



**INDUSTRY**  
Not-For-Profit

**PROJECTS**  
Print

## Gilda's Club Chicago, Sappi Ideas That Matter

Brainforest's goal with pro bono client Gilda's Club Chicago was to spread the news about this special place where the focus is on living with cancer.

We applied for, and won, a prestigious Sappi *Ideas That Matter* grant that allowed Brainforest to develop, print and distribute 5000 "Living With Cancer Workbooks" on behalf of the Club. This piece won several design industry awards and has been used as a model for Gilda's Clubs and other cancer support foundations on the national level.

**Brainforest is a creative agency rooted in strategy.** Your brand has fleeting, valuable opportunities to make a connection with your customers. Through our strategically based **AccessPaths™** process, Brainforest creates meaningful, vivid experiences to ensure all points of customer interaction are embraced. **To begin creating your own success story, contact Nils Bunde at 312.492.6600 or [nils.bunde@brainforest.com](mailto:nils.bunde@brainforest.com)**

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