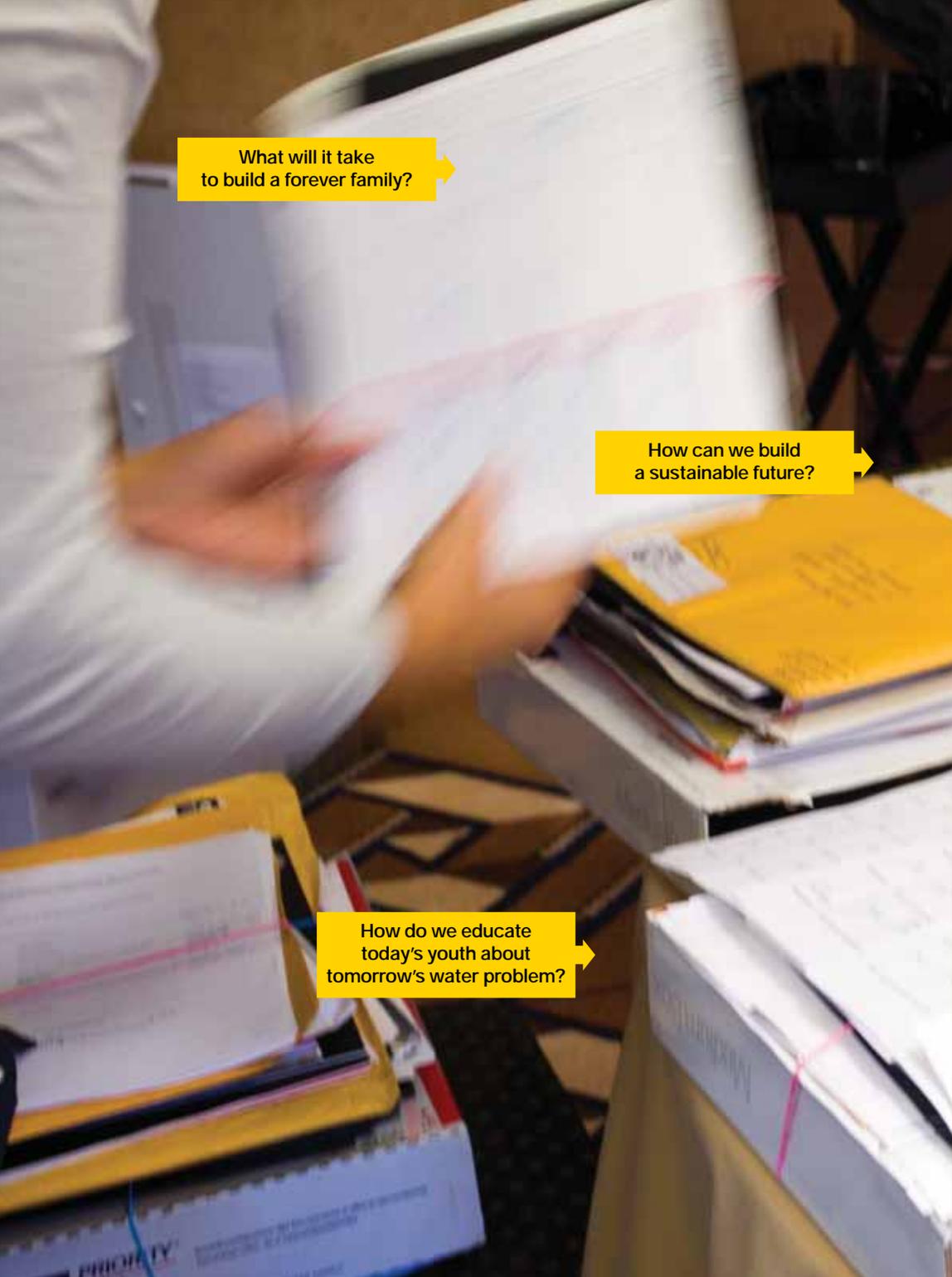




How can we use design to influence positive change?



What will it take to build a forever family?

How can we build a sustainable future?

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



How can you turn fear into understanding?

What we need to do to feed a million people?



What will it take to create understanding?

How do we find hope from hardship?

What matters
application

Submitted To:
[illegible]
Submitted By:
[illegible]



How can a wish bring strength?

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

What can we do to serve others?

What's next? →

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

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



Bill Grant

◆ *Grant Design Collaborative — Atlanta, GA*

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

Gaby Brink

◆ *Tomorrow Partners — San Francisco, CA*

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



Tim Bruce

◆ *Lowercase, Inc. — Chicago, IL*

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

Scott Santoro

◆ *Worksight — New York, NY*

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



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

2010 Call for Entries

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

Entry form

Entry forms can either be filled out or downloaded by visiting:

www.sappi.com/ideasthatmatterNA

Where to send entries

Send your completed application form and requested supplementary materials to:

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

Deadlines

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

For more information

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

Credits and Production Notes

Design

Weymouth Design

Photography

Judge photography

Michael Weymouth

Editorial photography

Arvi Raquel-Santos

Cover

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

Text

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

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

SAPPI and IDEAS THAT MATTER are trademarks of Sappi Limited. MCCOY and OPUS are registered trademarks of Sappi Fine Paper North America.

© 2009 Sappi Fine Paper North America. All Rights Reserved.

The names, symbols, logos and all other intellectual property of the companies, brands, and people appearing herein are the exclusive property of their respective owners and should not be interpreted as an endorsement of or by Sappi; all legal and equitable rights in their intellectual property are exclusively reserved to those owners.

Please help us preserve our planet. If you choose not to keep this book, please place it in a recycling bin. Thank You.



sappi | ideas
that
matter | 10
YEARS

Sappi Fine Paper North America
225 Franklin St.
Boston, MA 02110
800.882.4332

[www.sappi.com/
ideasthatmatterNA](http://www.sappi.com/ideasthatmatterNA)