

# The Canadian Centre for Men and Families (CCMF)

## Project Brief

### Mission

The mission of the Canadian Centre for Men and Families is to establish a space in Toronto that will provide services, research, outreach and public education on all aspects of issues related to boys, fathers, men and families through a network of community groups across the country dedicated to creating a better future for our sons and daughters through mutual understanding and compassion.

### Scope

CCMF will build on and work in collaboration with existing groups dedicated to boys' and men's issues by providing a venue where organizations that share the overall mandate of the CCMF, including receptive and supportive women's groups, may establish themselves and work together.

### Governance

The Canadian Association for Equality (CAFE) will lead the Management Committee of the CCMF. The Management Committee will also be constituted of Advisors from related organizations.

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### Goals

The CCMF will distinguish itself in three critical ways:

- \* The CCMF will be *dedicated to boys' and men's issues on their own terms* and not approached through a particular ideological lens.
- \* The CCMF will focus on the *breadth* of boys' and men's issues, including:
  - The "Boys' Crisis" (education, bullying, suicide) - Creating a new sense of purpose for our sons
  - Workplace Issues (e.g. workplace safety)
  - Educational and other resources to improve the mental and physical health of boys and men
  - Family Law and Fathers Issues
  - Empowering boys and men with communication skills rather than violence
  - Crime and Punishment/Legal Issues
  - Media, Social and Cultural Misandry
  - Academic Misandry (e.g. in Gender Studies and Culture Studies programs)
- \* The CCMF will work on these issues *in depth* by engaging in a wide variety of actions and activities all with a Canadian outlook and focus, including:
  - large public educational events and conferences
  - evidence-based research, policy writing, and engagement with the press
  - multimedia, such as blogs, social media, and the broadcast of podcasts and videos
  - social service provision

- campus outreach to a growing network of university student groups
  - lending library
  - political action: meetings with politicians, protests, rallies
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**Target Fundraising Goal: \$50,000 - \$75,000**

This range provides some options for financing the initial 2 years of this project:

**Lower estimate (~\$50,000):**

- Office Option: 600 square feet on a major Toronto thoroughfare: \$1000/month
- Part-time Executive Director: \$1000/month

**Higher estimate (~\$75,000):**

- Store-Front Option with more visibility and floor space: \$1500/month
  - Part-time Executive Director: \$1000/month
  - Additional operational, administrative and professional expenses: \$500/month
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**In Memory of Earl Silverman**

Earl Silverman, a man with passion who had felt the personal trauma of partner abuse from his ex wife, hung himself on April 26, 2013 in the garage of his recently sold home. Earl had dedicated his life to raising awareness of male victims of Intimate Partner Violence (IPV). For 20 years Earl was a persistent force in lobbying governments at all levels to obtain funding for male victims of IPV. The Canadian Centre for Men and Families is driven by the goal of growing an institution that will give perpetual meaning to Earl's life-long efforts.

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**Expertise**

CAFE has established a track record in successfully raising awareness and generating meaningful dialogue as well as fostering better awareness and understanding of boys'/men's issues with intense media coverage and high attendance at the following diverse events in the last 15 months:

**Dr. Katherine Young and Dr. Paul Nathanson**

From Misogyny & Misandry to Intersexual Dialogue  
Topic: Cultural and legal issues surrounding gender

**Dr. Warren Farrell**

Boys to Men: Transforming the Boys Crisis into our Sons' Opportunities  
Topic: Boys issues

**Lionel Tiger**

The Decline of Males

Topic: Cultural and anthropological issues related to gender

**Barbara Kay**

From Women's Rights to Feminist Wrongs: Contempt for Men in Contemporary Society

Topic: Fathers' issues and family courts

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**Sample of CAFE Media Coverage**

City TV <http://tinyurl.com/d6o7cu>

Huffington Post <http://tinyurl.com/cq6ls6c>

MacLeans <http://tinyurl.com/obxq24t>

CHCH TV <http://tinyurl.com/o2dvsp5>

Sun TV <http://tinyurl.com/lcskbw4>

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**Planning committee**

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