

## Sappi grants designers US\$1,000,000 to create 'Ideas that Matter'

Sappi Limited, through its annual 'Ideas that Matter'-grant program, has donated US\$1,000,000 to graphic designers around the world to design projects for the non-profit organizations of their choice.

"Print engages people like no other medium, grabbing their attention, sparking their imaginations, and motivating them to act," said Kathy Walters, Sappi Fine Paper North America President and CEO. "Sappi has been committed to celebrating brilliant designs in print for many years. The record number of entries this year is a testament to designers' commitment to their communities and to the undeniable impact of print. That's why the Sappi 'Ideas That Matter'-program has been so successful in not only garnering participation by designers, but, more importantly, in making a difference to the non-profit organizations they support."

Sappi Limited, Sappi Fine Paper North America's parent company, introduced the 'Ideas that Matter'-program in 1999. Since then, Sappi has annually awarded a combined US\$1,000,000 to chosen designers in North America, Europe, and South Africa to create materials for community organizations. Each designer is eligible for a grant of up to US\$50,000. In the past, winners have designed advertising campaigns, brochures, posters, and other materials.

Unfortunately the 2003 South African closing date for [Ideas that matter in Southern Africa](#) was 30 June 2003, but start preparing for next year. Here are the steps:

1. Select a non-profit organisation involved in the area or cause you want your ideas to benefit.
2. Obtain their agreement and support in writing for your application for funding from Sappi, together with proof of their non-profit status.
3. Then, develop a creative print communication campaign that will attract public support for the organisation and cause you have chosen.
4. Finally, complete the Ideas that Matter application form and submit it together with your creative proposal to Sappi.

Source: [Sappi](#)