



Are you concerned about attacks on Canada, its history, institutions, and civilization?

Canadian universities using DEI
statements to force conformity of thought

National Post, February 13, 2023

Federal government effectively
declares Red Ensign a hate symbol

- National Post, June 30, 2022

**Minority professor denied grants
because he hires on merit: 'People
are afraid to think'**

- National Post, November 24, 2021

Winston Churchill statue in downtown
Edmonton vandalized with red paint

- Global News, June 17, 2021

**Prolific offender with hundreds of police
files released in Kelowna, again**

Western Standard, August 24, 2022

How to safeguard your legacy and renew Canada's: A message from the president



The Canada I grew up in was one where most Canadians believed in the goal that Martin Luther King Jr. famously enunciated in 1963 for his own country: that men, women, and children would one day be judged not “by the color of their skin but by the content of their character.”

Thus, all my life I've looked at people as individuals and fought for equal opportunity. I've fought for free enterprise so everyone can live with dignity, pay their mortgage, and feed their kids; for average taxpayers; for the natural resource industry whose workers and livelihoods are under attack by anti-economic reality vandals; for spending on the poor and not the politically-connected; and for the equal treatment of all and special privileges for none.

I've lobbied and written entire books on why governments should spend smarter, tax less, and stop harming our property rights; why responsibility and not chronic victim-thinking matter; and why our civilization is too valuable to cede to those who cancel history just because it—as with every one of us—is imperfect.

I've also tried to help others advance a freer, more flourishing Canada. One example is a study on “honour killings” I commissioned to expose the danger of some cultural beliefs to immigrant women. That report went viral and it found a champion in then-federal cabinet minister Rona Ambrose. That was a groundbreaking analysis of a new threat to freedom and how it affected the most

vulnerable. Such innovative and frank policy work is exactly what I'd like to help advance in the future because everyone deserves the opportunity for a better life.

Everyone's family built Canada

Just before the Great Depression one of my grandmothers cleaned homes in Edmonton to help her family stay afloat. During the 1930s, my grandparents on both sides worked their farms to eke out a living. In the depths of the early 1980s recession, my mom worked at a Sears coffee shop to help pay the bills.

That's how my family helped build Canada. Your family likely has similar stories.

We face new challenges today from those who are anti-reality and anti-responsibility, and who see only past problems but not Canada's virtues. The board and I want to help every Canadian, including younger and newer Canadians, focus on building Canada up. If you want to help advance common-sense reason, democracy, and civilization in Canada, please read on.

Thank you,

Mark Milke

President

The Aristotle Foundation for Public Policy



FOUNDATION FOR PUBLIC POLICY

Championing Reason, Democracy and Civilization



Who We Are

The Aristotle Foundation for Public Policy is a new charitable think tank that will renew a common-sense approach to public discourse and public policy in Canada.



Vision

A Canada where the sacrifices and successes of past generations are cherished and built upon; where citizens value each other for their character and merit; and where open inquiry and free expression are prized as the best path to a flourishing future for all.



Our Mission

To champion reason, democracy, and civilization so all can participate in a free, flourishing Canada.

Our Unique Approach

We will anchor our work in data and statistics but we will also:

- **Use history** to challenge shallow opinions in the present;
- **Relentlessly market our work through every “old” and new medium available;**
- **Challenge corrosive and faulty ideas in the education system** by reaching 100,000 young Canadians over the next five years.



Our Theory of Change: The Idea Culture is Critical

Ideas—what people believe—come first in any change for ill or good. Politicians then follow such ideas with policies and laws, not the other way around. We will change Canada's idea culture.

CANADA: A SUCCESS STORY

THE FACTS

From the first arrivals 20,000 years ago to those from Europe, Asia, and Africa, all built modern-day Canada and made it the success it is. Its foundational principles are the rule of law, equality of the individual, shared humanity, scientific progress, freedom, and free enterprise. These values made Canada full of opportunity, ever-more welcoming to diverse peoples, tolerant, and with freedoms hard-won over the centuries with spent blood and treasure.

THE PROBLEM

Despite those striking achievements, simplistic narratives have taken root. That's why:

- Previous generations of Canadians are compared not to other countries in 1867 or 1960 but to today and even to utopian expectations of perfection;
- The charge of racism is now flung about carelessly with accusations that incomes, success, and Canada itself all result from "privilege" and racism;
- Cancel culture takes aim at Canada's history our founders, and even churches;
- The idea of a shared and universal humanity is disappearing. Canadians are increasingly not defined by the content of their character and their achievements, but by colour, ethnicity, and gender;
- Government directed privilege trumps merit, free enterprise, and earned respect;
- The notion of objective reality is threatened with reason, science, and even math attacked as racist;
- Free thought and free inquiry are discouraged, muted, and self-censored in schools, universities, media, corporations, politics and social media. Nuance and debate are "out" and extremism, mob behaviour, and monocausal explanations for perceived ills are in.

THE RATIONALE FOR A NEW THINK TANK

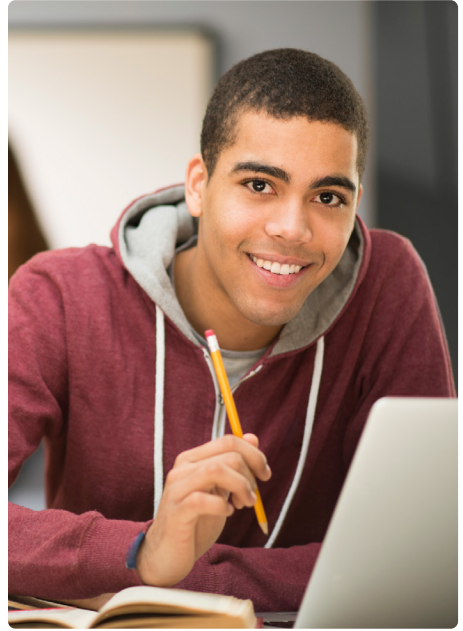
www.aristotlefoundation.org

All the foregoing has led to a reckless new narrative: That past generations and their ideas and ideals—free expression, free enterprise, private property, religious freedom, equality of the individual, self-responsibility, and the rule of law—were inherently faulty.

This narrative has led to the notion that top-down, controlled outcomes are preferable to free expression and free inquiry, and to equality of opportunity and diverse paths. This narrative also undermines the vision of a shared humanity and empathy for others.

Across the education system from kindergarten to university all of these damaging notions—and many more—are being taught to your children and grandchildren in ways that are little different from indoctrination.

The result will be a poorer Canada in every sense. That is why one of our goals is to reach students with facts, reason, and stories of how Canada was built into a flourishing success story—for everyone.



THE REMEDY



ARISTOTLE

FOUNDATION FOR PUBLIC POLICY

Championing Reason, Democracy and Civilization

The first think tanks in the world were created by philanthropists in the 19th century to fight slavery—and they prevailed. In the 20th century, a new generation of donors funded think tanks to save free enterprise—and they prevailed.

Policy and politics are downstream of culture. The Aristotle Foundation for Public Policy is unique because it will look at the ideas that shaped and continue to shape Canada. We will challenge harmful claims and trends in the public square. We will replace them with facts and laudable, helpful ideas. Your legacy and Canada's can be greatly helped by being a visionary philanthropist.

"What people believe determines how they behave, who they vote for, what laws and rules they embrace, and what kind of system they'll work to achieve. Change ideas and you can change the course of history."

Economist Lawrence Reed, Investing for Ideas

Why name it after Aristotle?

Aristotle asserted that reality and reason matter to solving problems; ancient Greece was an incubator for experiments in democracy; Athenian citizens debated justice and the good life. All such elements—reason, democracy, and civilization—yet matter today to human flourishing.

Mandate. We will:

- Educate, inform, and equip the public using reality-based analysis and informed history;
- Celebrate human progress in the last 500 years including the Enlightenment emphasis on reason and science; the growth of democracy and freedom; the institutional separation of individuals and communities from the state; and the centrality of the individual in law and policy;
- Emphasize shared humanity by publicizing how success always arises through openness to the ideas and best practices of other civilizations regardless of origins.

We will impact Canada for the better by asking what the “good life” looks like. We will share our ideas through:



Innovative Analysis



Our website



Indices



Webinars



Columns and books



Debates and interviews



Video commentaries and podcasts



Speeches



Social and traditional media



Student seminars

**The Aristotle Foundation has charitable status.
We now need your help to renew Canada.**



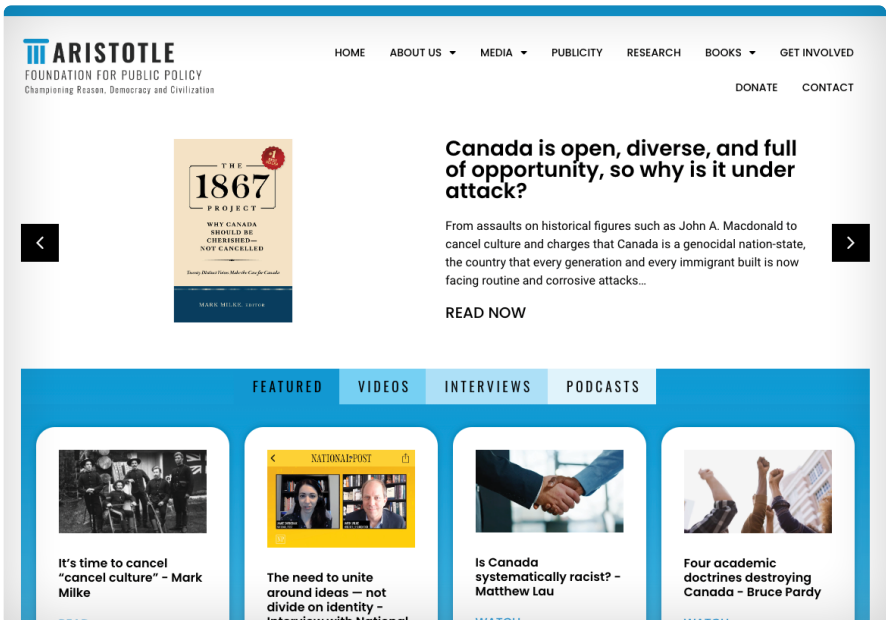
Our recent history and launch

- received charitable status in early 2023
- launched a new website in mid-2023
- released our first book, *The 1867 Project: Why Canada Should Be Cherished—Not Cancelled*



Aristotle's website is designed to

- imitate Amazon and high-volume websites that provide the viewer with multiple sources of entry based on content that captures their attention;
- enable the Foundation to address people's interest in our work and help us strategize content based on empirical data;
- market Aristotle's "products"—the research including books, columns, videos, reports, and more—i.e., Coke, and not Coca-Cola Ltd., this to better reach and educate the public.



Aristotle Foundation videos

The Foundation's launch included multiple videos to market *The 1867 Project* and introduce viewers to the Aristotle Foundation. In one video, Aristotle's founder and president Mark Milke, explained the need for the new think tank.

- Four *1867 Project* authors created two-minute videos to showcase their *1867 Project* chapters. Their videos are akin to movie trailers. A screenshot of one author, Matthew Lau, is below. In the video, Lau explains why Canada is not systemically racist.



- Chuma Chukwulozie, an engineer who immigrated to Canada, explains why he supports the Aristotle Foundation and why he loves Canada!





Publicity




The launch of *The 1867 Project* and the Aristotle Foundation went “viral”

- *The 1867 Project* became an Amazon #1 Amazon bestseller on Canada Day. The book even beat Spiderman on Hot New Releases!

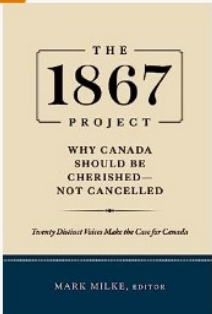
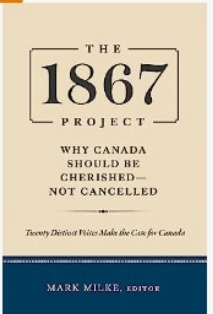
Amazon Hot New Releases

Our bestselling new and future releases. Updated frequently.

Hot New Releases in Books

| #1 | #2 | #3 |
|--|---|--|
|  |  |  |
| <p>The 1867 Project: Why Canada Should Be...</p> <p>> Mark Milke</p> <p>★★★★☆ 4</p> | <p>Iron Flame</p> <p>> Rebecca Yarros</p> <p>Hardcover</p> | <p>Spider-Man: Across the Spider-Verse: The Art of the Movie</p> <p>> Ramin Zahed</p> |

Results

| Bestseller | Bestseller |
|--|--|
|  |  |
| <p>The 1867 Project: Why Canada Should Be Cherished—Not Cancelled</p> <p>by Mark Milke</p> <p>Paperback</p> <p>\$25⁰⁰</p> | <p>The 1867 Project: Why Canada Should Be Cherished—Not Cancelled</p> <p>by Mark Milke</p> <p>Kindle Edition</p> <p>\$9⁹⁹</p> |

- 1



Greg Piasetzki: John A. Macdonald saved more Indigenous lives than a...

2



Even those saying Indigenous land acknowledgments don't...

3



France arrests more than 1,300 people after fourth night of rioting over...

A black and white portrait of John A. Macdonald, the first Prime Minister of Canada. He is shown from the waist up, standing and facing slightly to the right. He has a receding hairline and is wearing a dark suit jacket over a light-colored vest and a white shirt with a dark tie. He is holding a pipe in his right hand. The background is a simple, light-colored wall.

Some people want to cancel Canada.

Our contrarian advice: Buy them *The 1867 Project* instead.

THE
1867
PROJECT
WAS CANADA
BUILT BY
CONSENSUS –
NOT UNCEASED

From Stephen Harper, Mark & Rachel Johnston

NOVE DEAR, 2016

Buy *The 1867 Project* at Amazon.ca and see more at www.1867project.ca

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OUR GOAL

\$5 million over three years to reach Canadians with facts and informed history*

To enable us to move quickly to have a real impact on public discourse, the board of the Aristotle Foundation aims to secure \$5 million in charitable donations over three years to impact Canada for the better:

- Research, publish, and market work that replicates the just-released bestseller success of our first book, ***The 1867 Project: Why Canada Should Be Cherished—Not Cancelled***
- operational and staff costs
- research programs that **champion common-sense reason, democratic reform, and renewal of civilizational norms**;
- **analyses of ideas now taught** to students and young adults in schools and universities;
- **marketing costs** to widely disseminate all work be it fact sheets, videos, memes, columns, podcasts, and interviews, including marketing of our work to 100,000 students and young adults over the next three years.
- **data and research** for topics such as cancel culture, free expression and free inquiry; parental rights and the protection of children and families; urban issues including crime, housing, and homelessness; race and incomes; how to properly anchor First Nations in opportunity and prosperity, and facts on Canada's history which more accurately reflect the country's successes and progress;

* The Aristotle Foundation is a registered charity and you will receive a tax receipt. To maintain our independence, we neither seek nor will we accept government funding.



"Prepare to be surprised: Serendipity is not a strategy, but some of the great achievements in public-policy philanthropy were unexpected."

John Miller and Karl Zinmeister, Agenda Setting

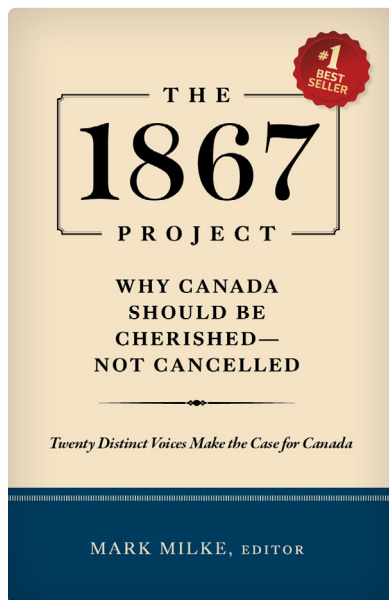
YOUR SUPPORT WILL ensure that your values and your family's sacrifices to build a better Canada are reflected in the country we continue to build together.

YOUR SUPPORT WILL allow for the Aristotle Foundation to have an immediate, practical, positive impact.

- Consider making a three-year commitment to ensure your legacy is one of lasting impact.
- Whether you are named as a donor is up to you.

For more information or to be added to our email list, please contact us at info@aristotlefoundation.org or visit www.aristotlefoundation.org.

YOUR SUPPORT WILL be matched DOLLAR FOR DOLLAR by a generous donor who will match all donations up to \$500,000.



About the board

Troy DeSouza

Founder of Dominion GovLaw LLP

Elan Harper

Vice President, StrategyCorp Inc.

David Hood

CEO of geolOGIC systems

Dr. Jack Mintz

Economist and founder of the University of Calgary School of Public Policy

Kim Moody—Chair

Founder and CEO,
Moodys Tax / Moodys Private Client

Roy Ratnavel

Former Executive Vice-president,
CI Global Asset Management

Patrick Ward

President and CEO,
Aqua Solutions Inc.

About the founder and president

Mark Milke, PhD

A public policy analyst, author, and columnist with six books and dozens of studies in the last two decades, Mark edited the Aristotle Foundation's first book, *The 1867 Project*, authored by 20 distinct Canadians, which is an Amazon bestseller. His past and present work, accomplishments, and volunteer activity include:

- Policy work published by think tanks including the Fraser Institute, Frontier Centre, the Montreal Economic Institute, Canadian Energy Centre, Canadian Taxpayers Federation, Cardus, American Enterprise Institute, Heritage Foundation, and the Centre for European Studies.
- Two years' experience with a major donor to help create an internal guideline for free market/freedom-oriented giving in North America; co-founder of the think tank SecondStreet.Org.; lead architect of the United Conservative Party election platform and principal policy advisor to then-opposition leader Jason Kenney in 2018 and 2019.

"Mark has a knack for two things: identifying issues on the horizon, and presenting complicated ideas and arguments into a digestible, understandable format."

**Troy Lanigan, president
of the Manning Foundation**

- Volunteer president of the Sir Winston Churchill Society of Calgary since 2016; volunteer president of Civitas, A Society of Ideas, in 2015 and 2016.
- A regular columnist whose commentaries have appeared in the *Globe and Mail*, *National Post*, and *Maclean's*.
- Mark's PhD is in International Relations and Political Philosophy (University of Calgary). Born and raised in Kelowna, British Columbia, Mark lives in Calgary and is an active hiker, skier, and runner with an interest in architecture, photography, cities, and history.

"The tipping point for my involvement in The Aristotle Foundation was when my youngest child came home from school with the 'privilege wheel' which was supposed to help him identify his 'privilege' along the lines of race, sexuality, religious affiliation, etc. He was being taught that Canada is systemically racist. In response, I wanted to align myself with people who could help renew a common-sense public discourse and approach to public policy that uses history as context to champion reason, democracy and civilization so all can participate in a free, flourishing Canada."



- Kim Moody, founder and CEO, Moodys Tax / Moodys Private Client

"Free speech is a non-negotiable Western value. It is the core not just of Western civilization, but of our identity. I believe the Aristotle Foundation embodies this value."

- Roy Ratnavel, former vice-president CI Financial and author of Prisoner #1056

"I support the Aristotle Foundation as it is one of the very few think tanks addressing Canada's success in providing peace, order, and good government to all of its citizens. Given our different cultural and historical backgrounds in Canada, we should celebrate our achievements in creating one of the most prosperous countries in the world."

- Dr. Jack Mintz, economist and founder of the University of Calgary School of Public Policy

"The voices of many Canadians have effectively been silenced by loud voices coming from the fringes of society which shout down any views but their own. Respectful public discourse is fundamental to civil society and democracy. I support the Aristotle Foundation because it provides an important forum for substantive discussions about public policy, and a common-sense approach to topics that matter to Canadians."

- Elan Harper



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