

## Donate to Canstruction

\*Online donations are processed via PayPal. By clicking the link below you will be redirected to a secure Paypal web page, where your credit card donation will be processed.

The Society for Design Administration created the non-profit corporation, Canstruction® Inc., to manage the rapid international growth and popularity of its trademarked Canstruction® Competition.

Canstruction® is a non-profit corporation created by the Society for Design Administration to raise food for hunger relief programs and to promote the design community.

Canstruction® was formed in 1993 and over the past 17 years has grown across the United States, Canada and Australia. In 2009, more than 130 cities held Canstruction® competitions and raised more than 2 million pounds of food to support hunger relief efforts. Over the past 10 years, more than 10 million pounds of food have been raised.

Architects, engineers, designers and contractors compete to design and build fantastic giant-sized structures made entirely out of canned food. In many cities these professionals mentor school children, teaching them the basics of design and construction through Canstruction®. Students are introduced to careers in the A/E/C industry while learning that community service can be fun and creative.

In each city, after the structures are built and the winners declared, the creations go on view to the general public as giant art exhibits. At the close of the competitions all of the food used in the structures is donated to the local food banks for distribution to community feeding programs.

With continued support, Canstruction® will be able to expand to more locations; strengthen and enlarge existing competitions; establish school programs; launch education and awareness programs to be held in tandem with competitions; partner with food manufacturers to supply canned food; create dynamic sponsorship and public relations programs; and feed hundreds of thousands of people at risk.

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Through the volunteer efforts of the Society for Design Administration, professional allied organizations and generous industry contributors, one hundred cities across North America will be holding Canstruction® Competitions in 2007/2008.

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Contributions are tax deductible and can be made by clicking on our "Donate" tab or checks may be written made payable to Canstruction® Inc. and sent to:

Nicholas B. Telesca, President

Canstruction, Inc.

3340 Peachtree Road, NE

Suite 840

Atlanta, Georgia 30326

404-832-8910

Canstruction ® is worthy of funding because:

- Canstruction® provides an artistic, creative endeavor in which every nation on earth can join together to participate regardless of national, political, racial or religious ideologies. It holds the promise of bringing the world together around a spectacular annual event in an international effort to end world hunger.

- Canstructions as giant works of sculptural art are brilliantly visual and have a visceral impact on the viewer. They grab the viewer's attention, and in tandem with accompanying mission statements, focus their attention on the issues surrounding hunger, encouraging them to get involved.

- Canstruction® is a media magnet. Hunger is not a hot news item. Most hunger groups cannot get the news coverage they need to keep the issue in front of the public because they cannot generate "news." Canstruction® draws the media to the issue of hunger through its artistic visual medium of communication. At the same time design firms and sponsors receive positive public relations for providing valuable community service that spotlights their unique creativity and problem solving skills.

- Canstruction® creates opportunities for the entire design and construction industry (a very large industry) to become involved in a pressing social issue that their profession would not otherwise link them to.

- Canstruction® promotes team building within firms. Professionals that are on different design projects get a chance to come together to design and build a canstructure, fostering new relationships and bonding within the design firm.
- Canstruction® invites the public to donate food in addition to the substantial amounts of food donated by the participants.
- Canstruction® gives food manufacturers an event where they can receive product visibility while contributing to a worthy cause, thus increasing their desire to participate in providing food to those in need.
- Canstruction® invites hunger advocacy groups to install exhibitions and give symposiums on hunger that run simultaneously with the events.
- Canstruction® is a new valid pop art form, "canned art", which challenges the imagination of the designer/builder and viewer alike.

Funding will enable Canstruction® to continue to provide existing programs and to launch a variety of new programs to realize the objectives outlined above. Programs will include:

- Introduce Canstruction® to cities across North America and nations around the world.
- Run workshops to teach sponsoring groups how to organize a successful Canstruction® Competition.
- Work with school systems to bring Canstruction® Competitions into the schools. Provide mentoring from design professionals that introduce students to careers in the design and construction industry while performing community service.
- Produce and disseminate information kits required to sponsor a Canstruction® Competition.
- Create and disseminate marketing, branding and organizational tools to unify all Canstruction® Competitions.
- Create partnerships with food manufacturers to donate food. Work on distribution programs to get the food to the local competitions.
- Regulate the competitions.
- Oversee the national/international competition.
- Create public relations kits.
- Create public relations opportunities for coverage of the competitions.
- Create and maintain a web site.
- Create and implement sponsorship programs
- Fund raise
- Liaison with existing hunger groups to help get their message out through Canstruction®.
- Create educational exhibits addressing hunger problems here in the United States and around the world.

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Contact Canstruction®