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GDC Foundation
Fondation de la GDC
gdc.net/foundation

GDC Foundation 2013-2014 Annual Report

Seed paper produced by Botanical PaperWorks. See more eco-friendly seed paper promotional products at seedpaperpromo.com

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GDC Foundation
Fondation de la GDC
gdc.net/foundation

The GDC Foundation is growing a fund to support design research and education, special projects, scholarships for students and professional designers, and a benevolent fund to offer short-term financial assistance to designers experiencing a career-challenging difficulty.

Plant these seeds and donate today to nurture the GDC Foundation's future

donate
and watch us
grow

Visa, MasterCard, AmEx
Cheque payable to **GDC**
Toll free 877-496-4453
information@gdc.net


Foundation
Fondation de la GDC

GDC Foundation Plants Seeds for the Future

Promotional piece helps GDC Foundation grow fund,
and donors grow flowers.

The GDC Foundation launched a new promotion piece at the PICA Conference in Edmonton on May 7, 2014. Conference attendees each received a printed coaster embedded with flower seeds. When planted, it grows into wildflowers.

The Foundation is raising the seed money for a fund, which will eventually support grants, scholarships and a benevolent fund for designers. “Our objective was to create a promotional item that would be something of quality, a bit of fun, interactive, unique and eco-friendly. We also wanted the piece to raise awareness of the Foundation and encourage donors to support the growth of the fund. A tall order! The PICA Conference in Edmonton was the perfect launch venue.

The Foundation Committee worked on the problem and had the idea of “planting seeds” as a symbol of the Foundation’s fundraising. We contacted Botanical PaperWorks to see how we could work together. The bright yellow, coaster-sized piece was designed by Jim Hudson CGD. “What better symbol than seeds to represent our work in growing the fund?” said GDC Foundation Committee Chair, Peggy Cady FGDC.

“As of May 2014, the GDC Foundation has raised over \$40,000 from the generosity of designers, their families, friends, employers and sponsors. Our goal for 2014 is to reach \$50,000, said Cady.” We currently are able to award two annual scholarships. When the fund is fully grown and self-supporting, we will be also able to award grants and have a benevolent fund.”

Botanical PaperWorks in Winnipeg, generously supplied seed paper, printing and shipping. “Huge thanks go to Botanical PaperWorks for helping us with this project!” said Cady. “They were wonderful to work with and have really unique products for designers to use.”

The company produces eco-friendly seed paper products that grow into flowers when planted. They manufacture and design stationery, invitations, wedding favors, and corporate and promotional products made from paper embedded with seeds. “Our clients are individuals and companies who want to make good environmental choices and celebrate life’s special events in an eco-conscious manner,” said Toni Reimer, Corporate Accounts at Botanical PaperWorks. “Our papers are a perfect match for designers wanting something new and different to work with.”

Plantable paper is a biodegradable eco-paper that is made with post-consumer materials (no trees harmed) and embedded with seeds. When the paper is planted in a pot of soil, the seeds grow and the paper composts away. All that is left behind is flowers, herbs or vegetables and no waste. It’s easy to plant and grow.

GDC delegates to the National AGM in Ottawa will be the next recipients of the new coasters in June 2014. Bring your seed money!



Maxim/Dictum poster helps GDC
Foundation push harder—add value

The elegant “Maxim/Dictum” poster was designed by Robert L. Peters CGD, FGDC, for Circle Design Incorporated, Winnipeg MB. Rob donated the poster for GDC Foundation fundraising.

The poster was beautifully printed on the HP Indigo 7500 press at Hemlock Printers, Vancouver BC.

The gorgeous stock was provided by Spicers, Vancouver BC: FSC® Certified, Classic Crest Text Bright White, 100% PC FSC Recycled.

Thank you to all!

Size: 11.875" x 15.94"

Price: \$40 (includes postage and handling)

To order copies, go to the GDC Shop at shop.gdc.net.



Aaron Draplin donated 10 copies of his poster, *Pretty Much Everything Up To October 11, 2013*, to the GDC Foundation for fundraising.

Available at shop.gdc.net

GDC Foundation Scholarships

Marc Brisbane Scholarship Fund for design research launched

The GDC Foundation Marc Brisbane Scholarship Fund originated in the spring of 2013 through a donation from the GDC Alberta North Chapter and other generous donors. Created in memory of Marc Brisbane LGDC (pictured on the right with his family), the award goes to support a student studying graphic/communication design in Canada at a Masters or PhD level.

Marc, who was the MacEwan University Chair of Design Studies, passed away in February, 2013. He earned his Master of Design degree from the University of Alberta and was passionate about design research and education.

The Fund supports an annual \$500 scholarship awarded to a graduate student conducting research in the discipline of visual communication in Canada at a Canadian post-secondary institution at a Masters or Doctoral level.



2013 Marc Brisbane Scholarship Winner

The GDC Foundation awarded its first Marc Brisbane Scholarship for Design Research in 2013. The \$500 award went to GDC student member, Maryam Mobini, a graduate student at Simon Fraser University, Surrey, BC.

Maryam’s research project is titled “Design Principles for Mobile Applications for Chronic Pain Patients.”

“Currently, there is a lack of consideration given to visual design when developing mobile applications for patients who are suffering from chronic pain. My goal is to come up with a set of design principles that caters to chronic pain patients that designers could use as a guideline for their future designs,” wrote Maryam in her application.

Ray Hrynkow Scholarship for the Thinking Designer

The \$500 Ray Hrynkow Scholarship for the Thinking Designer was created in memory of beloved Vancouver designer and GDC Fellow, Ray Hrynkow. He and his wife, GDC Fellow Casey decided to provide this legacy just before Ray lost his six-year battle with cancer in early 2012.

“Ray was a champion for design and design education in Canada. A recipient of over 200 national and international awards for design, Ray advocated for design and its role in Canadian business and culture. He was a leader in the profession in Canada. Ray knew that Canada was made greater through the work of its communication designers,” said Casey. His was a unique talent. He loved design and left a lasting impression on those he worked with and mentored.

The Scholarship both honours Ray’s career and promotes “intelligent design,” which was fundamental to his practise and something he always encouraged in students and young designers. He envisioned the scholarship supporting a candidate showing great promise as a “thinking” designer—one who demonstrates an understanding of sociology and anthropology in their work. The scholarship is awarded to a student entering the third or fourth year of an undergraduate communication/graphic design program in Canada.



Excerpts from a 2013 interview by Bruce Campbell with Casey Hrynkow CGD, FGDC

This scholarship is a legacy that will have a continuing positive impact. Ray envisioned the scholarship supporting a candidate showing great promise as a “next generation designer”—one who demonstrates an understanding of ethnography, sociology and anthropology in their work, using these tools to uncover truly innovative ideas.

The Scholarship fund aims at supporting sustainable design, “in the sense that an idea is sustainable because of the beauty and purpose behind it. The kind of design I’m talking about is design that can have great influence — can contribute to change. The environmental movement has pretty much co-opted the sustainability word, but there are other aspects to sustainability: social, economic as well as environmental. Ideas that last, ideas that live on through generations, and design that can be sustained over long periods of time because it speaks to the human condition — that is sustainable design.”

“The purpose of this award is to promote a better understanding of our world as a community. Can we influence a world that sustains itself, with elegance, beauty, and utility, with no trade-offs between the three? The world is in the hands of the next generation. There are very real and looming problems we need young designers to help solve. It was Ray’s hope that this award would encourage these young designers.”

Ray Hrynkow Scholarship Fund

	Donations	Scholarships Awarded	Year-end Balance
2012	\$8,861	\$500	\$8,361
2013	\$650	\$500	\$8,511

GDC Foundation Scholarships

Ray Hrynkow Scholarship for the Thinking Designer Winner

The GDC Foundation announced 2013 Ray Hrynkow Scholarship of \$500 was awarded to Aaron Campbell (pictured on next page) of Capilano University, North Vancouver BC for his “Amnesty Write Campaign.”

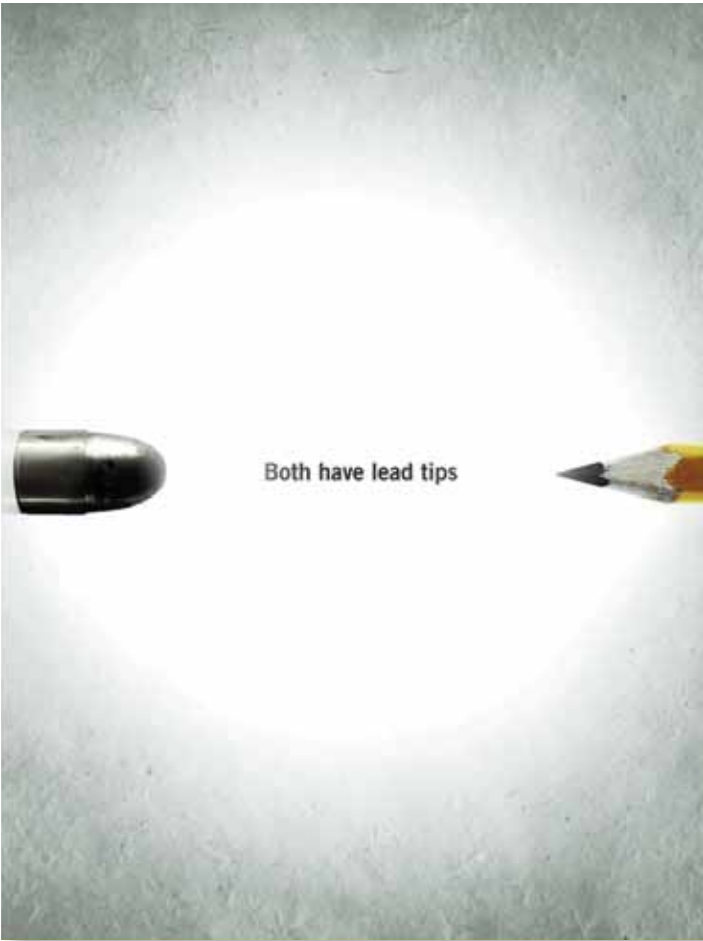
The brief: Students were asked to choose an organization and write their own brief for a social cause campaign. The campaign had to include: choice of transit shelter, poster, guerilla marketing or T-shirt; and an online component (banner advertisement, website, app, or strategic social media campaign).

The project rationale: “My initial concept began with the comparison between the lead in a bullet and the lead in a pencil. The two seem to be opposite; one has power to kill and destroy, and the other has the power to create and spread a message. In this campaign I used the pencil as a metaphor for people’s opinions and voices, which are essentially, stronger than a bullet ever could be.

I noticed the Amnesty International Forum was very small and not very emphasized. Internet forums are a popular way of communicating with like minded people so I thought it would be appropriate to bring this feature to the spotlight. This, combined with the pencil metaphor, brings the campaign name, “Amnesty Write.”

The goal of the campaign is to raise awareness for freedom of speech, freedom of the press and overall world issues that are up for discussion. It aims to mobilize users to donate, discuss and take action to do their part to contribute to the organization.”

Acknowledgements: Amnesty International brand identity belongs to their organization.



2013 Ray Hrynkow Scholarship Winner

Aaron Campbell, second year student, Capilano University, North Vancouver, BC

Submission: “Amnesty Write Campaign”

Educator: Vida Jurcic

“We are educating students with a social conscience, with a commitment to make the world a better place as well as using wonderful typefaces and interesting layouts.”

– Michael Maynard CGD, FGDC



Judge’s comments: “The thinking behind this project identifies an existing asset that Amnesty International has in terms of content and conversation, and brings it to the surface, and gets their message out in a new way.” – Brenda Sanderson CGD

Matt Warburton CGD, FGDC, National Communications VP commented, “The Hrynkow category submissions had some really good ideas. Very, very good work and I am impressed with the quality.”

Brenda Sanderson CGD said, “The students are tackling tough problems.”

“The Hrynkow Scholarship submissions contained a very interesting range, from packaging to advertising to social responsibility and change!” stated **Adrian Jean CGD, GDC National President**

The 2013 scholarship judging team in Ottawa (L-R):
Toby Bartlett CGD, Adrian Jean CGD,
Matt Warburton CGD, FGDC,
’Segun Olude CGD and
Brenda Sanderson CGD.

2013 Ray Hrynkow Scholarship Honourable Mentions

Kim VanderHelm, third year student, University of Alberta, Edmonton

Submission: “Design for Safety”

Educator: Gillian Harvey

Max Hurd, third year student, University of Alberta, Edmonton

Submission: “Let’s Just Be Friends” Campaign

Educator: Judy Armstrong

GDC Scholarship payments are sent directly to the educational institution of the recipient. The GDC National Scholarship judging took place April 29, 2013 in Winnipeg, following the 2013 National AGM.

The process was overseen by Karin Jager CGD, GDC National VP Education. Judges were impressed with the quality and variety of the submissions for the Foundation Scholarships.

2013 Milestones

- awarded the first Marc Brisbane Scholarship of \$500 to Maryam Mobini, a graduate student at Simon Fraser University, Surrey, BC
- awarded the second annual \$500 GDC Foundation Ray Hrynkow Scholarship to Aaron Campbell of Capilano University, North Vancouver BC for his “Amnesty Write Campaign”
- received 42 cash donations from generous individuals
- received donations from ten Fellows who supported the GDC Fellows’ Challenge
- received 13 new in-kind donations, plus donations from last year—a value of \$1,940
- raised the total in the Foundation from \$33,480 to \$39,199

Thank you to our 2013 Donors!

GDC Foundation Fund
Carol Aitken CGD
David Berman RGD, FGDC
Mary Binsted
Karen Brown CGD
Peggy Cady CGD, FGDC
Susan Colberg CGD, FGDC
GDC Alberta North
GDC British Columbia
GDC Saskatchewan South
GDC Vancouver Island
GDC in memory of Tony Mann FGDC
GDC in memory of Walter Jungkind FGDC
GDC in memory of Rolf Harder FGDC
Randy Hergott CGD
Casey Hrynkow FGDC in memory of Ray Hrynkow FGDC
Jim Hudson CGD
Michael Marshall FGDC
Mary Ann Maruska FGDC
Naoko Masuda CGD
Dean McNeill CGD
Oliver Oike CGD
Bardolf Paul FGDC
Brenda Sanderson CGD
Adrian J.K. Shum CGD
Patrice Snopkowski CGD
Bruce Stephenson
Matthew Warburton CGD, FGDC
Nancy Wu CGD

2013 Ray Hrynkow Scholarship Fund Donors
Casey Hrynkow CGD, FGDC
Infuse Creative
David Coates CGD, FGDC
Ron Tanasichuk

2013 Marc Brisbane Scholarship Fund Donors
Anonymous
Constanza Pacher
Sofia Murillo de Gagne
Kevin Magneson
University of Alberta
Gregory Gurnett

Donors Jan–May 2014
Casey Hrynkow FGDC
Dave Coates FGDC
Rod Roodenburg CGD
Sigrid Albert CGD
Peter Dorn FGDC
Ron Tanasichuk

2014 In-Kind Donors January-May 2014
Botanical PaperWorks
Hemlock Printing
Spicers
Robert L. Peters CGD, FGDC

2013 Get Behind Design Campaign



In-kind donations help bring awareness to our annual “Get Behind Design” fundraising campaign and assist us in raising the funds needed to build a strong Foundation.

2013 Get Behind Design Campaign In-Kind Donors
Society of Typographic Aficionados
GDC Alberta North
Eric Karjaluo CGD
Joseph Wu Origami
Aaron Draplin
MyFonts.com
Communication Arts Magazine

UPPERCASE Magazine
Typographydeconstructed.com
Type Directors Club
Nancy Wu CGD
Peggy Cady CGD, FGDC
Brenda Sanderson CGD

2013 Get Behind Design Prize Draw Results

- Free admission to PICA Conference: David Coates & Adrian Shum
- Original origami by Joseph Wu: Rod Roodenburg
- 1-year subscription to *Communication Arts*: Sigrid Albert
- 1-year subscription to *UPPERCASE Magazine*: Oliver Oike
- Pantone Colour Bridge Swatches Coated/Uncoated: Naoko Masuda
- \$100 Gift certificate from Myfonts.com: Matt Warburton
- Typography Deconstructed poster: Carol Aitken, Nancy Wu, Jim Hudson
- GDC Travel Mug: Michael Marshall
- Book: *Masters Of The 20th Century*: Sue Colberg
- Book: *Shady Characters*: Karen Brown
- Book: *A Graphic Design Student’s Guide to Freelance*: Gregory Gurnett
- Book: *Signage and Wayfinding Design*: Dean McNeill
- Book: *The Design Method*: Brenda Sanderson
- Book: *Graphic Design Referenced*: Mary Ann Maruska
- Book: *Flaunt*: Patrice Snopkowski
- Book: *Designing*: Bardolf Paul
- Book: *Women of Design*: Peggy Cady
- Type Director’s Club: Celebrate 65: Mary Binsted, Randy Hergott, David Berman



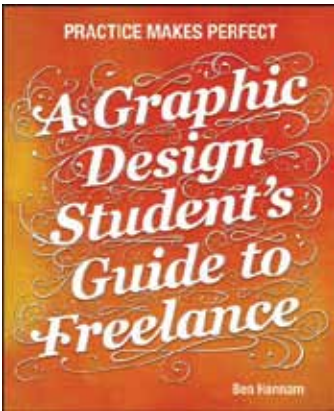
Eric Karjaluo CGD, donated five copies of his new book to the Get Behind Design Campaign.

Support Your Community

Thank you to everyone who donated, purchased posters T-shirts and holiday cards and Tweeted Get Behind Design!

Options for Giving:

- ☐ Ray Hrynkow Scholarship for the Thinking Designer: donations help build a self-sustaining scholarship fund.
- ☐ Marc Brisbane Scholarship for Design Research: donations help build a self-sustaining scholarship fund.
- ☐ Foundation Fund: our base fund will help where needed most and includes a Benevolent Fund to help designers in need, grants, conferences, publications and other charitable activities.
- ☐ Leave a legacy! Add a bequest to the GDC Foundation in your Will.
- ☐ Consult with us about starting a special grant in the name of a designer or business.
- ☐ Matching Gifts: employers, set a goal and match your employees’ donations during our annual “Get Behind Design” campaign.
- ☐ Make a fundraising challenge part of a chapter initiative.



Books donated by Nancy Wu cgd



GDC Alberta North donated two tickets for the 2014 PICA Conference to the Get Behind Design Campaign.

About Your GDC Foundation

The GDC is building a Foundation designed to provide long-term financial resources for supporting and advancing the design profession. It is the first of its kind in Canada.

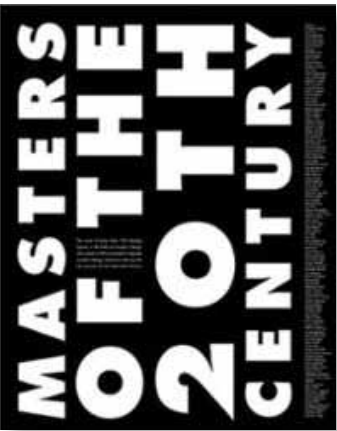
The funds will directly contribute to the profession by being a dynamic resource for the promotion of new ideas and innovation in design, by supporting design education and by assisting designers in need.

With a fully-grown and self-sustaining fund, the GDC Foundation will be able to:

- provide short-term benevolent assistance when a career-challenging crisis, accident or illness occurs;
- support design students and graduates to complete or further their education;
- help designers keep up with changes in the profession and improve their work;
- help build the profession by offering grants for innovative research, publications, events and conferences.



Jennifer Romita allowed us to feature her portrait of Ray Hrynkow FGDC during the 2013 Get Behind Design Campaign.



Book donated by Brenda Sanderson cgd

2013 GDC Foundation Committee Members

Chair: Peggy Cady cgd, FGDC

Jim Hudson cgd, GDC Past President

Laurie Darrah cgd, Vancouver Island Chapter

Janet King, GDC Alberta North

Ana Herera cgd, Ntl. Treasurer

Bruce Campbell, volunteer

Ex officio: Melanie MacDonald, GDC Executive Director

With thanks to Karen Jager cgd and **Vanlee Roblee** for their contributions of time and expertise.

2013 GDC Foundation Advocates in the Chapters:

Atlantic:
Larry Burke cgd

Arctic:
Jennifer Luckay cgd

Alberta North:
Janet King

Alberta South:
Naoko Masuda cgd

BC:
Andy Maier cgd

Vancouver Island:
Tara Kerner cgd

Manitoba:
Oliver Oike cgd

Saskatchewan North:
Josh Nagy cgd

Saskatchewan South:
Reah Liebel cgd

Members at Large:
Brenda Sanderson cgd

Message from the Chair

We want GDC to be able to contribute more to the growth of the profession. Funding research, archiving, books, periodicals, conferences, exhibits and events is another way we can increase our influence.

The GDC Foundation is guided by a small committee of volunteers and under the wing of the GDC. Our long-term plan is to create a non-profit, charitable society. We haven’t done this yet as it will entail expenses we can’t afford at this time. Since we are building a fund for the future and don’t have extra resources for operations, we are continuing to grow the fund though the GDC.

Our main goal is really to help GDC do more—help students, designers and the profession.

We know that NABS already exists to help designers in need, and has a very large capacity for this. We’d like GDC to be able to help career designers in some way too. It may not be a great amount, but we hope it will be something to ease the burden of a career-challenging illness or calamity.

GDC already has a few sponsored student scholarships. But these are subject to market forces, and, as we’ve seen in 2014, they can disappear. We’d like to have a scholarship program with stability, that we can depend on year after year. We’d also like to offer scholarships for senior designers and researchers on a regular basis. We already have two scholarships and this is a great accomplishment for the Foundation at our early stage of existence.

We want GDC to be able to contribute more to the growth of the profession. Funding research, archiving, books, periodicals, conferences, exhibits and events is another way we can increase our influence.

Our vision is long-term. It takes years to build a solid fund that can sustain itself. It takes continuous fundraising for each fund and scholarship, as well as for operating funds. We are only at the beginning, and we’ve made a great start.

We believe in the future of design communications. We believe GDC members, families, friends, employers and sponsors do too, and ask that you continue to support the Foundation. Get behind design and help us expand our reach every year.

GDC President, Adrian Jean ^{CGD} said: “The GDC Foundation will be a shoulder to lean on, and the broader the shoulder gets, the more people can lean on it.”

Thank you for helping us build a Foundation for the future!

— Peggy Cady ^{CGD, FGDC}
GDC Foundation Committee Chair

Financials

Since 2004, 226 individual cash donations have been made to the GDC Foundation.

Income at December 31, 2013		
Total from December 31, 2012	\$	33,480.11
Donations to Ray Hrynkow Scholarship Fund		650.00
Donations to Marc Brisbane Scholarship Fund		1,625.00
Donations to Foundation fund		3,860.00
Sales of posters & cards		155.00
Donations to operations fund		100.00
Interest income		432.46
Total Income	\$	40,302.57
Expenses		
Bank service fees	\$	3.54
Mailing expenses		100.00
Scholarships given out		1,000.00
Total Expenses	\$	1,103.54
Year end total	\$	39,119.03

Annual Donations			
	# of Donors	Donations, Sales, Interest	Total in Fund
2004	1	\$1,000	\$1,000
2005	0	0	\$1,000
2006	3	\$1,011	\$2,111
2007	12	\$3,992	\$6,103
2008	9	\$2,131	\$8,289
2009	4	\$1,436	\$9,670
2010	12	\$5,382	\$15,052
2011	35	\$4,494	\$19,546
2012	108	\$14,409	\$33,480
2013	42	\$8,323	\$39,199

Thank You!

The Foundation will help more designers when the fund becomes self-sustaining. The fund will grow as long as we retain our belief in great possibilities, in the future of the GDC, and in the kindness and generosity of our design community.

Please Donate

Online:

www.gdc.net/foundation/donate

When you receive your email receipt, reply to the email (info@gdc.net) if you would like your donation applied to a scholarship fund.

By mail:

Send your cheque made out to GDC, with a note that it is for the GDC Foundation, to:

GDC Foundation
Graphic Designers of Canada
Arts Court, 2 Daly Avenue
Ottawa, Ontario K1N 6E2

By phone:

With your credit card, call toll free 1-877-496-4453.

To discuss:

Bequests, named scholarships or grants and special donations
please contact:

Peggy Cady CGD, FGDC, GDC Foundation Committee Chair
Email: foundation@gdc.net
Phone: 250-386-6215



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