



ANNUAL REPORT

AS AT DECEMBER 31, 2009



CHAIRMAN'S MESSAGE

Milestones

- July 2005 – Stéphane Prud'homme shares his dream about PRWB with Luc Beauregard.
- December 2006 – Both men confirm their intention to proceed with creating PRWB.
- 2007 – A committee is formed to develop the various statutes, rules and regulations that will allow for the organization's creation. Members include Luc Beauregard, Stéphane Prud'homme, Rick Petersen, Jean-François LeBrun, Jean Pomminville and Mélanie Joly.

A board of directors is formed later that year. Members are appointed based on criteria such as peer recognition, quality of personal network, integrity, professionalism and respect for the values of sustainable development.

The new board's members are Luc Beauregard, Hubert Bolduc, Mélanie Joly, Jean-François LeBrun, Myrian Marotte, Bernard Motulsky, Cédric Orvoine, Marc Osborne, Rick Petersen, Stéphane Prud'homme, Marieke Tremblay and Solange Tremblay.

- 2008 – The board drafts PRWB's mission, vision, objectives and rules of governance, and creates standing committees.
- 2009 – PRWB identifies its first NGO partner and its first volunteer mission head. A successful fundraising campaign follows. PRWB is officially launched in the fall.

PRWB, a dream come true

We are pleased to present PRWB's first annual report. Public Relations Without Borders, also known as Relations publiques sans frontières (RPSF), is a non-profit organization whose mission is to engage the discipline of public relations in serving humanitarian causes.

It has been a pleasure to oversee the creation of this organization—the brainchild of our colleague Stéphane Prud'homme. Stéphane approached me in late 2005, and we were able to get the project started in 2007. Several colleagues joined us to form the initial board of directors and to bring our vision to life. Many months were then devoted to defining the organization's objectives, legal status and bylaws and to forming committees, preparing communication tools and so on.

The year 2009 was a busy and exciting time for PRWB, with our first fundraising campaign and our first international mission. A September launch at the Tremblant Forum on Corporate Responsibility and Sustainability was followed in November by a joint presentation with the Société québécoise des professionnels en relations publiques, which brought together some 75 public relations practitioners.

PRWB offers pro bono professional public relations consulting services to local organizations in developing countries—NGOs, associations, governments and companies—that work to improve the quality of life of their citizens. PRWB also intends to eventually lend assistance where crises and disasters occur.

Money being, as usual, at the crux of things, I want to thank our first group of donors who made it possible for us to carry out our first mission to West Africa, with our partner, Oxfam-Québec. Their donations were very much appreciated, and we hope they will establish a long-term partnership with our fledgling organization.

The Quebec public relations industry has responded enthusiastically and has shown a great deal of interest in PRWB, much to its credit. Our colleagues can rest assured that PRWB welcomes all contributions, whether in the form of donations or volunteer service.

I would like to mention the considerable help we received from our partner, **Oxfam-Québec**—to whom we are very grateful—as well as the generous support of our **partners providing goods and services**. Their assistance allows PRWB to conduct its communications activities without relying on precious donations.

CHAIRMAN'S MESSAGE

I also want to thank all our board members for the creativity and dedication they have shown over the past three years. This new organization would not exist without the knowledge, experience and energy each has brought to the table. Special thanks goes to **Mélanie Joly**, our first secretary-treasurer, who handed off this task to **Marie-Christine Demers** in 2010, to **Solange Tremblay**, who tackled the daunting task of organizing our first mission, to **Marieke Tremblay** and **Jean-François LeBrun**, who took on the challenges that face the Fundraising Committee and to **Cristelle Basmaji**, who steers the Communications Committee.

We are very fortunate to have recruited **Deanna Drendel**, our first mission head, whom we sent to West Africa to accompany organizations in their fight against violence towards women and children. Deanna was so effective that we retained her services in 2010 as PRWB's part-time executive director.

At press time, 2010 was well underway with the continuation of our mission in West Africa, led jointly by Deanna and our new mission head, **Gilles J. Morin**.

Many other projects lie ahead. However, we need to replenish our financial reserves if we are to see them through. We hope our donors will be there to support us again this year and that many more will join their ranks.

Once again, to all those who have helped PRWB to date, I offer our deepest gratitude.



Luc Beauregard, C.M., APR, FCPRS
Chairman
June 3, 2010

BOARD OF DIRECTORS 2009

Luc Beauregard, C.M., APR, FCPRS, chairman
Rick Petersen, acting executive director
Mélanie Joly, LL.B., M.JUR., secretary-treasurer

RES PUBLICA Consulting Group
NATIONAL Public Relations
Cohn & Wolfe | Canada

Cristelle Basmaji*
Hubert Bolduc
Raymond Chouinard, APR *
Jean-François LeBrun, MBA
Myrian Marotte (*resigned September 2009*)
Bernard Motulsky, PhD
Marc Osborne
Stéphane Prud'homme, MA, I.E. MBA
Marieke Tremblay, APR
Solange Tremblay, MA, APR

JACOB
Cascades
RBC Royal Bank
NATIONAL Public Relations
Canadian Red Cross
Chair in Public Relations and Marketing Communication, UQAM
Bristol-Myers Squibb Canada
180 degrees | public relations
Molson Coors Canada
Chair in Public Relations and Marketing Communication, UQAM

* *Joined PRWB during the year.*

STANDING COMMITTEES

The **Projects Committee** identifies, proposes and implements missions in collaboration with PRWB's partners and volunteer mission heads. It proposes and secures agreement approvals, plans missions, provides support to mission heads and presents results to the board of directors.

Bernard Motulsky, co-chair
Solange Tremblay, co-chair

2009 mission head

Deanna Drendel, APR, FCPRS

The **Fundraising Committee** proposes and implements the annual marketing and fundraising plan in order to ensure PRWB's financial viability.

Marieke Tremblay, chair
Jean-François LeBrun
Marc Osborne

2009 canvassing team

Board members

The **Auditing Committee** monitors internal control processes and ensures the quality of financial reporting.

Jean-François LeBrun, chair
Mélanie Joly

Accountant

Karl Goudreau, Cohn & Wolfe | Canada

Auditors

Samson Bélair/Deloitte & Touche s.e.n.c.r.l

Luc Beauregard and Rick Petersen are ex-officio members of the above committees.

First partner, first international mission

To maximize our contribution while reducing our risks, PRWB intends to always work with a reputable partner who is already present in the field. The judicious choice of a first partner and careful preparation of a first international mission were key for PRWB.

PRWB's Projects Committee recommended that our board join forces with **Oxfam-Québec**, a renowned NGO active in many countries for years. Oxfam-Québec was pleased with our offer and presented us with a few options. One of its ongoing projects in **West Africa** (Niger, Benin and Burkina Faso) immediately caught our attention.

Of the many forms of discrimination faced by women all over the world, **gender-based violence**, or **GBV**, is a multifaceted problem in this part of the globe, with serious human and social consequences for thousands of women and children: early, forced marriage, repudiation by the husband (exclusion from family life, poverty), domestic violence, exclusion from political and economic life, genital mutilation, abuse of street children, slavery, all of which constitute major obstacles to human and sustainable development. Effective information campaigns must be organized in affected areas at both the community and government levels.

This cause—a good fit with PRWB's mission—was well received by our board of directors, who decided that PRWB would work alongside Oxfam-Québec and its local partners to organize an annual information campaign in the French-speaking Republic of Niger. We were well aware of the magnitude of this first project and equally confident that this first mission would energize the public relations community as well as the financial partners we would be approaching for help.

Public relations—a formidable weapon on the ground!

In 2004, in Niger, 19 organizations and five national government departments joined forces to lead an effort to fight these various forms of violence and come to the aid of victims. The group's name: the Cadre de concertation en matière de lutte contre les violences faites aux femmes et aux enfants, or simply, the Cadre. In collaboration with a major international partner, the Oxfam-Québec team in Niger hosts and supports the efforts of the Cadre, which organizes information and awareness activities for its multiple audiences. One of the Cadre's primary activities is an annual campaign—*Les 16 jours d'activisme contre les violences faites aux femmes*—or the "16 days" campaign, which the Cadre has organized since 2006. The Cadre also conducts studies and operates counselling and reference centres for victims.

In July 2009, PRWB began working with Oxfam-Québec's Niger team and the Cadre to plan and launch this campaign. PRWB's mission head first travelled to Niger in September and again in November-December, for a total of five weeks. During these stays, PRWB did **capacity-building** activities with members of the Cadre and the Oxfam-Québec team. Making the necessary cultural adjustments, we shared relevant theory and best practices in public relations, marketing communications and management. We trained, counselled, coached and prepared models (plans, proposals, scenarios, news releases, pamphlets, etc).

More specifically, we carried out the following activities:



Poster credits
Photo: Samuel Gervais, Oxfam-Québec
Text: PRWB
Production:
Courtesy Fitzback graphiques

Activities of the 2009 mission

- Assistance in planning, launching and evaluating the “16 days” campaign:
 - Training sessions on how to prepare a communications plan
 - Support in the identification and segmentation of the Cadre’s audiences based on the knowledge level, attitudes and behaviours of those audiences with respect to gender-based violence (GBVs)
 - Establishment of standards for organizing effective information sessions
 - Publication of the Cadre’s first pamphlet on GBVs
 - Preparation, administration and grading of a written test on GBVs designed to establish benchmarks that will allow the Cadre to set measurable objectives and eventually evaluate its results
 - Reinforcement of an alliance between the Cadre and the most important group of journalists in Niger, with an aim to improve the quantity and quality of coverage on GBVs
 - Presentation of recommendations



PRWB mission head, Deanna Drendel, coaches one of the Cadre teams–Niger, September 2009

Based on this initial experience and following discussions with Oxfam-Québec, PRWB decided to renew its partnership with Oxfam-Québec for another year to ensure a more sustainable contribution in West Africa. In 2010, PRWB will assist Oxfam-Québec and the Cadre in Niger in planning and implementing the Cadre’s annual action and communications plan.



A Cadre team fine-tunes the 2010 action plan for youth during a planning session–Niger, December 2009

In view of this 2010 collaboration, PRWB carried out two additional activities with the Cadre in the fall of 2009:

- With Oxfam-Québec’s Niger team, co-hosted a planning session for the Cadre’s 2010 activities, in the presence of its major technical and financial partners
- Conducted a branding exercise with the Cadre

Two further contributions are planned for 2010:

- PRWB will accompany Oxfam-Québec and the Cadre in restructuring the Cadre with the goal of improving its results.
- At the request of Oxfam-Québec, PRWB will contribute to the implementation of GBV projects in Benin and Burkina Faso.

Our volunteers—the heart and soul of PRWB

Without its volunteers, PRWB would not exist.

Members of the board and the **standing committees, mission heads** and **members of their Quebec support team**—these volunteers invest countless hours over and above their daily professional occupations to ensure the success of PRWB. Their talents, professionalism, energy, availability and dedication to PRWB's mission and, this year, to the cause in West Africa, have made it possible to experience the great adventure that is PRWB.

The contributions of the **Quebec-West Africa team** are worthy of mention; this group of 20 professionals and students answered the call to support the efforts of our mission head. Their names appear on our website but we would particularly like to thank:

Daniel Boutin, who evaluated several studies conducted in Niger on violence against women and children,

Maxime Dupont-Demers, who contributed to the Cadre's pamphlet on GBVs,

Louise Desjardins, Morvan LeBorgne and Patrick Boisclair Of **Patrick Boisclair communications interactives**, who shared their Web 2.0 knowledge,

Amina Kherbouche, who researched statistics on Niger,

Amélie Plante, who handled the linguistic revision of the Cadre's first communication plan,

and **Youssef Shoufan**, who shared his experience in West Africa and helped us in so many ways.

A very special thanks to **Claude Fitzback** and **Isabelle Leclerc** of **Fitzback graphiques**, who, in addition to supporting PRWB as a service partner, agreed to design the first pamphlet on violence published by the Cadre.

The business and public relations communities answer PRWB's call!

It goes without saying that our volunteer mission head would not have been able to undertake this first mission had the business and public relations communities not stepped up to the plate. Our first fundraising experience demonstrated that our mission rings true with our donors, certainly because it is a worthy cause, but also because public relations professionals are proud to be able to promote their profession in such a fulfilling way.

During our first campaign in the fall of 2009, companies, foundations and individuals from the public relations community gave generously, to the tune of **\$31,100**. Several board members got the ball rolling by making considerable personal donations and by canvassing their employers—and were able to put a few thousand dollars on the table.

The following chart details how donations transited either via PRWB or Oxfam-Québec, our partner in 2009, to cover the cost of PRWB's 2009 mission.

2009 donations

	Donations via PRWB	Donations via Oxfam-Québec	Total
Corporate donations	\$13,250	\$14,750	\$28,000
Personal donations	\$400	\$2,700	\$3,100
Total	\$13,650	\$17,450	\$31,100

Corporate donations

Major partners – \$5,000 - \$10,000

RES PUBLICA Consulting Group – **Founding partner**

Bombardier

Fondation Daniel Lamarre

RBC Royal Bank

Associate partners – \$3,000 - \$4,999

Molson Coors Canada

Corporate partners – \$1,000 - \$2,999

National Bank Financial Group

JACOB

Corporate friends – up to \$1,000

Alliance des cabinets de relations publiques du Québec (ACRPQ)

CASACOM

Desjardins Venture Capital

Lassonde Industries

Société québécoise des professionnels en relations publiques (SQPRP)

Goods & services partners

Patrick Boisclair communications interactives

Fitzback graphiques

Samson Bélair/Deloitte & Touche s.e.n.c.r.l.

Personal donations

Ambassadors – \$300 - \$500

Luc Beauregard

Hubert Bolduc

Jean-François LeBrun

Rick Petersen

Louise Rousseau

Marieke Tremblay

Solange Tremblay

Ambassadors – \$100 - \$299

Cristelle Basmaji

Bernard Motulsky

EXPENSES AS AT DECEMBER 31, 2009

The generous donations received in 2009 allowed PRWB to send a volunteer mission head to Niger twice in the fall of 2009, for a total of five weeks, at a total cost of **\$11,933**. The \$17,194 surplus remaining at the end of the year will pay for the first of three trips to West Africa in early 2010 as well as certain administrative expenses.

The following chart details the expenses of the 2009 mission and shows whether they were paid directly by PRWB or by our partner, Oxfam-Québec—most of our donations had to transit via Oxfam-Québec. PRWB's administrative expenses are shown at the end of the chart.

Expenses: 2009 mission and PRWB's administrative expenses

	Paid by PRWB	Paid by Oxfam-Québec	Total
Niger mission (2 trips)			
Plane tickets	\$2,590.23	\$2,303.52	\$4,893.75
Niger visa	\$183.50	\$73.50	\$257.00
Health-travel insurance		\$337.46	\$337.46
Hotel ¹		\$3,151.52	\$3,151.52
Vaccinations		\$760.55	\$760.55
Pharmacy		\$332.83	\$332.83
Office supplies	\$300.00	\$84.83	\$384.83
Taxis		\$258.00	\$258.00
Long distance calls	\$26.27	\$31.09	\$57.36
Photocopies		\$76.17	\$76.17
Food supplies and airport meals		\$92.68	\$92.68
Per diem allowance ^{1 2}		\$2,655.34	\$2,655.34
Unused portion of per diem ^{1 2} reinvested in 2010			(\$1,324.76)
Total – cost of Niger mission	\$3,100.00	\$10,157.49	\$11,932.73
Administrative expenses			
Insurance 2008-2009	\$1,844.00		\$1,844.00
Business registration	\$16.40		\$16.40
Annual declaration	\$32.00		\$32.00
Monthly banking fees	\$80.00		\$80.00
Interest	\$1.05		\$1,05
Total – administrative expenses	\$1,973.45		\$1,973.45
Total expenses	\$5,073.45	\$10,157.49	\$13,906.18

Notes:

- Exchange rate:** PRWB has adopted the same policy as Oxfam-Québec, which is to use the rate in effect on the last day of the month.
- Per diem:** PRWB provides a per diem allowance to its volunteer mission heads to cover their expenses while in other countries. Policy regarding the amount of the per diem is the same as that of its partner for the 2009 mission, Oxfam-Québec, which follows the policy of the Conseil du trésor du Québec. Mission heads who do not spend all of their allowance may choose to donate the remaining portion to PRWB.

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