



Canadian Centre for  
Ethics in Public Affairs



How We Live  
Matters

# Ethics

**Ethics** are moral principles that affect how we make decisions and live our lives. The consideration of our personal and professional ethics provides a moral map to help guide us through difficult or complex issues. Whenever we make decisions, or struggle to choose the least flawed option, we are bringing our ethics to life.

## Our Mandate

The **Canadian Centre for Ethics in Public Affairs** provides an arena for critical thinking, public discussion and research into current ethical challenges in our society. The Centre focuses an ethical lens on everyday issues through public programming, supporting research, and in the provision of tools to facilitate ethical decision making at work.

Co-founded by the Atlantic School of Theology and Saint Mary's University in 2002, the Centre exists to ignite the examination of the ethical dimensions of everyday life to help us live and work together more effectively.

CCEPA promotes the public good by facilitating open and respectful debate on contemporary public issues, enhancing the capacity of organizations to address ethical challenges, and conducting itself in a transparent and self-critical manner.

# Our Programming

"There are so many ethical issues in the political, social and economic spheres of Canadian society, that we are blessed to have CCEPA to open public discussion of them."

– Rowland Marshall

"CCEPA provides me with a very insightful look into current ethical challenges in our society which I would not get with my normal day-to-day channels of networking and communications. It has really open my eyes to the issues and opportunities we face in our global community that need to be discussed publically and in a respectful manner with various key stakeholders."

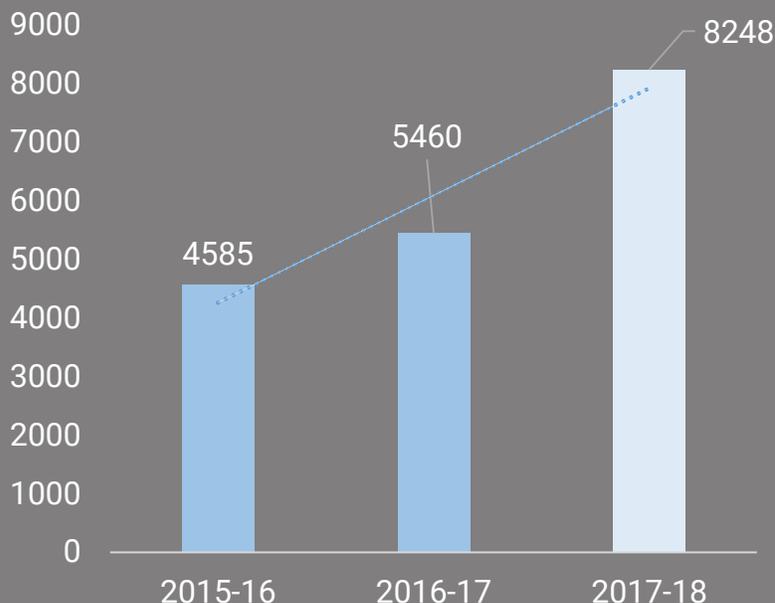
– Ed Steeves

## 2017-18 Live Audience 2,236

### 2017-18 Series Seven Deadly Sins

- **Lust** | Pornography – What's Right, What's Wrong?
- **Greed** | If Greed is Good How Much is Too Much?
- **Gluttony** | Food for Thought
- **Envy** | Does Social Media and the Wellness Industry Convince Us We're Sick?
- **Wrath** | Moral Grandstanding
- **Sloth** | Too Tired to Care
- **Pride** | The Blind Spots Created by National Pride

Views



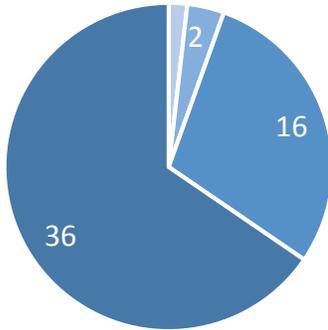
## CCEPA on YouTube

51% increase in viewership from 2016-17

Our audience spent **92,612 mins** (or 64.7 days) watching CCEPA Talks.

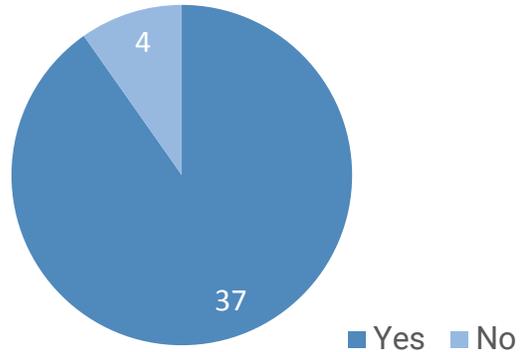
# Our Audience

## Educated



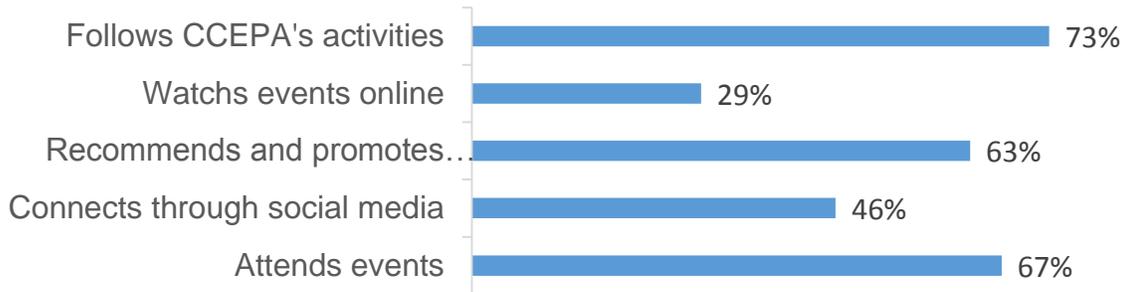
- High School
- College
- University
- Multiple University Degrees

## Satisfied with CCEPA Programs



- Yes
- No

## Involved



## Professional



\*Data from 2018 Survey. A sample size of 51 out of a population of 1616 yields a margin-of-error of 10% with 85% confidence. Respondents did not necessarily answer all questions in the survey.



**92%** of program  
funding leveraged  
externally in 2017-18

Over **12 years**, CCEPA  
has put on **155 programs**,  
engaged live audiences  
of almost **19,000 people**,  
and partnered with **131  
groups**.

# Monthly Giving – It's easy!

For the price of a...		you could...
fancy coffee	<b>\$5</b>	help us get the word out.
burger and fries	<b>\$10</b>	help keep the lights on.
movie for two	<b>\$25</b>	help us live stream our programs.
dinner out	<b>\$50</b>	source great speakers.
<i>really</i> fancy dinner out	<b>\$100</b>	help us build a firm financial foundation.

## Ways to Donate

Mail a Cheque:

Canadian Centre for Ethics in Public Affairs  
630 Francklyn Street  
Halifax, Nova Scotia  
Canada, B3H 3B4

Call: 902-428-1416 to use a  
credit card

Donate online:



One University. One World. Yours.

# New Ways to Sponsor

## NEthics - Netflix for Ethics

### **\$10,000 On-line video library of 100+ recorded programs**

CCEPA has amassed a library of over one-hundred recorded presentations on timely topics over the past 12 years. You can sponsor the presentation and maintenance of CCEPA's online video library for three years.

## CCEPA Talks - Podcasts

### **\$5,000 Broadcast highlights from CCEPA Programs**

CCEPA is bringing its vast program library to various multi-media platforms, including converting past talks and panel discussions into a podcast form you can listen to at home, or on the go. Listen to scholars and experts engage in discussion and debate about a wide variety of modern ethical challenges. You can sponsor CCEPA Talks for one year.

## Researcher - Public Ethics

### **\$8,000 Support Research in Public Ethics through Fellowships**

CCEPA promotes the generation and dissemination of scholarly work and the sharing of information about the ethical dimensions of public issues. You can sponsor a CCEPA Research Fellowship, which contributes to research that advances our understanding of the ethical issues of our time and contributes to our ongoing mandate to promote the public good.

## Paid Internship

### **\$8,000 Sponsor a Summer Student Employment Opportunity**

CCEPA encourages and provides experience for students and young people starting out in the fields of politics, business, arts, and social sciences. You can sponsor a three-month paid internship where young people work alongside experts on ethical topics and gain the workplace skills and experience required for the next stage of their careers.

## Double Your Impact

### **\$5,000 Branded Fundraising Drive**

Help CCEPA capitalize on individual donations from public patrons. This option allows you to match dollar-for-dollar any donations CCEPA receives during time-limited appeal.



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## Contact Us

**Canadian Centre for Ethics  
in Public Affairs**

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