



2015

ANNUAL
REPORT



PUBLIC RELATIONS
WITHOUT BORDERS

PUBLIC RELATIONS WITHOUT BORDERS

A SUMMARY

Public Relations Without Borders (PRWB) was founded in 2007 in Montreal, Canada, by a group of senior public relations professionals; it is recognized by the Canada Revenue Agency as a charitable organization.

Through initiatives in a growing list of countries, PRWB is demonstrating the power of using public relations to leverage social and economic progress. By partnering with a number of other organizations, we are contributing to the sustainable improvement of living conditions in these countries and helping these populations take charge of their development with dignity.

PRWB carries out missions in cooperation with partners that include NGOs, non-profits and public authorities. Its volunteer services - training, counselling, coaching - aim to help local organizations achieve their objectives, for the direct benefit of the populations they serve.

PRWB's volunteers rally around the ideals of solidarity, integrity and professionalism.

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FROM THE CHAIRMAN OF THE BOARD



Guy Versailles

APR, FCPRS

Chair of the Board

Benin
Bolivia
Burkina Faso
Cameroon
Guinea
Haiti
India
Jordan
Niger
Morocco
Mozambique
Peru
Senegal
Tanzania
Tunisia
Uganda

2015 in two words: **RELEVANCE** and **EXCELLENCE!**

In 2014, we drew up a three-year strategic plan, which clearly identifies two big challenges that PRWB must meet to ensure its sustainability: strengthen our presence in the network of international cooperation organizations and ensure stable, ongoing funding. Year 2015 was one of consolidation, which started with the arrival of our new executive director, Ré Jean Séguin.

We met the first challenge with great success. Our 2015 missions set a new standard for excellence, thanks to our mission heads, who were meticulous in their preparations. Their activities in the field were highly productive—so much so that our partners in Quebec and abroad were duly impressed! As concrete proof of the value they place on PRWB's efforts, they have agreed to share the cost of the missions, for which we previously assumed full responsibility.

We also renewed agreements with our main partners and signed new ones that will enable long-term planning and facilitate the organisation of our missions.

We also had great success with our fundraising efforts. The annual fundraising breakfast was remarkable both for its compelling presentations and for its organization. Thanks to our generous partners, PRWB is establishing a fine tradition in this area and will work hard in 2016 to continue it. Despite our success, we still face the challenge of recurring funding. The board members are working on several initiatives that, if successful, will mean a definite improvement to our situation by this time next year.

Our volunteers, mainly our mission heads and directors, dedicated an estimated 2,260 hours to PRWB, and I thank them for their invaluable support. The board grew in 2015 with the arrival of Claude Breton, VP Public Affairs and Investor Relations at National Bank of Canada, Martin Charron, general manager, Communications and External Relations at Rio Tinto Aluminium, Dominique Dionne, VP Communications and Government Affairs at PSP Investments, and Joanne H. Fortin, director, External Communications and Corporate Citizenship & Responsibility at IBM. Stepping down this past year were Martine Dorval, senior consultant, NATIONAL Public Relations, Daniel Matte, founding partner, TACT Intelligence-conseil, Katia Reyburn, manager, Public Affairs and Communications, SAQ, Matthieu Sauvé, associate director, Zone Franche, and Richard Simard, project IMSA coordinator, L'OEUVRE LÉGER. We are grateful for their years of dedication to PRWB.

Lastly, I would like to offer special thanks to RES PUBLICA Consulting Group, which provides PRWB with an office and supports us in countless different ways.

PRWB is the result of efforts made by an entire industry. It is important that the main players in this industry agree to provide it with concrete support.

Our 2016 program already includes several missions. Groups in African and Latin American countries that work to improve the lives of people grappling with the challenges of development are turning to us for help. We will be there for them.

YEAR IN REVIEW



Ré Jean Séguin,
Executive Director

Executive Director's review

I began my mandate with Public Relations Without Borders (PRWB) on January 5, 2015. After taking the time to familiarize myself with the organization, its culture and its history, I was ready to meet this stimulating challenge.

Administration

In the spring, PRWB revamped its graphic signature, letterhead and website to adopt a more modern and dynamic public image. I would like to acknowledge Vasco Design's exceptional contribution to this project.

International Studies and Cooperation (CECI), Léger Foundation and Ingénieurs Sans Frontières. These meetings led to the signing of long-term agreements, updating existing partnerships and creation of new partnerships.

Meetings with the Ministère des Relations internationales et de la Francophonie du Québec and Foreign Affairs, Trade and Development Canada (now International Development Canada) positioned us on the playing field of international cooperation.



Our president, Guy Versailles, presents the guest speakers.



Our guest speakers in a very big business meeting.

At the end of the year, we also launched a new platform where we receive online donations and accept reservations for tickets to PRWB's events.

Missions and relations with partners

In 2015, we completed four missions in four different cities: Mumbai, India, Dakar, Senegal, Moshi, Tanzania and another, via Skype, with a team in Conakry, Guinea. The report by the project committee's chair, Yvan Cliche, provides more details on the missions.



An important step in our development this year was the consolidation of our relationships with our partners. We had many meetings with the leaders and representatives of UPA-DI, OXFAM Quebec, EQUITAS, Canadian Centre for

Financing and representation

The May 14 fundraising breakfast, which raised \$80,000, was a brilliant success. Three hundred people heard presentations by Jean Charest, Pierre Marc Johnson and Raymond Chrétien on the topic of Quebec and Canadian relations with Asia, Europe and Africa. The audience was captivated by their eloquence, meticulous preparation and expertise. This fundraiser consolidated PRWB's reputation for presenting high-profile events. We thank our generous partners and Montréal Council on Foreign Relations, with whom we have developed excellent cooperative relationships.

I was invited to present PRWB to various groups of employees and volunteers from OXFAM Quebec and EQUITAS. We bolstered our interactions with our partners

and the various member organizations of AQOCI through our participation in the activities they organized. We presented two breakfast talks by our mission heads: Luc Doray, freshly back from Mozambique, and Mathieu Larocque, upon his return from India.

In June, Guy Versailles, chair of our board, was invited to speak about PRWB before some 250 participants at the annual conference of the Canadian Public Relations Society. I attended the entire event and had the opportunity to meet many people who are interested in our mission.

We are eager to continue our mission with enthusiasm and in solidarity. We thank our partners, contributors, donors and sponsors, and especially, our board members, who encourage and motivate us as we pursue our projects.

Ré Jean Séguin
Executive Director



From left to right, Pierre Marc Johnson, Jean Charest, Karen Leggett, Executive Vice-President - Corporate Development, National Bank of Canada, Guy Versailles and Raymond Chrétien.

Coordinator for the development of donations and partnerships and communications

Nathalie Riel was hired in March and has proven to be extremely useful—even irreplaceable. Her skills in electronic communications, her perseverance in solving complex problems and her work ethic make her an invaluable colleague. She gave our quarterly newsletter a makeover, in addition to handling social media posts and weekly updates to our website. She also follows up on requests sent to the various foundations, in addition to her major contribution to producing this year's annual report and our promotional videos.

The security of our volunteers
The terrorist attacks that occurred early in 2016 have raised concerns over the security of international volunteers in some African countries that until now were considered safe. We took immediate action, together with our partners in Quebec and the countries affected, to tighten the instructions we give our mission heads to ensure that security is a top priority in all future missions.



The room was full during the fundraising breakfast of May 14th, 2015.



Me Raymond Chrétien maintained us challenges in Africa



Me Pierre Marc Johnson handled challenges which we have to raise in Europe.



Breakfast meeting with Mathieu Larocque about his mission in Mumbai.

MISSIONS COMPLETED FROM 2009 TO 2015



HAITI

2013

Supporting the launch of an agricultural recovery and nutrition program

PERU

2014

Supporting a reforestation effort and cocoa farming

BOLIVIA

2013

Building skillsets to support a group of dairy farmers

2012

Supporting a movement for economies of solidarity and fair trade

TUNISIA

2014

Supporting the efforts of the Tunisian Observatory for the Independence of the Judiciary (OTIM)

2012-2013

Supporting an organization that helps children

MOROCCO

2014

Supporting an NGO's efforts to help children

BURKINA FASO

2012-2013

Reinforcing the campaign fighting violence against women and girls, "Coalition nationale de lutte contre les violences faites aux femmes et aux filles" (four missions between 2010 and 2012)

SENEGAL

2015

Contributing to the development of an organization that defends civil rights

GUINEA

2015

Informing the public about important challenges in public health

BENIN

2013

Supporting a local solid and household waste management program

CAMEROON

2014

Supporting the African Model Forest Network

NIGER

2009-2010-2011-2012

Supporting organizations that fight gender-based violence (6 missions between 2009 and 2012)

UGANDA

2013

Supporting the development of a network of rural schools

Yvan Cliche

M.Sc., MBA

*Chair - Projects
Commercial Delegate
Energy Supply, Hydro-Québec*



In 2015, PRWB completed four missions in French-speaking and English-speaking Africa, and in India.

For the first time, we also provided distance support to an NGO partner, in the form of a training session via Skype.

For two of our four projects, we partnered with Equitas, with whom we have a natural and effective complementary relationship for the promotion of civil rights. With the addition of these four projects in 2015, PRWB has completed 27 projects since

its creation: in Latin America, in French-speaking, English-speaking and Portuguese-speaking Africa, as well as in Asia. PRWB again demonstrated its utility and the value of its actions, with renowned partners. They help populations that fight with courage and dignity for a better quality of life in its broadest sense.

Over the next few years, PRWB hopes to work with its partners on projects supported by longer-term funding from major investors, to ensure that its activities have more lasting benefits.

INDIA

2015

Supporting an organization that provides education to children

JORDAN

2014

Promoting youth involvement in civil rights education

TANZANIA

2015

Training people on the front lines of civil rights education

2014

Developing communication tools to help schools in disadvantaged areas

MOZAMBIQUE

2014

Training the trainers in entrepreneurship

Missions completed in 2015



Missions completed between 2009 and 2014





INDIA

Supporting an organization that provides education to children



Mathieu Larocque

The first mission took place in Mumbai, India, from July 22 to August 1, where Mathieu Larocque assisted the Akanksha Foundation. This non-profit organization has a mission to provide quality education to children of low-income families.

Mathieu visited six schools in Mumbai and in Pune, 300 kilometres away. After interviewing principals, teachers, students and parents, as well as some of the Foundation's employees, Mathieu produced five reports in English and began preparing various communications strategies for the Foundation.

This mission gives the Akanksha Foundation a greater variety of promotional tools and the opportunity to appeal for more support and more partners as it raises awareness of education in the communities where it works.

"Mathieu was incredible, recording and interviewing so many people. He now has a bunch of stories to work on. We hope to make use of them in all our communications platforms. (...) My sincere thanks to you for connecting us with PRWB and for making this support available to Akanksha."

- **Chitra Pandit**

Director - Development & Communications
The Akanksha Foundation
16 schools, 8 centres, 4,700 children

"The Akanksha Foundation does absolutely remarkable work, which we could qualify as revolutionary, with the pupils and the communities that surround the schools. (...) The lessons the children receive are not only academic: they turn them into better citizens."

- **Mathieu Larocque**

Mission Head



Contributing to the development of an organization that defends civil rights



Joanne H. Fortin

At the end of August, Joanne H. Fortin worked in Dakar, Senegal, with the coalition of civil organizations involved in the Universal Periodic Review (UPR), which includes the Equitas Senegal network, with support from Equitas Canada, RADDHO (African Meeting for the Defense of Human Rights) and the committee against gender-based violence, in anticipation of the October 2015 meeting.

The Coalition's objective is to become the reference centre that brings together the specific actions recommended by the UPR. The stakes are numerous, but the Coalition focuses on finding long-term solutions to two problems: violence against women, young people and children, and the importance of registering the civil status of all children to enable them to access education.

Joanne guided the group in developing a communications/ public relations plan and a detailed action plan in anticipation of the UPR's meeting. Together, they explored various arguments and collected quantitative and qualitative data to support their actions.



"The team I worked with had to report on its activities to representatives of the government and civil society. It seems that the assessment of the initiatives was very positive in the sense that the group took advantage of this forum to increase its visibility with the media and influencers."

- **Joanne H. Fortin**
Mission Head

"In Senegal particularly, the partnership enabled our partners to develop all the tools they needed to seize media opportunities. With Joanne's help, our partners bolstered their media visibility and were able to reach a much broader audience in their major awareness and information campaigns."

- **Ian Hamilton**
Executive Director, Equitas



GUINEA

Informing the public about important challenges in public health



Colette Schwartz

In September, Colette Schwartz and Yvan Cliche shared a mission of delivering a distance-training session to a communications team in Conakry, Guinea.

Under the auspices of Internews, journalists prepare a daily radio program called Ebola Chrono to inform local residents of the latest developments in the Ebola epidemic, which airs on 34 regional radio stations. A newsletter is also mailed to about 200 people. Internews wants to increase information tools so that all media pool their efforts to play a vital role in the impact and reach of messages about health questions.

They turned to PRWB for help in creating a newsletter and reorganizing their publications in the media and on social networks. The team was able to receive fast, personalized training over the Internet.



"Our team is very enthusiastic about the training program we are developing."

- **Réal Barnabé**
Country Director
Internews

"The discussions were interesting in spite of the technical difficulties, a little static on the line. (...) The newly revamped newsletter is still being used today."

- **Colette Schwartz**
Mission Head



Training people on the front lines of civil rights education



Pierre Gince

Upon the invitation of Equitas, Pierre Gince travelled to Moshi, Tanzania, in December to facilitate the preparation of a simple, effective communications plan for Tusonge and three other organizations it supports. Tusonge develops models to raise awareness of human rights issues among children and teens and initiatives to reduce violence, promote gender equality and inclusion, and guarantee respect for civil rights.

The participants had two specific expectations:

- equipping their organization with a communications plan that will be tied to their activities in the field;
- conveying their messages to the public more clearly and more concisely, in both oral and written form.

Pierre provided intensive interactive training, adapted to participants' needs and reality. They were able to question and comment on appropriating the knowledge. The mission was an unequivocal success.



"I've learned a lot of things about communication. Your method for building a communications plan and your baobab method for writing will be so useful for all of us. Thank you and come again."

- **Eva**
participant

"I just finished a Skype conversation with Tusonge and was very happy to hear about their experience with you. They feel it went extremely well and are super thankful for the knowledge and expertise you shared, as well as for your flexibility in the process."

- **Heather DeLagran**
Education specialist, Equitas

"What a rewarding work and personal experience! You can count on me to recruit project managers."

- **Pierre Gince**
Mission Head

Statement of Changes in Net Assets

as of December 31, 2015

	2015	2014
	\$	\$
Revenues		
Donations	78,071	55,630
Others	5,389	10,049
	83,460	65,679
Expenses		
Missions		
Plane tickets	5,476	9,988
Hotels	3,965	6,636
Daily allowances	1,797	6,790
Insurance	4,867	6,185
Others	2,348	4,675
	18,453	34,274
Conferences and fundraising activities		
Conferences and fundraising activities	18,963	13,736
Donations	500	250
	19,463	13,986
Others		
Insurance	3,738	3,727
Registration fees	89	(125)
Interest and bank fees	291	400
Salaries and benefits	15,071	65
Fees and expenses	41,146	17,935
Telecommunications	84	397
Office supplies	1,735	250
Software	772	1,101
Stamps	6	160
Professional fees	2,358	2,300
Rent	4,528	4,528
Travel	506	156
Communications and Training	3,062	4,116
Advertising and subscriptions	1,082	1,003
	74,468	36,013
TOTAL EXPENSES	112,384	84,273
Deficit for Fiscal Year	(28,924)	(18,594)
Net Assets at the Beginning of Fiscal Year	61,892	80,486
Net Assets at the End of Fiscal Year	32,968	61,892


Antoine Landry
 Treasure


Guy Versailles
 Chair of the Board

BUSINESSES

\$10 000 and more

National Bank of Canada

\$ 3 000 \$ to \$ 9 999

RES PUBLICA Consulting Group
Lavery
Power Corporation of Canada
Raymond Chabot Grant Thornton

\$ 1 500 to \$ 2 999

Aéroports de Montréal
Alliance des cabinets de relations publiques du Québec (ACRPQ)
Anonyme
Bentall Kennedy
NATIONAL Public Relations
École de technologie supérieure
Enbridge Pipelines
Fasken Martineau Dumoulin
Fondation Deloitte
Fonds de solidarité FTQ
Ivanhoé Cambridge
Kruger
Rio Tinto Alcan
Sid Lee
Stikeman Elliott
Vasco Design

\$ 100 to \$ 1 499

ACJ Communications
Agence de développement économique du Canada
Agropur Coopérative
Alcoa
AstraZaneca Canada
Banque de Montréal
Banque nationale - Gestion privée
Borden Ladner Gervais
Caisse centrale Desjardins
Caisse de dépôt et de placement du Québec
CECI
CHUM - Hôtel-Dieu
Cirano
Citoyen Optimum
Cohn & Wolfe
Conseil du patronat du Québec
Conseiller en gestion
Direction Communications stratégiques
Edelman
Fondation David Suzuki
Fondation JA De Sève
Gestion Ali-Servix
Gestion d'actifs Burgundy
Groupe Compass Québec
Groupe Germain hospitalité
Groupe Gestion IBC
Groupe Léonard RH
Groupe Pauzé
Institut de leadership en gestion
Loto-Québec
Metix
Ministère de l'Agriculture, des Pêcheries et de l'Alimentation du Québec
Ministère de l'Économie, de l'Innovation et des Exportations
Ministère des Relations internationales et de la Francophonie
Morin Relations Publiques
Mouvement Desjardins
Octane
Pfizer Canada
Québec Cinéma
Quentus conseil
Renaissance Capital
Société Radio-Canada
TACT Intelligence-conseil
TKNL créateurs d'expériences
Ubisoft Montréal
Univalor
Université de Montréal
Via Rail Canada
Zone franche

INDIVIDUALS

\$ 300 and more

Stéphanie Beauregard
André Cordeau
Yvon Desautels
Pierre Després
Francis Lacombe
Guy Versailles

\$ 100 to \$ 299

Anonyme
John Ayles
Céline Barbeau
Cristelle Basmaji
Nicole Beaulieu
Pierre Bélanger
Laurent Blanchard
Carroll Carleen
Sylvie Castonguay
Yvan Cliche
Pierre Comtois
Hugo Delorme
Marie-Christine Demers
Linda Descoteaux
Martine Dorval
Yvan Gauthier
Guy Gélinau
Élodie Girardin-Lajoie
Carole Graveline
Élizabeth Hirst
Doris Juergens
Francine La Haye
Josée Lacoste-Lépine
Jean-Sébastien Lamoureux
Judith Lebel
Soraya Martinez
Jean Leclerc
Christian Marcoux
Vincent Massé
Serge Paquette
Isabelle Perreault
Katia Reyburn
François Taschereau
Marieke Tremblay
Solange Tremblay
Myriam Truchon
Paul Wilson
Daniel Zizian

BOARD OF DIRECTORS



Founding Chairman

Luc Beauregard

O.C., C.O., APR, FSCRPT
Chairman of the Board
from 2007
to August 2013

EXECUTIVE COMMITTEE

Guy Versailles, APR, FSCRPT
Chairman of the Board

President
Versailles communications

Francine La Haye
Retiring Chair of the Board

Senior Vice-President
NATIONAL Public Relations

Mathieu Sauvé, M.A., APR, FSCRPT
(Until October 2015)
Vice-Chair

Associate Director
Zone Franche

Pierre Després, BA, LL.L, BSAM
Secretary of the Board

President
Després affaires publiques
et communication

Antoine Landry, M. Sc. A., APR, FSCRPT
Treasurer of the Board

Director, Communications Services
École de technologie supérieure

DIRECTORS

Christiane Beaulieu

Vice-President, Public Affairs and
Communications
Aéroports de Montréal

André Bouthillier, APR

Managing Partner
Cohn & Wolfe | Montreal

Claude Breton

(Since December 2015)

Vice-President, Public Affairs and
Investor Relations
National Bank of Canada

Martin Charron, ing. MBA
(Since May 2015)

General Manager, Communications and
External Relations - Regional Economic
Development
Rio Tinto, Aluminium

Yvan Cliche, M.Sc., MBA
Chair - Projects

Commercial Delegate,
Energy Supply, Hydro-Québec

Dominique Dionne, APR
(Since September 2015)

Vice-President, Communications and
Governmental Affairs
PSP Investments

Martine Dorval, MAP, APR, FSCRPT
(Until March 2015)

Senior Consultant
NATIONAL Public Relations

Joanne H. Fortin, APR, FSCRPT
(Since June 2015)

Director, External Communications and
Corporate Citizenship & Responsibility
IBM

Daniel Matte
(Until March 2015)

Founding Partner
TACT Intelligence-conseil

Katia Reyburn
(Until September 2015)

Manager, Public Affairs and
Communications
Société des alcools du Québec

Richard Simard
(Until May 2015)

Project IMSA Coordinator
L'Oeuvre Léger

Courtesy of vascodesign.com

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Mathieu Larocque





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