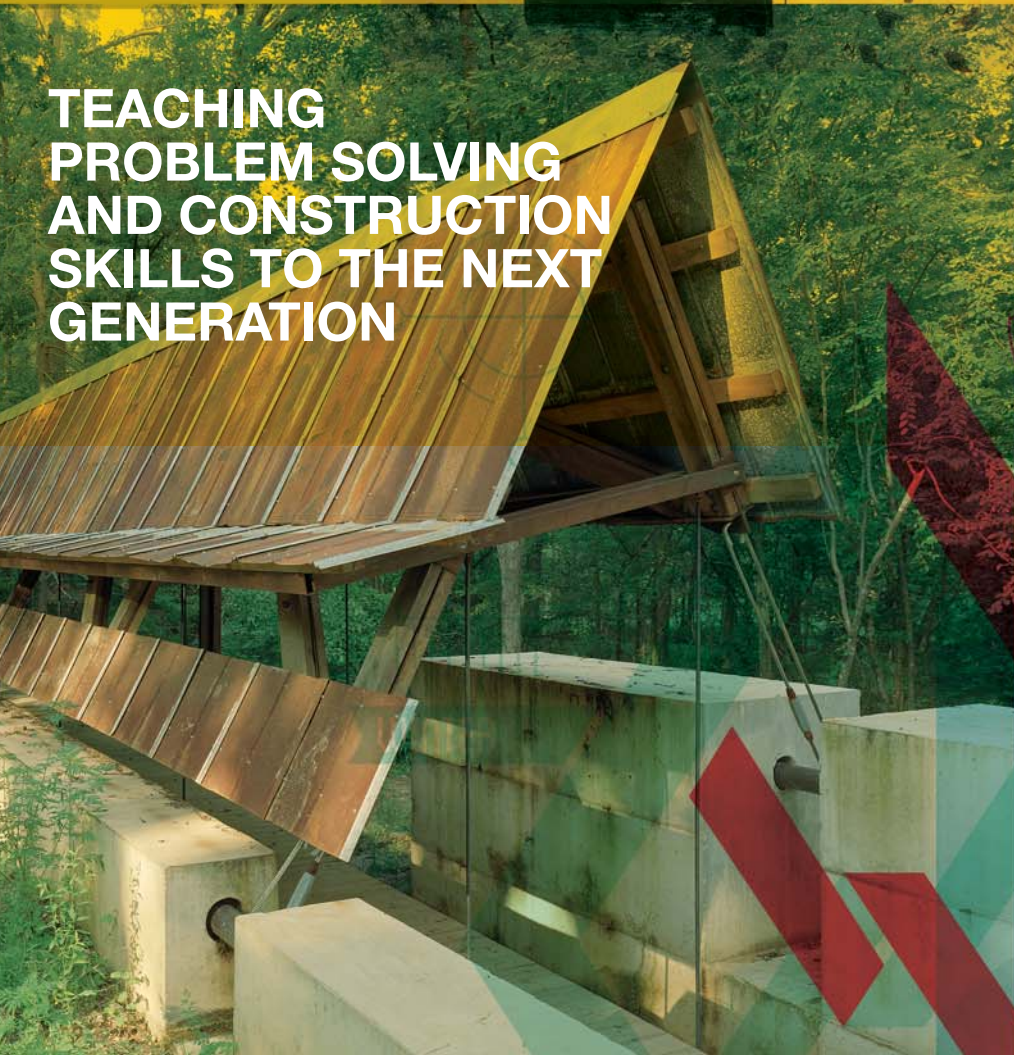
GLSEN

WE PRACTICE
TOLERANCE
FOR ALL.

DO YOU
NEED
HELP?



TEACHING PROBLEM SOLVING AND CONSTRUCTION SKILLS TO THE NEXT GENERATION



**SUPPORTING THE
CREATIVE IDEAS OF
DESIGNERS WHO HELP
CHARITABLE CAUSES
EXTEND THEIR MISSION**

**THESE ARE
THEIR STORIES.**

PROJECTS COMPLETED BY 2011 GRANT RECIPIENTS

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PUBLIC AWARENESS FOR NEUROFIBROMATOSIS

Andrew Shea
DESIGNER

The Children's Tumor Foundation
NONPROFIT ORGANIZATION

\$20,000
GRANT AWARDED

The mission of the Children's Tumor Foundation is to encourage and support the development of treatments for neurofibromatosis (NF), a genetic disorder that attacks the nervous system and causes tumors to form within it. There is no cure for neurofibromatosis, nor any effective treatments. Few people know about NF, even though it occurs in one in 3,000 children and causes a range of problems such as learning disabilities, bone deformities, blindness, deafness, severe chronic pain and even cancer. Andrea Shea partnered with the Children's Tumor Foundation to develop an NF awareness campaign that includes phone kiosk ads, a Q&A informational booklet and a website. The goal of the campaign is to promote earlier and more accurate diagnoses and increase public understanding of the challenges facing people with NF.

LIVING WITH NF

Clara marries Dave, who she meets at an NF Endurance event.

NF ENDURANCE
Children's Tumor Foundation



Clara and Dave meet with their doctor to discuss having a family.



Clara becomes a middle school history teacher.



NF can be inherited from a parent who has the disorder or may be the result of a new or spontaneous gene mutation.

NF varies who have summarized experiences lives with

Clara graduates from college with a degree in teaching.



Clara attends NF Walk, an event sponsored by Children's Tumor Foundation.

Children's Tumor Foundation
NF WALK



more than two
le worldwide.
F more
n cystic
enne muscular
Huntington's
ed.

Clara is
Kansa
Her Mo





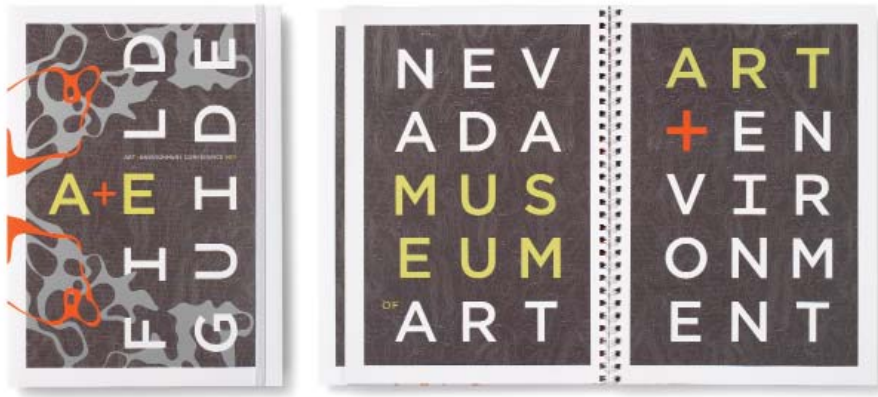
**100%
MEMBER OWNED
BROOKLYN CO-OP**

BASE Design
DESIGNER

Greene Hill Food Co-op
NONPROFIT ORGANIZATION

\$20,000
GRANT AWARDED

The Greene Hill Food Co-op in Clinton Hill, Brooklyn is 100% member owned and operated and committed to bringing fresh, nutritious food at affordable prices to low-income neighborhoods, particularly to individuals suffering from health-related issues due to limited food options. Opened in January 2012, the Co-op now has more than 1,225 working members and operates three days a week. All members are expected to contribute two hours of work every four weeks to build a sense of community and keep prices down. The Ideas that Matter grant was instrumental in helping the Co-op spread the news about its new store. Base Design partnered with them to produce the brand identity, which was then applied to a variety of bilingual print materials, including flyers, postcards and membership applications that were passed out in the neighborhoods of Fort Greene, Bed-Stuy, Crown Heights and Prospect Heights in Brooklyn.



A DYNAMIC DISCUSSION ON THE VISUAL ARTS

Brad Bartlett Design
DESIGNER

Nevada Museum of Art
NONPROFIT ORGANIZATION

\$16,500
GRANT AWARDED

The Center for Art + Environment (CA+E) at the Nevada Museum of Art in Reno hosts an Art + Environment Conference every three years that brings together artists, scholars, designers and writers from around the world for a dynamic discussion on the visual arts. Founded in 2009, the Center for Art + Environment is the only research institute in the world devoted to supporting the practice, study and awareness of creative interactions between people and their natural, built and virtual environments. For this conference, Brad Bartlett Design created a 60-page field guide with QR codes that linked to images and comments to facilitate a dialog between speakers and attendees. Bartlett also created a souvenir infographic poster with grant funding. In addition to distribution at the conference, these printed pieces are being used to increase exposure for the Center and draw more speakers and attendees to future conferences.

CULTURAL



DON'T DRINK AND DRILL!

200,000 ACRES
OF LAND HAVE ALREADY
BEEN LEASED FOR DRILLING
IN THE REGION.

H₂Oh No!

NEW YORK
WATER SUPPLY
IN TROUBLE

8.2 MILLION NEW YORKERS
GET THEIR DRINKING WATER FROM
UPSTATE RESERVOIRS
THEY'RE ABOUT TO LOSE

Fracking is not allowed in the city's drinking water supply. But the areas that feed the city's reservoirs, and the aqueducts that bring water to the city are not protected.

Fracking could permanently contaminate the city's drinking water.

Don't get fracked! Find out more now at: DamascusCitizens.org

DCS
Damascus Citizens
for Sustainability

GP
C
w

Produced by Damascus Citizens for Sustainability
generous support from Sapelli Ideas That Matter.

NYC's drinking water supply
and foodshed are at risk from
chemical runoff, spills, and
underground contamination
from fracking operations.

Many laws that protect the
public — like the Clean Air Act,
the Clean Water Act, and
Superfund — don't apply to
oil & gas companies.



PROTECTING THE DELAWARE RIVER BASIN

The Center for Urban Pedagogy
DESIGNER

Damascus Citizens for Sustainability
NONPROFIT ORGANIZATION

\$30,000
GRANT AWARDED

“What’s in the Water?” is a poster project of the Center for Urban Pedagogy (CUP), produced in collaboration with the design studio Papercut and Damascus Citizens for Sustainability, a nonprofit conservation group dedicated to the protection of the Delaware River Basin from the harmful effects of deep-shale gas extraction, known as hydraulic fracturing or “fracking.” The Basin supplies water to residents in the watershed area and within and around New York City, Philadelphia, Trenton and Camden. The Ideas that Matter grant allowed CUP to print and display more than 200 “What’s in the Water?” posters in New York City subway stations, reaching over 20 million people, along with a smaller fold-out poster distributed in the four affected states.



PROVIDING POSITIVE RECREATIONAL ACTIVITIES TO MINORITY YOUTH

COMMON Hoops
DESIGNER

HERO
NONPROFIT ORGANIZATION

\$5,077
GRANT AWARDED

COMMON Hoops is a partnership-based programming initiative that aims to enhance art and design education for youth, ages 6 to 18. It hosts hands-on workshops and events that initiate collaboration among youth, parents and local designers/crafts people and engage youth in “design and build” public works projects using recycled materials. During the workshops, participants are exposed to design principles, career opportunities in design, team-building skills, and issues of recycling and reuse. Since its start in Hale County, Alabama, COMMON Hoops (commonhoops.org) has moved its base to Chicago and is led by Dawn Dewald and Philipp Batta. The grant money went toward producing a brochure that has been used to raise funds and garner community support for expanding the youth program in the Chicago area and to familiarize youth with the benefits of the program.





THE OXBOW SCHOOL



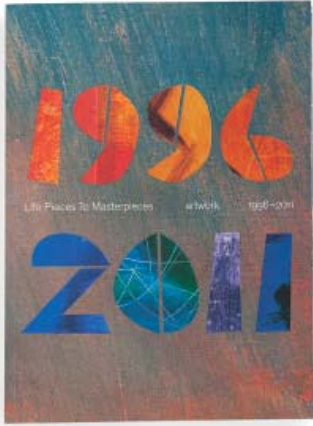
THE ONLY VISUAL ARTS SCHOOL OF ITS KIND IN AMERICA

Craig Frazier Design
DESIGNER

The Oxbow School
NONPROFIT ORGANIZATION

\$30,000
GRANT AWARDED

The only visual arts program of its kind in the U.S., the Oxbow School in the Napa Valley is a one-semester, co-ed boarding school for high school juniors and seniors. The curriculum takes an interdisciplinary approach that integrates academic courses — English, American History and Environmental Science — and visual arts workshops in five media — painting, sculpture, printmaking, photography and digital media. Through rigorous studio art practice grounded in creative and intellectual inquiry, the program extends each student's critical thinking abilities. Now in its 15th year, Oxbow is a proven concept that has turned out more than 1,000 students who come from every part of the country and every socioeconomic background. Oxbow partnered with Craig Frazier to create an image book that showcases student works and views of the campus, outlines the school's unique vision and purpose, and features testimonial quotes from the founders, trustees, parents and students. The book, underwritten by Ideas that Matter, has become a useful marketing piece.



CELEBRATING 15 YEARS OF ARTWORK

Dennis Konetzka Design Group
DESIGNER

Life Pieces to Masterpieces
NONPROFIT ORGANIZATION

\$20,000
GRANT AWARDED

Life Pieces to Masterpieces (LPTM) offers tutoring, mentoring, leadership and youth development programs focused exclusively on young African American males, ages 3-25, in the under-served communities East of the River in Washington, D.C. In an area where less than 40% of African American males graduate from high school, LPTM has achieved a 100% graduation rate. LPTM apprentices learn to share and express their thoughts and feelings by creating art. This is done through a unique style of collaboration consisting of smaller painted pieces of canvas sewn together into larger compositions. To mark its 15th year in existence, LPTM received an Ideas that Matter grant to produce an anniversary catalog of artwork created by the youth and a new graphic identity. The catalog, designed by Dennis Konetzka Design Group, is being used to promote the sales of these impressive art pieces to generate revenue for the organization.



FORECLOSURE RESISTANCE IN PORTLAND

BIG BANKS FAILED.

They bought, sold
and bet on mortgages
and lost. Their risky
behavior crashed
the economy. We
lost hundreds of
thousands of jobs, put
the nation in massive
debt and now we
are losing
our homes.

is like running a marathon without being removed from the race if you stumble. It only takes one missed payment. Like thousands, my husband and I stumbled on medical bills and a wrecked economy. We could get an eviction notice any day.

When a family loses their home, all the wealth they've invested in that home **EVAPORATES**.

For many families, especially in African American communities, the house is a primary savings vehicle. Losing it means losing retirement savings and inheritance we might pass on to our families.

Not to mention the empty homes left behind draw crime and reduce property values. In Oregon, it's estimated that \$9.2 billion home equity has been lost due to nearby foreclosures.

MILLIONS OF FAMILIES ARE NOW
UNDERWATER

They could fix this. Reducing loan principals to the value of the house is called "principal reduction," or a "write-down."

But I'd just call it fair.

That means their homes are now worth thousands less because of the crash the banks caused. Banks are still asking us to pay on loans that are worth way more than what the houses are now worth.

Then there's home peachers:
body companies that buy our homes when
they get auctioned. That's what happened
to me. They took my land...

...then "flipped" it.
Banks keep saying they're
doing their best to "work with
homeowners." But Wells Fargo
has a \$7 million line of revolving
credit for just one home poacher
in Portland - the one that took m

We made a first step
in Portland, with some

How can banks be genuinely interested in helping homeowners stay in their homes?

...when they're investing millions in flipping schemes?

The big banks reached a settlement with the federal government. \$25 billion for their bad lending practices.

We can also
MOVE BACK IN!

When people talk about "the foreclosures," what it sounds like a natural phenomenon. But the system exists because of decisions that big banks and politicians keep making. Of the 45,000 foreclosures in Oregon since 1995, 54% have happened since 2006.

Plus, thousands of these foreclosures are illegal.

Banks have so many homes to foreclose on that they can't process them by the law without cutting into their profit margin.

They push foreclosures through without getting all the paperwork done, counting on homeowners to self-evict and not contest their shady process.

They even tell people they have to miss payments before they can get help...

...so we can't
even be proactive to
prevent the problem

And people do it. Even if they've been making all their payments,

...they know
they're in trouble
they might not make
the next one.
So they stop
paying, because

Then it begins late fees and warning letters. You jumped the cliff, because that was the only way

SO WHAT DO WE DO

We have to push back, and make the banks and government deal directly with the people.

Most homeowners lead
they have to, like I did,
self-eviction. We get so
letters and the pho

It's just a drop in the bucket compared to the \$700 billion in lost homeowner equity and it does nothing for those who already lost their homes.

We have to stop doing work for them and refuse. The more of us that stand more it costs the banks.

DON'T MOVE

There's a growing group of us who are in foreclosure and are not moving.



PORTLAND'S PAST, PRESENT AND FUTURE

The Dill Pickle Club
DESIGNER

The Dill Pickle Club
NONPROFIT ORGANIZATION

\$7,000
GRANT AWARDED

The Dill Pickle Club (DPC), now renamed Know Your City, is an Oregon-based, volunteer-driven nonprofit committed to raising awareness of Portland's past, present, and future. It sponsors field trips, lectures, workshops and publications on topics of interest to Portlandians. Marc Moscato and The Dill Pickle Club received this grant to mount a City Works Poster competition. They partnered with the advocacy group, We Are Oregon, to create a bilingual informational poster focused on understanding homeowner rights related to foreclosure issues. A jury of prominent design and public policy experts reviewed some 30 submissions of artwork and chose illustrator Jesse Reklaw to create the final poster, with the research help of DPC volunteers. The posters were distributed by We Are Oregon.



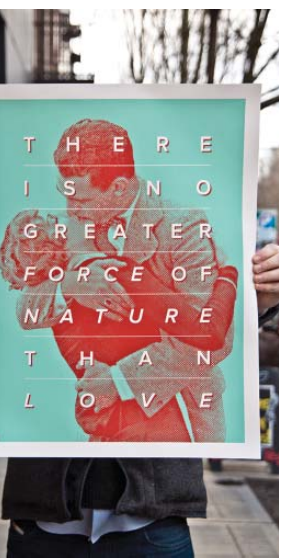
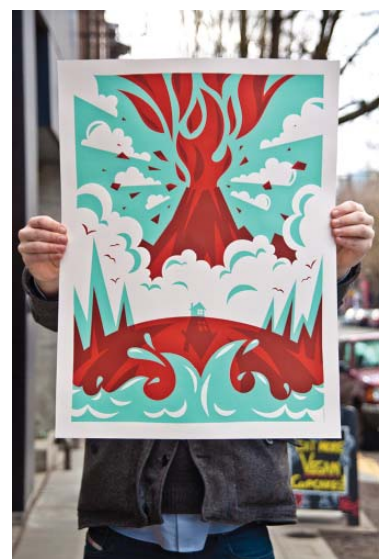
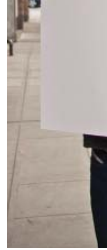
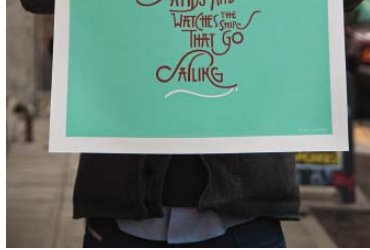
POSTERS DESIGNED GLOBALLY BENEFIT LOCAL NONPROFIT

The Hello Poster Show
DESIGNER

Youth in Focus
NONPROFIT ORGANIZATION

\$3,070
GRANT AWARDED

Founded by Alanna MacGowan and Benjamin K. Shown, The Hello Poster Show in Seattle features silkscreened posters by designers and artists from around the world. This year 14 posters were selected from the entries and silkscreened in a numbered limited edition of 30 prints. Twenty of the posters were sold at the opening show as well as online to benefit a local Seattle nonprofit. This year's recipient was Youth in Focus, a Seattle nonprofit group that uses the storytelling power of photography to instill underserved youth with a sense of self-worth, social skills, artistic sensibility and self-expression. In addition to the posters grant funds were used for a printed piece to promote the juried show.





60%

Housing Units Lacking
Telephone Service



32%

Housing Units Lacking
Complete Plumbing Facilities



28%

Housing Units Lacking
Complete Kitchen Facilities

THE THIRD-
WORLD
COUNTRY
IN OUR OWN
BACKYARD.

AN OVERVIEW OF
NAVAJO NATION
LIVING CONDITIONS.



STUDENTS BUILD SUSTAINABLE HOUSING IN NAVAJO NATION

IZM Design
DESIGNER

DesignBuildBLUFF
NONPROFIT ORGANIZATION

\$10,000
GRANT AWARDED

DesignBuildBLUFF is a nonprofit educational program that involves first-year graduate students in architecture from the University of Colorado and the University of Utah in designing and building environmentally sustainable houses for Native Americans who live in Utah's Navajo Nation.

With the grant, IZM Design created an informational brochure to help DesignBuildBLUFF raise awareness of its program across a broad constituency — financial contributors, participants, in-kind donors, elected officials and the university sector. In addition to receiving accolades from key audiences, the brochure by IZM Design has helped DesignBuildBLUFF attract coverage from *The New York Times* and *Fast Company*.



DESIGN INTERNSHIPS FOR BOSTON HIGH SCHOOL STUDENTS

Korn Design
DESIGNER

Youth Design
NONPROFIT ORGANIZATION

\$16,250
GRANT AWARDED

Youth Design is a nonprofit design-focused summer mentorship program to place talented public high school students in paid internships in Boston area design firms, agencies and in-house design departments under the guidance of a professional designer. Particularly for at-risk youth in under-resourced communities, this internship exposes youth to opportunities in the design field, develops career skills and teaches them to value critical design thinking. With this grant, Korn Design developed a three-panel brochure, DVD jacket, and infographics and packaged them in a handsome presentation folder. This marketing kit is being sent ahead to prospective partners to introduce the program or is left behind after a meeting to reiterate important points. Youth Design says the presentation kit has been instrumental in building awareness for the program.

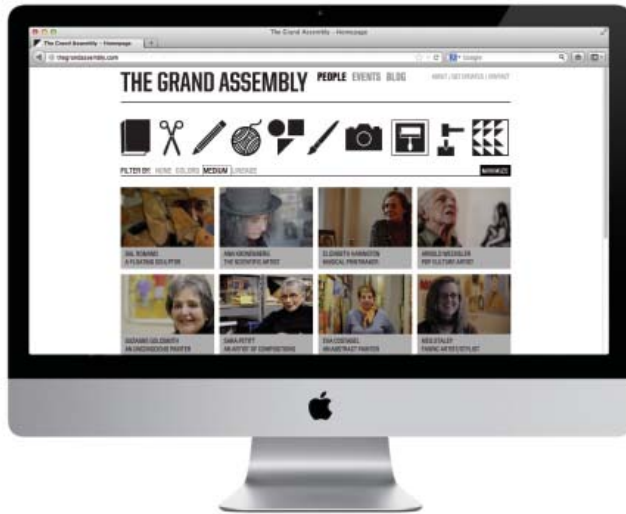


**“Youth Design helped me discover skills I didn’t know I had —
and changed my life in the process.”**

LYDIA KARDOS

Youth Design '03





SHOWCASING A GENERATION OF CREATIVES OVER 60

Lillian Lee
DESIGNER

Carter Burden Center for the Aging
NONPROFIT ORGANIZATION

\$40,000
GRANT AWARDED

The Carter Burden Center for the Aging is a nonprofit organization in New York City that runs a number of direct social services and volunteer programs to promote the well-being of seniors. One of its programs is Making Art Work/Gallery 307, which operates out of a Chelsea gallery. The program led to the establishment of “The Grand Assembly,” an online platform (thegrandassembly.com) with 14 inaugural members. These older artists, all over 60, were given an opportunity to show their work. A video portrait was created for each member and shown at the launch event, where each of the same members created an art piece that was made available for sale during the three week pop-up exhibition. The Grand Assembly team credits the Ideas that Matter grant for making it all possible — from the design and development of the website, the making of the video portraits, to the purchasing of materials needed to set-up the pop-up reception and show.



MOBILE MARKET TAKES FRESH FOODS TO URBAN COMMUNITIES

Maryland Institute College of Art
DESIGNER

Civic Works — Real Food Farm
NONPROFIT ORGANIZATION

\$15,000
GRANT AWARDED

The Center for Design Practice (CDP) at the Maryland Institute College of Art worked with Real Food Farm, a project of Baltimore’s Civic Works urban service corps, to address the need for healthy fruits and vegetables in the five communities surrounding Baltimore’s Clifton Park. This is an area considered a “food desert” because its low-income population lacks convenient access to grocery stores and has limited availability of fresh produce. After weeks of research, community engagement and hands-on experience, the designers developed a brand strategy and new identity/visual vocabulary for the farm. The result was to convert an old box truck into a mobile, scalable farmer’s market. The Ideas that Matter grant served to provide additional funds to create signage, labels, and sandwich boards for the truck as well as materials for community outreach.



About Real Food Farm
 Founded in 2009, Real Food Farm is a City-based non-profit organization dedicated to growing fresh, organic produce in an urban setting. Real Food Farm produces high-quality vegetables, herbs, and fruits. We sell our produce at neighborhood farmers' markets, restaurants, and local food banks.

Real Food Farm works to provide a just and sustainable food system by increasing neighborhood access to healthy food, providing experiential school education, and developing an economically viable, environmentally responsible local agriculture sector.

Get Involved!
Volunteer: During our regular open volunteer days, or schedule a volunteer group from a school, office, or community organization.
Donate: and your gift will go directly to Real Food Farm to support local food access, food production, and food education.
Get food: at our neighborhood markets or consider joining our CSA.

REAL FOOD FARM
 2701 St. Elmo Drive
 Baltimore, MD 21223
 410-555-8733
www.realfoodfarm.org

CivicWorks
 Baltimore's Service Corps

WE ACCEPT US

MOBILE MARKET
 We bring fresh produce straight from our farm to the homes in our neighboring communities.

EDUCATION
 We welcome school groups from across the Baltimore region for field trips and service learning opportunities.

Tyler Brown
 Farm Manager
 410-555-8733
tyler@realfoodfarm.org
www.realfoodfarm.org

REAL FOOD FARM

I'm for REAL

CivicWorks

I ♥ Real FOOD

realfoodfarm.org CLIFTON PARK, BALTIMORE MD **CIVIC WORKS**

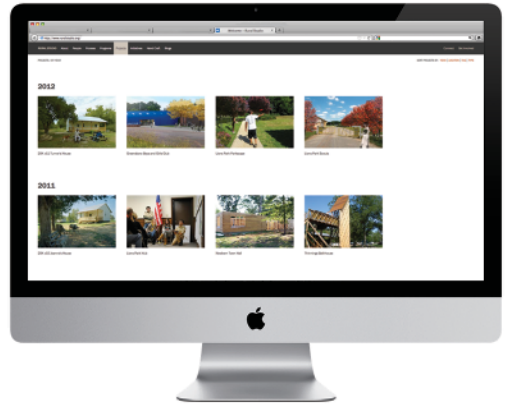
REAL FOOD FARM

Get REAL
 with Real Food Farm

REAL FOOD FARM
 2701 St. Elmo Drive, Baltimore, MD 21223

CivicWorks
 Baltimore's Service Corps





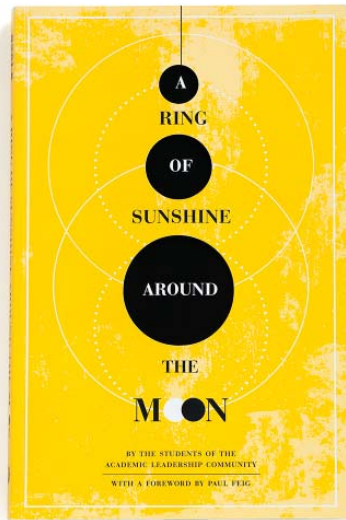
HANDS-ON EDUCATIONAL EXPERIENCES

Office of Clifton Burt
DESIGNER

Auburn University Foundation/Rural Studio
NONPROFIT ORGANIZATION

\$30,000
GRANT AWARDED

Rural Studio is a design-build program in the School of Architecture at Auburn University in Alabama. It was established to instill students with the values of socially conscious design and to provide hands-on educational experiences. Based in the impoverished Hale County, Rural Studio works with local communities to identify areas of need, then develop an appropriate design solution, raise funds and, ultimately, build the architectural project. Since it was founded in 1993 Rural Studio has designed and built over 100 projects in the region, educating more than 800 students in the process. The program has gained worldwide attention for sustainable architecture. With this grant funding, The Office of Clifton Burt designed a new website for Rural Studio (www.ruralstudio.org) that has raised awareness of the group's good work within the architectural and the local community.



DEVELOPING CREATIVE WRITING SKILLS FOR PUBLICATION

Parallel Play
DESIGNER

826LA
NONPROFIT ORGANIZATION

\$15,000
GRANT AWARDED

826LA is part of 826 National, a network of nonprofit tutoring, writing and publishing centers for students, ages 6-18. About 95% of the students in the Los Angeles program attend the lowest performing schools in the Los Angeles school district and come from low-income homes where English is often not the primary language. About 2,300 volunteer tutors at 826LA help students develop their creative and expository writing skills and English language proficiency. Publication in a professionally designed, beautifully printed book is central to encouraging students to write, revise and edit their work for distribution to a broader audience. The annual Young Authors' Book Project showcases their creative efforts. This grant allowed Parallel Play to partner with 826LA to create the 200-page anthology of original works by more than 50 students in the writing program.

Adaptive Play is a full Adaptive-based design studio consisting of six theoretical and technical sessions.

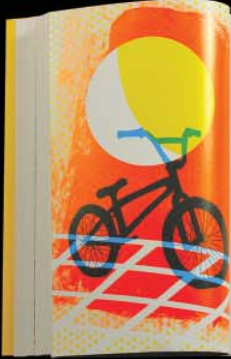


Environmental Health Perspectives • VOLUME 106 | SUPPLEMENT 1 | February 1998

100 *Journal of Management Inquiry* 20(1)100

Feeding the Pigeons in the Hall

10

[illegible]

Student Council

Fillerton and the two men pulling
 When I felt the ground beneath my

● WHY WE'RE FRUSTRATED

Expenses incurred by that State of its citizens

IF THEY WERE STILL AROUND

WE WOULD STAY FOREVER

THE WORLD NEXT FOREVER
 (Theater Company)

CATCH A BOOBY

cannot provide a direct answer to the latter question. What can be said is that the two different representations can be useful.





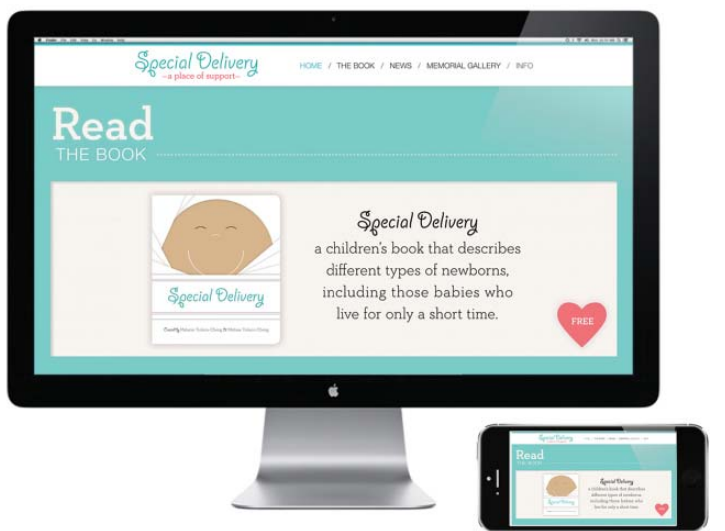
SUPER HIGH SCHOOL DESIGN CURRICULUM

Project H Design with The Office of Playlab
DESIGNER

Project H Design
NONPROFIT ORGANIZATION

\$10,000
GRANT AWARDED

Studio H is a one-year design/build curriculum in a public high school in rural Bertie County, North Carolina. Each year Studio H students research, prototype, design, and build a full-scale architecture project for community benefit. One part design studio, one part shop class, one part community service project, the Project H program offers transferable college credit, elective high school credit, and a summer salary. The branding concept for this farmers market project was done in collaboration with The Office of Playlab. Initially, students designed and built a pavilion for a farmers market called the Windsor Super Market, located in the county seat. The only farmers market within a 50-mile radius, it has become a community hub and source for homegrown produce. This grant is for the design of marketing materials, from billboards to postcards, and for graphics and some construction materials for Super Stands, a network of small produce stands in the county.



COMFORT FOR FAMILIES WHO HAVE EXPERIENCED PREGNANCY LOSS

Rise-and-Shine Studio
DESIGNER

Missing GRACE
NONPROFIT ORGANIZATION

\$15,000
GRANT AWARDED

Missing GRACE Foundation is a national organization that provides resources and support for families who have experienced pregnancy loss, infant loss, infertility or adoption challenges. In the U.S., such losses number more than 25,000 each year, leaving whole families, including young siblings, grieving. To support the efforts of Missing GRACE, Rise-and-Shine Studio received an Ideas that Matter grant to produce a board book/keepsake aimed at comforting families and young children going through the bereavement process. The book, called *Special Delivery*, is written by Dr. Melanie Tioleco-Cheng, the sister of the book's designer/illustrator. It is written in a voice of a mother for her daughter, by a pediatrician for her patients, and by one who understands the long road of grief. *Special Delivery* is being distributed free through Missing GRACE and via its website.





As many as 70% of all persons living with HIV/AIDS report a lifetime experience of homelessness or housing instability.⁹



ENDING THE DUAL CRISES OF HIV/AIDS AND HOMELESSNESS IN NEW YORK CITY

Silas Munro
DESIGNER

Housing Works
NONPROFIT ORGANIZATION

\$15,000
GRANT AWARDED

Housing Works is dedicated to ending the dual crises of HIV/AIDS and homelessness in New York City. People living with HIV/AIDS are extremely vulnerable to homelessness due to discrimination, loss of income, the breakup of relations and other factors. At any given time, up to 16% of all persons with HIV are homeless. Housing Works has set a goal of reaching a total of 500 housing units in New York by 2016. To achieve this, Housing Works operates 12 high-end thrift shops in New York City. This grant went toward printing and distributing a broadsheet that features a collection of photographs, client stories and informative diagrams to make shoppers aware of Housing Works's mission and turn them into retail activists for this cause. The broadsheet was first distributed on World AIDS Day.



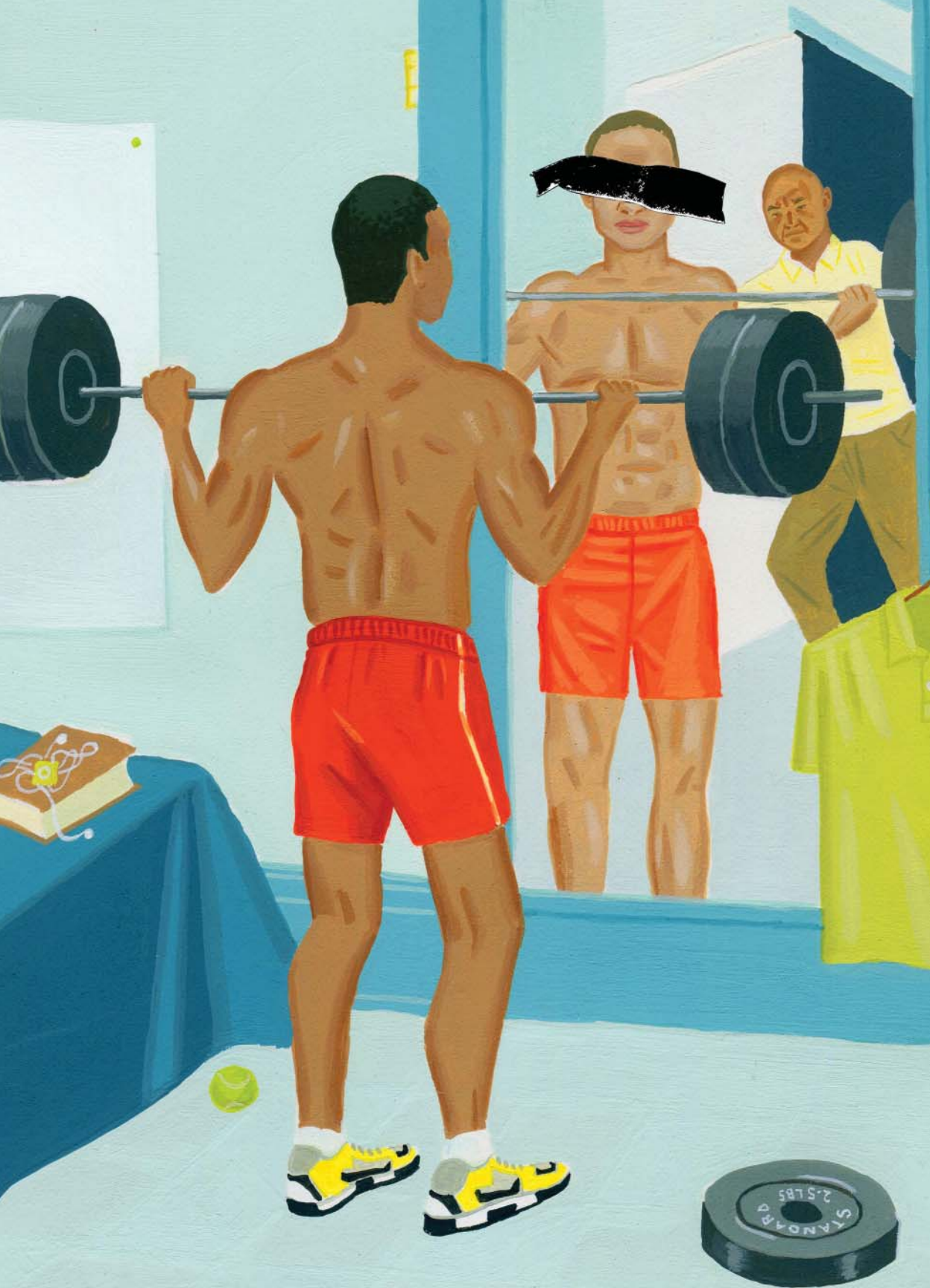
DEVELOPING SCHOOL CLIMATES WHERE DIFFERENCES ARE VALUED

Savage Design
DESIGNER

GLSEN Houston
NONPROFIT ORGANIZATION

\$30,173
GRANT AWARDED

The Gay, Lesbian & Straight Education Network (GLSEN) in Houston seeks to develop a school climate where difference is valued for the positive contribution each individual makes in creating a more vibrant and diverse community. GLSEN works to educate teachers, students and the public about the damaging effects that homophobia, sexism and racism have on youth and adults alike. Savage Design partnered with GLSEN to produce two brochures. The one targeted to students focuses on the devastating long-term effects of bullying and how other students can play an important role in eradicating a bullying culture. The brochure for educators provides additional tools and resources to develop LGBT-related education initiatives in their schools and local communities to make schools safer and more affirming for LGBT students. In addition to opening a positive dialog on these issues, the brochures have been requested by other GLSEN chapters around the country.







CONFIDENCE BUILDING EDUCATION AND FAMILY SERVICES

Studio Usher
DESIGNER

The GO Project
NONPROFIT ORGANIZATION

\$6,930
GRANT AWARDED

For 44 years, the GO Project in New York City has brought together private sector resources and a dedicated team of educators, social workers and volunteers to help academically challenged and underserved children to succeed. Most are first- and second-generation American low-income children, and all are facing serious learning challenges at school. The daunting pressures facing these students puts them at risk for drug and alcohol abuse, teenage pregnancy, gang involvement and dropping out of high school. Until now, GO has focused on kids in public elementary schools, but seeks to expand its services to middle schools to ensure that gains made continue into high school. To publicize this middle school program and solicit funding from existing and new donors, GO has teamed with Studio Usher to develop a fundraising appeal and other print materials.

2012 JUDGES

**AS LEADERS IN THE
DESIGN INDUSTRY,
OUR INDEPENDENT
PANEL OF JUDGES
KNOW THE SOCIAL
IMPACT OF GREAT
CREATIVE IDEAS.**





TRACY

MARIANA

SAM



MIKE

RICH

Sam Shelton is the principal, creative director and founding partner of Kinetik, a design firm based in Washington D.C. Since 1988, Shelton has applied his belief that design can be a powerful strategic force for good to guiding Kinetik's path in a changing world. His passion is evident in the projects he directs as well as his commitment to design education and AIGA. He is a past AIGA National Board member as well as a past Board member and President of the Washington, D.C. Chapter. Shelton is also an adjunct faculty member at the Corcoran College of Art and Design, where he leads the College's Design Ignites Change initiative, and has served in various strategic and educator capacities for multiple design programs in the D.C. area. In 2006, Shelton received the AIGA Fellow award in recognition of his significant contributions to the design community. He holds a Bachelor of Fine Arts in Communication Arts and Design from Virginia Commonwealth University.

Tracy West is Creative Director at 50,000feet, an independent creative agency with offices in Chicago. During her more than 17 years of design industry experience, she has led strategic creative development for such clients as Mini USA, BMW, Knoll, Perkins+Wills, and Terlato Wines. Her experience extends across a wide range of industry sectors, including automotive, financial services, consumer retail, corporate communication, identity, paper and the arts. Prior to joining 50,000feet, West led design development at Petrick Design for companies such as USG, Second City, AIGA Chicago and International Paper. Her work has been published in several design publications, including *Communication Arts*, *Black Book AR 100*, *Society of Typographic Arts*, and *Print*. West currently serves on the board of AIGA Chicago. She is a graduate of the School of Design at the Rochester Institute of Technology.

Mike Weikert is founder and director of the Social Design (MA) and Center for Design Practice at Maryland Institute College of Art (MICA). He also runs Weikert Design, a Baltimore design studio, and serves as an advisor to Project M, an international initiative committed to helping young designers use their skills to create positive change in the world. Previously, Weikert served as co-chair of the undergraduate graphic design department at MICA, partner/creative director at Atlanta-based Iconologic, and as a design consultant to the International Olympic Committee. He also worked as a designer with Pentagram, taught graphic design and branding at the Portfolio Center in Atlanta, and was nominated for the 2011 Cooper-Hewitt National Design Award. His work has been featured in several major design magazines, as well as in such publications as *Designing for Social Change: Strategies for Community-Based Graphic Design*, *Just Design: Socially Conscious Design for Critical Causes*, *D.I.Y. Design It Yourself*, and *Graphic Design Thinking: Beyond Brainstorming*.

Born in Buenos Aires, Mariana Amatullo is an educator, author, and lectures internationally on social impact design. She is the co-founder and leader of Designmatters at Art Center College of Design, a program where students work across disciplines to advance positive social change by applying good design to an array of social issues. Through her leadership, Art Center is the first design institution to be affiliated as a non-governmental organization with the United Nations. Amatullo serves on several advisory boards and networks engaged in the arts, design education, and social activism, including [ideo.org](#), Design 21 (in partnership with UNESCO), Intelligent Mobility International and the Bloomsbury Qatar Foundation Journal Tassmeem. In 2012, Amatullo received the Inaugural Dell Social Innovation Education Award for outstanding leadership in teaching and supporting student social innovators.

She is a founding member of the University of Southern California International Museum Institute and served on the editorial committee for *Beyond the Turnstile: Making the Case for Museums and Sustainable Values*. Prior to joining Art Center, Amatullo pursued a variety of research and curatorial projects and held positions at the Museum of Contemporary Art, Los Angeles and The Los Angeles County Museum of Art. Amatullo is a Non-Profit Fellow with the Doctor of Management, Weatherhead School of Management, Case Western Reserve University. Her doctoral research focuses on the shifting role of the designer in the social sector. She holds an M.A. in Art History and Museum Studies from the University of Southern California and a Licence en Lettres degree from La Sorbonne in Paris.

RICH HOLLANT
CO:LAB

HARTFORD, CT

Rich Hollant is principal, strategist and design director at CO:LAB, a strategy and brand development firm working exclusively with communities, nonprofits, corporations, and enterprises that are committed to social values. He started the business in 1988 following a brief stint at Ligature (educational publishing) in Boston where he developed an appreciation for open collaboration. Prior to this, he studied philosophy and psychology at Boston University and film/video/motion graphics at The School of the Museum of Fine Arts, Boston. Hollant has lectured and conducted workshops on brand-building for socially conscious organizations, ethics, business models, and design for good. He and his team have earned numerous design and strategy awards, and Hollant has been featured in *Business Weekly*, honored as one of 20 “People to Watch” by *Graphic Design, U.S.A.* and selected as one of the top 11 generous designers by *Fast Company*. Hollant is a recipient of the Connecticut Youth Service Leadership Award. He is a past president of AIGA Connecticut and the vice-chair/development director of Compass Youth Collaborative.

2012 GRANT RECIPIENTS

MARIA MOON
Designmatters at
Art Center College of Design

THE LOS ANGELES SCHOOL DISTRICT

Designmatters is partnering with health professionals in the Los Angeles School District to develop an anti-gun violence educational toolkit for educators and middle school youth. The program, titled “Where’s Daryl?”, challenges youth to reconsider naïve assumptions about guns and think about how guns can negatively impact their lives and goals. Designmatters proposes to create a teachers’ toolkit with background materials, activity ideas and participatory learning projects designed to engage students through discussion and team collaboration. The program also includes the making of four humorous video shorts that show “Daryl” absent from his own life milestones because he is incarcerated by the juvenile justice system.

CELIA POIRIER
University of Connecticut

WINDHAM HARM
REDUCTION COALITION, INC

Windham Harm Reduction Coalition, Inc. (WHRC) was founded in 2009 to provide HIV and drug overdose prevention services to individuals and families affected by substance abuse in Connecticut’s Windham and Tolland counties. It also engages in Naloxone distribution, LGBTQ youth workshops, housing referrals, and overdose prevention training. The nonprofit, however, has been sorely in need of an identity program that can be applied across print and web media to promote the program and attract funding. The Ideas that Matter grant will go toward creating a new identity for display on future promotional materials.

MARC MOSCATO
The Dill Pickle Club

THE DILL PICKLE CLUB

The Dill Pickle Club (DPC) is a nonprofit group in Portland, Oregon, that organizes educational projects that promote an understanding of Portland’s history, art, politics and government through tours, lectures, publications, and school programs. Each year DPC focuses programming around a broad theme — e.g., origins of city’s independent music, out-of-print books about Portland, etc. This year DPC is introducing a “Comics for Change” series of ten comic books, each telling the story of an Oregonian working for social justice. A juried competition will be held to select the artists for the comics, which will present biographies of local activists in a more accessible way.

The Cahaba River Society (CRS) is a nonprofit founded in 1988 to promote river stewardship as well as climate-resilient solutions for growing southeastern communities. Through such programs as Water-Smart Growth and CLEAN, CRS works to restore freshwater habitat, recreational uses, greenways and tourism. The Society sees the Cahaba River as a vital artery for the community and a catalyst for community and economic improvement. CRS seeks to raise awareness of its importance by producing two multi-use communication pieces — a printed storybook and a video about the river and its watershed. Both are meant to inform and help raise funds for other river protection projects.

DAVID RAGER
David Rager Studio

THE ECOLOGY CENTER

The Ecology Center was founded in San Juan Capistrano, California, in 2008 to teach practical environmental conservation tips at the household and community level. More than 12,000 people have attended classes, workshops, lectures, festivals and camps at the Center's historic farmhouse to learn everything from organic gardening and water stewardship to energy conservation. The success of the Center's Backyard Skills program has spurred the need for manuals and books, brochures and postcards to expand outreach for the program.

THE IDEO.ORG TEAM
IDEO.org

IDEO.ORG

About a year ago the renowned design and innovation consultancy, IDEO, formed its own independent 501(c)3 nonprofit organization focused solely on social innovations aimed at tackling global poverty. The 15 human-centered design projects it undertook in its first year alone provided many results that would benefit other groups. IDEO.org proposes to design and print a variety of knowledge-sharing materials that give a detailed description of each project and the lessons learned.

ESTHER CHAK & MARY-JO VALENTINO
Imaginary Office

NEW URBAN ARTS

New Urban Arts (NUA) is a nationally recognized interdisciplinary arts studio for high school students and emerging artists in Providence, Rhode Island. Each year the studio offers free year-round programs to students from 13 local public high schools as well as to a growing community of emerging artist mentors. The current enrollment is 28% Spanish speaking and predominantly female. A year-in-review publication serves as both an impact report for NUA and its supporters and a yearbook for students and participating artists. In honor of the studio's 15th anniversary, Imaginary Office requested an Ideas that Matter grant to produce a more robust, bilingual publication.

A private nonprofit agency, Wellspring promotes mental health recovery for adults with severe and persistent mental illness by providing rehabilitative services and deeply subsidized quality housing in Kentucky for nearly 600 clients annually. To raise awareness and appreciation for Wellspring's mission among its far-flung donor and supporter base as well as its constituents, Joey's Corner proposes to design, produce and implement a new logo and identity system and strategic communication print material for Wellspring.

Since 2002, Kestrel Educational Adventures has connected more than 10,000 students in the Gloucester, Massachusetts, area with local natural habitats through field trips and classroom presentations. Kestrel partners directly with schools to tailor science programs that fit the culture and academics of the school as well as local land reservations. This Ideas that Matter grant goes toward creating a new engagement system of materials called LOOKLOOK. Consisting of visual game cards and field guides, LOOKLOOK will make it fun for students to develop ecological literacy and understanding.

Xenophobia (fear of foreigners) has erupted in riots and violence in South Africa, bringing hardship to the daily lives of refugees and migrants. The Kgosi Neighborhood Foundation in Johannesburg has launched Together+, a campaign aimed at combating xenophobia through education and community development. University of Notre Dame design students have joined forces with the foundation to produce print materials that educate young South Africans about xenophobia as well as provide informational resources to refugees and migrants about their legal rights under the South African constitution and to services such as healthcare.

826 Seattle is a nonprofit writing and tutoring center dedicated to helping youth, ages six to 18, improve their creative and expository writing skills. Their works are regularly collected and published in book form by 826. This proposal is to design and print the third annual *What to Read in the Rain* anthology of the best writing of 826 Seattle students, combined with writings donated by accomplished Northwest authors. Nine luxury hotels in downtown Seattle are partnering with 826 Seattle to place the books in guestrooms for sale. Proceeds will go toward supporting the 826 Seattle student programs.

**ANNA RUBBO, MEGAN BULLOCK,
AND MATTHIAS NEUMANN**
**Global Studio, Center for Sustainable Urban Development,
Columbia University**

GLOBAL STUDIO

Informed by the UN Millennium Development Goals, Global Studio promotes participatory forms of education and practice that will benefit underserved communities and facilitate bottom-up collaborative partnerships. Students, academics, working professionals and local governments come together to work on community-based projects. This grant goes toward developing multilingual print materials for an international traveling exhibition and a related book/catalog about inclusive and participatory urban design.

KENNETH BOTTS
Visual Marketing Associates, Inc.

THE WRIGHT FAMILY FOUNDATION
OF THE DAYTON FOUNDATION

The Wright Family Foundation supports the preservation of aviation history as related to flight pioneers Orville and Wilbur Wright. It funds research and publication of aviation history, scholarships for studies in the fields of aviation and aeronautics, educational programming and restoration and display of aviation artifacts, landmarks and memorials. To create a steady revenue stream to sustain the preservation and operation of Hawthorn Hill, the home of the Wright brothers' family, the Foundation seeks to create marketing materials that can be sent to prospective manufacturers and licensees of Wright brothers branded merchandise.

**DESIGN FOR GOOD.
CREATE AN IMPACT.**

**VISIT IDEAS THAT MATTER AT
SAPPI.COM/IDEASTHATMATTERNA/
TO SUBMIT YOUR PROPOSAL.
IDEAS ARE DUE: JULY 19, 2013**

Our 2011 grant recipients were chosen by an independent panel of five judges:
Allan Chochinov, Dawn Hancock, Kit Hinrichs, Oliver Munday, and Petrula Vrontikis

The works of the following two 2011 grant recipients are not shown because, due to unforeseen circumstances, they were unable to complete their submitted projects.

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YEAR AFTER YEAR

WINING WITH

Some babies are born with special needs,

Clara marries Dave,
who she meets at an NF
Endurance event.

Clara becomes a middle
school history teacher.

Clara graduates from
college with a degree in
teaching.

Five years ago there
were two NF clinical trials
in progress. Today, the
Children's Tumor

255 State St.
Boston, MA 02109
800.882.4332
www.sappi.com/ideasthatmatterNA

Clara is born in
Kansas City, Missouri.
Her Mom has NF1.

Clara is diagnosed
NF1 at 9 months.
Her Mom sees her
at a café au lait spots.



NF varies greatly between people
who have the disorder. This story
summarizes a possible set of
experiences for someone who
lives with NF.