



Humanists
INTERNATIONAL

STRATEGY

2018 - 2020

UPDATED 2019

humanists.international



STRATEGY

2 0 1 8 - 2 0 2 0

UPDATED 2019

Current situation, challenges, opportunities and 2020 vision

Humanists International is the voice of a global movement and an influential, highly reputable player in the broader human rights movement. We are a very small International Non-Governmental Organization (INGO) in terms of staffing and turnover, but punch well above our weight in influence and impact.

This is down to our dedicated and highly strategic Board, motivated and hard-working staff, an engaged and supportive membership, and a network of active volunteers. Humanists International is a unique democratic organization, growing all the time. We have decades of experience campaigning on human rights issues and humanist ethical concerns and a bright future.

This strategy is framed within the context of rapidly changing political settlement around the world. The re-emergence of reactionary populism, nationalism and politicised religious authoritarianism poses a threat to the core values of the humanist movement. The rise of a well-funded and influential anti-humanist and anti-secularist movement of international religious organizations, supported in many



cases by academics and states themselves, is having a regressive effect on the development of many governments' foreign policies and a destructive effect on international institutions.

The principles of universal human rights and liberal secularism seem under more pressure now than at any time in the last 50 years. There is a significant risk that the fracturing of the principle of universal human rights (that they apply to everyone equally and that the individual's autonomy and dignity comes before any 'group' rights) could undermine many of the world-leading achievements of the post-war humanist movement.

In an increasingly crowded international market for both publicity and funding, Humanists International will have to work creatively



to ensure that our important work attracts the support it deserves. But Humanists International is a unique voice in the world: the reputable, professional, and respected umbrella organization advocating on behalf of the humanist movement globally and which is democratically governed by its membership.

Demographic secularization in all societies will benefit our movement as more and more people discover that humanism is the word for their ethical and responsible non-religious worldview. Increasing economic development and sense of social responsibility around the world should mean whole new audiences are both willing and able to support our work, if we can reach them and engage them.

As an advocate for progressive values and a driver of change, Humanists International has a reputation, at all the institutions where we work, as a source of clear, principled, and evidence-driven policy leadership. We provide unique and highquality research, information, and leadership on key humanist issues. Looking towards 2020 we must improve the service we deliver to our members, so that they value membership with Humanists International as a cost-effective way of influencing the global agenda. Communicating the value of Humanists International membership and devising new and creative ways of supporting our members will be crucial to achieving our mission.

“Demographic secularization in all societies will benefit our movement as more and more people discover that humanism is the word for their ethical and responsible non-religious worldview.”

There are many exciting opportunities. We will continue to work flexibly and adapt to them as they arise, at the same time working to achieve planned and structured growth for our network.

Thank you for your support in this endeavour,

Andrew Copson
President



A MESSAGE FROM OUR CEO

I am delighted to share this strategy document with you. It was developed by the elected Board with input from the staff team and it guides all our work as an organization.

We are in a period of development as an organization, exemplified by the growth of humanism in our priority regions of Latin America, Africa and Asia. And our own staff team has increased from two to five members over a matter of three years.

“This planned and structured growth is borne of innovative renewed engagement with our Member Organizations and supporters around the world.”

This planned and structured growth is borne of innovative renewed engagement with our Member Organizations and supporters around the world.

This updated document is also the first edition of our Strategy guide that features our new trading name of Humanists International, and our exciting new branding. Our new branding combines a respect for the universal symbolism of Humanism, the 'Happy Human', with a bold and energetic new style. We hope you like it!

Thank you again for your support.

Gary McLelland
Chief Executive

OUR VISION, MISSION AND AIMS

On the following pages you will learn about **our objectives** and how we are working for a **better world**

OUR MISSION

“Our mission is to be the **global representative body of the humanist movement**, uniting a diversity of non-religious organisations and individuals. ”



OUR VISION

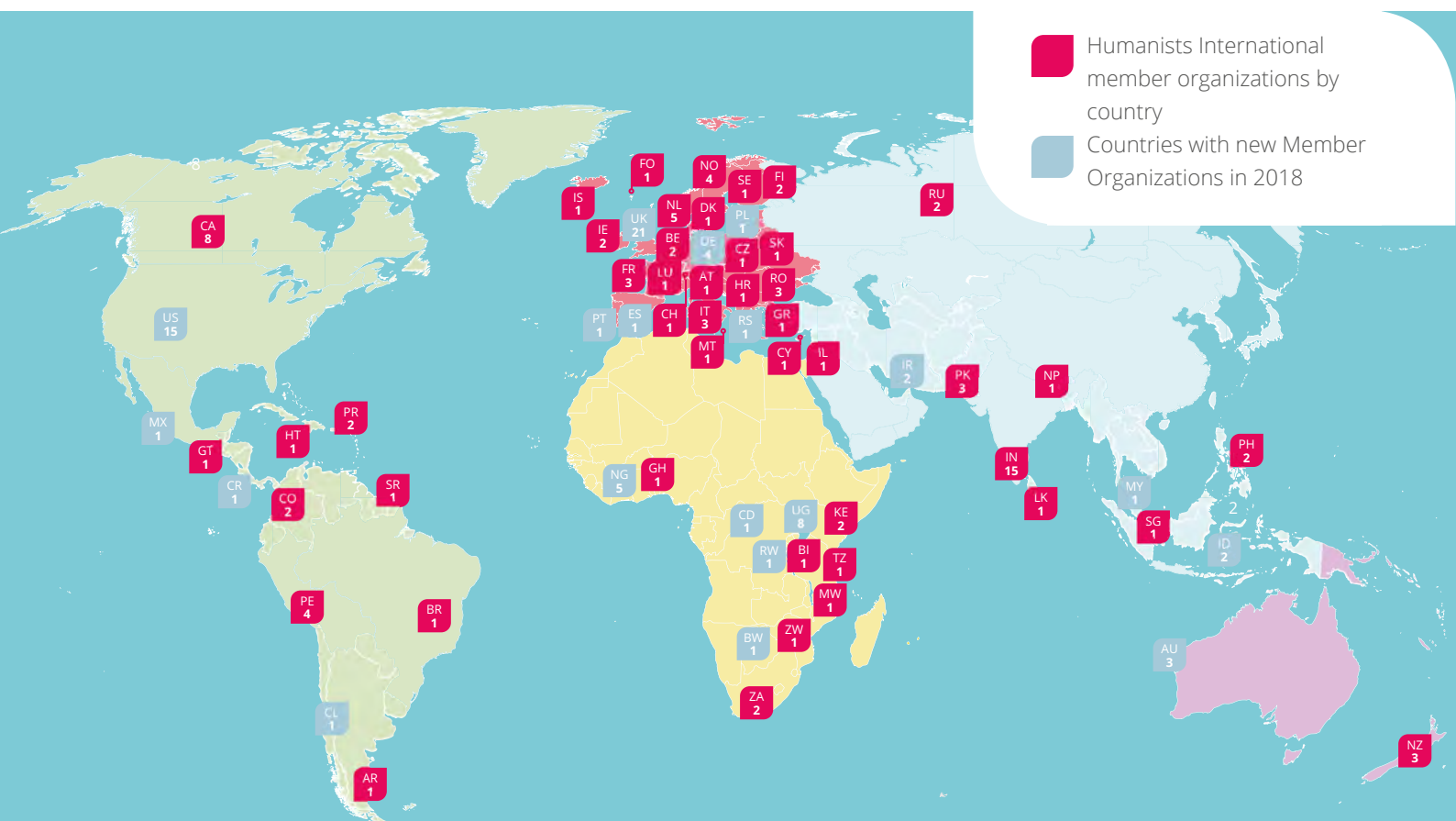
“ We want everyone to live a life of dignity **in a world where universal human rights are respected and protected**, and where states uphold secularism. We work **to build, support and represent the global humanist movement**, defending human rights, particularly those of non-religious people, and promoting humanist values worldwide. ”

AIM 1

We will have **successful and sustainable member organisations** in every part of the world

DESCRIPTION

We will provide funding, training, intellectual resources and other support to stimulate, encourage and foster new and emerging humanist and other relevant organisations. We will concentrate our efforts in priority regions, but also operate opportunistically to support organisations as and where they arise.



STRATEGIC OBJECTIVES

- We will increase the number of member organisations
- We will have member organisations in every region of the world
- We will provide funding to our member organisations
- We will support our member organisations to be more effective, resilient and sustainable
- We will have a clear and transparent process for membership applications and fees
- We will engage with online and informal groups

AIM 2

We will create a **coordinated global movement** by supporting and developing our network







Humanists International brings together member organizations and individual humanists to cooperate on global issues.

DESCRIPTION

We will bring together organisations of all non-theistic traditions, and the individuals engaged in the work of those organisations, to share experiences and good practice. We will support our member organisations to learn from each other, take joint action and become more involved in our work. We will support humanists at risk around the world, and encourage others to do so.

STRATEGIC OBJECTIVES

-  We will lead joint campaigns within our network
-  We will facilitate twinning programmes between member organisations
-  We will have a successful youth section
-  We will be a more recognisably international organisation

AIM 3

We will influence and shape
**international and regional
government policies**








Humanists International works at the United Nations Human Rights Council, and other international institutions, to promote human rights and humanist values

DESCRIPTION

We will maintain delegations at priority international institutions to represent the global movement and advance our policies. We will work in cooperation with other NGOs and mobilise our member organisations to lobby their governments in support of initiatives that advance our policies.

STRATEGIC OBJECTIVES

-  We will review our current policy and create new policy on relevant matters
-  We will be the voice of the global movement at international institutions
-  We will support existing and new volunteer delegations around the world
-  We will promote an awareness and understanding of the global situation of law and policy regarding the non-religious
-  We will communicate effectively with our key audiences

AIM 4

We will have sufficient **reputation, resources, and effectiveness** to achieve our objectives










A panel event in parallel with our General Assembly, 2017. Our Member Organizations come together every year to form the democratic core of Humanists International and to elect our Board.

DESCRIPTION

We will expand our staff and volunteer team. We will secure funding from multiple sources, including individual donors, member organisations, national and regional governments and grant-making bodies.

STRATEGIC OBJECTIVES

-  We will raise more money
-  We will develop and sell merchandise
-  We will be a recognisable brand within the global movement
-  We will be governed by a diverse and effective Board
-  We will ensure our finances are managed effectively
-  We will increase our staff team
-  We will recruit more volunteers to support us



Humanists
INTERNATIONAL



humanists.international



[/humanistsinternational](https://www.facebook.com/humanistsinternational)



[/humanistsint](https://twitter.com/humanistsint)



office@humanists.international



+ 44 20 7490 8468