

2022-2023

# Annual Report

The Canadian Public Relations Society Foundation advances the profession and practice of public relations by granting scholarships, awards and bursaries and sponsoring lectures.

# ABOUT THE FOUNDATION

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Established in 1979, the Canadian Public Relations Society Foundation is a national not-for-profit charitable organization committed to advancing the professional practice of public relations and communications management by supporting community scholarships, awards and bursaries to students, resources to libraries and sponsoring lectures.

As a registered Canadian charity, the Foundation accepts donations from individuals, foundations and corporations in support of its initiatives nationwide for which tax receipts are issued.

## EXECUTIVE COMMITTEE

Chair: **Michelle James, MA, APR** - Regina

Vice-Chair: Vacant

Secretary -Treasurer: **Rae-Ann Flavien, CPA** – Scarborough

## DIRECTORS

**Clay Adams** ABC, APR – Vancouver

**Cecilia Bloxom** MA, ABC, APR, FCPRS – Edmonton

**Mark Dottori** APR – Ottawa ON

**Mark Erdman** APR – Kingston, ON

**Rashpal Rai** APR - Vancouver, BC

**Wayne Knorr** APR- Fredericton, NB

**Brigitte Stock** ARP – Montreal, QC

**Richard Tea** - Montreal, QC

**Paul Hagel** ABC - Victoria, BC

**Fionn Yaxley** - Victoria, BC

**Patricia Bergeron** PRP - Mirabel, QC

**Thérèse Thériault** APR – Moncton, NB(resigned February 2023)

**Virginie Bussieres** MBA – Lachine, QC(resigned January 2023)

**Rohini Mukherji** – Toronto, NB(resigned February 2023)

As of June 30, 2022, Mark Erdman, APR, Mark Dottori, APR, and Clay Adams have all completed their terms with the Foundation. Cecilia Bloxom, MA, ABC, APR, FCPRS completed her four years but is not renewing for her last term. Rohini Mukherji, Virginie Bussieres and Therese Theriault, APR resigned earlier in the year. Thank you all for your dedication to the CPRS Foundation and the profession.

## EXECUTIVE DIRECTOR

Sara Rafuse

## Standing Committees:

Audit & Finance, Marketing & Communications, Scholarship, and Fundraising & Donor Relations.

*Cover Photo – courtesy from Indspire*

## A MESSAGE FROM THE BOARD CHAIR



The CPRS Foundation proudly provided scholarships for Indigenous/First Nations recipients in the summer of 2022 and the BPoC recipient in the fall of 2022. We continue to build the donations for these two scholarships for a positive impact. We partner with Indspire and Black Business Professional Association (BBPA) with these scholarships. Thank you to our scholarship partners for a great year.

As the CPRS Foundation (CPRSF) is a volunteer organization the Board had several discussions throughout the year, working to move the Foundation in its new direction, based on our new strategic plan. This year, we launched two campaigns, November is Giving and Make it Monthly, taking.

### **Operations**

Thanks to our donors, the Foundation received total donations of \$10,276 towards the various funds and \$3,027 towards the Foundation's operational fund for the fiscal year April 1, 2022 to March 31, 2023.

Additional policies and procedures continue to be created to provide clear and accessible information for the Board and to ensure that the organization responds fairly and equitably in all situations.

The CPRS Foundation scholarship committee reviewed the donor agreements to ensure each scholarship has funds to support the scholarship beyond the annual fundraising and seeking an endowment structure where possible.

### **Governance**

As CPRS is our sole member, CPRS is responsible for the Annual General Meeting of the CPRS Foundation on July 26, 2023.

During the year, we welcomed new directors to the board: Wayne Knorr APR, Richard Tea, Paul Hagel, ABC and Fionn Yaxley. As part of our normal course of succession, Cecilia Bloxom, FCPRS, Mark Dotteri, APR, Mark Erdmann, APR, will step off the board having completed their full six-year term on the board. While Therese Theriault, APR, Rohinin Mukherji, and Virginnie Bussieres resigned earlier in the year due to other commitments. We extend our deep gratitude for their service.

On behalf of the board, thank you for your continued support.

Michelle James, MA, APR, Chair of the Board, CPRS Foundation, July 2023.

## OUR IMPACT

Over the past 12 years, the CPRS Foundation has invested more than almost \$186,250 in support of promoting the advancement and growth of the theory and practice of public relations across Canada.

- Thought Leadership: \$27,000
- Scholarships/Awards/Bursaries: \$135,700

The CPRS Foundation pursues its mission of supporting the communications and public relations community through scholarships, bursaries and thought leadership.



## SCHOLARSHIPS / AWARDS / BURSARIES

2022/2023 RECIPIENTS

Congratulations to our recipients and our donors who provided scholarship and bursary funds. The recipient is acknowledged in the year when the award is disbursed.



The CPRS Foundation manages a number of scholarships/awards/bursaries on behalf of donors and the Foundation. Contributors who wish to support educational achievement are welcome to donate to these specific funds.

### **Lou Cahill Scholarship in Communications - Moving to Brock University**

This \$1,250 scholarship honours the work of pioneer public relations practitioner Lou Cahill who founded OEB International in the later 1940s, who passed away in 2008. It is awarded annually for academic excellence, community involvement and participation in charitable activities. The management of this scholarship is moving to Brock University as it is only available to students who attend Brock University.

### **Torchia Scholarship in Communications**

This \$1,500 scholarship 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 their mother tongue.

This Scholarship is funded through an annual donation from Torchia Communications. The scholarship will increase for the 2022/2023 year. There was no award in 2022/2023.

### **Denis Racine Bursary**

Established by the CPRS Vancouver Island Chapter to honour the late Denis Racine who was president of both CPRS (Vancouver Island) and CPRS National. The award is granted to a student member of the CPRS (Vancouver Island) chapter who is studying in a post-secondary public relations program and has completed three or more courses.

The \$1000 bursary was awarded to, on behalf of CPRS-Vancouver Island.

## Calgary Legacy Scholarship

The scholarship was created from surplus funds from a CPRS annual conference. The scholarship is 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].

The scholarship is funded by donations from members of the Calgary CPRS Chapter.

There was no scholarship awarded during the 2022/23 year.

## Susan Francis Prize in Public Relations

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.

The prize is supported by a donation from the family augmented by individual donations. There was no award in 2022/2023.

## CPRS Foundation Indigenous Scholarship

In 2020 the CPRS Foundation created an annual public relations/ communications scholarship for Indigenous students. This first-of-its-kind scholarship will help Indigenous students prepare to enter the public relations/communications profession and underscores CPRS Foundation's commitment to greater representation of the public we serve and with whom we communicate, at all levels of professional practice.

The scholarship is awarded to a student in any year of their study who can demonstrate dedication to establishing a career in public relations/ communications.

The scholarship endowment is funded by donations. Two scholarships were awarded in the summer of 2022.

Congratulations to our first recipients of the CPRS Foundation Indigenous Scholarship:

- **Rachelle Lands**, Red River College of Applied Arts, Science & Technology, Diploma Communications,
- **Matthew Provost**, Bachelor Degree Communications,

## **CPRS Foundation BPoC Scholarship**

In 2021 the CPRS Foundation created an annual public relations/communications scholarship for BPoC students. This first-of-its-kind scholarship will help Black and People of Colour students prepare to enter the public relations/communications profession and underscores CPRS Foundation's commitment to greater representation of the public we serve and with whom we communicate, at all levels of professional practice.

The scholarship is awarded to a student in any year of their study who can demonstrate dedication to establishing a career in public relations/communications.

The scholarship endowment is funded by donations. The first scholarship was awarded in the fall of 2021.


Congratulations to our 2022 scholarship recipient of the CPRS Foundation BPoC Scholarship:

- **Kian Lewin**, Metropolitan University, Professional Communications

## LECTURE, PRIZES, AWARDS, GRANTS

Achievements in 2022/2023

Thank you to our donors who provided funds for these programs.



The CPRS Foundation provides grants and awards for a number of other activities such as professional development lectures, provisions of public relations texts to a public library, along with a prize, awards and a variety of grants.

### DIANA AND CHARLES TISDALL LECTURE IN COMMUNICATIONS

The **Diana and Charles Tisdall Lecture in Communications** is featured annually at the Canadian Public Relations Society national conference and honours the late Charles Tisdall, Toronto, one of the founders of the CPRS Foundation (formerly, the Communications + Public Relations Foundation). The Foundation provides funding toward the speaker honorarium or expenses each year.

Previous Tisdall lectures are available on loan through CPRS to public relations programs at colleges and universities across Canada and are posted as links on the Foundation website.

The Tisdall Lecture in Communications is funded entirely by donations. The Tisdall Lecture was Dr. Niigaan Sinclair at the 2022 CPRS National Conference in Winnipeg, MB.

### 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, which 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 2003.

There are currently 20 profiles available on the CPRS website in e-book and PDF versions. There was one profile added in 2022/2023, Bill Rees, APR, LM, FCPRS(H). The Jack Yocom Profile Collection is funded entirely by donations.

### VICTORIA FOUNDATION/CPRS (VANCOUVER ISLAND CHAPTER)

The Victoria Foundation continues to manage a fund created by the CPRS Vancouver Island Chapter, and each year releases a determined amount from the return on investment of the fund, to the CPRS Foundation to be used for the following educational activities:

- Through a gift from CPRS Vancouver Island Chapter, a grant is made annually to assist a member of the chapter to attend the CPRS national conference for the purpose of professional development.
- The funds to award the Denis Racine Bursary award to a student, see Bursaries.
- Through a gift from the CPRS Vancouver Island Chapter, a grant is given annually to the library with which to purchase public relations materials. Any British Columbia resident with a GVPL library card or a BC OneCard can access the collection, which includes e-books.

#### CPRS-VI EDUCATIONAL GRANTS AWARDED:

- **Charles Ross** received a grant to attend the 2022 CPRS national conference.



- The Greater Victoria Public Library received a grant of \$283 for public relations and communications educational materials.

## **GIFTS / DONORS / SPONSORS**

Achievements in 2022/2023

### **DONATIONS**

Donations totaling \$13,303 were received for education and operations in 2022/23:

CPRS Foundation Indigenous Scholarship - \$760  
 Victoria Foundation CPRS-VI - \$3,666  
 Torchia Scholarship in Public Relations/Communications - \$150  
 CPRS Foundation BPOC Scholarship - \$5,450  
 Lou Cahill Scholarship in Communications - \$0  
 Jack Yocom Profile Collection - \$0  
 Calgary Legacy Scholarships - \$100  
 David Milliken Media Communications Award - \$0  
 Diana and Charles Tisdall Lecture in Communications - \$50  
 Susan Francis Prize in Public Relations/Communications - \$100  
 Operations/general - \$3,027

### **INDIVIDUAL DONATIONS**

The CPRS Foundation thanks the following donors for their gifts in 2022/2023:

#### **CPRS Foundation BPoC Scholarship Foundational Donors**

##### **\$5000**

APEX Public Relations

##### **\$1000+**

Deb Trouten  
 Anita Wasiuta

Timothy Conrad  
 Robert Ellis  
 Gordon Hawker  
 Michelle James  
 Wayne Knorr  
 Pierrette Leonard  
 Lynn McGregor  
 Bruce MacLellan  
 Rohini Mukherji

NSTU Communications  
 Team  
 Margaret Percy  
 Vince Power  
 Claire Ryan  
 Louise Rousseau  
 Brigitte Stock  
 Jonathan White  
 Janet Wile

##### **Up to \$600**

Jane Antoniak  
 Clay Adams  
 Karen Boyd  
 Patricia Bergeron

**FINANCIAL STATEMENTS (unaudited)**

For the 12 months ended March 31, 2023



**Canadian Public Relations Society Foundation  
Financial Statements  
March 31, 2023**

**Canadian Public Relations Society Foundation**

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*March 31, 2023*

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**Canadian Public Relations Society Foundation**
**Statement of Financial Position**
*March 31, 2023*

(Unaudited)

	2023	2022
	\$	\$
<b>Assets</b>		
Current		
Cash	22,195	44,021
Investment	5,000	-
<b>Total assets</b>	<b>27,195</b>	<b>44,021</b>
<b>Liabilities</b>		
Current		
Accounts payable and accrued liabilities	-	992
<b>Total liabilities</b>	<b>-</b>	<b>992</b>
<b>Net Assets</b>		
Unrestricted funds	(28,324)	(29,897)
Externally restricted funds (Note 3)	55,519	72,926
<b>Total net assets</b>	<b>27,195</b>	<b>43,029</b>
<b>Total net assets and liabilities</b>	<b>27,195</b>	<b>44,021</b>

*The accompanying notes are an integral part of these financial statements*

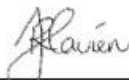
Approved by the Board

Director



Chair of the Board

Director



Secretary - Treasurer

**Canadian Public Relations Society Foundation**
**Statement of Changes in Net Assets**  
 March 31, 2023  
 (Unaudited)

	Unrestricted Funds \$	Externally restricted Funds (Note 4) \$	Total 2023 \$	Total 2022 \$
Balance, beginning of year	(29,897)	72,926	43,029	33,005
Excess (deficiency) of revenue over expenses	823	-	823	(7,665)
Donations received during the year	-	10,276	10,276	30,309
Disbursements paid	-	(26,933)	(26,933)	(12,620)
Admin fees paid upon disbursement	750	(750)	-	-
<b>Balance, end of year</b>	<b>(28,324)</b>	<b>55,519</b>	<b>27,195</b>	<b>43,029</b>

*The accompanying notes are an integral part of these financial statements*

**Canadian Public Relations Society Foundation**
**Statement of Operations**  
 for the year ended March 31, 2023  
 (Unaudited)

	2023	2022
	\$	\$
Revenue		
Donations	3,027	4,788
<b>Total revenue</b>	<b>3,027</b>	<b>4,788</b>
Expenses		
Management fees	-	6,220
Legal fees	-	3,231
Administration	1,068	1,068
Office expenses	761	987
Website	309	829
Bank charges	66	118
<b>Total expenses</b>	<b>2,204</b>	<b>12,453</b>
<b>Excess (deficiency) of revenue over expenses</b>	<b>823</b>	<b>(7,665)</b>

*The accompanying notes are an integral part of these financial statements*

**Canadian Public Relations Society Foundation**


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**Statement of Cash flows**  
 for the year ended March 31, 2023  
 (Unaudited)
 

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	2023	2022
	\$	\$
Cash provided from		
Operating Activities		
Cash receipts from donations	8,303	36,109
Cash paid to suppliers	(30,129)	(28,930)
<b>Total cash flows from operating activities</b>	<b>(21,826)</b>	<b>7,179</b>
(Decrease) increase in cash	(21,826)	7,179
Cash, beginning of year	44,021	36,842
<b>Cash, end of year</b>	<b>22,195</b>	<b>44,021</b>

*The accompanying notes are an integral part of these financial statements*

## Canadian Public Relations Society Foundation

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### Notes to the Financial Statements

March 31, 2023

(Unaudited)

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#### 1 Purpose of the Organization

The Canadian Public Relations Society Foundation, formerly known as 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 Summary of Significant Accounting Policies

##### Basis of presentation

These financial statements have been prepared in accordance with Canadian accounting standards for not-for-profit organizations ("ASNPO"). The financial statements are presented in Canadian dollars.

##### Financial instruments

The Foundation initially measures its financial assets and liabilities at fair value, except for certain non-arm's length transactions. The Foundation subsequently measures all its financial assets and liabilities at amortized cost and has not designated any financial asset or liability to be measured at fair value.

Financial assets measured at amortized cost include cash and due from related organization.

Financial liabilities measured at amortized cost include accounts payable and accrued liabilities.

##### Impairment of financial instruments

Financial assets measured at amortized cost are tested for impairment when there are indicators of impairment. The amount of the write-down is recognized in the statement of operations. The previously recognized impairment loss may be reversed to the extent of the improvement, directly or by adjusting the allowance account, provided it is no greater than the amount that would have been reported at the date of the reversal had the impairment not been recognized previously. The amount of the reversal is recognized in the statement of operations.

##### Revenue recognition

Donation revenue is recorded when received.

##### Donated services

The Foundation does not recognize donated services.

##### Measurement uncertainty

The preparation of financial statements in conformity with ASNPO requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.



## Canadian Public Relations Society Foundation

### Notes to the Financial Statements

March 31, 2023

(Unaudited)

#### 3 Fund Balances

Externally restricted funds consists of amounts received from Donors which have been restricted for a specific purpose.

As at March 31, 2023, the Foundation had the following externally restricted fund balances:

	Balance, beginning of year	Donations received	Disbursements paid	Admin fees paid	Total 2023
Calgary Legacy Scholarships	1,812	100	(1,000)	(100)	812
Victoria Foundation (Note 4)	6,784	3,666	(4,433)	-	6,017
David Milliken (Humber College)	(236)	-	-	-	(236)
Indigenous Scholarship	27,440	760	(15,000)	-	13,200
Lou Cahill Scholarship in Communications	2,626	-	(1,250)	(125)	1,251
Jack Yocom Profile Collection	2,241	-	-	-	2,241
Diana and Charles Tisdall Lecture	2,443	50	(2,500)	(250)	(257)
Torchia Scholarship	183	150	-	-	333
Susan Francis	5,689	100	-	-	5,789
Original Communications Research	45	-	-	-	45
Regina Scholarship	24	-	-	-	24
BPOC Scholarship	23,875	5,450	(2,750)	(275)	26,300
	72,926	10,276	(26,933)	(750)	55,519

As at March 31, 2022, the Foundation had the following externally restricted fund balances:

	Balance, beginning of year	Donations received	Disbursements paid	Admin fees paid	Total 2022
Calgary Legacy Scholarships	2,912	-	(1,000)	(100)	1,812
Victoria Foundation (Note 4)	6,220	3,434	(2,870)	-	6,784
David Milliken (Humber College)	(236)	-	-	-	(236)
Indigenous Scholarship	31,715	725	(5,000)	-	27,440
Lou Cahill Scholarship in Communications	3,801	200	(1,250)	(125)	2,626
Jack Yocom Profile Collection	2,241	-	-	-	2,241
Diana and Charles Tisdall Lecture	2,443	-	-	-	2,443
Torchia Scholarship	183	-	-	-	183
Susan Francis	5,689	-	-	-	5,689
Original Communications Research	45	-	-	-	45
Regina Scholarship	24	-	-	-	24
BPOC Scholarship	675	25,950	(2,500)	(250)	23,875
	55,712	30,309	(12,620)	(475)	72,926

## Canadian Public Relations Society Foundation

### Notes to the Financial Statements

March 31, 2023

(Unaudited)

#### 4 Victoria Foundation

The breakdown of donations received during the year-end March 31 2022 is as follows

	Opening	Donations		Disbursements		Ending
		General	Denis Racine Bursary	General	Denis Racine Bursary	
2022/23 donations	6,784	3,366	300	(3,433)	(1,000)	6,017
<i>Breakdown Status of each category:</i>						
Member to attend conference - 50%	4,294	1,682	-	(1,717)	-	4,259
Denis Racine Bursary - 25%	195	842	300	(858)	(1,000)	(521)
Professional resources - 25%	2,295	842	-	(858)	-	2,279
	6,784	3,366	300	(3,433)	(1,000)	6,017

#### 5 Financial Instruments

The Foundation, as part of its operations carries a number of financial instruments. It is management's opinion that the Foundation is not exposed to significant interest, currency, credit, liquidity or other price risks arising from these financial instruments.