



Canadian Public
Relations Society

Foundation

ANNUAL REPORT

2024/25



The CPRS Foundation recognizes our work takes place on the ancestral and traditional territories of the First Nations, Inuit and Métis Peoples.



OUR PROFILE

The Canadian Public Relations Society Foundation advances the profession and practice of public relations by granting scholarships, bursaries and lectures for the next generation of public relations practitioners.

Established in 1979, the Canadian Public Relations Society Foundation is the charitable arm of the Canadian Public Relations Society.

THE OBJECTIVE

The CPRS Foundation seeks to pave the pathway to the PR and Communications Industry, supporting the community through scholarships and working with emerging and current professionals across the country, supporting and building connections

The goals and objectives of the Foundation:

- 1) Demonstrate Value – Sustainable Fundraising
- 2) Foster Connections - Expand outreach in the profession
- 3) Sustain the Effort - Strong Board
- 4) Build the Brand - Identity and Branding



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WWW.CPRSFOUNDATION.CA
INFO@CPRSFOUNDATION.CA



MEET OUR BOARD

Executive Committee

Chair: Michelle James, MA, APR - Regina, SK

Vice Chair: Johanna Ward, MA, APR - Vancouver, BC

Secretary: Stephanie Fung - Winnipeg, MB

Treasurer: Rae-Ann Flavien, CPA - Scarborough, ON

Directors:

Molly Cormier, MPR - St. John's, NB

Julia White - Vancouver, BC

Simon Yackulic, APR - Edmonton, AB

Wayne Knorr, APR - Fredericton, NB

Richard Tea - Montreal, QC

Rebecca Parry, PRK - Regina, SK

Fionn Yaxley, MA - Victoria, BC

Resigned:

Rashpal Rai, APR - Vancouver, BC

Lori MacLean - Halifax, NS

As of December 2024, Rashpal Rai and Lori MacLean, resigned from the CPRS Foundation Board. Thank you both for your dedication to the Foundation and the profession.

Standing Committees:

Audit & Finance

Marketing & Communications

Scholarship

Fundraising

FROM THE CHAIR



The CPRS Foundation proudly provided two scholarships for First Nations recipients in the summer of 2024. Thank you to our partner, Indspire.

The CPRS Foundation (CPRSF) volunteer Board continues the work of moving the foundation in its new direction. This year, we updated our strategic plan, completed our November Giving campaign and renewed our partnership with CPRS National's College of Fellows around the direction of the Yocum profiles. As a donor strategy is a key part of our work, we've begun expanding internally to include a donor relations portfolio.

Our key focus this past year was re-deploying the Charles and Dianna Tisdall Lecture Series. This work will continue into the next fiscal year. We hope to re-launch the series in the fall of 2025.

Thanks to our donors, the Foundation received total donations of \$3999 towards the various funds for the fiscal year April 1, 2024 to March 31, 2025.

The CPRS Foundation scholarship committee is in process of setting up a new application process for the CPRS Black/Person Of Colour (BPOC) scholarship. We are also seeking a new partner for the BPOC scholarship.

During the year, we welcomed two new directors to the board; Julia White and Simon Yackulic. We extend our deep gratitude to Rasphal Rai and Lori MacLean for their service.

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

Michelle James, MA, APR, Chair,

OUR IMPACT



Over the past 14 years, the CPRS Foundation has invested more than \$199,199 in support of promoting the advancement and growth of the practice of public relations across Canada.

- Thought Leadership: \$27,000
- Scholarships/Awards/Bursaries: \$148,649

The CPRS Foundation pursues its mission of supporting the public relations community through scholarships, bursaries and thought leadership.

Congratulations to all of our recipients and thank you to our donors who provided scholarship and bursary funds. The recipient is acknowledged in the year when the award is disbursed. Contributors who wish to support educational achievement are welcome to donate to these specific funds.

CPRS BPOC SCHOLARSHIP

In 2021 the CPRS Foundation created an annual communications scholarship for BPoC students. This first-of-its-kind scholarship 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 is on hold while the CPRS Foundation addresses some process and partner changes. It was last awarded in 2023/24.

CPRS Foundation Indigenous Scholarship

In 2020, the CPRS Foundation created an annual public relations/communications scholarship for Indigenous students. This first-of-its-kind scholarship helps Indigenous students 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. Two scholarships were awarded in the summer of 2024.

- **Desiree Labelle, Mount Royal University (Calgary)**
- **Riley Gavan, Algonquin College (Ottawa)**

Once again, I want to express my sincere thanks for your generous support. Your scholarship has not only lightened my financial burden but has also fueled my passion and determination to make a positive impact on the world through digital marketing communications.

Enclosed with this letter is a "thank you" photo to convey my appreciation. Your support means a great deal to me, and I am committed to making the most of this opportunity.

Thank you for believing in my potential and contributing to my educational journey. Your generosity has inspired me to work hard and strive for excellence in my academic pursuits and future career.

Riley Gavan
Fort Alexander, MB



indspire.ca



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. There was no scholarship awarded during the 2024/25 year.

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 (Jenna Gill) on behalf of CPRS-Vancouver Island.

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 and augmented by individual donations. There was no award in 2024/2025.

Torchia Scholarship in Communications

This scholarship honours Torchia Communications' co-founder Armand Torchia and recognizes a student who best exemplifies the spirit and practice of bilingualism in the Canadian communication and public relations profession and is studying in one of Canada's two official languages. The \$1500 Scholarship is on hold until a new letter of understanding with the Torchia Family is completed.

LECTURES AND GRANTS

DIANA AND CHARLES TISDALL LECTURE IN COMMUNICATIONS

The **Diana and Charles Tisdall Lecture in Communications** was featured annually at the Canadian Public Relations Society national conference and honours the late Charles Tisdall (Toronto chapter), one of the founders of the CPRS Foundation (formerly, the Communications + Public Relations Foundation). The Tisdall Lecture in Communications was funded entirely by donations and is currently under revision as it's own lecture series to be launched in 2025.

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 22 profiles available on the CPRS National website in e-book and PDF versions. The Foundation and the College of Fellows are currently reviewing the collection format.

LECTURES AND GRANTS

VICTORIA FOUNDATION/CPRS VANCOUVER ISLAND (VI) CHAPTER

The Victoria Foundation continues to manage a fund created by the CPRS VI 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 One Card can access the collection, which includes e-books.

CPRS-VI EDUCATIONAL GRANTS AWARDED:

- Tatiana Chabeau Smith received the Denis Racine Bursary
- Andy Watson received the Professional Development Grant to attend the 2024 CPRS national conference.
- The Greater Victoria Public Library received a grant of \$869 for public relations and communications educational materials.

GIFTS AND DONORS

DONATIONS

Donations totaling \$2589 were received for education and operations in 2024/25.

CPRS Foundation Indigenous Scholarship - \$225

Victoria Foundation CPRS-VI - \$3,474

Torchia Scholarship in Public Relations/Communications - \$100

CPRS Foundation BPOC Scholarship - \$200

Jack Yocom Profile Collection - \$0

Calgary Legacy Scholarships - \$0

Susan Francis Prize in Public Relations/Communications - \$0
Operations/general - \$2034

Up to \$600

Clay Adams

Jane Antoniak

Robin Alford

Allison Boyd

Rahmar Dalmar

Robert Ellis

Elizabeth Hirst

Michelle James

Ginny Jones

Wayne Knorr

Danielle Lavoie

Pierrette Leonard

Rohini Mukherji

CPRS-NS

Margaret Percy

Vince Power

Louise Rousseau

Claire Ryan

Eileen Tobey

Anita Wasuita

Johanna Ward

Julia White

Fionn Yaxley

Thank you to our donors for their continued support in the future of public relations.



**Canadian Public Relations Society Foundation
Financial Statements
March 31, 2025**

Canadian Public Relations Society Foundation

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Canadian Public Relations Society Foundation

Statement of Financial Position

March 31, 2025

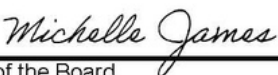
(Unaudited)

	2025 \$	2024 \$
Assets		
Current		
Cash	21,967	19,745
Investment	5,000	5,000
Total assets	26,967	24,745
Net Assets		
Unrestricted funds	(28,649)	(28,539)
Externally restricted funds (Note 4)	55,616	53,284
Total net assets	26,967	24,745
Total net assets and liabilities	26,967	24,745

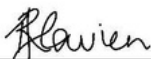
The accompanying notes are an integral part of these financial statements

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, 2025**(Unaudited)*

	Unrestricted Funds	Externally restricted Funds (Note 4)	Total 2025	Total 2024
	\$	\$	\$	\$
Balance, beginning of year	(28,539)	53,284	24,745	27,195
Excess of revenue over expenses	(110)	-	(110)	209
Donations received during the year	-	3,999	3,999	6,291
Disbursements paid	-	(1,667)	(1,667)	(8,950)
Transfer to Unrestricted funds	-	-	-	-
Balance, end of year	(28,649)	55,616	26,967	24,745

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, 2025

(Unaudited)

	2025	2024
	\$	\$
Revenue		
Donations	2,589	3,318
Interest Income	192	117
Total revenue	2,781	3,435
Expenses		
Administration	1,068	1,068
Office expenses	827	870
Website	425	1,216
Bank charges	571	72
Total expenses	2,891	3,226
Excess of expenses over revenues	(110)	209

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, 2025
(Unaudited)

	2025	2024
	\$	\$
Cash provided from		
Operating Activities		
Cash receipts from donations	6,588	9,609
Cash paid to suppliers	(4,558)	(12,176)
Interest received	192	117.00
Total cash flows from operating activities	2,222	(2,450)
Increase (decrease) in cash	2,222	(2,450)
Cash, beginning of year	19,745	22,195
Cash, end of year	21,967	19,745

The accompanying notes are an integral part of these financial statements

Canadian Public Relations Society Foundation

Notes to the Financial Statements

March 31, 2025

(Unaudited)

1 Purpose of the Organization

The Canadian Public Relations Society Foundation, (the "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 on a cash basis and 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 investment.

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.

Revenue recognition

Donation revenue is recorded when received.

Donated services

The Foundation does not recognize donated services.

3 Victoria Foundation

The breakdown of donations received during the year-end March 31 2024 is as follows

	Opening	Donations		Disbursements		Ending
		General	Denis Racine Bursary	General	Denis Racine Bursary	
2023/24 donations	6,749	3,474	-	-	(1,667)	8,556
Breakdown Status of each category:						
Member to attend conference - 50%	5,125	1,736	-	-	(1,667)	5,194
Denis Racine Bursary - 25%	(663)	869	-	-	0	206
Professional resources - 25%	2,287	869	-	-	-	3,156
	6,749	3,474	-	-	(1,667)	8,556



Canadian Public Relations Society Foundation

Notes to the Financial Statements March 31, 2025 (Unaudited)

4 Fund Balances

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

As at March 31, 2025, the Foundation had the following externally restricted fund balances:

	Balance, beginning of year	Donations received	Disbursements paid	Admin fees paid	Transfers	Total 2025
Calgary Legacy Scholarships	1,272		-	-	-	1,272
Victoria Foundation (Note 3)	6,749	3,474	(1,667)	-	-	8,556
Indigenous Scholarship	10,300	225	0	-	-	10,525
Jack Yocom Profile Collection	2,241		-	-	-	2,241
Torchia Scholarship	433	100	-	-	-	533
Susan Francis	5,789		-	-	-	5,789
BPOC Scholarship	26,500	200	-	-	-	26,700
	53,284	3,999	(1,667)	-	0	55,616

As at March 31, 2024, the Foundation had the following externally restricted fund balances:

	Balance, beginning of year	Donations received	Disbursements paid	Admin fees paid	Transfers	Total 2024
Calgary Legacy Scholarships	812	460	-	-	-	1,272
Victoria Foundation (Note 3)	6,017	3,431	(2,699)	-	-	6,749
David Milliken (Humber College)	(236)	-	-	-	236	-
Indigenous Scholarship	13,200	2,100	(5,000)	-	-	10,300
Lou Cahill Scholarship in Communications	1,251	-	(1,251)	-	-	-
Jack Yocom Profile Collection	2,241	-	-	-	-	2,241
Diana and Charles Tisdall Lecture	(257)	-	-	-	257	-
Torchia Scholarship	333	100	-	-	-	433
Susan Francis	5,789	-	-	-	-	5,789
Original Communications Reseach	45	-	-	-	(45)	-
Regina Scholarship	24	-	-	-	(24)	-
BPOC Scholarship	26,300	200	-	-	-	26,500
	55,519	6,291	8,950	-	424	53,284

