

Leveraging **public relations**  
for **social and economic progress**  
in developing countries







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# PRWB at a glance

## Mission

Many populations around the world are struggling with situations that impede their development. PRWB firmly believes that public relations theory and best practices can make a significant contribution to the sustainable improvement of their living conditions and help them take charge of their development with dignity.

Dozens of public relations professionals and students have answered the call for solidarity—they are keen to use their knowledge and skills to serve populations that could benefit from this expertise, but who have little or no access to it. This is what motivated PRWB's founders and what has inspired our mission:

**Public Relations Without Borders helps its partner organizations, who work with populations faced with development challenges, by reinforcing their ability to leverage public relations for social and economic progress.**

PRWB carries out missions, mostly in developing countries, in cooperation with partner organizations that include NGOs, non-profits and public authorities. We offer volunteer services—counselling, training and coaching—aimed at building the capacities of the local organizations supported by our partners. We work to increase their efficiency and their ability to think strategically so they can achieve their objectives and maximize their results—for the direct benefit of target populations.

## Values

PRWB volunteers rally behind the ideals of **solidarity, integrity and professionalism.**

## Milestones

### 2005-2006

- Stéphane Prud'homme, president of 180 degrés | public relations, shares his dream of creating Public Relations Without Borders (PRWB) with Luc Beauregard, executive chairman of the board at RES PUBLICA Consulting Group and founder of NATIONAL Public Relations. In December of 2006, they confirm their intention to found PRWB.

### 2007

- A committee is formed to develop PRWB's statutes, rules and regulations. Members include Luc Beauregard, Stéphane Prud'homme, Rick Petersen, Jean-François Le Brun, 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: Luc Beauregard, Hubert Bolduc, Mélanie Joly, Jean-François Le Brun, Myrian Marotte, Bernard Motulsky, Cédric Orvoine, Marc Osborne, Rick Petersen, Stéphane Prud'homme, Marieke Tremblay and Solange Tremblay.

### 2008

- Development of PRWB's mission and vision statements, objectives and rules of governance.
- Three standing committees are formed and begin their work: Project Committee, Finance Committee and Audit Committee.

### 2009

- First international mission: Agreement signed with our first partner, Oxfam-Québec, and recruitment of our first mission head, Deanna Drendel, who carries out two missions to Niger in the fall.
- First fundraising campaign brings in \$31,100 CAD.
- PRWB is officially launched in the fall, in collaboration with the Société québécoise des professionnels en relations publiques.

### 2010

- PRWB recruits an executive director.
- Two more missions are carried out in Niger.



## Chairman's message

In this second annual report, Public Relations Without Borders outlines an impressive chronicle of activities, compared to our still modest financial resources.

We have a very committed board of directors that acts, for all intents and purposes, as a management committee. Most of our board members are involved in our standing committees: Projects, Finance, Governance, Audit and Communications.

Since February 2010, PRWB has had the good fortune to be able to count on a committed executive director who devotes herself on a full-time basis for a fraction of the salary she would normally receive.

PRWB can also count on a small army of volunteer public relations professionals and students, all inspired by the mission of our fledgling organization.

Our donors can rest assured that we appreciate their generosity and their ongoing support, whether their contribution be financial or in goods and services. Now that we have achieved status as a recognized Canadian charitable organization, we can contemplate new missions in other countries, with other partner organizations.

I offer my heartfelt gratitude to our directors, our executive director, our accountant, Karl Goudreau, and our volunteers, and above all to our mission heads—those public relations professionals who agree to participate in our missions abroad under often-challenging conditions.

I would also like to thank the directors who stepped down in the past fiscal year: Hubert Bolduc, Mélanie Joly, Solange Tremblay, Raymond Chouinard and Rick Petersen. On behalf of all of my colleagues on the board, I would like to pay special tribute to Jean-François Le Brun, a member of the small group that founded PRWB, who passed away suddenly in 2010.

In the following pages, you will see that PRWB is an extremely dynamic organization that is experiencing rapid growth. In years to come, we will reach out to other corners of the world, leveraging public relations for social and economic progress in developing countries.

Luc Beauregard, C.M., APR, FCPRS  
Chairman of the board

## Executive Director's message



2010 was intense. I was pleased to be able to take on some of the heavy workload previously assumed by our board of directors. In addition to executing board decisions and handling administrative issues, I worked closely with each of the standing committees to help them advance their work.

The Project Committee mandated me to manage our projects with Oxfam-Québec—projects with which I am familiar because of my role as first mission head in 2009. Our missions this year in Niger, carried out with a modest budget, were very successful. After setting up a second project with Oxfam-Québec in Burkina Faso for 2011, I assisted the Project Committee by exploring other potential partnerships.

I supported the Finance Committee by proposing an annual fundraising plan and helping implement it. I worked to build systems and processes that will optimize the committee's future efforts. Also, as I write, Revenue Canada has granted PRWB charitable organization status, which means we can now issue tax receipts to our donors.

An important aspect of my work has been to promote PRWB while offering public relations professionals and students the opportunity to participate in the PRWB adventure. I structured the new Communications Committee into four teams and personally integrated the new volunteers who contact us each week—50 by December, and 160 as I write. I was able to fill a few key positions, which enabled some teams to begin their work. Thanks to the commitment of our volunteers in Sherbrooke and Ottawa, PRWB was able to officially “open its doors” in those cities.

In order to keep PRWB's communication and administrative costs to a strict minimum, I negotiated agreements with several partners who supply goods and services. We wish to thank each of these partners, as well as our volunteers and other companies who do pro bono work for us or who help us in other ways.

Most importantly, I wish to thank our chairman and our board members for entrusting me with this meaningful work. Their confidence energizes me and enables me to meet the demands of my position. Long live PRWB!

Deanna Drendel, APR, FCPRS  
Executive Director

# Projects

## Gender-based violence in Niger

<b>Partner</b>	Oxfam-Québec PRWB works with NGOs and public authorities that are well-established and respected and in a position to propose projects that meet PRWB criteria. This model minimizes the risk to our organization while optimizing the value added by our actions, which we want to be sustainable.
<b>Oxfam-Québec/ Niger's local partner</b>	Cadre de concertation des intervenants en matière de lutte contre les violences faites aux femmes et aux enfants - the "Cadre" (19 non-profit organizations and four Nigerien government departments)
<b>Missions</b>	2009 : 2 missions - September and November-December (5 weeks) 2010 : 2 missions - March and November-December (5 weeks) 2011 : 3 missions planned

### Context

Gender-based violence (GBV) is a multi-faceted problem in Niger, a secular, primarily Muslim and polygamous country. Too often trivialized, GBV creates serious consequences at the human and social levels for thousands of women and children: early and forced marriages (girls removed from school, fistula), husbands disowning wives (exclusion from family life, poverty), domestic violence (including child abuse), exclusion from political and economic life, female genital mutilation, slavery, child trafficking and abuse of street children. GBV is a major obstacle in reaching sustainable and human development objectives and necessitates the orchestration of wide-scale information and awareness campaigns with communities and governments in affected regions.

Oxfam-Québec has been addressing this issue for many years. In 2004, Oxfam-Québec/Niger brought together several organizations (the Cadre) to conduct campaigns against different forms of violence and to assist victims. In collaboration with the United Nations Population Fund (UNFPA), Oxfam-Québec/Niger supports the work of the Cadre, which conducts information and awareness campaigns with different audiences, especially during the annual international *16 Days* campaign. The Cadre also conducts research and advocacy, as well as operating referral and counselling services for victims.

### PRWB's role

In partnership with Oxfam-Québec and in close collaboration with Oxfam-Québec/Niger, PRWB supports the Cadre in its efforts to develop an even more effective and concerted offensive against GBV in Niger. Essentially, PRWB's role is to build the capacities of the Oxfam-Québec team in Niger and the Cadre in the discipline of public relations and communications.

Based on the needs identified by the parties concerned and taking into account the country's cultural, economic and political contexts, PRWB shares relevant theory and best practices in public relations through training, coaching, counselling and audits and by creating customized models for communications tools.

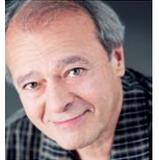




## Change management and presidential elections mark 2010 missions

PRWB's first two missions in Niger, carried out in 2009 with the Cadre, were dedicated to training activities, a branding exercise and guidance in planning and implementing communications activities. In 2010, Oxfam-Québec/Niger used our expertise in a different way. A project to restructure the Cadre had been planned for some time by Oxfam-Québec/Niger and UNFPA, the Cadre's other technical and financial partner, with the aim of helping the Cadre operate more efficiently and improve results.

PRWB worked closely with Oxfam-Québec/Niger, UNFPA and the Cadre in a change management mode, with the objective of transitioning the Cadre from a group led by an elected executive committee to a more dynamic entity guided by a permanent staff with more technical functions and a suitable budget—an important factor in Africa. Oxfam-Québec/Niger and UNFPA would support the Cadre in selecting members for this core group, based on applications from candidates who would be required to respect certain criteria. During a mission in March, **Gilles J. Morin**, supported by former mission head Deanna Drendel, participated in this critical transition by contributing to discussions and meetings, proposing or commenting documents, and sometimes simply by virtue of our status as consultants. Since the restructuring effort, the new staff members and the entire Cadre continue to evolve in the desired direction. It should be added that the organization of this mission was complicated by the coup d'état on February 18<sup>th</sup> in Niger and the subsequent political instability.



**Colette Schwartz's** mission in the fall had two primary objectives. Colette followed up on the restructuring project carried out in March by conducting an audit with the Cadre's new staff and a few external stakeholders, in order to gauge progress. The audit provided a clear picture to Oxfam-Québec/Niger and the Cadre and enabled them to identify specific needs for further training and coaching—needs which, at the time of writing, were addressed during a PRWB mission in 2011.



Secondly, the Cadre wanted to seize the opportunity presented by the upcoming elections in Niger (which took place during the *16 Days* campaign) to persuade political candidates and opinion leaders to relay messages denouncing violence against women and children during the course of the elections. PRWB helped Oxfam-Québec/Niger and the Cadre develop a communications strategy, prepare flyers and fact sheets, and formulate effective messages targeting specific audiences. Colette Schwartz contributed to other activities organized by the Cadre during the annual campaign, such as an information session for journalists and a march by 1,500 citizens through the streets of Niamey. Oxfam-Québec/Niger declared the campaign a great success: Politicians and opinion leaders relayed the Cadre's messages about GBV—many of them responding this way for the very first time.

***PRWB is a committed and valued partner. We have learned to work well together in an environment that presents many challenges. PRWB knows how to work with our local partners, while respecting cultural differences. PRWB helps these groups learn to think more strategically and improve their results.***

Soumana Anifa  
Oxfam-Québec/Niger

# Revenues and expenses as at December 31, 2010

## Revenues

	Donations made to		Total	Total
	PRWB	Oxfam-Québec	2010	2009
Corporate and personal donations <sup>1</sup>	\$23,040	\$14,490 <sup>2</sup>	\$37,530	\$31,100
Fundraising events (PRWB university committees) and sale of promotional articles	\$2,624	-	\$2,624	-
<b>Total</b>	<b>\$25,664</b>	<b>\$14,490</b>	<b>\$40,154</b>	<b>\$31,100</b>

1. The fundraising campaign began in June 2010 and ended in late May 2011.

These tables present donations and expenses incurred for PRWB's missions, and whether they were administered by PRWB or our 2010 partner, Oxfam-Québec.

Our donors—companies including public relations firms, foundations, a government minister and several public relations professionals including PRWB volunteers—donated a total of \$37,530 in 2010. Our university committees, created in the fall of 2010 throughout Quebec, began organizing fundraising events, and public relations firms and students bought our t-shirts, bringing our 2010 revenues to **\$40,154**.

Regarding expenses, our 2010 missions cost \$12,139—certain mission expenses could only be registered in 2011. Our administrative expenses are higher than in 2009—\$18,000—due primarily to two charges: higher insurance costs for our mission heads since the coup d'état in Niger and the professional fees and expenses of our new executive director (who continues to put in a large number of volunteer hours). Our 2010 expenses total **\$30,139**.

The year-end surplus will enable PRWB to cover part of the expenses our mission heads will incur for our 2011 missions to Niger and Burkina Faso.

At the time of writing, Revenue Canada has recognized PRWB as a Canadian charity, which will allow us to provide tax receipts to our donors.

## Expenses

	Expenses administered by		Total	Total
	PRWB	Oxfam-Québec	2010	2009
<b>Missions</b>	\$5,308	\$5,506 <sup>2</sup>	\$10,814	\$13,258
Unspent portion of a 2009 allowance spent in 2010			\$1,325	(\$1,325)
<b>Total – missions</b>			<b>\$12,139</b>	<b>\$11,933</b>
<b>Administrative Expenses</b>				
Professional fees – executive director	\$12,416	-	\$12,416	-
Insurance – board of directors and executive director	\$972	-	\$972	\$1,844 (2008-2009)
Representation	\$722	-	\$722	-
Transportation	\$1,343	-	\$1,343	-
Telecommunications	\$385	-	\$385	-
Software, office supplies, book, photocopies	\$1,230	-	\$1,230	-
Furniture (filing cabinet)	\$147	-	\$147	-
Communications – plaque for printing t-shirts, stamps	\$598	-	\$598	-
Registraire des entreprises du Québec	\$97	-	\$97	\$48
Interest and banking fees	\$90	-	\$90	\$81
<b>Total – administrative expenses</b>	<b>\$18,000</b>	<b>-</b>	<b>\$18,000</b>	<b>\$1,973</b>
<b>Total expenses before adjustment of \$1,325</b>	<b>\$23,308</b>	<b>\$5,506</b>		
<b>Total expenses after adjustment of \$1,325</b>			<b>\$30,139</b>	<b>\$13,906</b>

2. Certain mission expenses could only be registered in 2011. Any variations with respect to our 2010 consolidated financial statements will be reflected in our 2011 financial statements.

## Donors

### Corporate

#### \$10,000 or more

RES PUBLICA Consulting Group  
(NATIONAL Public Relations  
and Cohn & Wolfe | Montreal)

#### \$5,000 - \$9,999

Bombardier Aerospace  
RBC Royal Bank

#### \$3,000 - \$4,999

#### \$1,000 - \$2,999

National Bank Financial Group  
Fonds de solidarité FTQ  
JACOB  
Massy-Forget – Public Relations  
Molson Coors Canada  
Rio Tinto Alcan  
Young Presidents' Organization (YPO)

#### \$100 - \$999

ACJ communications  
Aéroports de Montréal  
CASACOM, house of communications  
and public relations  
CNW Telbec  
Deanna Drendel Communications  
Groupe Association Plus  
Guidaction  
Influence Communication  
Caisse populaire Place Desjardins  
SNC-Lavalin

### Personal

#### \$300 or more

Cristelle Basmaji  
Raymond Chouinard  
Francine La Haye  
Sophie Langlois  
Myriam Lemire / Marc Osborne  
Gilles J. Morin  
Louise Rousseau

#### \$100 - \$299

Pierre Bellerose  
Arlette Côté  
Marie-Christine Demers  
Manon Desrosiers  
Joanne Fortin  
Jean Gosselin  
Elizabeth Hirst  
Mélanie Joly  
Nicolas Marcoux  
Bernard Motulsky  
Anatole Pouliot  
Stéphane Prud'homme  
Leslie Quinton  
Audra Rényi  
Mathieu Sauvé  
François Taschereau

#### \$10 - \$99

Diala Arzouni  
Krispahlyn Daria  
Charles Gaudreau  
Mylène Henripin-Marleau  
Marianne Langlois-Paquette  
Annik Lapierre  
Slama Manel  
Marjolaine Voiselle  
Sharon Wall  
Vincent White

## Goods & services partners

Clenche  
CNW Telbec  
Elizabeth Delage, photographe  
Fitzback graphiques  
Gildan  
Goodness TV  
RES PUBLICA Consulting Group  
JACOB  
Patrick Boisclair, communications interactives  
Samson Bélair / Deloitte & Touche s.e.n.c.r.l.  
Société québécoise des professionnels en relations publiques  
Stikeman Elliott  
Sysomos



The t-shirts worn here by two PRWB volunteers were generously donated by JACOB and Gildan. PRWB t-shirts are sold for \$20 each and represent an additional source of revenue. We thank public relations firms CASACOM, NATIONAL and AGC and many university students for purchasing our first t-shirts.

# Standing committees

## Project Committee

### Members

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

Our year got off to a fast start as we explored the possibility of helping Haiti following the January 12<sup>th</sup> earthquake. Since PRWB always works through a recognized partner with operations in the country, we contacted the Red Cross and our current partner Oxfam-Québec to discuss their immediate communications needs during the crisis. It was determined that PRWB would not participate during the crisis period but would instead seek opportunities to help during the reconstruction period.

Considering the success of our collaboration, since the fall of 2009, with Oxfam-Québec/Niger and its partner, le Cadre de concertation des intervenants en matière de lutte contre les violences faites aux femmes et aux enfants (the Cadre), PRWB and Oxfam-Québec renewed their partnership for 2010. Oxfam-Québec asked PRWB to study the feasibility of collaborating on a similar project in another country in West Africa. The Project Committee mandated Deanna Drendel, executive director and former mission head, to manage these projects.

Two new mission heads were recruited for our projects in Niger and received support prior to and during their missions. In March 2010, Gilles J. Morin did a three-week mission—the February 18<sup>th</sup> coup d'état being one of our logistical challenges. Colette Schwartz did her first two-week mission in the fall of 2010 and will continue to act as mission head in 2011. Details of these missions can be consulted on pages 6 and 7 and at [www.rpsf-prwb.org](http://www.rpsf-prwb.org).

An audit conducted in March by PRWB confirmed the launch of a new project on the same topic in Burkina Faso for 2011. Gabrielle Collu was recruited as mission head.

Considering its successful collaboration to date, PRWB and Oxfam-Québec decided to renew their partnership for 2011.

We continued our discussions with other potential partners—NGOs and public authorities—with a view to future collaborations on new projects on other continents. These projects deal with issues such as the environment, healthcare, social economy and education. The recent recognition of PRWB as a Canadian registered charity will enable us to undertake new projects now that we can provide income tax receipts to our donors.

## Finance Committee

### Members

Marieke Tremblay, chair  
Raymond Chouinard  
Jean-François Le Brun  
Marc Osborne

The committee adopted a fundraising plan and with the help of a few senior public relations professionals, we solicited potential donors: companies, foundations, provincial government ministers and public relations professionals. This operation enabled us to gather valuable data on different corporate policies regarding donations, which will help us refine our approach in 2011. The names of our generous donors are presented on pages 8 and 9.

We were able to focus our time and energy on direct fundraising activities, thanks to PRWB's executive director and the Communications Committee who conducted the following activities:

- Work began on a database to help PRWB centralize donor data and mailings to potential donors. In 2011, we plan to purchase donation management software.
- Personalized letters were prepared for our various donor groups as well as an information document targeting foundations.
- With the support of the Alliance des cabinets de relations publiques du Québec (ACRPQ), we began a tour of Quebec public relations firms to inform them about PRWB's work and the different ways they can participate.
- A partnership was formed with Quebec's public relations professional association, the Société québécoise des professionnels en relations publiques (SQPRP).
- Several presentations were given about PRWB and its missions, in Quebec (Montreal and Sherbrooke) and in Ottawa, Ontario.
- Four PRWB committees were formed at Quebec universities—their report can be consulted on pages 12 and 13.
- An agreement was reached with the lecturer responsible for the *Special Events and Sponsorship* course at UQAM, which will enable students to organize fundraisers for PRWB.
- 500 donated t-shirts were printed with the PRWB logo.
- Preliminary planning began for PRWB's first fundraising dinner scheduled for 2011.

## Communications Committee

### Members

Cristelle Basmaji, chair  
Guy Versailles, team leader, Promotion and Media Monitoring *(since fall 2010)*  
Deanna Drendel  
Other members – please see <http://www.rpsf-prwb.org/a-propos/comite-permanent/#c65>

Most of PRWB's volunteers belong to one or another of four teams created during the course of the year. These groups are gradually becoming operational. Thanks to the hard work of our volunteers and service partners, we were able to keep our production costs to a strict minimum.

**Promotion and Media Monitoring** – We seized some 20 opportunities to promote PRWB: conferences, presentations, events, information booths, interviews, articles, special mentions, photos, sale of t-shirts, etc. Details can be consulted on page 14. Service partnerships were negotiated with a major newswire agency and a photographer. One of our pro bono public relations firm partners prepared a media contact list for PRWB and we set up a press revue system. Since recruiting team leader Guy Versailles in the fall, we have established our 2011 priorities: a branding exercise, a communications plan and a humanitarian charter.

**Production of Communications Tools** – We negotiated a service partnership with a graphic design firm. Several tools have been created, in French and English: logo, letterhead, personalized canvassing letters and a document for foundations, PowerPoint presentations, annual report and 500 t-shirts. In the works: a multimedia presentation and a portable poster stand.

**Website and Social Media** – A service partnership was negotiated for the creation and hosting of our website and for training volunteers on a content management system. The French version of the website went online in the spring of 2011 and the English site is nearly ready. We also created Facebook, LinkedIn and Twitter accounts. An action plan for PRWB's social media activities was developed by a volunteer strategist and approved by our team.

**Events** – In November 2010, PRWB organized its first get-together for PRWB volunteers and service partners. We also began work on PRWB's first fundraising dinner scheduled for 2011: we drafted a concept document and started negotiations with potential partners.



In November 2010, PRWB volunteers and service partners had the chance to meet and mingle at our first get-together for this group, sponsored by NATIONAL Public Relations. It was a great opportunity to learn more about PRWB, its international missions and the many ways to contribute to PRWB's growth.



## Audit Committee

### Members – 2010

Jean-François Le Brun, chair  
Mélanie Joly

### Members – 2011

Audra Rényi, chair  
Marie-Christine Demers  
Guy Versailles

The Audit Committee verified PRWB's financial statements and the figures published in this annual report.

## University committees

### Quebec students rally behind PRWB and its mission!

By Geneviève Rajotte Sauriol, representative, PRWB-UQAM Committee

As of September 2010, PRWB began making its presence known in Quebec universities. Some 25 students were involved this first year through their respective PRWB university groups.

The PRWB university network, comprising students and academics and supported by PRWB's executive director, has been both productive and valuable to the organization during the past year. During the summer of 2010, the student representative at the Université du Québec à Montréal developed an awareness and fundraising plan for all the universities, while her colleague at Université de Montréal recruited representatives from other universities. In September, the university representatives got together to review the plan and to learn more about PRWB in order to become effective ambassadors for the organization. The participants returned to their respective universities with a wealth of information and ambitious goals.

Now that the presence of PRWB volunteers in Quebec universities has snowballed, we have great ambitions for 2011. New awareness and fundraising activities are on the table and we are exploring a possible internship project to partner student volunteers with PRWB's volunteer mission heads.

Charles Gaudreau, university network coordinator: "The PRWB university network will undoubtedly play an important role in achieving PRWB's objectives in the coming years, whether in promoting the organization to new communications students, fundraising for the organization or building valuable relationships with professors and universities. I want to thank everyone who has contributed during this start-up year and look forward to working with you in the future."

### PRWB-Université du Québec à Montréal (UQAM)

By September, enthusiasm was mounting among undergraduate public relations students. Our PRWB representative recruited 10 future public relations professionals to contribute to PRWB's cause. The committee organized a benefit event—a panel discussion on communications in developing countries, which attracted 50 participants who enjoyed listening to four NGO representatives, including two from PRWB. A partnership was also established with the public relations socio-professional network at the university, and the group was able to host a PRWB-UQAM event during which a mission head gave a talk and PRWB representatives sold t-shirts. A second partnership formed with a lecturer teaching the *Special Events and Sponsorship* course enabled a group of students to organize another fundraiser—a comedy show that attracted some 200 participants. The year ended on a high note for PRWB-UQAM, with the university's Student Services department accepting its application for accreditation, thereby giving us status as a formal university organization with various privileges.



PRWB university network representatives

1. Jacqueline Lamarre, PRWB-McGill University
2. Jean-Claude M. Kikongi, PRWB-Université de Sherbrooke
3. Geneviève Rajotte Sauriol, PRWB-Université du Québec à Montréal (UQAM)
4. Charles Gaudreau, PRWB-Université de Montréal - network coordinator



A comedy show hosted by Stéphane Fallu had the audience of more than 200 in stitches at Montreal's Café Campus. The event was organized by UQAM students in the *Special Events and Sponsorships* course, with profits going to PRWB.



Some 50 participants attended an awareness and fundraising event—a panel discussion on the topic of communications in developing countries. The panel consisted of four NGO representatives, including PRWB and our 2010 project partner Oxfam-Québec.



### PRWB-Université de Montréal

In partnership with the university’s student association, we organized an evening get-together with students, public relations professionals and PRWB volunteers. Students had the opportunity to network with professionals in their future field and get acquainted with PRWB. Two PRWB volunteers from another university attended to help raise awareness about PRWB, recruit volunteers and sell t-shirts.

### PRWB-Université de Sherbrooke

Our committee invited PRWB’s executive director to give a presentation in Sherbrooke. We seized the opportunity to officially launch PRWB in the Sherbrooke area. The event was a success in terms of attendance, media coverage and visibility, and helped recruit more valuable volunteers. In addition, the public relations firm Nadeau Bellavance joined our team and will assist us in our communications efforts. The year ended with an afternoon event in collaboration with the student association, with profits going to PRWB.

### PRWB-McGill University

The PRWB representative worked to build relationships with faculty members. A tour of public relations classrooms helped PRWB recruit a team of volunteers to organize activities in 2011.

	UQAM	U. de Montreal	U. de Sherbrooke	McGill U.
Volunteers	12	3	4	5
Classroom visits	3	1	3	5
<b>Fundraising</b>				
Donations				\$50
T-shirts	\$500		\$20	\$20
Activities	(3) \$250	(1) \$102	(3) \$15	
<b>Total</b>	<b>\$750</b>	<b>\$102</b>	<b>\$35</b>	<b>\$70</b>
<b>Total revenues</b>				<b>\$957</b>

## PRWB in the spotlight...

As a young organization, PRWB must actively search out and seize all opportunities for visibility. We thank all those who have helped us in our efforts. The PRWB Speakers' Bureau can be reached at [info@rpsf-prwb.org](mailto:info@rpsf-prwb.org) or 514 843.2057.

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PRWB's executive director gives interview to *Tam Tam*, Radio-Canada International. (January)

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PRWB has a booth at annual symposium organized by the Quebec chapter of the Canadian Public Relations Society (Société québécoise des professionnels en relations publiques/SQPRP). Volunteers recruited and donations collected. (March)

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At the SQPRP excellence awards gala, PRWB is mentioned in program and during a speech. (April)

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PRWB's executive director gives a presentation to the board of Quebec's alliance of public relations firms (Alliance des cabinets des relations publiques du Québec / ACRPQ). (August)

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PRWB's executive director gives a presentation to the board of the Société québécoise des professionnels en relations publiques (SQPRP). A partnership is later concluded, PRWB's logo is added to the SQPRP website and articles are published in the SQPRP newsletter distributed to 1,700 readers. (October)

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Publication of a photo of CASACOM employees wearing PRWB t-shirts, also published in SQPRP newsletter, on the CASACOM website and in *Grenier aux nouvelles*. (October)

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PRWB university representatives visit classrooms at Quebec universities with public relations programs. (October)

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A PRWB mission head and another PRWB volunteer participate in a speed dinner organized by the PRWB committee at the Université du Québec à Montréal (UQAM), in partnership with a faculty group. (November)

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PRWB's executive director and a PRWB volunteer participate in a panel discussion and fundraising event organized by the PRWB-UQAM university committee on the topic of communications in developing countries. 50 participants. (November)

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PRWB has a booth at a networking event organized by the PRWB-Université de Sherbrooke committee. (November)

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PRWB-Université de Sherbrooke volunteers following a presentation by PRWB's executive director. PRWB seized the opportunity to officially launch PRWB in this region.

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PRWB has a booth at a networking event at the Université de Montréal. (November)

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PRWB's executive director is invited to give a presentation at a professional development activity organized by the Ottawa-Gatineau chapter of the Canadian Public Relations Society (CPRS). Opportunity seized to officially launch PRWB in Ottawa. Volunteers recruited. (November)

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PRWB is acknowledged in a photo report published by our project partner Oxfam-Québec/Niger for our contribution to their annual *16 Days* campaign to fight violence against women and children in Niger. (November)

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PRWB mentioned in an article featuring a PRWB mission head published in *MBA du Québec* magazine. (November)

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Benefit comedy show organized by PRWB student volunteers enrolled in the *Special Events and Sponsorships* course at the Université du Québec à Montréal. 200 participants. Several published and verbal mentions prior to and following the event. (November)

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PRWB-Université de Sherbrooke committee invites PRWB's executive director to give a presentation in Sherbrooke. Opportunity seized to officially launch PRWB in the region. Volunteers recruited. Article published in local newspaper. (November)

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PRWB organizes its first official get-together for PRWB volunteers and service partners. (November).

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