

Board of Director Review FROM HUMANIST CANADA FOR 2015

The Board hopes that this activity review will serve, not only as an update for members, but as positive documentation for why members might renew and add a donation to their membership. The purpose of our report extends to potential members as well. Please “JOIN” or “DONATE”!

Humanist Canada has had an incredibly productive 2015. The past year has seen so many positive activities that we have imbedded a chronological “activity” report at the end of this report. Your Board is always pleased to answer questions on any item from our members and others. Email notes can be sent to any Board member at info@humanistcanada.ca.

A change of approach for our organization is dictated by the increased rate of participation with the Humanist Life Stance by citizens across Canada. With an increase in our demographic comes new responsibilities and challenges.

Our current metrics include the following:

280 Active members

780 members and subscribers to our “E-news”

1880 face book “likes”

65 Donations have been received in 2014 and 2015

**6 Conferences promoting Humanist Canada and Secular Humanism.
Vancouver, Red Deer, Winnipeg, Kitchener, Guelph, Lindsay.**

The Red Deer conference in Alberta addressed our priority to advance HC as a “body to perform weddings” in that Province. In addition to the appointment to our Board of Lloyd Robertson in February of this year, with a specific mandate to expand our Officiant program, we have recently added Jamie MaCarthur from Calgary to the Board with the specific objective of increasing our membership in Alberta. This strong commitment to Alberta is one of service. We are being asked to provide Secular alternatives to wedding ceremony events in multiple Provinces with Alberta being our current focus.

The past year has seen the installation of infrastructure for the organization to facilitate operations and provide the tools for growth. Included in this infrastructure has been:

- 1. web site (October 2014)**
- 2. membership data base and management tools**
- 3. Face book presence**
- 4. Google account to allow ad campaigns, analytics and support**
- 5. A new part time administrator, twice**
- 6. Consolidation and purge of archival hard copy legacy data**
- 7. Newsletter transition to “Enews” format.**

As the financial viability of the organisation is in jeopardy, prudent leadership has demanded new revenue streams be developed to supplement basic membership and donation income, specifically:

- 1. Expansion of the Officiant program participants**
- 2. The installation of software to allow contact for donations and membership call to action.**
- 3. This software also facilitates E-news instead of the traditional newsletter format. The software is called “Mail Chimp”.**
- 4. We have registered to participate in the Not for profit “change It” donation system**

5. Innovative web site and face-book installation of “tabs” to allow direct member sign up and donations through “IATS” payment processing is a major innovation.
6. The Affiliate program has been over hauled to deliver membership and “Meet Up” software services to every regional group. An small annual revenue is achieved through regional group remittance.
7. A distributorship in the “Send Out Cards” program was donated allowing some residual income and a major progress in our marketing efforts.

Our future will require a modern financial model that leverages our brand and most importantly expands our service to Canadians. That model dictates a Board committed to expense control and revenue improvements. With member input, volunteer activity and increased activism we can all be proud of the legacy we develop for future Humanists in Canada. The Board is committed to balance the books, this fiscal year, which concludes March 30, 2016.

The business model we are using makes the Board accountable in a very transparent manner. We are always available, our public statements are posted to the web site and social media maintains an ongoing barometer of what we feel is important.

The closing of the 2015 Board of Directors Review focus's on our future. This year more than any other in our history we need members to help financially. One of the more convenient ways to donate is the “Monthly Donation” option, available with a simple “click” on the Donation page of the web site. Please consider a recurring contribution.

Thank you for the very great honour of allowing your Board of Directors to contribute to your Humanist Canada.

Our activity in 2015

Dec 2014

Met with the Canadian Ambassador for the International Office of Religious Freedom
Supported other Canadian org's: Dieing With Dignity, Regional Groups, Centre For Inquiry, Secular Ontario etc
Developed Organizational infrastructure
In Q2 and 3 we travelled over 7,000 km, by car, to meet Members
Change in Officiant Governing Official to Peter Lillico, Peterborough
Served on INR5 Steering Committee
Attended Solstice Celebrations in Ottawa, Belleville and Toronto

January 2015

Trained 5 new Officiants, Total now 41
Launched a new membership renewal system.
(member feedback indicated a revision was desired).
Made a small contribution to the Henry Biessel Creative writing Scholarship at the University of Toronto, in person with Henry.

February

Added Board member Lloyd Robertson, SK, to develop National Officiant options
Responded to Media enquiries following the Charles Hebdo Massacre. Newspapers including, the National Post, The Ottawa Citizen and The Wall Street Journal.
There were also 4 "talk Radio" interviews.
Initial signatory with the International Coaliton Against Blasphemy Laws.
Stood on the street at -20 degrees to hand out Secular Ontario's "get out of school free" coupons to Catholic high school students

March

Completion of Industry Canada revised By-Laws for ratification at 2015 AGM
Launched "Mail Chimp" out-reach software
Replaced 1/4ly news letter with "E-News" bulletins.
Contacted non renewed members for 2014 and 2015 and previous.
Major revision to Affiliate policy
Added Chrystalla Themistocleous, ON, to develop Affiliate programs.
Attended OHS AGM in Toronto as active members
Started HC Twitter account. A new member has joined directly from Twitter.
HC Registered as a Distributor with "Send Out Cards"
Launched the "Mail-Chimp" email outreach software.

May

Launched new member registration and donation system, "IATS"
Attended the first "AEON" "meet up", a new way to hold a Humanist gathering.

June

Sponsored, with BCHA the INR5 conference featuring Richard Dawkins
Attended 4 local group meetings in lower BC
HC Humanist of the Year, Federal MP Kennedy Stuart announced at INR5.
Changed our organizations "Vision Statement" as suggested by member John Manuel.

July

Participated in our first "Blog-Cast" with "Beyond the trailer Park" and Heretic woman.

August

Attended "Non Con 2" in Kitchener as a sponsor making an impassioned speech as part of our contribution to a blasphemy panel.
Attended our "meet up" in Mississauga.
Met with HAT, Humanists of Toronto

September

Traveled to Ottawa twice for HC business.
Spoke from the pulpit of the United church of Canada's Atheist church with Gretta Vosper in Scarborough.
Attended a Secular Conference in Winnipeg MB
Contacted 567 previous members by email resulting in 20 new memberships and added 400 former members to our E-news. Or total contact list is 765
Participated with volunteers to edit our Code of Ethics.

October

Attended the "none of the above" atheist conference in Red Deer AB.
Attended Mississauga "meet up",
Held the annual Officiant Conference in Oakville Ontario.
Attended the "World Religion Conference", in Guelph with Secular Connexion which was hosted by the Ahmadiyya Muslim community

November

attended the Ahmadiyya Muslim outreach event in Lindsay Ontario with David Rand from Quebec' "Libres Penseurs Athee"
installed innovative software to accommodate member surveys "survey Monkey".

December.

Attended Solstice celebrations with humanists in Ottawa, Belleville and Toronto

Received a major Donation to our support of secular schools in Uganda

Board of Director changes:

- John Monroe, from AB, has completed multiple terms on the Board and has resigned.
- Peter Norman, from ON, has been appointed to the Board and has assumed Treasurer Duties.
- Jamie McArthur was appointed as our Board member for AB.
- Michel Virard has volunteered to take on the role of Secretary with Martin Frith confirmed as Vice President and Eric Thomas as President

Launched the new committee, (COCO) managing our Officiant program as elected at the October conference.