

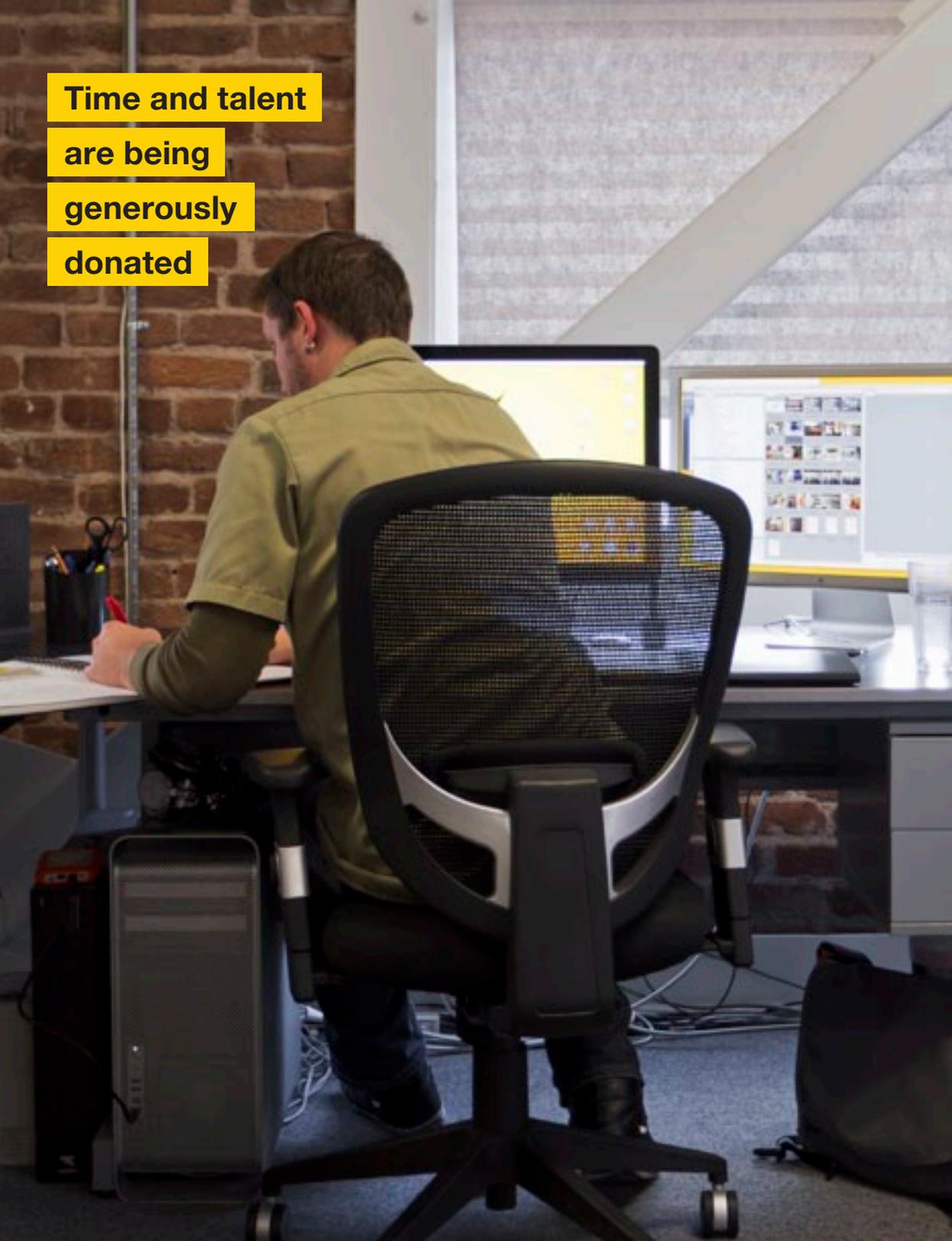
Today



sappi | ideas  
that  
matter

2012 Call for Entries

Time and talent  
are being  
generously  
donated



Meaningful work  
is creating impact



A positive  
future is  
taking shape



Today, Sappi's  
Ideas that Matter  
continues to support  
and recognize  
designers who  
are applying their  
creative ideas to  
a wide range of  
charitable activities.

**We are proud to  
share their stories.**



Project H uses the power of the design process to catalyze communities and public education from within. Its Studio H program is a one-year public high school curriculum in rural Bertie County, North Carolina, taught by Project H founder Emily Pilloton and project architect Mathew Miller. Offered to high school juniors, Studio H is a rigorous design education program that combines studio and wood/metalshop classes, followed by a summer build. Over the summer session, students are hired and paid by Project H to construct the community project they spent the year designing, prototyping and refining based on ethnographic research. In Bertie County, students built three public chicken coops and a 2,000-square-foot farmers' market pavilion. A tandem communication design project, created by the students, increased awareness and excitement around the summer build project.



**Project H**  
**Design**



brick it + bag it + flush it

- 1 well in Africa = 4,000 bricks
- 1 brick & you = 4,000 gallons saved/year
- 4,000 bricks & you = 16 million gallons saved/year (16 football fields)

Save up to 4,000 gallons a year



WellDone is an organization working to raise awareness of global water issues and to provide clean water to communities in the developing world. With the Ideas that Matter grant, WellDone hosted an event in San Francisco highlighting the Water for Water campaign. Individuals were educated about water usage at home through a variety of different visuals. WellDone branded bricks and bags that were given out to attendees to take home and put in the tanks of their toilets. Using a brick this way is estimated to save 4,000 gallons of clean water per household per year. Water for Water aims to measurably reduce water usage and pledge savings from water bills to help fund the implementation of clean water projects in developing countries.





Art Center  
College of Design



ONEgeneration is a Southern California-based non-profit focused on providing care for low-income, home-bound and frail seniors, including those with long-term illnesses such as Alzheimer’s disease. In addition, ONEgeneration has developed a special “inter-generational” approach that combines adult daycare with childcare in a shared setting. Through daily programs and activities, seniors and children continuously interact in a way that helps the adults retain memory and the children develop new skills. The program relies on printed material and outreach volunteers and staff, who often attend local health fairs and conventions, to spread the word about the special programming. Art Center College of Design students designed a system that improved ONEgeneration’s outreach methods by creating a portable display booth that contained everything needed to quickly set up a professional and effective presentation — a tablecloth with signage printed on it, a fold-out paneled board for a table top, a standing banner, a digital picture frame loaded with photos, and information packets in individual folders. The display has attracted more visitors to the booth and increased the recruitment of students as interns and volunteers at large campus events.

Lara

McCormick

# DE CON STRUC TION



Build It Green! NYC (BIG! NYC) is New York City's only non-profit retail outlet for salvaged and surplus building materials. Its mission is to keep these materials out of the landfill, while offering deep discounts on their resale. Lara McCormick worked with BIG! NYC to produce in-store signage, informational brochures and postcards, and a pop-up exhibition to raise awareness of how much waste society produces and what can be done to reduce it. Through this awareness campaign, BIG! NYC anticipates increased participation in donations and purchases and a lighter carbon footprint.

BRUTE LABS uses design and technology to foster sustainable social entrepreneurship. Its small, all-volunteer team has launched 11 projects around the world and across a broad spectrum of causes, from cyclone relief in Myanmar, to clean water wells in Ghana, to a bio-diesel project done with Stanford University. In collaboration with the City of San Francisco, BRUTE LABS applied its Ideas that Matter grant to designing and printing an informational map for the city's homeless. Icons and color-coding on the map show the locations of social services and public transportation routes to these locations. To assist projectOPEN partners in networking and collaborating on ways to improve the lives of the homeless, BRUTE LABS also created web and mobile-accessible resources, including a database on Google Maps. The database will form the framework for scaling projectOPEN to other cities in the future.

**PROJECT OPEN** projectOPEN connects the community to resources in San Francisco



**BRUTE LABS**



**What can projectOPEN do for your organization?**

 <p><b>COLLABORATE</b> When the right people find each other, great things happen. Use projectOPEN to find project partners.</p>	 <p><b>UPDATE</b> New location? New number? projectOPEN makes it easy to keep your information online up to date.</p>	 <p><b>CUSTOMIZE</b> Different people need different information. Give each of your clients the resources they need for their specific circumstances.</p>
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**How do you use projectOPEN?**

- 1 VISIT THE SITE**  
Go to [www.projectOPENSf.org](http://www.projectOPENSf.org) and start exploring the site.


- 2 DISCOVER**  
When the right people find each other, great things happen. Use Project OPEN to find project partners.

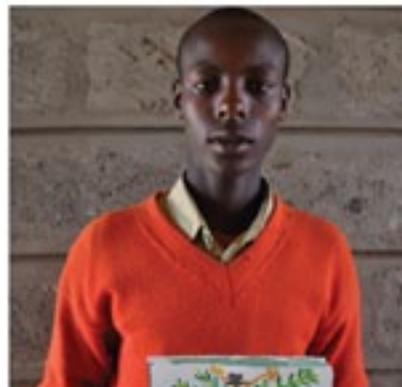
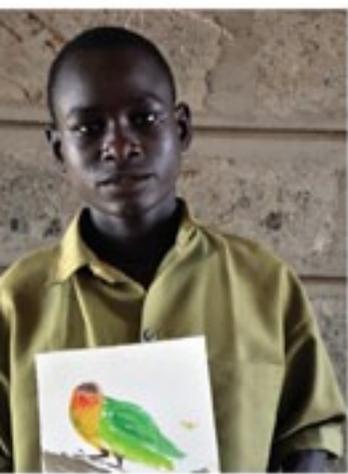
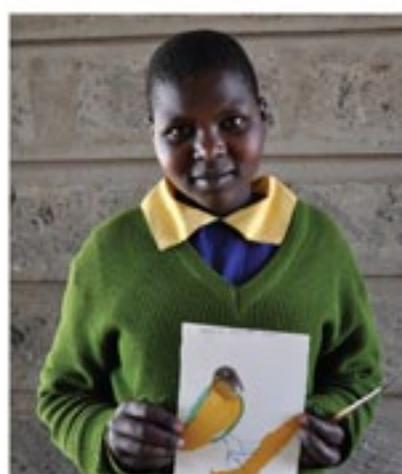

- 3 CONTRIBUTE**  
If you want to add a resource or update an organization's information.


- 3 CUSTOMIZE**  
Select city guides made by neighborhood resources or customize your own.


- 4 SHARE**  
Download a pdf version of your guide to use in newsletters and email campaigns. Print it out to share with your neighbors.



Melanie McElduff  
& Deborah Ross



The African Conservation Fund builds local custodianship among people who live and work with wildlife. Their financial support helps local areas critical to wildlife survival to develop the means to conserve them. Melanie McElduff and Deborah Ross supported their efforts by producing a book illustrated by the children of Il Polei Primary School, describing the traditional use of medicinal plants in their Massai community in Mukogodo. Children took pride in their watercolor paintings and considered the importance of the biodiversity in their own backyards.

The Yes Foundation of White Center, Washington develops youth programs and partners with other organizations to provide kids with positive role models and powerful life experiences to encourage their hope and vision for the future. Keying in on athletics and the arts, the Yes Foundation has made a profound difference in underserved areas and taken kids out of the path of gangs and drug trafficking. To increase their visibility in the community and support their fund-raising and recruitment efforts, the Yes Foundation collaborated with tmarks design to create a branding system as well as communications and collateral materials.

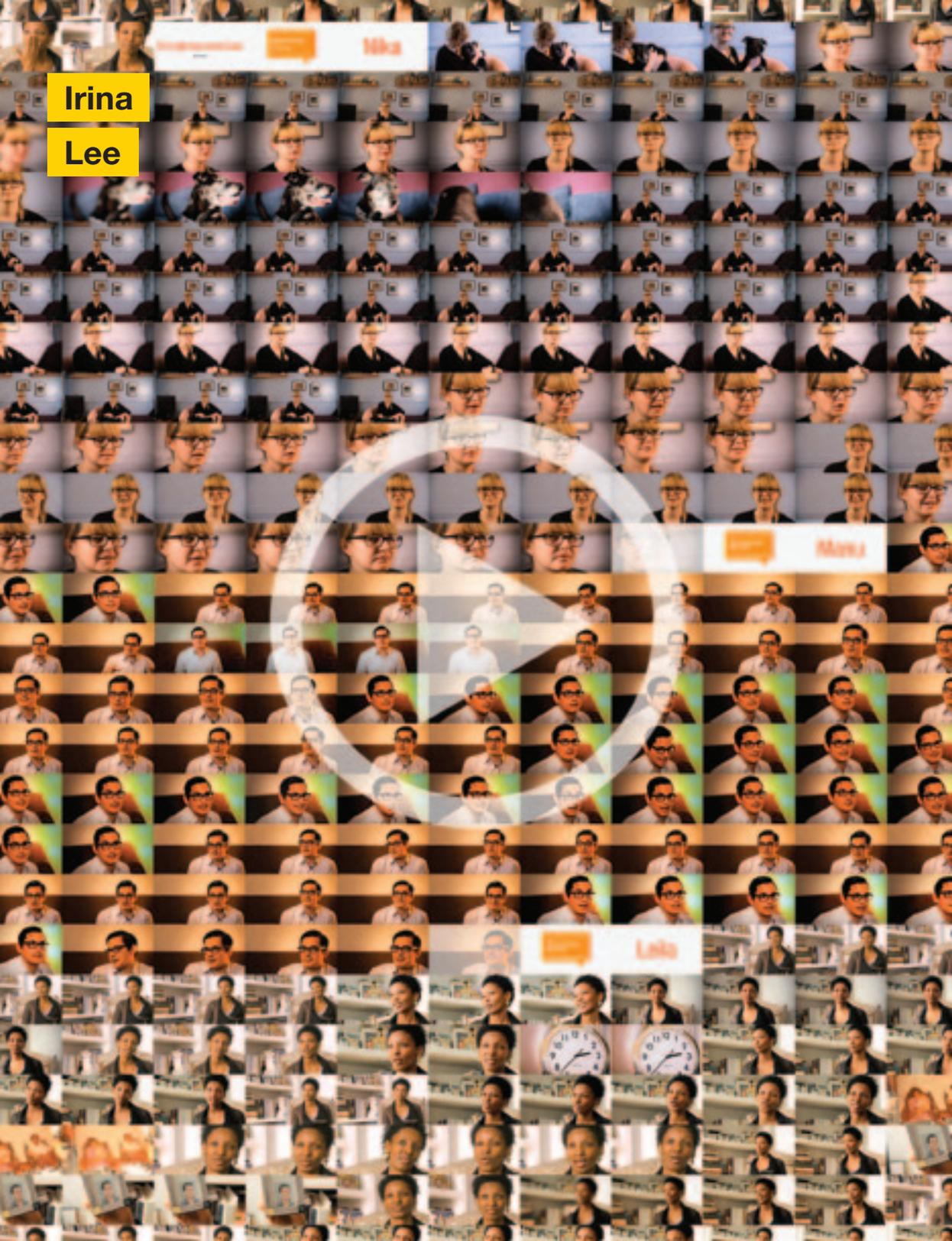


tmarks

design



Irina  
Lee



The Statue of Liberty-Ellis Island Foundation was founded in 1982 to raise funds for and oversee the historic restorations of these two landmarks. Irina Lee and Ellis Island's The Peopling of America Center worked together to create First Person American, an initiative to change the public's perception of immigrants and to interject a new voice through deep and poignant portraits of people who immigrated to the U.S. The First Person American program consists of a content-driven website that explores the modern immigrant identity through personal storytelling, visual documentation, video interviews, and interactive media.



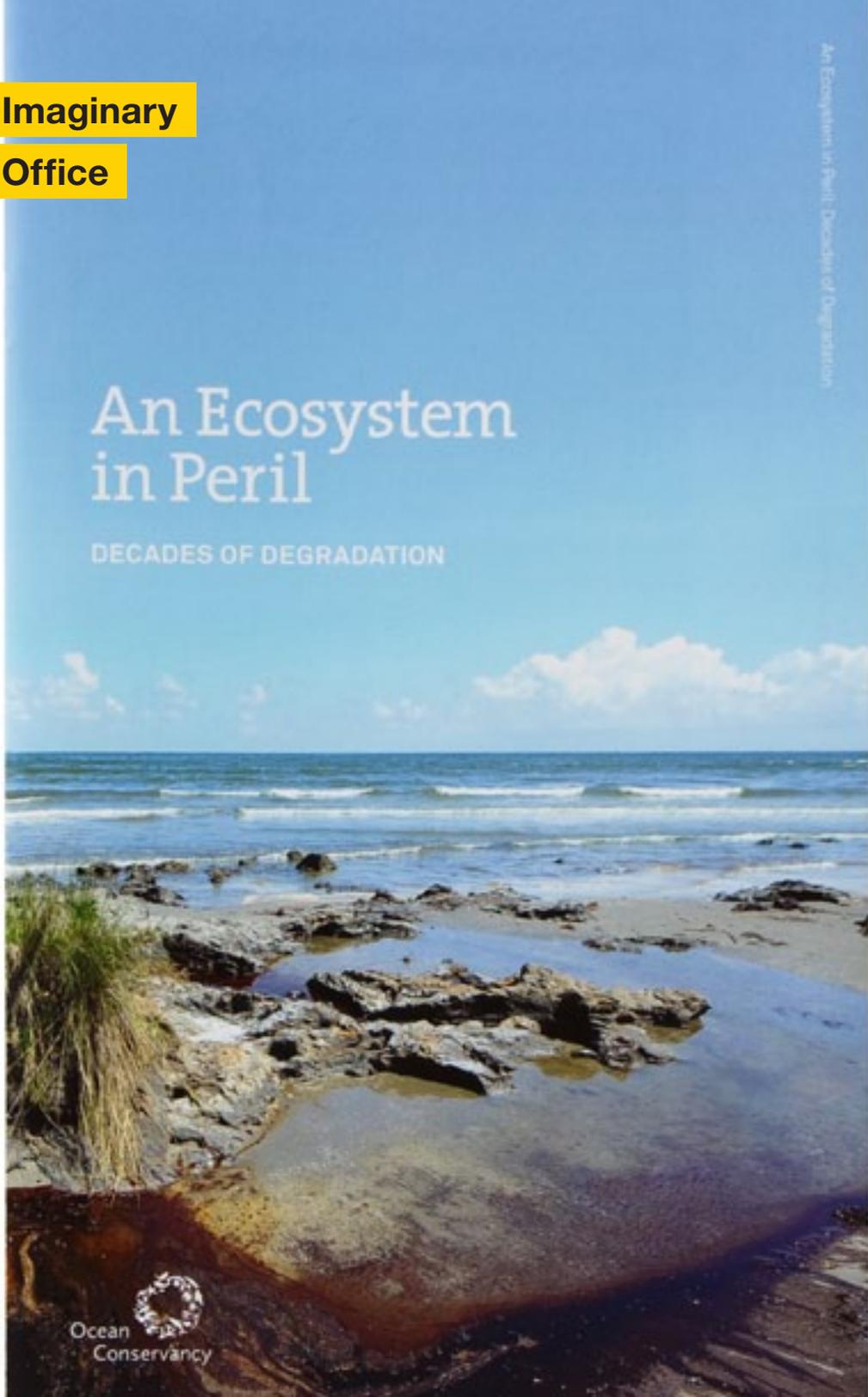
The AED Center fuses the best strategies of commercial marketing with behavioral science, psychology, anthropology and sociology to increase the effective participation of people in social change programs. An area of particular interest is the occupational fatality rate of American farmers, which is 800% higher than the average for American workers. Most of these deaths are from tractor-related incidents, many of which are preventable with the use of a rollover protective structure (ROPS) and seat belts. To raise awareness, AED has developed a sweeping informational print campaign that includes calendars, posters, brochures, and an activity book with farm safety-related puzzles, games and coloring pages produced for the children of farmers.



**AED Social**

**Change Design**



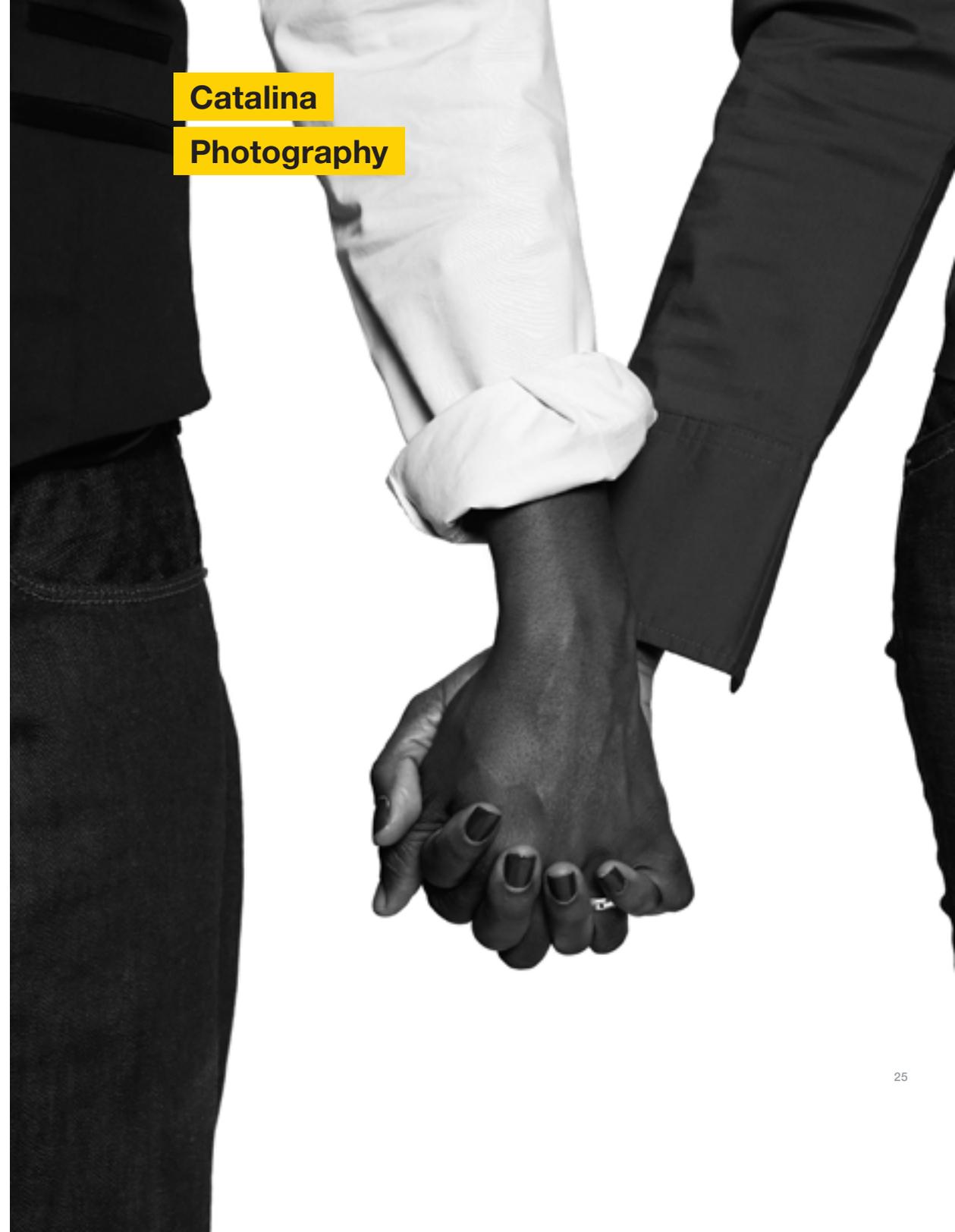


The BP Horizon oil spill of 2010 devastated not only the ecology of the Gulf of Mexico, but the lives of the people who live there. A key objective of the Ocean Conservancy's response effort has been to guide and engage individuals throughout the process of restoring the ecology and economy of the Gulf region. Imaginary Office worked with the Ocean Conservancy to create an "On the Ground" toolkit that provides organized, knowledgeable and up-to-date information to those impacted by the oil spill. Whether recipients were seeking or offering help, or simply trying to stay informed, they could find critical information about resources available to them.

The Human Rights Campaign envisions an America where lesbian, gay, bisexual and transgender people are ensured equality and embraced as full members of the American family — at home, at work and in every community. A key part of this campaign is “Let Love Reign,” a collection of portraits of gay and lesbian couples, in support of a national movement to legalize same-sex marriages. To generate awareness, Catalina Photography posted a billboard along a heavily trafficked highway in Charlotte, North Carolina. During the 30 days it was up, it was seen by more than 3.3 million people. Once the billboard came down, the vinyl was repurposed and made into 100 unique messenger bags. Catalina is now working to expand the Let Love Reign project across the U.S. and around the world.



**Catalina**  
**Photography**



## the Longitude

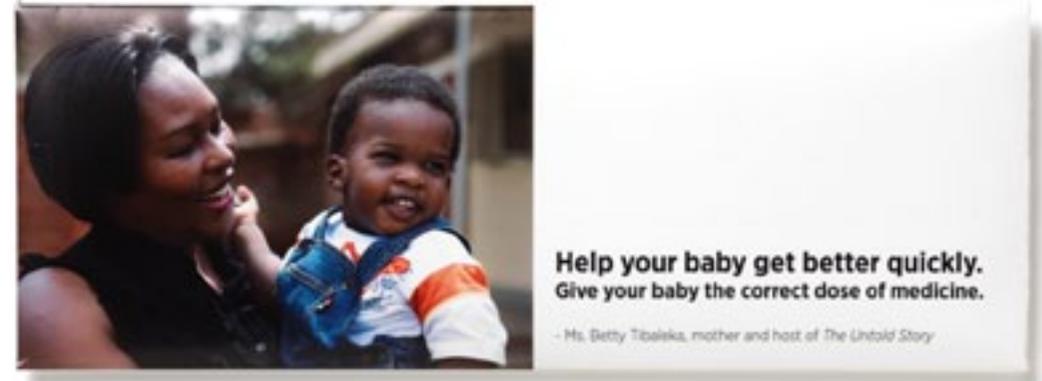
Now I am getting help.  
*I can live a better life.*

SEX-TRAFFICKED SURVIVOR  
IN NEW YORK CITY

Restore NYC's mission is to provide holistic long-term aftercare services for international survivors of sex trafficking in New York City. Its services include case management, counseling, court advocacy and specialized legal, medical and employment services, particularly offering skill development through the Hello Rewind Social Enterprise Program. Through Hello Rewind, which turns old T-shirts into upcycled laptop sleeves, clients learn valuable workplace skills while earning an hourly wage. Currently a self-funded operation that exists primarily online, Hello Rewind needs to build a stronger presence in multiple channels, including nationwide retailers. The Longitude is working with them to develop a marketing and awareness campaign that includes a retailer pitch kit, launch event posters, signage, packaging and online outreach communications.



# Bao Design Lab



Bao Design Lab is a non-profit consultancy that uses design to improve the well-being of people in parts of the world where resources are scarce. For the past year and a half, Bao has been working with Ugandan partner Technology for Tomorrow (T4T) to address the widespread problem of improper medication delivery to millions of sick children in developing countries. In many African hospitals, the limited availability and high expense of drugs formulated specifically for children can be prohibitive. As a result, doctors often instruct mothers to split the adult tablets into smaller portions to give to children. This haphazard practice has led to improper medical treatment. Inspired by a nurse who used a soda bottle to crush tablets in paper envelopes, Bao Design Lab worked with T4T to design and prototype a paper-based system that functioned more accurately.

# Design Corps, Pratt Institute



# DESIGN

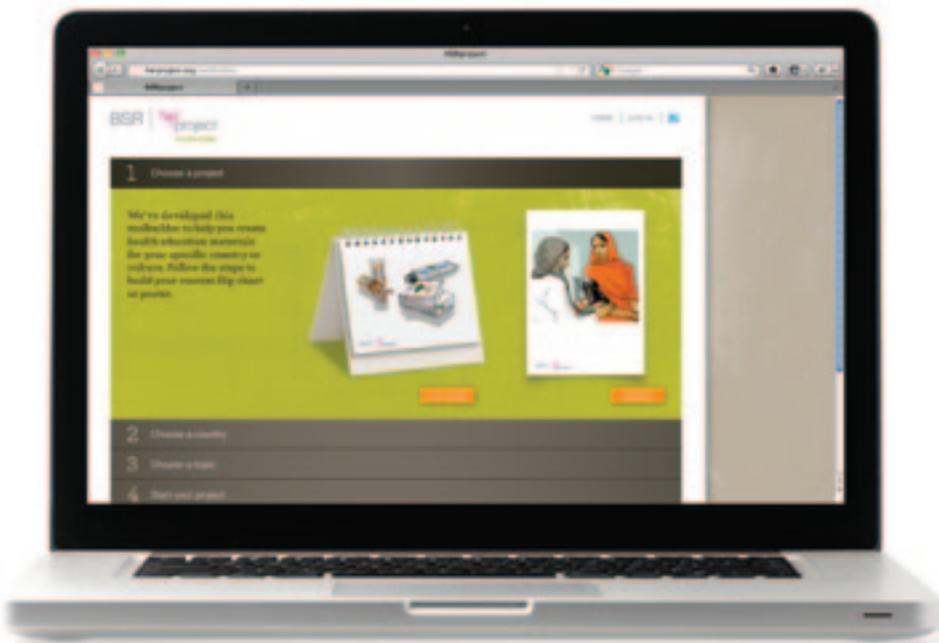
## Pro-bono for Non-profits

A semi-independent academic initiative of Pratt Institute, the Design Corps aims to provide non-profit organizations with quality pro bono design services, while exposing communication design students to professional experience and the rewards of using their skills in the service of a good cause. The Ideas that Matter grant went toward creating an identity and graphic presence for Design Corps, along with promotional materials that connect more clients to their services, more students to non-profit work, and more potential donors to Design Corps and their clients. The materials also offer other non-profits case studies that showcase how design can effect change.



A leader in corporate responsibility since 1992, BSR works with its global network of more than 250 member companies to develop sustainable business strategies and solutions through consulting, research and cross-sector collaboration. The non-profit's HERproject links multi-national companies and their factories to local NGO's to create sustainable workplace programs that increase women's health awareness. Educators use flip charts and posters that rely heavily on graphics because the majority of women targeted are illiterate. Unfortunately, the teaching materials are often of poor quality and lack cultural relevance. Tomorrow Partners received an Ideas that Matter grant to develop a DIY tool builder for global women's health education that local partners in Bangladesh, China, Egypt, India, Pakistan, Vietnam and Kenya can customize to create consistent, accurate and culturally appropriate teaching materials.

**Tomorrow  
Partners**



A LETTER FROM OUR EDITORIAL BOARD

# DEAR reader,

The John D. O'Bryen High School, one of three Boston Public exam schools, specializes in math and science. This may give you the impression that English isn't really our focus, but that couldn't be farther from the truth. We are a school focused on writing, with excellent teachers to guide us and a principal who writes poetry to inspire us. So, when we were told that we'd be publishing a book in our English class this year, we felt prepared for the job.

During the 2010-2011 school year, the students of Mr. Doreias's English Honors classes were introduced to the bildungsroman, the coming-of-age story. As we read coming-of-age short stories, we were asked to mimic the authors' styles by writing our own short fiction. With the help of writing tutors from 826 Boston, we chose the work that we were most proud of, and we began to revise and dig deeper. Each week, the same tutors would come to our class to review what students added to their pieces and give feedback on what was missing and where to elaborate. After all the tutoring sessions ended, it was up to the students to take the criticism they were given and construct their final stories.

In December, once the pieces were complete, it was time for them to be read as a collection and thoroughly edited again. Students joined together from different classes to take on the task with the help of tutors. We became an editorial board. Each meeting, students on the board paired up with tutors and worked diligently through the pieces until we read each one. In order to break the book into chapters, we found similarities between them and made decisions as to where they would best fit thematically. Perhaps the hardest part of all of our work was choosing a title. It was vital to choose one that represents all of our stories and makes clear what our book is about. Finding our title took several weeks. Our mission in putting this book together was to reveal our strengths as young, talented writers and to show that taking on a big, real-world project is hard, but with the help of others, it can become possible.

*We Think You're Old Enough to Know* captures each of our childhoods and young adulthoods, the challenges we've faced, and what triumphs we've taken from them. Some stories focus on fitting in, relationships (dating and family), perseverance, and being utterly humiliated. We assure you that while the stories you will come across in this book are both fiction and non-fiction, each reveals an essential truth from the life of a teenager. With each page you turn, a new voice will emerge, resonating with other teen voices, all telling one unending story.

Sincerely,  
The Editorial Board

### STUDENT EDITORIAL BOARD MEMBERS

- Larry Belle - Assistant
- Sasha Chen
- Katie Metzler
- Z. Adarce Nkanguba
- John Paul
- Jessica Pirovetti
- Vivica Reyes
- Suzette Schand
- Emily Silestari



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826 Boston is part of a network of non-profit tutoring, writing and publishing centers for students, ages 6-18. It is dedicated to helping students hone their creative and expository writing skills, and helping teachers inspire students to write. Continuum worked with 826 Boston to produce a full-color book, featuring the original writing of over 60 Boston public school students. This published work is designed to improve the demonstrated writing skills of students, raise their confidence, boost enthusiasm and pride in their writing, and promote the mission of 826 Boston.

The Ziibiwing Center is a non-profit cultural learning center and museum owned and operated by the Saginaw Chippewa Indian Tribe (SCIT) of Michigan. It was created to promote the belief that the culture, diversity and spirit of the Saginaw Chippewa Indian Tribe of Michigan and other Great Lakes Anishnabek must be recognized, perpetuated, communicated and supported. As part of this effort, the Ziibiwing Center worked with Jennifer Jones to develop an 8th grade supplementary curriculum guide, titled "American Indian Boarding Schools: An Exploration of Global Ethnic and Cultural Cleansing." The guide is being presented by Ziibiwing staff to eight schools near the SCIT's reservation and mailed to 12 federally recognized tribes, two historic Michigan tribes, 13 libraries near SCIT reservations, 37 tribal colleges and targeted educational centers for indigenous youth outside of the United States. While closing the wounds of the past, educators and students are helping to create a safe learning environment that welcomes diverse ethnicities, religions and educational abilities.



Jennifer  
Jones



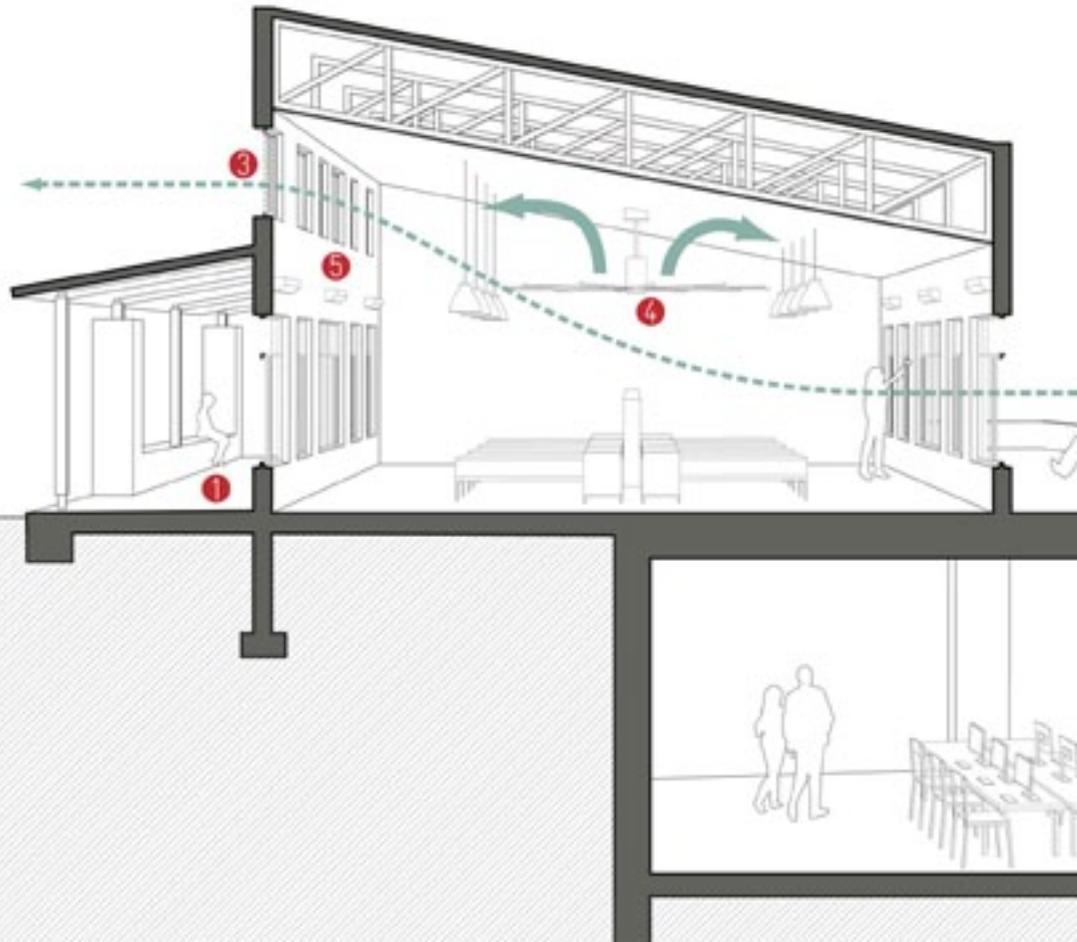
Jessica Little



The Youth Photography Project is an Atlanta-based non-profit organization dedicated to allowing young people ages 16 to 21 the opportunity to experience the artistic value of photography. Working with Covenant House, a crisis support and emergency shelter for homeless, runaway and at-risk youth under the age of 21, the project aims to help provide crisis intervention and community-based services, shelter and independent living programs. In collaboration with Covenant House, the Youth Photo Project produced 50 photography kits that included a Holga 135, camera travel case, project guide, backpack, film, pens and a survey/artist statement workbook. Posters and flyers were printed to promote the project to Covenant House residents in Georgia and New York, and more than 250 youth participated, producing over 2,000 images to be sold for \$100 per image at gallery fundraising events and online. Plans call for expanding the program to other Covenant House chapters, and has the potential to raise over \$200,000 for the organization on an annual basis.



Founded by Dr. Paul Farmer in 1987, Partners in Health works in 12 countries to provide a full range of medical services, including basic maternal health, adult and pediatric care, and treatment for infectious diseases such as HIV/AIDS and TB. In developing countries, the construction of health care facilities is often done without architects or planners, leading to the incubation of the very illness that the clinic is trying to mitigate. MASS Design Group, which designs, builds and advocates for buildings that improve health and help strengthen communities, teamed with Partners in Health to put together an informational program, called “Empowering Architecture.” The Butaro Hospital in rural Rwanda was used as a case study to discuss a typical process of design considerations and community involvement as well as basic architectural strategies for reducing the transmission of airborne disease. MASS Design Group developed a website, casebook, field guide and poster to empower those building clinics and hospitals in areas of extremely scarce resources.



**MASS Design Group**





The Ucal McKenzie Breakaway Foundation provides soccer, nutrition and heart health education to Boston's inner-city youth and the Greater Boston area. Breakaway views soccer as a means to reach at-risk youth and foster sportsmanship skills that can be used on and off the field. Buoy, Inc. has teamed with Breakaway to develop a broad awareness campaign. The initiative includes soccer and health clinic informational packets to introduce the Breakaway Foundation to parents/guardians, city youth and school program leaders; a website and brand video; a traveling poster gallery to generate funds to help run outreach programs; Master of Hearts note cards, and a promotion/fundraising T-shirt design contest.



## Hays Design

## Studio



Borderland Youth at Texas State University is a social arts project that facilitates participating and collaborative art projects with youth, artists and teachers. To extend Borderland's work to a larger audience, Hays Design Studio produced 1,500 informational brochures about the organization and 3,000 sets of Newcomers refugee photo/curriculum cards featuring photographs by refugee youth living in San Antonio. The brochures are designed to get teachers and students talking about refugee and immigrant lives in America, beginning with talking about their own personal histories. The brochures and postcards were distributed in the U.S., in parts of Africa and to policy makers at the United Nations Refugee Agency in Geneva. The materials helped Borderland Collective break down borders surrounding refugee communities, build an understanding of art's role in social policy and community building, and pique the interest of local public policy makers and educators.





The Jed Foundation works nationwide to reduce the rate of suicide and the prevalence of emotional distress among college and university students. Its Ah Project provides college-aged adults an outlet to talk about how loving someone with a severe mental illness has affected their lives, and to help them cope with the sense of isolation that accompanies supporting someone with a mental illness. The Ah Project also creates an environment that makes the realities of a mental illness easier to discuss and accept for adult family members. Ashley Stevens offered support in publicizing Ah Project services through the creation of brochures, posters and a website.

Ashley

Stevens

**My brother tried  
to kill himself. He's  
in the hospital and  
I'm terrified.**



**My mom seems  
so different now:  
she never smiles  
or talks anymore.**



**My sister's bipolar  
sometimes scares  
me, but I also feel  
really sad for her...**



**Design Global Change**



For the University of Hartford, diversity of every sort is integral to their academic mission, along with connections to local, national and global communities. In keeping with this philosophy, Professor Natacha Poggio started Design Global Change, now a student organization that collaborates with professionals and appropriate organizations to use design as a way to improve the world. DGC first partnered with Engineers Without Borders Student Chapter to create Water4India, a sanitation campaign in Abheypur, India, and then worked in Kenya on a nutrition and wellness campaign. Through that work it soon became apparent that adolescent girls in developing countries are often overlooked in their communities, resulting in high school dropout rates and gender inequality. To raise awareness of the important role that women in their rural communities play, the DGC received a grant to develop educational materials, including a set of cards depicting Indian men and women in various roles that could be used by teachers to trigger discussions about gender issues. The cards were produced with a guidebook on effective mentoring of female students.



de.MO



The goal of Art Works Projects is to raise awareness of human rights and environmental issues through design and the arts. Art Works undertook a multimedia, multi-channel print initiative called “Women Between Peace and War: Afghanistan” to provide advocacy tools to stakeholders working for Afghani women and girls and to develop new constituencies to ensure their rights are not forgotten, no matter how the U.S. and other foreign country engagement develops in the region. Combined with seed funding from UNIFEM Afghanistan, the Ideas that Matter grant enables Art Works to expand the web project into an international initiative that reaches important audiences who can garner funding and political support for the women and girls who need it most.

**AIGA, the professional  
association for design**

Design for Good is an initiative launched by the American Institute of Graphic Arts (AIGA) to connect and amplify the pro bono efforts of the nation's 22,000 designers, hundreds of design educators, 200 student groups and 66 local AIGA chapters, and, in turn, to accelerate design-driven social change. By gathering and sharing case studies of success stories, Design for Good is showing others how they can replicate effective programs in their communities. Key to this effort is developing videos, case studies, advice on leading pro bono project best practices, and identifying ways to connect resources and social engagement networks. AIGA also is working to build a national database of socially focused projects and to encourage thoughtful participation from peer organizations and non-profits. Design for Good seeks to move creative professionals from the margins of their communities toward the center and demonstrate the value of design in solving important social problems.

# DESIGN FOR GOOD

**What will you  
do tomorrow?**

DESIGN Weymouth Design | PHOTOGRAPHY Michael Weymouth & Rob Villanueva | COPYWRITING Delphine Hirasuna & Weymouth Design

**Start thinking.**

**There's much  
more to do.**

**Together, we can  
make a difference.**

**Your creative  
ideas are due**

**July 20, 2012.**

**To submit a  
proposal, visit**

**Ideas that Matter at**

**[www.sappi.com/na](http://www.sappi.com/na)**

Tomorrow



sappi | ideas  
that  
matter

2012 Call for Entries

A charitable  
cause will need  
your help



Your ideas will  
make a difference



Another day  
is another  
opportunity



Tomorrow, Sappi  
will be looking  
for creative ideas  
that will help to  
shape our lives,  
communities and  
the world around us.

**We invite you  
to submit yours.**

## 2012 Ideas that Matter Call for Entries

### Deadline

Application deadline is July 20, 2012. Grants will be announced in September 2012. Ideas must be fully implemented within six months of receiving awards.

### Entry form

Entry forms can be filled out or downloaded by visiting:  
[www.sappi.com/ideasthatmatterNA](http://www.sappi.com/ideasthatmatterNA)

### Application needs

Your application must include the following:

- Mission statement of the benefiting non-profit organization
- Written description of the proposed project, including a list of elements to be produced
- 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

### Who may apply

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

### What kinds of projects may be submitted

All communication projects that support the needs of the non-profit and that meet the conditions and requirements of the program will be considered. The project should include at least one printed element. Additional elements may include a variety of communication mediums such as outdoor signage, t-shirts, banner advertising, print advertising, websites, html campaigns, or other media.

### What budget items may be submitted

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. Grant funds cannot be applied toward the designer's time, hardware or overhead elements, such as computers or rent.

### Selection process

Applications are reviewed by an independent committee comprised of leaders in the design industry. Evaluation of project concepts and design will be based on creativity, potential effectiveness and practical plan for implementation. All requested information and materials should be submitted on the official entry forms. If you choose to reformat your entry, please make sure to include all information requested. The decision of the judges is 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, family members, designers and design 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.
- The designer who submits the grant request must be involved with the project.
- Grants are not paid out as a lump sum, but as they are implemented. As expenses are incurred, either the designer or the non-profit should submit a request for payment on official letterhead, along with the invoice(s).
- Applicants who want their materials returned must include a written request with their proposal provided Sappi may retain a copy for its records.

### Publication rights

Applicant, by submitting an application and accepting of grant, grants Sappi the right to publish and promote the campaign through print, online or social media platforms made possible by the Ideas that Matter grant as a case study. In addition, applicant grants Sappi the right to reproduce, in any media, images, design submissions and pertinent case histories in its promotional materials. Grant recipients may be asked to participate in Sappi educational seminars and conferences, or to share their programs with others in the graphic arts community, including through social media platforms such as Twitter and Facebook.

### For more information

Call 800-882-4332 or visit [www.sappi.com/ideasthatmatterNA](http://www.sappi.com/ideasthatmatterNA)

**Judging is never easy.**

**Applications are**

**reviewed by an**

**independent panel,**

**comprised of leaders**

**in the design industry.**

**Proposals are judged**

**on creativity, potential**

**effectiveness and plan**

**for implementation.**

**2011**

**Judges**

A close-up portrait of Dawn Hancock, a woman with short, layered brown hair and light-colored eyes. She is wearing a dark top and has a slight smile. The background is a soft, out-of-focus light color.

Dawn

Hancock

Since opening in 1999, Firebelly has produced solid work that they believe in and clients trust. Though the studio remains Dawn's focal point and her center of gravity, Firebelly has expanded into a bustling little world that she hustles across daily. A world built with her own two hands, the fearless work of her team, and an abundance of neighborhood support. Already coordinating the annual Grant for Good, a charitable award that supports one non-profit for a year, she decided to launch her own organization, which evolved into an entire socially-minded enterprise.

The Firebelly Foundation, established in 2006, includes several programs, each a reflection of Dawn's passion and ethic. Under the Foundation's umbrella, she established the Humboldt Park non-profit Reason to Give and runs the 10-day intensive Camp Firebelly for hungry young designers. Most recently, she started Firebelly University, an entrepreneurial incubator that emphasizes taking risks and doing good. Yet Dawn continues to ask what more she could be doing.

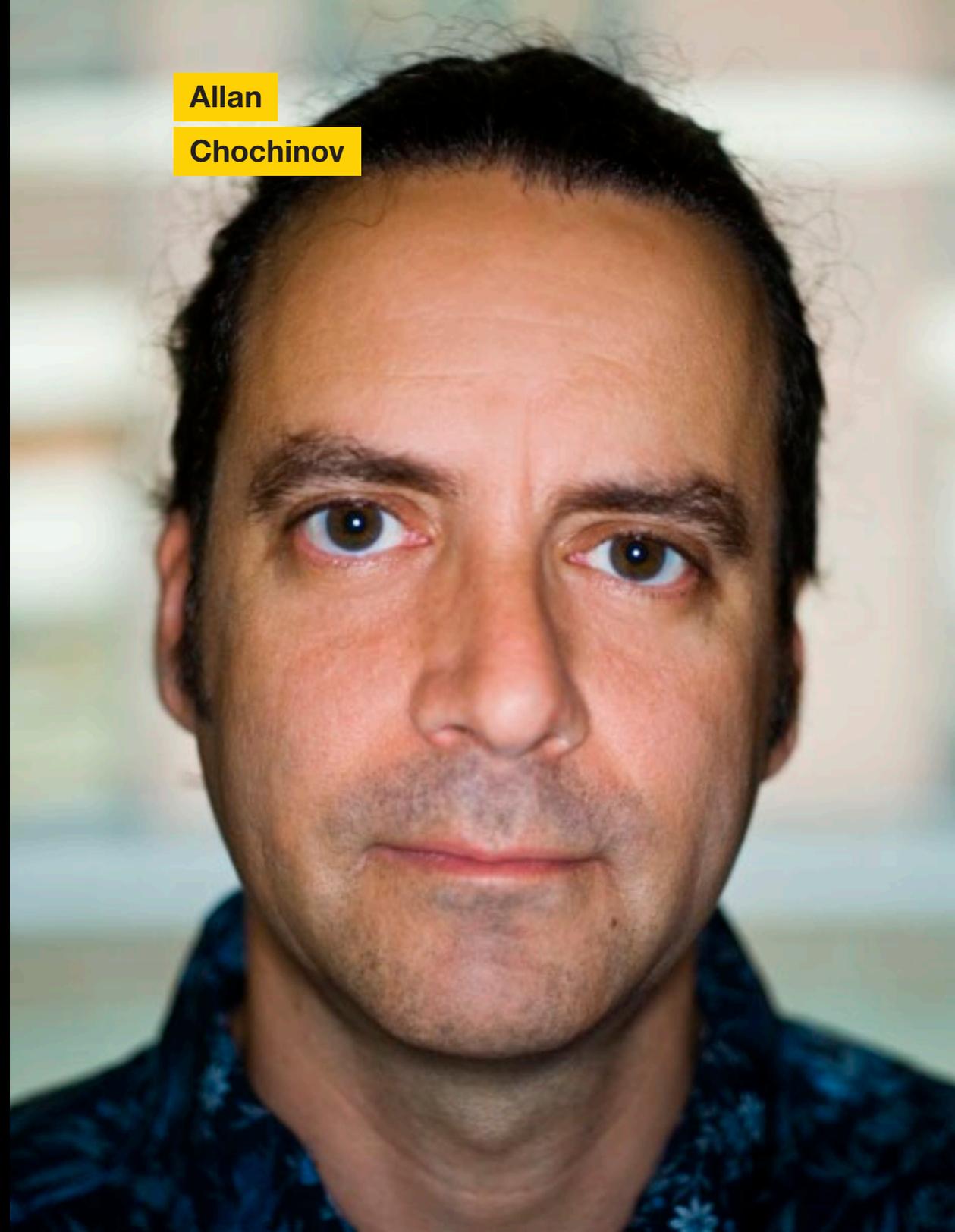
Dawn knows that sustainable innovation and social responsibility are not simply badges or buzzwords. They are principles. Ways to live. Through the Foundation's work and her civic and social engagement, Dawn is ceaseless in her dedication to building and inspiring, to connecting ideas to individuals, and individuals to each other.

And still more. Always more. Dawn is thrilled to occasionally speak at design schools, workshops, and conferences near and far. Presenting at TEDxWindyCity in February 2010 was an honor and a challenge — terrifying, uplifting, and wholly exhilarating. As most things are. She is ready.

Allan

Chochinov

Allan Chochinov is a partner of Core77, a New York-based design network serving a global community of designers and design enthusiasts, and Chair of the new MFA in Products of Design graduate program at the School of Visual Arts in New York City. Allan lectures around the world and at professional conferences including IDSA, AIGA and IxDA, has been a guest critic at various design schools including Yale University, NYU, IIT, Carnegie Mellon, Ravensbourne, RMIT, University of Minnesota, RIT, Emily Carr, and RISD. He has moderated and led workshops and symposia at the Aspen Design Conference, the Rockefeller Center at Bellagio, Compostmodern, and Winterhouse, and is a frequent design competition juror. Prior to Core77, his work in product design focused on the medical, surgical, and diagnostic fields, as well as on consumer products and workplace systems. (Projects included work for Herman Miller, Johnson & Johnson, Federal Express, Kodak, A.C. Nielsen, Oral-B, Crunch Fitness and others.) He has been named on numerous design and utility patents and has received awards from *I.D. Magazine*, *Communication Arts*, The Art Directors Club and The One Club. He serves on the boards of the Designers Accord, Design Ignites Change, and DesignNYC. He has taught graduate and undergraduate courses at Pratt Institute since 1995, and graduate classes at the School of Visual Arts since 2007.



A close-up portrait of Petrula Vrontikis, a woman with dark, wavy hair, looking directly at the camera with a slight smile. She is wearing a dark top and large, ornate earrings. The background is softly blurred.

Petrula

Vrontikis

Petrula Vrontikis has been a leading voice in graphic design and design education communities for over 20 years. Her work has appeared in over 100 books and publications, and is part of the permanent collection of the Library of Congress. She is the author of the book *inspiration=ideas: A Creativity Sourcebook for Graphic Designers* and is an editorial contributor to design publications including the AIGA.org, CMYK, HOW and Graphis.

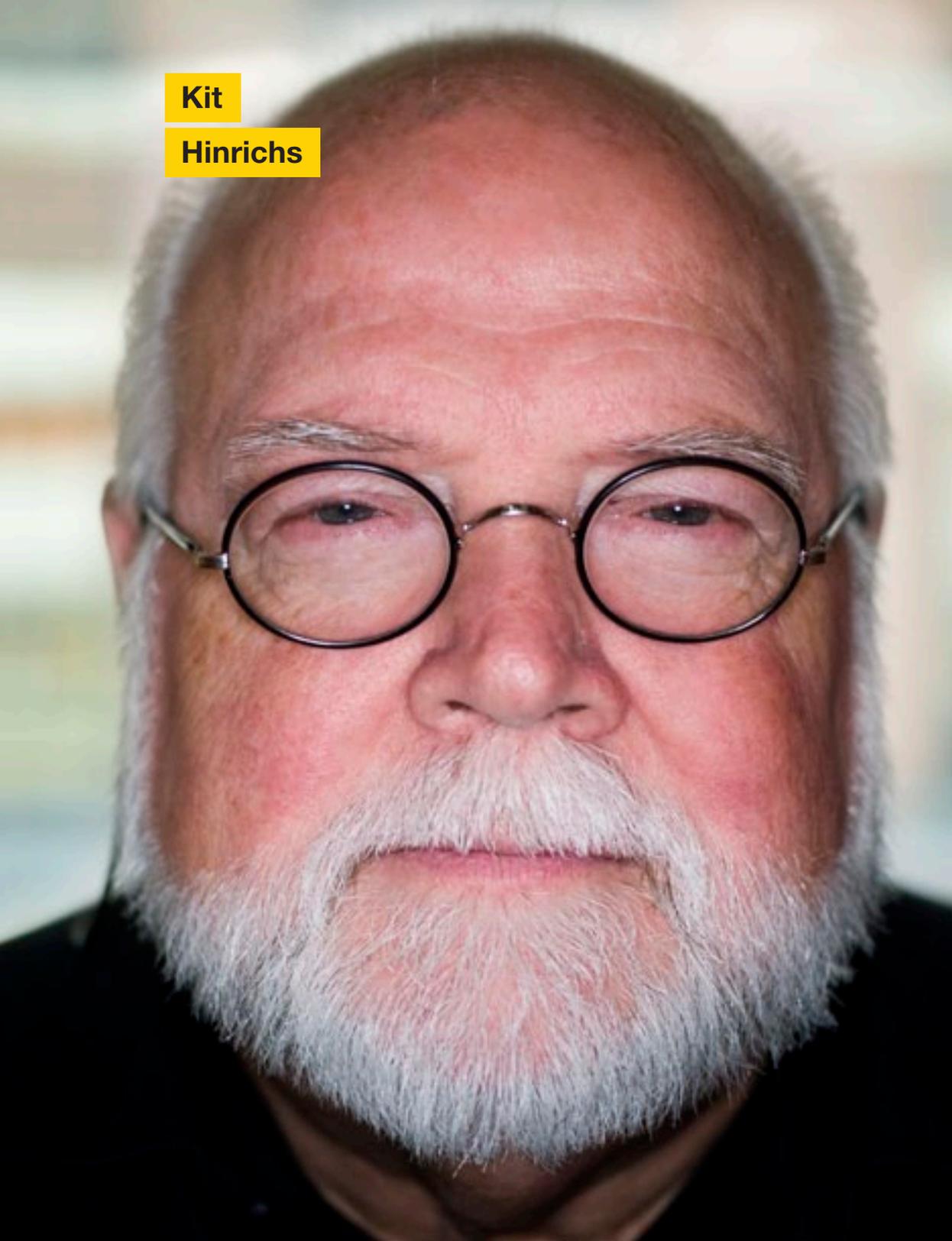
She lectures at conferences, universities, and to professional organizations worldwide about her work with Vrontikis Design Office (35k.com), about graphic design education, and on the subjects of inspiration and professional practice. In 2003 she was selected by *Graphic Design: USA* as one of 100 People to Watch. Vrontikis Design Office was featured in *Graphic Design America 3* and in the book *Women of Design*.

Since 1989 she has taught the senior graphic design studies course at Art Center College of Design in Pasadena, California. Her classes focus on preparing graduates for what will be expected of them creatively and professionally.

She was a national advisory board member of the AIGA from 1999 to 2001 and has served on numerous local, national, and international design juries. In 2007 Petrula received an AIGA Los Angeles Fellows Award honoring her as an essential voice raising the understanding of design within the industry and among the business and cultural communities of Los Angeles.

Kit

Hinrichs



Kit Hinrichs is a graduate of the Art Center College of Design in Los Angeles, California. He served as principal in several design offices in New York and San Francisco before spending 23 years (1986-2009) as a partner of Pentagram, the international design consultancy. In 2009 Hinrichs opened an independent design firm in San Francisco called Studio Hinrichs. Hinrichs's design experience incorporates a wide range of projects, including identity design, corporate communications, promotion, packaging, editorial and exhibition design.

His work is included in the permanent collections of the Museum of Modern Art, New York, the San Francisco Museum of Modern Art and the Library of Congress. He is co-author of five books, including *Typewise*, *Long May She Wave* and *The Pentagram Papers*.

During his career, he founded *@issue: The Journal of Business and Design*, was chair of the AIGA California Show (the first regional show in AIGA's 85-year history), co-chaired the Alliance Graphique Internationale San Francisco Congress, chaired the AIGA Business Conference and San Francisco Design Lecture Series. Hinrichs is a recipient of the prestigious AIGA medal, in recognition of his exceptional achievements in the field of graphic design and visual communication.

Hinrichs is a past executive board member of the American Institute of Graphic Arts and a member of the Alliance Graphique Internationale. He has been an Art Center trustee since 1996.

A close-up portrait of Oliver Munday, a man with short, wavy brown hair and a light beard, looking directly at the camera with a slight smile. He is wearing a dark shirt. The background is a soft, out-of-focus light color.

Oliver

Munday

Oliver Munday is a graphic designer living and working in New York City. Along with his studio, he co-founded “Piece,” a socially based design collaborative, with Bernard Canniffe and Mike Weikert. Piece believes that designers can play a significant role in positive change and social justice. Oliver’s work has been recognized by many of the major design publications including *PRINT*, *CMYK*, The Type Director’s Club, *Communication Arts*, *STEP* magazine’s 25 freshest minds in design, Young Guns 7, and in 2010 was named as one of *PRINT* magazine’s “20 under 30,” in the new visual artists issue.

## 2011 Ideas that Matter Recipients

### Andrew Shea | The Children's Tumor Foundation

The Children's Tumor Foundation is dedicated to funding medical research in neurofibromatosis (NF), a genetic disorder that attacks the nervous system and causes tumors to form within the nervous system. There is no cure for NF nor any effective treatments. Although NF occurs in one in 3,000 children born and causes a range of problems such as learning disabilities, bone deformities, blindness, deafness, severe chronic pain and even cancer, few people know about it. This grant goes toward an NF awareness campaign that includes phone kiosk ads, informational book of frequently asked questions, and a website. The goal is to promote earlier and more accurate diagnoses and more empathy toward those afflicted with this disfiguring disorder.

### Anna Simutis, BASE | Greene Hill Food Co-op

The Greene Hill Food Co-op in 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. With its first store about to open, the Greene Hill Food Co-Op seeks to broaden its base and reach those without access to the Internet. To do that, the Co-op looks to design a variety of printed materials that can be passed out in the neighborhood, including bilingual flyers and postcards, bilingual membership applications, and handbooks, as well as exterior and in-store signage.

### Alanna MacGowan & Benjamin K. Shown, The Hello Poster Show | Youth in Focus

In 2009, designers Alanna MacGowan and Benjamin K. Shown founded The Hello Poster Show in Seattle featuring silkscreened posters by designers and artists from around the world. Thirty posters are chosen from the entries and printed as a numbered limited edition. Twenty posters are sold at an opening show and online, with all proceeds benefiting local non-profits including Seattle's Youth in Focus, which uses the storytelling power of photography to build a sense of self-worth, social skills, artistic sensibility and self-expression. This grant funds promotional materials to increase public awareness of both Youth in Focus and The Hello Poster Show.

### Brad Bartlett, Brad Bartlett Design | Nevada Museum of Art

The flagship program of the Nevada Museum of Art, the Art + Environment Conference, held annually since 2008, brings together artists, scholars, designers and writers for a dynamic discussion on the visual arts. The conference is hosted by the Museum's Center for Art + Environment, the only research institute in the world devoted to the subject of creative interactions with natural, built and virtual environments. To enhance the growing reputation of this conference, Brad Bartlett is designing a 56-page "field guide" to the conference and a souvenir poster.

### Christine Gaspar, The Center for Urban Pedagogy | Damascus Citizens

#### for Sustainability

Damascus Citizens for Sustainability is a grassroots non-profit conservation organization focused on the protection of the Delaware River Basin from deep-shale gas extraction, known as hydraulic fracturing or "fracking." This effort is critical since the Basin supplies water to the people in the watershed area and within and around New York City, Philadelphia, Trenton and Camden. The Center for Urban Pedagogy was awarded a grant to produce a public information campaign about fracking and its impact.

### Jennifer Rose & Sylvia Harris, Citizen Research & Design | Literacy Assistance Center

Studies show that more than 45% of American adults navigating the health care system are functionally illiterate. The rate is higher among minority populations, the elderly and patients who report overall poor health. The problem costs an estimated \$73 billion a year. Citizen Research & Design and the Literacy Assistance Center in New York have joined forces to tackle this problem both from the patient side by helping teachers fuse health care navigation skills into existing literacy programs, and the health care provider side by showing how effective communication practices can help patients follow written treatment instructions better. This grant provides funding for a "Following Doctor's Orders" campaign, which will include a memorable presentation, poster and video.

### De Nichols, COMMON Hoops | HERO

COMMON Hoops, founded by six designers, is dedicated to creating jobs, teaching new and transferable skills, and providing positive recreational activities to minority youth, ages 12 to 17, living in rural Hale County, Alabama, one of America's poorest counties. By joining forces with HERO (Hale Empowerment and Revitalization Organization, Inc.), COMMON Hoops developed a work-build program that empowered youth to design and build basketball backboards, mostly from found materials. To increase youth participation, garner community support, and raise funds to expand the program, COMMON Hoops received a grant to design collateral and print materials.

### Craig Frazier, Craig Frazier Design | The Oxbow School

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 that integrates academics and the visual arts in five media. Painting, sculpture, printmaking, photography and digital media are taught in an interdisciplinary approach with English, American History and Environmental Science. 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, the Oxbow School faces an ongoing challenge to attract students from diverse racial,

socioeconomic and geographic backgrounds and secure funds to offer financial aid to those in need. Oxbow is partnering with Craig Frazier to create a video and brochure that communicates the vision, purpose and uniqueness of the school.

**Michael Konetzka, Dennis Konetzka Design Group | Life Pieces to Masterpieces**

Founded in 1996, Life Pieces to Masterpieces (LPTM) is an art-based, year-round comprehensive youth development and education organization for African American males, ages 3 to 25. Focused on the under-served communities East of the River in Washington, D.C., LPTM offers tutoring, mentoring, leadership and youth development as well as artistic and academic enrichment. To mark the successes it achieved over the past 15 years, LPTM received a grant to create an anniversary catalog that showcases the impressive artwork done by the young men and boys in the program. The catalog will also debut LPTM's new graphic identity and serve as a premium gift to prospective donors and other constituents.

**Marc Moscato, The Dill Pickle Club | The Dill Pickle Club**

The Dill Pickle Club (DPC) is a volunteer-driven non-profit organization committed to broadening knowledge of the past, present and future of Portland, Oregon. Through field trips, lectures and publications, DPC explores topics of interest to local residents. Its latest venture, underwritten by this grant, is to sponsor a City Works Poster Series that addresses three questions: How is the city planned? Where does garbage go? And how is justice served? The illustrators for the three posters will be selected by a jury of individuals from civic and design groups and will work with a volunteer committee to research and document each topic. The posters will be distributed free through the Multnomah County Library system.

**Jonathan Silberman, Fearless Future | ScholarCHIPS**

ScholarCHIPS (SC) is a recently formed non-profit based in Washington D.C. dedicated to raising college scholarship dollars for children of incarcerated parents. Until now, nothing similar had existed. As a new program, ScholarCHIPS had need for a complete identity system and information packets to reach potential donors and increase awareness of the scholarship opportunities among students, guidance counselors and parents. Fearless Future aims to cover the basic need for business stationery, application forms and the like as well as to create brochures that target specific segments of influential donors with appeals that present facts and statistics that will resonate in a meaningful way.

**Whalen Louis, IZM Design | DesignBuildBLUFF**

DesignBuildBLUFF is a non-profit educational program that involves first-year graduate students in architecture in designing and building environmentally sustainable houses for Native Americans who live in the Navajo Nation in Utah. To raise awareness of the program across a broad constituency — financial contributors, participants, in-kind donors, elected officials and the university sector — IZM Design teamed with DesignBuildBLUFF to create an informational brochure and a postcard direct mail piece.

**Denise Korn, Korn Design | Youth Design**

Youth Design is a design-focused, career development mentorship program for urban youth. Its goal is to place talented public high school students into paid internships in the Boston area's leading design firms, agencies and in-house design departments. Particularly for at-risk kids, this program exposes them to the many opportunities in the design field, teaches new skills and fosters understanding of the role of critical design thinking. Grant money will go toward updating printed external communication and fundraising materials and to produce note cards from the winning entries in the "Time for Design" competition.

**Michael Weikert, MICA's Center for Design Practice | Civic Works**

To address the need for fresh, healthy produce in low-income areas surrounding Baltimore's Clifton Park, the Center for Design Practice (CDP) at the Maryland Institute College of Art and Real Food Farm joined forces to design a Mobile Farmer's Market to take the Farm's products to the communities. CDP developed a brand strategy and visual vocabulary for the Farm and designed the vehicle graphics, but lacked funding to get the word out about the mobile market. This grant will provide the means to produce a series of education and outreach materials and to finish the build-out of the truck which includes: produce signage and labels, truck signage panels and sandwich boards.

**Silas Munro | Housing Works**

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 relationships 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 fund this effort, Housing Works operates 12 high-end thrift shops in the city. The design and distribution of a broadsheet, featuring a collection of photographs, client stories and pertinent information will give Housing Works a means to turn shoppers into advocates for this cause.

**Clifton Burt, Office of Clifton Burt | Auburn University Foundation/ Rural Studio**

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 within local communities to identify an area of need, then develop an appropriate design solution, raise funds and, ultimately, build the architectural project. Since it was founded in 1993, the Studio has designed and built over 100 projects in the region, educating over 800 students in the process. The program has gained worldwide attention and awards for sustainable architecture. In partnership with the Office of Clifton Burt, Rural Studio is applying its grant toward developing an awareness campaign that includes a brochure, newsletter, poster and website.

**Shannon Losorelli, Parallel Play | 826LA**

826LA is part of 826 National, a network of non-profit tutoring, writing and publishing centers for students ages 6-18. Located in Echo Park, 826LA partners with more than 20 schools throughout the Los Angeles Unified School District. More than 2,300 volunteer tutors help students develop their creative and expository writing skills and assist English-language learners. Publication is central to encouraging students to write, revise and edit their work. The annual Young Authors' Book Project showcases their original writing in a professionally designed book. This grant underwrites the 200-page anthology of student work, with Shannon Losorelli overseeing design and production.

**Emily Pilloton, Project H Design | Studio H**

Project H uses the power of design and hands-on building to catalyze communities and public education from within. This grant is in support of its Studio H program, a one-year design/build public high school curriculum in rural Bertie County, North Carolina. The goal is to build critical thinking, creative problem solving and industry-relevant construction skills within the next generation. One part design studio, one part shop class and one part community service, Studio H offers transferable college credit, elective high school credit and a summer salary. Last year Studio H participants designed and built an architectural pavilion for a farmers market. Current need is to promote the program by designing marketing materials, ranging from billboard signs, yearbook, postcards and the like.

**Melissa Tioleco-Cheng & Robert J. Williams, Rise-and-Shine Studio |**

**Missing GRACE Foundation**

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. Today, in the U.S. alone, over 25,000 infants die yearly, leaving whole families including their siblings in sorrow. Missing GRACE is partnering

with Rise-and-Shine Studio to produce a board book to comfort young children going through the sometimes bewildering bereavement process. Called "Special Delivery," the book is written by a mother for her daughter, a pediatrician for her patients, and by one who understands the long road of grief. The board book will be distributed free of charge.

**Doug Hebert, Savage Design | GLSEN Houston**

The Gay, Lesbian & Straight Education Network (GLSEN) in Houston seeks to develop school climates where difference is valued for the positive contribution it makes in creating a more vibrant and diverse community. GLSEN works to educate teachers, students and the public-at-large about the damaging effects that homophobia, sexism and racism have on youth and adults alike. GLSEN is partnering with Savage Design to create two brochures — one targeted to students, the other to educators — with threefold objectives: To educate students on the devastating long-term effects of bullying; to help allies of LGBT youth understand the importance of their role in school in eradicating a bullying culture, and to introduce educators to additional tools and resources to develop LGBT-related education initiatives in their schools or local communities to make schools safer and more affirming for LGBT students.

**Lillian Lee, School of Visual Arts 2011 MFA graduate | Carter Burden Center**

**for the Aging**

This grant is to launch and grow "The Grand Assembly" in collaboration with Making Art Work/Gallery 307 of the Carter Burden Center for the Aging in New York City. The Grand Assembly is a curated online community that showcases a generation of senior (60 year and older) creatives and their work to a wider audience. Through video portraits of individual creatives and a commerce-enabled platform, they are empowered to become entrepreneurs by selling their work, being commissioned or teaching. Making Art Work/Gallery 307 will feature the artists' work in their pop-up store/gallery exhibition space in Chelsea. The Grand Assembly project is being spearheaded by Lillian Lee.

**Naomi Usher, Studio Usher | GO Project**

The GO Project in New York City provides integrated year-round educational and family services to children who are performing below grade level and equips them with the confidence and skills needed to succeed at school, at home and in life. The GO Project currently serves more than 370 students from over 30 public elementary schools in Lower Manhattan. Most are first- and second-generation American low-income children and all are facing serious learning challenges in school. In 2011, GO expanded its program to middle schools to ensure that gains made by students in grade school continue into high school. To raise awareness of this middle school program and solicit funding from existing and potential donors, GO is teaming with Studio Usher to develop a fundraising appeal and other collateral material.

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