

Centre for Inquiry Canada

Your community for science
and secularism.



CFIC is a registered
educational charity.

Our Values

Who we are

CFIC was founded by Humanists and continues to follow the principles of **Humanism** as outlined in the [International Humanist and Ethical Union's Amsterdam Declaration of 2002](#);

CFIC is committed to a just society and supports opportunities to improve **social justice**;

CFIC believes that all humans have a right to be treated fairly. We will defend the **human rights** of all persons, especially those protected by the [Canadian Human Rights Act](#).

CFIC promotes **diversity**, as a means to achieving more interesting conversations and more inclusive outcomes.

CFIC is committed to **active citizenship** with process based on robust dialogue rooted in sound evidence.

CFIC believes that **rationalism** (critical thinking) is the basis for all good policy and decision making.

Our Mission

Centre for Inquiry Canada fosters a secular society based on reason, science, freedom of inquiry, and humanist values

Our Vision

A world where people value evidence and critical thinking, where superstition and prejudice are eliminated, and where science and compassion guide public policy.

Our Core Areas of Focus:

- Secularism
- Scientific Skepticism
- Critical Thinking
- Building Community

Our Goals

Critical Thinking

Educate members, the public and government to interpret information effectively.

Scientific Skepticism

Improve science literacy in the public and government in order to promote decision making based on good science.

Building Community

Improve members' access to community through "on the ground" and virtual branches.

Secularism

Promote neutrality on matters of religious belief.

Enabling Activities:

Communications

- Create a coordinated communications strategy that raises our public profile and engages our members.

Fund Development

- Raise sufficient funds to stabilize and expand CFIC.

Partnerships

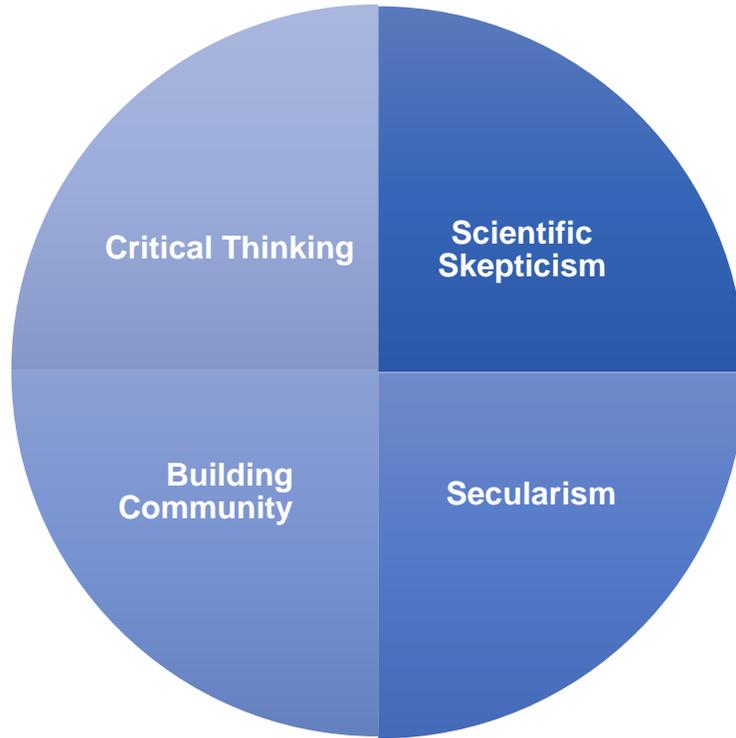
- Develop mutually beneficial partnerships which increase our membership; benefit our members and further our mission.

Administration

- Create processes which allow for the seamless transfer of key tasks and timing as volunteer and paid personnel transition between roles.

Core Areas of Focus

Our Goals



Our Vision

A world where people value evidence and critical thinking, where superstition and prejudice are eliminated, and where science and compassion guide public policy.

Our Goals

Critical Thinking

- Educate members, the public and government to interpret information critically

Scientific Skepticism

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Building Community

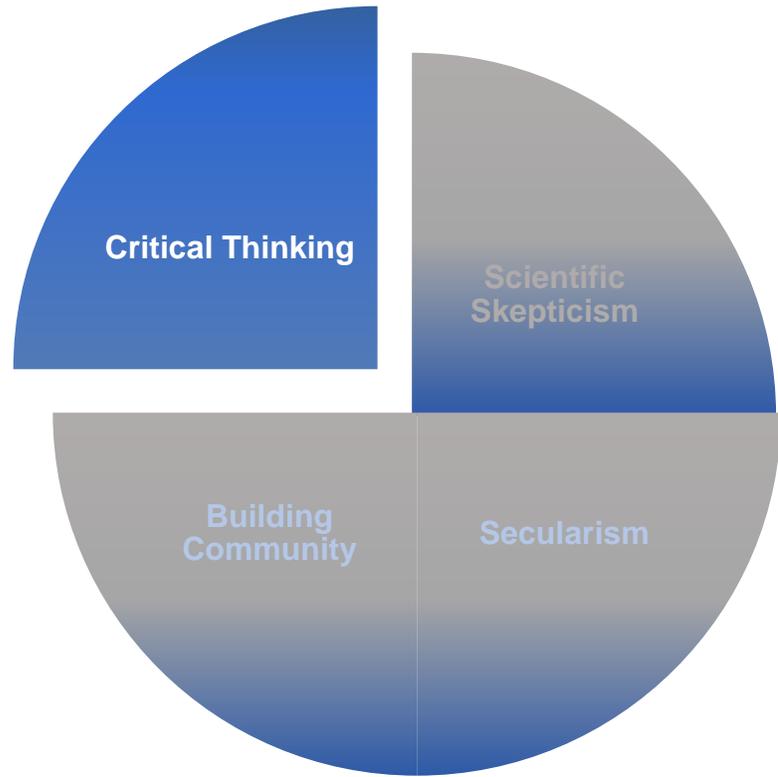
- improve members' access to community through "on the ground" and virtual branches.

Secularism

- Promote neutrality on matters of religious belief

Core Areas of Focus

Critical Thinking:



Deliverables

2017-18

- Provide a book review of DiCarlo's Six Steps to Better Thinking
- Add "Think Check" to CL content

2018-2019

- Create 1 Critical Thinking campaign (Critical Thinking Commitment) including social media, traditional media, membership communications and CL
- Create Critical Thinking Curriculum and pilot test in one community

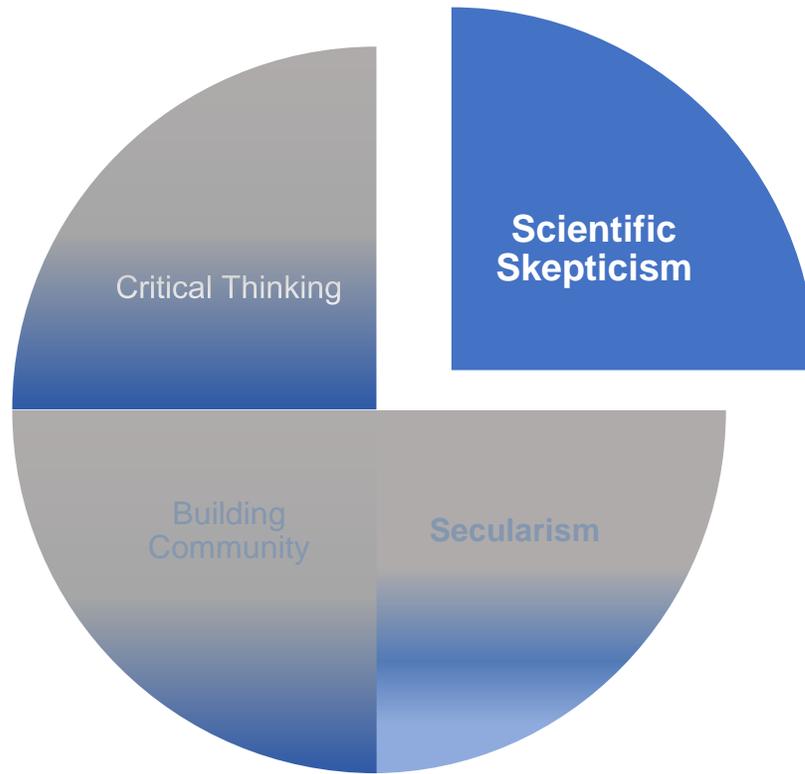
2019-2020

- Offer Critical Thinking Curriculum in 4 communities.
- Offer National Critical Thinking Conference

Goal:

Educate members, the public and government to interpret information effectively.

Core Areas of Focus
**Scientific
Skepticism:**



Deliverables

2017-18

- Include 10 CL articles about pseudo-science and its harmful effects

2018-2019

- Research and expose the issue of thermography through Marketplace
- Connect with Bad Science Watch and Evidence for Democracy to work towards partnership arrangements to enhance each agency's agenda
- Recruit a health economist to research the financial implications of "alternative therapies"
- Create 1 Scientific Skepticism campaign through social media, traditional media, membership communications and CL

2019-2020

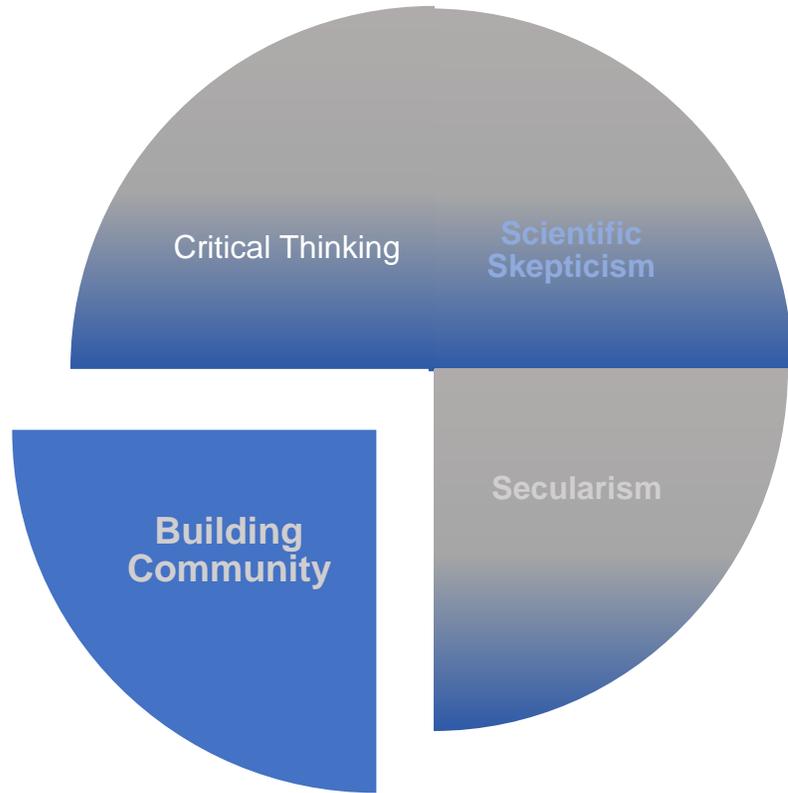
- Create an archive of CFIC statements about scientific skepticism and scientific skepticism articles

Goal

Improve science literacy in the public and government in order to promote decision making based on good science.

Core Areas of Focus

Building Community



Our Goal Improve members' access to community through "on the ground" and virtual branches.

Deliverables

2017-18

- Hold monthly branch managers' meetings with existing branches
- Support branches in creating leadership teams and role descriptions.
- Each branch will hold one regularly scheduled CFIC activity and one special event.
- Offer LWR in 2 communities

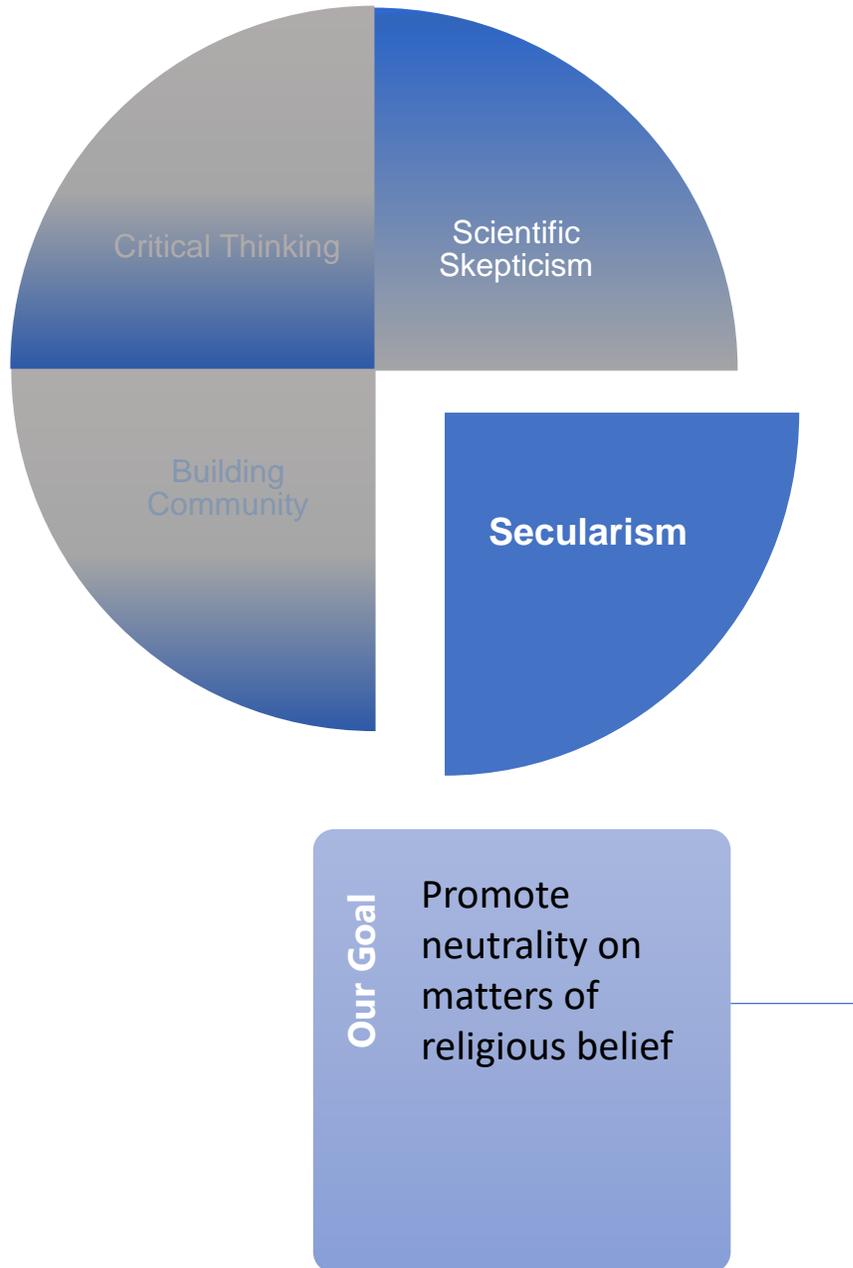
2018-2019

- Create a branch manual to assist new and existing branches in developing sound administration processes
- Increase number of branches to 10 including at least 1 in the Maritime provinces; 1 in the Quebec and 1 in Manitoba
- Each branch will have access to a regional or national speaker tour
- Offer LWR in 5 communities

2019-2020

- Create virtual branches for members living in rural and remote areas.
- Offer LWR in 7 communities
- Offer National Critical Thinking Conference

Core Areas of Focus
Secularism



Deliverables

2017-18

- Provide 4 updates in Critical Links (CL) related to current status of Catholic school systems in Alberta, Saskatchewan and Ontario
- Provide 10 other articles related to religious infringement on public matters
- Offer Living Without Religion (LWR) in a total of 2 communities

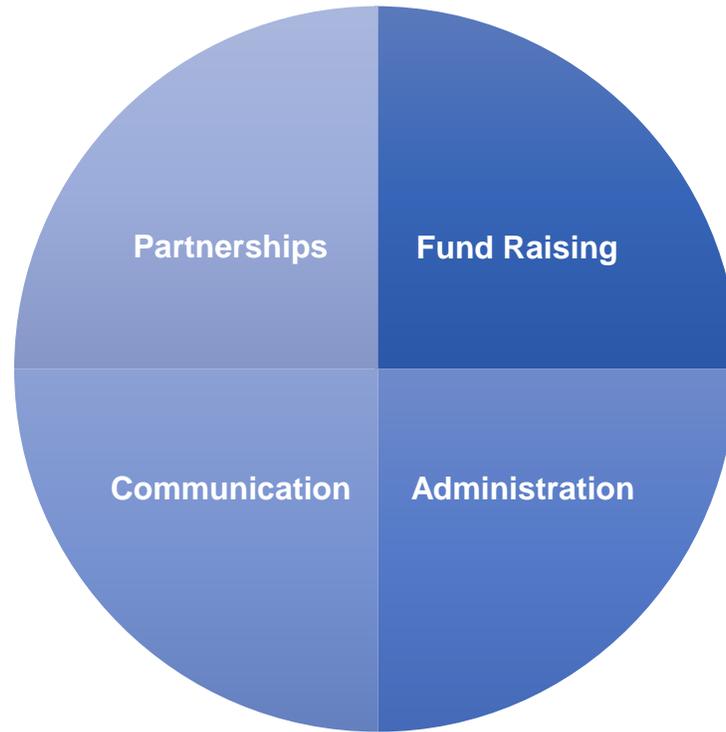
2018-2019

- Create election kit question to identify candidate/ party position related to religion in public institutions
- Provide 1 campaign (social media, traditional media, membership communications and CL) related to religious infringement on public matters
- Offer LWR in a total of 5 communities
- Implement a research project to determine the cost of religious tax exemptions

2019-2020

- Offer LWR in a total of 7 communities

Enabling Activities
Our Goals



Purpose

To create a sustainable, vibrant, well managed organization.

Goals

Communications:

- Create a coordinated communications strategy that raises our public profile and engages our members.

Fund Development:

- Raise sufficient funds to stabilize and expand CFIC

Partnerships:

- Develop mutually beneficial partnerships which increase our membership; benefit our members and further our mission.

Administration:

- Create processes which allow for the seamless transfer of key tasks and timing as volunteer and paid personnel transition between roles.

Enabling Activities
Communications



Goal

Create a coordinated communications strategy that raises our public profile and engages our members.

Deliverables

2017-18

- Create a communications team to support local and national level communications
- Name a CFIC Communications Chair
- Create a Critical Links editorial team to ensure high quality content
- Publish Critical Links monthly ensuring content in each of core areas (critical thinking, scientific skepticism, secularism and community)

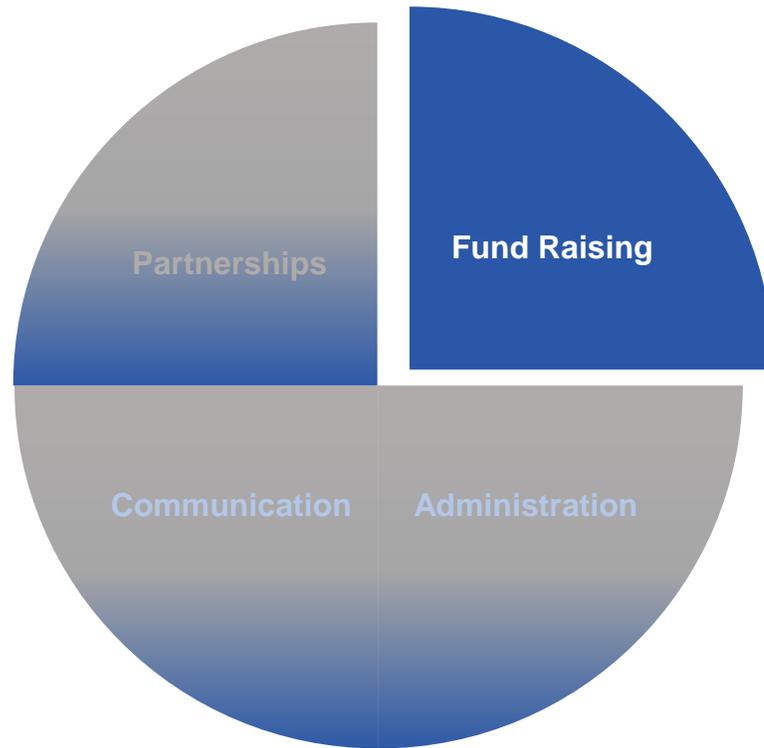
2018-19

- Create and coordinate 1 campaign/ theme per quarter related to our core areas of focus
- Ensure that themes are included in all social media platforms
- Add communications instructions in Branch Handbook to encourage branches to expand their use of social media and traditional media to advertise events
- Receive at least 1 request from local and national media sources to ask for a CFIC comment on current relevant news.

2019-2020

- Receive at least 4 requests from local and national media sources to ask for a CFIC comment on current relevant news.

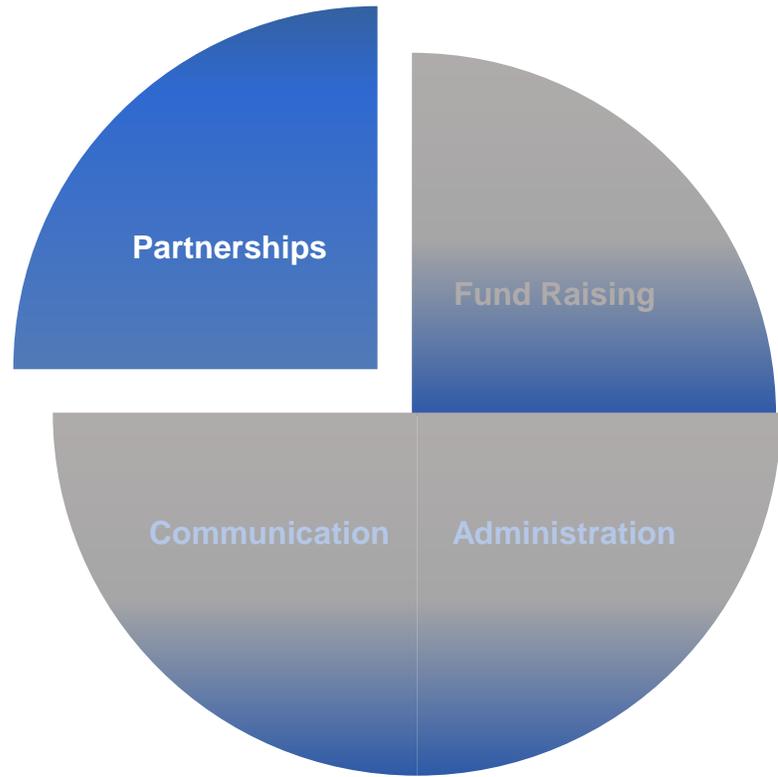
Enabling Activities
Fund Raising



Goal
Raise sufficient funds to stabilize and expand CFIC.

- Deliverables**
- 2017-18**
- Increase membership to 350
 - Increase annual undesignated donation revenue to \$40,000
 - Increase number of monthly donors to 20
- 2018-19**
- Increase membership to 500
 - Increase annual undesignated donation revenue to \$60,000
 - Increase number of monthly donors to 25
 - Recruit 1 grant or major donor for designated project
- 2019-2020**
- Increase membership to 600
 - Increase annual undesignated donation revenue to \$100,000
 - Increase number of monthly donors to 30
 - Recruit 3 grants or major donors for designated projects

Enabling Activities
Partnerships



Goal

Develop mutually beneficial partnerships which increase our membership; benefit our members and further our mission.

Deliverables

2017-18

- Identify a partnership chair to manage relationships
- Create a list of potential partners and identify contributions and outcomes of each partner and partnership agreement.
- Develop partnership agreement template
- Explore closer working relationship with CFI Transnational
- Promote 4 partner events through Critical Links and social media

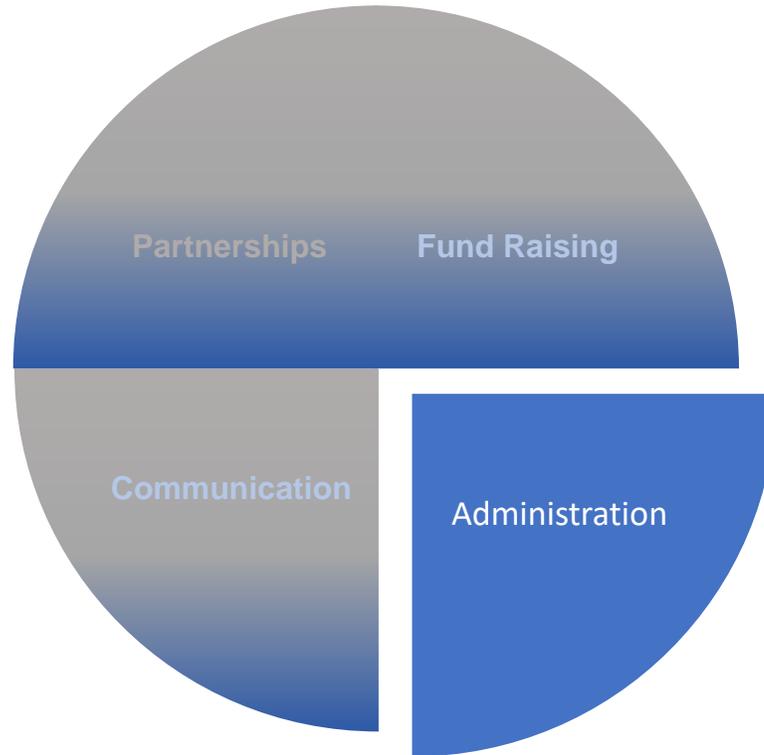
2018-19

- Formalize 4 strategic partnerships to include each of our core mandates of critical thinking, building community, secularism and scientific skepticism
- Promote 10 partner events through Critical Links

2019-2020

- Evaluate partnerships created in 2018-19
- Formalize 4 additional strategic partnerships
- Continue to promote partner events through Critical Links, website and social media.

Enabling Activities
Administration



Goal

Create processes which allow for the seamless transfer of key tasks and timing as volunteer and paid personnel transition between roles.

Deliverables

2017-18

- Create board calendar of key tasks
- Identify key requirements for transitions and develop procedures
- Create donor recognition, receipting and reporting procedures

2018-19

- Finalize Branch Manual
- Create Board Orientation Manual

2019-2020

- Develop process to annually review policies and procedures and amend as required
- Expand complement of staff