

2019-2020

Annual Report



The Canadian Public Relations Society Foundation advances the profession and practice of public relations through the granting of scholarships, awards and bursaries, lectures, advocacy, and research.



CPRS Foundation

www.cprsfoundation.ca

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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 not-for-profit charitable organization committed to advance the professional practice of communications and public relations by supporting relevant and transformative original research, providing scholarships to students, sponsoring lectures, and contributing textbooks to libraries.

As a registered Canadian charity, the Foundation accepts individual, foundation and corporate contributions in support of its initiatives nationwide for which tax receipts are issued.

EXECUTIVE COMMITTEE

Chair: **Deborah Trouten** APR, FCPRS, LM, ICD.D – Toronto

Vice-Chair: **Grace Diffey** APR, FCPRS – Hamilton

Secretary-Treasurer: **Anita Wasiuta** APR – Sooke

DIRECTORS

Clay Adams ABC, APR – Vancouver

Cecilia Bloxom MA, ABC, APR, FCPRS – Edmonton

Kevin E. Brown APR, FCPRS – Prince George

Yanik Deschênes LLB, ARP – Montréal

Mark Dottori APR – Ottawa

Mark Erdman APR – Kingston

Michelle James APR – Regina *joined February, 2020*

Sean Kelly APR – St. John's *joined February, 2020*

Jeff Meerman APR – Vancouver

Rohini Mukherji – Toronto

Brigitte Stock ARP – Montreal

Thérèse Thériault APR - Moncton

Jean-Claude Torchia - Montréal

As of June 30, 2020, the following director will have completed their full six-year term on the board: Yanik Deschênes LLB, ARP, Montreal.

EXECUTIVE DIRECTOR

Lindsay Hugenholtz Sherk

A MESSAGE FROM THE BOARD CHAIR



As I write this year's letter, the world has been upended by social, economic, and political disruption. I have been inspired by and proud of how our public relations/communications community has responded and led communications during these unprecedented times. As we together navigate the impacts of COVID-19 and advise our organizations and clients with respect to addressing divisiveness, xenophobia and political, racial and ethnic tensions, the imperative to move the profession forward through research and supporting education and professional development is more important now than ever.

2019 was a transformational year for the Foundation as we underwent a change of control. The Canadian Public Relations Society is now the sole member of the Foundation and our name has been changed to the CPRS Foundation. The CPRS Foundation remains a not-for-profit registered Canadian charity with an independent board of directors who are responsible for oversight of the Foundation and ensuring that it operates independent of the CPRS.

This new relationship with CPRS signals a renewal in our commitment to advance the communications and public relations profession in support of the more than 15,000 people in Canada who work in the field of professional communications spanning all sectors. It should also significantly raise the public profile of the Foundation with a variety of audiences.

As senior leaders in our industry, the Foundation board of directors is committed to ensuring that the next generation of practitioners have access to the financial support for their education; that we advance the profession by ensuring academic research is translated into professional practice; and that we increase public awareness, understanding and support for the practice of professional communications and public relations.

Throughout the year, I am pleased to report that we advanced our mission. We developed an exciting new first of its kind scholarship, the announcement of which was delayed due to the global pandemic. We look forward to launching the new scholarship later this year.

We awarded five scholarships/awards/bursaries to deserving students and sponsored the Diana & Charles Tisdall Lecture in Communications at the CPRS conference in Edmonton, Alberta in June 2019.

Operations

The Foundation received \$12,459 (including Victoria Foundation) in donations from 37 donors between April 1, 2019 and March 31, 2020 primarily as a result of two direct appeal campaigns (in September and December).

Finalizing the change of control consumed an enormous amount of time requiring the development of an agreement, a rewrite of the governing by-laws and registrations with both Innovation, Science and Economic Development Canada (formerly Industry Canada) and the Canada Revenue Agency – Charities Directorate. In addition, the name of the organization was changed which required the design of a new

logo, registration of new URLs, and notification of the appropriate authorities of the legal name change. We made updates to the Foundation website and to the CanadaHelps.org donation page.

We completed the transfer of documents from the previous Foundation management firm. A records management system was created, a retention policy adopted and the digitization of Foundation's records was commenced.

In the absence of an executive director, the board chair and secretary-treasurer assumed responsibility for the normal course of administrative activities including regulatory filings, preparing board reports, receiving and acknowledging all gifts and donations, maintaining the donor database, preparing financial reports, and banking, maintaining relationships with donors and preparing communiques and maintaining the website. In addition, the board chair and secretary-treasurer undertook a rigorous review of policy, processes and procedures to provide assurance as to compliance with all requirements of a charitable foundation and to more precisely align and separate board and management responsibilities.

In the fall of 2019, a request for proposal was issued to help the Foundation identify a qualified individual or firm to provide governance and administrative support. As a result, in February 2020, we welcomed Lindsay Hugenholtz Sherk, Hillwood Consulting as our new executive director. An experienced bilingual executive director and business consultant, Lindsay brings more than 15 years of experience in the areas of executive leadership, association management, fundraising, program and project management, strategic planning, financial administration and governance.

Governance

The Foundation held five board meetings in 2019/2020 – June, August, September, December and March. Four standing committees were created: Audit & Finance, Marketing & Communications, Scholarship, and Fundraising. The Marketing & Communications committee will focus its attention on developing a communications strategy and overhauling the Foundation's website. The Scholarship committee will focus to focus its attention on awarding scholarships, reviewing and updating all agreements and developing a new scholarship. The Fundraising committee will be developing a strategy focused on sustainability.

A new director orientation program was developed to ensure that directors are prepared to fulfil their responsibilities as they onboard. The board also instituted a compliance assurance process to ensure that going forward, the executive director assures the board that all of the legal requirements have been undertaken and complied with on behalf of the board.

Board of Directors

Special acknowledgement and thanks also go to our volunteer board of directors who dedicate countless hours to providing oversight, effective governance and administrative service on behalf of the Foundation during the time-consuming process of the change of control. In particular, I acknowledge with thanks the tremendous efforts of Anita Wasiuta and Grace Diffey, who assumed greater responsibilities in the absence of an executive director.

As part of our normal course of succession, as of the 2020 annual general meeting, Yanik Deschênes, Montreal will step off the board having completed his full six-year term, including two years as board chair. We extend our deep gratitude to Yanik for his leadership and service. During the year, we also welcomed three new directors to the board: Brigitte Stock, ARP, Montreal, Sean Kelly, St John's, and Michelle James, Regina. In June, I will step down after two years as board chair and Anita Wasiuta will assume the position. It has been my honor to serve as the Foundation's board chair during this transformational period.

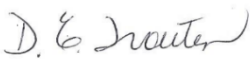
Looking Ahead

In the year ahead, we look forward to the launch of the new scholarship, working more closely with CPRS to raise funds for professional development and renewing our commitment to funding practical research that informs and advances the profession, particularly critical during these times of extraordinary change.

Please Join Us

We continue to be inspired by the gifted students who are the beneficiaries of our scholarships, and are excited and invigorated by the innovative research that academics continue to do across the country. Your contribution matters deeply to these students wishing to pursue or advance their communications and PR careers and equally to those who are trying to fund ground-breaking research.

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



Deborah E. Trouten, APR, FCPRS, LM, ICD.D
Chair

OUR IMPACT

Over the past 10 years, the CPRS Foundation has invested more than almost \$150,000 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: \$70,550
- Research: ~ \$50,000

The CPRS Foundation fervently 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, fostering the use of research and research-based knowledge, leading advocacy initiatives, and contributing to the thought leadership within the profession.

With your generous support we will continue to support students and empower professionals with meaningful programs, actionable insights and intelligence that move the profession forward, positively shaping the practice of public relations/communications well into the future.



SCHOLARSHIPS / AWARDS / BURSARIES

2019/20 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 who established them. Contributors who wish to support educational achievement are welcome to donate to these specific funds.

David Milliken Media Communications Award



Brent Murphy – a fourth year Bachelor of Public Relations student at Humber College who demonstrated well-reasoned and acutely observed assessment of the media landscape which he displayed during his internship at Weber Shandwick Canada.

This \$1,000 award is made annually to a student in the final year of the BPR program at Humber College. The focus of the award reflects Milliken’s commitment to the important Students submitting must demonstrate that understanding through course, project work and summer internship placement.

This award is funded annually by CISION (formerly CNW Group).

Lou Cahill Scholarship in Communications



Matthew Scott – a recent graduate of Brock University with honours in Media and Communication Studies, who worked for BrockTV as a volunteer and a senior producer and was active in extracurricular events, placing second in the 2018 Dobson Marketing Case Competition and winning first prize at the 2020 Brock University 24-Hour Film Festival. In addition, Matthew worked for the Hamilton Tiger-Cats (Canadian Football League) and Forge Football Club (Canadian Premier League), representing both teams on game days and at community events throughout the Golden Horseshoe. Matthew plans to continue to pursue his interests in both sports and video production with a career in the sports marketing industry.

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.

Calgary Legacy Scholarship

2019/2020 recipient to be selected in 2020.

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.

Susan Francis Prize in Public Relations

The 2019/2020 recipient to be selected in 2020.

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.

Denis Racine Bursary



Paula Duncan – a CPRS Vancouver Island student member registered in a post-secondary educational program received the \$1000 bursary. The bursary was created from surplus funds from the 2003 CPRS annual conference which CPRS-VI hosted.

This student bursary was established in honour of the late Denis Racine, a prominent figure in the Victoria BC public relations community, and a strong youth mentor.

The 2019/2020 recipient will be selected in June 2020.

Torchia Scholarship in Communications

Janice Lee – a student at Royal Roads University.

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 his/her mother tongue.

The 2019/2020 recipient will be selected in July 2020.

This Scholarship is funded through an annual donation from Torchia Communications.

LECTURE, PRIZES, AWARDS, GRANTS

Achievements in 2019/20

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 a professional development lecture, provision 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 \$3,000 in funding toward the speaker honorarium or expenses each year.

The guest lecturer at the 2019 CPRS national Conference, *Evolving Expectations*, held in Edmonton, Alberta, was Ritu Bhasin on the topic of *Disrupting Bias — Overcoming Our Discomfort with Differences*. Incoming CPRS President Victor Vrsnik, APR, FCPRS introduced Bhasin, a globally recognized expert in diversity and inclusion, women's advancement, and authentic leadership. CPRS Foundation board member, Patrick Hammond, APR thanked Bhasin.

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.

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, that 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 2019/2020.

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:

- To cover the registration costs for a member to attend the CPRS national conference
- The funds to award the Denis Racine Bursary award to a student
- Funds to provide PR/communications books and other materials to be purchased by the Greater Victoria Public Library.

No award was made for attendance at the 2018/2019 CPRS annual conference. A gift of \$642.25 will be made to the Greater Victoria Public Library for educational purchases in June 2020 for the 2019/20 year.

GIFTS / DONORS / SPONSORS

Achievements in 2019/20

DONATIONS

Donations totaling \$12,459 were received for education, research initiatives and operations in 2019/20:

Calgary Legacy Scholarships - \$0

David Milliken Media Communications Award - \$1,000

Diana and Charles Tisdall Lecture in Communications - \$0

Jack Yocom Profile Collection -\$0

Lou Cahill Scholarship in Communications -\$350

Operations/general -\$3,555

Research in Original Communications -\$0

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

Torchia Scholarship in Public Relations/Communications -\$1,675

Victoria Foundation -\$5,879 (\$3010 for year ending 2018-2019, \$2869 for 2019-2020)

SPONSORS

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

- News release distribution – **CISION**; Toronto
- Website – **Arrowfoot Inc.**; Saint John

INDIVIDUAL DONATIONS

The CPRS Foundation thanks the following donors for their gifts in 2019/2020:

Jane Adams, APR

Robin Alford, APR, FCPRS

Mary Barker, APR, FCPRS(H) LM

Kevin Brown, APR, FCPRS

Andrea Collins, APR, FCPRS

Karen Dalton, APR, CAE, FCPRS(H) LM

Dana Dean, APR, FCPRS LM

Deanna Drendel, APR, FSCRIP

Bob Ellis APR, FCPRS LM

Judi Gunter APR, FCPRS LM

Malcolm Hennig

Michelle James, MA

Marlene Klassen, APR

Wayne Knorr, APR

Donald Labelle, APR

Antoine Landry, APR, FSCRIP

Nancy M. Leger

Pierrette Leonard APR, FCPRS LM

Judith Lewis

Bruce MacLellan APR, FCPRS

Roderick Mauro

Gordon McGregor

Margaret Percy, APR, LM

Blair Peberdy, APR, FCPRS

Vince Power, APR

Joanne Rider

Louise Rousseau, C.M. LM

Alexandre Sevigny, Ph.D., Apr

Amy Thurlow, Ph.D., Apr, FCPRS

Deb Trouten APR, FCPRS, ICD.D LM

Anita Wasiuta, APR

Patricia Waters

BOTTOM LINE

Financial Statements (unaudited)
For the 12 months ended March 31, 2020

STATEMENT OF FINANCIAL POSITION (Unaudited)

CURRENT ASSETS

	March 31	March 31	March 31	March 31	March 31
Cash - operating account	\$ 20,148	\$ 27,378	\$28,877	\$ 26,757	\$ 19,191
Business Savings account	\$ -	\$ -	\$ -	\$ -	\$ 30,022
Investment Account	\$ -	\$ -	\$ -	\$ -	\$ -
Term Deposits	\$ -	\$ -	\$ -	\$ -	\$ -
Total Assets	\$ 20,148	\$ 27,378	\$ 28,877	\$ 26,757	\$ 49,212

CURRENT LIABILITIES

	March 31	March 31	March 31	March 31	March 31
Account payable	\$ 1,189	\$ 3,720	\$ -	\$ -	\$ -
Taxes payable	\$ -	\$ -	\$ -	\$ -	\$ -
Other payable	\$ 2,299	\$ 2,760	\$ -	\$ -	\$ -
Total Liabilities	\$ 3,489	\$ 6,480	\$ -	\$ -	\$ -

NET ASSETS

	\$ 16,659.48				
	March 31	March 31	March 31	March 31	March 31
Opening funds available - beginning of year	\$ 20,897	\$ 28,877	\$ 26,757	\$ 31,476	\$ 65,381
Operations Surplus/(Deficit) for the period	-\$ 4,238	-\$ 7,980	\$ 2,120	-\$ 4,719	-\$ 33,905
Total Net Assets	\$ 16,659	\$ 20,897	\$ 28,877	\$ 26,757	\$ 31,476

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



Accepted on behalf of the Board
Chair of the Board



Accepted on behalf of the Board
Secretary-Treasurer

STATEMENT OF FINANCIAL POSITION (Unaudited)

REVENUE FROM DONATIONS

	2020	2019	2018	2017	2016
	ended March 31	ended March 31	ended March 31	ended March 31	ended March 31
General Operations	\$ 5,855	\$ 7,077	\$ 9,264	\$ 2,715	\$ 7,850
Research Campaign	\$ -	\$ -	\$ -	\$ -	\$ 1,413
Research in Original Communications	\$ -	\$ 50	\$ 275	\$ 250	\$ -
Ruth Hammond Scholarship	\$ -	\$ -	\$ -	\$ -	\$ 2,040
Victoria Foundation (note 3)	\$ 5,879	\$ 2,440	\$ 2,708	\$ 2,684	\$ 2,366
Lou Cahill Scholarship in Communications	\$ 338	\$ 300	\$ 750	\$ 100	\$ 550
Jack Yocom Profile Collection	\$ -	\$ 50	\$ 100	\$ -	\$ 75
Diana & Charles Tisdall Lecture	\$ -	\$ 150	\$ 200	\$ -	\$ 1,200
APEX Scholarship	\$ -	\$ -	\$ -	\$ -	\$ -
Calgary Legacy Scholarship	\$ -	\$ -	\$ 250	\$ 90	\$ 100
Susan Francis Prize	\$ -	\$ -	\$ -	\$ 25	\$ -
Torchia Scholarship	\$ 1,669	\$ 1,127	\$ 75	\$ 175	\$ 200
David Milliken	\$ 965	\$ 500	\$ 50	\$ -	\$ -
Total Revenue	\$ 14,705	\$ 11,694	\$ 13,672	\$ 6,039	\$ 15,794

OPERATING EXPENSES BY FUND

	2020	2019	2018	2017	2016
	ended March 31	ended March 31	ended March 31	ended March 31	ended March 31
General Operations	\$ 14,143	\$ 10,912	\$ 5,297	\$ 2,416	\$ 7,694
Research Campaign	\$ -	\$ -	\$ -	\$ -	\$ 17,387
Research in Original Communications	\$ 5	\$ -	\$ -	\$ 25	\$ -
Ruth Hammond Scholarship	\$ -	\$ -	\$ -	\$ -	\$ 15,543
Victoria Foundation (note 3)	\$ 1,000	\$ 3,975	\$ 3,005	\$ 2,537	\$ 91
Lou Cahill Scholarship in Communications	\$ 706	\$ 714	\$ 1,250	\$ 1,260	\$ 2,845
Jack Yocom Profile Collection	\$ 244	\$ 265	\$ -	\$ -	\$ 28
Diana & Charles Tisdall Lecture	\$ 271	\$ 285	\$ -	\$ -	\$ 2,812
APEX Scholarship	\$ -	\$ (250)	\$ -	\$ -	\$ 600
Calgary Legacy Scholarship	\$ 318	\$ 465	\$ 1,000	\$ 1,000	\$ 1,000
Susan Francis Prize	\$ 632	\$ 702	\$ -	\$ 1,003	\$ -
Torchia Scholarship	\$ 1,526	\$ 1,552	\$ -	\$ 1,518	\$ 200
David Milliken	\$ 96	\$ 1,055	\$ 1,000	\$ 1,000	\$ 1,500
Total Operating Expenses	\$ 18,942	\$ 19,674	\$ 11,552	\$ 10,758	\$ 49,699
Excess (Deficit) of Revenue over Expenses	\$ (4,238)	\$ (7,980)	\$ 2,120	\$ (4,719)	\$ (33,905)
Net Assets - Beginning of the Year	\$ 20,897	\$ 28,877	\$ 26,757	\$ 31,476	\$ 65,381
Net Assets - End of the Year	\$ 16,659	\$ 20,897	\$ 28,877	\$ 26,757	\$ 31,476

NOTES TO FINANCIAL STATEMENTS (Unaudited)

1. 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. FUND BALANCES

	Opening	Donations	Disbursements	Ending
General Operations	\$ (3,690)	\$ 5,854	\$ (14,143)	\$ (11,979)
Research	\$ 50	\$ -	\$ (5)	\$ 45
Ruth Hammond Scholarship	\$ -	\$ -	\$ -	\$ -
Victoria Foundation (note 3)	\$ 2,050	\$ 5,579	\$ (1,000)	\$ 6,629
Lou Cahill Scholarship in Communications	\$ 6,737	\$ 338	\$ (706)	\$ 6,368
Jack Yocom Profile Collection	\$ 2,437	\$ -	\$ (244)	\$ 2,193
Diana & Charles Tisdall Lecture	\$ 2,714	\$ -	\$ (271)	\$ 2,443
APEX Scholarship	\$ -	\$ -	\$ -	\$ -
Calgary Legacy Scholarship	\$ 3,182	\$ -	\$ (318)	\$ 2,864
Susan Francis Prize	\$ 6,321	\$ -	\$ (632)	\$ 5,689
Torchia Scholarship	\$ 95	\$ 1,669	\$ (1,526)	\$ 237
David Milliken	\$ (5)	\$ 965	\$ (96)	\$ 864
Total	\$ 20,897	\$ 14,404	\$ (18,942)	\$ 16,359

3. VICTORIA FOUNDATION

breakdown per unit

	Opening	Donation	Donations	Disbursements	Ending
2018/19 and 2019/20 donations	\$ 2,051	\$ 5,579	\$ 300	\$ (1,000)	\$ 6,930
Totals	\$ 2,051	\$ 5,579	\$ 300	\$ (1,000)	\$ 6,930
<i>Breakdown Status of each category:</i>					
<i>Member to attend conference - 50%</i>	\$ 1,025	\$ 2,790	\$ -		\$ 3,815
<i>Denis Racine Bursary - 25%</i>	\$ 513	\$ 1,395	\$ 300	\$ (1,000)	\$ 1,207
<i>Professional resources - 25%</i>	\$ 513	\$ 1,395	\$ -	\$ -	\$ 1,907

These notes are an integral part of these financial statements