

# ANNUAL REPORT 2012



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PUBLIC RELATIONS



WITHOUT BORDERS

## PUBLIC RELATIONS WITHOUT BORDERS

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WITHOUT BORDERS



# FIRST OF ALL, THANK YOU!



LUC BEAUREGARD, C.M., APR, FCPRS  
CHAIRMAN OF THE BOARD  
OF DIRECTORS

## A WORD FROM OUR PRESIDENT

Public Relations Without Borders would like to thank all of its volunteers and donors, first and foremost.

We would like to thank our Mission Heads, who are the standard bearers for PRWB abroad, wherever they work.

Also, the numerous volunteers who take care of things on a regular basis (development of our newsletter, *Planète RPSF*, managing the website, managing ProDon, graphic design, translation, photography, etc.)

PRWB would especially like to thank RES PUBLICA, a generous donor since our inception. RES PUBLICA has welcomed and housed PRWB within its own offices free of charge since October 2012, which has saved the organization a significant amount of money that can be invested in missions abroad.

PRWB would also like to thank all of its faithful donors as well as new ones, without whom none of our work would be possible.



### TABLE OF CONTENTS

About PRWB	01
A word from the president	01
A word from the executive director	02
Projects	03
Finance	04
Governance	05
Communications	06
Revenues and expenses	07
2012 donors	08
Board of directors	09

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### ABOUT PRWB

Public Relations Without Borders (PRWB)—a non-profit organization recognized by the Canadian government—was founded in 2007 in Montreal, Quebec, Canada, by a group of senior public relations professionals.

PRWB strongly believes that the discipline of public relations can contribute to the sustainable improvement of the quality of life of populations facing development challenges. Its mission is to help its partners, who work

with these populations, by reinforcing their ability to use public relations to leverage social and economic progress.

PRWB carries out its missions in cooperation with NGOs, non-profit organizations and public institutions. Its volunteer deployments—professional counsel, training, coaching—are aimed at assisting local organizations supported by our partners so they

The Projects Committee piloted missions in Niger and, for the first time outside of Africa, in Bolivia. A mission to Tunisia needed to be postponed due to security concerns. The committee has worked to prepare even more missions for 2013.

The highlight of the year was the breakfast reception with LGen (Ret'd), the Honourable Roméo A. Dallaire, Senator, to benefit PRWB. Senator Dallaire's conference on leadership won over the early morning crowd, which had paid \$150 a head to hear him speak. Many attendees asked to be invited to the next PRWB conference, and they won't have to wait long for that invitation.

In short, Public Relations Without Borders is still a young organization, but it is gradually maturing thanks to the support of all the volunteers and donors, whom we sincerely thank for their generosity.

Luc Beauregard



# A WORD FROM THE EXECUTIVE DIRECTOR

CLAUDE OUVARD  
EXECUTIVE DIRECTOR



It was with great enthusiasm that I accepted the position of executive director of PRWB in March 2012. What better way to put my experience in public relations and life abroad to good use?

Our missions are at the heart of what we do and our reason for being. We have identified new partners working in new countries, on new continents and in different areas, which will allow us to prepare and carry out new projects.

This year, PRWB launched its newsletter, *Planète RPSF*, which has been a big hit with readers.

There were also new appointments to the top posts of two permanent committees (communication and projects). These new committee chairs were able to build on previous successes, and we can firmly state that PRWB took a number of steps forward in 2012.

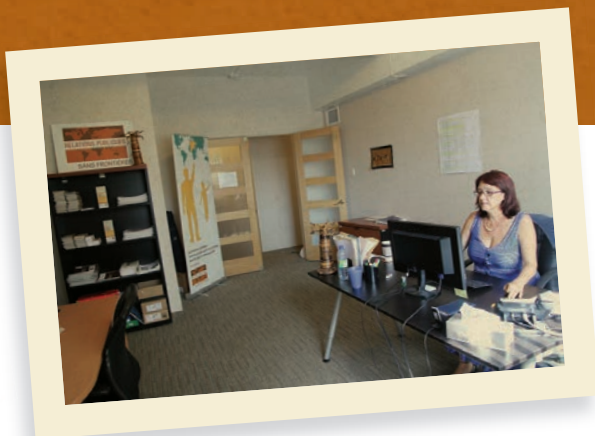
I have the honour of being the first employee of PRWB. I also had the honour of finding PRWB's first office. A few months later after receiving a generous offer to settle in within RES PUBLICA, PRWB moved to its prestigious offices in the Sun Life building. This allowed us to be closer to our board members and our volunteer accountant, as well as using various internal services (postage meter, delivery services, etc.), which PRWB reimburses to RES PUBLICA.

As it continued to grow in 2012, PRWB adopted a code of ethics and is working on developing a confidentiality policy.

A fundraising event in November allowed PRWB to end the year on a positive financial note and enthusiastically look forward to the coming year.

Claude Ouvard  
Executive director

PRWB's first office on  
René-Lévesque Boulevard West



YVAN CLICHE, M.SC., MBA  
CHAIR  
PROJECTS COMMITTEE

# PROJECTS COMMITTEE

The Projects Committee got a new chair in 2012, renewing the committee's drive. As a result, new partners in new countries working in new areas were identified.

Projects with Oxfam in Niger and Burkina Faso addressing violence against women and girls were renewed. Due to the success of these projects, Benin was added to the list in order to develop a regional approach.

## NIGER, OXFAM-NIGER

PRWB has worked with the Cadre de concertation des intervenants en matière de lutte contre les violences faites aux femmes et aux enfants since 2009.

PRWB carried out a mission in 2012 and contact was maintained with the Cadre throughout the year to discuss the activities underway and primary ventures. Patrice Lavoie delivered a three-day workshop on the topic of repudiation and developed a declaration linked to this topic. Strategies and action plans also emerged from these meetings, with the goal of convincing relevant audiences of the importance of adopting a law dealing with repudiation in Niger. Missions planned for Burkina Faso and Benin will take place in 2013.

## BOLIVIA, CECI

A first mission to Latin America took place in La Paz in October 2012 under the leadership of Isabelle Roy in partnership with CECI (Centre for International Studies and Cooperation).

PRWB's mandate consists in contributing to the reinforcement of internal communications at the Movimiento de Economía Solidaria y Comercio Justo (MESyCJ) in Bolivia, an authority representing more than 75 organizations dedicated to protecting the rights of small artisanal producers.

Following the presentation of deliverables, numerous effects were observed. The CECI team had a better understanding of the needs of MESyCJ members. The exercise led to the realization of the importance of making technological choices. For example, in which communications avenues should time and money be invested? Finally, the new PPT presentation supported the renewal of MESyCJ successes, as well as its future vision, according to its members.

## TUNISIA, UN ENFANT, DES SOURIRES

"Un enfant, des sourires" is an organisation with a mission to help children. This mandate, headed up by Guy Versailles, is to help integrate communications into organizational activities in order to increase recognition and influence. Unfortunately, two days before the mission, PRWB was forced to cancel the September 2012 deployment due to violent demonstrations in the capital. The mission was postponed until 2013.

The Projects Committee developed a strategy for 2012-2014 and several other projects have been identified and developed, notably in East Africa. Details will be solidified in 2013.

PRWB also applied for membership in the Association québécoise des organismes de coopération internationale (AQOCI).

PRWB now has a delegate in Asia, Stéphane Prud'homme, one of its founders – who is living in Hong Kong.



Internal Communications  
workshop, La Paz, Bolivia







LUCIE RÉMILLARD  
CHAIR  
FINANCE COMMITTEE

## FINANCE COMMITTEE



FRANCINE LA HAYE  
CHAIR  
GOVERNANCE COMMITTEE

## GOVERNANCE COMMITTEE

### ANNUAL CAMPAIGN

2012 was a good year for PRWB. Our donors came through when we asked for their support.

The annual fundraising campaign helped us raise \$25,375 from 23 individual and corporate donors.

Members of the board of directors also contributed a sum of \$12,650.

PRWB has instituted a system of reminding previous donors at the one-year mark of their donation.

### FUNDRAISING EVENT

PRWB held a second major event in November, a benefit breakfast-talk. The speaker was the popular LGen (Ret'd), the Honourable Roméo A. Dallaire, Senator, which enabled us to recruit prestigious sponsors and attract an audience of notables.

The event brought in \$50,500 at a cost of \$12,683, resulting in a net profit of \$37,817 including donations in money and services.

We would like to thank our sponsors, donors and service partners.



Breakfast  
conference



M. Colin Rovinescu, president and CEO  
of Air Canada, principal sponsor, M. Roméo Dallaire  
and Luc Beaugregard

### SPONSORS

**Presenting sponsor:** Air Canada

**Gold sponsor** RES PUBLICA

#### Silver sponsors

BMO Financial Group  
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Sun Life Financial

### SERVICE PARTNERS

CAMERAPOINTCOM photographie  
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At the beginning of 2012, the Governance Committee submitted a proposal for an ethics code to the board of directors. The proposal, which was inspired by the Canadian Council for International Co-operation (CCIC), in compliance with standards established by the *Global Alliance for Public Relations and Communications Management*. The Code has been adopted and will be added to our website. The committee is also working on a privacy and data collection policy, focusing primarily online, which will be completed shortly.

The committee has also made recommendations to the board to amend article 44 of by-laws regulating the president's mandate in order to reflect our current operations.

Lastly, the committee was actively involved in recruiting the new executive director, refining descriptions of tasks and appointing new members.

Patrice Lavoie, Niger







GUY VERSAILLES, APR, FCPRS  
CHAIR  
COMMUNICATIONS COMMITTEE

# COMMUNICATIONS COMMITTEE

Several projects have become active in the communication committee in 2012.

### WEBSITE AND SOCIAL MEDIA

The French website was updated in January, and the English site became operational shortly thereafter.

This year, PRWB needed to find a new partner to host and maintain the website. An agreement was reached with a new partner at the end of the year.

The Facebook page, Twitter account and LinkedIn page were reactivated at the end of the summer. The committee made sure the mission heads would be able to use these tools from the field. Our followers have since been able to follow PRWB activities in real time.

### EVENTS

PRWB participated in the Colloque C of the SQPRP and the subsequent PR-Mixer. This was an opportunity to renew contact with stakeholders and respond to a number of questions on our activities.

Gabrielle Collu, mission head in Burkina Faso, gave a presentation at the Université de Sherbrooke in February.

Mission heads have made short presentations to the board and volunteers upon their return to Canada to share their experience abroad.

PRWB held a reception at the end of the year to thank its volunteers.

Following the events that took place at Quebec universities in 2012, PRWB has revised its presence in post-secondary institutions. A speakers bureau will come into effect in 2013.

### PROMOTIONAL TOOLS

PRWB produced a pamphlet and a bookmark. The pamphlet was distributed at Commensal for several months of the year.

Thanks to the commitment of a highly dedicated volunteer editor-in-chief, PRWB was able to launch its bi-monthly newsletter, *Planète RPSF*. Four editions were published in 2012, and very well received by readers.

A Christmas card was also sent to volunteers and donors.



Gabrielle Collu,  
Université de Sherbrooke

Guy Versailles and Claude Duvard,  
at the SQPRP's Colloque C



as at December 31, 2012

# REVENUES AND EXPENSES

## REVENUES

as at December 31	\$	2012	\$
<b>ASSETS</b>			
Bank account		76,426.08	
Petty cash		100.00	
Accounts receivable		—	
Net GST receivable		354.50	
Net QST receivable		707.55	
ProDon software	4,089.91		
Cumulative depreciation	(2,499.41)	1,590.50	
		<b>79,178.63</b>	
<b>LIABILITIES</b>			
Accounts payable		—	
Charges incurred — CNT		—	
Surplus for year		18,363.79	
Undivided surplus at beginning of year		60,.84	
		<b>79,178.63</b>	

## EXPENSES

as at December 31	\$	2012	\$
<b>REVENUES</b>			
Personal donations		12,470.00	
Corporate donations		34,500.00	
Service partner donations <sup>1</sup>		3,296.40	
Canada Helps and various		2,752.00	
Sale of promotional objects		240.00	
Conferences and events		35,230.00	
Interest		0.1	
		<b>88,488.91</b>	
<b>EXPENSES</b>			
Missions			
Mission: Niger	5,374.24		
Mission: Tunisia	363.91		
Mission: Bolivia	4,723.51		
Costs incurred in search for partners	52.00		
Insurance — portion for missions	1,780.50		
Sub-total missions		12,294.16	
Conferences			
Conferences	9,464.90		
Sub-total conferences		9,464.90	
Communications			
Annual report before service partner donations	8,124.99		
Production of documents	1,531.70		
Website	2,235.73		
Sub-total communications		11,892.42	
Charitable donation		5,000.00	
Administration			
Insurance	1,780.50		
Rent	5,159.40		
Salaries and benefits	17,109.35		
Banking fees	830.41		
Interest	1.61		
Professional fees	938.27		
Office supplies	1,996.84		
Telephone	684.44		
Postage and courier	166.00		
Taxi	59.83		
Software depreciation — number of months: 12	1,363.32		
Software	1,351.67		
Government registration	32.00		
Sub-total administration		31,473.64	
<b>TOTAL EXPENSES</b>		<b>70,125.12</b>	
Surplus (deficit) for fiscal year		<b>18,363.79</b>	

<sup>1</sup>Does not include a \$10,000 credit for air travel received from Air Canada, which will be used in 2013.



# 2012 DONORS

## ENTREPRISES

**\$10,000 – \$20,000**

Air Canada  
National Bank of Canada  
RES PUBLICA Consulting Group

**\$5,000 – \$9,999**

Fondation Brault & Martineau

**\$3,000 – \$4,999**

RBC Royal Bank

**\$1,000 – \$2,999**

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**\$5,000 or more**

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**\$3,000 – \$4,999**

**\$1,000 – \$2,999**

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Audra Rényi

Louise Rousseau

Solange Tremblay

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**\$100 – \$299**

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Viafax



Board members posing proudly  
before a meeting



Nigerien women  
at the market, Niger