



C+PR Foundation

2018/19 ANNUAL REPORT

The Communications + PR Foundation – enabled by donations from individuals, organizations, grants and other foundations – advances the profession and practice of public relations through scholarships and original research.

Communications + Public Relations Foundation
www.cprfoundation.ca

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WHO WE ARE

Established in 1979, the Communications + Public Relations Foundation is a not-for-profit charitable organization committed to advancing the professional practice of communications and public relations by supporting relevant and transformative original research and providing scholarships to students at all levels of study to advance the profession.

As a recognized Canadian charity, the Foundation accepts individual, foundation and corporate contributions in support of its initiatives nationwide.

We also promote the contribution of gifts to honour exceptional public relations practitioners through the establishment of named scholarship funds for targeted educational and research projects for which tax receipts are issued.



EXECUTIVE COMMITTEE

Chair: **Deborah Trouten** APR, FCPRS, LM, ICD.D - Toronto

Vice-Chair: **Grace Diffey** APR, FCPRS - Hamilton

Secretary-Treasurer: **Anita Wasiuta** APR - Victoria

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Clay Adams ABC, APR - Vancouver

Robert Batherson APR - Halifax

Cecilia Bloxom, APR - Edmonton

Kevin E. Brown APR, FCPRS - Prince George

Mark Dottori APR – Ottawa

Yanik Deschênes LLB, ARP - Montréal

Mark Erdman APR - Kingston

Patrick Hammond APR - Calgary

Jeff Meerman APR - Vancouver

Andrew Molson BA, MSc - Montréal

Rohini Mukherji - Toronto

Thérèse Thériault APR - Moncton

Jean-Claude Torchia - Montréal

At the 2018/2019 annual general meeting, the following directors completed their terms on the board: Robert Batherson, APR; Patrick Hammond, APR; and Andrew Molson. MSc.



BOARD CHAIR'S MESSAGE

In this, our 40th year, the Communications + PR Foundation is proud to affirm our vision: to advance the communications and public relations profession by supporting relevant and transformative original research and by providing scholarships to students at all levels of communications and PR study.

Across Canada, there are an estimated 10,000-15,000 people who work in the field of professional communications spanning all industry sectors, in for profit, not for profit and government organizations. As dedicated long-term practitioners, the Foundation's board of directors is committed to ensuring that the next generation of practitioners have access to financial support for the education they need to practice ethically and advance in their careers; that we advance the profession by ensuring academic research is translated into practical applicable learnings; and that we increase public awareness, understanding and support for the practice of professional communications and public relations.

Throughout the year, I am pleased to report that we advanced our mission. We awarded eight scholarships to deserving candidates, sponsored Ritu Bhasin as our Diana and Charles Tisdall Lecture speaker at the annual conference of the Canadian Public Relations Society in Edmonton, Alberta, and continued to manage funds earmarked for the Jack Yocom Profile Collection and the Victoria Foundation/CPRS (Vancouver Island). We also strengthened our governance with the addition of one director, Cecilia Bloxom, APR of Edmonton, and updated and modernized our by-laws.

2018/2019 was also a year of taking stock to determine the direction and future of the Foundation. In June 2018, we embarked on a strategic planning exercise, the first undertaken by the Foundation in many years. We explored several strategic options and after much consideration, decided to approach the Canadian Public Relations Society (CPRS) to offer the Foundation as the philanthropic arm of the Society. After several months of negotiation, the boards of both organizations agreed and it is expected that the transaction will be completed during the summer of 2019. Going forward, the Foundation will be known as the CPRS Foundation.

In March 2019, Karen Dalton, the Foundation's Executive Director for the past three years, indicated her intention to retire at the end of June, 2019. The board will determine how best to staff the administration and governance functions going forward. In the meantime, we wish to thank Karen Dalton and her associates at Dalton Cloutier Inc., for their dedicated support of the Foundation. Karen herself spent some 30 years supporting the Foundation, initially on the board and more recently as Executive Director. We wish her well as she embarks on an exciting new chapter.

Special acknowledgement and thanks also go to our volunteer board of directors who dedicate countless hours to providing oversight and effective governance of the Foundation. We welcomed Cecilia Bloxom, APR, Edmonton to the board mid-year. As part of our normal course of succession, Robert Batherson, BPR, Halifax and Andrew Molson, BA, MSC, Montreal stepped off the board having completed their full six-year term. Also, during the year, we reluctantly accepted the resignation of Andrea MacLean-Pistilli, APR, Ottawa. We extend our thanks to Andrea, Robert and Andrew for their years of service and contribution to the Foundation.

Going forward, we begin the 2019/2020 year, with a new brand and renewed commitment. We look forward to launching a couple of exciting new scholarships as we reignite our development and fundraising activities. We hope you will join us on this important journey.

We continue to be inspired by the young gifted students who are the beneficiaries of our scholarships, and are excited and invigorated by the innovative research that academics continue to do across the country. Your contribution matters deeply to these students wishing to pursue or advance their communications and PR careers and equally to those who are trying to fund ground-breaking research. On behalf of the board, thank you for your continued support.

Deborah E. Trouten, APR, FCPRS, LM, ICD.D

Chair
Communications + Public Relations Foundation
June 2019



EXECUTIVE DIRECTOR'S REPORT

For the past three years, my firm Dalton Cloutier Inc. has provided governance and administrative support to the Communications + PR Foundation, which includes preparing financial reports and statements and other board reports, developing communications tools, receiving and acknowledging all gifts, maintaining the donor database and relationships with donors. In addition, we have administered the scholarships, bursaries and awards program as well as reviewed the criteria for these programs and ensured that the awards were granted.

The Foundation held five board meetings in 2018/19 – September, November and December, 2018 and March and July of 2019, for which we provided governance support. In addition, with respect to corporate compliance, the 2018/2019 Industry Canada filing was prepared and submitted in March 2019 to meet the requirements of the Canada Not-for-Profit Corporations Act.

We conducted an annual fundraising drive targeting all APR members of the Canadian Public Relations Society and the current donor list. This included a fact sheet of scholarships and awards that were granted during the year, a donation form and cover letter. The campaign resulted in approximately \$5,000 in personal donations. Donations to the Foundation can be made through the Canada Helps site which allows for automatic charitable receipting. Additional donations were made to the scholarships and awards funds bringing the total raised during the year to \$11,694.

As of the 2019 Annual General Meeting, I have stepped down as Executive Director of the Foundation. I have been pleased to serve the Communications + Public Relations Foundation in many capacities for more than 30 years.

Karen Dalton APR, FCPRS(H), CAE
Executive Director
Communications + Public Relations Foundation
June 2019

SCHOLARSHIPS



BURSARIES



ACHIEVEMENTS IN 2018/19

BURSARY



DENIS RACINE BURSARY

Paula Duncan is the 2019 winner of the \$1,000 Denis Racine Bursary, which is disbursed by the Foundation on behalf of CPRS Vancouver Island's Victoria Fund. This student bursary was established in honour of Denis Racine, who died January, 2009, and was a prominent figure in Victoria's public relations community and a strong mentor for youth. The annual bursary is available to CPRS-VI student members who live on Vancouver Island or the Gulf Islands, are registered in a post-secondary educational program and have completed three or more courses.

LOU CAHILL SCHOLARSHIP IN COMMUNICATIONS

This year, there were two recipients awarded since there was no recipient identified last year. The 2018 award went to **Stephanie Lasica** and the 2019 award recipient is **Matthew Scott**. Both are exceptional students and achieved outstanding grades with a Media and Communications Major.

The **Lou Cahill Scholarship in Communications** is adjudicated by Brock University, St. Catharines and awarded by the Foundation to a third-year student studying in the four-year Bachelor of Arts (Honours) Business Communication studies. Scholarship recipients are recognized for academic excellence, community involvement and participation in charitable activities. The scholarship honours the work of pioneer public relations practitioner, Lou Cahill, who founded OEB International, St. Catharines, in the late 1940s and died in 2008.

The Foundation held \$4,237 for this Scholarship at fiscal year-end 2019.

The Communications + Public Relations Foundation manages a number of scholarships and bursaries on behalf of the donors who established them, and contributors who wish to support educational achievement are welcome to donate to these specific funds.

BURSARY

TORCHIA SCHOLARSHIP IN COMMUNICATIONS

Janice Lee of Royal Roads University is this year's recipient. The **Torchia Scholarship in Communications** was established by Torchia Communications to honour its co-founder, Armand Torchia, and recognizes a student who best exemplifies the spirit and practice of bilingualism in the Canadian communications and public relations profession and is studying in one of Canada's two official languages which is not his/her mother tongue. The Foundation held \$0 at 2019 fiscal year-end for this Scholarship. A donation is typically made each year to fund this scholarship.

SUSAN FRANCIS PRIZE IN PUBLIC RELATIONS

The **Susan Francis Prize** is awarded to a public relations student in his/her final year of a public relations/communications program at Mount Royal University, University of Calgary or SAIT Polytechnic. The prize was established by the Francis family and Canadian Public Relations Society (Calgary) to honour the memory of the late Susan Francis, APR, who dedicated her life and career to implementing communications programs for causes about which she was passionate. There were no student applications for the prize in 2018-19.

At year end, the Foundation held \$6,321 for this prize.

AWARD

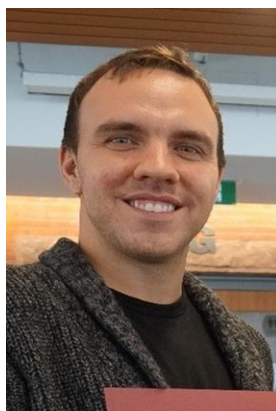
DAVID MILLIKEN MEDIA COMMUNICATIONS AWARD

Brent Murphy, a fourth year Bachelor of Public Relations (BPR) student at Humber College, Toronto, is the winner of the fourth \$1,000 David Milliken Media Communications Award. Established by CNW through the Foundation with a gift of \$5,000 to celebrate senior vice-president Milliken's 30 years' service to the company, the Award recognizes his commitment to the important relationship between journalism and public relations. The late Milliken served as chair of the BPR development committee at Humber.

This \$1,000 award is made annually to a student in the final year of the BPR program at Humber College in Toronto.

Murphy demonstrated well-reasoned and acutely observed assessment of the media landscape, which he displayed during his internship at Weber Shandwick Canada. Throughout the placement, Murphy took full advantage of the opportunity and leveraged his understanding of the changing role of social and traditional media.

The Foundation held \$0 for this award at year-end 2019.



CALGARY LEGACY SCHOLARSHIP

The \$1,000 Scholarship is awarded annually to a student studying public relations/communications in a recognized program at one of Mount Royal University, University of Calgary or SAIT Polytechnic. In addition, the recipient will receive complimentary CPRS membership for year three of his/her study, complimentary one-year bridge/affiliate membership upon completion of study, and complimentary registration for one CPRS Calgary event.

The scholarship will be awarded to a student in their second year of undergraduate study in public relations/communications who has demonstrated an overall understanding of public relations and communications [theoretical and practical elements, values and principles]. All applicants will be required to submit a curriculum vitae, a completed application form, letter from their education institute.

There were no applications this year.

At year end the Foundation held \$4,185 for this award.

FUNDING

TISDALL LECTURE IN COMMUNICATIONS



The **Diana and Charles Tisdall Lecture in Communications** is featured annually at the CPRS national conference and honours Charles Tisdall, Toronto, who died 11 years ago, and was one of the founders of the Communications + Public Relations Foundation. The Foundation provides funding toward the speaker honorarium or expenses each year.

The CPRS conference committee invited **Ritu Bhasin** to speak on *Disrupting Bias — Overcoming Our Discomfort with Differences* at the CPRS national conference, *Evolving Expectations*, in Edmonton, AB on June 18, 2019. Victor Vrsnik, APR, FCPRS, on behalf of McMaster University introduced Bhasin, an award-winning speaker, author, and globally recognized expert in diversity and inclusion, women's advancement, and authentic leadership. Foundation Board member Patrick Hammond, APR thanked Ross on behalf of the Foundation. Previous Tisdall Lectures on DVDs are available on loan through CPRS to public relations programs at colleges and universities across Canada and are posted as links on the Foundation web site.

The Foundation held \$2,714 for this lecture at year-end 2019.

JACK YOCOM PROFILE COLLECTION

The Jack Yocom Profile Collection is the responsibility of the Canadian Public Relations Society (CPRS) College of Fellows. Prior to 2005, there were no recorded profiles of Canadian public relations practitioners and no systematic collection of the lives and accomplishments of Canadian public relations practitioners who have made significant and extended contributions to the practice.

This collection of profiles, that includes several phases, provides a consistent method of recording the history of public relations in Canada through the personalities who have developed and influenced the practice. The collection is named in memory of John H. "Jack" Yocom who passed away in February, 2003. There are currently 19 profiles available on the CPRS website in e-book version and PDF versions.

The Foundation is holding \$2,437 toward this project.

VICTORIA FOUNDATION / CPRS (VANCOUVER ISLAND)

The Foundation's agreement with CPRS (Vancouver Island) and the Victoria Foundation continues with monies donated by the Victoria Foundation annually to be released for educational activities at the direction of CPRS (Vancouver Island). Victoria Foundation funds enable a member to attend the CPRS national conference, a student to receive the Denis Racine student bursary, and resources for books and other materials to be purchased by the Greater Victoria Public Library.

The Foundation allocated the funds in 2018-19 as per the agreement and the winner of the Denis Racine Bursary was **Paula Duncan**, while no award was made for attendance at this year's CPRS national conference, a gift was made to the Greater Victoria Public Library for public relations book purchases.

At year-end 2019, the Victoria Foundation held \$1,610.

**GIFTS
RECEIVED**



DONORS



SPONSORS



2018/19 GIFTS RECEIVED

Donations totaling \$11,694 were received for education and research initiatives in 2018/19:

Diana and Charles Tisdall Lecture in Communications
\$150

Victoria Foundation
\$2,440

Jack Yocom Profile Collection
\$0

Lou Cahill Scholarship in Communications
\$300

Torchia Scholarship in Public Relations/Communications
\$1127

Calgary Legacy Scholarship
\$0

Susan Francis Prize in Public Relations/Communications
\$0

David Milliken Media Communications Award
\$500

Research in Original Communications
\$50

Operations/general
\$7,077

SPONSORS

The Communications + Public Relations Foundation recognizes and thanks the contribution of our valued sponsors:

++ Annual report art and design – **NATIONAL Public Relations**; Toronto

++ News release distribution – **CISION**; Toronto

++ Website – **Arrowfoot Inc.**; Saint John

The Foundation thanks the following donors for their gifts in 2018/19:

INDIVIDUALS

Mary Barker APR, FCPRS(H) LM
Kim Blanchette APR, FCPRS
Harry Edmonstone
Robert Ellis APR, FCPRS LM
Judi Gunter APR, FCPRS LM
Patrick Hammond, APR
Susan Jamieson-McLarnon APR, LM
Fay P. Lee APR
Nancy M. Leger
Pierrette Leonard APR, FCPRS LM
Marilee MacFarlane
Bruce MacLellan APR, FCPRS
Terrence O'Malley
Robert Paddon, MBA, MA, APR
Donald Roy
Wayne J. Roznowsky, APR
Sharlene Smith APR, FCPRS LM
Martha Smith
Deborah Trouten APR, FCPRS, ICD.D LM
Patricia Waters
TAG Watson, APR

CORPORATIONS OR ORGANIZATIONS

Victoria Foundation

FINANCIAL STATEMENTS



BOTTOM LINE

Financial Statements (unaudited)
For the 12 months ended March 31, 2019

Statement of Financial Position (Unaudited)

CURRENT ASSETS

	March 31 2019	March 31 2018	March 31 2017	March 31 2016	March 31 2015
Cash - operating account	\$ 27,378	\$ 28,877	\$ 26,757	\$ 19,191	\$ 35,116
Business Savings account			-	\$ 30,022	\$ 30,265
Investment Account	-	-	-	-	-
Term Deposits	-	-	-	-	-
Total Assets	\$ 27,378	\$ 28,877	\$ 26,757	\$ 49,212	\$ 65,381

CURRENT LIABILITIES

	March 31 2019	March 31 2018	March 31 2017	March 31 2016	March 31 2015
Account payable	\$ 3,720		-	-	-
Taxes payable	-	-	-	-	-
Other payable	\$ 2,760	-	-	-	-
Total Liabilities	\$ 6,480	\$ -	\$ -	\$ -	\$ -

NET ASSETS

	March 31 2019	March 31 2018	March 31 2017	March 31 2016	March 31 2015
	\$ 20,898	\$ 28,877	\$ 26,757	\$ 49,212	\$ 65,381
Operating funds available - beginning of year	\$ 28,877	\$ 26,757	\$ 31,476	\$ 65,381	\$ 76,547
Operations Surplus/(Deficit) for the period	\$ (7,980)	\$ 2,120	\$ (4,719)	\$ (33,905)	\$ (11,165)
Total Net Assets	\$ 20,897	\$ 28,877	\$ 26,757	\$ 31,476	\$ 65,381

The Accompanying notes are an integral part of these financial statements

Accepted on behalf of the Board

Chair of the Board

Deborah Trouten APR, ICD.D, FCPRS LM

Statement of Operations (Unaudited)

REVENUE FROM DONATIONS

	2019	2018	2017	2016	2015
	Twelve months ended March 31	Twelve months ended March 31	Twelve months ended March 31	Twelve months ended March 31	Twelve months ended March 31
General Operations	\$ 7,077	\$ 9,264	\$ 2,715	\$ 7,850	\$ 550
Research Campaign	\$ -	\$ -	\$ -	\$ 1,413	\$ 23,061
Research in Original Communications	\$ 50	\$ 275	\$ 250	\$ -	-
Ruth Hammond Scholarship	\$ -	\$ -	\$ -	\$ 2,040	\$ 1,100
Victoria Foundation (note 3)	\$ 2,440	\$ 2,708	\$ 2,684	\$ 2,366	\$ 2,255
Lou Cahill Scholarship in Communications	\$ 300	\$ 750	\$ 100	\$ 550	\$ 1,300
Jack Yocom Profile Collection	\$ 50	\$ 100	\$ -	\$ 75	\$ 200
Diana & Charles Tisdall Lecture	\$ 150	\$ 200	\$ -	\$ 1,200	\$ 2,300
APEX Scholarship	\$ -	\$ -	\$ -	\$ -	\$ 3,000
Calgary Legacy Scholarship	\$ -	\$ 250	\$ 90	\$ 100	\$ 700
Susan Francis Prize	\$ -	\$ -	\$ 25	\$ -	-
Torchia Scholarship	\$ 1,127	\$ 75	\$ 175	\$ 200	\$ 1,600
David Milliken	\$ 500	\$ 50	\$ -	\$ -	-
Total Revenue	\$ 11,694	\$ 13,672	\$ 6,039	\$ 15,794	\$ 36,066

OPERATING EXPENSES BY FUND

	2019	2018	2017	2016	2015
	Twelve months ended March 31	Twelve months ended March 31	Twelve months ended March 31	Twelve months ended March 31	Twelve months ended March 31
General Operations	\$ 10,912	\$ 5,297	\$ 2,416	\$ 7,694	\$ 24,767
Research Campaign	\$ -	\$ -	\$ -	\$ 17,387	\$ 7,413
Research in Original Communications	\$ -	\$ -	\$ 25	-	-
Ruth Hammond Scholarship	\$ -	\$ -	\$ -	\$ 15,543	\$ 1,000
Victoria Foundation (note 3)	\$ 3,975	\$ 3,005	\$ 2,537	\$ 91	\$ 3,301
Lou Cahill Scholarship in Communications	\$ 714	\$ 1,250	\$ 1,260	\$ 2,845	\$ 1,250
Jack Yocom Profile Collection	\$ 265	\$ -	\$ -	\$ 28	-
Diana & Charles Tisdall Lecture	\$ 285	\$ -	\$ -	\$ 2,812	\$ 3,000
APEX Scholarship	\$ (250)	\$ -	\$ -	\$ 600	\$ 3,000
Calgary Legacy Scholarship	\$ 465	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000
Susan Francis Prize	\$ 702	\$ -	\$ 1,003	-	-
Torchia Scholarship	\$ 1,552	\$ -	\$ 1,518	\$ 200	\$ 1,500
David Milliken	\$ 1,055	\$ 1,000	\$ 1,000	\$ 1,500	\$ 1,000
Total Operating Expenses	\$ 19,674	\$ 11,552	\$ 10,758	\$ 49,699	\$ 47,231
Excess (Deficit) of Revenue over Expenses	\$ (7,980)	\$ 2,120	\$ (4,719)	\$ (33,905)	\$ (11,165)
Net Assets - Beginning of the Year	\$ 28,877	\$ 26,757	\$ 31,476	\$ 65,381	\$ 76,547
Net Assets - End of the Year	\$ 20,897	\$ 28,877	\$ 26,757	\$ 31,476	\$ 65,381

Notes to Financial Statement (Unaudited)

1. The Communications + Public Relations Foundation, established in 1979, is a recognized, not-for-profit, charitable organization that: is committed to increasing public knowledge and awareness of the role of public relations and communications through support to educational initiatives and conduct of original communications research; promotes the advancement of public relations and communications as a vital function in society; and is dedicated to the public interest.

2. FUND BALANCES

	Opening	Donations	Disbursements	Ending
General Operations	\$ (59,944)	\$ 7,077	\$ (10,912)	\$ (63,779)
Research	\$ 60,089	\$ 50	\$ -	\$ 60,139
Ruth Hammond Scholarship	\$ -	\$ -	\$ -	\$ -
Victoria Foundation (note 3)	\$ 3,585	\$ 2,440	\$ (3,975)	\$ 2,050
Lou Cahill Scholarship in Communications	\$ 7,151	\$ 300	\$ (714)	\$ 6,737
Jack Yocom Profile Collection	\$ 2,652	\$ 50	\$ (265)	\$ 2,437
Diana & Charles Tisdall Lecture	\$ 2,849	\$ 150	\$ (285)	\$ 2,714
APEX Scholarship	\$ (250)	\$ -	\$ 250	\$ -
Calgary Legacy Scholarship	\$ 4,650	\$ -	\$ (465)	\$ 4,185
Susan Francis Prize	\$ 7,023	\$ -	\$ (702)	\$ 6,321
Torchia Scholarship	\$ 523	\$ 1,127	\$ (1,552)	\$ 98
David Milliken	\$ 550	\$ 500	\$ (1,055)	\$ (5)
Total	\$ 28,877	\$ 11,694	\$ (19,674)	\$ 20,897

3. VICTORIA FOUNDATION

	Opening	Donation from Victoria Foundation	Donations from others	Disbursements	Ending
Member to attend conference	\$ 2,495	\$ 2,440	\$ -	\$ (3,975)	\$ 961
Denis Racine Bursary	\$ 573	\$ -	\$ -	\$ -	\$ 573
Professional resources	\$ 518	\$ -	\$ -	\$ -	\$ 518
Totals	\$ 3,585	\$ 2,440	\$ -	\$ (3,975)	\$ 2,051

These notes are an integral part of these financial statements