

# *The wind in our sails...*

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





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## PRWB at a glance

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.

### 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-profit 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.



## Chairman's message

2011 was a great year for Public Relations Without Borders from every standpoint.

As you will see in the executive director's report and the following pages, we organized several missions to Niger and Burkina Faso while exploring a wide range of projects for future missions in other countries. We would like to express our deepest thanks to our volunteer mission heads Colette Schwartz, Gabrielle Collu and Patrice Lavoie, who conducted these missions with panache.

On the financing front, PRWB has been recognized as a charitable organization, so we can now issue our own receipts for tax purposes. The majority of our large donors from previous years have remained faithful, and others have joined the ranks: we once again offer them our sincere thanks. We experimented with an alternative source of financing: the first PRWB gala was a huge success, bringing together more than 300 supporters and guests and enabling us to raise considerable funds.

It was also a good year for the board of directors, which has been enriched with fresh talent. We welcomed Agathe Plamondon, who has her own communications firm, as well as two new members from neighbouring disciplines: Nathalie Francisci, a human resources professional, and Lucie Rémillard, a fundraising professional. I would like to thank Marc Osborne and Marieke Tremblay, who have stepped down, as well as Stéphane Prud'homme, who is now working in China, for their contributions.

Our board of directors also fulfills the role of management committee, with each director taking on responsibilities with committees that are active between board meetings. I thank all of those who devote so much of their time and talent to our cause. This year we created a Governance Committee, chaired by our vice-president, Francine La Haye. I would particularly like to thank Francine and Guy Versailles, who contribute so much on an ongoing basis.

After two years of dedication and remarkable achievements, Deanna Drendel informed us toward the end of the year that she had decided to retire from her role as executive director. Words cannot express how much we appreciate the energy she has invested in launching our organization. We wish her great success in her future endeavours.

As these lines are written, the board of directors is pleased to announce the appointment of Claude Ouvrard to take over as executive director. We wish her much luck, as the job is a demanding one, as demanding as our mission: 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

Having the opportunity to build and grow PRWB on so many fronts has given me a great deal of satisfaction once again this year. I thank our continually hard-working contributors who assisted me in fulfilling my responsibilities to the board and in handling the day-to-day management of operations: Marie-Christine Demers, secretary-treasurer; Karl Goudreau, accountant; Audra Rényi, chair of the Auditing Committee; and Marie-Jacqueline Ackad, assistant to the chairman of the board.

In support of our standing committees, I have had the good fortune to be able to rely on the contributions of many of our 170 volunteers and eight interns, including two students from Lessius University in Belgium, many of whom I have welcomed personally. The time came in June 2011 to establish a **volunteer office** under the direction of Danielle Hamel, herself a seasoned volunteer. Working with her team, we developed and adopted a management plan. Two additional tools—a volunteer directory and a newsletter—are also in the works.



Note also that PRWB is already using four specialized software packages, which require the regular organization of training programs for the executive director and for the volunteers and interns who support this function.



To make the work of the executive director's office and the committees easier and more effective, we have taken several steps toward ultimately acquiring office space.



Again this year, the **Project Committee** assigned me the management of projects undertaken in cooperation with our partner Oxfam-Québec: recruiting and training three mission heads; agreements; participating in planning mission content; organizing six missions including two during the very busy period of the gala; financial management; mission reports, blog posts and photo distribution, and so on. My most sincere thanks to our mission heads Colette Schwartz, Gabrielle Collu and Patrice Lavoie.

For the trip to Montreal by Soumana Anifa, our partner from Oxfam-Québec in Niger, I contributed to the planning and also participated in the work sessions, as well as organizing the visibility activities with the help of Colette Schwartz and our volunteers.



The committee also entrusted me with the development of potential new partnerships, and with recruiting mission heads for these projects. To assist the committee and the board in making informed decisions with regard to the choice of partners and projects, I also developed a decision-making tool.



Starting this year, we have strongly encouraged our mission heads to register for the excellent course in intercultural communication offered by Foreign Affairs and International Trade Canada. Thanks to Gabrielle Collu for this recommendation.

We have also begun a relationship with the international internship officer from Université du Québec à Montréal (UQAM) to eventually pair a mission head with an intern during a mission, as part of a pilot project.

My principal contribution on the Finance Committee concerns the proposal and purchase of a CRM system designed especially for charitable organizations. ProDon serves to record data on PRWB's "clientele"—donors, partners, volunteers, etc.—and process all of our transactions. The ProDon project required, and will require in 2012, a significant investment in time and energy so it can function optimally and best support the committee's efforts. Thanks to the volunteers and interns who invested many hours helping us build our very first databases in Excel, and to the second group that has been helping for several months to keep ProDon up to date.



The annual fundraising campaign collected \$58,000 in 2011 (not including proceeds from the gala), compared to \$38,000 in 2010. To support this campaign, the executive director's office compiled lists, prepared letters and centralized the mailing using ProDon, did online canvassing, coordinated and conducted telephone follow-ups, sent thank-you letters to donors and, for the first time, receipts for tax purposes.

After sustained efforts, the arrival in May 2011 of our charitable organization number will make our everyday work easier. Heartfelt thanks to our partner Oxfam-Québec for its assistance in this regard since 2009.

Also this year, to help our smaller donors, we added an option to our website so they can make donations online.

Starting in the fall of 2011, fundraising activities concentrated almost exclusively on our gala. Organization of the gala took up a large part of our year, especially starting in August when the executive director's office took on the chairmanship of the Organizing Committee and a major share of the work. I would like to thank the dynamic, dedicated volunteers who assisted me during this demanding period, especially Marina Badani, Éric Duguay and Gilles J. Morin.

As well as adding my efforts to those of the directors to sell tables, I was delighted to be able to minimize costs for the gala through the generosity of several service partners.

Furthermore, I am proud to have brought in since my arrival on the job in February 2010 some \$50,000 in donations from businesses, individuals and public relations firms, as well as proceeds from sales of our T-shirts, university committee events and the very successful fundraising evening organized by UQAM students as part of their course—bravo to the students and a big thank-you to course instructor Caroline Lacroix and to our volunteer Geneviève Rajotte Sauriol,



who first put me in touch with Caroline Lacroix and who shared the training of the students with me.



In consultation with the chair of the **Communications Committee**, I coordinated several activities for recruiting mission heads, training volunteers, organizing visibility activities, developing communications tools at low or no cost—thanks to our service partners—and supporting the university committees and the Ottawa-Gatineau PRWB Committee, which launched its activities in November 2010.

I also participated actively in the Promotion team, chaired by Guy Versailles, which was entrusted with developing a distinct brand identity for PRWB.

I have loved these two stimulating years with PRWB. It has been a privilege to work with the board and to experience their commitment and the generosity of our donors and service partners. Working alongside such passionate project partners and volunteers has been a source of inspiration to me. My most sincere thanks to all of you who helped me fulfill my objectives.

It has also been a pleasure to continue in the interim, until the hiring of our new executive director, Claude Ouvrard, in March 2012, to whom I pass the torch with my wishes for great success. Long live PRWB and its most admirable cause!

Deanna Drendel, APR, FCPRS  
Executive director



West Africa

Niger

Burkina Faso

**PRWB’s role**

In close cooperation with Oxfam-Québec and its teams in these two countries, and with a model based on capacity-building, PRWB supports the Cadre and the Coalition to help them become more effective and thus maximize their results. Based on the needs identified by the parties and taking into account the country’s cultural, social, economic and political contexts, PRWB shares relevant theory and best practices in public relations and communications through training, coaching, counselling and audits and by creating customized models for communication tools, events and proposals.

|   |  |  |
|---|--|--|
| <b>Partner</b>                          | Oxfam-Québec   |  |
| <b>Country</b>                          | <b>Niger</b>   | <b>Burkina Faso</b>  |
| <b>Local partners and their mission</b> | <p>Team Oxfam in Niger and its partner, the <b>Cadre de concertation des intervenants en matière de lutte contre les violences faites aux femmes et aux enfants (the “Cadre”)</b>.</p> <p>Group composed of 19 non-profit organizations and four Nigerian government departments, created in 2004.</p> | <p>Team Oxfam in Burkina Faso and its partner the <b>Coalition nationale contre les violences faites aux femmes et aux filles (the “Coalition”)</b>.</p> <p>Group composed of 50 non-profit organizations and three government departments. This group is a legacy of the annual international campaign <i>16 Days of Activism</i>, which took place for the first time in Burkina Faso in 2006. The Coalition was formalized in February 2011 during PRWB’s first mission in the country.</p> |
|   | <p><b>Mission of the local partners</b><br/>Strive to eradicate violence committed against women and children with a view to introducing egalitarian gender relationships in a perspective of sustainable human development.</p>   |  |
| <b>PRWB Missions</b>                    | In addition to going to Africa, PRWB supports its partners from here.  |  |
|   | Three missions totaling five weeks<br>A total of seven missions since 2009 totaling 15 weeks   | Two missions totaling four weeks   |



Projects

## Projects

Obtaining recognition in May 2011 as a Canadian charitable organization has opened the door to a broader pool of donors and enables us to initiate new projects in 2012.

In 2011, we approached numerous recognized, credible non-government organizations and government authorities to propose partnerships within the framework of their programs. While developing these new projects, PRWB was approached by other organizations, some from the other side of the world, wanting to benefit from our expertise. This confirms that PRWB has gained visibility and credibility since its launch in 2009. The list of projects approved in 2011 is detailed later in this report.



### Violence against women and children in West Africa

In 2011, PRWB continued its project in Niger and, early in the year, began a new project in Burkina Faso on the same theme, also with our partner Oxfam-Québec. Considering that the fight against violence committed against women and children constitutes a problem of behavioural change over the long term, we have renewed our agreement with Oxfam-Québec for 2012.

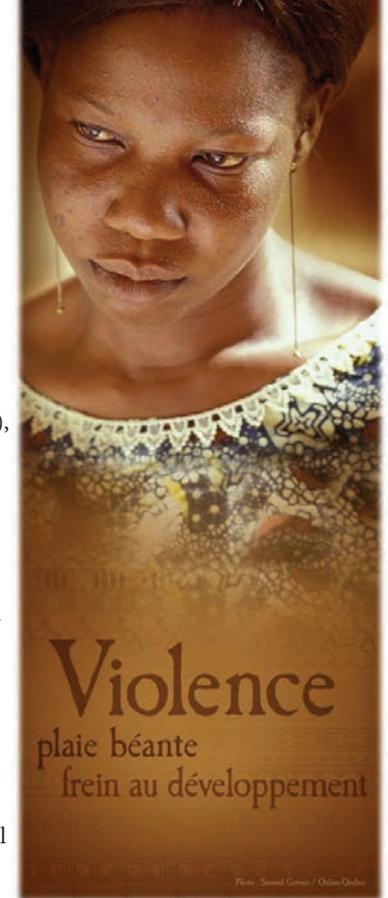
### Context

Too often trivialized, violence against women and children has serious consequences at the human and social level for thousands of women and children: early and forced marriages (girls removed from school, fistulas), husbands disowning wives (exclusion from family life, poverty), domestic violence, exclusion from political and economic life, female genital mutilation, slavery, child trafficking and abuse of street children. Such violence 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 and its teams in Niger and Burkina Faso have been addressing this issue for many years.

In 2004, Oxfam-Québec in Niger brought together several organizations and government departments in a Cadre de concertation (the “Cadre”) to conduct a concerted campaign against this violence. In collaboration with the United Nations Population Fund (UNFPA), Oxfam-Québec supports the work of the Cadre, which conducts information and awareness campaigns with different audiences, especially during the annual international campaign *16 Days*. The Cadre also conducts research and advocacy, as well as operating referral and counselling services for victims.

In Burkina Faso, Oxfam-Québec supports a Coalition that arose out of the *16 Days* campaign, which took place in that country for the first time in 2006. The Coalition was formalized in February 2011 during PRWB’s first mission in the country.



## Burkina Faso

Our project with the Coalition nationale contre les violences faites aux femmes et aux filles (the “Coalition”) began in the fall of 2010 with the recruiting of a mission head, Gabrielle Collu, and preliminary discussions with our partner Oxfam-Québec in Montreal and its team in Burkina Faso.



In February 2011, **Gabrielle Collu** conducted a first exploratory mission to establish a diagnosis and develop relationships with all of the organizations involved. During this two-week mission, she was able to identify the problem and guide the Coalition through several strategic planning sessions. She helped the Coalition to better identify and segment its clientele, and to determine the objectives and strategic focuses of the Coalition’s three-year action plan.

During her second mission, Gabrielle helped the Coalition prioritize its clients and think about strategies, actions and communications tools for 2012. One of the strategies chosen by the Coalition is the campaign “Nous pouvons mettre fin aux violences faites aux

femmes et aux filles” (We can end violence against women and girls). The campaign was conceived to persuade citizens to get involved in this fight through personal action so as to progressively transform society and put an end to this violence. We helped the Coalition develop a document clarifying the appropriate communication tools for use in this campaign.

The Coalition also began thinking about its visibility in Burkina Faso and its brand image. We collaborated in the preparation of various analytical documents.

Gabrielle Collu took part in a training course on intercultural communications provided by Foreign Affairs and International Trade Canada’s Centre for Intercultural Learning. As Gabrielle puts it, “To be effective in an intercultural environment and develop solid partnerships, you have to invest time in the relationship in order to gain the respect and trust of partners, and especially to properly understand differences with respect to priorities, cultural references and codes, the technical vocabulary, the method of communication, the hierarchy and so on.”

## Niger

We have been conducting missions as part of this project in Niger since the fall of 2009. Our 2009 and 2010 annual reports, available at <http://www.rpsf-prwb.org/salle-de-presse/>, provide accounts of recent missions.



The year 2011 began in a whirlwind with the trip to Montreal by **Soumana Anifa**, an Oxfam-Québec representative in Niger who led the Cadre de concertation (the “Cadre”) and is thus our principal operative. Mission head **Colette Schwartz** and **Deanna Drendel** spent an intensive and very productive week with Anifa in planning exercises, thinking about the funding of the Cadre’s activities, training and other tasks. The relationship and the mutual understanding between PRWB and this key player were definitively solidified during this mission.



PRWB took advantage of Anifa’s visit to invite him to speak with our board of directors, to be interviewed for an article—thanks to Lisa Binsse—and to organize a discussion about our joint project. Thanks to Colette Schwartz who led the discussion, to our volunteers Charles Goudreau and Youssef Shoufan for the video and to our partner CNW for the great photos. Our special thanks to the volunteers who contributed to this much-appreciated operation, and who took care of day-to-day hospitality during the week. ➤



The June 2011 mission was entrusted to a new mission head, **Patrice Lavoie**. This mission was designed to strengthen the capacities of the Cadre's executive secretary office and those of the Cadre as a whole by providing training and coaching sessions, particularly in leadership, communications and change management. In 2010, Oxfam-

Québec and the United Nations Population Fund (UNFPA), which is the Cadre's principal funder, decided to make the Cadre more effective by restructuring it and creating the executive secretary office, which plays a key role. Since then, several of the PRWB's actions have focused on strengthening the capabilities of the executive secretary office.

Patrice began his activities by reviewing the findings of the internal and external communications audit conducted in November 2010 by Colette Schwartz. This analysis enabled the executive secretary office to acknowledge the appreciable progress the Cadre has made, but also the fact that there is still a long road to travel: we must strengthen the Cadre's team spirit and lead its representatives to systematically share information with member organizations and inform them of the challenges involved.

A sign of the confidence in PRWB is that Patrice was invited to accompany the Oxfam-Québec team to two meetings. The meeting with the UNFPA was designed to identify mobilization and intervention strategies for the Cadre's target clientele. When Patrice discovered that the UNFPA was willing to finance a meeting to bring together all of the Cadre's member organizations in the region, he recommended that PRWB conduct a second round of the Cadre's brand identity exercise there—the first having taken place in 2009—a suggestion that was favourably received by the Oxfam-Québec team and the UNFPA.

Patrice was also able to formulate recommendations following a workshop organized by the Institut national de la statistique (INS) and the UNFPA dealing with a new mechanism for collecting data on violence against women and children in Niger.



The November 2011 mission, conducted by **Colette Schwartz**, had two principal activities: planning and hosting the Cadre's brand identity workshop and, as

PRWB has been doing for three years, and providing support in organizing and implementing the activities of the annual campaign *16 Days*. This key campaign remains a high-visibility point for the fight against violence and for the Cadre itself. This year, in a real master stroke, the Prime Minister of Niger has agreed to personally inaugurate this international event, a fact that bears witness to the long road the Cadre has travelled since its inception in 2004.

The many participants in the three-day brand identity workshop came from all of Niger's administrative regions, and their active involvement demonstrates their commitment to the cause and to the Cadre's success. The answer to the question "Is the Cadre still truly relevant?" is undoubtedly "Yes, the Cadre must continue its mission." Its actions to date are only the beginning. Does the Cadre keep its promises? Everyone was convinced that the activities conducted during 2011 led to a widening of the fight against violence to encompass every part of the country. The impacts can be felt everywhere: the silence is being broken and the victims of violence are asking for help.

The participants established their priorities and prepared their action plan. Two priorities emerged from these sessions: to intensify action at the local level and to offer training to the Cadre's volunteers.

The people of Niger are resolutely on the road to banning all violence against women and children, but everyone agrees this will take time.

Oxfam-Québec and its local partners consider PRWB to be a partner of the first rank. Our actions are perceived as being both important and effective, which facilitates cooperation and the organization of future missions. These groups tell us they appreciate the expertise, diligent preparation, independence, capacity for adaptation and relationship skills of our mission heads.

*Colette Schwartz, Patrice Lavoie and Gabrielle Collu were supported by Deanna Drendel, director of Oxfam-Québec projects for PRWB. They have renewed their commitment for the missions in 2012.*

# Revenues and expenses as at 31-12-2011

## Revenues

|                                    | Donations to       |                                 | TOTAL<br>2011<br>\$ | TOTAL<br>2010<br>\$ |
|------------------------------------|--------------------|---------------------------------|---------------------|---------------------|
|                                    | PRWB<br>\$         | Oxfam-Québec <sup>1</sup><br>\$ |                     |                     |
| <b>DONATIONS</b>                   |                    |                                 |                     |                     |
| Corporate donations                | 39,650             | 2,000                           | 41,650              |                     |
| Personal donations                 | 4,573 <sup>2</sup> | 350                             | 4,923               |                     |
| Donations made as part of the gala | 11,193             |                                 | 11,193              |                     |
| <b>TOTAL — donations</b>           | <b>55,416</b>      | <b>2,350</b>                    | <b>57,766</b>       | <b>37,530</b>       |
| <b>OTHER RECEIPTS</b>              |                    |                                 |                     |                     |
| Fundraising gala                   | 86,855             |                                 | 86,855              |                     |
| University committees              | 9,655              |                                 | 9,655               |                     |
| Promotional items (T-shirts)       | 1,120              |                                 | 1,120               |                     |
| <b>TOTAL — other receipts</b>      | <b>97,630</b>      |                                 | <b>97,630</b>       | <b>2,624</b>        |
| <b>TOTAL REVENUES</b>              | <b>153,046</b>     | <b>2,350</b>                    | <b>155,396</b>      | <b>40,154</b>       |

The tables present the distribution of revenues and expenses administered by PRWB or by Oxfam-Québec, our partner since 2009. Our revenues totalled more than **\$155,000**, including receipts from the gala. Our generous donors donated a total of almost **\$58,000**, compared to \$38,000 in 2010. Our university committees continued to organize fundraising events for PRWB; we are particularly grateful to a group of students from Université du Québec à Montréal (UQAM) PRWB volunteers—who organized a fabulous evening that raised \$9,500.

Our expenses amount to approximately **\$124,000**, including expenses for the gala. Our missions cost almost \$34,000 in 2011, compared to \$12,000 in 2010: this year we began a new project with Oxfam-Québec in Burkina Faso, and have included the costs related preparing the missions and their technical support.

The year-end surplus will enable PRWB to pay the cost of our missions in 2012 and to undertake new projects.

<sup>1</sup> Note that this is the last annual report we will publish with figures from Oxfam-Québec: on May 16, 2011, the Canada Revenue Agency recognized PRWB as a Canadian charitable organization, enabling us to issue receipts for tax purposes to our 2011 donors and to receive a reimbursement of 50% of the sales taxes on our expenses after May 16.

<sup>2</sup> A donation of \$4,000, reported in our financial statements as at December 31, is excluded here because it replaces an advance in the same amount reported as a donation in 2010.

## Expenses

|  | Expenses paid by |                                 | TOTAL<br>2011<br>\$        | TOTAL<br>2010<br>\$ |
|--|------------------|---------------------------------|----------------------------|---------------------|
|  | PRWB<br>\$       | Oxfam-Québec <sup>1</sup><br>\$ |                            |                     |
| <b>MISSIONS</b>  |                  |                                 |                            |                     |
| Niger (3 missions)                                       | 7,617            | 3,595                           | 11,212                     |                     |
| Burkina Faso (2 missions)                                | 4,393            | 4,474                           | 8,867                      |                     |
| Mission preparation/training and technical support       | 4,997            | 8,921                           | 13,918                     |                     |
| <b>TOTAL — missions</b>                                  | <b>17,007</b>    | <b>16,990</b>                   | <b>33,997<sup>2</sup></b>  | <b>12,139</b>       |
| <b>EVENTS</b>  |                  |                                 |                            |                     |
| Speech   | 197              |                                 | 197                        |                     |
| Fundraising gala   | 67,138           |                                 | 67,138                     |                     |
| Repayment of a security (RACJ – gala draw)               | (4,200)          |                                 | (4,200)                    |                     |
| <b>TOTAL — events</b>                                    | <b>63,135</b>    |                                 | <b>63,135</b>              |                     |
| <b>COMMUNICATION AND ADMINISTRATION</b>                  |                  |                                 |                            |                     |
| Professional fees – executive director                   | 12,400           |                                 | 12,400                     |                     |
| Insurance – mission heads, directors, executive director | 2,352            |                                 | 2,352                      |                     |
| Representation   | 853              |                                 | 853                        |                     |
| Transportation and couriers                              | 1,814            |                                 | 1,814                      |                     |
| Equipment, office furnishings and maintenance expenses   | 1,799            |                                 | 1,799                      |                     |
| Software and annual renewal of domain names              | 985              |                                 | 985                        |                     |
| Training – ProDon management system                      | 1,806            |                                 | 1,806                      |                     |
| Long distance and postage                                | 1,213            |                                 | 1,213                      |                     |
| Printing   | 2,350            |                                 | 2,350                      |                     |
| Revenu Québec – Letters patent and annual fees           | 182              |                                 | 182                        |                     |
| Bank charges   | 164              |                                 | 164                        |                     |
| Amortization of goodwill                                 | 1,136            |                                 | 1,136                      |                     |
| Reimbursement of 50% of taxes                            | (54)             |                                 | (54)                       |                     |
| <b>TOTAL — communication and administration</b>          | <b>27,000</b>    |                                 | <b>27,000</b>              | <b>18,000</b>       |
| <b>TOTAL EXPENSES</b>                                    | <b>107,142</b>   | <b>16 990</b>                   | <b>124,132<sup>3</sup></b> | <b>30,139</b>       |
| <b>SURPLUS FOR THE YEAR</b>                              |                  |                                 | <b>31,264</b>              | <b>10,015</b>       |

<sup>1</sup> The expenses paid by Oxfam-Québec were also the funds it raised for PRWB.

<sup>2</sup> The expenses under headings Niger and Burkina Faso include airfare, travel visas, medical appointments (vaccinations, anti-malarial drugs and other pharmaceuticals), lodging, travel allowances, rental of cellular phones or portable computers, etc.

<sup>3</sup> The majority of PRWB's expenses incurred after May 16, 2011 (receipt of charitable organization number), and all the expenses of Oxfam-Québec shown here take into account the reimbursement of 50% of sales taxes for which Canadian charitable organizations are eligible.

# Donors\* and goods and services partners

To view cumulative figures for these donors since 2009, go to: [www.rpsf-prwb.org/en/donors/donations/](http://www.rpsf-prwb.org/en/donors/donations/)

## Corporate

### \$10,000 or more

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

### \$5,000 – \$9,999

Brault & Martineau Foundation  
Fondation Daniel Lamarre  
RBC Royal Bank

### \$3,000 – \$4,999

### \$1,000 – \$2,999

Bell  
Bombardier Aerospace  
CAE  
Hill+Knowlton Strategies  
Ubisoft Canada

### UP TO \$999

Belec Auctions  
Clinique dentaire Dr Dac T. Nguyen  
Cogeco  
Communicateurs du Fauve  
Communications Infrarouge  
Communications Société Nouvelle  
Deanna Drendel Communications  
Deschênes Group  
DOCU-DEPOT  
Dr. Denis Turgeon  
Dulude-Taylor  
École de technologie supérieure  
Fédération des caisses Desjardins du Québec  
Gestion des risques d'assurances  
Gilles Valiquette  
Lanla Marketing  
M.A. Design  
Nathalie Francisci  
Philippe Dandurand Wines  
Raymond Bachand,  
Minister of Finance, Quebec  
Société de placements Richard G. Gervais  
Société des casinos du Québec  
The JBL Group

## Personal

### \$3,000 or more

Luc Beaugard

### \$1,000 – \$2,999

### \$500 – \$999

Guy Côté  
Hélène V. Gagnon  
Bernard Lamarre  
Louise Rousseau  
Solange Tremblay

### \$300 – \$499

Raymond Chouinard  
Yanik Deschênes  
Michel Dumas  
Lucie Rémillard

### \$100 – \$299

Michèle Bazin  
Nicole Beaulieu  
Louise Bechamp  
Sylvie Castonguay  
Emmanuelle Collin  
Marie-Christine Demers  
Martine Dorval  
Jean Fabi  
Jean-René Gagnon  
The Honourable  
François Godbout  
Carole Levine  
Pierre Nazair  
Nicole Pelletier  
François Taschereau  
Guy Versailles

### UP TO \$99

Dr. Jean-Paul Allaire  
Elizabeth Hirst  
Dominique Roy  
Anonymous donor (Ottawa)

## Goods and services partners

Clenche  
CNW-Telbec  
Communicateurs du Fauve  
Elizabeth Delage, photographer  
Gildan  
Goodness TV  
JACOB  
Libéo

Patrick Boisclair, communications interactives  
RES PUBLICA Consulting Group  
Samson Béclair | Deloitte & Touche s.e.n.c.r.l.  
Smiling Surface  
Société québécoise des professionnels  
en relations publiques  
Stikeman Elliott  
Sysomos

## PROJECT COMMITTEE

**Bernard Motulsky**, *chair*  
**Sophie Langlois**  
**Audra Rényi**

- PRWB continued its project in Niger, ongoing since 2009, and began a new project in Burkina Faso in cooperation with our partner Oxfam-Québec. Details of these missions appear on page 6. At the time of writing, the board of directors had accepted the committee's recommendation to renew the agreement for 2012 with Oxfam-Québec, which is pleased with the results of our cooperative efforts.

We are fortunate and thankful to have been able to rely this year, and again for 2012, on the commitment and the talent of mission heads Colette Schwartz, Gabrielle Collu and Patrice Lavoie—exceptional contributors who have invested many volunteer hours in these projects.

- On the committee's recommendation, the board of directors approved a new project with partner World Wide Hearing/Le monde à l'écoute (the organization run by Audra Rényi, a member of the board and of the committee, who withdrew from the deliberations during voting). World Wide Hearing plans to provide hearing aids to young adults in developing countries. PRWB is pleased to be able to provide its expertise during a first mission in Jordan planned for 2012, in cooperation with local

partner the Holy Land Institute for the Deaf (HLID).

- The committee also recommended, and the board approved, two projects in development with Rights and Democracy. However, at the time of writing, the Canadian government has closed this organization following a change in direction.
- The FACE (Faire Face Aux Changements Ensemble, or facing change together) project continues. Approved by the board in 2010, this five-year project will be conducted in cooperation with the Public Relations and Marketing Communications Chair at Université du Québec à Montréal (UQAM). A first mission is planned for the end of 2012. The FACE network is a research and action group on adaptation to climate change coordinated by the Centre de recherche en développement international (CRDI).
- The committee also worked on identifying and developing important new projects expected to come together in 2012. For example, discussions are underway with the Centre for International Studies and Cooperation (CECI) with regard to a social economy project in Bolivia, and with Dr. Stanley Vollant of the Université de Montréal for a project targeting school drop-outs in northern Quebec. With our desire to contribute to the reconstruction underway in Haiti, PRWB is seeking a credible partner and a significant project in that country.



- Note that PRWB is receiving more and more spontaneous requests from organizations around the world.

We would also like to thank Deanna Drendel who again this year, as director of Oxfam-Québec projects, represented the committee with respect to our partner and our mission heads, supervised planning of the missions and handled mission logistics.

We would like to thank Sophie Langlois for her contribution—her professional obligations required her to step down from the board in January 2012—and we welcome Leslie Quinton, who has joined the committee starting in April 2012. Bernard Motulsky will remain a committee member.

## FINANCE COMMITTEE

### Luc Beauregard

*interim chair (until September)*

### Lucie Rémillard

*chair (since October)*

### Francine La Haye

### Marc Osborne

*(stepped down in July)*

Thanks to the generosity and commitment of our faithful donors and several new donors who have discovered us —businesses, public relations firms, foundations and individuals—the 2011 annual campaign enabled us to raise almost **\$58,000**, compared to \$38,000 in 2010 and \$30,100 in 2009. This year, PRWB received its first recurring donation over three years. Since our launch and first international mission in the fall of 2009, PRWB has gained in visibility—our donors are inspired by our mission, our choice of partners and projects, and our sound management. Thanks to Marc Osborne and Marieke Tremblay for their contributions since 2009, and to all our fundraisers, whether members of the board or the public relations community

This year, PRWB was able to tap additional revenue sources of almost **\$98,000**, for a total of more than **\$155,000**:

- In the fall, all of our canvassing efforts were focused on PRWB's first fundraising gala, under the firm hand of Francine La Haye, and with the committed participation of all members of the board and the executive director. The gala was an unqualified success from every standpoint.



Jean-Pierre Vasseur, chairman and chief executive officer of RES PUBLICA Consulting Group, presents a major donation to PRWB—at left, Francine La Haye, vice-chair; at right, Deanna Drendel, executive director

- Volunteers at Université du Québec à Montréal (UQAM) donated the \$9,500 they raised at their impressive benefit event. Other university committees also conducted fundraising activities.
- We continue to sell our T-shirts—our thanks to the university committee volunteers, public relations firms, the Société québécoise des professionnels en relations publiques (SQPRP) and organizers of the #PRMixer events.

With a constant concern for effectiveness and sound management, the committee continued its organizational efforts:

- In April, PRWB obtained a powerful but inexpensive software package designed specifically for charitable organizations. Since the summer of 2011, ProDon has enabled us to centralize canvassing operations under the executive director's

office, so that committee members can devote their valuable time to the required telephone follow-ups, together with a team of volunteers from the executive director's office.

- In May, the recognition of PRWB as a charitable organization by the Government of Canada considerably facilitated our day-to-day work and will enable us to diversify our revenue sources.
- In October, our committee was pleased to welcome a new chair, Lucie Rémillard, a prominent fundraising specialist. Under her capable management, we will be able to further professionalize our initiatives and improve our results.

## AUDITING COMMITTEE

### Audra Rényi, *chair*

### Marie-Christine Demers

### Guy Versailles

The Canada Revenue Agency has recognized PRWB as a charitable organization. This requires PRWB to produce two financial statements this year: one for January 1 to May 15 and another for May 16 to December 31. After examining these statements and the figures published in this annual report, the committee has recommended their approval by the board of directors. Oxfam-Québec has approved the figures involving that organization.

## GOVERNANCE COMMITTEE

### Francine La Haye, *chair*

### Luc Beauregard

### Marie-Christine Demers

### Audra Rényi

### Guy Versailles

The Governance Committee, created in March 2011, assumes an advisory and recommendation role with respect to the board of directors on various subjects involving the ethical conduct of PRWB's activities. For example, the committee produces notices relating to the role, structure and functioning of the board, its committees and its members, and regarding respect for regulations. It also handles recruiting and the mandate of the directors and the executive director.

In 2011, the committee developed a code of ethics, proposed the appointment of directors and made a recommendation with regard to managing volunteers. The committee also made a recommendation regarding the structure of PRWB, with a view to development outside Quebec.

## COMMUNICATIONS COMMITTEE

**Cristelle Basmaji**, chair (2010-2011)

**Guy Versailles**, head, Promotion team

**Deanna Drendel**, interim head, website, Communications tools and Events teams

**Isabelle Massey**, head, Social media team

**Sophie Langlois**, media monitoring

For the complete list of members, go to: [www.rpsf-prwb.org/en/about-us/comite-permanent/](http://www.rpsf-prwb.org/en/about-us/comite-permanent/)

We thank Isabelle Massey and Sophie Langlois for their contribution this year. Guy Versailles became the committee chair in January 2012.



### PRWB defines its brand

The Promotion team met 13 times this year, under the direction of Guy Versailles. With the expert help of our volunteer Louise Desjardins, we conducted a brand-identity exercise that was adopted by the board of directors in June. We are now working on conveying this identity to our volunteers and integrating it into our external communications tools. The team also engaged in some reflection that resulted in a communications plan and a humanitarian charter adapted to our mission.



### PRWB raises its profile

PRWB asks that its mission heads participate in activities that raise the organization's profile: speaking at events, writing articles and blog posts, and bringing back photos and newspapers from countries in which we are active. Once again this year, our mission heads generously shared their experiences in West Africa:

- Hosting by Colette Schwartz of the discussions in Montreal with Soumana Anifa, our operative in Niger;
- Presentations by Colette Schwartz and our volunteer

Louise Desjardins at an event presented by the Réseau socioprofessionnel en relations publiques at UQAM, attended by 75 students, professors and alumni;

- A talk by Gabrielle Collu on intercultural communications, in collaboration with Deanna Drendel, at Université de Montréal;
- Two articles by Gabrielle Collu, published in the newsletter of the Société québécoise des professionnels en relations publiques (SQPRP): a personal testimonial and “The power of the unspoken in communication in Burkina Faso”;
- Presence of Colette Schwartz and Patrice Lavoie at the fundraising gala, along with a number of mission heads awaiting their mission.

Thanks to the executive director's office, which, in consultation with the chair of the Communications Committee, coordinated all of the committee's efforts, filled positions and trained volunteers, all while contributing to extending PRWB's influence through various actions:

- Launching the French website—at the time of writing, the English site is also online and work on the blog is progressing; this tool will be online in spring 2012;
- A pilot project to produce eyewitness videos in cooperation with our partner GoodnessTV and our mission heads, also for the website;
- Speaking at events: The *InfoPresse* day “Marketing great causes – building successful cooperation between a brand and a cause” to 100 public relations professionals; the annual Career Workshop day at McGill University; and a video speech presented as part of the PRWB fundraising gala;
- Organizing activities to raise PRWB's profile: discussions, conferences for our mission heads, information booths and sales of T-shirts at the Jeunes relationnistes de la SQPRP symposium and at #PR Mixer events. To increase the impact of our booths, production of pop-up posters and backlit photojournalism posters dealing with our missions, as well as other reusable tools produced for the gala;
- Developing a sponsorship plan that will be useful in organizing future events—thanks to Patrice Attanasio;
- Approaching organizations such as the Ministère des relations internationales du Québec (MRI) and the Association québécoise des organismes de coopération internationale (AQOCI);



- Ongoing discussions with the Canadian Public Relations Society (CPRS);
- Strengthening our partnership with the Société québécoise des professionnels en relations publiques (SQPRP), which allows us to publish several articles on our missions in Africa and to promote our gala in its newsletter; in return, PRWB encourages our volunteers to become SQPRP members, and we participate with as many volunteers as possible in this partner's important events. This year, at the SQPRP's Awards of Excellence, many of us were there to congratulate Guy Versailles, APR, a member of our committee and PRWB's board of directors, who received the Yves Saint-Amand award in recognition of his talent and his many contributions to the profession. Guy took advantage of the opportunity to mention the importance of PRWB's mission in his speech;
- Supervising the personnel who maintain our social media sites—thanks to Michelle Sullivan for her action plan and advice, and to volunteers Isabelle Massey, Louise Desjardins, Antonine Salina, Colin Danby and Aurélie Ponton;



Antonine Salina / Twitter

- In cooperation with Danielle Hamel of the new volunteer office, working on a new newsletter, *Planet PRWB*, to begin publication in the spring of 2012;
- Support for the PRWB-Ottawa-Gatineau committee, which was launched in November 2010;
- With Charles Goudreau of our university committees, including supervision, along with our volunteer Geneviève Rajotte Sauriol, coordinating a group of students who organized a benefit as part of a university course. In December, transfer of the mandate to volunteers Marina Badani and Éric Duguay, who will report to the committee chair.

## The next generation steps forward

Our **university committees** contributed for a second year to helping raise our profile and to PRWB's fundraising activities. .

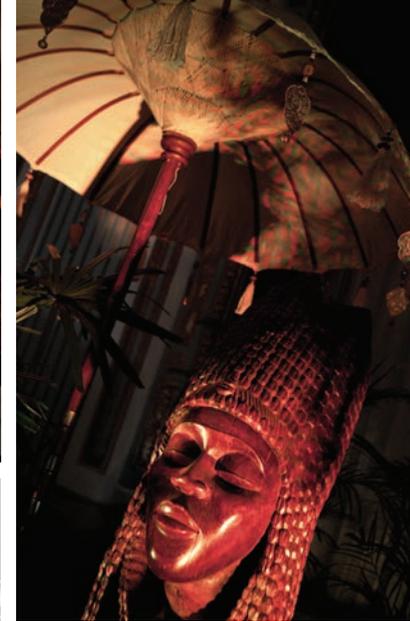
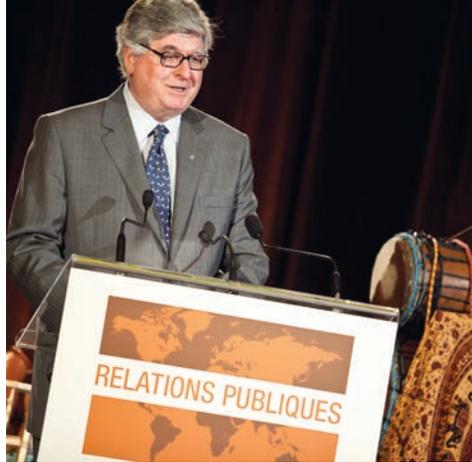
**PRWB-UQAM:** The year started off with a bang for the Université du Québec à Montréal committee, while a partnership begun in 2010 with Caroline Lacroix, instructor for the special events and sponsorships in public relations course, includes PRWB among the organizations that can benefit from the organization of fundraising events. So it was that 11 students, including several already involved in the committee, organized a memorable soirée, *À la frontière des sens*, attended by some 300 guests, which raised \$9,500 for PRWB. The fall session was quieter, but still allowed PRWB to make itself known to new arrivals and increase its visibility among all students and professors in the public relations program, following a tour of the classrooms by the new representative, Mélanie Bergeron.



**PRWB-UdeM:** The committee at Université de Montréal invited mission head Gabrielle Collu, accompanied by the executive director, to give a presentation on intercultural communication.

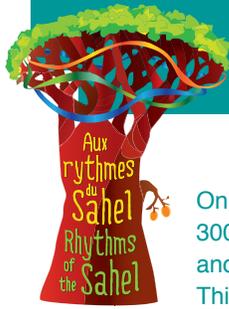
**PRWB-UdeS:** At Université de Sherbrooke, a large number of new arrivals joined the committee, following visibility activities by the volunteers. During the summer session, funds were raised at a 5 à 7. Later in the year, a 5 à 7 organized with those responsible for the communications, writing and multimedia program enabled us to raise funds and to recruit eight volunteers to take over the committee's work. In all, some 80 people attended the event. Jean-Claude G. Kikongi, who chaired the committee in 2010, assisted the new representative Kristina Bernard and her team.

**PRWB-McGill:** At McGill University, Mariama Ousama took over from Jacqueline Lamarre and is working on an action plan. The committee invited PRWB's executive director to come and speak as part of the annual *Career Workshop*; several new volunteers then joined PRWB.



Deanna Drendel, chair of the Organizing Committee, surrounded by several members of her volunteer team. From left: Éric Duguay, Marina Badani, Gilles J. Morin and Andréan Gagné. Other committee chairs absent from the photo are: Francine La Haye, Cristelle Basmaji, Marie Grégoire and Patrice Attanasio. The Communications Committee thanks the executive director's office for taking on the organization of the gala at the last minute.





## Fundraising gala

On November 28, 2011, PRWB was pleased to welcome some 300 guests to the Windsor Hotel in Montreal, most of them executives and personalities from the public relations and business communities. This was the first benefit gala organized by PRWB.



Several factors came together to increase our young organization's visibility and credibility, in particular, the recruiting of a renowned and committed honorary chair. In addition to making PRWB known to his entourage by selling tables, **Bernard Poulin**, president and CEO of S.M. Group International, proposed that we invite a high-profile speaker.

Thus, former American ambassador **John K. Menzies**, dean of the John C. Whitehead School of Diplomacy and International Relations at Seton Hall University in New Jersey, came to share his reflections on a wide-ranging career in international diplomacy. Giving his perspective on PRWB's outlook for the future, he encouraged us to boldly assume our role around the globe.



In addition to comments from the chairman of the board, the honorary chairman and the speaker, the guests were able to learn more about our missions through a video speech, an information booth and informal discussions with our mission heads. The program for the event is available at <http://www.rpsf-prwb.org/participer/evenements/>



The gala was a financial success thanks to the efforts of all those involved. Table sales were ably handled by Francine La Haye, vice-chair of PRWB, supported by the entire board of directors, the honorary chairman and the executive director.



Cristelle Basmaji, board member and chair of the Communications Committee, organized a profitable draw and auction with help from her team, Marie Grégoire, who also served as emcee, and Leidy Ojeda.

We succeeded in minimizing our expenses thanks to sponsorships obtained by Luc Beauregard—a huge thank-you to Semafo for its contribution and to Air Canada for the free trip for two to Hawaii. Thanks also to the generous goods and services partners recruited by the executive director's office and by Cristelle Basmaji and her team. We also acknowledge the many volunteer hours invested by many people, enabling us to stage a high-quality event.

Funds raised from this first gala, combined with the results of our annual campaign, will enable PRWB to envisage new projects in other countries around the world.



The head table, from left: Deanna Drendel, APR, FCPRS, executive director of PRWB; John K. Menzies, dean of the John C. Whitehead School of Diplomacy and International Relations at Seton Hall University, New Jersey, former ambassador to Kosovo and speaker for the evening; Raymond Chrétien, O.C., partner and strategic advisor, Fasken Martineau, and former Canadian ambassador (France, United States, Belgium, Mexico, Congo); Francine La Haye, senior vice-president, NATIONAL Public Relations, and vice-chair of PRWB; Claude Breton, senior director, public affairs, National Bank, a major donor to PRWB; Jacques Chagnon, president (Speaker) of the National Assembly of Quebec; Michelle Beauregard, wife of Luc Beauregard; Luc Beauregard, C.M., APR, FCPRS, founding chairman of RES PUBLICA Consulting Group, parent company of NATIONAL Public Relations, and chairman of the board and founder of PRWB; Liliana Komorowska, wife of Bernard Poulin; Bernard Poulin, president and CEO, S.M. Group International and honorary chairman for the gala; and André Ouellet, former minister of external affairs and former president and CEO of Canada Post Corporation.

Thanks to all the businesses and people who supported PRWB by buying a table or tickets and by participating in the auction and the draw

Aéroports de Montréal  
Aon Parizeau  
ArcelorMittal  
Autorité des marchés financiers  
Balcorp  
Beaulieu, Nicole  
Beauregard, Luc  
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Bombardier Aerospace  
CASACOM  
Cascades  
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Citizen Optimum  
Cliche, Yvan  
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Direction communications  
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Dufresne, François  
Duguay, Eric  
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Fédération des caisses Desjardins du Québec  
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Gestion Première Moisson  
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Influence Communication  
JACOB  
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Laurent, Jacques  
Lavoie, Patrice  
Leger Marketing  
Massy Forget Langlois Public Relations  
Morin Public Relations  
NATIONAL Public Relations  
Nolin BBDO  
Ordre des infirmières et infirmiers du Québec  
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Péloquin, Kattan  
PSB Boisjoli  
PGPR relations publiques, PR  
Quebecor  
Rényi, Audra  
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Thellier, Marie-Agnès  
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Vasco Design  
Versailles communications  
Vidéotron  
Weber Shandwick  
Zone franche

Thanks to SEMAFO and another anonymous donor, and to our goods & services partners.



#### **Wines and banquets**

Le Windsor  
Les Sélections François Fréchette

#### **Auction and draw**

Air Canada  
Aldo  
Amber Mac  
Astral  
Birks  
Copilote (Brand Alliance)  
De Longhi  
Europea  
Fondation Carmand Normand  
Groupe Marcelle  
JACOB  
Joey's Limousine  
Laurier Du Vallon  
Lozeau  
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Montreal Canadiens  
Redken  
TACT Intelligence-conseil  
Van Houtte

#### **Emcee**

Marie Grégoire

#### **Media relations**

H+K Strategies

#### **Various support**

RES PUBLICA Consulting Group

#### **Graphic design and printing**

JACOB  
Smiling Surface

#### **Videos and photos**

Colette Schwartz  
Élizabeth Delage, photographer  
Exhibit Marketing  
Gabrielle Collu  
Matthieu Durocher  
Océan Télévision  
Oxfam-Québec  
Patrice Lavoie  
Typhoon

#### **Lighting and audiovisual**

Techni-logique

#### **African exhibition**

Boutique Pelfini  
Couleurs d'Afrique  
Gilles J. Morin  
Le Clan Panneton  
Lynn Paquette  
Maison de l'Afrique – Mandingo  
Planterra

#### **Music**

Gilles J. Morin  
Matthieu Durocher  
Productions Kila

## Executive committee

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**Luc Beauregard**, C.M. APR, FCPRS  
*Chairman*  
Founding chairman  
RES PUBLICA Consulting Group

**Francine La Haye**  
*Vice-chair*  
Senior vice-president  
NATIONAL Public Relations

**Marie-Christine Demers**, LL.B., DESS, MBA  
*Secretary-treasurer*  
Senior advisor  
Cohn & Wolfe | Montreal

## Directors

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**Cristelle Basmaji**  
Director  
Marketing and communications  
JACOB

**Mylène Forget**  
President  
Massy Forget Langlois Public Relations

**Nathalie Francisci**, CHRP, ICD.D (*since September*)  
Chief, corporate development  
jobWings Careers

**Hélène V. Gagnon**, APR  
Vice-president  
Public affairs, communications  
and corporate social responsibility  
Bombardier Aerospace

**Sophie Langlois**  
Senior director  
Communications and Public Relations Office  
Université de Montréal

**Bernard Motulsky**, PhD  
Chairholder  
Chair in Public Relations and Marketing Communication  
Université du Québec à Montréal

**Marc Osborne** (*stepped down in July*)  
Public relations consultant

**Agathe Plamondon** (*since June*)  
President  
Communiqueurs du Fauve

**Stéphane Prud'homme**, MA, I.E. MBA (*stepped down in May*)  
President  
180 degrés | relations publiques

**Leslie Quinton**  
Vice-president  
Worldwide corporate communications  
SNC-Lavalin

**Lucie Rémillard** (*since October*)  
President  
LR Stratégie

**Audra Rényi**  
Executive director  
World Wide Hearing Foundation International

**Matthieu Sauvé**, MA, APR, FCPRS  
Associate director  
Zone franche

**Marieke Tremblay**, APR (*stepped down in May*)  
Public relations consultant

**Guy Versailles**, APR  
Versailles communications



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