



GDC Foundation | Fondation de la GDC

2017-2018

Annual Report



Message from the Chair

Thank you to all our wonderful donors this past year. We really appreciate the support of GDC members, executives, GDC Fellows and non-members! Our annual year-end "Get Behind Design" campaign plus scholarship donations raised \$5,935. The Foundation fund total was \$63,372 as of May 16, 2018.

The fund is growing through annual donations from designers and supporters, building the fund that will help designers, students, and the profession. We are working toward having a self-sustaining fund.

In December 2017 to early 2018, we had 47 individual donations ranging from \$14 to \$1,100 with an average of \$118.

GDC Fellows contributed to the Fellows' Challenge campaign for a total of \$1,600.

Our two investment funds earned interest in 2017: the Ray Hrynkow Scholarship fund \$731.15, and the General fund \$2,292.53.

Special thanks to Chapters

- Saskatchewan North Chapter held Christmas card and book sales that contributed \$240.
- Alberta North contributed \$30 from their Junk & Gems sale
- Manitoba Chapter presented us with a Giant Cheque for \$618 at the AGM in May.
- GDC Vancouver Island's recent Junk & Gems sale brought in \$522.50

Thanks to Emrys Miller, VI Chapter for organizing the Robert Bringham poster effort. Sales brought in \$42.95.

These diverse fundraising efforts brought in a whopping \$2,053.54, helping push our total over \$60,000.

Thank you to the in-kind donors for draw prizes that helped draw attention to our fundraiser in December 2017. We are very grateful for their support. In most years we have been able to give every donor a prize, making it win-win for all.

Scholarships

We awarded two \$1,000 scholarships in 2017. This makes a total of \$5,000 given out in supported scholarships since the Foundation program started in 2012.

Thank you to **Casey Hrynkow** FGDC for her generous, ongoing funding of the Ray Hrynkow Scholarship Fund.

And thank you to **Alberta North Chapter** for funding the Marc Brisbane Scholarship from 2013-2017.

See page 4 for a feature on our two new scholarships for 2018.

Many More Thanks

Thanks to our donors! We can't say it enough. You really do make our work worthwhile and provide hope for the future of the Foundation.

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

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

Thank you to committee members **Jim Hudson** CGD, **Oliver Oike** CGD, **Patrice Snopkowski** CGD and **Dale Simonson** CGD, FGDC. And thank you to GDC Executive Director **Melanie MacDonald** who is the backbone of all our committees.

Peggy Cady CGD, FGDC
GDC Foundation Committee Chair

Social Media

Instagram and Twitter continue to be the primary online tools for promoting the annual fundraising campaign, with some exciting race-to-the-finish-line moments occurring on Twitter right at the deadline.

Instagram was used to showcase donor prizes, with 15 custom-designed graphics posted daily during the last two weeks of December. These were cross-posted to the Twitter account, with additional prompts to donate.

As the campaign neared the end, and with \$3300 raised by 5:30 pm on December 30th, we challenged the community to push the total to \$4000:

<https://twitter.com/GetBehindDesign/status/947279607111307264>

Twenty-four hours later, and with just under six hours remaining in 2017, we were up to \$3800:

<https://twitter.com/GetBehindDesign/status/947659117023313920>

Mike Cober came in with a donation to inch us sooooo close to the finish line:

<https://twitter.com/GetBehindDesign/status/947703849971625984>

...and then a few hours past midnight (who was counting, really?) it was Karin Jager (we love her) who became the hero of the moment, pushing us to our goal of \$4000!

<https://twitter.com/GetBehindDesign/status/947909347002273792>

The Instagram account has 126 followers (up from 69) and the Twitter account has 390 followers (up from 357). Modest gains, but it was mostly organic growth; i.e.. real humans choosing to follow the accounts, not bots.

We have 75 Facebook page followers and have boosted scholarship posts to reach audiences of up to 720.

<https://www.facebook.com/GDC-Foundation-827640470628889/>

– **Oliver Olke** CGD

Our Future

The long-term plan for the GDC Foundation is to register as a non-profit, charitable foundation, offering scholarships, as well as a benevolent fund for designers in crisis. We also envision the Foundation contributing to the growth of the profession by providing grants for design research, archiving, books, periodicals, conferences, exhibits, and more.

With the support of our community of designers, educators, allied business partners and other caring individuals, we'll reach our goal of a fund of \$100,000.

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





Mark Rutledge CGD wearing his traditional regalia, Whitehorse, Yukon.

GDC Foundation Scholarships

New in 2018

The Cheryl Lynn Rutledge Northern Indigenous Student Award



The GDC Foundation Cheryl Lynn Rutledge Northern Indigenous Student Award was created through a donation from Mark Rutledge CGD, to support a northern indigenous student pursuing an education in graphic/communication design at a Canadian post-secondary

college/university.

The scholarship is established in honour of Mark's mother, Cheryl Lynn, (pictured above) who was his support and inspiration and who passed away in 2016.

The scholarship will be available for five years. The value for the 2018 award is \$1,000 toward student tuition. Many thanks to Mark for this generous offering.



New in 2018

The GDC Foundation UX Design Scholarship

GDC Foundation is pleased to announce its first scholarship to support UX Designers. The GDC Foundation UX Design Scholarship is available for a for a promising visual or interactive design student in first to third year who exhibits passion and proficiency in the area of experience design.

This scholarship encourages students to take a user-centric approach to interactive design while exploring design process in its many forms. The \$500 scholarship is donated by GDC member, Ryan P. Senger. The scholarship will be available for five years.

Ryan is Senior Product Design Manager at Blizzard Entertainment in Irvine, California. He attended the Emily Carr University of Art + Design earning a degree in Communication Design. He has been a UX Director, Interface Artist, and Game Designer working in the video game industry for the past 20 years.

He hopes this award encourages emerging designers to create for a better tomorrow through understanding, consideration, and empathy.

The 2018 Scholarship value is \$500. Thank you, Ryan!

GDC Foundation Ray Hrynkow Scholarship

The Ray Hrynkow scholarship, supported by Casey Hrynkow and other donors, is awarded annually to a student entering the third or fourth year of an undergraduate communication/graphic design program in Canada.



Ray Hrynkow, 2012

"Ray envisioned the scholarship supporting a candidate showing great promise as a 'next generation designer' — one who demonstrates an understanding of design as applied research, employing ethnography, sociology and anthropology and using these tools to uncover truly effective and resonant design." These are the designers practicing design

for social innovation and sustainability, using their skills to earn a seat at the table of major decision makers in our society.

The 2018 Scholarship value is \$1,000.

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.

Marc Brisbane Scholarship Recipients

2017 Sarah Jackson, MDes candidate
Department of Art & Design
University of Alberta, Edmonton, AB
"In search of feminist design: Using feminist performance art as a tool for building empathy in designers."

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"

The Marc Brisbane Scholarship ended with the 2017 award.

Ray Hrynkow Scholarship Recipients

2017 Paul Twa
University of Alberta, Edmonton AB,
"Chestermere Utilities Incorporated"

2015 & 2016 no scholarships awarded

2014 Lilian Leung
Capilano University, North Vancouver BC,
"Molecule" project

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

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



Pictured, from left to right: Peggy Cady FGCD, Aquila Samson CGD, and Andrew Boardman CGD presenting Big Cheque at 2017 AGM.

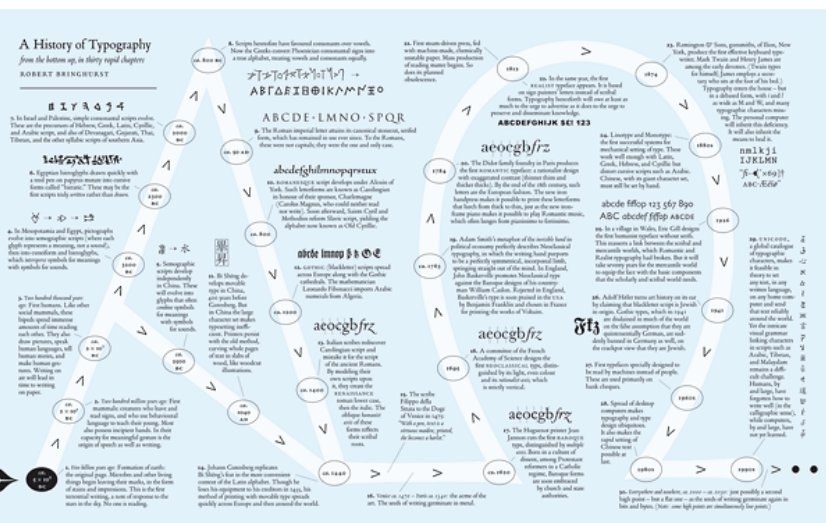
We Need the GDC Foundation

The growth of the GDC Foundation depends on our fundraising activities. We run an annual national campaign in December, and chapters contribute proceeds from a local sale or event during the year. Building the fund is a long road for us. "Asking" every year – we have learned what it means to be a non-profit depending on the generosity of our supporters. We try to build incentives for contributions with a prize draw, and almost everyone who donates gets something in return – from a conference admission to a book – things that may equal or exceed the value of the donation. We hope everyone realizes that the true value of their contribution is in what the Foundation will bring to the future of our profession. You are giving back to your community and leaving a legacy for design.

Andrew Boardman *cgd*, President of the Manitoba Chapter, wrote the following personal message in support of the GDC Foundation on the Chapter Blog in December:

Over the past few months, I've had the privilege of teaching at Red River College. The course is an introduction to design history – condensing and bringing to light 30,000 years of visual expression and practice to new students of design. The course has allowed me to rediscover just how powerful and important our work has been over the centuries – from developing writing systems to inspiring citizens to take action. Designers today are often working in the digital trenches of pixels and points but we should remember that we have been integral to the evolution of social and cultural history.

Here's an example. In 1931, an engineering draftsman named Harry Beck designed the first truly usable map for the London Underground. With a background in electrical engineering, he developed a rational, grid-based, full colour, linear map that was just a little (ahem, a lot) more helpful to underground commuters than the previous winding, messy geographically-based one. Beck's simplified, usable subway map design changed the way millions of people get to work and get home in London and around the world, eliminating millions of pounding headaches and hours of hangry wandering in underground stations.



We need today's Harry Becks to flourish and for design to help us do and be better. GDC Foundation is currently growing a fund to support design research and education, to provide designer scholarships, and to help designers who are experiencing life-changing challenges. GDC Foundation helps our profession stay relevant, fuels new projects and helps designers in need.

We need GDC Foundation. If you donate to the foundation by midnight December 31, 2017, you'll be entered to receive some impressive

prizes, including free admission to the Brand New Conference and Design Thinkers Conference, as well as a copy of the 1974 CBC graphic standards manual by Burton Kramer. There are dozens of prizes — and, more importantly, dozens of reasons to give.

This holiday season, I hope you'll consider supporting our profession with a gift to GDC Foundation.

— Andrew Boardman



Cheryl Loh
2012 Ray Hrynkow
Scholarship



Lillian Leung
2014 Ray Hrynkow
Scholarship



Aaron Campbell
2013 Ray Hrynkow
Scholarship



Maryam Mobini
2013 & 14 Marc Brisbane
Scholarship



Lyubava Fartushenko,
2015 Marc Brisbane
Scholarship



Paul Twa
2017 Ray Hrynkow
Scholarship



Sarah Jackson
2017 Marc Brisbane
Scholarship



Ray & Casey Hrynkow founded the Ray Hrynkow Scholarship in 2012. Casey and other donors continue to fund this scholarship in memory of Ray.



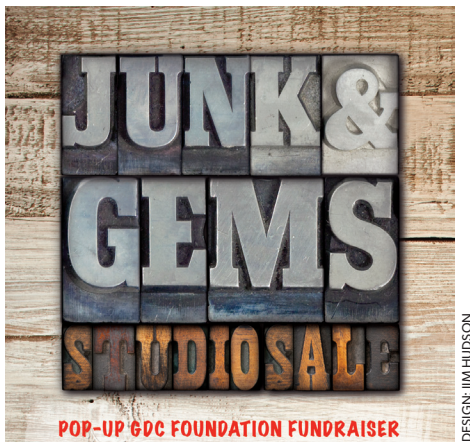
GDC Alberta North Chapter funded the Marc Brisbane Scholarship for Design Research in memory of Marc 2013-2017.



Mark Rutledge founded the Cheryl Lynn Rutledge Northern Indigenous Student Award in honour of his mother in 2018.



Ryan P. Senger founded the UX Design award in 2018 in order to give back to his community.



Helping raise the Fund

- Saskatchewan North Chapter Christmas card and book sales (top right)
- Alberta North Junk & Gems sale
- Manitoba Chapter Pop-up Sale (Big Cheque donation image page 6)
- GDC Vancouver Island's 2018 Junk & Gems sale with silent auction (at right)
- VI Chapter Robert Bringham poster sale, Emrys Miller (poster page 6)





Get Behind Design Campaign

Thank You to our 2017 prize donors and to those who have supported us for many years!

Blair Enns: Win without Pitching
Macinhome
Design & Content Conference
Brand New Conference
Design Thinkers
Spicers
Skillshare
Type Magazine
Function Fox
Adrian Jean CGD
Myfonts.com
A Book Apart
Eye Magazine
Communication Arts Magazine
Uppercase Magazine
Fairgoods.com
Marina Poropat Joyce
Leanne Prain CGD

Everyone who donated to the GDC Foundation by December 31, 2017 was entered in a draw for gifts provided by our in-kind donors.

Draw Winners

Andrew Boardman CGD - Win Without Pitching 12-week training session from Blair Enns

Casey Hrynkow FGDC - Admission to the 2018 Design & Content Conference

Valerie Elliott FGDC - Admission to Design Thinkers Vancouver 2018 Conference

David Coates FGDC - Admission to Design Thinkers Vancouver 2018 Conference

Carole Charette FGDC - Admission to the 2018 Brand New Conference or live webcast

Johnathon Strebly CGD - Macinhome 4-hour client training session

Congratulations to the winners of the draw for donors of under \$200:

Macinhome 2-hour session - Debra Bachman

Design & Content Conference Student admission - Wen-Chien Yuan

Pantone Colour Bridge set from Spicers - Doug Coates CGD

EYE Magazine subscription - Nancy Wu

FunctionFox subscription - Luya Tshimbalanga

Skillshare 1-year premium membership - Emrys Miller CGD

MyFonts.com gift certificate - Jon Whipple CGD

CBC Graphic Standards Manual (donated by Adrian Jean CGD)
 - Mary Ann Maruska FGDC

Uppercase Magazine subscription - Marga Lopez CGD

Designing for Print - Chris Mulligan

Communication Arts Magazine subscription - Natasia Designs

Type Magazine subscription - Aquila Samson CGD, Amanda Maslany CGD, Linda Komori, Mike Cober CGD, Karin Jager CGD

A Book Apart eBook: Sebastian Abboud CGD, Patrice Snopkowski CGD, Sylvia Rigakis CGD, Rod McDonald FGDC, Lisa Edward

Financial Report

Income	2018 (Jan-May7)	2017
Total from previous year end	\$ 59,526.97	\$49,585.52
Donations to Ray Hrynkow Scholarship Fund	50.00	1,600.00
Donations to Marc Brisbane Scholarship Fund	0	0
Donations to Cheryl Lynne Rutledge Scholarship	1,000.00	-
Donations to UX Design Scholarship	500.00	-
Donations to Foundation General Fund	1,815.00	6,386.85*
Sales, posters, cards	582.50	870.00
Donations to operations fund	150.00	125.00
Bank Interest	2.31	5.63
Total Income	\$63,526.78	\$60,245.34
Expenses		
Bank service fees	6.44	12.09
PayPal service fees	40.02	165.61
Postage/shipping & other expenses	97.69	181.81
Scholarships given out	--	2,000.00
Total Expenses	144.16	2,359.51
Total	\$63,372.63	\$57,894.83

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 late December 2017 were transferred from PayPal
and recorded in January 2018.

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	1,600	\$1,000	12,261
2018	50		

GDC Foundation Marc Brisbane Scholarship Fund (Ended)

	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
2018	0	0	0

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
2017	47	6,386	60,245
2018/04	22	1,865	63,372

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 two new Scholarships: the UX Design Scholarship and the Cheryl Lynn Rutledge Northern Indigenous Student Award.
- Received 47 cash donations from individuals and Chapters.
- Received \$3,530 in donations from 21 Fellows over 2016-17 who supported the GDC Fellows' Challenge. (Received \$625, Jan - April 2018)
- Received in-kind donations from 18 donors and distributed 27 prizes.
- Raised the Foundation total at December 31, 2016 from \$51,257 to \$60,245 at December 31, 2017.

GDC Foundation Rutledge Scholarship Fund

	Donations	Scholarships Awarded	Year-end Balance
2018	\$1,000		

GDC Foundation UX Design Scholarship Fund

	Donations	Scholarships Awarded	Year-end Balance
2018	\$500		

2017 Donors

Alberta North Chapter	Casey Hrynkow FGDC (RHSF)	Ken Paul CGD	Johnathon Strebly CGD (RHSF)
Manitoba Chapter	Jim Hudson CGD	Bardolf Paul FGDC	Ron Tanasichuk (RHSF)
Elise Beaudry	Adrian Jean CGD	Elaine Prodor FGDC	Kim Vanderhelm
Danielle Bonnah	Michael Marshall FGDC	Brenda Sanderson CGD	Mariella Villalobos
Karen Brown CGD	Mary Ann Maruska FGDC	Jocelyne Saulnier CGD	Ulrich Wodicka FGDC
Peggy Cady FGDC	Miriam E McPhail CGD	Gregory Silver FGDC	Nancy Wu
David Coates FGDC	Josh Nagy CGD	Dale Simonson FGDC	
Mike Cober CGD	David Nagy CGD	Marie Dominique Siojo	
Sue Colberg FGDC	Anne O'Grady CGD	Jim Skipp (RHSF)	
Valerie Elliott FGDC	Oliver Oike CGD	Patrice Snopkowski CGD	

2018 Donors

(at May12, 2018)

Awarewolf Creative	Michael Cober CGD	Bardolf Paul FGDC	Jon Whipple CGD
Sebastian Abboud CGD	Jim Hudson CGD	Mark Rutledge CGD (CLRF)	Nancy Wu
Chris Au CGD	Karin Jager CGD	Ryan P. Senger (UXDS)	Wen-Chien Yuan
Debra Bachman	Meredith Lindsay	Johnathon Strebly CGD	
Linda Balanchett	Michael Marshall FGDC	Ron Tanasichuk (RHSF)	
Peggy Cady FGDC	Emrys Miller CGD	Luya Tshimbalanga	
David Coates FGDC	Segun Olude CGD	Vancouver Island Chapter	

(RHSF): Donations to the Ray Hrynkow Scholarship Fund

(CLRF): Donations to the Cheryl Lynn Rutledge Scholarship

(UXDS): UX Design Scholarship

This is what the Foundation Committee does

1. Raise Money for General Fund and Scholarships

- A. Plan and run an annual national fundraising campaign to build the Funds.
- Decide on a campaign theme & image (source image from committee or designers).
- Write announcement for the campaign.
- Post images of prizes and campaign on Foundation Instagram page.
- Write announcement article for the website.
- Make posts on Facebook (Foundation and GDC pages) announcing donors and prizes.
- Solicit prizes and load prize images on Foundation Pinterest page.
- Write and deliver Tweets during the campaign.
- Contact Chapter Reps, Chapter Presidents and NOC to enlist help in promoting campaign in chapters and on social media. Ask if they will arrange for a special chapter draw prize for a local donor.
- Ask Committee members to contact three potential corporate or non-member donors in their area (businesses, supporters, partners, sponsors, family).
- Promote the Fellow's Challenge: write and send letter to Fellows, and follow up.
- Produce two dedicated eNews editions in December: one to announce campaign, one for a last-minute reminder.
- Send last-minute reminders to Fellows and past donors.

- B. Encourage and support Chapters to hold one annual fundraising event. Provide promotional materials/poster and rack card templates/announcements. Help promote events. Thank Chapters.

2. Develop & Take Care of In-Kind Donors

Solicit draw prizes and annual campaign support, thank prize donors, send campaign links and news announcements to in-kind donors, add names to donor list on website, ask for logo, image, prize description & value, add major donor logos on home page, recognize in social media, send contact info for prize winners, send campaign results and annual report. Keep database of prizes and donor info.

3. Take Care of Donors

Note and thank donors on social media.

Record donations and donor info in database.

Contact all donors re prize draw (so they can opt in or out) and provide a skill-testing question.

Hold the prize draw in January and notify all winners. Get winner's contact info.

Post winners and campaign results on web and eNews.

Post donors on website.

Send any prizes/posters that need mailing.

4. Take Care of Foundation Scholarships & Donors

Promote scholarships, support the Education Chair, post articles.

Look for new supported scholarships, write scholarship agreements.

Invoice scholarship donors, thank donors, let donors know the winners.

Connect with winners and donors for post award PR as needed.

5. Take Care of the Money

As donations arrive, forward Paypal emails to Melanie and thank donors individually.

Transfer Paypal totals to GDC Foundation bank account, and note Paypal charges.

Melanie updates spreadsheet: donations, fund totals, sales, operations, interest and charges.

Submit mailing receipts to Executive Director.

6. Administration & Report to Stakeholders

Write and distribute annual report to members, donors and in-kind donors.

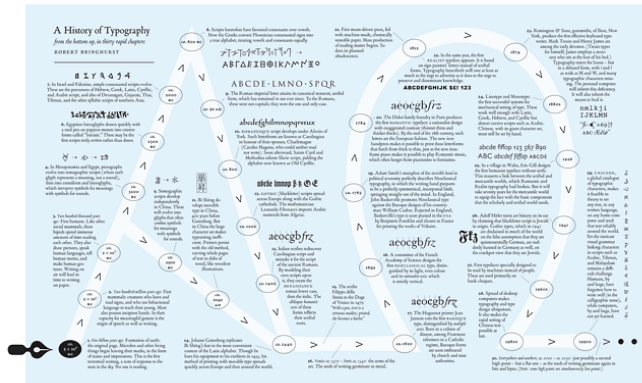
Create AGM presentation, deliver AGM presentation and renew/nurture Chapter Rep connections.

Report to NOC monthly re finances, scholarships and fundraising.

Check bank statements and investment statements.

Chair committee meetings once a month or as needed.

Support the GDC Foundation – Buy a Poster!



A History of Typography by Robert Bringhurst

Robert Bringhurst OC is a Canadian poet, typographer and author, best known to graphic designers for his authoritative book *The Elements of Typographic Style* (4th ed., 2012). A *Short History of the Printed Word* (with Warren Chappell, 1999), *The Solid Form of Language: An Essay on Writing and Meaning* (2004) and *The Surface of Meaning: Books and Book Design in Canada* (2008) are among his many works.

This print quickly surveys the history of typography, from five billion years ago to today.

An earlier version of this piece appeared in *The Walrus*, in 2004. This revised version is published by the Graphic Designers of Canada (GDC) in 2017, supported by Hemlock Printers and Spicers.

Printed with offset lithography in two inks, with a large emboss, onto 80lb Cougar Natural Cover. 20" x 13.5".

\$10 CAD + \$20 shipping



#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



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



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.
View more posters at www.gdc.net/inspiration/gdc50-posters

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

twitter.com/getbehinddesign

www.facebook.com/GDC-Foundation-827640470628889

www.instagram.com/gdcfoundation

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

Online: Use your credit card or PayPal at www.gdc.net/foundation/donate

eTransfer: to director@gdc.net

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: 1-250-386-6215



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