



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 Québec, 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 Québec 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 14<sup>th</sup>, 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



**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
	\$	\$
<b>Revenues</b>		
Donations	78,071	55,630
Others	5,389	10,049
	<b>83,460</b>	<b>65,679</b>
<b>Expenses</b>		
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
	<b>18,453</b>	<b>34,274</b>
Conferences and fundraising activities		
Conferences and fundraising activities	18,963	13,736
Donations	500	250
	<b>19,463</b>	<b>13,986</b>
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
	<b>74,468</b>	<b>36,013</b>
<b>TOTAL EXPENSES</b>	<b>112,384</b>	<b>84,273</b>
Deficit for Fiscal Year	(28,924)	(18,594)
Net Assets at the Beginning of Fiscal Year	61,892	80,486
<b>Net Assets at the End of Fiscal Year</b>	<b>32,968</b>	<b>61,892</b>

  
**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 Aylen  
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 Gélneau  
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.Q., 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

**Matthieu 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](http://vascodesign.com)

Cover photo :  
Mathieu Larocque





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