

Our Mission

The Signage Foundation, Inc. is a not-for-profit organization dedicated to fulfilling the educational, research and philanthropic purposes of on-premise signage. SFI was established in 2003 as a 501(c)(3) public foundation through its supporting organizational alignment with the International Sign Association. The Foundation is governed by a board of directors representing the diversity and professional depth within the large community of individuals that believe in the social and economic value of on-premise signage. The Foundation's initial efforts focused on working diligently to demonstrate a strong commitment to organizational stewardship, systems development and alignment with strategic constituencies. All gifts to the Signage Foundation, Inc. are tax deductible and can be given annually, through endowment gifts or by deferred giving for support in perpetuity.

Joining Together to Protect America and to Promote a Strong Economy through Education and Research

SFI works to promote the benefits and usage of signage in the societal sense, educating the public about its social, economic and aesthetic value to the at-large society, emphasizing to users how to maximize their communication effectiveness. The Foundation focuses on bringing education to sign users and to those who interact with sign users, including advertising agencies, lenders, appraisers, attorneys, regulators, business form franchisers and small businesses. SFI works to develop the most effective means possible to deliver information on the economic, social and communication value of on-premise signage to the end-using public and those who regulate it.

The Foundation builds relationships with academic and governmental organizations to develop and enunciate public policy for on-premise signs. The Foundation develops basic research on the social, economic and aesthetic benefits of on-premise signage. The resounding message throughout the work of the Signage Foundation, Inc. is the full and unconditional acceptance and endorsement of the time, place and manner focus relating to on-premise signage.

Through research and education, the Signage Foundation, Inc. works to protect the fundamental right to signage that is readable and conspicuous in its visual environment.



Funding Priorities

There are four funding priorities which need your support. In an effort to significantly impact the research, education and organizational sustainability, the Board of Directors of the Signage Foundation has established both annual funding needs and an endowment goal.

Annual Giving Goal = \$1 million

Endowment Goal = \$4 - \$5 million

Research

The Signage Foundation, Inc. is committed to expanding the knowledge base on the use and benefits of signage products through peer reviewed research to facilitate the operation within the marketplace by manufacturers, suppliers and individuals in their efforts to design, build and sell innovative products. Response to this commitment is made through:

- Full scale book and manuscript publication
- Nationally significant research projects with an interdisciplinary approach

Education

The Signage Foundation, Inc. seeks to conduct annual training sessions and conferences that serve as the information standard for sign users as well as local educational seminars to train those who seek to understand the complexity of signage. The Foundation seeks to develop an annual publication on the state of signage to maintain the right to use of these commercial and political speech mechanisms.

- Regional Seminars
- Entry level business connections
- SFI's commitment to market contract design
- Content-Neutral Sign Code
- Readability
- Conspicuity

Organizational Sustainability

The Signage Foundation, Inc. is dedicated to establishing and maintaining a full time presence to address research, education and philanthropy to support the sign users and signage products. Unrestricted gifts will allow for appropriate staffing and operational expenses to:

- Develop alliances
- Cultivate resources such as grants
- Provide significant networking with constituencies

Endowment Building

The establishment of an endowment will allow the Signage Foundation, Inc. to initiate significant projects and services as the opportunity arises. Also an endowment will allow for the growth and development of future leadership through proactive support such as:

- Endowed Instructional Chair at a major university to train professionals on sign usage
- At least one endowed scholarship at each collegiate setting providing the discipline for the next generation of signage professionals

Vision Statement

The Signage Foundation promotes intelligent and productive use of on-premise signage and storefronts that benefits every sector of the U.S. economy. The vision of SFI carries forth the positive momentum brought by research, education and a fundamental consistent mission message about the sign industry. The Foundation seeks to become a sustainable organization that achieves full integration with the academic arena. The Signage Foundation is committed to fully operational systems that will define stewardship in the organization. Signage Foundation, Inc. works with various constituencies to encourage maximally beneficial use of signage including the recognition that the sign becomes a transferable real estate asset that must be protected. The vision includes alignments that will help develop academic curriculum to train planners.

Organizational Principles

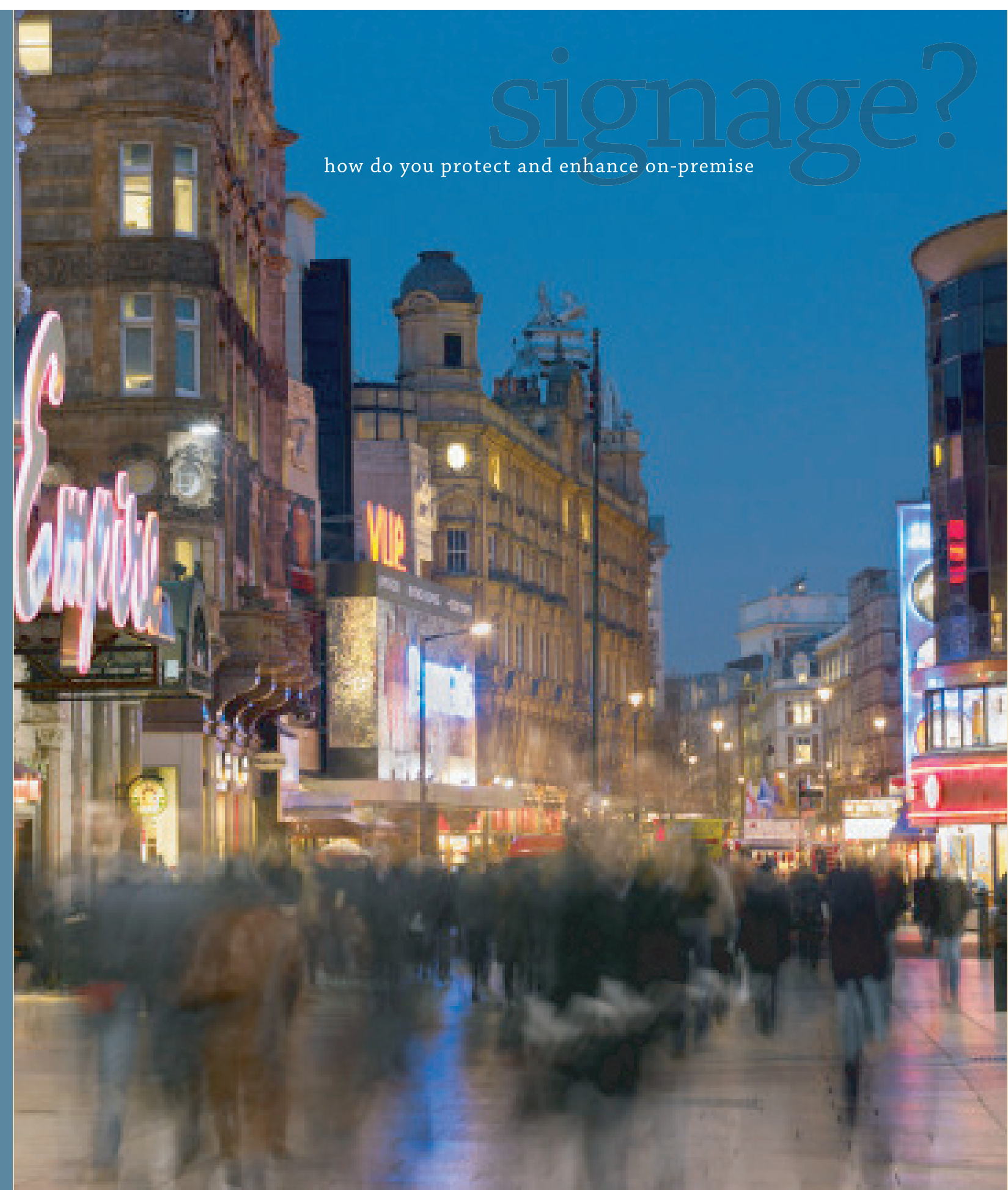
- Unconditional respect for democracy and all forms of free speech especially those granted to sign users through signage products and services
- Communication of a consistent message and the predictability the consistency brings
- Rights of individuals and business
- Value of entrepreneurship, small businesses and job creation
- Value of research and scientific knowledge
- Recognition that without on-premise signage, much of the retail small business community would be unable to compete or cease to exist
- Dedication to integrity and professionalism
- Commitment to reliable and valid data
- Respect for the dictates of the marketplace
- Demonstration of accountability

SIGNAGE FOUNDATION, Inc.

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signage?

how do you protect and enhance on-premise