
Good News

VOLUME 1 // ISSUE 2

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Intent opens Toronto location!



SHE DESERVES IT
REBUILDING HAVEN HOUSE

Breaking the chains of abuse



Campaign Development	Print Collateral Design
Custom Photography	Event Materials
Advertising	Fundraising

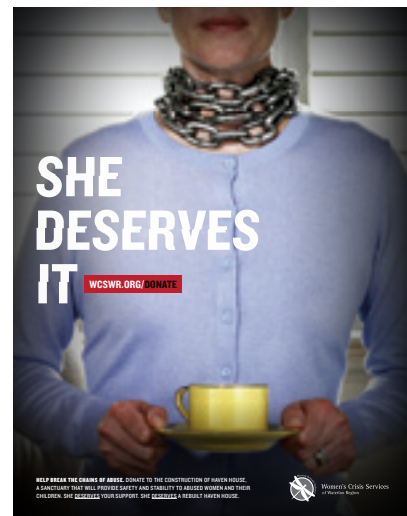
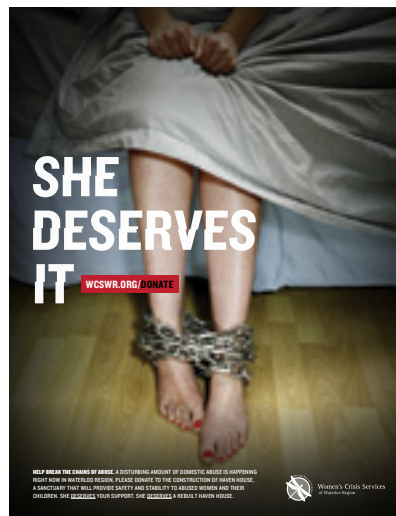
For abused women, Women's Crisis Services of Waterloo Region has been providing a safe haven for over 35 years. Haven House, the agency's Cambridge facility, needs to be rebuilt at a cost of \$6 million. The new facility will focus on a nurturing environment to help women and their children in Cambridge and North Dumfries gain the confidence needed to start building new lives and safe futures.

She deserves it

This provocative headline asks potential donors to make a choice; does she deserve safe shelter or further abuse? What will donors in Waterloo Region choose for women in our community in crisis? These women and their children deserve our support, and without it, they may not be able to break the chains of abuse.

A campaign that cannot be ignored

Domestic abuse is a cause that is often overlooked. Challenging subject matter, prejudices, and donor apathy are all issues to be overcome. This disturbing campaign literally shows the binds that constrict abused women. The images emphasize that abuse can happen to sisters, mothers, neighbours, friends, professionals, young and old – we cannot ignore this issue, because it can happen to anyone. Our hope is that the message will inspire donors to open their hearts to help this incredible organization rebuild Haven House and break the chains of abuse.



Click to learn more about the campaign and ways to donate here.

25 years of Global Youth Fellowship



Campaign Development	Video
Interviews and Copywriting	Event Materials & Presentation
Print Collateral Design	Website Design

For 25 years, Aga Khan Foundation Canada (AKFC) has offered the International Youth Fellowship (IYF) – an extraordinary training program and overseas placement for recent university graduates and young professionals. Each Fellow (after an intensive training program) spends eight months working with agencies and partners of the Aga Khan Development Network helping local communities in Africa and Asia.

Walk a mile

To celebrate a quarter century of youth fellowship, Intent worked with AKFC to create a branded campaign for the annual Fellowship event. We developed the “Walk A Mile In A Fellow’s Shoes” theme through a combination of print, digital and exhibit materials.

Dust, heat, laughter

Our ‘walk a mile’ concept follows Fellows from childhood to present day and focuses on the transformative impact of the program. Participants were interviewed about their first volunteering position, new food they remembered eating, their concerns before leaving, and how the program has affected what they are doing now. The design approach captures the visceral sensations one might have in places such as Bangladesh, Burkina Faso, Pakistan, Tanzania and others. We utilized organic-feeling design techniques including rust textures, colours commonly found in these countries, and a custom halftone pattern for Fellow photographs to capture the feeling of Africa and Asia.



[Watch the video we worked on here.](#)

[Find out more about the IYF and Aga Khan Foundation Canada here.](#)



Meet Bill

Bill Watterson is an Intermediate Designer at Intent

How long have you been with Intent?

Since July 2011, so for just a little over three years now.

What do you like most about

working here? Intent enables me the ability to work with clients that I've always been drawn to. Healthcare, education, non-profits; these are the types of clients I've always wanted to design for.

What types of projects do you work

on at Intent? Branding, graphic design, websites and digital design, event graphics.

What is your favourite project that

you've worked on here? Working with an organization in Toronto called Artscape has been pretty fantastic so far. They provide so many Torontonians with services and programming that are close to my heart.

What inspires you?

Seeing design at work in places it's needed most. Not selling

more stuff, or looking good for the sake of looking good. Engaging, honest design that makes a difference. New experiences, meeting new people, little things like that.

What do you do for fun outside

of work? When I'm not in the office, I enjoy music (playing, buying, listening) watching documentaries, forms of urban exploring, I also volunteer at a Youth Drop-In on Tuesdays that I enjoy very much!

What is the one thing you'd like our

readers to know about you? I love community. I get the most excited about people working together towards making a community the best place it can be. If you know of any great community events happening in whichever city you are from, let me know. I would love to check it out!

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Intent (Toronto)

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>> We are pleased to announce the opening of our **Toronto location** at the Centre for Social Innovation – Regent Park. We're excited to be surrounded by so many brilliant social innovators and look forward to expanding our work with Toronto non-profits.

CSI – Regent Park is at the Daniels Spectrum building (formerly Regent Park Arts & Cultural Centre), a platform for cultural exchange and collaboration, with programming rooted in Regent Park. It is a place where people come to be inspired, to learn, to share, to create. It showcases artistic talent, acts as an incubator for creativity and a workshop for social and cultural innovation. Intent is thrilled to have been selected as a tenant at CSI – Regent Park.

GOOD PROJECTS // ONGOING WORK AT INTENT

Writing, design and production of an Enabling Accessibility Guidebook for Wilfrid Laurier University with four accompanying videos

Donor wall design and production for Kitchener Public Library

Employment Action human resource website for the AIDS Committee of Toronto (ACT)

Brand development for software initiative by Hamilton Health Sciences and St. Joseph's Healthcare Hamilton

Environmental Stewardship program for St. Joseph's Healthcare Hamilton

Guidebook design and production for Young Carers Waterloo Region