

Your donation to the GDC Foundation provides aspiring designers with financial aid and encouragement they need to continue their education.

Your contribution builds support for designers in crisis.

Your generosity will help increase our knowledge base, preserve our design heritage, and celebrate design ingenuity.

Plus you'll experience positive energy from giving back to your profession!



GDC Foundation | Fondation de la GDC

2018 GDC Foundation Scholarships

The GDC Foundation Ray Hrynkow Scholarship is awarded to student entering third or fourth year in a Canadian four-year program whose submission has demonstrated a deep understanding of problem solving through communication design. The Scholarship was created in honour of Ray Hrynkow, a respected Vancouver, BC design professional, teacher and GDC Fellow who passed away in 2012.

The 2018 GDC Foundation Ray Hrynkow Scholarship of \$1,000 was awarded to:



Ata Ojani
Bachelor of Design Program
IDEA School of Design,
Capilano University
Project: "Qmunity"
Program Contact: Vida Jurcic

"This multi-platform campaign is created for LGBTQ/2S individuals and their allies. It's purpose is to showcase QMUNITY as a queer resource for folks who are closeted, curious or have no community to speak to.

I am truly grateful to be chosen as the recipient for this award. It's an honour to receive a scholarship that emphasizes the use of socially conscious design. In coming up with projects, I try to engage my sociological imagination and I am interested in representation that reflects the diversity of our community." – Ata Ojani

Images: QMUNITY Campaign by Ata Ojani: social media, bus shelters, bathroom mirror decals.

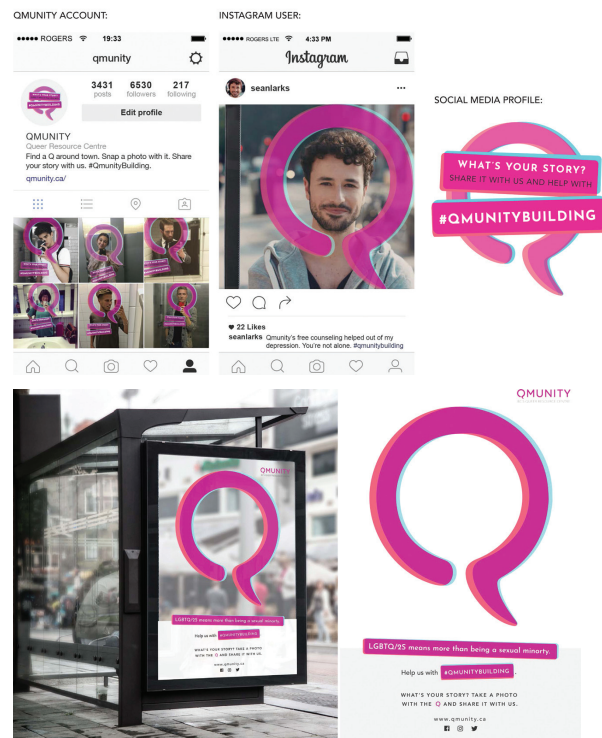
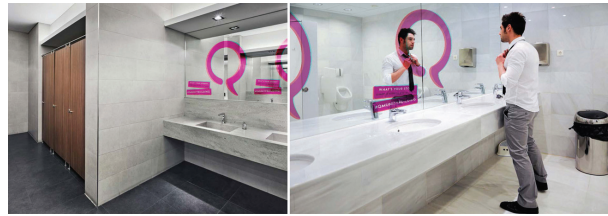
Judges comments:

"Effective work, nice design and fits the brief."

"Solution provided an engaging campaign that would allow people to see themselves within the Q and therefore the community."

"Eye-catching bright colour combination. Interesting idea to make the Q into a frame where people can see themselves."

The Cheryl Lynn Rutledge Scholarship and the UX Design Scholarship were not awarded in 2018. The Foundation has \$2,500 in scholarships available to award in 2019.



The GDC National Scholarship Awards are funded and supported by donors, administrated through the GDC Foundation and 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.

Get Behind Design Campaign

The Get Behind Design 8th Annual Fundraising Campaign raised \$4,220 for the GDC Foundation and scholarship funds! Thank you to all who supported the campaign! There were 52 donors to the campaign this year – a big step up from previous years.

Here are the draw winners:

From Blair Enns, Win Without Pitching:
Pricing Creativity: A Guide to Profit
Beyond the Billable Hour: Johnathon Strebly

The Design & Content Conference, July, 2019 Vancouver, BC: Doug Coates

Design Thinkers Conference, Vancouver May, 2019: Casey Hrynkow

Design Thinkers Conference, Toronto, Oct, 2019: David Coates, Carole Charette

Brand New Conference, Las Vegas, October 17-18, 2019: Aquila Samson

Macinhome Apple Tech Make-Over 4-Hour Client Training Session: Michael Cober

Clubcard Printing \$100 gift certificate, plus, an original Chicago Screw Notebook: Jocelyne Saulnier

Typographic Perpetual calendar from Mitchell Digital & Nancy Wu Design: Amanda Key

The Truth Is tote bag from Debbie Millman: Miriam MacPhail

"Day-Ruining Invoices" from Jessica Hische: Hedi Peters

Macinhome Apple Tech Make-Over 2-Hour Client Training Session: Chris Mulligan

Pantone Colour Bridge Coated and Uncoated from Spicers: Stephan Jacob

Eye Magazine one-year subscription: Mary Ann Maruska

CBC Graphic Standards Manual, donated by Adrian Jean CGD: Matt Warburton

Uppercase Magazine one-year subscription: Christopher Ridgewell

Brand Identity Essentials, 100 Principles for Designing Logos and Building Brands: Tanea Brown

Communication Arts Magazine one-year subscription: Natasia Martin

Field Notes, Clandestine Edition: Eva Franco, Greg Silver, Patrice Snopkowski, Judy Snaydon, Donika Wimalaratne, Anne O'Grady, Valerie Elliott

In-Kind Donors

Special thanks to our prize donors!

Blair Enns, Win Without Pitching

Design & Content Conference

RGD: Design Thinkers Vancouver and Toronto

Brand New Conference

Macinhome

Spicers

Clubcard Printing

Mitchell Digital & Nancy Wu Design

Debbie Millman

Jessica Hische

Eye Magazine

Communication Arts Magazine

Uppercase Magazine

Adrian Jean CGD

Kevin Budelmann, Yang Kim, & Curt Wozniak of Peopledesign

Field Notes



2018 Fundraising Campaign Total

\$4220

Thank you to our 52 generous donors and 17 prize sponsors!

Special Thanks

- Thank you to **Mark Rutledge** CGD and **GDC Chapters (MB, BC, SKN, ABN, ATL)** and **RGD** for their pledges and donations to build the Cheryl Lynn Rutledge Northern Aboriginal Student Award fund. Thank you also to **Gordon W. Rutledge** for a very generous contribution.
- Thanks to **Saskatchewan North Chapter** for their Holiday Card sales to benefit the Foundation. Cards were printed by Novatex Graphics in Saskatoon.
- Thank you to committee members **Jim Hudson** CGD, **Dale Simonson** CGD, FGDC, **Josh Nagy** CGD, and **Mark Rutledge** CGD.
- Thank you to **Mark Rutledge** CGD, **David Coates** CGD, FGDC, **Kath Boake**, and **Pauline Lai** CGD and her student, **Mustaali Raj** for designing logos for scholarships.
- Thank you to **Oliver Oike** CGD, **Matt Warburton** CGD, FGDC and **Michael Cober** CGD, and **Rachel Penner**, for help with promotions.
- Thank you to GDC Executive Director **Melanie MacDonald** for ongoing support.
- **Dale Simonson** CGD, FGDC retired from the GDC Foundation committee in 2019 and we thank him for his years of service! We welcome the new National Treasurer, **Valerie Elliott** CGD, FGDC to the Foundation Committee.

Our Future

The long-term plan for the GDC Foundation is to register as a non-profit, charitable foundation, offering scholarships, and 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.



Financial Report

(at December 31, 2018)

Income	2018	2017
Total from previous year end	59,526.97	49,585.52
Donations to Ray Hrynkow Scholarship Fund	1,250.00	1,600.00
Donations to Marc Brisbane Scholarship Fund (fund fully distributed)	0	0
Donations to Cheryl Lynn Rutledge Scholarship	12,900.00	-
Donations to UX Design Scholarship	500.00	-
Donations to Foundation General Fund	5,025.00	6,386.85
Sales, posters, cards	692.50	1635.95
Donations to operations fund	150.00	125.00
Bank Interest	24.21	5.63
Total Income	\$80,068.68	\$59,338.95
Expenses		
Bank service fees	21.54	12.09
PayPal service fees	150.91	165.61
Postage/shipping & other expenses	97.69	181.81
Scholarships given out	1,000.00	2,000.00
Total Expenses	1,306.47	2,359.51
TOTAL	\$77,738.54	\$56,979.44

In Short

- Since 2003, the GDC has awarded \$47,000 in student scholarships, \$6,000 of which was raised through the GDC Foundation.
- Awarded the 2018 Ray Hrynkow Scholarship of \$1,000 to Ata Ojani, of Capilano University.
- Received 138 contributions from individuals and Chapters.
- Received \$3,020 in donations from 17 Fellows in 2018 supporting the GDC Fellows' Challenge.
- Received in-kind donations from 16 donors and distributed 25 prizes.
- Raised the Foundation total (including scholarships) at December 31, 2017 from \$56,979 to \$77,738.54 at December 31, 2018.

Notes :

The Foundation has two mutual fund investment accounts with the TD Bank: one for the Ray Hrynkow Scholarship fund, earning interest for the scholarship, and one for the General Fund. Statements are available on request.

Scholarship donors contribute 10% on top of the award amount to help with administration.

Donations made in late December 2018 were transferred from PayPal and recorded in January 2019.

Fundraising

(at December 31, 2018)

Fundraising efforts for 2018 included building the new Cheryl Lynn Rutledge Northern Indigenous Student Award Fund, promoting Giving Tuesday, the Get Behind Design year-end campaign, and support from Chapters and scholarship donors.

Annual Donations

Year	# Donors	\$ Donations	\$ Total
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	138	19,459	79,704
2019/05	14	3,778	

*Dollar total represents donation income without expenses subtracted.
Figures rounded to nearest dollar.*

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	1,250	-1,000	12,511
2019	1,050		

GDC Foundation Cheryl Lynn Rutledge Scholarship Fund

	Donations	Scholarships Awarded	Year-end Balance
2018	12,900	0	12,900
2019	0		

GDC Foundation UX Design Scholarship Fund

	Donations	Scholarships Awarded	Year-end Balance
2018	\$500	0	\$500
2019	0		

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

Final balance transferred to operations fund.

GDC Foundation Donors

Thank you to all our generous donors and contributors!

2018 Get Behind Design Campaign

Anonymous
Brendan Berg
Mary Elizabeth Binsted
Andrew Boardman
Tanea Brown
Mark Busse FGDC
Peggy Cady FGDC
Carole Charette FGDC
David Coates FGDC
Doug Coates
Mike Cober
Sue Colberg FGDC
Valerie Elliott FGDC
Eva Franco
GDC SKN
Erika Hille Design
Casey Hrynkow FGDC
Jim Hudson
Stephan Jacob
Amanda Key
Natalie Kilimnik
Meredith Lindsay
Miriam MacPhail
Mary Ann Maruska FGDC
Dave Mason FGDC
Dean McNeill
Natasia Martin
Chris Mulligan
Anne O'Grady
Oliver Oike
'Segun Olude
John Park
Matthew Park
Hedi Peters
Elaine Prodor FGDC
Christopher Ridgewell
Aquila Samson
Brenda Sanderson
Jocelyne Saulnier/
Joce Creative

Shahram Shirazian
Greg Silver FGDC in
memory of Ulrich
Wodicka FGDC
Dale Simonson FGDC
Judy Snaydon
Patrice Snopkowski
Johnathon Strebly
Matthew Warburton
FGDC in memory of Ulrich
Wodicka FGDC
Donika C Wimalaratne

Cheryl Lynn Rutledge Northern Indigenous Scholarship Fund

Animikii Inc.
Carolina Becerra
Brendan Berg
Nicole Bolton
Brenda Bowman
Peggy Cady
Mike Cober
Sue Colberg
Doug Coates
Craig Cullimore
Valerie Elliott
GDC Alberta North
GDC Atlantic
GDC BC
GDC Manitoba
GDC Saskatchewan
North
Adrian Jean
Khelsilem
Bryan Kulba
Kathleen McDermott
Naoko Masuda
Emrys Miller
Dave Nagy
David Peters
Leanne Prain
Mike Priebe

Monica Olinescu
RGD
Sandy Robson
Stephan Rosger
Gordon W. Rutledge
Mark Rutledge
Aquila Samson
Jocelyne Saulnier
Brenda Sanderson
Patrice Snopkowski
Johnathon Strebly
Justin Swedberg
Kimberly vanderHelm
Dean Van De Walle
Bonne Zabolotney

2018 Ray Hrynkow Scholarship Fund

Casey Hrynkow FGDC
Ron Tanasichuk
David Coates FGDC

2018 UX Design Scholarship

Ryan P. Senger

General Fund

Sebastian Abboud CGD
Chris Au
Debra Bachman
Linda Blanchett
Kimberly Burge
Andrew Boardman CGD
Peggy Cady FGDC
Carole Charette FGDC
David Coates CGD
Doug Coates CGD
Mike Cober CGD
Sue Colberg FGDC
Lisa Edward
Hanno Ehse FGDC
Valerie Elliott FGDC

GDC Vancouver Island
Jim Hudson CGD
Karin Jager CGD
Linda Komori
Meredith Lindsay
Marga Lopez CGD
Rod McDonald FGDC
Miriam MacPhail CGD
Michael Marshall FGDC
Natasia Martin
Mary Ann Maruska FGDC
Amanda Maslany CGD
Emrys Miller CGD
Chris Mulligan
Oliver Oike CGD
'Segun Olude CGD
Bardolf Paul FGDC
Ken Paul CGD
Elaine Prodor FGDC
Sylvia Rigakis CGD
Aquila Samson CGD
Brenda Sanderson CGD
Jocelyne Saulnier CGD
Greg Silver FGDC
Patrice Snopkowski CGD
Johnathon V Strebly CGD
Luya Tshimbalanga
John Whipple CGD
Nancy Wu
Wen-Chien Yuan

2019 Donors

(to May 17, 2019)

Anonymous
Mark Busse FGDC
Peggy Cady FGDC
Casey Hrynkow FGDC
(RHSF)
Patrice Snopkowski
Ron Tanasichuk (RHSF)

Support Your GDC Foundation

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 the 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