

2021-2022

# Annual Report



The Canadian Public Relations Society Foundation advances the profession and practice of public relations by granting scholarships, awards and bursaries, sponsoring lectures, understanding advocacy, and funding original research.



CPRS Foundation  
[www.cprsfoundation.ca](http://www.cprsfoundation.ca)  
[info@cprsfoundation.ca](mailto:info@cprsfoundation.ca)

# ABOUT THE FOUNDATION

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Established in 1979, the Canadian Public Relations Society Foundation (formerly known as the Communications + Public Relations Foundation) is a national not-for-profit charitable organization committed to advancing the professional practice of public relations and communications management by supporting relevant and transformative original research, providing scholarships, awards and bursaries to students, sponsoring lectures, undertaking advocacy, and resources to libraries.

As a registered Canadian charity, the Foundation accepts donations from individuals, foundations and corporations in support of its initiatives nationwide for which tax receipts are issued.

### EXECUTIVE COMMITTEE

Chair: **Anita Wasiuta** APR - Sooke  
 Vice-Chair: **Grace Diffey** APR, FCPRS – Hamilton  
 Secretary-Treasurer: **Rae-Anne Flavien** CPA – Scarborough

### DIRECTORS

**Clay Adams** ABC, APR – Vancouver  
**Cecilia Bloxom** MA, ABC, APR, FCPRS – Edmonton  
**Virginie Bussieres**, MBA – Lachine  
**Mark Dottori** APR – Ottawa  
**Mark Erdman** APR – Kingston  
**Michelle James** APR – Regina  
**Sean Kelly** APR – St. John's  
**Jeff Meerman** APR – Vancouver  
**Rashpal Rai**, APR - Vancouver  
**Rohini Mukherji** – Toronto  
**Brigitte Stock** ARP – Montreal  
**Thérèse Thériault** APR – Moncton  
**Deborah Trouten** APR, FCPRS, LM, ICD.D – Toronto, past chair

As of June 30, 2022, Deb Trouten, Grace Diffey and Anita Wasiuta will have completed their full six-year term on the board. Thank you all for your dedication to the CPRS Foundation and the profession.

### EXECUTIVE DIRECTOR

Lindsay Hugenholtz Sherk (*from February 2020 to March 2022*)  
 Sara Rafuse, *started on March 2022*

### Standing Committees:

Audit & Finance, Marketing & Communications, Scholarship, and Fundraising.

*Cover Photo – courtesy from Indspire*



## A MESSAGE FROM THE BOARD CHAIR

The CPRS Foundation proudly provided scholarships for Indigenous/First Nations recipients in the summer of 2021 and the BPoC recipient in the fall of 2021. We continue to build the donations for these two scholarships for a positive impact.

As the CPRS Foundation (CPRSF) is a volunteer organization the Board had several discussions throughout the year on the Foundation's focus. A one-page Strategic Plan 2022-2024 was created from the February discussions that includes goals, measures of success, and focusing on supporting communities through scholarships.

The CPRS Foundation partnered with *BBPA National Scholarships* ([bbpa.org/bbpa-scholarships](http://bbpa.org/bbpa-scholarships)), a national registered charity that invests in the education of Black Community students. BBPA provides the marketing and selection process on behalf of the CPRS Foundation. Thanks to our Foundational donors: Bruce MacLellan, President & CEO, Proof Strategies and a past Chair of the Foundation, and Judy Lewis, Co-founder & Partner, Strategic Objectives. We thank these donors for their enthusiasm and commitment to this worthy scholarship along with other contributing donors.

### Operations

Thanks to our donors, the Foundation received \$30,309 for the various funds and \$4788 for the Foundation's operational fund totaling \$35,097 for the fiscal year April 1, 2021 to March 31, 2022. The Foundation showed a \$25,950, primarily as a result of the BPoC Scholarship direct appeals.

Additional policies and procedures continue to be created to provide clear and accessible information for the Board and to ensure that the organization responds fairly and equitably in all situations.

The CPRS Foundation scholarship committee reviewed the agreements to ensure each scholarship has funds to support the scholarship beyond the annual fundraising and seeking an endowment structure where possible.

### Governance

As CPRS is our sole member, CPRS is responsible for the Annual General Meeting of the CPRS Foundation on September 28, 2022.

During the year, we welcomed a new director to the board: Rashpal Rai. As part of our normal course of succession, Deb Trouten, Grace Diffey and Anita Wasiuta will step off the board having completed their full six-year term on the board. We extend our deep gratitude for their service.

On behalf of the board, thank you for your continued support.

Anita Wasiuta, APR, Chair of the Board, CPRS Foundation, September 2022

## OUR IMPACT

Over the past 12 years, the CPRS Foundation has invested more than almost \$186,250 in support of promoting the advancement and growth of the theory and practice of public relations across Canada.

- Thought Leadership: \$27,000
- Scholarships/Awards/Bursaries: \$108,750
- Research: ≈ \$50,000

The CPRS Foundation pursues its mission of promoting the advancement and growth of the theory and practice of public relations/communications across Canada. It does so by providing scholarships and awards, and contributing to thought leadership within the profession.



## SCHOLARSHIPS / AWARDS / BURSARIES

2021/2022 RECIPIENTS

Congratulations to our recipients and our donors who provided scholarship and bursary funds. The recipient is acknowledged in the year when the award is disbursed.



The CPRS Foundation manages a number of scholarships/awards/bursaries on behalf of donors and the Foundation. Contributors who wish to support educational achievement are welcome to donate to these specific funds.

### Lou Cahill Scholarship in Communications

This \$1,250 scholarship honours the work of pioneer public relations practitioner Lou Cahill who founded OEB International in the later 1940s, who passed away in 2008. It is awarded annually for academic excellence, community involvement and participation in charitable activities.

Congratulations to **Rita Jokhaji**.

“Learning that I had been awarded the Lou Cahill Scholarship in Communication made me feel very proud of my achievements,” says Jokhaji, who graduated from Brock’s Business Communication program in June with Honours and First Class Standing. I experienced a lot of personal and professional growth over my four years of university and I believe this scholarship is a reflection of that, so overall, I felt very grateful.”

### Torchia Scholarship in Communications

This \$1,500 scholarship 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 their mother tongue.

This Scholarship is funded through an annual donation from Torchia Communications. The scholarship will increase for the 2022/2023 year. There was no award in 2021/2022.

### Denis Racine Bursary

Established by the CPRS Vancouver Island Chapter to honour the late Denis Racine who was president of both CPRS (Vancouver Island) and CPRS National. The award is granted to a student member of the CPRS (Vancouver Island) chapter who is studying in a post-secondary public relations program and has completed three or more courses.

The \$1000 bursary was awarded to **Allison Boyd**, on behalf of CPRS-Vancouver Island.

### Calgary Legacy Scholarship

The scholarship was created from surplus funds from a CPRS annual conference. The scholarship is awarded to a student in their 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].

The scholarship is funded by donations from members of the Calgary CPRS Chapter.

The \$1000 scholarship was awarded to **Braden Istace**, Calgary.

### Susan Francis Prize in Public Relations

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.

The prize is supported by a donation from the family augmented by individual donations. There was no award in 2021/2022.

### CPRS Foundation Indigenous Scholarship

**NEW**

In 2020 the CPRS Foundation created an annual public relations/ communications scholarship for Indigenous students. This first-of-its-kind scholarship will help Indigenous students prepare to enter the public relations/communications profession and underscores CPRS Foundation's commitment to greater representation of the public we serve and with whom we communicate, at all levels of professional practice.

The scholarship is awarded to a student in any year of their study who can demonstrate dedication to establishing a career in public relations/ communications.

The scholarship endowment is funded by donations. Two scholarships were awarded in the summer of 2021.

Congratulations to our first recipients of the CPRS Foundation Indigenous Scholarship:

- **Desiree Labelle**, Mount Royal University, Bachelor Degree Public Relations, Indigenous Band Bearspaw
- **Montana Forgie**, Ryerson University, Bachelor Degree Communications, Indigenous Band Squamish

## CPRS Foundation BPoC Scholarship



***NEW***

In 2021 the CPRS Foundation created an annual public relations/ communications scholarship for BPoC students. This first-of-its-kind scholarship will help Black and People of Colour students prepare to enter the public relations/communications profession and underscores CPRS Foundation's commitment to greater representation of the public we serve and with whom we communicate, at all levels of professional practice.

The scholarship is awarded to a student in any year of their study who can demonstrate dedication to establishing a career in public relations/ communications.

The scholarship endowment is funded by donations. The first scholarship was awarded in the fall of 2021.


Congratulations to our first scholarship recipient of the CPRS Foundation BPoC Scholarship:

- **Zachary Brown**, Wilfrid Laurier University, Bachelors of Arts of Communication Studies & Business Management (Leadership Minor)

## LECTURE, PRIZES, AWARDS, GRANTS

Achievements in 2021/2022

Thank you to our donors who provided funds for these programs.



The CPRS Foundation provides grants and awards for a number of other activities such as professional development lectures, provisions of public relations texts to a public library, along with a prize, awards and a variety of grants.

### DIANA AND CHARLES TISDALL LECTURE IN COMMUNICATIONS

The **Diana and Charles Tisdall Lecture in Communications** is featured annually at the Canadian Public Relations Society national conference and honours the late Charles Tisdall, Toronto, one of the founders of the CPRS Foundation (formerly, the Communications + Public Relations Foundation). The Foundation provides funding toward the speaker honorarium or expenses each year.

Previous Tisdall lectures are available on loan through CPRS to public relations programs at colleges and universities across Canada and are posted as links on the Foundation website.

The Tisdall Lecture in Communications is funded entirely by donations. The Tisdall Lecture was postponed in 2021.

### 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, which 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 passed away in 2003.

There are currently 19 profiles available on the CPRS website in e-book and PDF versions. There were no profiles added in 2021/2022. The Jack Yocom Profile Collection is funded entirely by donations.

### VICTORIA FOUNDATION/CPRS (VANCOUVER ISLAND CHAPTER)

The Victoria Foundation continues to manage a fund created by the CPRS Vancouver Island Chapter, and each year releases a determined amount from the return on investment of the fund, to the CPRS Foundation to be used for the following educational activities:

- Through a gift from CPRS Vancouver Island Chapter, a grant is made annually to assist a member of the chapter to attend the CPRS national conference for the purpose of professional development.
- The funds to award the Denis Racine Bursary award to a student, see Bursaries.
- Through a gift from the CPRS Vancouver Island Chapter, a grant is given annually to the library with which to purchase public relations materials. Any British Columbia resident with a GVPL library card or a BC OneCard can access the collection, which includes e-books.

#### CPRS-VI EDUCATIONAL GRANTS AWARDED:

- **Shelley Termuende** received a grant to attend the 2021 CPRS national conference.
- The Greater Victoria Public Library received a grant of \$1600 for public relations and communications educational materials.
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## GIFTS / DONORS / SPONSORS

Achievements in 2021/2022

### DONATIONS

Donations totaling \$35,097 were received for education and operations in 2021/22:

CPRS Foundation Indigenous Scholarship - \$725  
 Victoria Foundation CPRS-VI - \$3434  
 Torchia Scholarship in Public Relations/Communications - \$0  
 CPRS Foundation BPOC Scholarship - \$25,950  
 Lou Cahill Scholarship in Communications - \$200  
 Jack Yocom Profile Collection - \$0  
 Calgary Legacy Scholarships - \$0  
 Regina Scholarship - \$0  
 David Milliken Media Communications Award - \$0  
 Diana and Charles Tisdall Lecture in Communications - \$0  
 Research in Original Communications - \$0  
 Susan Francis Prize in Public Relations/Communications - \$0  
 Operations/general - \$4,788

### SPONSORS

The CPRS Foundation recognizes and thanks the contribution of our valued sponsors:

- News release distribution – **CISION**; Toronto

### INDIVIDUAL DONATIONS

The CPRS Foundation thanks the following donors for their gifts in 2021/2022:

#### **CPRS Foundation BPOC Scholarship Foundational Donors \$5000**

Bruce MacLellan, Proof Inc.  
 Judith Lewis, Strategic Objectives

#### **CPRS Foundation BPOC Scholarship Supporting Donor \$2000**

Tracey Bochner, Paradigm Public Relations

#### **CPRS Foundation BPOC Scholarship Foundational Donor \$13,100.68**

Special thanks to the *National Summit on Anti-Racism in Public Relations and Communications Management* and its volunteers and donors to raise \$13,100.68 towards the CPRS Foundation BPOC Scholarships, directly supporting diversity in this industry.

#### **\$1000+**

Deb Trouten  
 Anita Wasiuta

#### **Up to \$200**

Patricia Waters  
 Robert Ellis  
 Anonymous  
 Anonymous

MB Event & Project  
 Management Ltd.  
 Pierrette Leonard  
 Michelle James  
 Anonymous

## FINANCIAL STATEMENTS (unaudited)

For the 12 months ended March 31, 2022

### Canadian Public Relations Society Foundation

#### Statement of Financial Position

March 31, 2022

(Unaudited)

	2022	2021
	\$	\$
<b>Assets</b>		
Current		
Cash	44,021	36,842
Accounts receivable	-	1,012
<b>Total assets</b>	<b>44,021</b>	<b>37,854</b>
<b>Liabilities</b>		
Current		
Accounts payable and accrued liabilities	992	4,849
<b>Total liabilities</b>	<b>992</b>	<b>4,849</b>
<b>Net Assets</b>		
Unrestricted funds	(29,397)	(22,707)
Externally restricted funds (Note 3)	72,426	55,712
<b>Total net assets</b>	<b>43,029</b>	<b>33,005</b>
<b>Total net assets and liabilities</b>	<b>44,021</b>	<b>37,854</b>

*The accompanying notes are an integral part of these financial statements*

Approved by the Board

Director

\_\_\_\_\_  
Chair of the Board

Director

\_\_\_\_\_  
Secretary - Treasurer

## Canadian Public Relations Society Foundation

### Statement of Changes in Net Assets

March 31, 2022

(Unaudited)

	Unrestricted Funds	Externally restricted Funds	Total 2022	Total 2021
	\$	\$	\$	\$
Balance, beginning of year	(22,707)	55,712	33,005	16,660
(Deficiency) of Revenue over Expenses	(7,665)	-	(7,665)	(15,093)
Donations received during the year	-	30,309	30,309	40,074
Disbursements paid	-	(12,620)	(12,620)	(10,935)
Admin fees paid upon disbursement	975	(975)	-	-
Transfers	-	-	-	2,299
<b>Balance, end of year</b>	<b>(29,397)</b>	<b>72,426</b>	<b>43,029</b>	<b>33,005</b>

The accompanying notes are an integral part of these financial statements

## Canadian Public Relations Society Foundation

### Statement of Operations

for the year ended March 31, 2022

(Unaudited)

	2022	2021
	\$	\$
Revenue		
Donations	4,788	4,335
<b>Total revenue</b>	<b>4,788</b>	<b>4,335</b>
Expenses		
Management fees	6,220	15,243
Legal fees	3,231	-
Administration	1,068	2,068
Office expenses	987	92
Website	829	1,058
Translation fees	-	863
Bank charges	118	104
<b>Total expenses</b>	<b>12,453</b>	<b>19,428</b>
<b>(Deficiency) of revenue over expenses</b>	<b>(7,665)</b>	<b>(15,093)</b>

The accompanying notes are an integral part of these financial statements

## Canadian Public Relations Society Foundation

### Statement of Cash flows

for the year ended March 31, 2022

(Unaudited)

	2022	2021
	\$	\$
Cash provided from		
Operating Activities		
Cash receipts from donations	36,109	43,397
Cash paid to suppliers	(28,930)	(26,703)
<b>Total cash flows from operating activities</b>	<b>7,179</b>	<b>16,694</b>
Increase in cash	7,179	16,694
Cash, beginning of year	36,842	20,148
<b>Cash, end of year</b>	<b>44,021</b>	<b>36,842</b>

*The accompanying notes are an integral part of these financial statements*

## Canadian Public Relations Society Foundation

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**Notes to the Financial Statements**  
March 31, 2022  
(Unaudited)

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### 1 Purpose of the Organization

The Canadian Public Relations Society Foundation, formerly known as 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 Summary of Significant Accounting Policies

#### **Basis of presentation**

These financial statements have been prepared in accordance with Canadian accounting standards for not-for-profit organizations ("ASNPO"). The financial statements are presented in Canadian dollars.

#### **Financial instruments**

The Foundation initially measures its financial assets and liabilities at fair value, except for certain non-arm's length transactions. The Foundation subsequently measures all its financial assets and liabilities at amortized cost and has not designated any financial asset or liability to be measured at fair value.

Financial assets measured at amortized cost include cash and due from related organization.

Financial liabilities measured at amortized cost include accounts payable and accrued liabilities.

#### **Impairment of financial instruments**

Financial assets measured at amortized cost are tested for impairment when there are indicators of impairment. The amount of the write-down is recognized in the statement of operations. The previously recognized impairment loss may be reversed to the extent of the improvement, directly or by adjusting the allowance account, provided it is no greater than the amount that would have been reported at the date of the reversal had the impairment not been recognized previously. The amount of the reversal is recognized in the statement of operations.

#### **Revenue recognition**

Donation revenue is recorded when received.

#### **Donated services**

The Foundation does not recognize donated services.

#### **Measurement uncertainty**

The preparation of financial statements in conformity with ASNPO requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities at the date of the financial statements and the reported amounts of revenues and expenses during the reporting period. Actual results could differ from those estimates.

## Canadian Public Relations Society Foundation

### Notes to the Financial Statements

March 31, 2022

(Unaudited)

### 3 Fund Balances

Externally restricted funds consists of amounts received from Donors which have been restricted for a specific purpose.

As at March 31, 2022, the Foundation had the following externally restricted fund balances:

	Balance, beginning of year	Donations received	Disbursements paid	Admin fees paid	Total 2022
Calgary Legacy Scholarships	2,912		(1,000)	(100)	1,812
Victoria Foundation (Note 4)	6,220	3,434	(2,870)		6,784
David Miliken (Humber College)	(236)				(236)
Indigenous Scholarship (i)	31,715	725	(5,000)	(500)	26,940
Lou Cahill Scholarship in Communications	3,801	200	(1,250)	(125)	2,626
Jack Yocom Profile Collection	2,241				2,241
Diana and Charles Tisdall Lecture	2,443				2,443
Torchia Scholarship	183				183
Susan Francis	5,689				5,689
Original Communications Reseach	45				45
Regina Scholarship	24				24
BPOC Scholarship (ii)	675	25,950	(2,500)	(250)	23,875
	55,712	30,309	(12,620)	(975)	72,426

As at March 31, 2021, the Foundation had the following externally restricted fund balances:

	Balance, beginning of year	Donations received	Disbursements paid	Admin fees paid	Total 2021
Calgary Legacy Scholarships	2,864	48	-	-	2,912
Victoria Foundation (Note 4)	6,630	3,025	(3,435)	-	6,220
David Miliken (Humber College)	864	-	(1,000)	(100)	(236)
Indigenous Scholarship (i)		34,465	(2,500)	(250)	31,715
Lou Cahill Scholarship in Communications	6,358	193	(2,500)	(250)	3,801
Jack Yocom Profile Collection	2,193	48	-	-	2,241
Diana and Charles Tisdall Lecture	2,443	-	-	-	2,443
Torchia Scholarship	237	1,596	(1,500)	(150)	183
Susan Francis	5,689	-	-	-	5,689
Original Communications Reseach	45	-	-	-	45
Regina Scholarship	-	24	0	0	24
BPOC Scholarship (ii)	-	675	0	0	675
	27,323	40,074	(10,935)	(750)	55,712

(i) During the year ended March 31, 2021, the Foundation launched the Indigenous Scholarship fund. Amounts donated to this fund are used to create a scholarship program, awarding Indigenous students in the Public Relations field of study.

(ii) During the year ended March 31, 2021, the Foundation launched the Black and People of Colour ("BPOC") fund. Amounts donated to this fund are used to create a scholarship program, awarding students who identify as black or a person of colour, in the Public Relations field of study.

## Canadian Public Relations Society Foundation

### Notes to the Financial Statements

March 31, 2022

(Unaudited)

#### 4 Victoria Foundation

The breakdown of donations received during the year-end March 31 2021 and 2020 is as follows

	Opening	Donations		Disbursements		Ending
		General	Denis Racine Bursary	General	Denis Racine Bursary	
2021/22 donations	6,520	3,134	300	(1,870)	(1,000)	7,084
<i>Breakdown Status of each category:</i>						
Member to attend conference - 50%	3,962	1,566		(934)		4,594
Denis Racine Bursary - 25%	579	784	300	(468)	(1,000)	195
Professional resources - 25%	1,979	784		(468)		2,295
	6,520	3,134	300	(1,870)	(1,000)	7,084

#### 5 Financial Instruments

The Foundation, as part of its operations carries a number of financial instruments. It is management's opinion that the Foundation is not exposed to significant interest, currency, credit, liquidity or other price risks arising from these financial instruments.