



# 2014

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

*Chairman of  
the Board*

## **A Pivotal Year for Public Relations Without Borders**

In 2014, Public Relations Without Borders began a new stage in its growth that has gradually brought it to a new level of development. The organization's early years, since its founding in 2007, have enabled it to sharpen its mission and its responsiveness to relevant issues. We are now well known in the field of international cooperation; an increasing number of organizations seek us out as partners to enact social and economic progress at an international level.

This year, we have successfully completed seven missions in six African countries and in South America. On behalf of our project partners and the communities that have benefited from their knowledge, I extend our thanks to our Mission Heads for their unwavering commitment. These volunteers are practicing professionals who give their time because they are convinced of the need for international cooperation, and the important role their expertise in public relations plays in supporting development.

The organization has clearly achieved an accelerated pace, well beyond that of a start-up. As such, the board members, almost all Mission Heads and several volunteers undertook a strategic planning exercise that has allowed us to clarify our development goals for the next three years.

I would like to acknowledge the constant support and efforts offered by the board members, who have been especially valuable throughout this year of renewal. I must also acknowledge the contributions of our volunteers, especially active in supporting our communications and our events. Thank you, finally, to the individuals and the organizations that lend their financial support; through their donations, everything is possible.

Cameroon

Morocco

Jordan

Mozambique

Peru

Tanzania

Tunisia

# YEAR IN REVIEW



In 2014, Public Relations Without Borders completed seven missions, which we describe in detail on the following pages. In anticipation of many upcoming projects, we have also signed three framework agreements: with Oxfam-Québec, with Equitas, and with Terre Sans Frontières. These agreements will facilitate the planning of future missions with these organizations. They clarify the responsibilities of Mission Heads and those of the host organizations, as well as the financial and communicational aspects of project management.

## **Conference with the Right Honourable Brian Mulroney, P.C., C.C., G.O.Q., B.A., LL.L**



*From left to right: Christine Saint-Pierre, Minister of International Relations and La Francophonie, The Right Hon. Brian Mulroney, P.C., C.C., G.O.Q., B.A., LL.L., Mr. Louis Vachon, President and Chief Executive Officer, National Bank of Canada, Mr. Guy Versailles, Chairman of the Board, Public Relations Without Borders, and Mr. Andrew Molson, Partner and Chairman of RES PUBLICA Consulting Group.*

On May 9, the 18<sup>th</sup> Prime Minister of Canada, the Right Honourable Brian Mulroney, was warmly welcomed by the 250 people who filled to overflowing the immense Oval Room of the Ritz-Carlton in Montreal during our annual fundraising breakfast. Mr. Mulroney talked about his experiences in international diplomacy when he was Prime Minister of Canada. He spoke to the magnanimity of Nelson Mandela and to the absolutely unique character of his achievements.

The depth of his remarks were matched only by his sense of humor; Mr. Mulroney was truly appreciated by all the attendees, and confirmed Public Relations Without Borders' reputation as an organizer of events of exceptional quality. Thank you to our generous sponsors.



**Ré Jean Séguin,**  
Executive Director

## **Strategic Planning**

To identify clear goals for the next three years, the Chairman of the Board conducted a strategic planning exercise involving the entire Board of Directors and almost all of our volunteers, Mission Heads, and current and past employees.

Main areas of discussion and reflection focused on the missions, organization, and funding. This enabled us to complete an analysis of our organization's strengths and our weaknesses. A total of 12 priorities involving 23 projects have been identified; these projects will be implemented over the next three years, with many already underway.

The exercise also helped us to identify organizational needs and minimum financial requirements in order to ensure the sustainability of Public Relations Without Borders.

## **Mission Heads Continue Their Commitment**

The strategic planning process has confirmed to us that Mission Heads are excited about participating in future projects, and have promised continued commitment to the organization.

On the initiative of Taïssa Hrycay, Mission Head in Tanzania, they formed three working groups in the fall, each involving three Mission Heads. The first identified the tools to be developed to support future missions. The second defined the conditions for better coaching and support to Mission Heads. The third identified ways to better highlight each mission.

Their work will continue in 2015, when many of these projects will be completed.

## **A New Executive Director**

Strategic planning has also helped to define Public Relations Without Borders' staffing needs. The Executive Director's position had been vacant since the summer; our sincerest thanks to Martine Dorval, who agreed on very short notice to act as the Interim Executive Director. In the fall, Ré Jean Séguin accepted the offer to take over the role; his selection was confirmed by the Board of Directors in December, and he took office on January 5.

## BUSINESSES

### \$10,000 à \$20,000

Banque Nationale Groupe financier

### \$3,000 à \$9,999

Le Cabinet de relations  
publiques NATIONAL

Raymond, Chabot, Grant, Thornton  
Stikeman Elliott

### \$1,500 à \$2,999

324953 Canada inc.

Alliance des cabinets de relations  
publiques du Québec (ACRPQ)

Edelman

Fonds de solidarité FTQ

Groupe S. M. International

IBM Canada

John Molson School of Business

Ivanhoé Cambridge

Norton Rose Fulbright Canada

### \$100 à \$1,499

ACJ Communication

Aéroports de Montréal

BCF

Bibliothèque et archives  
nationales du Québec

C4 Communications

CASACOM

Citoyen Optimum

Cogeco

Cohn & Wolfe | Toronto

Congrégation des sœurs des  
saints noms de Jésus et de Marie

Conseil du patronat du Québec

Direction Communications  
stratégiques

École de technologie supérieure

Financière Banque Nationale

Fondation JA De Sève

Fondation One Drop

Fondation Samson Bélair/Deloitte  
& Touche

Gaz Métro

Gowling Lafleur Henderson

Groupe SNC-Lavalin

HEC - Montréal

IABC

Intermune Canada

Lefebvre & Pribyslavsky Designers

Massy Forget Langlois  
relations publiques

McCarthy Tétrault

Molson Coors Canada

Morin Relations Publiques

Mouvement Desjardins

Relations publiques Pélican

Sajo

Sandoz

Scott Yetman

Standard Life Canada

StockMedia

Tact Intelligence-conseil

Ville de Montréal

Zone franche

## INDIVIDUAL

### \$1,000 et plus

Marcel Côté

Guy Versailles

### \$300 à \$999

Stéphanie Beauregard

Valérie Beauregard

Pierre Després

Paule Gauthier

Laurent Pepin

Jean-Pierre Vasseur

Marie-Christine Vasseur

### \$100 à \$299

John Aylen

Johanne Berry

Yvan Cliche

Tom Czerniecki

Hugo Delorme

Nicole Delorme

Marie-Christine Demers

Deanna Drendel

Luc Doray

Martine Dorval

Roy Eappen

Marie-Josée Fiset

Deborah Hinton

Doris Juergens

Francine La Haye

Jean-Sébastien Lamoureux

Mathieu Larocque

Louise Lavoie

Patrice Lavoie

Sylvain Leclerc

Gérard Limoges

Vincent Massé

Pierre A. Michaud

Claude Ouvrard

Serge Paquette

Leslie Quinton

Jean Charles Robillard

Guy Savard

Colette Schwartz

Richard Simard

Jennifer Stapenhorst

Myriam Truchon

Paul Wilson

# MISSIONS COMPLETED IN 2014



**Yvan Cliche**

M. Sc., MBA

*Chair - Project  
Committee*



In 2014, Public Relations Without Borders demonstrated the depth of its services, with seven mandates, made in five languages in these countries:

**Cameroon • Morocco • Jordan •  
Mozambique • Peru • Tanzania •  
Tunisia**

If the development and management of projects relies on PRWB's tact and discipline, each mandate's success depends on the professionalism of Mission Heads, who volunteer their time prior to, during, and following missions. They are very deserving of our sincerest thanks.

#### **JORDAN**

**2014**

Promoting youth involvement  
in civil rights education

#### **TANZANIA**

**2014**

Developing communication  
tools to help schools in  
disadvantaged areas

#### **MOZAMBIQUE**

**2014**

Training the trainers in  
entrepreneurship

Missions completed in 2014



Missions completed between 2009 and 2013





# TUNISIA

## Contributing to Judiciary Independence



The first mandate was achieved in Tunisia in February, Morvan Le Borgne supported the efforts of the Tunisian Observatory for the Independence of the Judiciary (OTIM), which advocates for the recognition of independence of the Judiciary with regards to political and executive powers; this is already a fundamental feature of Canadian democracy, but is less well known in this country that has been under a dictatorship for decades.

The first questions to ask focused on who to contact and how to advance this vital cause. Morvan helped to develop his hosts' strategic thinking in communication and public relations. Together, they were able to map the main stakeholders and strengthen their ability to communicate effectively with them.

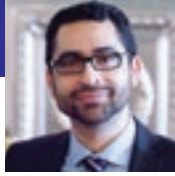


*"Tunisia is a country full of voices that had been silenced for decades. And then, suddenly, the society opened up. There are a lot of groups and organizations in their nascent stages, they need to know how to best focus their efforts. Freedom of expression, public relations, and communications are all new to them, and that's exactly what we're here for."*

**Morvan Le Borgne**



## Promoting the Education of Civil Rights



In late February and early March, Louis Moubarak acted to the Equitas partner for a mandate in Jordan aimed at skills strengthening with the Arab Network for Human Rights and Citizenship Education (ANHRE).

Louis' role was to equip and strengthen the communications capacities of a network of young civil rights activists in five Arabic-speaking countries. The mission required the mastery of the Arabic language.



*"This mission and the work done on site were greatly appreciated by the regional management and national leaders that enthusiastically welcomed my contributions; together, we were able to identify and overcome a number of key challenges, thanks to practical tactics and free software that respected their limited budget."*

**Louis Moubarak, APR**



# MOROCCO

## Supporting an NGO's Efforts to Help Children



Also in February, Leslie Quinton traveled to Morocco to support the Al Bayti ("My Home") organization, an NGO dedicated to children's rights.

Her mandate was to help the organization develop a communications plan to promote greater outreach in support of its fundraising efforts. Leslie also advised Al Bayti in the redesign of its website and in redefining its mission.



*"Al Bayti's reputation for sound management created a challenge for finding new sources of funding, since it was perceived as an organization that had no immediate financial needs. To ensure its sustainability, it was necessary to support its fundraising efforts with updated messaging and stronger communication tools."*

**Leslie Quinton**



# MOZAMBIQUE

## Training the Trainers



In partnership with the Quebec NGO, Garneau International, Luc Doray visited Mozambique in March to develop and teach, in Portuguese, a program to strengthen the communication skills of a network of entrepreneurship trainers.

The scope of this project is especially interesting because by training trainers, the expertise provided by Luc will reach a greater number of people than just those with whom he had direct contact with.



*"The group was serious, attentive, motivated, curious, kind and warm; it was a real pleasure to work with them!"*

**Luc Doray**



# CAMEROON

## Helping Those Who Protect the Forests



Also in March, Mathieu Larocque went to Cameroon to lead a group of people working on a strategy to promote major initiatives for the African Network Model Forest (AMFN), a CUSO partner.

Participants learned how to produce content highlighting AMFN's successes and resulting profits. They also learned how to use the website and the AMFN's social media outlets to share their content. Finally, they worked together on media relations and internal communications.



*"Effective and targeted public relations services are important to AMFN. The challenge is to promote the positive impacts of its projects beyond the communities who benefit directly. The communications team is now better equipped to deal with this challenge."*

**Mathieu Larocque**





In August, Taïssa Hrycay visited Tanzania as part of an agreement with the Quebec NGO, Terres sans frontières, to lend a hand to the Tanzania Union of Parents Secondary Schools (TUPSS), a body that includes associations of teachers, parents and young students from 14 secondary schools in disadvantaged areas.

The mission objective was to conduct an internal and external communications audit, design an actionable communications plan for TUPSS and determine which communication tools could best support it in its daily management. A total of 11 member schools and 12 directors were met during the stay, including members of the TUPSS Executive Committee.



*"It was nice to prepare for an experience as Mission Head; and to set out with just a toolbox and experience, but once I arrived on site, it was so different from what we imagined! We had to rely on our ability to quickly understand our partners' and stakeholders' needs, to be sensitive to context, and to remain flexible and intuitive. We put together the pieces of the puzzle of information that we gathered, to reach relevant recommendations that, above all, are feasible for the partner to implement."*

**Taïssa Hrycay**





# PERU

## Supporting a Reforestation Effort



In October, as part of a project with a Sherbrooke NGO, Ecotierra, Christine Cantin traveled to Peru to support the efforts of the AIDER cooperative working to reforest 60,000 hectares of degraded land.

Christine contributed to the definition of communication strategies to gain the support of potential investors and to help find new buyers for the cooperative's products.



*"Once there, the mission quickly contributed to launching communications in line with the organization's strategy. I collaborated in the production of images and videos to support the communication tools that will be used this year to promote the project and attract more cocoa farmers in the region to join to the cooperative."*

**Christine Cantin**

# FINANCIAL STATEMENT

## Statement of Changes in Net Assets

as of December 31, 2014

	2014	2013
	\$	\$
<b>Revenues</b>		
Donations	55,630	77,790
Others	10,049	5,007
	<b>65,679</b>	<b>82,797</b>
<b>Expenses</b>		
Missions		
Plane tickets	9,988	6,762
Hotels	6,636	5,175
Daily allowances	6,790	6,865
Insurance	6,185	3,688
Others	4,675	8,315
	<b>34,274</b>	<b>30,805</b>
Conferences and fundraising activities		
Conferences and fundraising activities	13,736	13,852
Donations	250	25
	<b>13,986</b>	<b>13,877</b>
Others		
Insurance	3,727	3,688
Registration fees	(125)	16
Interest and bank fees	400	637
Salaries and benefits	65	18,330
Fees and expenses	17,935	-
Telephone	397	401
Office supplies	250	1,019
Software	1,101	2,207
Stamps	160	130
Professional fees	2,300	-
Rent	4,528	5,148
Travel	156	77
Communications	4,116	4,805
Advertising and subscriptions	1,003	350
	<b>36,013</b>	<b>36,808</b>
<b>TOTAL EXPENSES</b>	<b>84,273</b>	<b>81,490</b>
Surplus (deficit) for fiscal year	(18,594)	1,307
Net assets at beginning of fiscal year	80,486	79,179
<b>Net assets at end of fiscal year</b>	<b>61,892</b>	<b>80,486</b>

## Statement of Financial Position

as of December 31, 2014

	2014	2013
	\$	\$
<b>Assets</b>		
Bank account	62,339	80,073
Taxes receivable	111	297
Fixed assets	–	227
	<b>62,450</b>	<b>80,597</b>
<b>Liabilities</b>		
Accounts payable	558	111
<b>Net assets</b>		
Unrestricted	61,892	80,486
	<b>62,450</b>	<b>80,597</b>

## Statement of Cash Flow

as of December 31, 2014

	2014	2013
	\$	\$
<b>Operating costs</b>		
Surplus (deficit) for fiscal year	(18,594)	1,307
Adjustment for:		
Amortization of fixed assets	227	1,364
	<b>(18,367)</b>	<b>2,671</b>
Changes in non-cash working capital		
Taxes receivable	186	765
Accounts payable	447	111
	<b>633</b>	<b>876</b>
	<b>(17,734)</b>	<b>3,547</b>
(Decrease) Increase in cashflow	<b>(17,734)</b>	<b>3,547</b>
Cash, beginning of fiscal year	<b>80,073</b>	<b>76,526</b>
<b>Cash, end of fiscal year</b>	<b>62,339</b>	<b>80,073</b>

For the board of directors

  
Antoine Landry  
Treasurer of the Board

  
Guy Versailles  
Chairman of the Board







# BOARD OF DIRECTORS



Founding Chairman

**Luc Beauregard**  
O.C., C.Q., APR, FCPRS †  
*Chairman of the Board  
from 2007 to August  
2013.*

## EXECUTIVE COMMITTEE

**Guy Versailles**, APR, FCPRS  
*Chairman of the Board*

President  
Versailles communications

**Francine La Haye**  
*Retiring Chair of the Board*

Senior Vice-President  
NATIONAL Public Relations

**Matthieu Sauvé**, M.A., APR, FCPRS  
*Vice-Chair*

Associate Director  
Zone franche

**Pierre Després**, BA, LL.L, BSAM  
*Secretary of the Board  
(since March 2014)*

President  
Després affaires publiques et  
communication

**Antoine Landry**, M. Sc. A., APR, FCPRS  
*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 | Montréal

**Yvan Cliche**, M.Sc., MBA  
*Chair - Project Committee*

Conseiller stratégique,  
Affaires publiques  
Hydro-Québec

**Martine Dorval**, MAP, APR, FCPRS

Strategic Advisor, Public and  
Governmental Affairs  
Ordre des infirmières et infirmiers  
du Québec

**Daniel Matte**  
*(since April 2014)*

Chief Executive Officer  
and Senior Partner  
Tact Intelligence - Conseil

**Bernard Motulsky**, Ph. D.  
*(until June 2014)*

Tenured Professor, Chaire de relations  
publiques et communication marketing  
Université du Québec à Montréal

**Stéphane Prud'homme**, M.A., IE MBA  
*(until March 2014)*

President  
180 degrés | stratégies numériques

**Leslie Quinton**

Communications and Public Relations  
Consultant

**Lucie Rémillard**  
*(until January 2014)*

President  
LR Stratégie

**Katia Reyburn**  
*(since April 2014)*

Manager, Public Affairs and  
Communications, SAQ

**Richard Simard**

Consultant  
Développement international

Courtesy of [vascodesign.com](http://vascodesign.com)

Cover photo :  
Gabrielle Collu, Benin mission head







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