



C+PRF

2017/18
ANNUAL REPORT

The Communications + Public Relations Foundation works with partners through the gifts of individuals, foundations, organizations and corporations to develop and implement educational initiatives focusing on the value and power of public relations.

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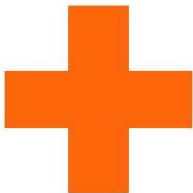
COMMITTEES

WHO WE ARE

Established in 1979, The Communications + Public Relations Foundation is a not-for-profit charitable organization committed to increasing public knowledge and awareness of the role of communications and public relations by providing support to educational initiatives that will advance the profession.

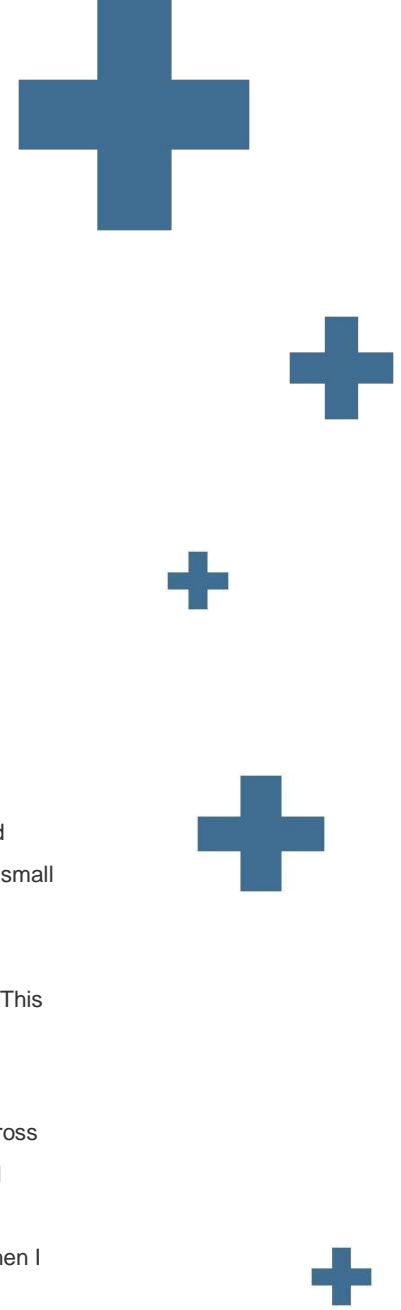
As a recognized Canadian charity, the Foundation accepts individual, foundation and corporate contributions toward communications and public relations educational initiatives nationwide.

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





BOARD CHAIR'S REPORT



Dear Board Directors,

The partnership of the C+PRF with the Canadian Public Relations Society (CPRS) has continued productively, allowing the Foundation to maximize resources and synergies and resulting in increased donations and lowered expenses. For the first time in five (5) years, the Foundation is able to show a small surplus of revenue over expenses. We will work to ensure this trend continues, since this is what will enable the Foundation to continue supporting scholarships and awards to benefit students in public relations studies, research in public relations and communications, and the traditional lecture series. This year, the Board continued its commitment to bring to life the Foundation's mission: to increase public knowledge and awareness of the role of public relations and communications.

Over the last year, the Foundation has continued to support educational initiatives with institutions across the country. We have made important efforts to ensure succession planning and identify qualified and dedicated board directors. As I pass the mantle of the presidency to my successor this year, I am confident the Foundation now stands on much more solid financial and administrative ground than when I began and I am pleased with the partnership that has made this possible.

I want to thank the Board Directors as well as the staff at CPRS for their time and commitment to the Foundation. As we look forward to the next year, I feel confident that our enthusiastic leadership and clear vision will guarantee the Foundation's success in the coming years.

Yanik Deschenes APR, LL.B.

Chair of the Board
Communications + Public Relations Foundation
July 2018



EXECUTIVE DIRECTOR'S REPORT

For the past two years through a partnership with CPRS, Lorianne Weston and I have provided governance and administrative support to the Chair of the Board and the Secretary-Treasurer as well as to all board committees which includes preparing reports and backgrounders, developing communication tools, receiving and acknowledging all gifts, maintaining the Foundation's donor database and relationships with donors. In addition, we have reviewed the criteria for scholarships and bursaries and awards and ensured that the Foundation received nominations and that the awards were granted.

The Foundation held six board meetings in 2017/2018 -- May, July, September, November, January and March to address the Foundation's business and development. I provided guidance to Chair Yanik Deschênes, APR and Vice Chair Deborah Trouten APR, FCPRS and liaised with Secretary-Treasurer, Anita Wasiuta, APR on financial matters.

The National Office staff of CPRS prepared a fundraising package that was conducted through a mailed campaign sent to 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 was very successful and resulted in a significant increase in funds raised compared to previous years, including a generous donation in memory of Harvey Dryden. A Canada Helps site for charitable donations allows donors to make donations online and a charitable receipt is issued automatically.

In terms of corporate compliance, the 2017/2018 Industry Canada filing was prepared and submitted in February 2018 to meet the requirements of the Canada Not-for-Profit Corporations Act. In addition, the list of directors was updated and a copy of the Foundation's July 2017 AGM Minutes was also submitted.

I look forward to continuing to support the work of the Foundation and working with the new Board in 2018/19.

Karen Dalton APR, FCPRS(H), CAE

Executive Director
Communications + Public Relations Foundation
July 2018

SCHOLARSHIPS



BURSARIES



ACHIEVEMENTS IN 2017/18



BURSARY

DENIS RACINE BURSARY

Chelsea Rutherford is the 2018 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

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 program. 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 \$7,151 for this Scholarship at fiscal year-end 2018.

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 in advancing the profession.

TORCHIA SCHOLARSHIP IN COMMUNICATIONS

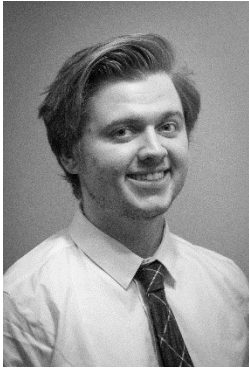
The **Torchia Scholarship in Communications** was established by Torchia Communications to honour its co-founder, Armand Torchia, and recognizes a student who best exemplifies the spirit and practice of bilingualism in the Canadian communications and public relations profession and is studying in one of Canada's two official languages which is not his/her mother tongue. There were no student applications for the scholarship in 2017-18.

The Foundation held \$523 at 2018 fiscal year-end for 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 2017-18.

At year end, the Foundation held \$7,023 for this Prize.



AWARD

DAVID MILLIKEN MEDIA COMMUNICATIONS AWARD

Patrick Gosciola, 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 \$5000 to celebrate senior vice-president Milliken’s thirty 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. The focus of the award reflects Milliken’s commitment to the important relationship between journalism and public relations. Students submitting must demonstrate that understanding through course, project work and summer internship placement.

The Foundation held \$550 for this Award at year-end 2018.



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, who 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 **Ross Simmonds** to speak on *How Artificial Intelligence Will Impact Your Organization Today & Tomorrow* at the CPRS national conference, *Connexions*, in Charlottetown, P.E.I. on May 27, 2018. Alexandre Sévigny, APR of McMaster University introduced Ross Simmonds, a digital strategist and entrepreneur with a passion for technology and communications who works with clients on a regular basis to leverage content to drive meaningful results for their brands while doing the same with his own companies. 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 \$2,849 for this lecture at year-end 2018.



FUNDING

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 died in February, 2003.

There are currently 19 profiles available on the CPRS website in e-book version and pdf versions.

The Foundation is holding \$2,652 toward this project and it has been agreed by CPRS that the Foundation hold these funds until they are needed.



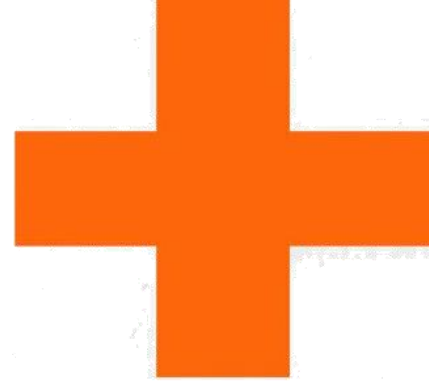
FUNDING

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 2017-18 as per the agreement and the winner of the Denis Racine Bursary was **Chelsea Rutherford**, while one award was made for attendance at the 2018 CPRS national conference in Toronto to **Beth Atkinson**, a Vancouver Island Society student member, and a gift was made to the Greater Victoria Public Library for public relations book purchases.

At year-end 2018, the Victoria Foundation held \$3,585.



COMMITTEES



COMMITTEE REPORTS

FUNDRAISING

CPRS national office staff assisted with the main fundraising efforts, including a mail campaign to all accredited members and past donors to support scholarships, awards, prizes, research and the Diana and Charles Tisdall Lecture. In addition, the Foundation continues to offer the possibility to donate online using the Canada Helps platform and set up a short-term targeted campaign on the site to gather funds for the Torchia scholarship.

The combined campaigns resulted in \$13,672 raised, more than double the amount of the previous year.

RESEARCH

The Communications + Public Relations Foundation was established in 1979 to increase public knowledge and awareness of the role of public relations and communications through support to educational initiatives and the conduct of original communication research. The Research Committee, chaired by Deborah E. Trouten, MA, APR, FCPRS, ICD.D is a standing committee of the board, works in support of this mandate.

In 2017-18 the Research Committee supported an application for a Social Sciences and Humanities Research Council (SSHRC) grant prepared by Amy Thurlow Ph.D., APR, and Mount Saint Vincent University to conduct a project to make Canadian public relations research on best practices accessible to both practitioners and researchers. The Foundation documented its offer to take an active role as an ally in the research community and participate in gathering the data and disseminating the results of the research. Unfortunately, the application was not successful; however the Research Committee will continue to seek opportunities to support public relations and communications research.

COMMUNICATIONS

CPRS national office staff assisted the Foundation by preparing the news releases on scholarship and award recipients, as well as the communications materials on the Tisdall lecture.

NOMINATIONS

The Board of Directors appointed a director mid-year to replace Ken Evans, who had to step down. The year-end nominations process was managed with the assistance of the CPRS national office and the Executive Committee to ensure the Board would have the leadership required to carry out its mandate.

EXECUTIVE COMMITTEE

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

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

Secretary-Treasurer: **Anita Wasiuta** APR; Toronto

DIRECTORS

Clay Adams ABC, APR; Vancouver

Robert Batherson APR; Halifax

Kevin E. Brown APR, FCPRS; Prince George

Mark Dottori APR; Stittsville

Yanik Deschênes LLB, ARP; Montréal

Mark Erdman APR; Kingston

Patrick Hammond APR; Calgary

Andrea MacLean-Pistilli APR; Ottawa

Jeff Meerman APR; Vancouver

Andrew Molson BA, MSc; Montréal

Rohini Mukherji; Toronto

Thérèse Thériault APR; Moncton

Jean-Claude Torchia; Montréal

At the July 16, 2018 AGM, Director Mark Seland, APR, completed his term on the Board.



**GIFTS
RECEIVED**



DONORS



SPONSORS



2017/18 GIFTS RECEIVED

Donations totaling \$13,672 were received for
education and research initiatives in 2017/18:

Diana and Charles Tisdall Lecture in Communications

\$200

Victoria Foundation

\$2,708

Jack Yocom Profile Collection

\$100

Lou Cahill Scholarship in Communications

\$750

Torchia Scholarship in Public Relations/Communications

\$75

Calgary Legacy Scholarship

\$250

Susan Francis Prize in Public Relations/Communications

\$--

David Milliken Media Communications Award

\$50

Research in Original Communications

\$275

Operations/general

\$9,264

SPONSORS

The Communications + Public Relations Foundation recognizes
and thanks the contribution of our sponsors to overall
operations:

++ 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 2017/18:

INDIVIDUALS

Robin Alford APR, FCPRS
Jim Armour, APR
Mary Barker APR, FCPRS(H) LM
Kim Blanchette APR, FCPRS
Kevin E. Brown APR, FCPRS
Karen Dalton APR, FCPRS (H)
Yanik Deschênes, ARP LL.B.
Harry Edmonstone
Robert Ellis APR, FCPRS LM
Mark Erdman, APR
R. Murray Grant, APR LM
Judi Gunter APR, FCPRS LM
Patrick Hammond, APR
Susan Jamieson-McLarnon APR, LM
Sarah K. Jones APR, FCPRS LM
Wayne Knorr, APR
Fay P. Lee APR
Nancy M. Leger
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Pierrette Leonard APR, FCPRS LM
Alexander L. Lutchin, APR
Marilee MacFarlane
Bruce MacLellan APR, FCPRS
Maryjane Martin APR, FCPRS LM
Rick Mauro APR, FCPRS LM
Renee McCloskey APR, FCPRS
Duncan McGregor
Jeff Meerman, APR
Philip Mulder APR, FEC (Hon.), FGC (Hon.), FCPRS
Terrence O'Malley
Robert Paddon, MBA, MA, APR
Blair Peberdy APR, FCPRS LM
Deborah Pratt
Heather Pullen APR, FCPRS
Louise Racine
Janice Robertson APR, LM
Sheldon Rose BPR, APR, FCPRS
Louise Rousseau C. M. LM
David Rowney APR, FCPRS
Wayne J. Roznowsky, APR
Sharlene Smith APR, FCPRS LM
Deborah Trouten APR, FCPRS, ICD.D LM
Victor Vrsnik APR, FCPRS
Patricia Waters
William Whalen APR, FCPRS LM

IN MEMORIAM

Robert Ellis APR, FCPRS - In Memory of Harvey Dryden

CORPORATIONS OR ORGANIZATIONS

Victoria Foundation

CPRS Toronto: Speakers' fee donated by Lauren More,
Tracey Bochner, APR, Bruce MacLellan APR, FCPRS and
Ian Ross, APR

FINANCIAL STATEMENTS



BOTTOM LINE

Financial Statements (Unaudited)
For the 12 months ended March 31, 2018

Statement of Financial Position (Unaudited)

CURRENT ASSETS

	March 31 2018	March 31 2017	March 31 2016	March 31 2015	March 31 2014
Cash - operating account	\$28,877	\$26,757	\$19,191	\$35,116	\$50,717
Business Savings account		-	\$30,022	\$30,265	\$25,823
Investment Account	-	-	-	-	-
Term Deposits	-	-	-	-	-
Total Assets	\$28,877	\$26,757	\$49,212	\$65,381	\$76,546

CURRENT LIABILITIES

	March 31 2018	March 31 2017	March 31 2016	March 31 2015	March 31 2014
Accounts payable		-	-	-	-
Taxes payable	-	-	-	-	-
Other payable	-	-	-	-	-
Total Liabilities		-	-	-	-

NET ASSETS

	March 31 2018	March 31 2017	March 31 2016	March 31 2015	March 31 2014
Opening funds available - beginning of year	\$26,757	\$31,476	\$65,381	\$76,547	\$93,093
Operations Surplus/(Deficit) for the period	\$ 2,120	\$ (4,719)	\$ (33,905)	\$ (11,165)	\$ (16,547)
Total Net Assets	\$28,877	\$26,757	\$31,476	\$65,381	\$76,546

The accompanying notes are an integral part of these financial statements

Accepted on behalf of the Board
Chair of the Board
Yanik Deschenes APR, LL.B.

Statement of Operations (Unaudited)

REVENUE FROM DONATIONS

	2018 Twelve months ended March 31	2017 Twelve months ended March 31	2016 Twelve months ended March 31	2015 Twelve months ended March 31	2014 Twelve months ended March 31
General Operations	\$ 9,264	\$ 2,715	\$ 7,850	\$ 550	\$ 10,590
Research Campaign	\$ -	\$ -	\$ 1,413	\$ 23,061	\$ 4,404
Research in Original Communications	\$ 275	\$ 250	\$ -	-	-
Ruth Hammond Scholarship	\$ -	\$ -	\$ 2,040	\$ 1,100	\$ 375
Victoria Foundation (note 3)	\$ 2,708	\$ 2,684	\$ 2,366	\$ 2,255	\$ 1,842
Lou Cahill Scholarship in Communications	\$ 750	\$ 100	\$ 550	\$ 1,300	\$ 1,600
Jack Yocom Profile Collection	\$ 100	\$ -	\$ 75	\$ 200	-
Diana & Charles Tisdall Lecture	\$ 200	\$ -	\$ 1,200	\$ 2,300	\$ 4,200
APEX Scholarship	\$ -	\$ -	\$ -	\$ 3,000	\$ 3,000
Calgary Legacy Scholarship	\$ 250	\$ 90	\$ 100	\$ 700	\$ 1,200
Susan Francis Prize	\$ -	\$ 25	\$ -	-	-
Torchia Scholarship	\$ 75	\$ 175	\$ 200	\$ 1,600	\$ 200
David Milliken	\$ 50	\$ -	\$ -	-	\$ 5,000
Total Revenue	\$ 13,672	\$ 6,039	\$ 15,794	\$ 36,066	\$ 32,411

OPERATING EXPENSES BY FUND

	2018 Twelve months ended March 31	2017 Twelve months ended March 31	2016 Twelve months ended March 31	2015 Twelve months ended March 31	2014 Twelve months ended March 31
General Operations	\$ 5,297	\$ 2,416	\$ 7,694	\$ 24,767	\$ 29,037
Research Campaign	\$ -	\$ -	\$ 17,387	\$ 7,413	\$ 7,500
Research in Original Communications	\$ -	\$ 25	-	-	-
Ruth Hammond Scholarship	\$ -	\$ -	\$ 15,543	\$ 1,000	\$ 1,000
Victoria Foundation (note 3)	\$ 3,005	\$ 2,537	\$ 91	\$ 3,301	\$ 3,064
Lou Cahill Scholarship in Communications	\$ 1,250	\$ 1,260	\$ 2,845	\$ 1,250	\$ 1,250
Jack Yocom Profile Collection	\$ -	\$ -	\$ 28	-	-
Diana & Charles Tisdall Lecture	\$ -	\$ -	\$ 2,812	\$ 3,000	\$ 2,107
APEX Scholarship	\$ -	\$ -	\$ 600	\$ 3,000	\$ 3,000
Calgary Legacy Scholarship	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000	\$ 1,000
Susan Francis Prize	\$ -	\$ 1,003	-	-	\$ 1,000
Torchia Scholarship	\$ -	\$ 1,518	\$ 200	\$ 1,500	-
David Milliken	\$ 1,000	\$ 1,000	\$ 1,500	\$ 1,000	-
Total Operating Expenses	\$ 11,552	\$ 10,758	\$ 49,699	\$ 47,231	\$ 48,958
Excess (Deficit) of Revenue over Expenses	\$ 2,120	\$ (4,719)	\$ (33,905)	\$ (11,165)	\$ (16,547)
Net Assets - Beginning of the Year	\$ 26,757	\$ 31,476	\$ 65,381	\$ 76,547	\$ 93,093
Net Assets - End of the Year	\$ 28,877	\$ 26,757	\$ 31,476	\$ 65,381	\$ 76,547

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	\$ (63,911)	\$ 9,264	\$ (5,297)	\$ (59,944)
Research	\$ 59,814	\$ 275	\$ -	\$ 60,089
Ruth Hammond Scholarship	\$ -	\$ -	\$ -	\$ -
Victoria Foundation (note 3)	\$ 3,882	\$ 2,708	\$ (3,005)	\$ 3,585
Lou Cahill Scholarship in Communications	\$ 7,651	\$ 750	\$ (1,250)	\$ 7,151
Jack Yocom Profile Collection	\$ 2,552	\$ 100		\$ 2,652
Diana & Charles Tisdall Lecture	\$ 2,649	\$ 200	\$ -	\$ 2,849
APEX Scholarship	\$ (250)	\$ -	\$ -	\$ (250)
Calgary Legacy Scholarship	\$ 5,400	\$ 250	\$ (1,000)	\$ 4,650
Susan Francis Prize	\$ 7,023	\$ -		\$ 7,023
Torchia Scholarship	\$ 448	\$ 75		\$ 523
David Milliken	\$ 1,500	\$ 50	\$ (1,000)	\$ 550
Total	\$ 26,757	\$ 13,672	\$ (11,552)	\$ 28,877

3. VICTORIA FOUNDATION

	Opening	Donation from Victoria Foundation	Donations from others	Disbursements	Ending
Member to attend conference	\$ 2,495	\$ 1,044	\$ -	\$ (1,044)	\$ 2,495
Denis Racine Bursary	\$ 723	\$ 500	\$ 350	\$ (1,000)	\$ 573
Professional resources	\$ 665	\$ 814	\$ -	\$ (961)	\$ 518
Totals	\$ 3,882	\$ 2,358	\$ 350	\$ (3,005)	\$ 3,585

These notes are an integral part of these financial statements