



## 2018 Annual Report



RELATIONS PUBLIQUES  
**SANS FRONTIÈRES**

*Founded in 2007, in Montréal (Québec), Canada, by a seasoned group of public relations professionals, Public Relations Without Borders is a charitable organization recognized by the Canada Revenue Agency.*

**11** years

*Through its work in a growing number of countries, Public Relations Without Borders has proven that public relations can be used as a powerful lever for social and economic progress.*

**42** missions in French, English,  
Portuguese and Arabic

*In concert with a number of partner organizations, we help in many areas of the world to sustainably improve the living conditions of people dealing with development challenges.*

Audited financial results are available upon request, at: [direction@rpsansfrontieres.org](mailto:direction@rpsansfrontieres.org)

# 27 mission heads

*Public Relations Without Borders carries out missions in cooperation with NGOs, non-profit organizations and public authorities. Its volunteer activities — consulting services, training, coaching — focus on helping local organizations to become more efficient, to find solutions to their problems and to achieve their goals, for the benefit of the people.*

# 21 countries

*The volunteers of Public Relations Without Borders rally around the values of solidarity, integrity and professionalism.*

# PRESIDENT'S MESSAGE

## A PIVOTAL YEAR

I assumed the presidency of the Board of Directors of Public Relations Without Borders in September 2018.

It was a pivotal year, marked by the winds of change and new foundations required to ensure the long-term development of PRWB.

We are at a crossroad, and I intend to lead our organization without borders in its strategic growth and positioning.

Concurrently with that repositioning work, we pursued our mission in 2018 with a presence on-site in Cameroon. We carried out two projects there: the first, which lasted three months, with Cuso International, aimed to strengthen communications abilities for community projects targeting improved living conditions for local populations. The second, with the World Wildlife Fund, aimed to increase awareness of eco-tourism as a sustainable economic and social development solution.

In 2017, we noted the emergence of new trends, including requests for missions of longer duration.

We are proud to have carried out, in 2018, both short-term mandates and interventions extending over longer periods, in line with international cooperation practices.

We have found that the organizations with which we work in the field are increasingly requesting that we train their staff – effectively recognizing the vital and essential contribution of communications in international cooperation and sustainable development.

## **A promising future**

In 2019, PRWB is preparing to participate in the calls for proposals of major financing agencies – notably Global Affairs Canada and the Ministère des Relations internationales et de la Francophonie (Québec).

The nomination of our new executive director, Yvan Cliche, who officially assumed his position in February 2019, reflects our commitment to taking a determining place in the world of international solidarity through public relations and communications for development. The mandate that we have given him targets that priority objective and the work required to achieve that goal has already begun.

Our 2019 transformation will also consist in better securing our financial future through a targeted diversification and perpetuation of our sources of financing. In 2018, our traditional fundraising activities enabled us to meet our financial objectives.

A benefit cocktail in January and a benefit breakfast in June were very successful in terms of revenue, and allowed us to bring together 400 people. This is a clear demonstration of the support of public relations professionals and the Québec business community. All of the profits from those events go to support our missions.

I would also like to thank for their generosity and personal involvement Mr. Pierre Marc Johnson, former Québec Premier, now a Québec Government advisor on matters pertaining to commercial agreements, and Mr. Roland Lescure, president of the commission of economic affairs at the French National Assembly. Their rich, human, informative and enlightening talks have lent a convivial atmosphere to those events and fostered quality networking and widespread outreach.

## **Exceptional Contributions**

Over the course of the year, our director general, Louis Moubarak, left us after two years in office, and we thank him for his contribution.

I also want to highlight the remarkable work carried out by my predecessor, Guy Versailles. Guy accomplished a colossal task for PRWB while also chairing — with his usual efficiency — the Board of Directors.

To the other members of our Board, who went above and beyond this year both in terms of hours and effort, I want to say a special thank you. Our progress would have been impossible without their extraordinary contribution and uncommon dedication.

I would also like to underscore the commitment of our mission heads and numerous volunteers who support our mission with their expertise, their time, and their work.

As to our partners, donors and sponsors, without their help we could not pursue our mission on the road to international cooperation.

It is an immense privilege for me to work with all of those people and to share with them the learning, discoveries and accomplishments of PRWB. I thank them in the name of all the communities that benefit from our activities.

**Dominique Dionne, APR**

# THE YEAR IN REVIEW

## Fundraising Activities

Conference on January 23, 2018 by Pierre Marc Johnson, Counsel, Lavery, and chairman of the Board, CORIM, on the free trade agreement with Europe.

Conference on June 4, 2018 by Roland Lescure, Member of the French National Assembly for the First Overseas Constituency (Canada and the United States), on France, Québec and Canada, just days before the G7 Summit in Charlevoix.

## Projects

### **CAMEROON-Cameroun ecology in Edea**

#### **MISSION HEAD**

Malika Noubissié

#### **PARTNER**

Cuso International, Cameroon

The mission head, Malika Noubissié, travelled to Edea in Cameroon with Cuso International to strengthen the written and internal communications capacities of Cam-Eco.

She was responsible for training local staff on communications techniques that would allow them to write articles and produce pamphlets/mini brochures, and for reviewing the internal structure of the organization to identify the real issues within the team.

The organization Cam-Eco was created in September 2000 on the initiative of engineer Cécile Ndjebet, an agronomist by training. She coordinated the structure with the support of a team of 17 qualified employees. Over the years, Cam-Eco has become an important player in the implementation of community projects aimed at improving the living conditions of local

populations. Its goal is to help communities to combat poverty through sustainable management of the environment.

## **CAMEROON-Campo Ma'an National Park**

### **MISSION HEAD**

Maxime Laliberté

### **PARTNER**

WWF (World Wildlife Fund), Cameroon

The mission head, Maxime Laliberté, travelled to Campo, in southern Cameroon, to increase the region's tourism visibility, with a view to allowing its partner, the WWF, to present the park's eco-tourism potential to the general public and, at the same time, to increase the number of visitors to the national park.

The partner sought to encourage responsible tourism that not only improves the people's quality of life, but also preserves the natural and cultural resources in targeted areas. In Cameroon, a large part of the population lives in rural areas and therefore indirectly depends on nature. The challenge facing the team involved presenting ecotourism as a sustainable solution for economic and social development focused on the preservation of natural resources.

# MISSIONS CARRIED OUT FROM 2009 TO 2018

## 2013 HAITI

Supporting the launch of an agricultural recovery program and nutrition

## 2016 HONDURAS

Supporting Sustainable Development

## 2017 COLOMBIA

Support of local organizations working to eradicate poverty and eliminate community marginalization

AND

Support for a local organization working to create appreciation for rural women entrepreneurs

## 2016 PERU

Supporting two organizations of agricultural producers

2014 Supporting a reforestation effort and cocoa growing

## 2016 BOLIVIA

Supporting two organizations of agricultural producers

2013 Building skill sets to support a group of dairy farmers

2012 Supporting a movement for economies of solidarity and fair trade

## 2016 SENEGAL

Supporting a group of poverty-fighting organizations

2015 Agricultural Development Assistance

2015 Contribute to the development of a human rights organization

## 2017 SENEGAL

Assistance organizing a key event for regional honey farmers and the introduction of the latest concepts of gender parity and respect for the environment.

## 2017 MALI

Develop the necessary tools for representatives of civil society to advocate for legal aid and fight against gender-based violence.

## 2015 GUINEA

Guide those who inform the public on important public health issues

## 2016 BURKINA FASO

Supporting three NGOs that work toward insuring food security

2012 2013 Reinforcing the campaign fighting against violence against women and girls, "Coalition nationale de lutte contre les violences faites aux femmes et aux filles" (four missions between 2010 and 2012)

## 2013 BENIN

Supporting a local solid and household community waste management program

## 2018 CAMEROON

Strengthen the internal communication capacities of the NGO Cam Eco.

Present the Campo's reserve eco-tourism potential to the general public.

## 2014

Supporting the African Model Forest Network