

ANNUAL REPORT 2006/2007

# 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

**E**stablished 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:

Flavian Pinto, CGA, Toronto

### DIRECTORS EMERITUS:

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

Charles Tisdall, APR, Fellow CPRS,  
Toronto (deceased)

### DIRECTORS:

Karen Dalton, APR, Toronto

Jeff Domansky, APR, Vancouver

Terry Fallis, Toronto

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

Don Savaria, Regina

Judith Scrimger, APR, Halifax

Peggy Sheffield, APR, Toronto

Janet Sherman, Toronto

|                            |          |
|----------------------------|----------|
| WHO WE ARE _____           | <b>1</b> |
| ACHIEVEMENTS _____         | <b>2</b> |
| FINANCIAL STATEMENTS _____ | <b>5</b> |

The Communications + Public Relations Foundation

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# Achievements in 2006/2007

## 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 in 2006 to Michelle Wright from Halifax. Ms. Wright holds a Bachelor of Arts degree with honours in French from Dalhousie University, Halifax and has completed one year of French as a second language Bachelor of Arts degree at Laval University. From there, she found her way to the Bachelor of Public Relations degree program at Mount Saint Vincent University. She will graduate in May 2007.

During 2006/07, \$1,882 was contributed to the Scholarship. As in past years, funds will be 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 are being paid direct to CPRS over a five-year period. CPRS will continue to include all profiles on its web site and will arrange for a small printing of Phase Two profiles when they are complete. Interviews and editing continued in 2006/07. The College will identify those to be profiled in Phase Three.

During 2006/07, a donation of \$100 was made to the Foundation for this project. Monies will be held until requested by CPRS for any special initiative associated with the Collection.

### THE DIANA AND CHARLES TISDALL LECTURE IN COMMUNICATIONS

Sadly, in late March 2007, communications pioneer and founder of the Communications + Public Relations Foundation, Charles Tisdall, died. His vision in establishing the Diana and Charles Tisdall Lecture in Communications in 2005, with a three-year commitment totalling \$10,000 for a series of presentations by top leaders in public relations, emphasized his values of ethics, accountability and community goodwill. These lectures have added great value and substance to the profession. His goal was to provide a platform for cutting edge public relations/communications thinking.

The 2006 lecturer was Chantal Hebert, journalist and political writer, Montreal, who addressed the power of communications in society. She focused on national values of importance in politics—accountability, building trust and earning public confidence and respect.

The Tisdall family gift has provided monies for honoraria for the three-year period ending in 2007/08. The Foundation will encourage and solicit gifts to the Lecture to ensure Charles' vision continues.

### VICTORIA FOUNDATION (VF)

The Communications + Public Relations Foundation agreement with the Victoria Foundation assists the Canadian Public Relations Society (Vancouver Island) in the awarding of grants to public relations students and others studying the profession.

Monies were advanced to recipients based on criteria outlined in the agreement between all parties. Student Tara Steigenberger was funded to attend the Canadian Public Relations Society (CPRS) national conference, and student bursaries were awarded to Maureen Gervais and Melinda Jolley. Income received from VF in 2006/07 was \$2,192.

### ROYAL ROADS UNIVERSITY

During 2006/07, 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. The award assists students enrolled in the public relations program. Candidate submissions focussed on the Role of Strategic Communications in Strengthening and Sustaining Ethical Behaviour in Organizations.

### LOU CAHILL SCHOLARSHIP IN COMMUNICATIONS

The five-year Lou Cahill Scholarship agreement with Brock University and the Enterprise Group was finalized in 2006/07 with the university conducting the first competition in Spring 2007. The first scholarship winner will be announced in 2007/08.

The \$1,250 award, established by the Enterprise Group, will be given annually to a Brock University communications program student who has demonstrated a commitment to academic excellence, community involvement and/or participation in charitable activities. The Enterprise Group and the Foundation will encourage additional donations to the Scholarship by Lou's colleagues, family and friends.

Dr. Lou Cahill is a founder of OEB International, Canada's longest-operating public relations firm and a subsidiary of The Enterprise Group.

### TORCHIA SCHOLARSHIP IN PUBLIC RELATIONS/COMMUNICATIONS

In 2006/07, The Torchia Scholarship was developed and a five-year agreement signed with the Torchia family to award a \$1,500 scholarship annually to a student who has chosen to study public relations/communications in one of Canada's two official languages that is not his/her mother tongue. The student will be entering his/her second year of study in a Canadian university degree program or multi-year diploma program in public relations/communications, and will best exemplify the spirit and practice of bilingualism in the Canadian communications and public relations profession. Inspired by the career of Armand Torchia, who co-founded the Houston Group with Stan Houston, and Torchia Communications with his son Jean-Claude, the scholarship adheres to the values espoused by Torchia Communications in providing quality services in both of Canada's official languages. The first winner will be announced in 2007/08. The family will encourage additional donations from colleagues, family and friends to the funding base.

### FUND-RAISING STRATEGY

In 2005/06, a fund-raising strategy was approved to advance the Foundation's work in a number of areas. Prior to launching the strategy, a recommendation was made to establish two subcommittees to address two issues the fund-raising committee felt were critically important to resolve—development of a marketing communications strategy and creation of funding criteria for original Canadian communications research. Both committees were established; the first chaired by Jeff Domansky and

the second by Maureen Payne. Implementation of committee recommendations will begin in 2007/08.

## 2006/2007 CONTRIBUTIONS RECEIVED

Donations totaling \$13,741 were received for educational initiatives during 2006/07:

Ruth Hammond Scholarship—\$1,822  
Yocom Public Relations Profile Collection—\$100  
Tisdall Lecture in Communications—\$3,190  
Original Canadian Research—\$4,950  
Victoria Foundation—\$2,192  
Cahill Scholarship—\$290  
Operations/general—\$1,197

## 2006/2007 DONORS

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

### Individuals:

|                                    |  |
|------------------------------------|--|
| Mary Barker, APR                   | John Muldoon, APR, Fellow CPRS         |
| John Bedard                        | Brigid O'Reilly, APR                   |
| John Challinor II, APR             | Neil Oakley, APR                       |
| Karen Dalton, APR                  | Joanne Rider                           |
| David Eisenstadt, APR, Fellow CPRS | Louise Rousseau                        |
| Suzen Fromstein, APR               | David Rowney, APR                      |
| Roselle Green, APR                 | Wayne Roznowsky, APR                   |
| Elizabeth Hirst, APR, Fellow CPRS  | Judith Scrimger, APR                   |
| Colleen Killingsworth, APR         | Barbara Sheffield, APR, Fellow CPRS    |
| Antoine Landry, ARP                | Janet Sherman                          |
| William Lees                       | Sharlene Smith, APR, Fellow CPRS       |
| Janet MacMillan, APR, Fellow CPRS  | Charles Tisdall, APR, Fellow CPRS      |
| Ev McCrimmon, APR                  | Pierre Tremblay, ARP, Fellow Hon. SCRP |
| John McHugh, APR                   | T.A.G. Watson, APR                     |
| Gordon McIvor, APR                 | Hilda Wilson, APR, Hon. Fellow CPRS    |
| Bruce McLellan, APR                |  |

### Corporations and Agencies:

*ACJ Communications*—Daniel Grainger, ARP  
*Barrick Gold*—Janet Wile, APR  
*Communications Meca*—Carol Levine, APR  
*Federations des caisses Desjardins du Quebec*—Helene Gagne, ARP  
*Molson Canada*—Marieke Tremblay, ARP  
*NATIONAL Public Relations*—Luc Beaugard, ARP, Fellow SCRP  
*Peggy Sheffield & Associates Inc.*—Peggy Sheffield, APR  
*Victoria Foundation*—CPRS Vancouver Island

# Financial Statements FOR THE YEAR ENDED MARCH 31, 2007

## Unaudited Review Statement

BOTTOM LINE

### FINANCIAL POSITION AS AT MARCH 31 2007

#### Current Assets

|               | 2006/07          | 2005/06          |
|---------------|------------------|------------------|
| Cash          | \$ 14,238        | \$ 10,352        |
| Term Deposits | \$ 10,915        | \$ 10,643        |
|               | <u>\$ 25,153</u> | <u>\$ 20,995</u> |

#### Liabilities

|                   | 2006/07  | 2005/06  |
|-------------------|----------|----------|
| Accounts payable  | —        | —        |
| Taxes payable     | —        | —        |
| Other payables    | —        | —        |
| Total Liabilities | <u>—</u> | <u>—</u> |

#### Net Assets

|                    | 2006/07          | 2005/06          |
|--------------------|------------------|------------------|
| Restricted Funds   | \$ 23,076        | \$ 16,850        |
| Unrestricted Funds | \$ 2,077         | \$ 4,145         |
| Total Net Assets   | <u>\$ 25,153</u> | <u>\$ 20,995</u> |

# Statement of Operations FOR THE YEAR ENDED MARCH 31, 2007

## Unaudited Review

### Revenue from Donations

|   | 2006/07          | 2005/06          |
|---|------------------|------------------|
| General operations                                | \$ 1,197         | \$ 2,761         |
| Original communications research                  | \$ 4,950         | \$ 1,500         |
| Ruth Hammond Scholarship                          | \$ 1,822         | \$ 1,985         |
| Victoria Foundation                               | \$ 2,192         | \$ 4,490         |
| Lou Cahill Scholarship in Communications          | \$ 290           | —                |
| Jack Yocom Public Relations Profile Collection    | \$ 100           | \$ 450           |
| Diana & Charles Tisdall Lecture in Communications | \$ 3,190         | \$ 4,250         |
|   | <u>\$ 13,741</u> | <u>\$ 15,436</u> |

### Operating Expenses by Fund

|   | 2006/07         | 2005/06          |
|---|-----------------|------------------|
| General operations                                | \$ 3,265        | \$ 768           |
| Victoria Foundation                               | \$ 1,910        | \$ 1,535         |
| Diana & Charles Tisdall Lecture in Communications | \$ 3,408        | \$ 3,938         |
| Jack Yocom Public Relations Profile Collection    | —               | \$ 3,438         |
| Ruth Hammond Scholarship                          | \$ 1,000        | \$ 1,000         |
|   | <u>\$ 9,583</u> | <u>\$ 10,679</u> |

|   |           |           |
|---|-----------|-----------|
| Excess of Revenue                                 | \$ 4,158  | \$ 4,757  |
| Change in Net Assets-balance at beginning of year | \$ 20,995 | \$ 16,238 |
| Change in Net Assets-balance at end of year       | \$ 25,153 | \$ 20,995 |

# Notes To Financial Statements

## Unaudited Review Statement

- The Communications + Public Relations Foundation is a not-for-profit charitable organization established in 1979 and is 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.

### 2. Fund balances

| Fund                                 | Opening          | Donations        | Disbursements   | Ending           |
|--------------------------------------|------------------|------------------|-----------------|------------------|
| General Operations                   | \$ 4,145         | \$ 1,197         | \$ 3,265        | \$ 2,077         |
| Communications research              | \$ 1,500         | \$ 4,950         | —               | \$ 6,450         |
| Hammond Scholarship                  | \$ 11,628        | \$ 1,822         | \$ 1,000        | \$ 12,450        |
| Victoria Fdn-Note 3                  | \$ 2,955         | \$ 2,192         | \$ 1,910        | \$ 3,237         |
| Cahill Scholarship                   | —                | \$ 290           | —               | \$ 290           |
| Yocom Profile Collection             | \$ 455           | \$ 100           | —               | \$ 555           |
| Tisdall Lecture<br>in Communications | \$ 312           | \$ 3,190         | \$ 3,408        | \$ 94            |
| <b>Totals</b>                        | <b>\$ 20,995</b> | <b>\$ 13,741</b> | <b>\$ 9,583</b> | <b>\$ 25,153</b> |

### 3. Victoria Foundation

| Detail                 | Opening         | Donations       | Disbursements   | Ending          |
|------------------------|-----------------|-----------------|-----------------|-----------------|
| Student fees           | \$ 1,170        | \$ 1,096        | —               | \$ 2,806        |
| Student bursary        | \$ 1,122        | \$ 548          | \$ 1,000        | \$ 670          |
| Professional resources | \$ 123          | \$ 548          | \$ 910          | \$ - 239        |
| <b>Totals</b>          | <b>\$ 2,995</b> | <b>\$ 2,192</b> | <b>\$ 1,910</b> | <b>\$ 3,237</b> |

*These notes are an integral part of these financial statements.*