

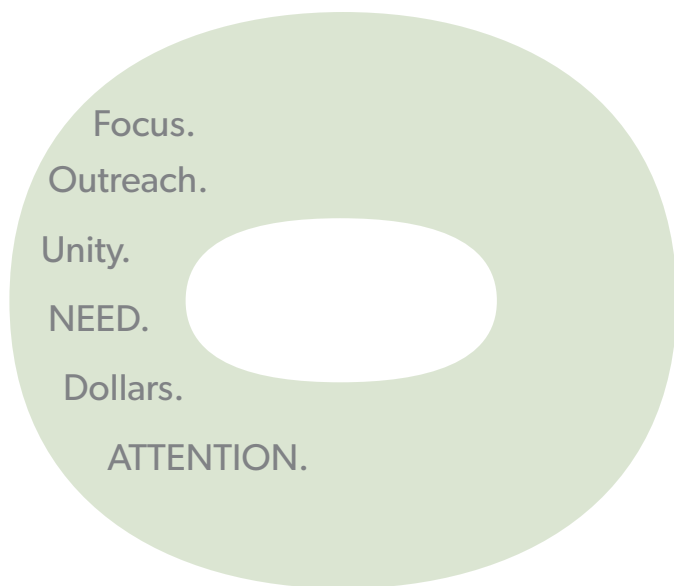


# Annual Report



GDC Foundation  
is our **heartbeat**,  
the promise of  
**future lifeblood**





*I value my profession and want to see it*

**grow.**

*Non-profits are always* **stretched** *financially.* **I want to help.**



I want my profession  
to make an **impact.**  
I'm going to help.

## Message from the Chair

As the GDC arrives at its 60th year of supporting the design profession, the GDC Foundation is celebrating a major milestone. Our 2016 *Get Behind Design* fundraising drive and Fellows' Challenge raised \$4,360 and passed our 2016 target of \$50,000. At the end of 2016 we had raised \$51,257 since our small start in 2006. As of May 15, 2017, with the transfer of year-end donations from PayPal to our bank account, and other donations, we now have \$54,649.

Through annual donations from designers and supporters, we are building a fund that will help designers, students, and the profession. Building a self-sustaining fund takes continuous fundraising for each initiative, and support for each scholarship, as well as for a minimal amount of operating funds.

In 2016 to early 2017, we had 40 donors with donations ranging from \$10 to \$1,000, with an average of \$100. GDC Fellows contributed to the Fellows' Challenge campaign for a total of \$1,790.

Thank you to chapters for holding *Junk & Gems* pop-up studio sales as one more way to raise funds and create awareness for the Foundation.

Thanks also to the designers who donated special "designerly stuff" from their studios for the sales. These efforts and others helped make our total go beyond what we had expected.

Several major in-kind donations for draw prizes drew attention and encouraged donations to our fundraiser in December 2016. These in-kind donors, businesses and individuals, believe in what we are doing and we are very grateful for their support. In many years we have been able to give every donor a prize, making it a win-win situation for all (after the skill-testing question was answered!)

### Small increase in Social Media Audience

Our GDC Foundation Social Media Chair, Oliver Oike, reported that because we used social media in a less targeted way than last year our audience grew very modestly (but organically – very few spam/bot accounts follow; these are real people): Twitter up from 301 to 357 followers; Instagram up from 52 to 69 followers. More than 6,710 people saw our Pinterest Pins in 2016. Social media remains an important tool to help us get our messaging out.



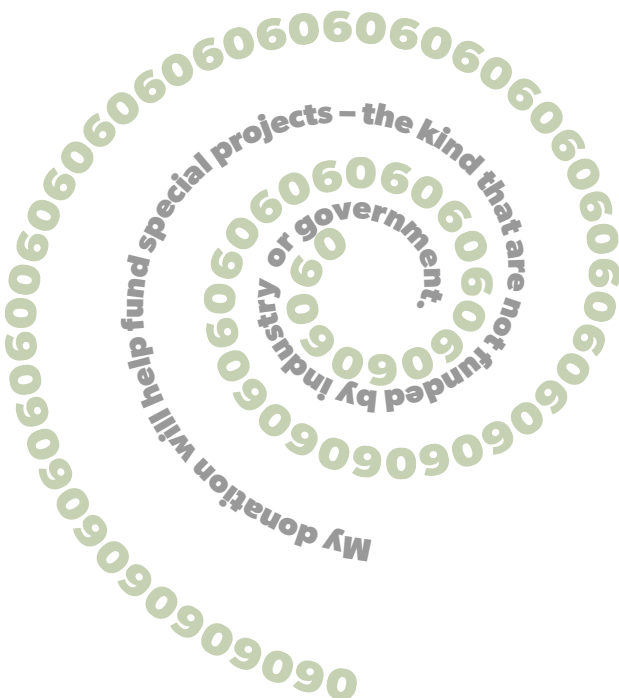
If I experienced a **crisis** that affected my ability to work,  
it would be great to get a little financial help from a benevolent fund.

### Scholarships

We are also celebrating the awarding of two \$1,000 scholarships in 2017. This makes a total of \$5,000 given out in supported scholarships since our program started in 2012.

We thank **Casey Hrynkow** FGDC for her generous, ongoing funding of the Ray Hrynkow Scholarship Fund.

We also thank the **Alberta North Chapter** for funding the Marc Brisbane Scholarship for graduate students. This is the final year for this award, as the Chapter will now fund it on its own, and turn it into a provincial scholarship. Thank you to the Chapter for allowing us to help honour Marc Brisbane and support graduate research in communication design.



### Many More Thanks

Huge, grateful thanks to our donors! You make all our work worthwhile and provide substance and hope for the future of the Foundation.

Thank you to our in-kind donors for believing in the GDC Foundation and for your very kind and generous contributions to our fundraising efforts.

Thank you to everyone who purchased posters.

Thank you to the **National Executive, Chapter Presidents** and **Representatives** for donating, promoting the GDC Foundation to members, hosting events, and helping with fundraising.

Special thanks:

- to **Josh Nagy** CGD and **Saskatchewan North Chapter** for hosting a *Junk & Gems* fundraiser, along with a book sale, and a holiday card sale.
- to **Vancouver Island** and **Alberta North Chapters** for their *Junk & Gems* & book sales.
- to **Amanda Parker** CGD and **Manitoba Chapter** for organizing the recent pop-up sale in Winnipeg.
- to **Adrian Jean** CGD and **Mark Rutledge** CGD for the GDC Anniversary poster sale contribution.
- Thank you to **Alice Young** CGD for creating the calligraphic Get Behind Design image, and to **Jim Hudson** CGD for the *Junk & Gems* identity.

Thank you to dedicated committee members **Jim Hudson, Oliver Oike** CGD, and **Patrice Snopkowski** CGD and **Dale Simonson** CGD, FGDC for putting in the time, ideas and support for our activities

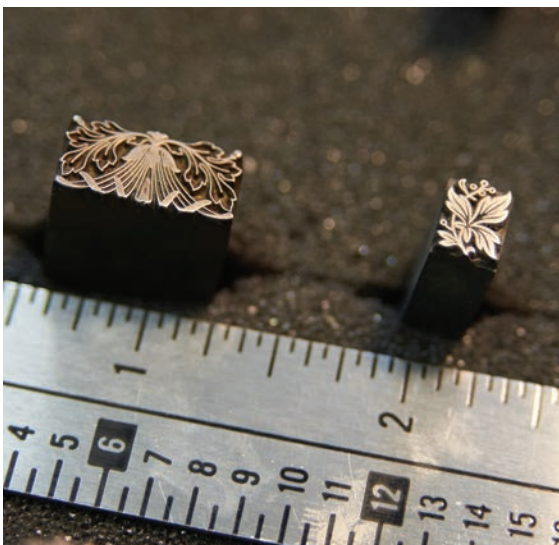
And thank you to GDC Executive Director **Melanie MacDonald**, whose support, ideas and positivity add so much to our efforts.

## Moving Forward

Our plan is for the GDC Foundation to become a non-profit, charitable foundation, offering scholarships for undergraduates and graduates, as well as a benevolent fund for designers in crisis. We want the Foundation to contribute to the growth of the profession by providing grants in the areas of design and research, archiving, books, periodicals, conferences, exhibits and events.

Our team has discovered more than 60 reasons to give to the GDC Foundation and we offer them to you in this report. We hope they will inspire you to support the GDC Foundation with your donation, and help us help designers in Canada.

**Peggy Cady** CGD, FGDC  
GDC Foundation Committee Chair



There are so many  
**good things**  
GDC can do.

This is an opportunity for me to  
**invest in the  
future of design.**

I care about the future of the design  
profession – this is a way I can help  
**make it great.**

The profession is growing up fast.  
With 60 years of history behind us,  
the **GDC Foundation looks  
toward the future.**

I want to fund projects that help  
**preserve the work**  
of Canadian designers.

It's a way to say **thank you!**

I want to **give back** to the community that helped me.

Membership dues alone can't support **greater works.**



# Fundraising



DESIGN: JIM HUDSON

Vancouver Island Chapter *Junk & Gems* sale held demonstrations of calligraphy (Alice Young cgd, master calligrapher), sign painting (Chris Dobell, Doebeil Signs ) and digital illustration with iPad Pro workstation (Matt Salik, Bully Design Co.).

I love the GDC and want to help this  
**great community.**



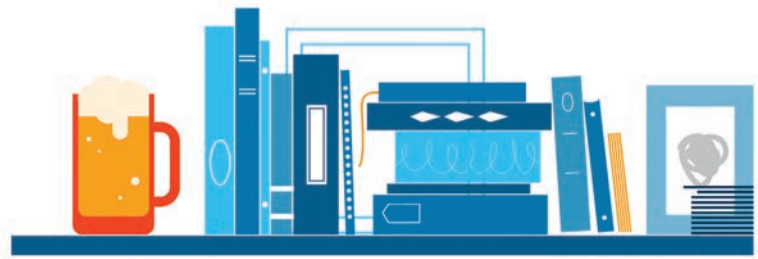
PHOTOS: EMRYS MILLER





## 2016 Beers w/Peers and Junk & Gems Studio Sale – Saskatoon

Do you have too much cool stuff? Like to hang out with your contemporaries? Come have a beer and bring a studio or design object to sell for the benefit of the GDC Foundation.



## 2016 Beers for Peers and Design Book Sale – Alberta North

Join GDC AB North and chapters across Canada for an evening of beer and conversation!



Photo: Daniel Lamb

## 2017 Junk & Gems Sale – Manitoba

graphic design books, magazines, tools & artifacts

GDC MB was a vendor at the Lucky Girl Pop Up Shop event - 100 small businesses/groups from Manitoba; 50 on a Saturday, the other 50 on a Sunday. Luckygirl Pop Up Shop is a creative collective of inspired and talented local makers brought together seasonally to share and sell their craft.



## Get Behind Design Campaign



Everyone who donated to the GDC Foundation by December 31, 2016 was entered in a draw for gifts provided by our in-kind donors.

I donate to enter the draw and win a prize!


### Draw Winners

Blair Enns Win Without Pitching program: Mike Cober  
 How Design Live admission: Johnathon Vaughn Strebly  
 Design Thinkers admission: Jim Hudson, David Coates  
 World Design Summit admission: Valerie Elliott, Anne O'Grady  
 Brand New Conference admission: Dave Nagy  
 True North Poster: Casey Hrynkow, Brenda Sanderson  
 Skillshare: one-year Premium Membership: Josh Nagy  
 Riding the Pine, Human Bag: Bardolf Paul, Michael Marshall  
 Riding the Pine Shadow box: Dale Simonson  
 Kit Hinrichs Large 365 Calendar: Greg Silver  
 Kit Hinrichs Small 365 Calendar: Miriam MacPhail  
 Kit Hinrichs Public Bikes Poster: Ken Paul  
 Myfonts.com: a \$100 gift certificate: Joce Creative  
 A Book Apart: Nancy Wu, Elise Beaudry, and VI Chapter, SKN chapter, ABN Chapter  
 Eye Magazine subscription: Kim vanderHelm  
 Communication Arts subscription: Patrice Snopkowski  
 Uppercase Magazine subscription: Marcella Villalobos  
 The Surface of Meaning by Robert Bringhurst: Marie Dominique Siojo  
 Fairgoods.com: Ampersand Socks: Mary Ann Maruska, Karen Brown  
 Debbie Millman Playing Cards: Danielle Bonnah

**Thank You to our 2016 In-kind Donors and to those who have supported us for many years!**

**Blair Enns: Win without Pitching**  
**World Design Summit**  
**Design Thinkers**  
**How Design Live**  
**Brand New Conference**  
**Skillshare**  
**myfonts.com**  
**Kit Hinrichs**  
**Debbie Millman**  
**Riding the Pine**  
**A Book Apart**  
**Eye Magazine**  
**Communication Arts Magazine**  
**Uppercase Magazine**  
**Fairgoods.com**  
**Valerie Elliott**

# GDC Foundation Scholarships



**SHOOT FOR THE STARS**


Design by: Eugene Kulaga


**National Scholarship Awards 2017**  
**Bourses D'Études 2017**

**Call for Submissions (Deadline: February 19<sup>th</sup>, 2017)**

- \$1,000 GDC Foundation, Ray Hrynkow Scholarship
- \$1,000 GDC Foundation, Marc Brisbane Scholarship

**For more information, visit: [gdc.net/scholarships](http://gdc.net/scholarships)**

 GDC Foundation | Fondation de la GDC

 **gdc** GRAPHIC DESIGNERS OF CANADA  
DESIGNERS GRAPHIQUES DU CANADA

Scholarship money would have helped me during my school days. I want to help make scholarship funds available for the

**NEXT GENERATION** of design students.

I want to help the Foundation get to the point where it can **do more good work** and disperse more funds.

There's the **big picture** to consider.  
**I want to be part of it.**

## GDC Foundation 2017 Marc Brisbane Scholarship



CORY JOHNN PHOTOGRAPHY

*Sarah Jackson, MDes candidate*

My donation shows my friends and colleagues that I believe Canadian

**design research is  
IMPORTANT**

and should be supported  
morally and financially.

The 2017 Marc Brisbane Scholarship  
of \$1,000 was awarded to

**SARAH JACKSON, MDes candidate**  
**Department of Art & Design**  
**University of Alberta, Edmonton, AB**

**Submission: "In search of feminist design:  
using feminist performance art as a tool  
for building empathy in designers."**



Sarah Jackson CGD is an award-winning illustrator, designer and art director in Edmonton. Her work has won Distinction and Gold ACE Awards, Redgee Design Awards and she has been featured in Avenue magazine, Alberta Venture and Design Edge magazine. She is a past board member for the Graphic Designers of Canada and the Advertising Club of Edmonton (2013-2015).

For her scholarship submission, Jackson proposes an interesting exploration:

*"How does the objectification of women and cultural stereotypes of the feminine affect the way we design? How can we, as designers, shift our perspectives (and therefore the way we design) around these issues? Through my Master's research at the University of Alberta, I intend to explore if repeated exposure to feminist performance art—through burlesque—can meaningfully affect the way that graphic designers interact with and perceive visual imagery of women."*



### Past Scholarship Recipients

#### 2015 Lyubava Fartushenko

University of Waterloo, ON

"Using design epistemology to promote bioinclusive ethic"

#### 2014 Maryam Mobini

Simon Fraser University, Surrey, BC

"Design of wearable healthcare products that can benefit and improve the health of the user"

#### 2013 Maryam Mobini

Simon Fraser University, Surrey, BC

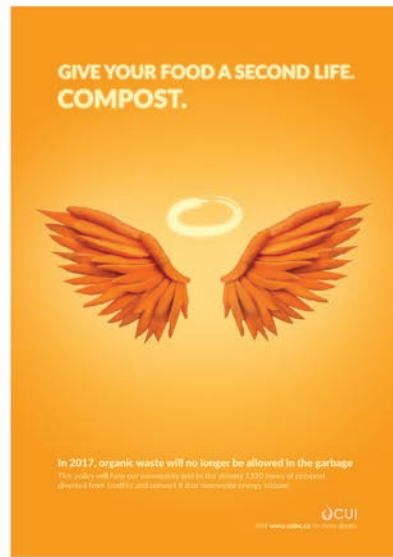
"Design Principles for Mobile Applications for Chronic Pain Patients"

### Judges' comments:

*"I believe the topic is a worthy one, although it is relatively unusual as far as the area of inquiry is concerned, it is an interdisciplinary topic that will borrow methods from research-creation and feminist criticism, which is quite 'new' in terms of approach to research methodology. I think it may yield interesting results."*

*"The subject matter (objectification of women and cultural stereotypes affect design) could be controversial to some, but I find it very interesting in discovering diverse ways to interpret different types of femininity in design."*

*"Well organized, succinct presentation of information. Very interesting area of study."*



DESIGN: PAUL TWA

**60606060**  
I want to support student scholarships.

## The GDC Foundation Ray Hrynkow Scholarship

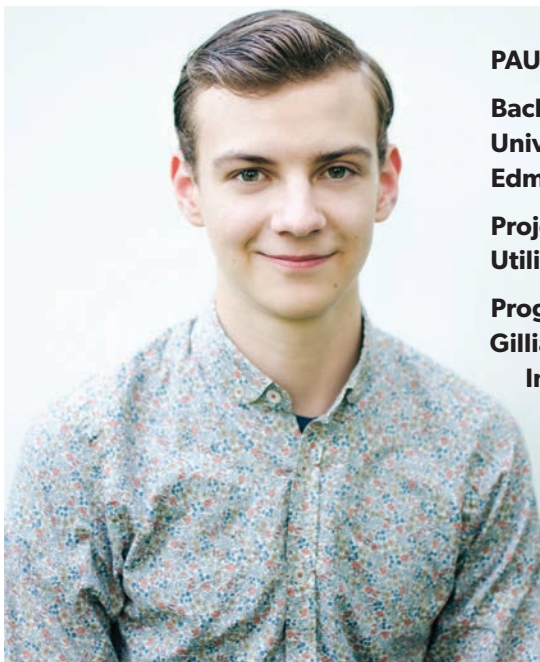
This national scholarship is awarded to a third-year student in a Canadian four-year program whose submission has demonstrated a deep understanding of problem solving through communication design. The project will demonstrate the student's excellent research and exceptional skills in the craft of design, having synthesized their research results into an

outstanding communication design solution.

The Fund is supported by Casey Hrynkow CGD, FGDC and generous annual donors in remembrance of Ray Hrynkow FGDC. You can support this worthwhile scholarship with your donation at [gdc.net/foundation/donate](http://gdc.net/foundation/donate).

The 2017 Ray Hrynkow national scholarship of \$1000 was awarded to Paul Twa.

*"Using design to solve complex problems between a company and audience is what intrigues me. Public relations, communication, marketing, and other fields all come in the role of a designer in this context. Becoming an intermediary means you get to listen and connect the voice of the sender with that of the target receiver."*  
– Paul Twa



**PAUL TWA**

**Bachelor of Design Program  
University of Alberta,  
Edmonton AB**

**Project: "Chestermere  
Utilities Incorporated"**

**Program Contact:  
Gillian Harvey, MA, CGD  
Instructor, Department  
of Art+Design,  
University of Alberta**



Supporting young designers  
in their pursuit of a

**quality education**

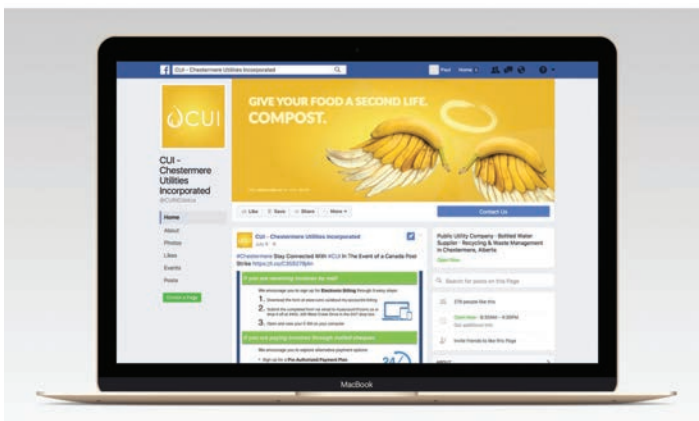
in communication design  
will help build a society  
that is better equipped  
to deal with the

**complex issues**

before us.



Students often have to live on pennies.  
Why not **help someone**  
with a scholarship?



DESIGN: PAUL TWA



### Judges' comments:

"I thought the result was creative and insightful and further expressed how the brand could develop into other mediums. I particularly liked the interaction and social element with the selfie sticker on the mirror which adds for potential social promotion... Overall, well done!"

"Extremely creative concepts with a humorous and positive/encouraging and engaging direction and message..."

"Very well done and the execution is terrific."



Ray and Casey Hrynkow, 2012

**The GDC Foundation Ray Hrynkow Scholarship** was created in honour of **Ray Hrynkow**, a respected Vancouver, BC design professional, teacher and GDC Fellow who passed away in 2012. He was president of Herrainco Brand Strategy + Design in Vancouver, which he established with his wife Casey Hrynkow CGD, FGDC in 1986. Ray was a graduate of the Vancouver School of Art and later Emily Carr University of Art + Design. He designed award-winning work in branding and corporate communications. He was known for his strategic approach as well as his exceptional design skill. The Scholarship both honours Ray's career and promotes research-driven communication design, which was fundamental to his practise and something he always encouraged in students and young designers.

The GDC National Scholarship Awards are funded through the GDC Foundation and are coordinated by the GDC. Since 1956, the GDC has been dedicated to establishing professional standards and supporting design practice in the workplace and in schools.

### Past Scholarship Recipients

**2012 Cheryl Loh**,  
Emily Carr University of Art + Design, Vancouver, BC, The Centre for Women in Governance re-brand

**2013 Aaron Campbell**,  
Capilano University, North Vancouver BC, "Amnesty Write" Campaign

**2014 Lilian Leung**,  
Capilano University, North Vancouver BC, "Molecure" project

2015 & 2016 no scholarships awarded

### 2017 Scholarship Judging

Applicants submitted work completed as a class project and were judged by GDC Certified members. Judges scored each entry on criteria such as methodology, typography, content and presentation. The judges were Susan Colberg CGD, FGDC, Naoko Masada CGD, Marga Lopez CGD, and Jim Hudson CGD. Judging took place March 6-17.

Recipients receive scholarship awards that are applied directly to their tuition fees.

A named scholarship is  
a remarkable way to commemorate  
a beloved colleague.

# Financial Report

Income	2017 (to April 30)	2016	2015
Total from previous year end	<b>\$51,257.86</b>	\$48,676.86	\$ 43,670.71
Donations to Ray Hrynkow Scholarship Fund	1,450.00	1,050.00	550.00
Donations to Marc Brisbane Scholarship Fund	0	0	0
Donations to Foundation General Fund	* 3,142.85	400.00	3,645.07
Sales, posters, cards	870.00	1006.00	750.00
Donations to operations fund	125.00	125.00	0
Bank Interest	.06	1.08	54.00
<b>Total Income</b>	<b>\$56,845.77</b>	<b>\$ 51,257.86</b>	<b>\$ 48,669.78</b>
<b>Expenses</b>			
Bank service fees	-	8.31	5.81
Paypal service fees	14.34	21.39	88.59
Postage/shipping & other expenses	181.81	160.05	775.45
Scholarships given out	2,000.00	0	500.00
<b>Total Expenses</b>	<b>2,196.15</b>	<b>189.75</b>	<b>1,369.85</b>
<b>Total</b>	<b>\$54,649.62</b>	<b>\$51,068.11</b>	<b>\$ 47,299.93</b>

The Foundation has two investment accounts with the TD Bank:  
one for the Ray Hrynkow Scholarship fund and one for the General Fund.

\*Donations made in December 2016 were transferred from PayPal  
and recorded in January 2017.

I'd like to see GDC  
continue to help  
designers and students.

## GDC Foundation Ray Hrynkow Scholarship Fund

	Donations	Scholarships Awarded	Year-end Balance
2012	\$8,861	\$500	\$8,361
2013	\$650	\$500	\$8,511
2014	\$2,050	\$500	\$10,561
2015	\$550	–	\$10,611
2016	\$1,050	–	\$11,661
2017	\$1,550	\$1,000	\$12,211

## GDC Foundation Marc Brisbane Scholarship Fund

	Donations	Scholarships Awarded	Year-end Balance
2013	\$1,625	\$500	\$1,125
2014	\$1,000	\$500	\$1,625
2015	0	\$ 500	\$1,125
2016	0	0	\$1,125
2017	0	\$1,000	\$ 125

Scholarship donors contribute 10% on top of the award amount to help with administration.  
Final \$125 transferred to operations in 2017.



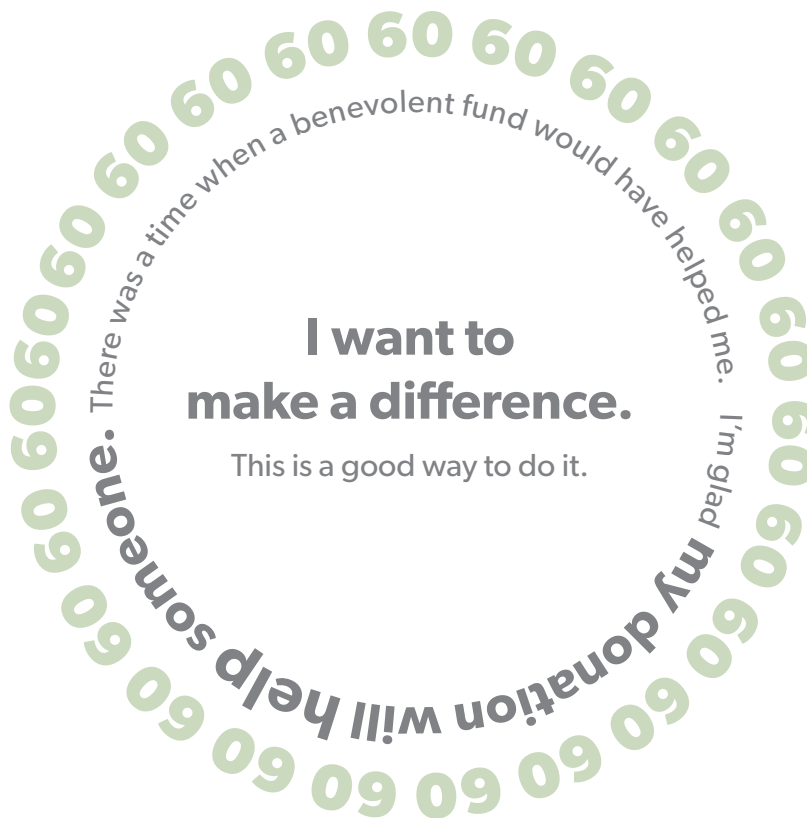
## Annual Donations

Year #	Donors	\$ Donation	\$ 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	40,303
2014	38	7,344	45,271
2015	31	3,645	47,307
2016	40	6,540	\$51,258

*Totals 2013 and forward include income from sales and interest. Figures are rounded to nearest dollar.*

## In Short

- Awarded the final Marc Brisbane Scholarship of \$1,000 to Sarah Jackson, University of Alberta
- Awarded the 2017 Ray Hrynkow Scholarship of \$1,000 to Paul Twa, of University of Alberta.
- Received 40 cash donations from individuals and Chapters.
- Received donations from 14 Fellows who supported the GDC Fellows' Challenge for a total of \$1,790.
- Received in-kind donations from 16 donors and distributed 28 prizes.
- Raised the Foundation total at December 31, 2016 from \$48,676 to \$51,257 and now working toward \$60,000.
- Raised \$656 from Junk & Gems sales in VI, ABN and SKN.
- Received \$175 from SKN Christmas Card sales
- Raised \$445 from #DesignChange poster sales
- Received \$600 from sale of the GDC 60th Anniversary posters.



The bequest in my **will** is going to help **move the Foundation** *forward.*

...into wildflowers including Clarkia, Bird's-eye, Poppy, Snapdragon, Catchfly and Black-eyed Susan.

Seed paper produced  
by Botanical PaperWorks.  
See more eco-friendly seed  
paper promotional products at  
[seedpaperpromo.com](http://seedpaperpromo.com)

**donate**  
and watch us  
**grow**



GDC Foundation  
Fondation de la GDC  
[gdc.net/foundation](http://gdc.net/foundation)

I believe it is  
important to  
**support  
my profession**  
in this way.

I am not in need of  
any more material  
possessions.  
Rather than a gift,  
**please make a  
donation** to the  
GDC Foundation  
in my name.

I give because  
**I'm grateful**  
for my design  
community.

# 2016 Donors – Thank you!

Elise Beaudry  
Danielle Bonnah  
Karen Brown CGD  
Mark Busse FGDC  
Peggy Cady FGDC  
David Coates FGDC  
Mike Cober CGD  
Sue Colberg FGDC  
Valerie Elliott FGDC  
GDC VI Chapter  
GDC SKN Chapter  
Casey Hrynkow FGDC (RHSF)  
Jim Hudson  
Adrian Jean CGD  
Joce Creative  
Michael Marshall FGDC

I give a what I can because I know **even a SMALL donation helps.**

Mary Ann Maruska FGDC  
Miriam MacPhail CGD  
Dave Nagy CGD  
Anne O'Grady  
Oliver Oike CGD  
Bardolf Paul FGDC  
Ken Paul CGD  
Elaine Prodor FGDC  
Mark Rutledge CGD  
Brenda Sanderson CGD  
Greg Silver FGDC  
Dale Simonson CGD FGDC  
Marie Dominique Siojo  
Jim Skipp CGD (RHSF)  
Patrice Snopkowski CGD  
Johnathon Strebly CGD

I am **retired** and want to continue **supporting design and designers** through my donation.

Ron Tanasichuk (RHSF)  
Kim Vanderhelm  
Mariella Villalobos  
Ulrich Wodicka FGDC  
Nancy Wu

## **2017 Donors** (at May 1, 2017)

Casey Hrynkow CGD FGDC (RHSF)  
Ron Tanasichuk (RHSF)  
Pamela Jane Smith  
GDC ABN Chapter

(RHSF): Donations to the  
Ray Hrynkow Scholarship Fund

Fellows' Challenge: I'm happy  
to commit to giving  
\$100/year for 10 years.

No brainer.



In the spirit of  
"Giving Tuesday"

I went online and donated on Thursday.

# Support the GDC Foundation – Buy a Poster!

Limited print run, but there are a few left. Great gift for Canada 150!



## #designChange Poster "Section 2"

Freedom of conscience,  
Freedom of religion,  
Freedom of thought,  
Freedom of belief,  
Freedom of expression,  
Freedom of the press,  
Freedom of assembly,  
Freedom of association,  
Free.

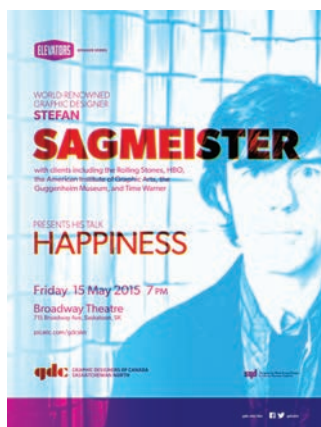
Designed and hand printed  
by Odelay! Design  
Size: 19" x 25"  
Limited to 50 prints  
Paper: French Poptone Wild  
Cherry 100 lb cover

**Colour: custom ink,  
house paint, maple syrup,  
Maple leaf powder, and  
Canadian nickel!**

Price: \$50 plus shipping

I want to help.

For Happy Sagmeister fans



## Stefan Sagmeister Happiness Poster

Designer:

Michael Dymund, CGD,  
Silent Queue Design,  
Saskatoon, SK  
Printer: Henry van Seters,  
Novatex Serigraphics Inc.  
Ink: Sun Chemicals Rev  
inks - Process Yellow,  
Process Magenta and  
Process Cyan with  
Spot Gloss Clear,  
Paper: Via Linen Bright  
White 80 lb Cover  
\$20 plus shipping

Circle's inspiring mission statement for your office



## Maxim/Dictum Poster

Designed by Robert L. Peters  
CGD, FGDC for Circle Design  
Inc., Winnipeg MB.  
Beautifully printed on the  
HP Indigo 7500 press at  
Hemlock Printers, Vancouver  
BC, on stock provided by  
Spicers, Vancouver BC: FSC®  
Certified Classic Crest Text  
Bright White 100% PC FSC  
Recycled Paper.  
Size: 12 in x 16 in  
\$25 plus shipping

Proceeds from poster sales go to the GDC Foundation.  
Purchase at [www.gdc.net/foundation/merchandise](http://www.gdc.net/foundation/merchandise).  
View more posters at [www.gdc.net/inspiration/gdc50-posters](http://www.gdc.net/inspiration/gdc50-posters)

I'm **grateful** for what my profession  
has brought me in life,  
this is a chance to **give back**  
and help others.

## Chapter Representatives to the GDC Foundation

Arctic:

**Mark Rutledge**

Alberta North:

**Brian Kulba**

Alberta South:

**Kelly Hartman**

Atlantic:

**Jim Hudson, Paul Williams**

British Columbia:

**Johnathon Strebly**

Vancouver Island:

**Patrice Snopkowski**

Manitoba:

**Oliver Oike**

Saskatchewan North:

**Josh Nagy**

Saskatchewan South:

**Rhea Liebel**

## GDC Foundation Committee

Peggy Cady, CGD, FGDC *Chair*

Jim Hudson

Oliver Oike CGD

Patrice Snopkowski CGD

Dale Simonson CGD, FGDC

## Bookmark our links:

[www.gdc.net/foundation](http://www.gdc.net/foundation)

[twitter.com/getbehinddesign](https://twitter.com/getbehinddesign)

[www.facebook.com/GDC-Foundation-827640470628889](https://www.facebook.com/GDC-Foundation-827640470628889)

[www.instagram.com/gdcfoundation](https://www.instagram.com/gdcfoundation)

[www.gdc.net/foundation/donate](http://www.gdc.net/foundation/donate)



## Please Donate

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.

**Information:** [www.gdc.net/foundation](http://www.gdc.net/foundation)

### Online:

Use your credit card or PayPal at [www.gdc.net/foundation/donate](http://www.gdc.net/foundation/donate)

### 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](mailto:foundation@gdc.net)

Phone: 1-250-386-6215

Time is short,  
things can change fast,  
so if you're inclined to think  
that the Foundation is worthy  
of support  
**act on it now.**

It's easy to donate and  
**it feels good!**





GDC Foundation | Fondation de la GDC

### About Your GDC Foundation

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

The GDC Foundation is supported by donations from designers, sponsors and friends in the industry and has already started to help students through two supported scholarships. When the fund is grown, it will also provide grants for special projects such as work that expands the knowledge base for design in Canada, and preserves design history.

### About GDC

GDC has been Canada's national certification body for graphic and communication designers since 1956, establishing professional standards and actively regulating professional conduct. GDC is a member-based organization of design professionals, educators, administrators, students and affiliates in communications, marketing, media and design-related fields. As Canada's national certification body for graphic and communication designers, GDC licenses the unique CGD™ certification mark only to designers, educators and administrators whose services meet rigorous, standardized criteria. The CGD certification mark is recognized across Canada.



GRAPHIC DESIGNERS OF CANADA  
DESIGNERS GRAPHIQUES DU CANADA

Giving reflects my **values**. I want to help others.

I want to help people.  
This is a **good way** to do it.



PHOTO: ODELAY

I'm able to donate... **why not?**

Generosity has  
meaning in my family.  
That's why I give what I can.

It's a simple act of kindness.

I can't volunteer so I **donate**.



PHOTO: ODELAY

Giving is a tradition that I find  
very fulfilling.

**I want to be a part  
of this legacy.**