



PRIVATE BUSINESS, PUBLIC FAITH

ELO FORUM
NOVEMBER 25, 2019 – TORONTO

RAY PENNINGS
Executive Vice President

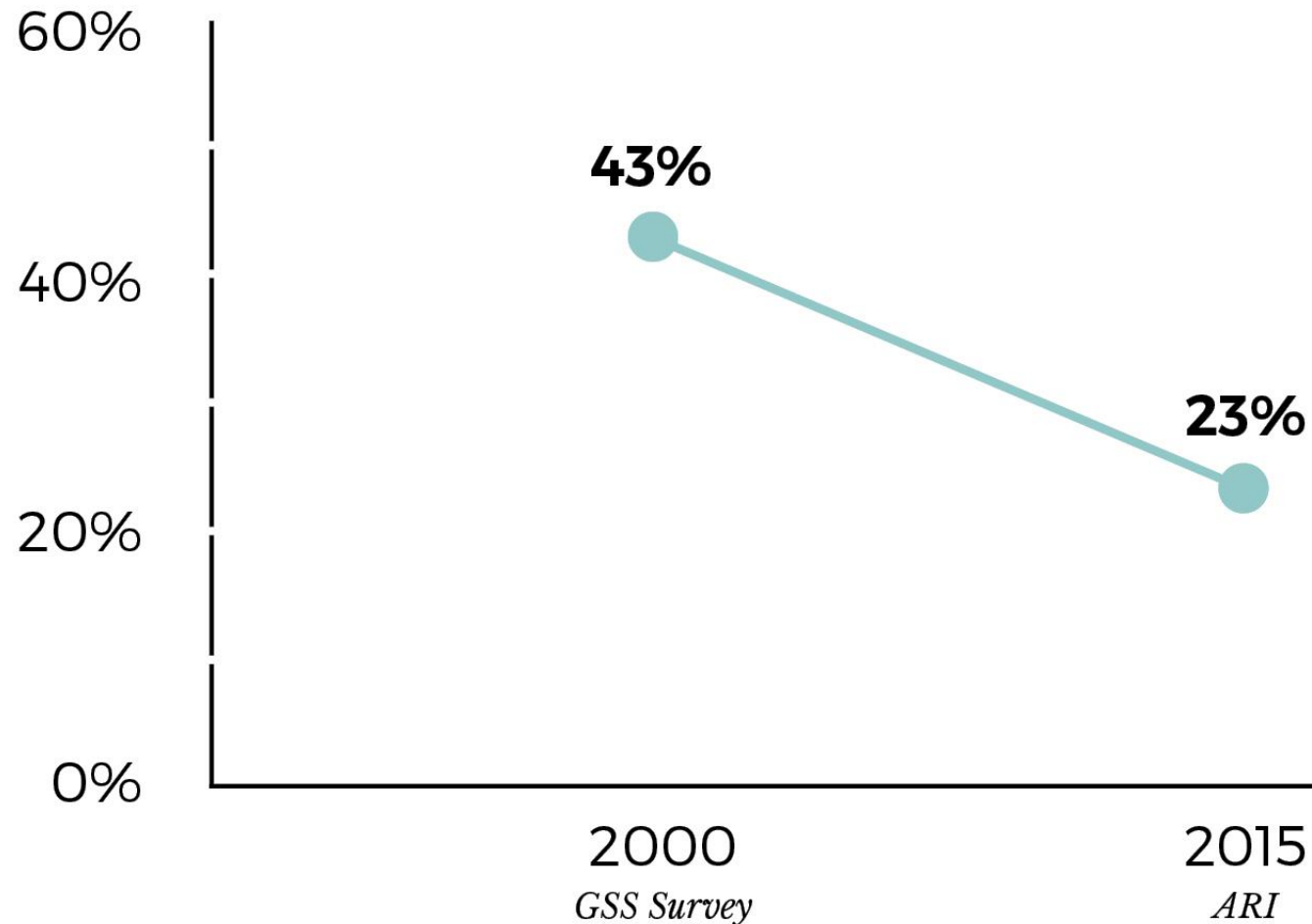
CARDUS



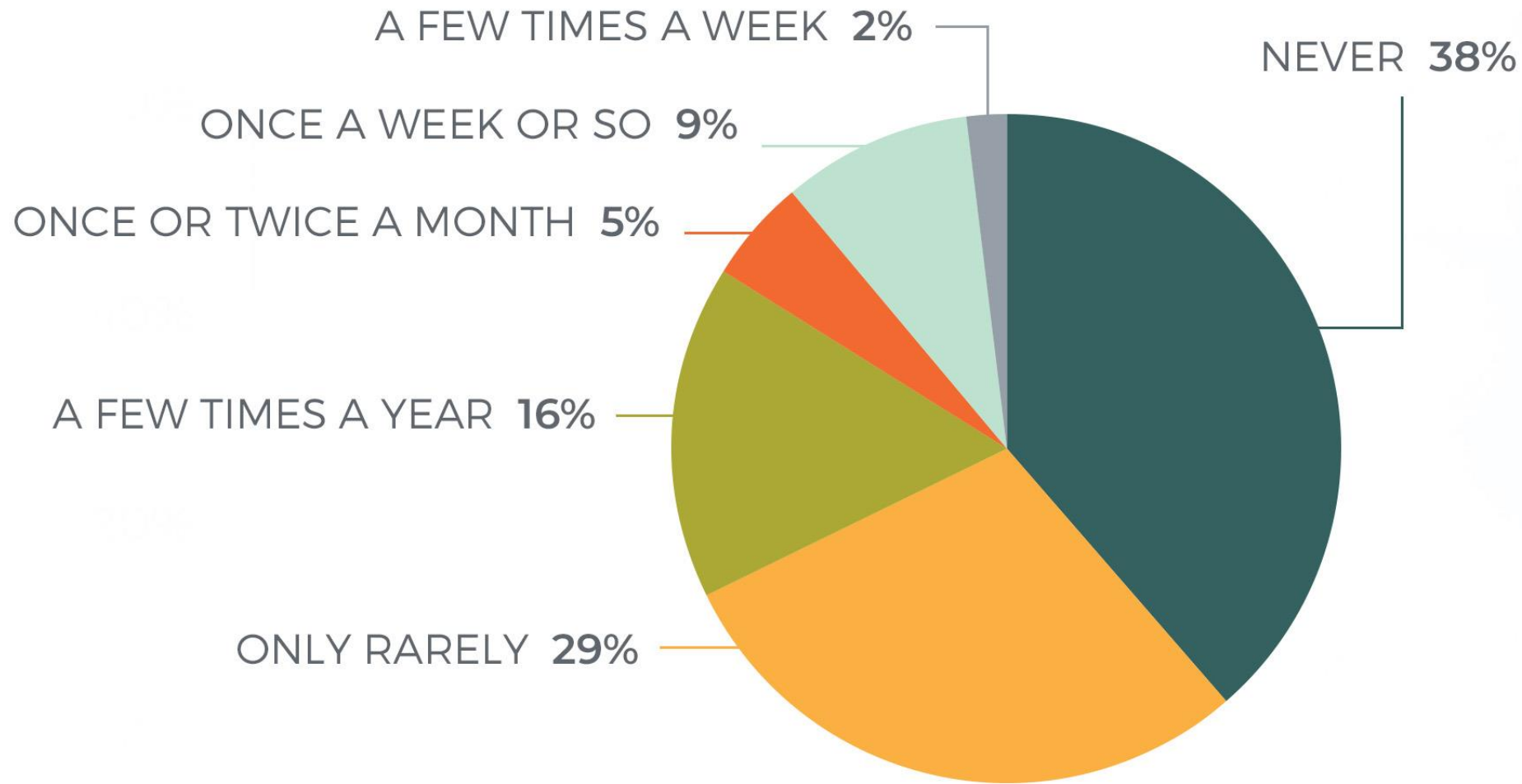
HUMAN RESOURCES
Bring your *whole self!*

PUBLIC RELATIONS
Keep your faith *at home.*

PERCENTAGE OF CANADIANS WHO SAY THEY **ATTEND RELIGIOUS SERVICES** AT LEAST ONCE A MONTH



HOW OFTEN, IF AT ALL, DO YOU ATTEND RELIGIOUS SERVICES? (OTHER THAN WEDDINGS OR FUNERALS)



Source: Angus Reid Institute/Cardus 2019

* AT LEAST MONTHLY: 16% YES, 38% NO/NEVER





*“One hundred years from
my day **there will not be a
Bible in the earth** except one
that is looked upon by an
antiquarian curiosity seeker.”*

– VOLTAIRE (1694 – 1778)

*“Religion is an **illusion of childhood**, outgrown under proper education.”*

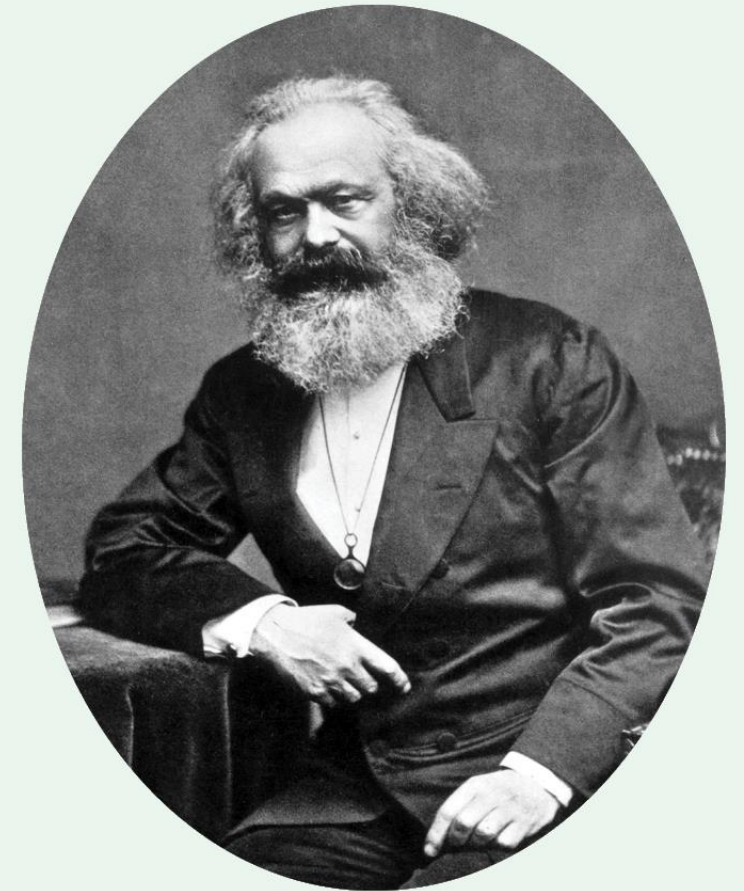
– AUGUSTE COMTE (1798 – 1857)

*It is inadmissible that systems of ideas like religions, which have held so considerable a place in history... should be **made up of a tissue of illusions**.”*

– ÉMILE DURKHEIM (1858 – 1917)

*“Religion is an illusion and it derives its strength from the fact that it **falls in with our instinctual desires**.”*

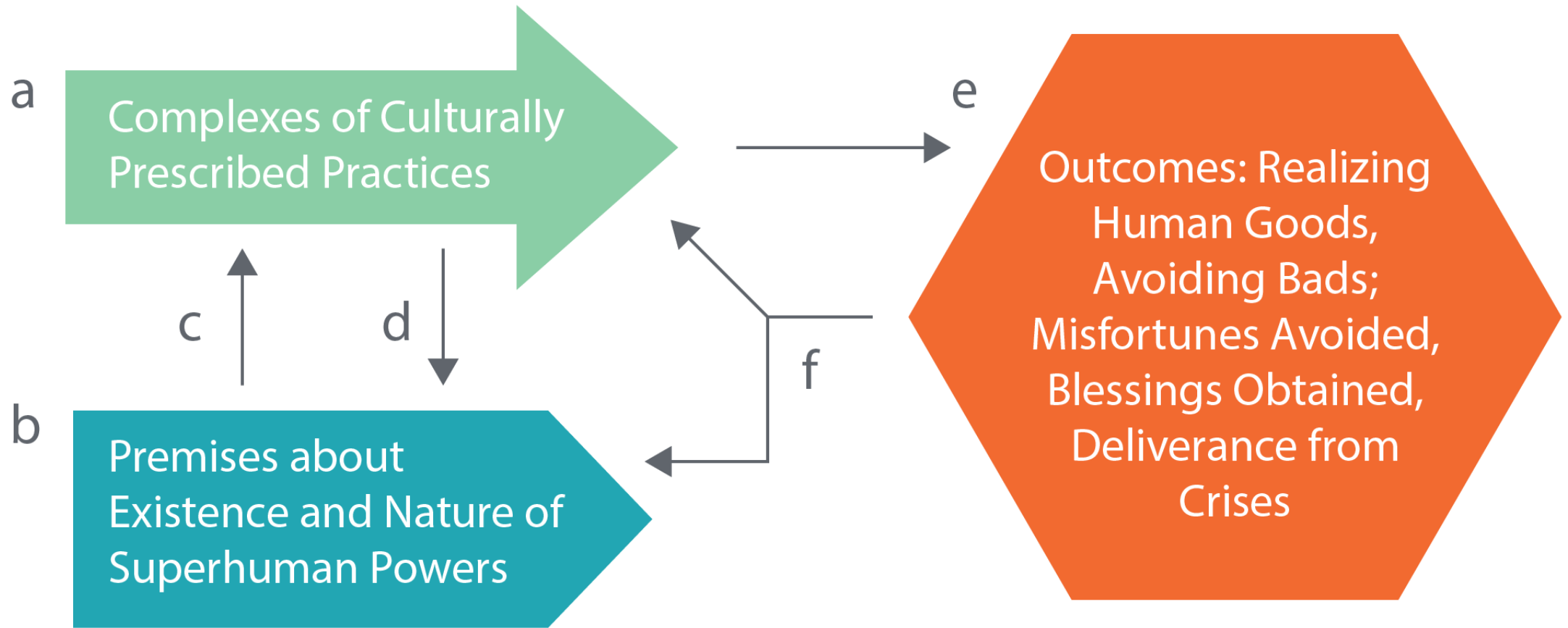
– SIGMUND FREUD (1856 – 1939)



*“Religion... is the **opiate of the masses**.”*

– KARL MARX (1818 – 1883)

WHAT IS RELIGION?



Processes Operating Across Time...

	Yes	No
Do you believe that God exists?	67%	33%
Do you believe in life after death?	58%	42%
Do you pray?	70%	30%
Do you attend religious services?*	16%	38%
Do you experience God's presence?	29%	40%
Do you read a sacred text?	14%	53%
Do you teach your children about your faith?	58%	42%

HOW WOULD YOU DESCRIBE YOURSELF WHEN IT COMES TO THE WHOLE AREA OF **PERSONAL FAITH**?*



NO FAITH FEELINGS

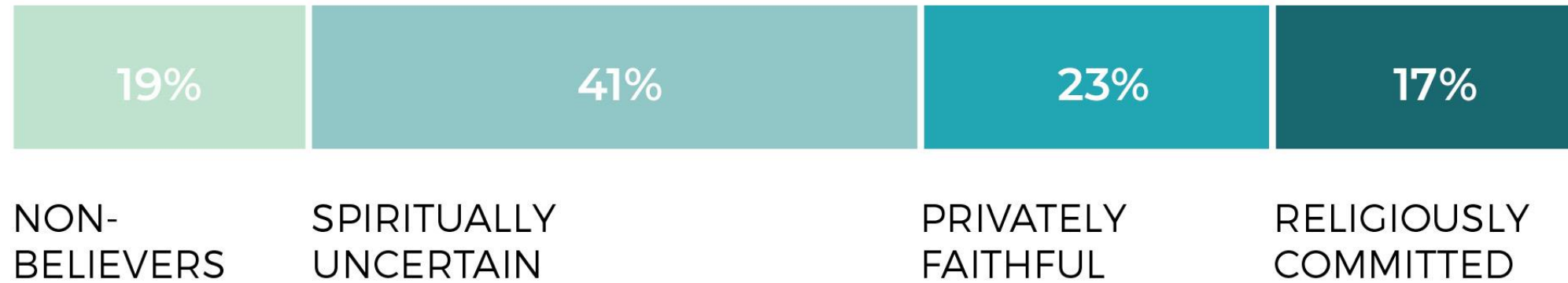
OCCASIONAL
REGULAR

I'M A BELIEVER

Source: Angus Reid Institute/Cardus 2019
* 2055 Canadians polled on April 18, 2019



CANADIANS' MINDSET ON RELIGION (2019)



Source: Angus Reid Institute/Cardus 2019



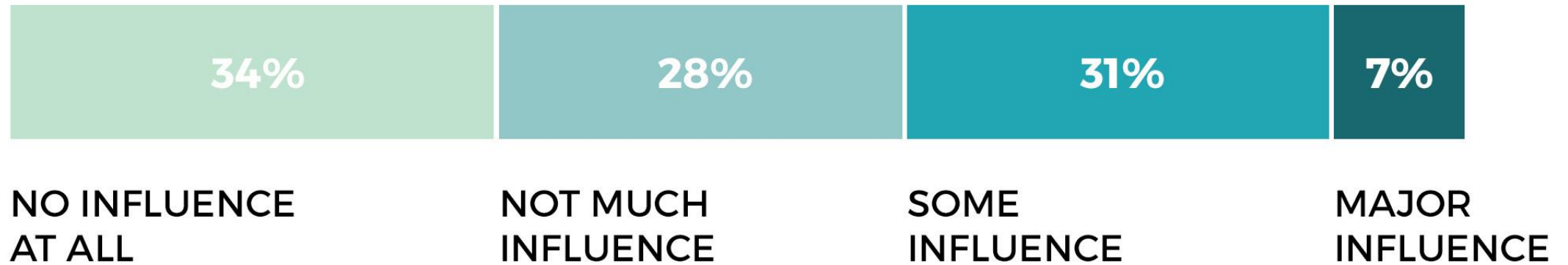
**WHAT MOST OF US THOUGHT WAS
HAPPENING ISN'T HAPPENING.**

RELIGION IS NOT GOING AWAY.

– Reginald W. Bibby, PhD, Board of Governors
Research Chair in Sociology at the University of Lethbridge



IN **CANADIAN PUBLIC LIFE**, RELIGIOUS AND FAITH COMMUNITIES SHOULD HAVE:



Source: Angus Reid Institute/Cardus 2019



ASKED WHAT'S MOST IMPORTANT IN LIFE,
THE 21 PER CENT OF CANADIANS WHO ARE
RELIGIOUSLY COMMITTED ARE MOST LIKELY
TO PRIORITIZE **FAMILY LIFE, HONESTY,** AND
CONCERN FOR OTHERS.



83%

OF THE RELIGIOUSLY COMMITTED REPORT SOME OR HEAVY **INVOLVEMENT WITH THEIR COMMUNITY**



REGULARLY VOLUNTEER

NON-BELIEVERS

SPIRITUALLY UNCERTAIN

PRIVATELY FAITHFUL

RELIGIOUSLY COMMITTED



CANADIANS WHO TRY TO **DONATE** TO WHATEVER CHARITIES THEY CAN



NON-BELIEVERS

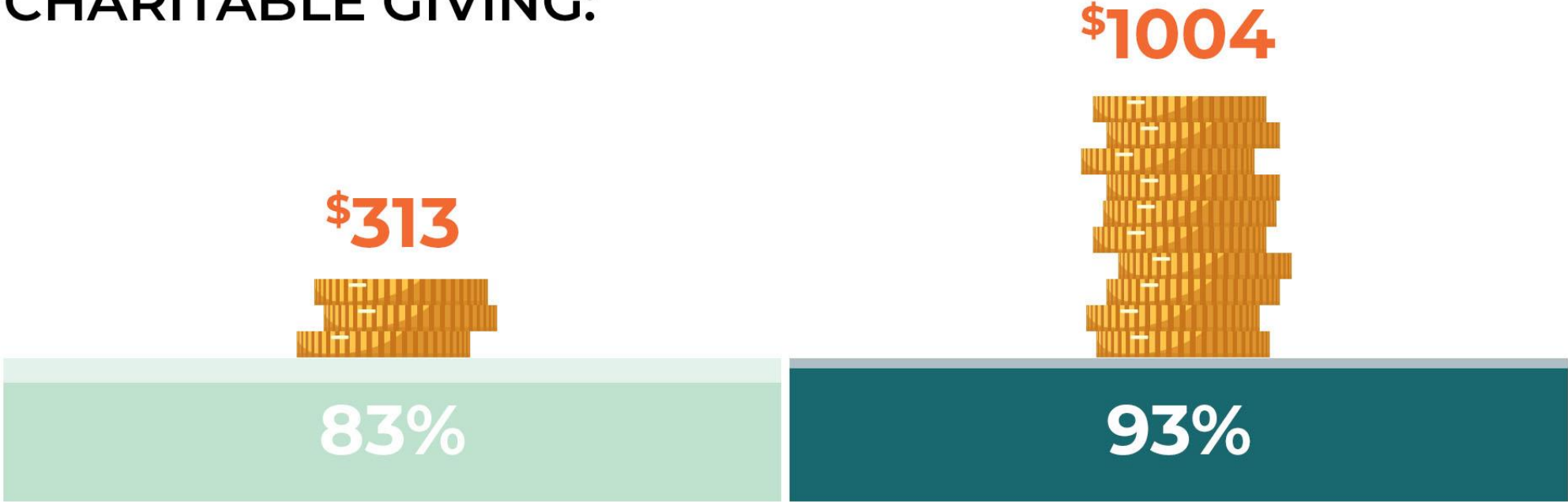
SPIRITUALLY UNCERTAIN

PRIVATELY FAITHFUL

RELIGIOUSLY COMMITTED



CHARITABLE GIVING:

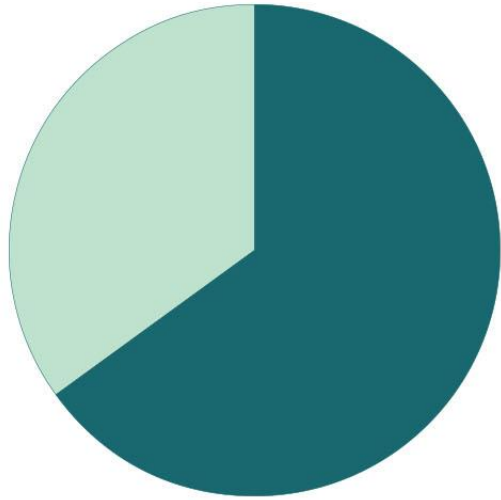


LESS RELIGIOUSLY ACTIVE

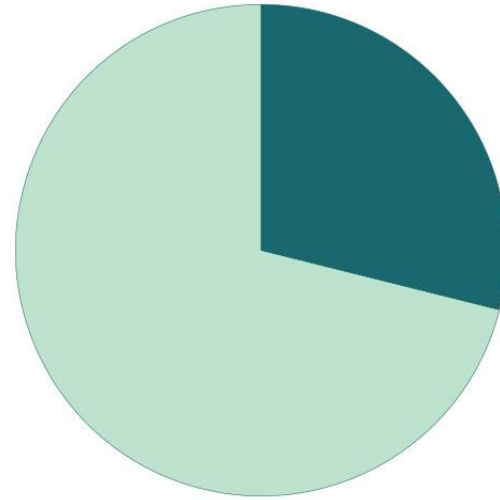
MORE RELIGIOUSLY ACTIVE



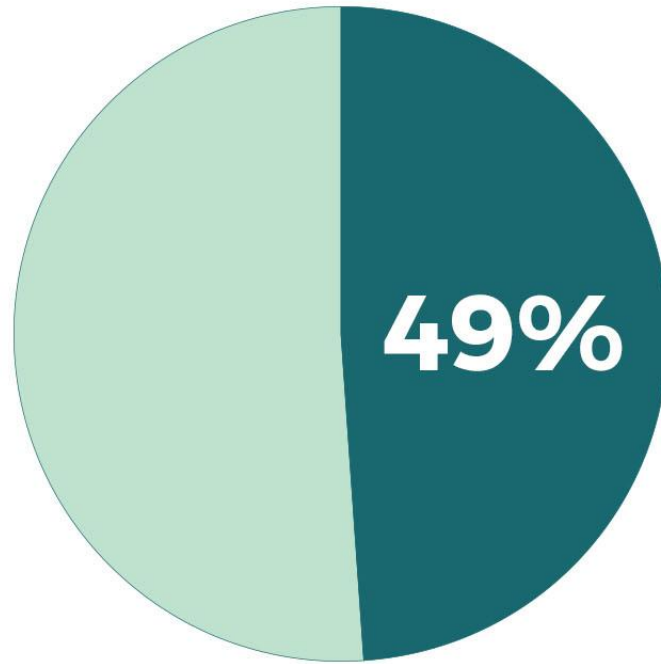
REFUGEES IN CANADA WHO REPORTED USING FOOD BANKS



GOVERNMENT-
ASSISTED



PRIVATELY
SPONSORED



IMMIGRANTS WHO SAY RELIGIOUS OR FAITH COMMUNITIES WERE INVOLVED IN HELPING THEM FIND A **JOB**, A PLACE TO **LIVE**, AND/OR **LANGUAGE** TRAINING.

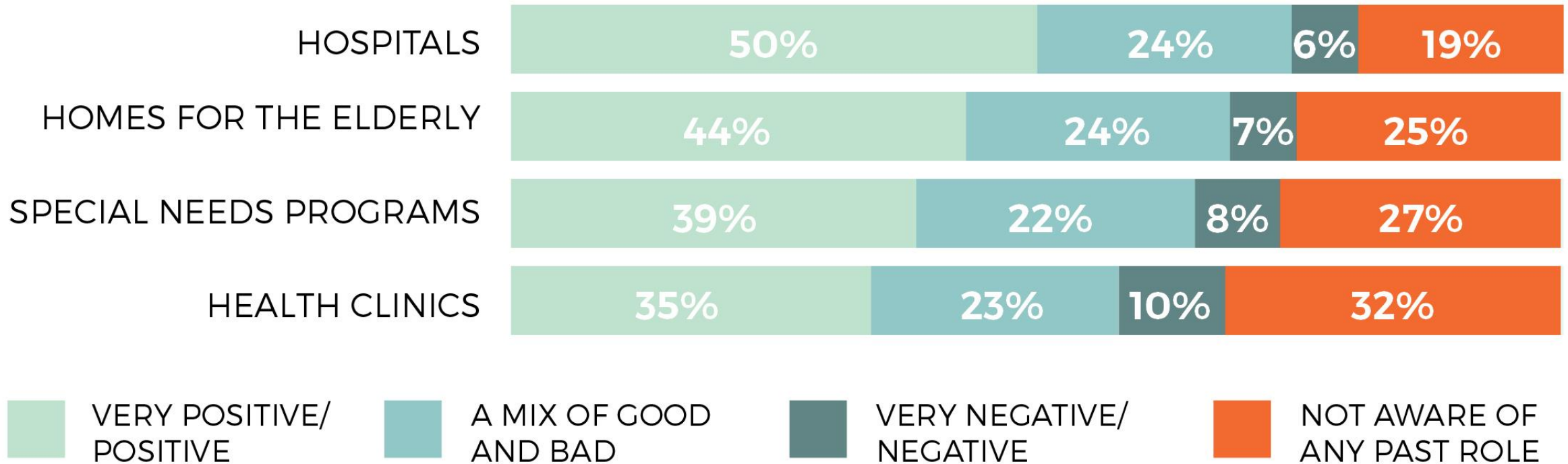


Overcoming

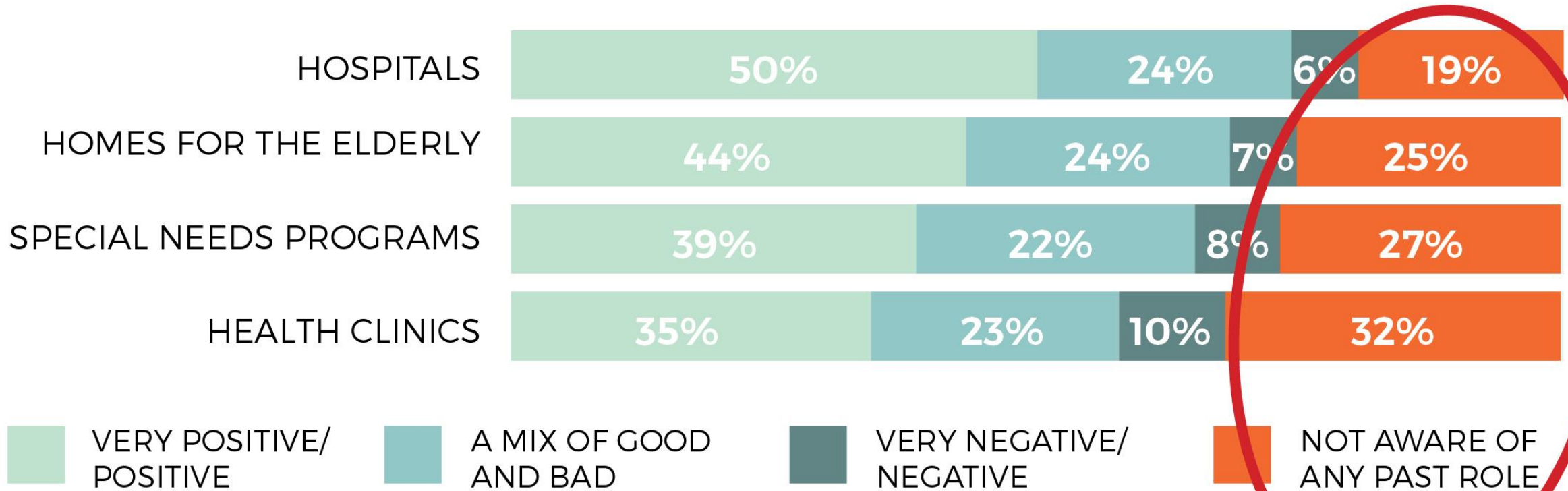
AMNESIA & ANTAGONISM



HOW WOULD YOU DESCRIBE THE **ROLE OF FAITH COMMUNITIES** IN THE DEVELOPMENT OF THE FOLLOWING?



HOW WOULD YOU DESCRIBE THE **ROLE OF FAITH COMMUNITIES** IN THE DEVELOPMENT OF THE FOLLOWING?





THE HALO PROJECT

HALO CALCULATOR

PHASE 1 REPORT
(TORONTO)

MEDIA

CONTACT

HALO CALCULATOR

For every dollar in a religious congregation's annual budget, a city gets an estimated \$4.77 worth of common good services. The Halo Calculator is an estimating tool. It does not represent a formal research result. [« Learn More »](#)

OAKVILLE (ON)

# of Organizations in City	111
Annual Budgets Total	≈78,098,627
Halo Effect	x4.77
Halo Benefit	≈ 372,530,451

www.haloproject.ca

SECULARISM:

From

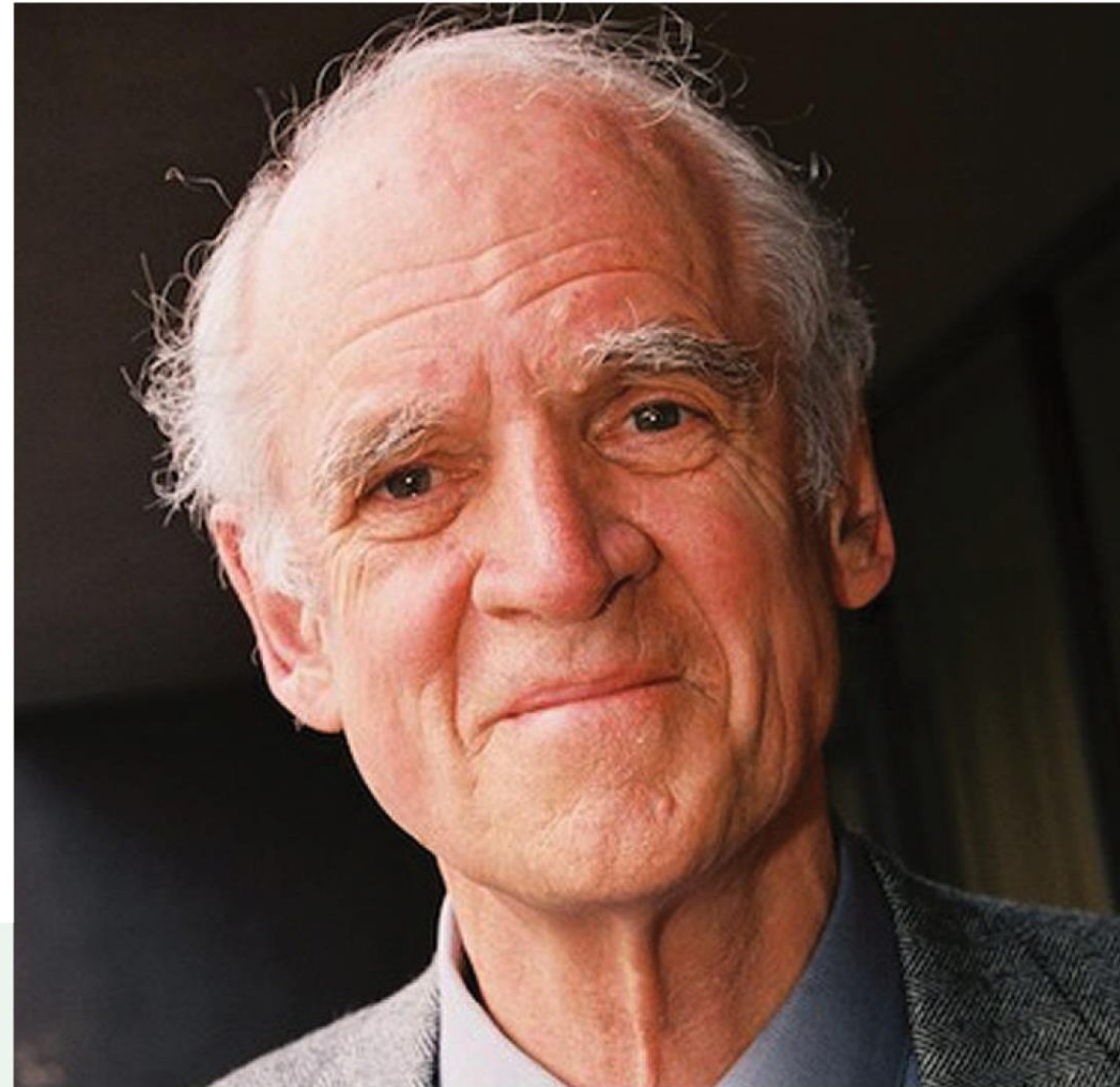
1. GEOGRAPHY

to

2. NEUTRAL

to

3. CLOSED



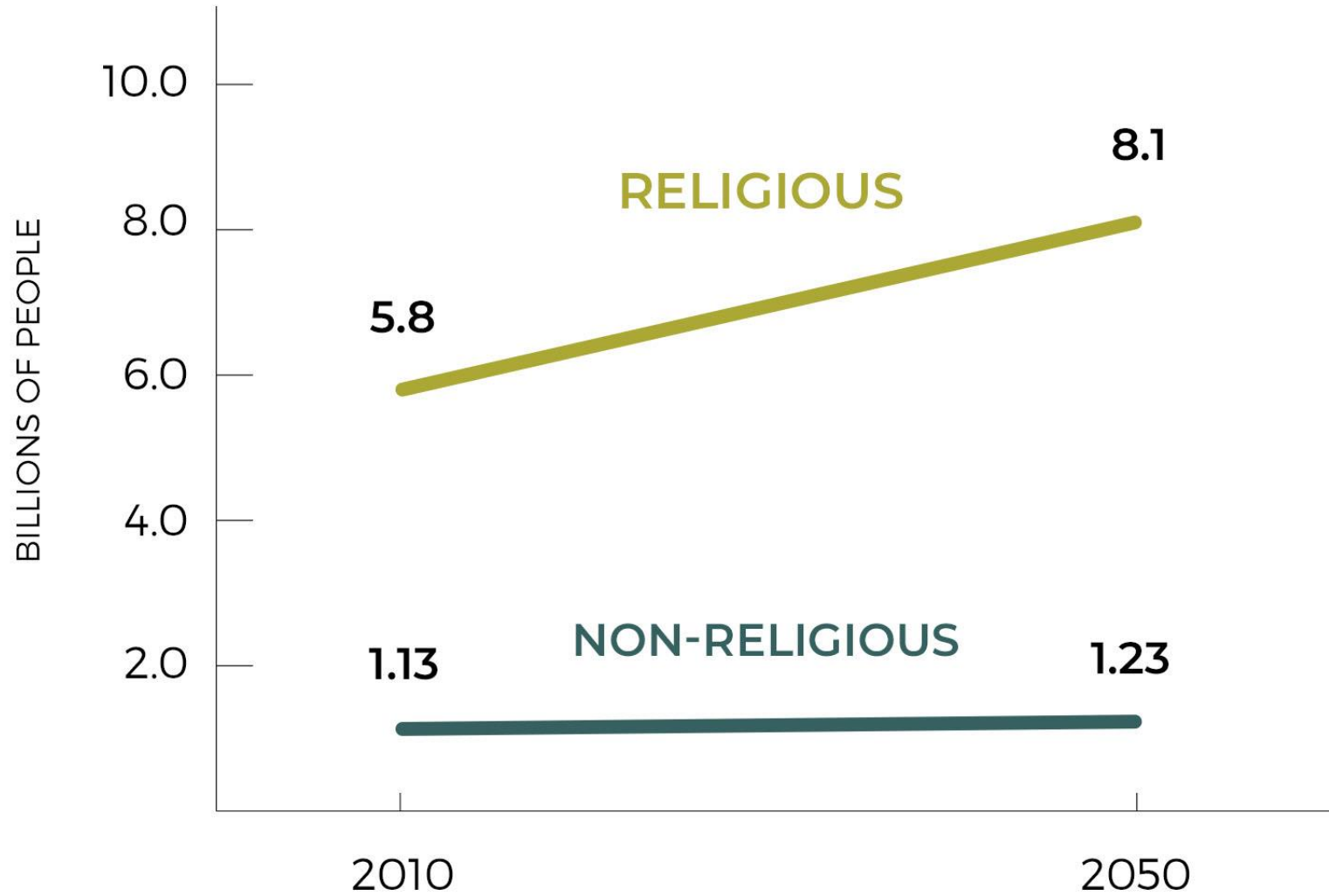
CHARLES TAYLOR, MCGILL PHILOSOPHER

*“With respect, **I cannot agree** that the impact of the decision on the freedom of religion of members of the TWU community is of “minor significance.”*

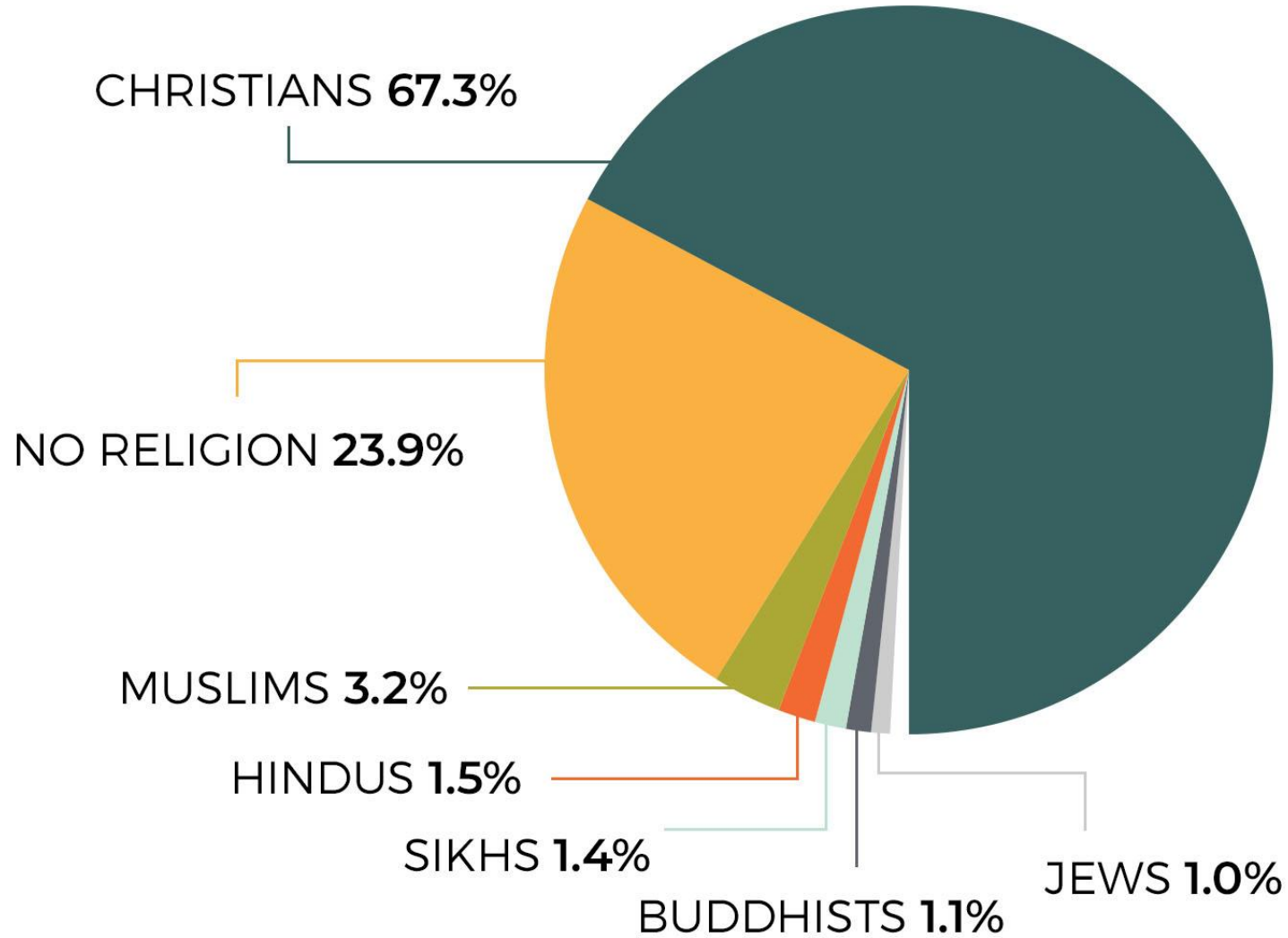
– C.J. BEVERLY MCLACHLIN
SUPREME COURT OF CANADA
DECISION RE TWU, PARAGRAPH 129



WORLDWIDE POPULATION GROWTH

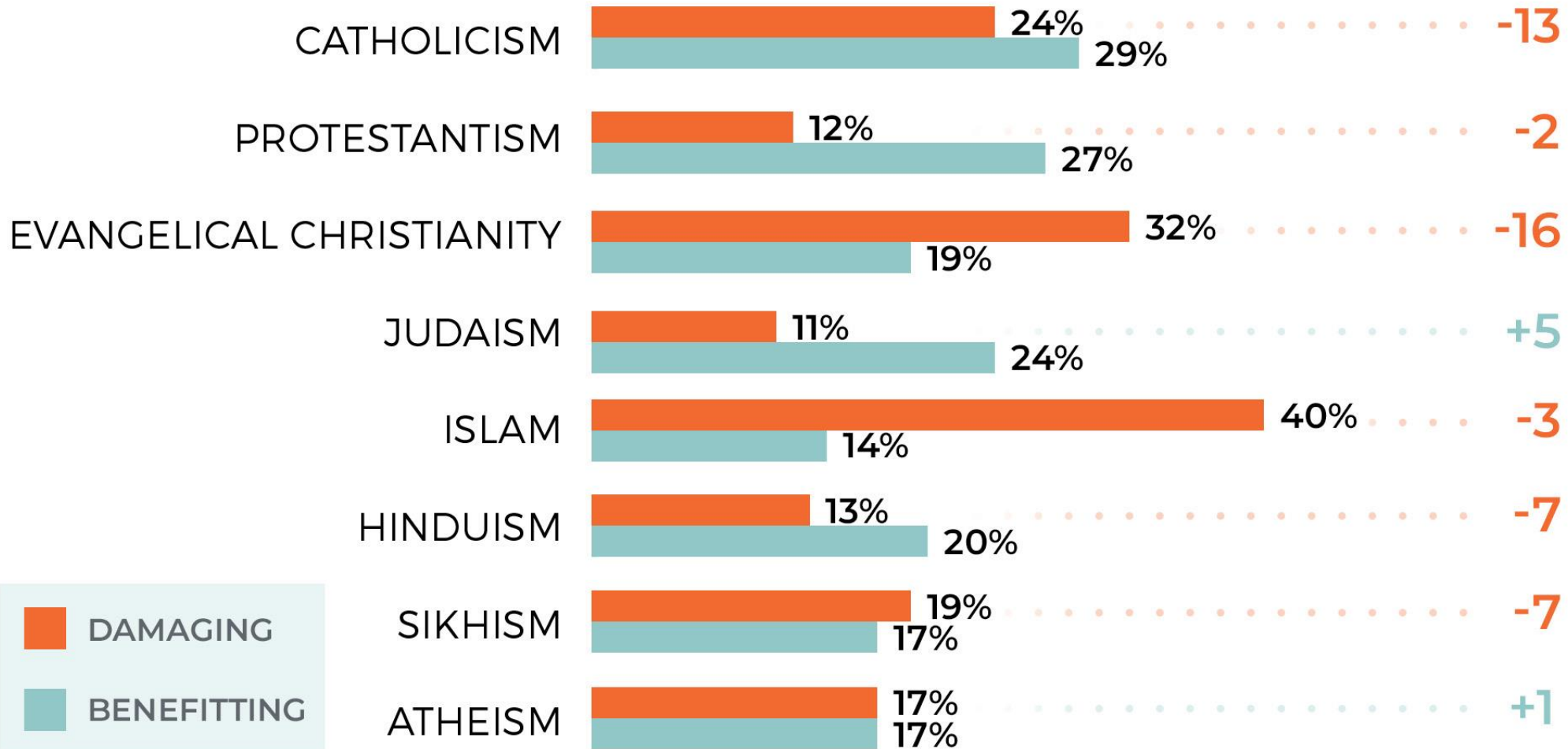


RELIGIOUS POPULATIONS IN CANADA



DOES THE OVERALL PRESENCE OF THESE GROUPS IN PUBLIC LIFE **DAMAGE** OR **BENEFIT** CANADIAN SOCIETY?

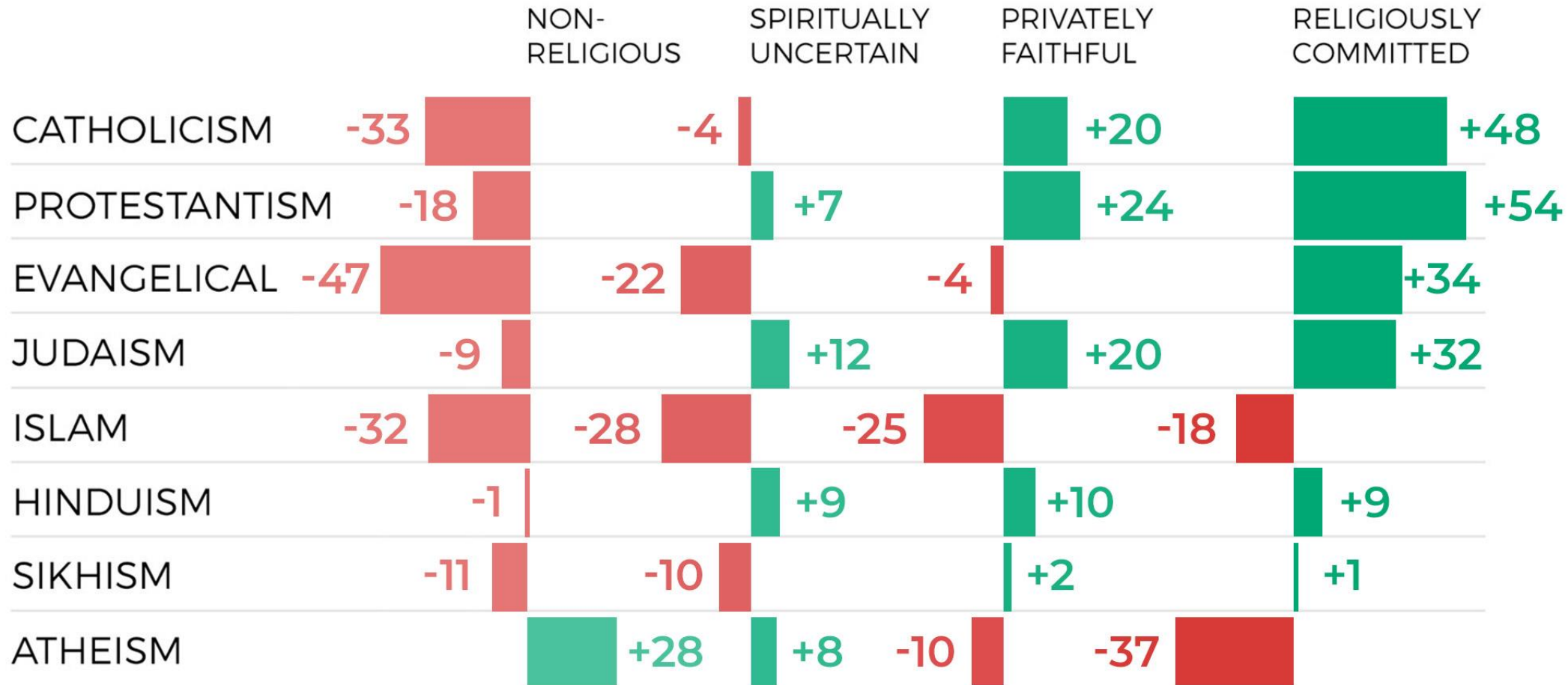
CHANGE FROM 2017



Source: Angus Reid Institute/Cardus 2019



IN YOUR VIEW, WOULD YOU SAY THE OVERALL PRESENCE OF EACH OF THESE IN CANADIAN PUBLIC LIFE IS **BENEFITTING** OR **DAMAGING** CANADA AND CANADIAN SOCIETY?





$$y = 2 \times 2 \times 3^x$$

$$4x = 8 - 3y^2$$

Framework - (History + Data) = Faulty way forward

$$x = \frac{b + (a - c)}{\sqrt{a}}$$

$$(x - y^2)$$





AWARENESS

A photograph of a group of people in business attire. In the foreground, a man in a dark suit is shaking hands with a woman in a dark blue blazer. In the background, a woman with glasses is laughing. A green horizontal banner is overlaid across the middle of the image, containing the word "AFFIRMATION" in white, bold, uppercase letters.

AFFIRMATION

A group of diverse business professionals are gathered around a table in a meeting. In the foreground, a man in a blue patterned suit jacket and a woman in a teal top are smiling and looking at a laptop. Another man in a white patterned shirt is pointing at the screen. In the background, a woman with long hair and a man with glasses and a beard are also engaged. A coffee cup is on the table. The scene is set in a modern office with wood-paneled walls.

ENGAGEMENT



ACCOMMODATION

CHALLENGE

WILL **#CANADA2020** FIGURE OUT HOW TO
RESPECTFULLY LIVE TOGETHER IN DIFFERENCE?



CHALLENGE

WILL **#CHRISTIANBUSINESS2020** BE
LEADERS IN CHANGING THE PUBLIC STORY
BY THEIR WORDS AND DEEDS?





THANK YOU

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 *@rpennings*

CARDUS

cardus.ca