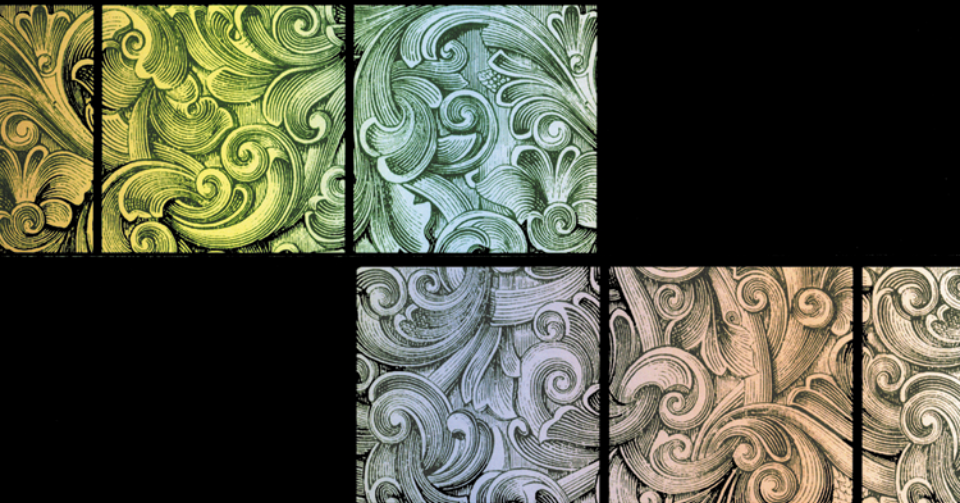


IFDA | Educational Foundation

International Furnishings and Design Association



2010

Annual Report



2010 CHAIRMAN OF THE BOARD REPORT

Jeanne C. Matlock, FIFDA
2010 Chair IFDA
Educational Foundation

A challenging year for the International Furnishings and Design Association Educational Foundation, 2010 began with our Board operating our own in-house management team. As Chairman, I'm pleased to report that our knowledgeable and dedicated Board of Trustees met this challenge head-on, resulting in a very productive and successful year. We also had great support from past EF Board members who joined our efforts whenever requested.

We worked to increase the visibility of the Educational Foundation in the industry as well as within IFDA itself by adding an abbreviated newsletter, *Spotlight*, on a monthly basis, updating our website, and our scholarship and grant promotional materials (reflecting the increased award amounts made possible by the support from the chapters).

We continued the second year of our national campaign "Walk for Design Education", raising \$28,149 from 13 of the chapters and the following National Partners; 3M Benjamin Moore, Hunter Douglas, Market Square of High Point, EJ Victor, and Woodmode.

Our new national Raymond Waites Design Competition was launched, with the talented winner receiving \$5,000 and a special trip to the April High Point Market. Special press kits were developed, resulting in a great variety of media exposure.

The Schoenthal IFDA Leadership Forum again supported two webinars, presented by industry experts Mary Knackstedt and Michelle Lamb, as well as leadership training for the Board of Directors and Council of Presidents meeting.

IFDA/EF developed a special Acknowledgement Card, which provides an opportunity for IFDA members, chapters, business associates and friends to honor, pay tribute, recognize or sympathize by making a donation to the Educational Foundation. This thoughtful tribute supports the educational and professional growth of those who are the future of the furnishings and design industry.

As EF plans for a day full of leadership and training activities at the IFDA Symposium in September 2011, we remain dedicated to providing quality programs and opportunities to the entire furnishings and design industry.

2010 IFDA Educational Foundation Board of Trustees & Committee Chairs

Chairman of the Board
Jeanne C. Matlock, FIFDA
Minnesota Chapter

Vice Chair/Treasurer
Ann Unal
Washington Chapter

Advisor/Past Chair
Bonnie L. Peterson, FIFDA
Carolinas Chapter

Director of Grants/Scholarships
Merry Mabbett Dean, FIFDA
Northern California Chapter

Director of Communications
Rose B. Gilbert, FIFDA
New York Chapter

Director of Resource Development
Dr. Wilma Hammett, FIFDA
Carolinas Chapter

Chair, Financial Committee
Shirley Ebert
Georgia Chapter

Ex-Officio Member/IFDA President
Susan Hirsh
New York Chapter

Honorary Trustees
Sarah Jenkins, FIFDA
Elizabeth Brown, FIFDA
Harriet Schoenthal, FIFDA
Raymond Waites

IFDA/EF SCHOLARSHIPS AND GRANTS

As the caliber of scholarship and grant applicants increases, the IFDA Educational Foundation maintains its commitment to recognize and assist those who present outstanding application packets as outlined at ifdaef.org. Working in concert with EF are IFDA Chapters who initiated and support scholarships and grants in honor of past and present members. Thanks to the EF "Walk for Design Education," the award amounts of several increased in 2010. They ranged from \$1,500 to \$5,000.

Students who Earned IFDA/EF Scholarships

Green/Sustainable Scholarship
Garrett Lumens
University of Idaho



Vercille Voss Graduate Scholarship
Addy Madorsky
Pratt Institute

Part Time Student Scholarship
Katie Armbuster
Eastern Michigan University



IFDA Leaders Commemorative Scholarship, supported by the Georgia Chapter-Marcela Laverde
University of Florida

Ruth Clark Furniture Design Scholarship, supported by the Carolinas Chapter-Erika Cross
University of Michigan



Those who received IFDA/EF Grants in 2010

Ina Mae Kaplan Historic Preservation Grant, supported by the Washington Chapter-Tracy Sullivan (restoration of the Lee-Fendall House)



Irma Dobkin Universal Design Grant supported by the Washington Chapter-Roberta Null, Ph.D. (evaluating strategies on universal design)

Elizabeth Brown Grant for Interior Design Programs, supported by the Texas Chapter-Sally Ann Swearingen (new International Code Council books)



Tony Torrice Professional Development Grant, supported by Northern California Chapter-Claudia Gisele Tejada (acquire LEED AP certification)

Raymond Waites National Design Competition
Bradley James Yandow
LDS Business College



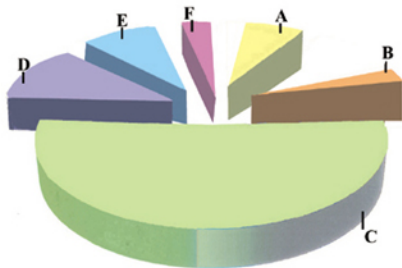
Raymond Waites National Design Competition
"The principles of the Raymond Waites Design Competition are to foster creative spirit, visual inspiration and rooms that have an emotional warmth, rooms that are comfortable, friendly... and display an ageless mix of design influences reflecting various cultures." Raymond Waites, noted designer and arbiter of interior fashion/style trends.

Financial Statements

IFDA Educational Foundation income & expenditures for 2010 are illustrated here. Income is derived from a portion of IFDA member dues plus fundraising projects, as well as chapter, member, and industry contributions, memorial and legacy gifts. Major expenditures are for grants and scholarships, true to the EF mission.

The IFDA Educational Foundation is a 501(c)3 Tax Exempt Organization.

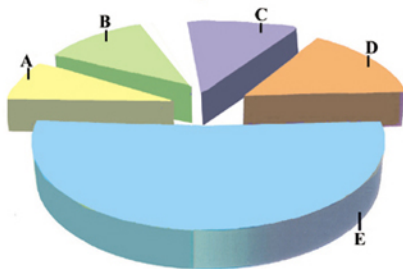
IFDA/EF 2010 Income



- A. Scholarship Contributions & Donations (\$8,312)
- B. Interest & Investment Income (\$1029)
- C. Fundraisers (\$28,149)
- D. Chapter Contributions (\$9,510)
- E. Member Contributions with Dues (\$8,805)
- F. Additional Member Contributions (\$2,192)

In 2010, the Educational Foundation of IFDA held true to its purpose by awarding eight scholarships to talented, dedicated students, as well as grants to professionals enhancing skills, worthy related charitable endeavors and educational IFDA programs...as shown in the chart below.

IFDA/EF 2010 Expenses



- A. Board Meetings & Travel Expenses (\$4,968)
- B. Management & professional Fees (\$6,570)
- C. Fundraising Expenses (\$7,849)
- D. All Other Administrative Expenses (\$7,914)
- E. Scholarships & Grants Disbursements (\$29,875)

CURRENT IFDA/EF PROJECTS & PROGRAMS

- National Walk for Design Education
- National Raymond Waites Design Competition
- Two Industry Leader Webinars per Year
- Schoenthal IFDA Leadership Seminars
- Two Barbara Brock IFDA Experts at Industry Venues
- Four Chapter Grants for Educational Programs
- Chapter Development Grants
- EF NewsNet & Spotlight
- Seven Scholarships, Deadline March 31, 2011
- Four Grants, Deadline June 30, 2011

Help Us Help Those Who are the Future of Our Industry. Consider a Tax Deductible Donation to the IFDA Educational Foundation at ifdaef.org