

How can you
change lives,
your community
and, ultimately,
the world?

By doing what
you do best.

(Step 1)

Care about a problem and have an idea that can make a difference.



Where most people see problems, you see solutions. That's because, as a designer, you're a master of innovative thinking, creative outreach, and uniquely skilled and positioned to instill change. That social, cultural or environmental issue you've been wanting to tackle? Now's the time.

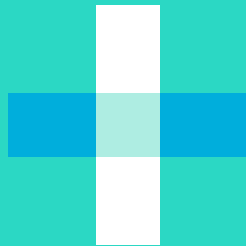


EDUCATIONSUPERHIGHWAY
Studio Usher

A computer in every classroom means very little without a high-speed Internet connection—which more than 70 percent of America's schools currently lack. Nonprofit EducationSuperhighway is working to ensure that every American K-12 public school has all the educational opportunities that come with a fast connection to the web. To garner support for aggressive reform from the White House, Congress, and FCC Commissioners, New York creative firm Studio Usher received an Ideas that Matter grant to develop an informational campaign that included print, digital and motion elements. Through their work, Studio Usher successfully helped shape President Obama's new ConnectED initiative to connect 99 percent of all students to high-speed broadband within five years and, by doing so, built a bi-partisan coalition that came together to modernize an existing \$2.4 billion funding program called E-rate.

(Step 2)

Partner with a nonprofit and share your solution.



Your design skill and expertise—their knowledge and connections. When you find common ground and work toward a common goal, your partnership with a charitable organization will create a dynamic team capable of creating lasting change.



CROWDFUNDHEALTH.ORG

Possible

Healthcare nonprofit Possible designed crowdfundhealth.org to allow individuals all over the world to help pay for medical procedures that patients in rural Nepal would not otherwise be able to access or afford. Challenged to find the methods and means to share their story and idea, Possible turned to an Ideas that Matter grant, which they used to print an annual report for donors, NYC subway ads, and patient-profile postcards—each featuring patients who had received care thanks to crowdfundhealth.org donations. Through their outreach, and by encouraging people to share photos of the advertisements via social media, Possible raised the same amount of money in 60 days that took them over 500 days to raise prior to this project. Furthermore, Possible not only brought awareness to its cause but also created a global community of philanthropists dedicated to helping others and changing lives.

(Step 3)

**Create a visual presentation
and a budget that will bring
it all together.**



**This is where you shine. Conceptualize, budget, and
prepare a design campaign using printed materials
and any other elements you'll need to make an impact.**



REAL FOOD FARM
2701 St. Lo Drive
Baltimore, MD 21213
410-366-8533 ext. 203
www.realfoodfarm.org

About Real Food Farm

Founded in 2009, Real Food Farm is Civic Works' innovative urban agricultural enterprise engaged in growing fresh produce on six acres of land in Clifton Park in Northeast Baltimore. Using sustainable growing practices, Real Food Farm produces high quality vegetables, fruits and herbs. We sell our produce at neighborhood markets, restaurants, and local institutions.

Real Food Farm works toward a just and sustainable food system by improving neighborhood access to healthy food, providing experience-based education, and developing an economically viable, environmentally responsible local agriculture sector.

Get Involved

Volunteer during our regular open volunteer days or schedule a volunteer group from a school, office, or community organization.

Donate, and your gift will go directly to Real Food Farm's work to increase local food access, food production, and food education.

Get food at our neighborhood markets or consider joining our CSA.



MOBILE MARKET

We bring fresh produce straight from our farm to the homes in our neighboring communities.



EDUCATION

We welcome school groups from across the Baltimore region for field trips and service-learning opportunities.



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Real FOOD

foodfarm.org CLIFTON PARK, BALTIMORE MD CIVIC WORKS

REAL FOOD FARM

Mike Weikert, Center for Design Practice at MICA

When the students at the Center for Design Practice at Maryland Institute College of Art (MICA) heard about Real Food Farm's mission to make fresh produce available to low-income residents of Clifton Park, Baltimore who were living in a food desert, they knew they could help. Beginning by volunteering at the farm itself, the students then considered how to best get the food to the residents. They designed materials to educate the local community about what the farm offered, and a visually dynamic Mobile Farmer's Market to transport food. When it came time to bring their vision to life, the students applied for—and were awarded—an Ideas that Matter grant. The result: a new brand identity; a community outreach campaign; and a distribution plan that not only communicates a healthy message, but also brings healthy food to the people in Baltimore who need it most.

(Step 4)

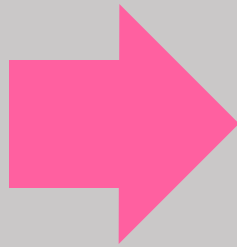
Apply by submitting your Ideas that Matter grant proposal before July 11th, 2014.



Trust us, this is the easy part. You've already got the idea, the partner and the design, so just show and tell us what you want to do and why. Remember to inspire us with your passion as much as you impress us with your professionalism and creativity.

(Step 5)

Change lives, your community and, ultimately, the world with an Ideas that Matter grant.



In the last 15 years, we've spent more than \$12 million worldwide in support of over 500 charitable programs. Yours could be next. With a Sappi Ideas that Matter grant you can make your ideas a reality and put them into action. The result can be life changing for a community, and life affirming for you.

Sappi is honored to be a part of the world-changing campaigns that have been created over the last 15 years with Ideas that Matter grants.

Now it's easier than ever for you to be a part of this program. Improve lives through the power of design with just five small steps. From finding inspiration to completing the application, you can make one big difference with an Ideas that Matter grant. Think of it as doing good by doing what you already do best.

You can start by downloading the entry form at sappi.com/ideasthatmatter. Submit your entry and you could be awarded up to \$50,000 in funding to instill a positive and lasting change in your community. Applications must be postmarked no later than **July 11, 2014.**

PRODUCTION NOTES

McCoy Silk Cover 80lb/216gsm, 4-color process, match aqua, match pink plus overall satin aqueous.

PHOTOGRAPHY

Jonathan Nesteruk, for EducationSuperHighway
Dear World, for crowdfundhealth.org

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PRO#6032

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