

ANNUAL REPORT 2005/2006

Communications + Public Relations Foundation

*We work with partners through the gifts
of individuals, foundations, organizations
and corporations to develop and implement
educational initiatives focussing on the
value and power of public relations.*

The Communications + Public Relations Foundation

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.

We are governed by a national board of communications professionals:

CHAIR:

Barbara Sheffield, APR, Fellow CPRS, Toronto

VICE-CHAIR:

T.A.G. Watson, APR, Ancaster

TREASURER:

Janet Sherman, Toronto

DIRECTORS EMERITUS:

Ruth Hammond, APR, ABC, Honorary Fellow CPRS, Toronto

Charles Tisdall, APR, Fellow CPRS and PRSA, Toronto

DIRECTORS:

Karen Dalton, APR, Toronto

Jeff Domansky, APR, Vancouver

Elizabeth Hirst, APR, Fellow CPRS, Montreal

Antoine Landry, APR, Fellow SCRP, Montreal

Gordon McIvor, APR, Fellow CPRS, Toronto

Bart Mindszenty, APR, Fellow CPRS, Toronto

Brigid O'Reilly, APR, Toronto

Maureen Payne, APR, Fellow CPRS, Calgary

Joanne Rider, Toronto

Janice Robertson, APR, Calgary

Peggy Sheffield, APR, Toronto

Judith Scrimger, APR, Halifax

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The Communications + Public Relations Foundation

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Achievements in 2005/2006

SUCCESS

RUTH HAMMOND SCHOLARSHIP

The Ruth Hammond Scholarship competition was conducted by Mount Saint Vincent University, Halifax, Nova Scotia with the Foundation providing a \$1,000 scholarship to Natalie Dawes of Saltcoats, Saskatchewan in 2005. She is a graduate of Brandon University, Manitoba, and graduates from The Mount in 2006.

The 2006 scholarship winner is Michelle Wright, from Halifax, Nova Scotia.

During 2005/06, \$1,985 was contributed to the Scholarship to celebrate Ruth Hammond's birthday. Funds contributed to the Scholarship over past years are held by the Foundation and invested to ensure an ongoing annual scholarship is awarded.

JACK YOCOM PUBLIC RELATIONS PROFILE COLLECTION

The Canadian Public Relations Society (CPRS) College of Fellows has taken on Phase Two of the Profile Collection development through a \$10,000 sponsorship from CNW Group. The monies will be paid direct to CPRS over a five-year period. CPRS is developing a website link for the profiles on its site and will also arrange for a small printing of Phase Two profiles when they are complete. The College will identify persons to be profiled in Phase Three. Contributions made to the Foundation for the Collection were used to launch the project and complete Phase One in 2005/2006.

DIANA AND CHARLES TISDALL LECTURE IN COMMUNICATIONS

In 2004/05, the Foundation received a three-year commitment from Charles Tisdall and his family, totalling \$10,000 to fund a public relations/communications lecture that would demonstrate the societal power and value of public relations/communications with the inaugural lecture held in June 2005.

The inaugural lecture featured Bennett Freeman, Washington, D.C. who spoke about aligning corporate reputation and corporate social responsibility. His lecture was published in *PR Quarterly*.

The lecture was videotaped for Charles and his family with videotapes and DVDs produced for the CPRS national education committee to share with colleges and universities across Canada.

The 2006 lecturer is Chantal Hébert, Montréal, Québec, who will speak about the power of communications in society.

The gift will provide monies for honoraria for the three-year period ending in 2007.

VICTORIA FOUNDATION (VF)

The Communications + Public Relations Foundation signed an agreement with the Victoria Foundation to assist Canadian Public Relations Society (Vancouver Island) in the awarding of grants to public relations students and others studying the profession. Monies were advanced to students based on criteria outlined in the agreement between the two organizations. A student was funded to attend the national conference and a book grant was made to the Vancouver Public Library. Income received from VF was \$4,489.87 in 2005/06.

ROYAL ROADS UNIVERSITY

During 2005/06, the Foundation, through a three-person jury, assisted Royal Roads University in the adjudication of student submissions for the Bart and Gail Award, a bursary program established by Bart Mindszenty and Gail Roberts to assist students enrolled in the public relations program. Candidate submissions focussed on the Role of Strategic Communications in Strengthening and Sustaining Ethical Behaviour in Organizations. The Foundation was asked again to adjudicate submissions in 2006.

LOU CAHILL SCHOLARSHIP IN COMMUNICATIONS

During 2005/06, The Enterprise Group approached The Communications + Public Relations Foundation to begin discussions about the establishment of a scholarship at Brock University, St. Catharines, to honour Lou Cahill, who has been a public relations practitioner since the late 1940s. A commitment was made to provide \$1,200 for each of five years with the first scholarship to be awarded in 2007. The Enterprise Group will encourage additional donations to the Scholarship by Lou's colleagues, family and friends.

A formal agreement has been signed by The Foundation, the Enterprise Group and Brock University and an agreement will be prepared for The Enterprise Group and the Foundation.

FUND-RAISING CAMPAIGN

During 2005/06, the Foundation conducted a year-end fund-raising campaign to CPRS members that generated \$3,631 toward the Ruth Hammond Scholarship, the Jack Yocom Profile Collection, the Tisdall Lecture and general operations. As well in 2005, the CPRS Novikoff Award winner, James Toccacelli, APR, donated his prize to the Foundation.

FUND-RAISING STRATEGY DEVELOPMENT

In 2005/06, work began on development of a fund-raising strategy to advance the Foundation's work in a number of areas. It is expected that the strategy will be implemented in 2006/07 and will build relationships with new partners.

FOUNDATION BROCHURE

A French version of the Foundation brochure was prepared and printed in 2005/06. A second printing of both English and French brochures will be necessary in 2006/07 as well as printing of stationery.

2005/2006 CONTRIBUTIONS RECEIVED

Donations totaling \$15,436 were received for educational initiatives during 2005/06:

Ruth Hammond Scholarship – \$1,985

Yocom Profile Collection – \$450

Tisdall Lecture – \$4,250

Original communications research – \$1,500

Victoria Foundation – \$4,490

Operations/general – \$2,761

2005/2006 DONORS

The Communications + Public Relations Foundation acknowledges and thanks our generous donors who are committed to supporting public relations education and research.

Individuals:

Charles Tisdall, APR, Fellow CPRS	Brigid O'Reilly, APR
James Toccacelli, APR	Mel James, APR, Hon. Fellow CPRS
Joanne Rider	Elizabeth Hirst, APR, Fellow CPRS
Barbara Sheffield, APR, Fellow CPRS	Lou Cahill, APR, Fellow CPRS
Maureen Kitts, APR, Fellow CPRS	John Francis, APR, Hon. Fellow CPRS
Pert Reid	Karen Dalton, APR
Carol Sutton, APR, Fellow CPRS	T.A.G. Watson, APR
Katita Stark, APR, Fellow CPRS	Pierre Tremblay, APR, SCRP Fellow Hon.
Leanne Sharp	David Rowney, APR
Janet Sherman	P. Jane Nicholson, APR
Hilda Wilson, APR, Hon. Fellow CPRS	Louise Rousseau
Leona Chase	Mark H. LaVigne, APR
Robert Drain, APR, Hon. Fellow CPRS	Mary Barker, APR

Corporations and Agencies:

Communications Meca Carol Levine, APR
Kem Communications Kathy Malley, APR
Peggy Sheffield & Associates Peggy Sheffield, APR
Volkswagen Canada Bernice Holman
Maureen Payne & Associates Maureen Payne, APR, Fellow CPRS
National Public Relations Luc Beauregard, APR, Fellow SCRP
Apex Public Relations Pat McNamara, APR, Fellow CPRS
National Public Relations Jan W. Henderson, APR
Victoria Foundation [CPRS Vancouver Island]

Financial Statements FOR THE YEAR ENDED MARCH 31, 2006

BOTTOM LINE

BALANCE SHEET AS AT MARCH 31 2006

Assets

	2005/06	2004/05
Current		
Cash	\$ 10,352	\$ 5,842
Term Deposits	\$ 10,643 ¹	\$ 10,511 ¹
	<u>\$ 20,995</u>	<u>\$ 16,353²</u>

Net Assets

	2005/06	2004/05
Net Assets	\$ 20,995	\$ 16,353 ²

STATEMENT OF OPERATIONS FOR THE YEAR ENDED MARCH 31, 2006

	2005/06	2004/05
Revenue		
Interest	\$ 114	\$ 110
Donations ³	\$ 15,436	\$ 3,050
	<u>\$ 15,550</u>	<u>\$ 3,160</u>
Expenses		
Bank Charges	\$ 35	\$ 30
Projects ⁴	\$ 10,679	\$ 2,026
	<u>\$ 10,714</u>	<u>\$ 2,056</u>
Excess of revenue over expenses	\$ 4,836	\$ 1,104

STATEMENT OF CHANGES IN NET ASSETS FOR THE YEAR ENDED MARCH 31, 2006

	2005/06	2004/05
Balance, Beginning of the Year	\$ 16,159 ²	\$ 15,249
Excess of Revenue Over Expenses	\$ 4,836	\$ 1,104
Balance, End of the Year	\$ 20,995	\$ 16,353 ²

NOTE TO FINANCIAL STATEMENTS

1. Term deposits are holding Ruth Hammond Scholarship funds.

2. We believe the balance for year-ended March 31, 2005 should have been \$16,159 instead of \$16,353.

3. Breakdown of donations [\$15,436] for 2005/2006:

- Ruth Hammond Scholarship – \$1,985
- Tisdall Lecture in Communications – \$4,250
- Yocom Profile Collection – \$450
- Original Communications Research – \$1,500
- Victoria Foundation – \$4,490
- Operations/general – \$2,761

4. Breakdown of project expenses [\$10,679] for 2005/06:

- Ruth Hammond Scholarship – \$1,000
- Diana & Charles Tisdall Lecture in Communications – \$3,938
- Jack Yocum Public Relations Profile Collection – \$3,438
- Victoria Foundation – \$1,535
- Office & General – \$768