



2019-2020  
**Annual Report**



# Message from the Chair

A big Thank You to all our supporters: GDC members, Executives, GDC Fellows, non-members and partners! Our 9th annual “Get Behind Design” campaign, plus scholarship donations, raised \$5,655.

In 2019, there were 53 donations from 42 donors, with gifts ranging from \$10 to \$1,500, with an average of \$150.

There were 11 GDC Fellows who contributed to the Fellows’ Challenge, for a total of \$2,060.

The Foundation fund total, which includes our targeted scholarship funds, finished 2019 at \$83,393.

General fund donations (Foundation total less scholarship funds) stand at \$51,028.79.

We have two conservative, long term investments: the Ray Hrynkow Scholarship mutual fund, which at 2019 year-end had a market value of \$17,384, and the General fund mutual fund, market value \$49,485. We expect these to fluctuate with the downturn of the economy in 2020.

We are still working toward a self-sustaining fund so that we can distribute the interest annually. Our funds are growing through annual donations from designers and supporters, building a Foundation that is already helping students and will help designers, and the profession.

## Special Thanks

The Vancouver Island Chapter donated \$550 to the Cheryl Lynn Rutledge Northern Indigenous Student Award, fulfilling a pledge from 2018, and later added proceeds from their Indigenous Design event.

And thank you to our two anonymous donors who contributed \$1,705.

## Scholarships

In 2019 we awarded two scholarships of \$1,000 and one of \$500. This makes a total of \$8,500 given out in scholarships since the Foundation program started in 2012. Each scholarship is supported annually by the donor, and member donations help build a fund to help with the longevity of the scholarships.

Thank you to Casey Hrynkow FGDC for her ongoing funding of the Ray Hrynkow Scholarship Fund. Thank you also to Mark Rutledge CGD for initiating the Cheryl Lynn Rutledge Northern Indigenous Student Award, and to Ryan P. Singer for the UX Design Scholarship.

## And More Thanks

Thanks to our donors! You make our work worthwhile and provide hope for the future of the Foundation.

Thank you to the in-kind donors for draw prizes that help draw attention to our annual fundraiser. We are grateful for this support. Most years, we have been able to give every donor a prize, making it win-win for all. Thank you 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. Thanks also to Matt Warburton FGDC and Mark Pilon for their help with promotion. Thank you to Aidan Rowe CGD, Education Chair, for his work on the Scholarship program.

Thank you to GDC Executive Director Melanie MacDonald, Valerie Elliott FGDC, National Treasurer, and Jim Hudson CGD for their continued support.

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

# 2019 Donors

*Thank you to all contributors!*

Anonymous	End2End Media	Emrys Miller CGD	Dale Simonson FGDC
Anonymus 2	GDC VI Chapter	Chris Mulligan	Judy Snaydon CGD
Linda Blanchette	Casey Hrynkow FGDC	Oliver Oike CGD	Patrice Snopkowski CGD
Andrew Boardman CGD	Jim Hudson CGD	Bardolf Paul FGDC	Laura Stobbe CGD
Mark Busse FGDC	John Lyttle CGD	Hedi Peters	Carl Shura
Peggy Cady FGDC	Miriam MacPhail CGD	Melodi Peters	Ron Tanasichuk
David Coates FGDC	Mary Ann Maruska FGDC	Mike Priebe CGD	Donika Wimalaratne
Doug Coates CGD	Dave Mason FGDC	Elaine Prodor FGDC	Matt Warburton FGDC
Mike Cober CGD	Naoko Masuda CGD	Brenda Sanderson CGD	Nancy Wu
Hanno Ehse FGDC	Dean McNeill CGD	Sandra Scott CGD	

## In-Kind Donors

Brand New Conference	FITC Conference	Kevin Budelmann & Jackie McLean	RGD Design Thinkers Vancouver & Toronto
Clubcard Printing	Font of the Month Club	Mark Pilon	Spicers
Design & Content Conference	Hoefler & Co	Mike Monterio	Uppercase Magazine
Eye Magazine	Hoodzpah	Refinemark	

### Our Future

*"There is much that can and must be done. But we cannot do this alone. ... By coming together and using the power of design, we can all look forward to a healthier, more sustainable and prosperous society."*

*– Design Council Strategy, "Using Design as a Force for Change"*

The long-term vision for the GDC Foundation is to register as a separate 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 partners and other caring individuals, we'll eventually reach our goal of a general fund of \$100,000.



CAMPAIGN IMAGE: MARK PILON @ATOMOS



### Winners of the Donor Draw

Design Thinkers Vancouver: David Coates FGDC, and Mark Busse FGDC

Design Thinkers Toronto: Anonymous, and Doug Coates CGD

Brand New Conference: Matt Warburton FGDC

Design & Content Conference: Mark Pilon

FITC Toronto: Carl Shura, Brenda Sanderson CGD

Font of the Month Club: Melodi Peters

*Freelance and Business & Stuff:*  
Donika Wimalaratne

Pantone Swatch Book: Hedi Peters

*Ruined by Design:* Judy Snaydon CGD,  
Chris Mulligan, Casey Hrynkow FGDC,  
Sandra Scott CGD, Emrys Miller CGD, John Lyttle CGD,  
Patrice Snopkowski CGD, Andrew Boardman CGD,  
Miriam MacPhail CGD, Oliver Oike CGD

Refinemark Journal: Linda Blanchett

*Eye Magazine:* Nancy Wu

*Upper & Lowercase:* Laura Stobbe CGD

*Brand Identity Essentials:* End2End Media

Clubcard Printing gift certificate: Doug Coates CGD

Hoeffler&Co catalog: Mike Priebe CGD



**doug coates** @edgydoug · Jan 17  
Replying to @GDCNational and @GetBehindDesign  
A heart felt thank you for what the foundation does and sincere thank you for being chosen for one of the many spectacular prizes. All the best in 2019

**Johnathon Strebly** @JohnathonV · Jan 18  
Replying to @GDCNational and @GetBehindDesign  
Proud to support the GDC Foundation. Great people doing good things for our design colleagues. #community

*"Thanks for the annual report. Once again, I sensed your enthusiasm when reading between the lines. Thank you for helping to establish the Foundation and to give it a voice. For someone who has become a distant observer of the GDC, the role of the Foundation is very meaningful."*

# GDC Foundation Scholarships

The 2019 scholarship judges were Andrew Boardman CGD, Sarah Jackson CGD, and Jocelyne Saulnier CGD. Judging took place in June 2019 and was coordinated by GDC Education Chair, Aidan Rowe CGD.

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

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.

## Ray Hrynkow Scholarship Recipients

### 2019 Sara Nguyen

Bachelor of Design Program  
Capilano University, BC

Project: "Cheers: Craft Sparkling Water"

### 2018 Ata Ojani

IDEA School of Design, Capilano University  
Project: "Qmunity"

### 2017 Paul Twa

University of Alberta, Edmonton AB,  
"Chestermere Utilities Incorporated"

**2015 & 2016** no scholarships awarded

### 2014 Lilian Leung

Capilano University, North Vancouver BC,  
"Molecure" 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

## Cheryl Lynn Rutledge Northern Indigenous Student Award

### 2019 Riel Kitson

Bachelor of Design Program  
University of Alberta, Alberta

## UX Design Scholarship

### 2019 Danica Koller

Bachelor of Design Program  
Capilano University, BC  
"A unique experience only to RAZA"

## 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.*



## First Cheryl Lynn Rutledge Northern Indigenous Student Award

This national award was created through a donation from Mark Rutledge CGD, to support an indigenous design student pursuing an education in graphic/communication design at a Canadian post-secondary college/university. It was established in honour of Mark's mother, Cheryl Lynn, who was his support and inspiration and who passed away in 2016.

### Winner of the 2019 Cheryl Lynn Rutledge Northern Indigenous Student Award:



**Riel Kitson**  
 Bachelor of Design Program  
 University of Alberta, AB  
 Instructors: Roy Mills,  
 Adolfo Ruiz and Eleanor Lazare

*"My Métis heritage originated from the Manitoba Métis people."*

*"I would like the work I produce to help the ageing population as well as those individuals who are experiencing disabilities. My intention*

*would be to create products that would make a positive difference in the lives of others. Visual communication design has given me the ability to represent these concepts and bring what I have learned previously in Human Ecology to my current design degree."* — Riel Kitson

#### Judges comments:

*"I thought that Riel's design style here was very modern and clean and suited the target audience."*

*"Very few designers work on behalf of their communities. This person is a rare find and I applaud their interest in helping people with disabilities."*





**Story Board**

This story board provides a generalized yet accurate depiction of my final animation. This set of still images was used to help me develop the sequencing of my story by guiding and informing the way in which I would choose to compositionally crop my graphics. The story board also helped to solidify the repetitive nature of falling asleep.

Based off my story cube I moved forward with a surrealist style and experimented with a photomontage approach to represent this style (figure 1.3).



*"I have made a donation to the Cheryl Lynn Rutledge Northern Indigenous student award. As a designer, it's important to me that our field includes as many unique voices as possible."*  
 – Anonymous donor

## First GDC Foundation UX Design Scholarship Awarded

This scholarship is available for a promising visual or interactive design student in first to the third year who exhibits passion and proficiency in the area of experience design. It encourages students to take a user-centric approach to interactive design while exploring the design process in its many forms. The scholarship is donated by former GDC member, Ryan P. Senger.



### Winner of The 2019 GDC Foundation UX Design Scholarship:

**Danica Koller**  
Bachelor of Design Program  
Capilano University, BC

**Project: "Create a unique experience only to RAZA"**

**Instructor: Christina Paone**  
(Lee Kim Koon)

*"I am fascinated by the unlimited possibilities and the ever-evolving industry. I am a person that loves change, embraces new ambitions and am curious about what is around the corner. UX and UI design are niches that allow me to explore and invent. I am curious to see how the industry grows and evolves and I would love to be a part of that change."*

— Danica Koller

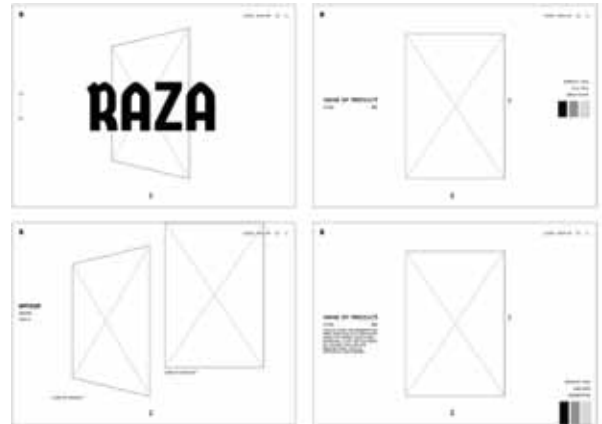
### Judges' comments:

*"There are a lot of very thoughtful UX decisions made here and the overall structure and framework provided in the case study are strong."*

*"The case study shows a very tight set of design systems built around this one brand."*



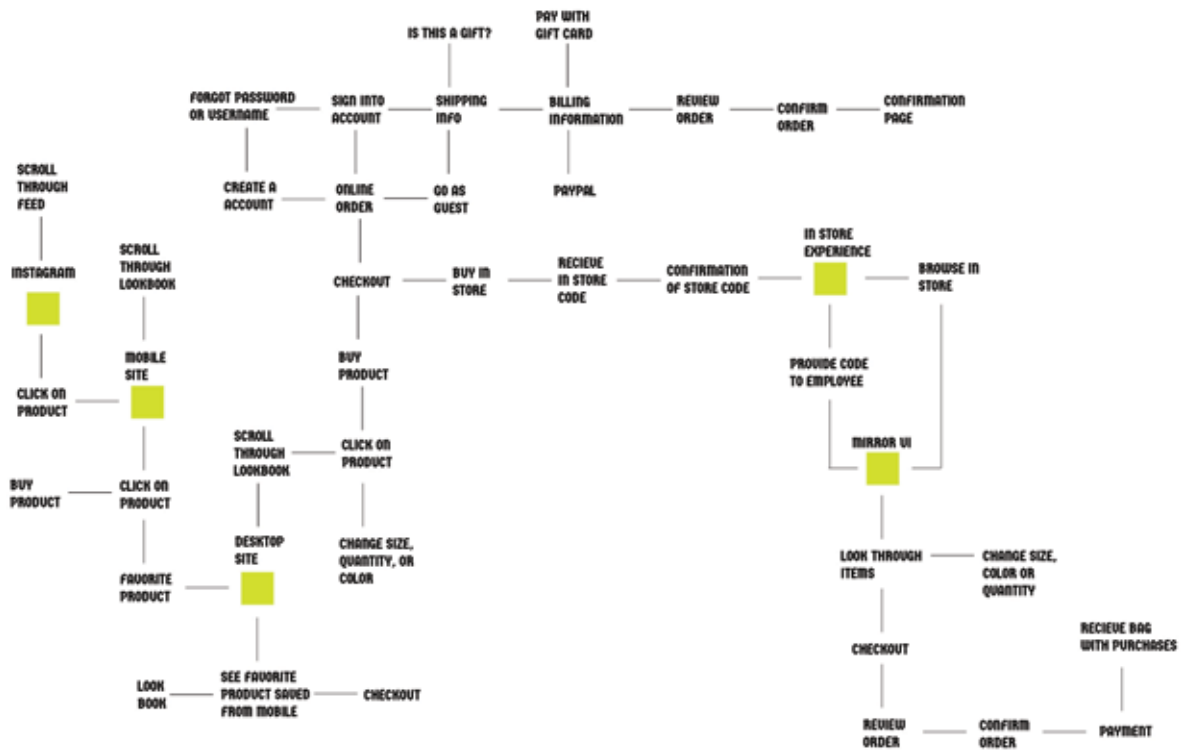
Ryan Senger hopes the award he has established encourages emerging designers to create for a better tomorrow through understanding, consideration, and empathy.



Raza reaches their consumers through social media. Here users can see products and get an over all feel for the personality of Raza

If a product is clicked on social media it would take them to the home page of Raza where the landing page is the lookbook. Here, if the consumer finds a product of their liking they can click the page and will be led to the product page.





## 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 Scholarship was created in honour of Ray Hrynkow, a respected Vancouver, BC design professional, teacher and GDC Fellow who passed away in 2012. It is supported by Casey Hrynkow FGDC and other donors.

One step away from joining the professional ranks, the promise of the design talent in Canada is demonstrated by the recipient providing great design for social innovation and sustainability in a robust package with a strong rationale and supporting research.



**Winner of the 2019 GDC Foundation Ray Hrynkow Scholarship:**

**Sara Nguyen**  
Bachelor of Design Program  
Capilano University, BC

**Project: "Cheers: Craft Sparkling Water"**

**Instructor: Dominique Walker**

*"During a time when information is constantly flooding our view, we as consumers can only afford to focus on things that we can immediately resonant with. That's why I always strive to convey to the target audience the voice and story which every brand contains, in hopes that the lives of the people it reaches might be made better or easier."*

— Sara Nguyen

**Judges' comments:**

*"I thought the research and strategies presented were very clearly communicated, thorough, and well-considered."*

*"Really tight response: well-considered branding, product design, package development and labels."*





A childhood friend of Ray Hrynkow makes an annual donation to his scholarship fund right around May first because that's Ray's birthday.



# Financial Report

(at December 31, 2019)

<b>Income</b>	<b>2019</b>	<b>2018</b>
Donations to Ray Hrynkow Scholarship Fund	\$1,050.00	\$1,250.00
Donations to Marc Brisbane Scholarship Fund (fund fully distributed)	0	0
Donations to Cheryl Lynn Rutledge Scholarship	550.00	12,900.00
Donations to UX Design Scholarship	0	500.00
Donations to Foundation General Fund	6,280.04	2,573.04
Sales, posters, cards	0	692.50
Donations to operations fund	200.00	150.00
Bank Interest	147.17	24.21
<b>Income 2019</b>	<b>\$8,312.11</b>	<b>\$18,089.74</b>
Total from previous year end	\$77,738.54	\$60,245.34
<b>Total at Dec 31, 2019</b>	<b>\$86,050.65</b>	<b>\$77,738.54</b>
<b>Expenses</b>		
Bank service fees	18.32	21.54
PayPal service fees	77.33	150.91
Postage/shipping & other expenses	50.96	97.69
Scholarships awarded	2,500.00	1,000.00
<b>2019 Expenses</b>	<b>\$2,646.61</b>	<b>\$1,270.14</b>
<b>TOTAL</b>	<b>\$83,393.82</b>	<b>\$76,468.40</b>

*Notes:*

*The GDC Foundation has two mutual fund investment accounts with the TD Bank: one for the Ray Hrynkow Scholarship fund and one for the General Fund. Both earned over 6% interest since 2016. Statements are available upon request.*

*Scholarship donors contribute 10% on top of the award amount to the operations fund to support administration.*

*Donations made in late December 2019 were transferred from PayPal and recorded in January 2020.*

# Fundraising

## 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	53	\$7,719	\$87,423

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

## In Short

- Since 2003, the GDC awarded \$49,500 in student scholarships, \$8,500 of which was raised through the GDC Foundation.
- Awarded the Ray Hrynkow Scholarship of \$1,000 to Sara Nguyen, Capilano University.
- Awarded the UX Design Scholarship of \$500 to Danica Koller, Capilano University.
- Awarded the \$1000 Cheryl Lynn Rutledge Northern Indigenous Student Award to Riel Kitson, University of Alberta.
- Since 2006 received 573 contributions from individuals and Chapters.
- Received \$2,060 from 11 Fellows in 2019 supporting the GDC Fellows Challenge.
- Received in-kind donations in 2019 from 15 donors and distributed donor 25 prizes.
- Raised the Foundation total (including scholarships) from \$77,738.54 in 2018 to \$83,393.82 at December 31, 2019.

## 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	-\$1,000	\$12,561

## GDC Foundation Cheryl Lynn Rutledge Scholarship Fund

	Donations	Scholarships Awarded	Year-end Balance
2018	\$12,900	0	\$12,900
2019	\$550	\$1,000	\$12,350

## GDC Foundation UX Design Scholarship Fund

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

# Donate to help designers

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)

**Best way to donate is by**

**eTransfer:** to [treasurer@gdc.net](mailto:treasurer@gdc.net)

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

**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

**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 Chair  
Email: [foundation@gdc.net](mailto: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 with 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 our 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.