

Sappi Ideas that Matter

2011 Call for Entries // Deadline for Submission is July 15, 2011



**DESIGN
IS
NOT**



**SLICK
TYPOGRAPHY**



**PRETTY
PICTURES**

**SPLASHY
COLOR**

**BEING
EDGY**



**COOL
FILTERS**



**A HOT
TREND**

**DESIGN
IS NOT
ONLY AN
AESTHETIC**

**IT IS A
MEANINGFUL
IDEA**

More than a decade ago Sappi Fine Paper — the maker of McCoy, Opus, Somerset and Flo — established the Ideas that Matter grant program to recognize and support designers who generously donate their time and talent to a wide range of charitable activities. Even today, Ideas that Matter remains the only grant program of its kind in the industry. Since 1999, Ideas that Matter has funded over 500 nonprofit projects, contributing \$11 million worldwide to causes that enhance our lives, our communities and our planet. The program has produced gratifying results that have had a positive impact on society and have shown us that design is most effective when it is done with purpose.

**DESIGN
IS HOPE
MADE
VISIBLE**



\$25^K

INNERACT PROJECT // AIGA SF Inneract Project is dedicated to making underserved inner city youth aware of the career paths available to them in creative fields through mentorship and free design classes taught by working professionals. A first step, particularly in largely blue-collar communities, is to raise an understanding of the various design professions that exist. In collaboration with AIGA SF, Inneract produced a series of 13 bus shelter posters. Each poster focused on a single design discipline, engaging viewers with a teaser question and hints on what those in the design profession do. The public was encouraged to visit the Inneract Project website to learn more about each design discipline and how to enroll in the Inneract program.



Designer // Maurice Woods

Nurses Firefighters Plumbers Teachers
Carpenters Farmers Bank Tellers Artists
Grandparents Parents Children

Let's put the **us** back in housing.

housing**us**.org

\$30^k

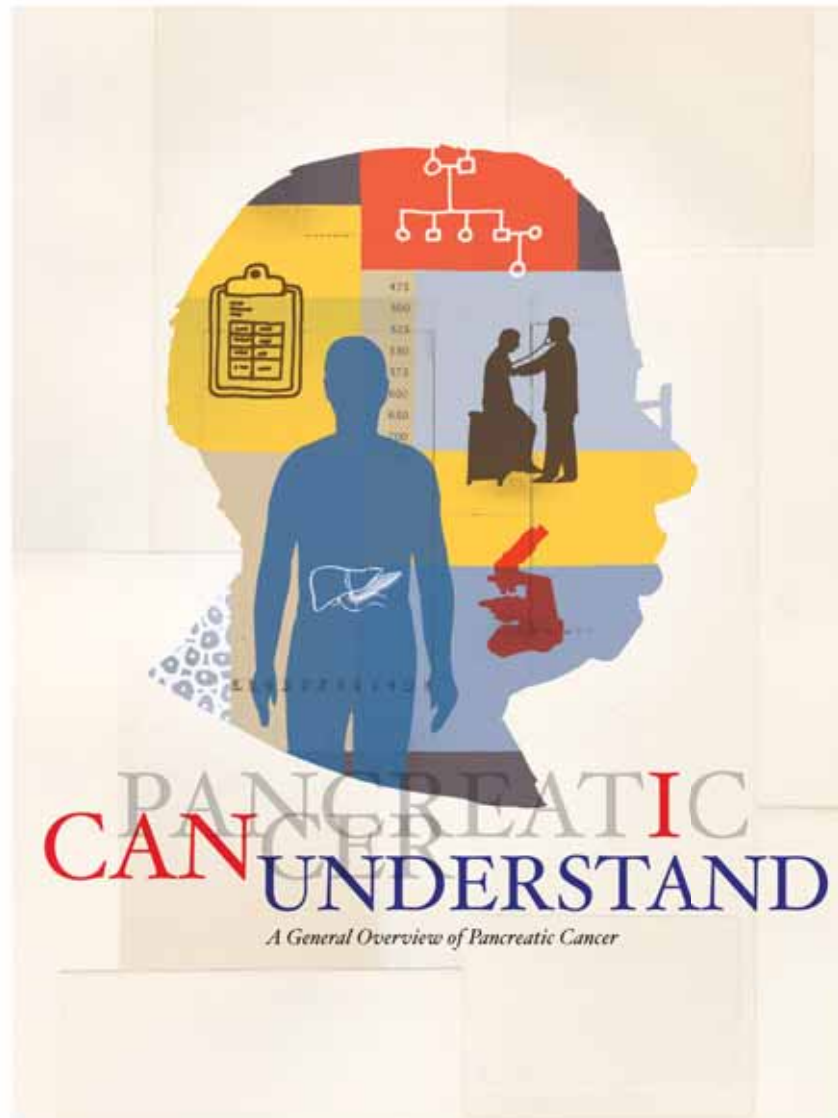
WINTERHOUSE // BERKSHIRE TACONIC COMMUNITY FOUNDATION

Winterhouse Institute and Berkshire Taconic Community Foundation jointly founded HousingUs to address the lack of affordable housing in the rural areas of Massachusetts, Connecticut and New York. The goal of HousingUs has been to collaborate with local leaders and community groups to counter the growing tide of negative public opinion and misconceptions about mixed-income housing. The campaign revolved around the logo that emphasized "Us" in Housing, and included billboards and brochures (distributed via newspaper inserts and bulk mailings) that provided data and personal accounts from long-time local citizens who recognized the need for affordable housing in every community and the positive impact it had on the lives of local residents. The campaign attracted more than a half million impressions over a three-month period and drew considerable media coverage, giving a boost to affordable housing advocates.

\$47^K

SAVAGE // MD ANDERSON CANCER CENTER Responding to the need for non-clinical reference materials that would give cancer patients and their families useful, comprehensive and compelling information about the disease and its treatments, Savage Design

worked with the University of Texas MD Anderson Cancer Center to produce a series of informational brochures. The approach for the brochures was meant to empower as much as inform and revolved around the words "I Can." The set of four brochures, held in a slipcase, present an overview of the cancer (I Can Understand), nutrition (I Can Sustain), supportive care (I Can Manage) and clinical trials (I Can Participate). The topics were covered in separate brochures so they could be updated and reprinted easily as new research and major advances in treatments occur.

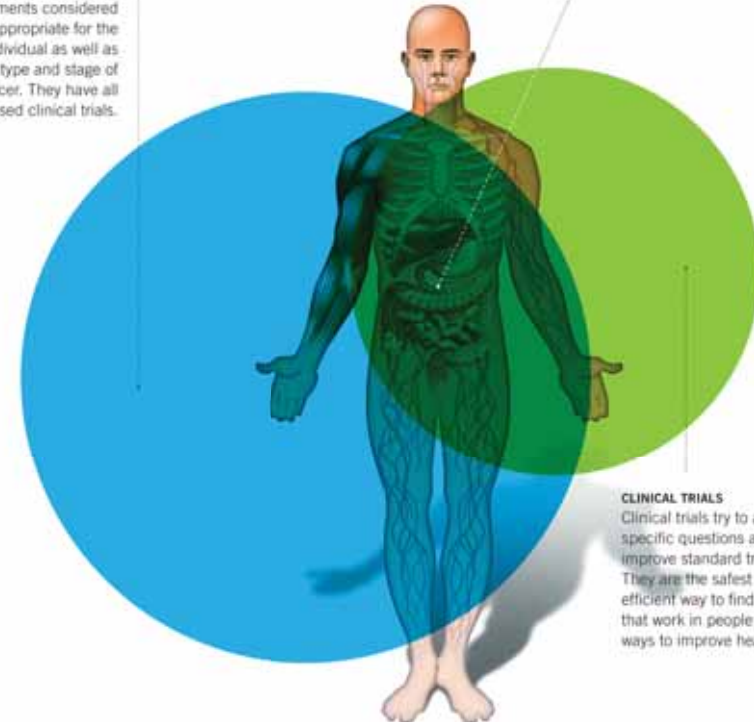


Designer // Doug Hebert

STANDARD THERAPIES
Standard therapies are FDA-approved treatments considered appropriate for the individual as well as the type and stage of cancer. They have all passed clinical trials.

A REAL NEED

To advance treatment options for pancreatic cancer, the medical community needs volunteers who are willing to participate in clinical trials. Participation is always volunteer-based.



CLINICAL TRIALS

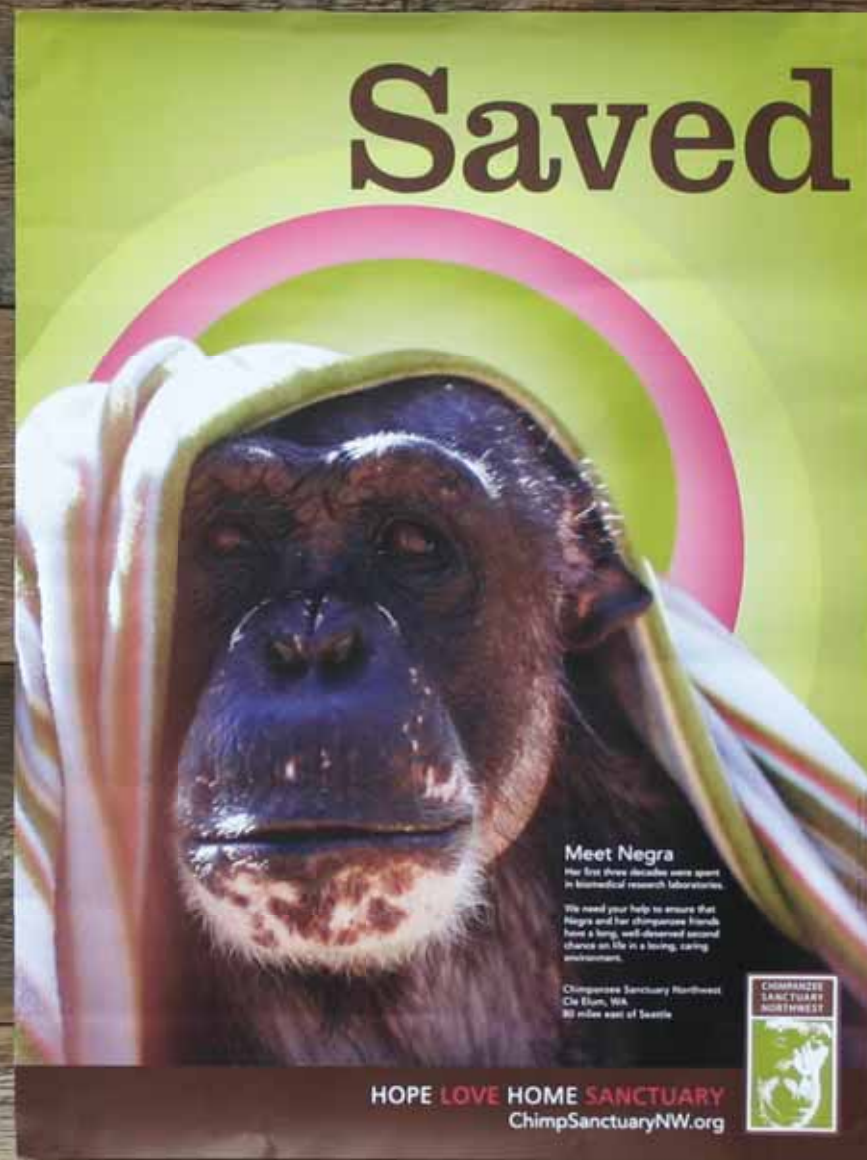
Clinical trials try to answer specific questions about how to improve standard treatments. They are the safest and most efficient way to find treatments that work in people and new ways to improve health.

\$7K

SCHOOL OF VISUAL CONCEPTS // CHIMPANZEE SANCTUARY NORTHWEST
Chimpanzee Sanctuary Northwest provides quality care for formerly abused or exploited chimpanzees, many of which were used as test subjects in biomedical research and isolated in metal cages. Located on 26 acres in eastern Washington, the sanctuary allows these social animals to roam freely outdoors and seek companionship with other chimpanzees. To help support the sanctuary's mission, the School of Visual Concepts developed an awareness campaign that included posters, postcards, a booklet and brochure. A mass mailing and distribution effort targeted potential donors in the greater Seattle area, and has generated a positive response in Seattle as well as in other parts of the country.



Designers // Patrick Clark and Siri Okamoto





Designers // Joshua To, Vanessa Maynard, Bernadette Kim, Jason Shafon and Dontae Rayford

\$10^K

BRUTE LABS // PROJECT RUN Project Run is a San Francisco Bay Area initiative created to address the increasing rate of obesity among school age children. Statistics show that one in three American kids today is obese or overweight, and the risk is greater due to inactivity and improper nutrition. Brute Labs partnered with 15 Bay Area elementary schools to get kids excited about exercising. Project Run engaged low-income school districts by promoting exercise in classrooms with informational brochures, posters and a website. Run Kits that included water bottles, pedometers, stickers and tracking sheets were distributed to 4,500 students. Participating students ran an average of 2,000 laps per school, dramatically improving their performance time and generating requests from parents and teachers to continue the program.



If everyone in your classroom
uses 10 gallons less water a day,
a car full of water is saved!



\$50^K **MOVING DESIGN // ARCHEWORKS ONE DROP** Archeworks is an alternative design school that departs from traditional curriculum by having students work in multidisciplinary teams with nonprofit partners to create design solutions that address social and environmental concerns. Students have tackled issues ranging from eldercare to sustainable food systems. Unearthing compelling data on the importance of clean water led them to create the One Drop Program to bring these facts to public attention. Moving Design worked with the One Drop team to create posters and workbooks that graphically explained environmental water issues and presented the case for water conservation.

Designers // Rick Valicenti, John Pobjewski and Melanie Gibb

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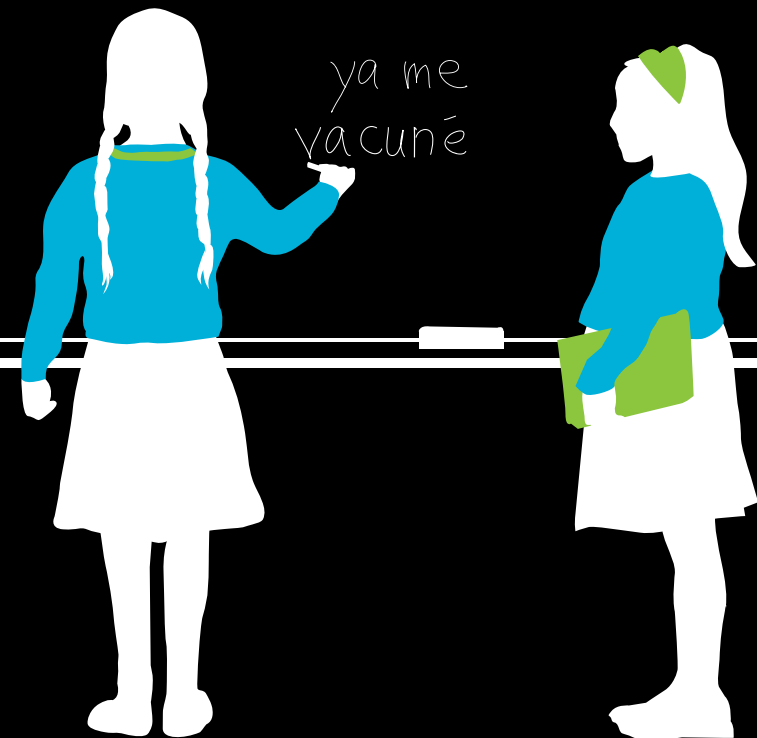
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\$50^k JULIE TINKER CO. // INTERNATIONAL PLANNED PARENTHOOD FEDERATION
The International Planned Parenthood Federation (IPPF)/Western Hemisphere Region is a network of 40 sexual and reproductive health organizations across North America, Latin America and the Caribbean. One of the federation's initiatives is a vaccination program in Bolivia to combat human papilloma virus (HPV) in young girls. The HPV vaccine is a simple way of protecting against cervical cancer. Targeting parents of adolescent girls, IPPF launched a Coming of Age campaign to raise awareness, educate and increase access to the vaccine, particularly in rural Bolivia. Julie Tinker Co. in New York worked with IPPF to design information booklets, posters, billboards and other materials that would resonate in the Bolivian culture. Thanks in part to the campaign, more than 30,000 Bolivian girls have been vaccinated to date.



\$18^k

KORN DESIGN // YOUTH DESIGN BOSTON Youth Design Boston arranges internships that expose high school students with creative interests to the world of design and to various work environments and career opportunities available in the field.

The initiative addressed the fact that although more than 40% of creative workers say that they are involved in some form of design, students, parents, teachers and even guidance counselors are unaware of the job opportunities that exist in the design field. To encourage more designers to participate in this program, Korn Design produced a pocket guide, called "10 Who Mentor." Through one-on-one interviews, the guide profiles 10 well-respected creative leaders (including designers, chefs, performing artists, etc.) who commit their time and energy to mentoring young people. The featured leaders also offer advice on how to inspire and guide young talent.

Designers // Denise Korn, Nicholas Rock and Neal Kane



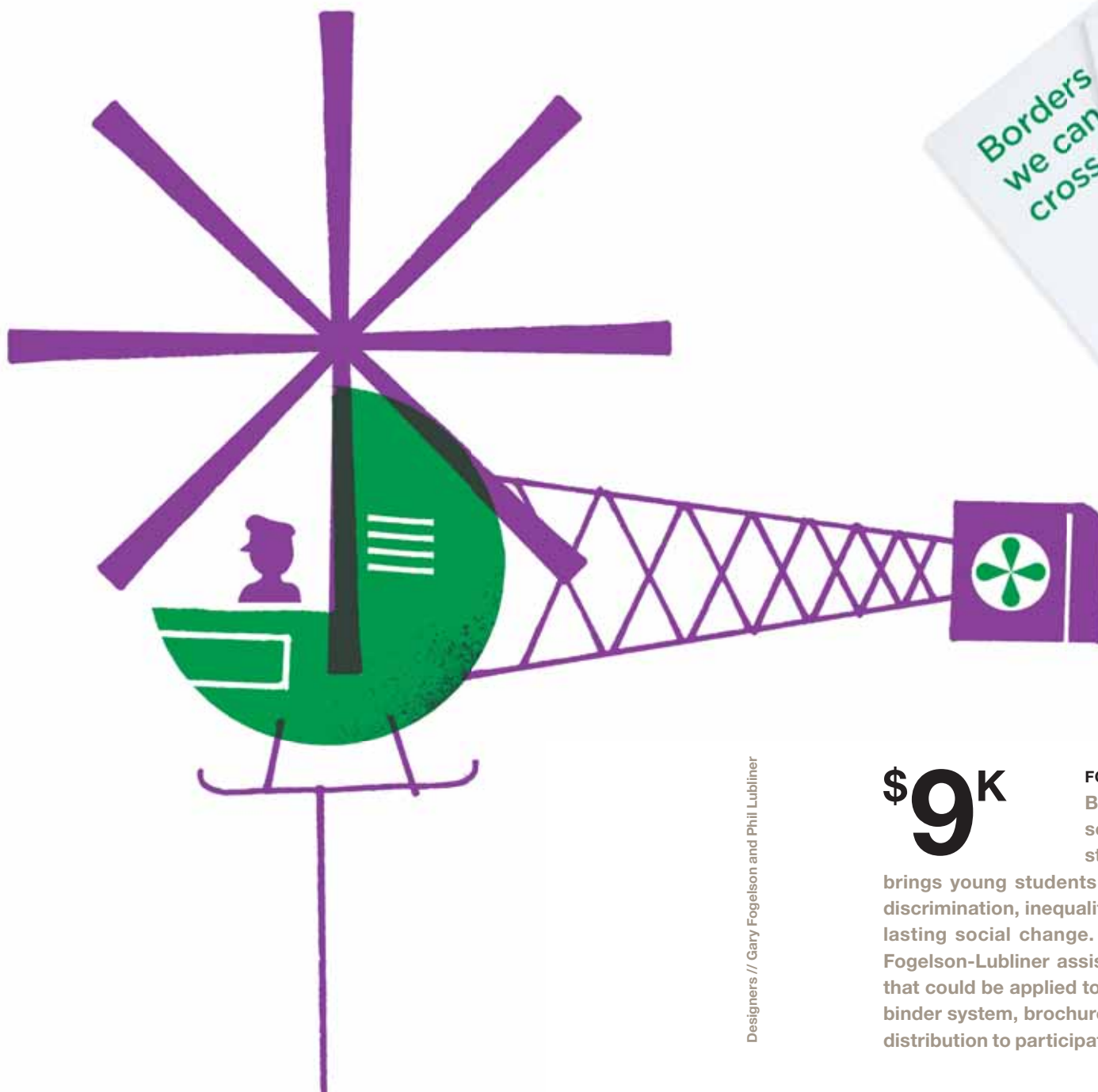


\$36^k

INK DESIGN // TREE BALTIMORE Tree Baltimore is a citywide effort to plant trees, protect the urban tree canopy and educate residents of the city of Baltimore about the benefits of urban reforestation. The goal is to increase Baltimore's tree canopy by 40% in the next 30 years. To generate community participation, INK Design created an extensive print campaign with ads in local publications, transit ads, street banners, door hangers, T-shirts, magnets and two brochures — one targeted to residents and the other to business owners. For the brochures, INK used paper cutouts of trees and asked residents to hold them up against different background to imagine how a tree would enhance that setting. The same cutouts also served as coupons to get a tree at a reduced price at participating nurseries and tree-giveaway events.

Designers // Davina Grunstein and John Fabrizio





Designers // Gary Fogelson and Phil Lubliner

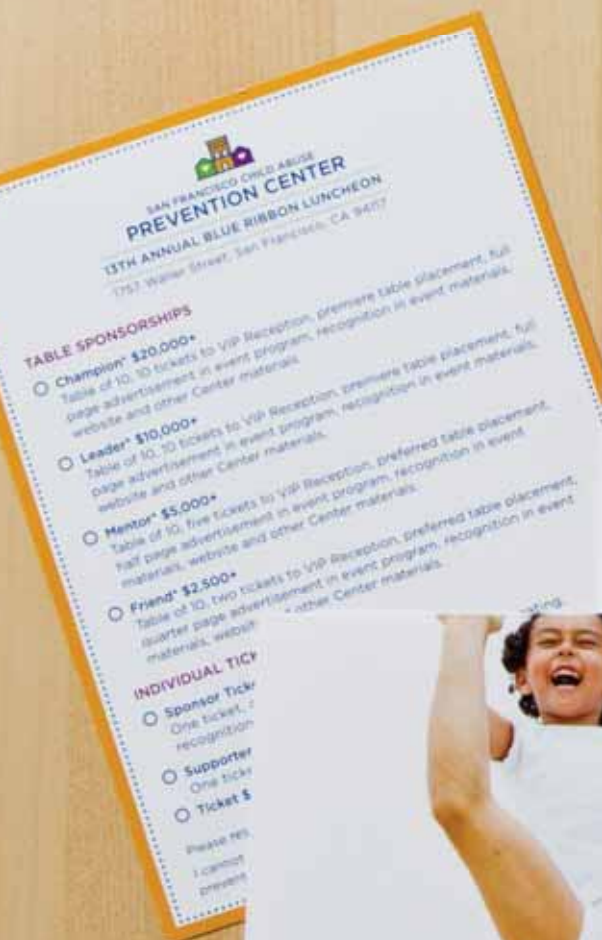
\$9^k

FOGELSON-LUBLINER, INC // BORDER CROSSERS INC. Since 2001, Border Crossers has built partnerships between New York City schools that are only blocks apart, but miles away in terms of student demographics and access to resources. This program brings young students from different neighborhoods together to explore issues of discrimination, inequality and social justice, and to develop student leadership toward lasting social change. To reach out to schools, parents and community partners, Fogelson-Lubliner assisted Border Crossers in designing a cohesive identity system that could be applied to all communication materials. This included a logo, letterhead, binder system, brochures and information sheets that could be packaged together for distribution to participating schools.

\$25^K JOEY'S CORNER // SAN FRANCISCO CHILD ABUSE PREVENTION CENTER

The San Francisco Child Abuse Prevention Center (SFCAPC) is dedicated to the prevention of child abuse and neglect, the promotion of healthy families, and the mental health of children. Nationwide more than three million cases of child abuse and neglect were reported last year and 2,000 died from such abuse. Joey's Corner supported the mission of the SFCAPC by developing tools for more effective communication with donors, supporters and constituents. Its first step was to redesign its graphic identity, business papers and print materials. From there, it redesigned promotional materials and invitations for SFCAPC's major fundraising luncheon. The upgraded materials helped the organization to raise more than \$250,000 at the annual luncheon.

Designers // Michael Osborne and Katy McCauley



1757 Waller Street, San Francisco, CA 94117



WHAT THE *#&! IS THIS

\$5^K

ACADEMY OF ART UNIVERSITY // THE SOFTSPOT The SoftSpot is an initiative that provides information, inspiration and tips on how designers can serve as catalysts in affecting social and environmental changes. The SoftSpot builds its strategy around “social design.” In 2009, The SoftSpot collaborated on an interactive exhibition in San Francisco to explore the definition of social design and showcase designers who are paving the way. As a follow-up to this successful exhibition, The SoftSpot worked with the Academy of Art University to develop a promotional campaign that included posters, postcards, sticker sheets and custom-mailer boxes. These were direct mailed to designers, artists and others who are eager to make a difference. This resulted in increased traffic to their website and more inquiries on how to get involved.



\$20^k **LOWELL WILLIAMS DESIGN // PLANET CANCER** Planet Cancer was founded by young adults in their twenties who are either in the midst of, or are barely out of cancer treatment. The group's goal is to provide critical peer support and advocacy for young cancer patients. In addition to establishing an online community and weekend retreats, Planet Cancer is dedicated to raising awareness of the unique needs and concerns of this underserved segment. Lowell Williams Design worked with them to develop a kit called "Welcome to Our World," an educational tool that young patients can use to open a dialog with doctors, nurses and other healthcare practitioners. The kit includes a fandeck of key conversation points, instruction sheets and pledge cards. Since implementation of this program, Planet Cancer has become part of the Lance Armstrong Foundation, and their message can reach a broader audience than ever before.

Designers // Lowell Williams and Meggan Webber

10 things you need to know about young adults with cancer.

PLANET **CANCER**: WELCOME TO OUR WORLD.

WELCOME TO OUR WORLD. www.planetcancer.org/help

#5 Young adults are the most likely to be underinsured or uninsured.

We're too old for our parents' insurance, too young for Medicare, and may not yet be in jobs with great health benefits. Our income level doesn't protect us against priorities like...oh, food and inexperience can cause us to be in financial distress.

WELCOME TO OUR WORLD. www.planetcancer.org/help

\$20^k PROJECT H DESIGN // DESIGN REVOLUTION ROADSHOW Project H is a team of designers and builders engaged in quality of life issues for the socially overlooked. Its long-term initiatives focus on improving environments, products and experiences for K-12 educational institutions through systems-level design thinking and community engagements. In the spring of 2010, Project H organized a Design Revolution Road Show, a traveling exhibition and lecture series that brought “product design that empowers” to 36 high schools and university design programs nationwide. The exhibition, displayed in an Airstream trailer, featured 40 humanitarian design solutions, which were also showcased in a companion book titled “Design Revolution: 100 Products that Empower People.” Project H promoted the road show campaign by creating posters, postcards, decals, toolkits and T-shirts.




Designers // Emily Pilloton and Matthew Miller

**DESIGN
CAN CHANGE
THE WORLD**


Each year, Sappi asks leaders in the design industry to judge the entries to Ideas that Matter. In 2010, Sappi was honored to be joined by: Casey Caplowe of GOOD, Jessica Helfand of Winterhouse, Doug Powell of Schwartz Powell, Matt Rollins of Iconologic and Armin Vit of UnderConsideration. As creative professionals, they know that good ideas are powerful and that good ideas in action can change the world.

**DESIGN
IS THE
POWER
TO AFFECT
THE
WORLD**

A black and white portrait of a man with dark hair and a beard, looking directly at the camera. The text is overlaid on the right side of his face.

**DESIGN
ENABLES
IDEAS TO
MOVE THE
WORLD**

Casey Caplowe // GOOD // Los Angeles, CA

A black and white portrait of a woman with dark hair, looking directly at the camera. The text is overlaid on the left side of her face.

**DESIGN
IS THE
ART OF
VISUALIZING
IDEAS**

Jessica Helfand // Winterhouse // Falls Village, CT

A black and white portrait of a man with short dark hair and a beard, looking directly at the camera. The text is overlaid on the right side of his face.

**DESIGN
PLAYS A
ROLE IN
TELLING
THE HUMAN
STORY**

Matt Rollins // Iconologic // Atlanta, GA

A black and white portrait of a man with short hair, a beard, and glasses, looking directly at the camera. The text is overlaid on the left side of his face.

**DESIGN
HAS THE
POWER TO
CREATE
MASSIVE
CHANGE**

Doug Powell // Schwartz Powell // Minneapolis, MN

DESIGN CAN RISE ABOVE THE STATUS QUO

Armin Vit // UnderConsideration // Austin, TX

2010 Ideas that Matter Judges



CASEY CAPLOWE // GOOD Casey Caplowe is a co-founder of GOOD and currently works as the creative director and product lead. Since GOOD began, Casey has helped to build and shape the look, feel, and voice of the brand and all of its creations online, in print, video, and live events. GOOD's products, have been widely recognized and acclaimed, including several national magazine award nominations in 2008 and 2009 and various Webby's for videos in 2008 and 2009.



JESSICA HELFAND // WINTERHOUSE Jessica Helfand is a partner, with William Drenttel, in Winterhouse. Their work focuses on publishing and editorial development; new media; and cultural, educational and literary institutions. Jessica is a founding editor of Design Observer and is the author of several books including *Paul Rand: American Modernist*, *Screen: Essays on Graphic Design, New Media and Visual Culture*, *Reinventing the Wheel* and *Scrapbooks: An American History*.



DOUG POWELL // SCHWARTZ POWELL Doug Powell is a designer, business strategist and the creative visionary for Schwartz Powell. Doug leads successful projects for a wide range of clients and collaborative partners, including the Robert Wood Johnson Foundation, Lifescan, and PepsiCo. In addition, Doug recently served as consulting creative director for HealthSimple, working in close collaboration with the Johnson & Johnson Global Strategic Design Office.



MATT ROLLINS // ICONOLOGIC Matt Rollins is partner and creative director at Iconologic, a design firm based in Atlanta. His team creates brand systems and content for leading corporate and cultural institutions such as Coca-Cola, FutureMedia, International Olympic Committee, The Republic of Trinidad & Tobago, Volkswagen and André Benjamin. Matt serves on the Advisory Board of Creative Circus and is a frequent speaker and design juror.



ARMIN VIT // UNDERCONSIDERATION Armin Vit is co-founder of UnderConsideration, a graphic design and publishing firm. While he has written for most of the well-known trade publications, he is better known for his writing on the blogs that make up the UnderConsideration online network, as well as for the books he has co-authored with his wife and partner, Bryony Gomez-Palacio — their most recent efforts being *Graphic Design, Referenced* and the self-published *Flaunt*.

2010 Ideas that Matter Grant Recipients

AED SOCIAL CHANGE DESIGN // AED CENTER FOR SOCIAL MARKETING & BEHAVIOR CHANGE 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 interest is the occupational fatality rate of American farmers, which is 800% higher than the average for American workers. The majority 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. AED will use the grant to produce materials promoting the use of ROPS through calendars, posters, brochures and an activity book with farm safety-related puzzles, games, and coloring pages for farmers' children since children have a significant impact on parents' behavior.

AIGA // AIGA: DESIGN FOR GOOD Founded in 1914, American Institute of Graphic Arts remains the oldest and largest professional membership organization for design. AIGA's mission is to advance design as a professional craft, strategic tool and vital cultural force. "Design for Good" is an initiative that aims to recognize designers who are making meaningful contributions to society and their communities and reinforces the idea that design is an integral component to solving complex human and social problems.

ART CENTER COLLEGE OF DESIGN // ONEGENERATION ONEgeneration is an innovative organization focused on providing care for low-income, home-bound and frail seniors, including those with long-term illnesses such as Alzheimer's disease. Art Center is creating a portable display kit for ONEgeneration that will contain all materials necessary for the presentation and distribution of information. The result of this project will be an easily accessible kit that allows volunteers and staff to make detailed presentations of the organization's services.

ASHLEY STEVENS // THE JED FOUNDATION: AH PROJECT 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 is an initiative for college-aged adults to express how loving someone with a severe mental illness has affected their lives. The intent of The Ah Project is to help rid the sense of isolation that accompanies mental illness and provide support for loved ones, while making the realities of a mental illness easier to discuss and accept for adult family members. The grant will support the creation of brochures, posters, and a website. The website will help siblings and children of someone with a mental illness reach acceptance by providing an online venue for resources, support, and venting.

BAO DESIGN LAB // BAO: UGANDAN TECHNOLOGY FOR TOMORROW Bao Design Lab is a non-profit design consultancy that employs design to address challenges at the base of the

world's economic pyramid, and aims to improve the well-being of people in areas where resources are scarce. Over the past year and a half, Bao Design Lab has been working with Ugandan partner Technology for Tomorrow (T4T) to solve the widespread problem of improperly medicating poor children due to inaccurate tablet splitting. Inspired by a nurse who was observed crushing tablets in paper envelopes using a soda bottle, a paper-based system was designed and prototyped to address the problem.

BRUTE LABS // BRUTE LABS: PROJECTOPEN BRUTE LABS uses design and technology to create sustainable social entrepreneurship. Their 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 with Stanford. Working closely with the City of San Francisco, BRUTE LABS will design, print and distribute durable maps to the city's homeless population and empower them with information. The maps will use icons and color coding to clearly communicate the locations of social services at a glance, as well as public transportation routes to reach these locations. To enable projectOPEN partners to network and collaborate towards improving the lives of the homeless, BRUTE LABS will also create web and mobile resources including a database on Google Maps. This database will form the framework for scaling projectOPEN to additional cities in the future.

BUOY, INC. // THE UCAL MCKENZIE BREAKAWAY FOUNDATION The Ucal McKenzie Breakaway Foundation presents leading soccer, nutrition, and heart health education to Boston's inner-city youth and the greater Boston area. Through soccer, the Breakaway Foundation aims to reach at-risk youth to build skills they can use on and off the field. The grant will be used to help spread awareness of clinics to parents/guardians, city youth, and school program leaders by producing soccer and health clinic information packets; a website and brand video; a traveling poster gallery to generate funds to help run each outreach program; Master of Hearts note cards; and a promotion/fundraising t-shirt design contest.

CATALINA PHOTOGRAPHY // HUMAN RIGHTS CAMPAIGN 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. Starting out as a collection of portraits of gay and lesbian couples, Let Love Reign has become a national movement to legalize same-sex marriage by depicting love between committed couples who do not have the same legal rights as married couples in the United States. The grant will kick-start a publicity campaign with a photo exhibit in Charlotte, where Let Love Reign began. The goal is to take the photo exhibit across the U.S. and the world.

CONTINUUM // 826 BOSTON 826 Boston is a nonprofit organization dedicated to supporting students ages 6-18 with their creative and expository writing skills, and to helping teachers inspire their student to write. The main component of the project is to produce a full-color book featuring the original writing of over 60 Boston public school students. The book's goals are to improve the demonstrated writing skills of students, raise their confidence, boost enthusiasm and pride in their writing, and promote the mission and work of 826 Boston.

DE.MO // ART WORKS PROJECTS ART WORKS Projects' mission is to use design and the arts to raise awareness of significant human rights and environmental issues. Its "Women Between Peace and War: Afghanistan," a multi-media, multi-channel print initiative was conceptualized to provide advocacy tools for stakeholders working for women and girls in Afghanistan, to develop new constituencies, and to ensure that the rights of women and girls are not forgotten, however U.S. and other foreign country engagement develops in the region. Developed with seed funding from UNIFEM Afghanistan, the Ideas that Matter grant will allow ART WORKS Projects to expand the web project into an international initiative that will reach important audiences who are able to garner funding and political support for the women and girls who need it most.

DESIGN CORPS, PRATT INSTITUTE // DESIGN CORPS, PRATT INSTITUTE Design Corps is a semi-independent academic initiative of Pratt Institute whose mission is to provide nonprofit organizations with quality pro bono design services, while exposing communications design students to professional experience and the rewards of using their skills in the service of a good cause. The grant will fund an identity and graphic presence for Design Corps and promotional materials that will connect more clients with their services, more students with nonprofit work and more potential donors, not only with Design Corps, but with the clients they serve. In addition, the materials will provide a case study within itself for other nonprofits — showcasing how design can effect change.

HAYS DESIGN STUDIO // BORDERLAND YOUTH AT TEXAS STATE UNIVERSITY — SAN MARCOS Borderland Youth at Texas State University is a social arts project that sees community participation as fundamental to artistic practice. In 2008 Borderland Youth started its Newcomers Program to utilize creative mediums such as photography and creative writing as a means for youth and their families to share their experiences and build empathy for their newfound place in the community. The program has been successful in using storytelling to break down borders surrounding refugee communities, piquing the interest of local public policymakers and educators.

IMAGINARY OFFICE // OCEAN CONSERVANCY, GULF OF MEXICO REGIONAL OFFICE The BP Horizon oil spill of 2010 devastated not only the ecology of the Gulf of Mexico, but also the lives of the people who live there. One of the key objectives of the Ocean Conservancy's response efforts is to guide and engage individuals throughout the process of restoring the ecology and economy of the Gulf of Mexico region. Imaginary Office will create an "On the Ground" toolkit that provides organized, legitimate and up-to-date information from the OC to those impacted by the oil spill. Whether they are seeking or offering help, or simply would like to stay informed, recipients will find critical information about resources available to them.

IRINA LEE // THE STATUE OF LIBERTY-ELLIS ISLAND FOUNDATION, INC. The Statue of Liberty-Ellis Island Foundation, Inc. was founded in 1982 to raise funds for and oversee the historic restorations of the Statue of Liberty and Ellis Island. Irina Lee and The Peopling of America Center will collaborate 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 America. The key component of First Person American is a content-driven website, with video interviews, that explores the modern immigrant identity through personal storytelling, visual documentation and interactive media. Through video and multimedia, First Person American will put a human face on the immigration reform issue.

JENNIFER JONES // ZIIBIWING CENTER OF ANISHINABE CULTURE & LIFEWAYS The Ziibiwing Center of Anishinabe Culture & Lifeways is a nonprofit cultural learning center and museum owned and operated by the Saginaw Chippewa Indian Tribe of Michigan. The Ziibiwing Center was created to provide an enriched, diversified and culturally relevant educational experience which promotes the center's belief that the culture, diversity and spirit of the Saginaw Chippewa Indian Tribe of Michigan and other Great Lakes Anishinabek must be recognized, perpetuated, communicated and supported. The grant will be used to develop an American Indian Boarding School's 8th-grade supplementary curriculum guide to promote the exploration and analysis of the U.S. Government's policy to remove American Indian children from their homes for the purpose of providing them with an "education." The guide will be presented by Ziibiwing staff to eight schools near the SCIT's reservation and mailed to 12 Federally-recognized Tribes, two historic Tribes located in Michigan, 13 libraries near SCIT reservations, 37 tribal colleges, and many targeted educational centers for indigenous youth outside of the United States.

JESSICA LITTLE // YOUTH PHOTO PROJECT Youth Photography Project is an Atlanta non-profit organization designed to offer youth ages 16 to 21 an 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 Youth Photography Project aims to help Covenant House provide crisis intervention and community-based services, shelter and independent living programs.

JESSI MCNAMARA // EVEN CHANCE PIT BULL ADVOCACY + RESOURCES + RESCUE Even Chance strives to counteract misinformation about pit bulls with factual education, communication, and resources for the public, pit bulls owners and potential adopters. The grant will be used to create a series of print and online materials that will benefit each aspect of the organization's mission.

LARA MCCORMICK // BUILD IT GREEN! NYC Build It Green! NYC (BIG! NYC), is New York City's only nonprofit retail outlet for salvaged and surplus building materials. BIG! NYC's mission is to keep these materials out of the landfill, while offering deep discounts on their resale. The grant will enable production of signage, booklets and a pop-up exhibition that will inform people about BIG! NYC. Long-term benefits include greater awareness, increased participation in donations and purchases, and a lighter carbon footprint. It will also raise awareness of how much waste society produces, and what can be done to reduce it.

MASS DESIGN GROUP // PARTNERS IN HEALTH Founded by Dr. Paul Farmer in 1987, Partners in Health works in 12 countries to provide a full range of medical services including: treatment for infectious diseases like HIV/AIDS and TB as well as basic maternal health, adult, and pediatric care. MASS Design Group's proposal for a digital and print campaign will provide a framework for approaching health care facility planning and construction in resource-limited settings with a specific focus on design that aims to mitigate the transmission of airborne disease.

THE LONGITUDE // RESTORE NYC Restore NYC's mission is to provide holistic long-term after-care services for international survivors of sex trafficking in New York City. Restore NYC's 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 recycled t-shirts into laptop sleeves, clients learn valuable skills in the workplace while earning an hourly wage. The grant will enable Hello Rewind to grow from a self-funded operation that primarily exists online to one with a stronger presence and broader awareness.

MELANIE MCELDUFF & DEBORAH ROSS // AFRICAN CONSERVATION FUND The African Conservation Fund builds local custodianship among people who live and work with wildlife. Their financial support helps locate areas critical to wildlife and develop the means to conserve them. The project is to produce a book illustrated by the children of Il Polei Primary School describing the traditional use of plants for medicine in their Massai community of the Mukogodo region. The project will empower the children with pride and investment in the biodiversity manifested in their backyards, and help forestall further environmental degradation.

PIECE STUDIO // OLD ARIZONA COLLABORATIVE, INC. Old Arizona, a center for performing and media arts, is located south of the downtown Minneapolis business district. Busy year-round, the center hosts an eclectic mix of classic and contemporary theatrical productions, dance performances, concerts, commercial film and video productions, screenings and workshops. Piece Studio intends to use the Ideas that Matter grant to assist Old Arizona in producing a play and then promote and document the entire project. A photo novella of the entire project will be created and used as a fundraising tool by Old Arizona.

PROJECT H DESIGN // PROJECT H DESIGN: STUDIO H Project H uses the power of the design process to catalyze communities and public education. Project H is a team of designers and builders working from their own backyards to improve the quality of life. Developed by Project H, Studio H is a one-year high school curriculum that builds creative capital within the next generation by teaching creative design and construction skills to build full-scale architectural projects for the community. The curriculum, piloted in Bertie County, North Carolina, will engage high school students in underperforming rural school districts by providing hands-on creative work defined by local issues. The grant will help to realize the communication design projects created by students in the pilot year, creating awareness and excitement around the summer build project. These graphic exercises will be the voice of Bertie County's youth, making their presence known and message clear as changemakers of the future.

TMARKS DESIGN // THE YES FOUNDATION OF WHITE CENTER The YES Foundation of White Center, WA exists to address the social, economic, educational, physical, and spiritual needs of youth in the White Center area. By developing programs and partnering with other organizations, they provide kids with positive role models and powerful life experiences to encourage their hope and vision for the future. Tmarks design will provide The YES Foundation of White Center with more professional branding, communications and collateral material so that they can have greater credibility as they approach potential funders.

TOMORROW PARTNERS // BSR (BUSINESS FOR SOCIAL RESPONSIBILITY) 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. Tomorrow Partners will use the grant to develop a do-it-yourself (DIY) tool builder for global women's health education that local partners in Bangladesh, China, Egypt, India, Pakistan, and Vietnam can customize to create consistent, accurate and culturally relevant teaching materials. The web-based DIY tool builder contains poster and flip chart templates so local partners can create, share, edit and save their own materials. Local partners will be able to print materials in-country and on-demand.

UNIVERSITY OF HARTFORD // UNIVERSITY OF HARTFORD The University of Hartford has surpassed the founders' original, modest plans for a local university in Hartford, becoming a vibrant and comprehensive University that draws 7,400 students from 45 states and 49 countries. In January 2009, University of Hartford Professor Natacha Poggio, in collaboration with Now Design Global Change, traveled to Abheypur, India to implement Water4India, a sanitation campaign for the primary girls' school. From their field work in Abheypur, they learned that high dropout rates and gender inequality are common problems at the local high schools. DGC believes in empowering communities with tools to create their own sustainable development so access to education is key to social change. The proposed solution is to produce educational materials: a set of cards depicting Indian men and women in various roles that will be used by teachers to trigger conversations about gender issues. The cards aim to mirror the context of rural India and suggest more alternatives to the roles traditionally performed by women.

WELLDONE // WATER FOR WATER WellDone is an organization working to raise awareness on global water issues and provide clean water for communities in the developing world. With the grant, WellDone will develop a campaign that will identify and enlist local, water-intensive users, such as residences with irrigated lawns, small businesses and restaurants with high water use, and college campuses with large irrigated open spaces, to measurably reduce water use and pledge savings from water bills to help fund the implementation of clean water projects in the developing world.

2011 Ideas that Matter Call for Entries

DEADLINE // Application deadline is July 15, 2011. Grants will be announced in September 2011. 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

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 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 nonprofit 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 decisions 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 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 nonprofit 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 promote the funded campaigns as case histories and reproduce images from the campaigns.
- Grants are not paid out as a lump sum, but as they are implemented. As expenses are incurred, either the designer or the nonprofit 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.

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 and pertinent case histories in promotional materials for the Ideas that Matter program.

FOR MORE INFORMATION // Call 800-882-4332 or visit www.sappi.com/ideasthatmatterNA.

Credits:

DESIGN
Weymouth Design

PHOTOGRAPHY
Michael Weymouth
Weymouth Design
Various

COPYWRITING
Delphine Hirasuna
Weymouth Design

Production Notes:

COVER
McCoy Silk Cover
100lb/270gsm, 4-color
process, match gray,
and spot satin varnish

TEXT
McCoy Silk Text
100lb/148gsm, 4-color
process, black, match
yellow, match gray,
and spot satin varnish

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

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