



Communications + Public Relations Foundation

ANNUAL REPORT
2007/2008

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:

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Achievements in 2007/08



SUCCESS

RUTH HAMMOND SCHOLARSHIP

Kelly Skinner, Halifax, Nova Scotia was the 2007 recipient of the \$1,000 Ruth Hammond Scholarship awarded by Mount Saint Vincent University. The Scholarship, honours a student who has completed at least two public relations co-op work terms and who has demonstrated outstanding academic achievement, leadership ability and a dedication to establishing a career in the public relations field.

Skinner completed co-op terms at the IWK Health Centre Foundation and the Nova Scotia Sports Hall of Fame, both in Halifax. In addition, she has been on the Dean's First Class Honours list and was the recipient of a merit scholarship as well as having been honoured with the Teacher's Award and the Caster Rack Systems Scholarship. She graduates in Fall 2008.

During 2007/08, The Foundation received gifts in the amount of \$1,389 for the Ruth Hammond Scholarship. As in past years, funds will be held by the Foundation and invested to insure an ongoing annual scholarship is awarded.

JACK YOCOM PUBLIC RELATIONS PROFILE COLLECTION

The Jack Yocom Profile Collection is now the responsibility of the Canadian Public Relations Society (CPRS) College of Fellows. Phase Two is almost complete and the College will be determining those to be profiled in Phase Three. While the Collection is currently being funded through a three-year commitment by CNW Group direct to CPRS, the Foundation is holding monies for this project in the amount of \$1,955. Funds for completing Phase Two of the project, likely for translation, will be requested from the Foundation by CPRS in 2008/09.

THE DIANA AND CHARLES TISDALL LECTURE IN COMMUNICATIONS

Following the death of Charles Tisdall in late March 2007, the Foundation received memorial donations toward the lecture during the 2007/08 fiscal year in the amount of \$4,212.

The Foundation dispersed \$3,000 to the Canadian Public Relations Society (CPRS) for the 2007 lecture presented in Calgary, Alberta, at the Society's national conference. James Hoggan, APR, president of James Hogan and Associates, Vancouver, was the featured lecturer. Hoggan is also the chair of the David Suzuki Foundation.

Hoggan focussed on the role of communicators and public relations professionals in the global warming issue with a lecture entitled: "You Can't Fool Mother Nature—Understanding the Climate Change Debate". Our thanks to Hoggan for re-recording the lecture. The Foundation produced copies of the DVD for use by public relations programs at colleges and universities across Canada. The DVDs are made available on loan by the CPRS national office.

The 2008 lecturer is Leonard Brody, Vancouver, who will address the topic of citizen-generated news: "Getting Kicked While You are Down—The Truth about Citizen-Generated News and its importance to public relations practitioners". The lecture, to take place in Halifax, Nova Scotia, will also be videotaped and made available for educational purposes.

The Tisdall family gift 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 to provide cutting edge public relations/communications thinking.

THE VICTORIA FOUNDATION

The Communications + Public Relations Foundation agreement continues with the Victoria Foundation to assist the Canadian Public Relations Society (Vancouver Island) in the awarding of grants to public relations students and others studying the profession. The monies are advanced to recipients based on criteria outlined in the agreement between all parties.



These annual grants ensure a practitioner is able to attend the CPRS national conference, publications are added to the Victoria Public Library collection on public relations and communications and a bursary is provided to a student who is studying public relations.

In 2007/08, \$2,122 was received from the Victoria Foundation toward this initiative and along with funds the Foundation was holding, \$3,335 was disbursed.

LOU CAHILL SCHOLARSHIP IN COMMUNICATIONS

The five-year Lou Cahill Scholarship agreement with Brock University and the Enterprise Group was finalized in 2006/07. Student applicants are required to demonstrate a commitment to academic excellence, community involvement and/or participation in charitable activities. The \$1,250 Scholarship is awarded in the final year of study.

The first Lou Cahill Scholarship was awarded to Jeff Nichols, Ridgeway, Ontario, in 2007. In addition to receiving the Cahill Scholarship, Nichols was the recipient of the Distinguished Graduating Student Award and the Bohdan Szuchewycz Prize in Communications Studies from Brock. He was also a member of the winning team in the Terry O'Malley Advertising Competition.

During 2007/08, the Enterprise Group added a four-month compensated internship to each year's scholarship winner.

TORCHIA SCHOLARSHIP IN PUBLIC RELATIONS/COMMUNICATIONS

In 2006/07, a five-year agreement was signed with Torchia Communications 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 and that best exemplifies the spirit and practice of bilingualism in the Canadian communications and public relations profession.

Heather Bissett, Dorval, Quebec, was the first winner of the Torchia Scholarship in Communications, awarded in 2007/08.

Bissett attended HEC [Ecole des hautes études commerciales de Montréal], and was studying in her second year of the DESS Communications-Marketing, a graduate diploma program in marketing communications. She holds a Bachelor's degree in Journalism from Concordia University, Montreal; a CEGEP diploma in commerce from Dawson College, and is a graduate of the international program at Macdonald Cartier High School in St-Hubert, Quebec. In addition to her studies, Bissett is an account manager at Robin Palin Relations Publiques Inc., Pointe Claire.

FUND-RAISING STRATEGY

The Foundation established a fundraising strategy in 2007/08 for implementation in 2008/09. In addition to working in partnership with individuals, foundations, corporations and organizations to develop and implement educational initiatives focusing on the value and power of public relations, the Foundation also has established a fund to support original Canadian communications research. The Foundation will begin to make grants, as the fund grows, based on criteria adopted in 2007/08.

SPONSORSHIP

Our thanks to the following for sponsoring Foundation initiatives:

CNW Group – production of the Foundation brochure in English and French

Christine Howard – design and art for the Foundation annual report in English and French

Centrik Translations, a division of Torchia Communications for translation of the Foundation annual report from English into French.



2007/08 CONTRIBUTIONS RECEIVED

Donations totalling \$21,089 were received for educational initiatives during 2007/08:

Ruth Hammond Scholarship -- \$1,389

Yocom Public Relations Profile Collection -- \$1,400

Tisdall Lecture in Communications -- \$7,212

Victoria Foundation - \$2,122

Cahill Scholarship - \$4,950

Torchia Scholarship - \$2,000

Original Communications research - \$1,550

Operations/general -- \$466

2007/08 DONORS

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

Individuals:

Robin Alford, APR, FCPRS

Ray Argyle

Mary Barker, APR, FCPRS(H)

Edsel Bonnell, APR, FCPRS(H)

John Bowles, APR, FCPRS, FIPR, MIPRA

John Challinor II, APR

Martine Dorval, ARP

Robert Drain, APR, FCPRS(H)

David Eisenstadt, APR, FCPRS

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Roselle Green, APR

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Ruth Hammond, APR, FCPRS(H)

Elizabeth Hirst, APR, FCPRS

Jo-Anne Kane

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Janet MacMillan, APR, FCPRS

David McAsey, APR, FCPRS(H)

John McHugh, APR

Gordon McIvor, APR, FCPRS

Bruce McLellan, APR, FCPRS

Bart Mindszenty, APR, FCPRS

Brigid O'Reilly, APR

Nancy Phillips

Derek Pieters, APR

Joanne Rider

Janice Robertson, APR

Louise Rousseau

David Rowney, APR

Matthieu Sauve, ARP, FSCRIP

Barbara Sheffield, APR, FCPRS

Janet Sherman

Martha Tisdall Smith

Katita Stark, APR, FCPRS

Eileen Tobey, APR, FCPRS

Pierre Tremblay, OC, ARP, FSCRIP (H)

Aimé Trudel, ARP, FSCRIP(H)

David Turnbull, APR

Jean Valin, APR, FCPRS

Hilda Wilson, APR, FCPRS(H)

Corporations and Agencies:

ACJ Communications – Daniel Granger, ARP, FSCRIP

CNW Group-David Milliken

ComPlan Canda – Sharlene Smith, APR, FCPRS

Dakota Communications – Deb Trouten, APR

Enterprise Group – John Armstrong

Fonds de bienfaisance Molson – Marieke Tremblay, ARP

Loto Quebec – Martine Dorval, ARP

MT&L Public Relations Ltd – Janet MacMillan, APR, FCPRS

RES PUBLICA-Luc Beaugard, CM, ARP, FSCRIP

Speakeasy Enterprises – Jean Freeman, APR, FCPRS(H)

The Communications Group-David Eisenstadt, APR, FCPRS

Torchia Communications – Jean Claude Torchia

Victoria Foundation

Financial Statements Year Ended March 31, 2008

Unaudited Review Statement

BOTTOM LINE

FINANCIAL POSITION AS AT MARCH 31 2008

Current Assets

	2007/08	2006/07
Cash	\$21,334	\$14,238
Term Deposits	\$11,254	\$10,915
Total Assets	\$32,588	\$25,153

Liabilities

	2007/08	2006/07
Accounts payable	—	—
Taxes payable	—	—
Other payables	—	—
Total Liabilities	—	—

Net Assets

	2007/08	2006/07
Restricted Funds	\$33,362	\$23,076
Unrestricted Funds	-774	\$ 2,077
Total Net Assets	\$32,588	\$25,153

STATEMENT OF OPERATIONS YEAR ENDED MARCH 31, 2008

Unaudited Review Statement

Revenue from Donations

	2007/08	2006/07
General operations	\$ 466	\$1,197
Original communications research	\$ 1,550	\$4,950
Ruth Hammond Scholarship	\$ 1,389	\$1,822
Victoria Foundation	\$ 2,122	\$2,192
Lou Cahill Scholarship in Communications	\$ 4,950	\$ 290
Jack Yocom Public Relations Profile Collection	\$ 1,400	\$ 100
Diana & Charles Tisdall Lecture in Communications	\$ 7,212	\$3,190
Torchia Scholarship in PR & Communications	\$ 2,000	—
	<hr/>	<hr/>
	\$21,089	\$13,741
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Operating Expenses by Fund

	2007/08	2006/07
General operations	\$ 3,317	\$ 3,265
Victoria Foundation	\$ 3,335	\$ 1,910
Diana & Charles Tisdall Lecture in Communications	\$ 3,000	\$ 3,408
Jack Yocom Public Relations Profile Collection	—	—
Ruth Hammond Scholarship	\$ 1,000	\$ 1,000
Lou Cahill Scholarship in Communications	\$ 1,250	—
Torchia Scholarship in PR & Communications	\$ 1,752	—
	<hr/>	<hr/>
	\$13,654	\$ 9,583
	<hr/> <hr/>	<hr/> <hr/>
Excess of Revenue	\$ 7,435	\$ 4,158
Change in Net Assets-balance at beginning of year	\$25,153	\$20,995
Change in Net Assets-balance at end of year	\$32,588	\$25,153

NOTES TO FINANCIAL STATEMENTS

Unaudited Review

1. 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	\$ 2,077	\$ 466	\$ 3,317	\$ -774
Communications research	\$ 6,450	\$ 1,550	—	\$ 8,000
Hammond Scholarship	\$ 12,450	\$ 1,389	\$ 1,000	\$12,839
Victoria Fdn-Note 3	\$ 3,327	\$ 2,122	\$ 3,335	\$ 2,024
Cahill Scholarship	\$ 290	\$ 4,950	\$ 1,250	\$ 3,990
Yocom Profile Collection	\$ 4,555	\$ 1,400	—	\$ 1,955
Tisdall Lecture in Communications	\$ 94	\$ 7,212	\$ 3,000	\$ 4,306
Torchia Scholarship	\$ 0	\$ 2,000	\$ 1,752	\$ 248
Totals	\$ 25,153	\$21,089	\$13,654	\$32,588

3. Victoria Foundation

Detail	Opening	Donations	Disbursements	Endings
Student fees	\$ 1,619	\$ 1,061	\$ 1,334	\$ 1,346
Student bursary	\$ 809	\$ 531	\$ 667	\$ 673
Professional resources	\$ 809	\$ 531	\$ 1,334	\$ 6
Totals	\$ 3,327	\$ 2,122	\$ 3,335	\$ 2,024

These notes are an integral part of these financial statements.

Our thanks to:
 CREDO Communications, a division of NATIONAL Public Relations, for graphic design [www.credocomm.ca]
 and Centrik Translations, a division of Torchia Communications, for translation [www.centriktranslations.com]