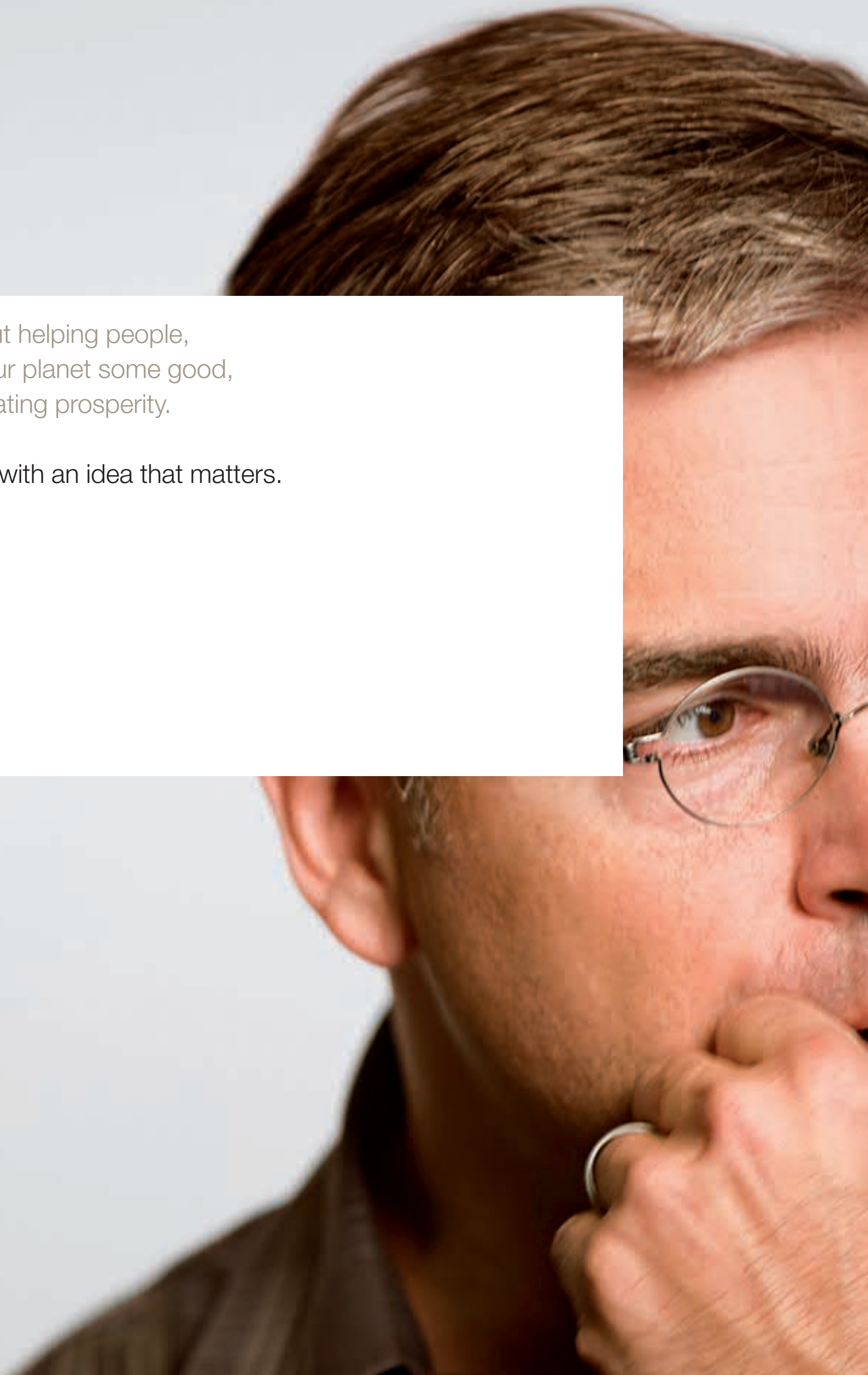
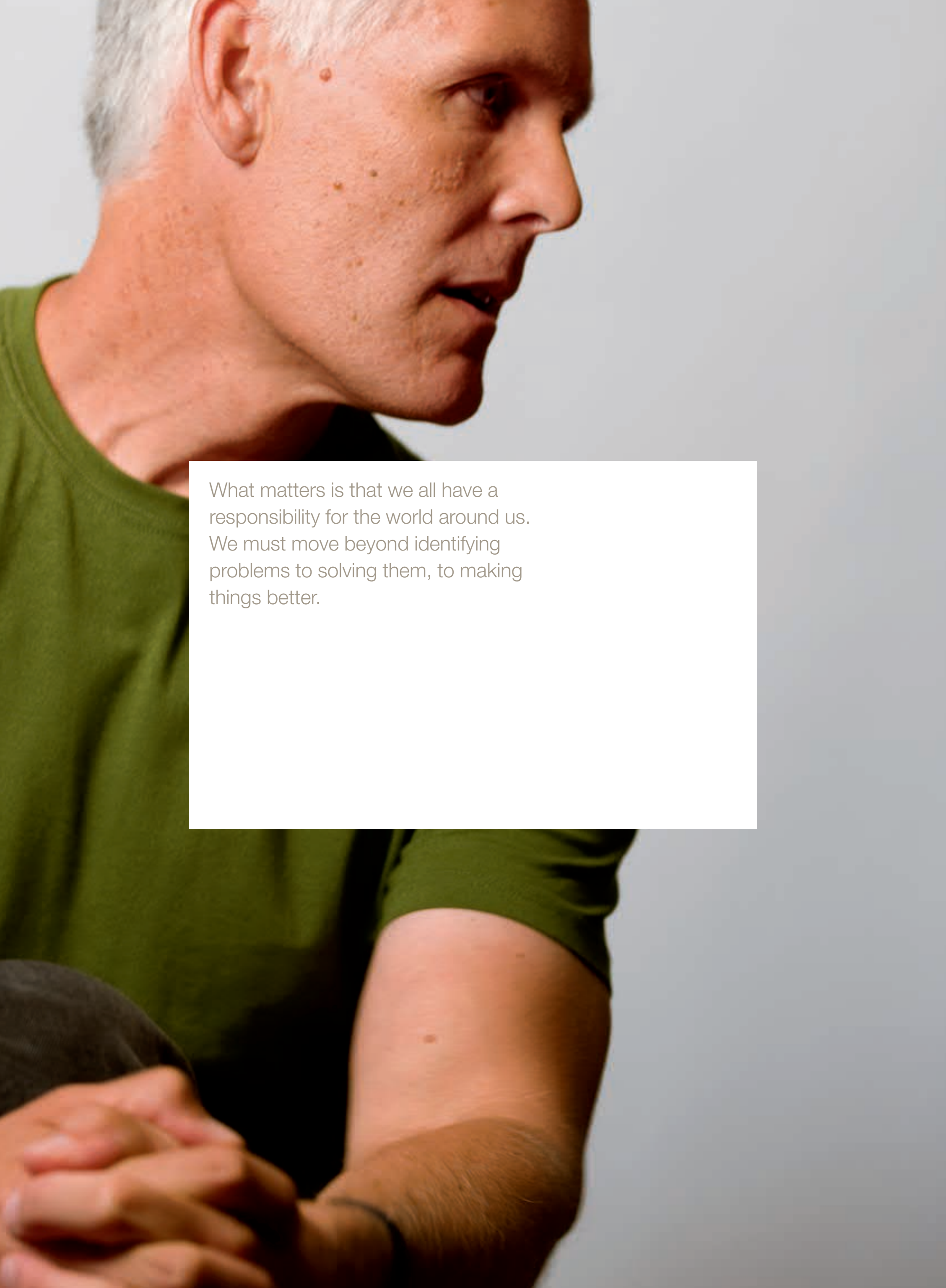


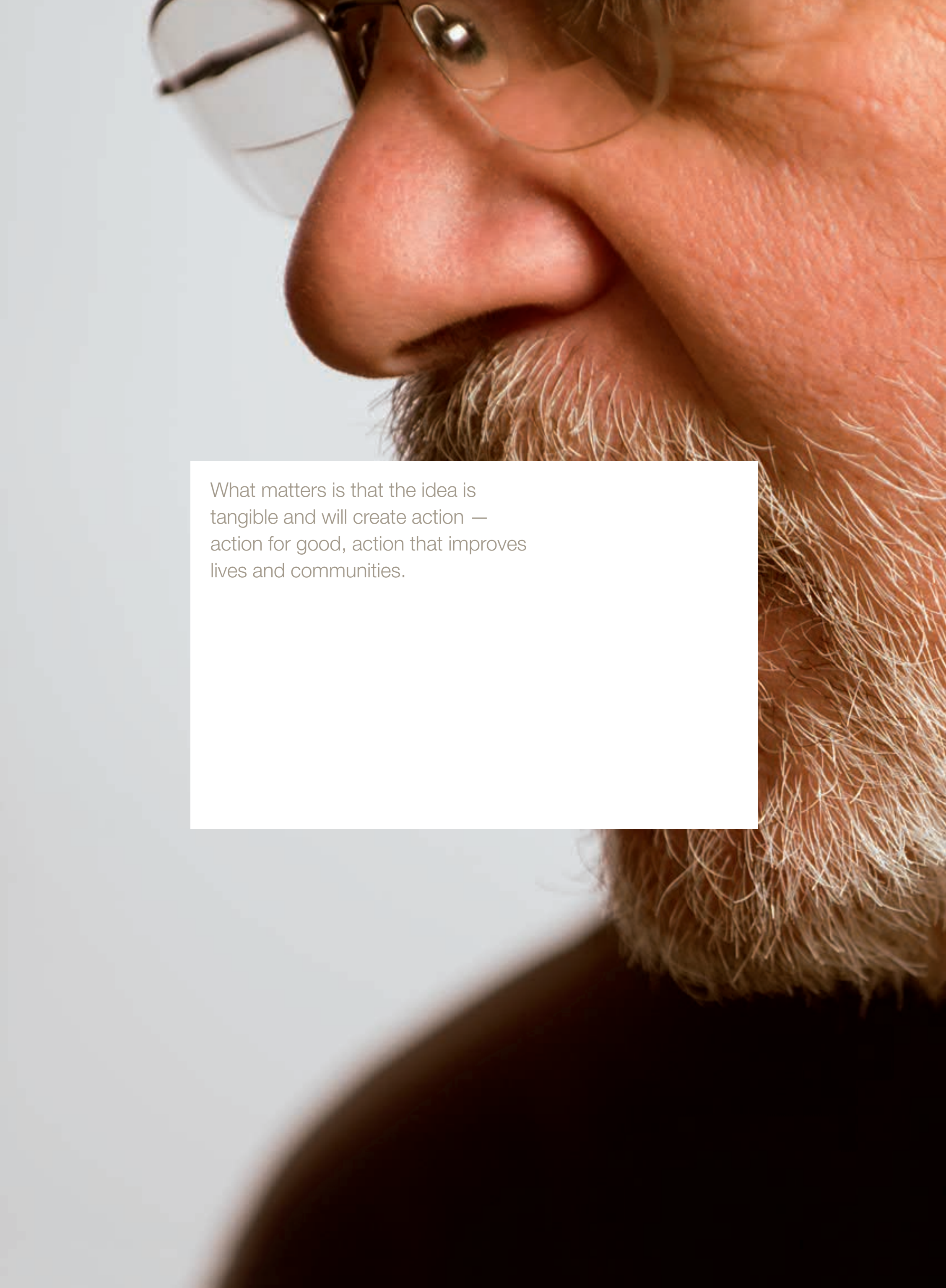
It's about helping people,
doing our planet some good,
and creating prosperity.

It starts with an idea that matters.







What matters is that we all have a responsibility for the world around us. We must move beyond identifying problems to solving them, to making things better.

A close-up, profile view of a man's face, focusing on his nose, mouth, and beard. He is wearing glasses, and the image is cropped to show only the right side of his face. The background is a plain, light color.

What matters is that the idea is
tangible and will create action —
action for good, action that improves
lives and communities.



What matters are the creative ideas of designers; we have unique skills and therefore the opportunity to contribute and change things through design thinking. If we don't, then who?



What matters is a belief that design talent extends far beyond the aesthetic and can be a force for social good, a belief so important to Sappi that after 10 years, they are continuing to make it a reality.

A decade of giving. Sappi doesn't just make great coated papers; we take 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. That's why, a decade ago, we launched Ideas that Matter, the industry's only grant program aimed at helping designers contribute their talents to the charitable activities that they care about most. Sappi believes that the creative ideas of designers can have an impact beyond the aesthetic and that those ideas can be a powerful force for social good. To date, Ideas that Matter has awarded \$9 million worldwide in grants supporting causes that range from youth centers and health care awareness to wildlife protection. Working together with our customers, we aim to make a difference.

In the belief that meaningful ideas should be recognized, we invite you to submit yours to Ideas that Matter.



People

Planet

Prosperity



John Bielenberg
C2 & Project M, San Francisco

“We live in extremely challenging times that absolutely require designers to help shape a positive future. Ideas that Matter is a call to action!”

Cedomir Kostovic
Missouri State University, Springfield

“Being a past recipient, I know the non-profit program that I helped is more convinced that visual communications has an impact on the program’s effectiveness.”

Marcia Lausen
Studio Lab, Chicago

“Ideas that Matter is the only granting program of its kind. It encourages and enables design students, educators, and professionals to use their skills to imagine better futures and to put ideas into action in support of positive change.”

Scott Stowell
Open, New York

“As long as designers wait to be asked to make things, we’ll be at the mercy of forces that are out of our control. These grants help designers ask first.”

Phil Hamlett
Academy of Art, San Francisco

“Programs like Sappi’s Ideas that Matter prime the pump for designers who are interested in using their design skills to affect social change. Without these crucial funds, many of these wonderful ideas would never see the light of day.”

Ideas that Matter was developed by Sappi in recognition of the fact that many designers generously donate their time and talents to create materials for worthy non-profit causes. Over the past decade, our program has given out one million dollars annually to help designers offset production and implementation costs for such altruistic projects. The Ideas that Matter program places special emphasis on efforts to support environmental sustainability, address pressing social needs and improve global prosperity.

To enter, download an entry form at – 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.

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

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 17, 2009. Grants will be announced in Fall 2009. Ideas must be fully implemented within six months of receiving grants.

For more information

800-882-4332 or www.sappi.com/ideasthatmatterNA

Anne Van Wagener

Greyhound Welfare Foundation is a national, non-profit, all volunteer advocacy and adoption organization dedicated to protecting greyhounds from the exploitation and abuses inherent in the greyhound racing industry.

Art with Heart

Art with Heart empowers youth in crisis through therapeutic books and programs that use creativity to foster self-expression.

Felicidad

Ashoka is an international organization that focuses on shaping a global, entrepreneurial, competitive citizen sector — one where “Everyone is a Changemaker.”

Saintbrush Design

Armstrong Family Services is dedicated to keeping families in the New Orleans area together by providing emergency housing, transitional housing, case management, and mentoring services to help them become financially and emotionally independent.

Visual Marketing Associates, Inc.

County Corp works to improve the quality of life for residents of Montgomery County, Ohio and neighboring counties through improved housing and economic opportunities.

Megan Barra Graphic Design

Acadiana Outreach Center is dedicated to helping transform the lives and restore the dignity of poor and homeless people in crisis.

Arketype Inc.

Green Bay Area Public School District embraces learning for all as its highest priority. By providing a diverse community with dynamic educational opportunities, they develop engaged members in society and enthusiastic learners for life.

Faust Associates

Chicago Youth Centers is Chicago’s largest multi-site, independent, locally-based youth services agency. CYC invests in kids in underserved neighborhoods in Chicago to help them discover and realize their full potential.

The University of Kansas, Department of Design

The Alliance for a Healthier Generation is working to reduce the nationwide prevalence of childhood obesity by 2015 and to inspire all young people in the United States to develop lifelong, healthy habits.

Chermayeff and Geismar Inc.

Open Space Institute/NTTL protects scenic, natural, and historic landscapes to ensure public enjoyment, conserve habitats, and sustain community character.

Otto design + marketing

Mercy & Sharing is a humanitarian organization that provides life-saving medical interventions, clean water, nutritional support, education and a loving and safe home to abandoned and orphaned children in Haiti.

tmarks design

ASTAR—Autism Spectrum Treatment and Research addresses the overwhelming need for diagnosis, research and appropriate treatment for those living with Autism Spectrum Disorders.

AED Social Change Design

AED Center for Youth Development and Policy Research is a national capacity building intermediary. The mission of the Center is to create and strengthen the infrastructures that support the positive development of all youth.

Korn Design

Youth Design Boston (in partnership with AIGA Boston) is a unique mentoring program connecting inner city high school students with professional design mentors and internship opportunities.

Red Antenna

Tenants & Neighbors is building a unified state-wide organization that empowers and educates tenants, preserves affordable housing, and strengthens tenant protections in New York.

Joey’s Corner

Joey’s Corner is a non-profit design studio dedicated to providing pro-bono, strategic creative services to non-profit groups focusing on health care, children’s and social well-being issues.

Saremo, Inc.

Erie County CASA (Court Appointed Special Advocate) Program is part of a national organization to address the needs of abused and neglected children by pairing them with specially trained volunteer advocates.

Rick Franklin

Exodus World Service equips local volunteers with information and training and then links them directly with refugee families newly arrived in the Chicago metropolitan area.

Piece Studio

HERO Family Resource Center is a community organization which empowers people of Hale County, AL and surrounding areas through education and access to housing opportunities.

Antoinette Westphal College of Media Arts and Design, Drexel University

Ex;it Foundation helps people in underdeveloped communities to create opportunities to thrive through initial engagement with the arts, transition to creating projects of value, and providing sustainable life improvements.

Production notes

Stock	McCoy Matte Text 80lb/118gsm
Inks	Four-color process, match grey and overall satin varnish

Credits

Design	Weymouth Design, Inc.
Photography	Michael Weymouth
Text	Delphine Hirasuna

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

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We Generate 100%
Certified Renewable Energy

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Boston, MA 02110
800.882.4332

Take action and
inspire others.

www.sappi.com/ideasthatmatterNA