

REPORT OF THE PR FUND COMMITTEE

Respectfully submitted,
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Background:

Constitutional Resolution # 2 - submitted to Convention 2002 by Local 501, created the requirement for CUPE PEI to deposit 20% of the then \$15,000. Strengthening our Division funding to a new PR Fund. The amount was \$3,000.00

Regulations were drawn up by a Committee during the winter of 2003 and approved by delegates to the 2003 CUPE PEI Convention.

In 2003 Strengthening our Division Funding (SoD) was increased to \$20,000.00. This raised the 20% requirement to \$4,000.00 to the Fund.

In 2005 SoD Funding was increased to \$35,000.00, the requirement of 20% increased the amount going to the PR Fund to \$7,000.00 annually.

Since Feb., 2004 the PR Fund has had 12 requests for funding, of these 7 requests came from CUPE PEI Division..

The balance of the fund as of April 25, 2007 stands at \$2,843.34 in chequing with \$10,000.00 in deposits.

The original resolution created the PR Fund but no Article in the Constitution (although the guidelines & the application form are appendices to the Constitution). According to the Resolution the Executive of the Division were to review the guidelines governing the PR Fund from time to time. A sub-committee has reviewed the guidelines and we make the following recommendations:

Attached to this report:

- a) A copy of the original resolution,
- b) The application form currently being used,
- c) The application form with suggested changes highlighted in black.

Recommendations:

- 1) When the PR Fund reaches \$20,000.00 there will be no requirement for depositing money to the PR Fund from SoD Funding.
- 2) Once the PR Fund is depleted to \$10,000, the requirement for funding returns to 10% of Strengthening the Division (SoD) Funding in the amount of \$3500.00.
- 3) The PR Fund will receive \$3500.00 or 10% of SoD Funding until it reaches \$20,000.00
- 4) The \$3500.00 not going to the PR Fund from the SoD will be a line item in the CUPE PEI Division budget for PR.
- 5) CUPE PEI Division must spend the \$3500.00 on PR before they are eligible to apply for additional funding from the PR Fund. Receipts for \$3500.00 must accompany any application.
- 6) The Committee to review the applications to the PR Fund consist of four (4) members, one of whom is the Treasurer of CUPE PEI and the other three (3) members be selected from Caucus nominations.
- 7) Following the 2007 CUPE PEI Annual Convention a copy of the guidelines and the application be sent to all affiliated CUPE Locals.

Original Resolution:

At the April 2002 CUPE PEI Convention, the delegates voted in favor of Constitutional Resolution No. 2 and gave direction to CUPE PEI to strike an Ad Hoc Committee between the Convention 2002 and the Convention 2003, with a mandate to draft recommendations to be brought back to the Convention 2003, which will include, but not be limited to the guidelines for access to and dispersal of funds from the new "Public Relations Campaign Fund."

The following is Constitutional Resolution No. 2 submitted by Local 501:

WHEREAS CUPE PEI has never had a constitutionally approved and perpetually funded "**Public Relations Campaign Fund**" and:

WHEREAS fight back campaigns on Prince Edward Island are becoming much more common and in need of more and more resources to be effective and;

WHEREAS the present PR Account has had to depend on the good will of Locals to replenish the funds as, and when, a campaign was developed with no consistency and;

WHEREAS all affiliated CUPE Locals on PEI should be able to depend on some campaign funding being available from the Division out of funds received from CUPE National and;

WHEREAS no guidelines exist in the CUPE PEI Constitution for the creation or operation of such a fund and;

WHEREAS CUPE National is providing new small Division funding of at least fifteen thousand dollars (\$15,000.00) per year to the CUPE PEI Division, which CUPE PEI Division has never, had before the year 2001;

THEREFORE BE IT RESOLVED that the CUPE PEI Constitution be amended to included a "Public Relations Campaign Fund" to be funded annually by the contribution to the fund of at least twenty percent (20%) of the monies received annually from CUPE National for small Division assistance;

BE IT FURTHER RESOLVED that a CUPE PEI Division Ad Hoc Committee be struck, between Convention 2002 and the Convention 2003, with a mandate to draft recommendations to be brought back to Convention 2003, which will include, but not be limited to, the guidelines for access to and dispersal of funds from the new "Public Relations Campaign Fund";

BE IT FURTHER RESOLVED that between this Convention and Convention 2003 the “Public Relations Campaign Fund” will be funded by the Division Executive depositing at least twenty percent (20%) of the monies received from CUPE National for small Division assistance in the fiscal year 2002 and which will remain untouched until such time as the regulations are approved by two-thirds of Convention and incorporated into the CUPE PEI Constitution.

At their August 23, 2002 meeting, the Executive of CUPE PEI dealt with the above and formed an Ad Hock Committee to establish guidelines for the access and dispersal of funds from the new “Public Relations Campaign Fund.”

The Committee members are Paula Biggar Local 3260, Rob Harding Local 805, Blaine Parkman Local 830, and the Treasurer of CUPE PEI Division Doreen Wall. Jacques Sirois was assigned to the committee as a staff advisor.

The Committee met on January 29 and February 20, 2003 and makes the following recommendations.

Recommendation 1

Amend Article 10 (Committees) of the CUPE PEI Constitution by adding a new section (e) entitled **Public Relations Campaign Fund Committee**.

Article 10 (e) will contain the following:

Public Relations Campaign Fund Committee

(a) Composition

The committee shall consist of three (3) members and shall be the elected Trustees of CUPE PEI.

(b) Duties

(i) Review all application(s) received and notify appropriate Local and the Treasurer of CUPE PEI within 10 calendar days of receipt from the Treasurer whether or not the application has been approved.

(ii) Submit a report to the CUPE PEI Convention, which will include a detailed breakdown of the amounts of the cost per campaign.

c) Eligible criteria

All the following conditions must be met in order to receive funding from the PR Campaign Fund:

- (i) The local must have an income related union dues structure in conformity with Article B.4.3 of the CUPE Constitution.
- (ii) At the time of the application the local must be in compliance with the CUPE PEI constitution provision governing affiliation.
- (iii) Application for funding must be made on an official application form provided by CUPE PEI and signed by the President and Treasurer.
- (iv) At the time of application the applicant must provide the most recent monthly financial report.

(d) Guidelines

Guidelines will be developed by the Ad Hoc Committee for the first time to be reviewed from time to time by the Executive of CUPE PEI. These guidelines will be included with the application form.

(e) Signing Authority

The signing officers of the PR Campaign Fund will be the signing officers of CUPE PEI.

Recommendation # 2

That the present Section (e) be re-numbered (f).

Recommendation # 3

That all monies in the “present” PR Account be transferred to the “new” Public Relations Campaign Fund account.