

C+PRF

2018/19
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.

The Communications + Public Relations Foundation

foundation@cprs.ca
CPRFoundation.ca

TABLE OF CONTENTS

3

WHO WE ARE

6

**SCHOLARSHIPS +
BURSARIES**

12

**GIFTS RECEIVED +
DONORS +
SPONSORS**

14

**FINANCIAL
STATEMENTS**

10

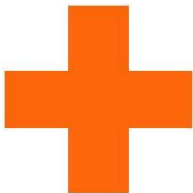
COMMITTEES

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,

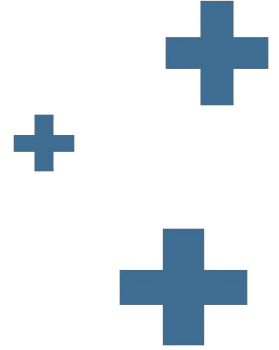
The partnership of the C+PRF with the Canadian Public Relations Society (CPRS) has continued productively, allowing the Foundation to maximize resources and synergies and resulting in increased donations and lowered expenses. Following an extensive review of the Foundation's finances, goals and objectives, I prepared a brief outlining the recommendation to approach CPRS with a proposal to acquire the Foundation which was approved by the Foundation Board and subsequently the CPRS Board. Under this new governance model, CPRS has responsibility for the Foundation and 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.

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. 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.

Deborah Trouten, APR, ICD.D, FCPRS LM

Chair of the Board
Communications + Public Relations Foundation
June 2019



EXECUTIVE DIRECTOR'S REPORT

For the past three 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.

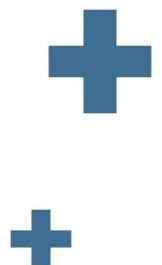
The National Office staff of CPRS prepared a fundraising package that was conducted through a mailed campaign sent to all APR members of the Canadian Public Relations Society and the current donor list. This included a fact sheet of scholarships and awards that were granted during the year, a donation form and cover letter. The campaign was successful and resulted in approximately \$5,000 of personal donations. A Canada Helps site for charitable donations allows donors to make donations online and a charitable receipt is issued automatically. Additional donations were made to the scholarships and awards bringing the total raised to \$11,694.

In terms of 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.

As the Foundation transitions fully under the governance of the Canadian Public Relations Society, Inc. effective June 24th, I will be stepping down from my role as Executive Director of the Foundation. I have been pleased to serve the 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 in advancing the profession.

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.

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

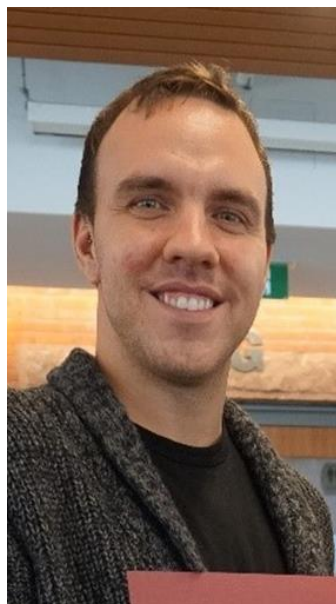
[Brent Murphy](#), a fourth year Bachelor of Public Relations (BPR) student at Humber College, Toronto, is the winner of the fourth \$1,000 David Milliken Media Communications Award. The Award was presented by Foundation Chair Deborah Trouten. Established by CNW through the Foundation with a gift of \$5000 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. The focus of the award reflects Milliken's commitment to the important Students submitting must demonstrate that understanding through course, project work and summer internship placement. 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 winner will receive complimentary CPRS membership for year three of his/her study, complimentary one-year bridge/affiliate membership upon completion of study, and complementary registration for one CPRS Calgary event.

The Scholarship will be awarded to a student in his/her 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 that attests to eligibility and a two-page written submission on "Codes of ethics or professional standards talk about the practice of public relations being in the public interest. What does that mean to you and why is it important?" 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, 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 **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.



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 \$2,437 toward this project and it has been agreed by CPRS that the Foundation hold these funds until they are needed.



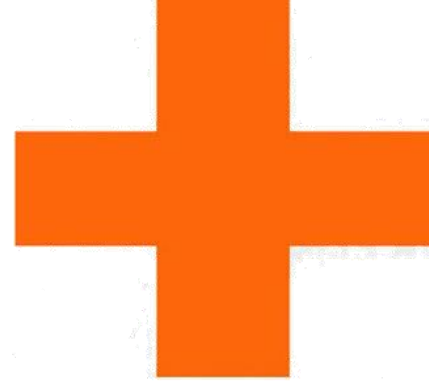
FUNDING

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 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 the 2019 CPRS national conference in Edmonton, and 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.



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 \$11,694 raised, slightly less than 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.

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 Andrea Maclean-Pistilli APR, 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; Victoria

DIRECTORS

Clay Adams ABC, APR; Vancouver

Robert Batherson APR; Halifax

Cecilia Bloxom, APR; Edmonton

Kevin E. Brown APR, FCPRS; Prince George

Mark Dottori APR; Stittsville

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 June 24, 2019 AGM, the following Directors will have completed their terms on the Board: Robert Batherson, Patrick Hammond and Andrew Molson.

**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 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 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

	\$ 20,898	\$ 28,877	\$ 26,757	\$ 49,212	\$ 65,381
	March 31 2019	March 31 2018	March 31 2017	March 31 2016	March 31 2015
Opening 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
[signature]

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