

Craig Kielburger

Co-Founder Free The Children, Me to We and We Day

Please contact a GDA agent for information.

Topics

- Activism / Philanthropy / Civic Engagement
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- Children and Youth Health
- Corporate Social Responsibility
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About Craig Kielburger

Craig Kielburger is an internationally acclaimed speaker, social entrepreneur and *New York Times* bestselling author. He is the co-founder of a family of organizations dedicated to shifting the world from 'me' to 'we.'

In 1995 at 12 years of age he co-founded Free The Children. Today, he remains a full-time volunteer for the organization. What began as a group of kids working out of a garage now has more than 2.3 million young people annually involved in its programs.

Free The Children works in eight developing countries, providing a holistic and sustainable development model, including education, clean water, health care, food security, and alternative income programs. The organization has built over 650 schools and school rooms, and provided permanent sources of clean water to more than one million beneficiaries.

In North America and the United Kingdom, We Act & We Day provide comprehensive service learning programs to 10,000 schools. Every year 200,000 students earn their free ticket through service projects to attend 14 We Day stadium celebrations. The event brings together some of the world's greatest icons of social change and celebrities such as Elie Wiesel, Archbishop Tutu, Malala Yousafzai, Sir Richard Branson, Prince Harry, Jennifer Hudson, Demi Lovato, Jennifer Lopez and Magic Johnson.

Alongside his brother Marc, Craig is also the co-founder of Me to We, an innovative social enterprise that seeks to support the work of Free The Children by providing socially conscious products and experiences. It employs over 1,200 artisan women in developing countries, who produce Me to We products available in thousands of stores. The social enterprise also operates international volunteer hosting programs, welcoming youth, families, and corporate clients such as KPMG and Virgin Atlantic.

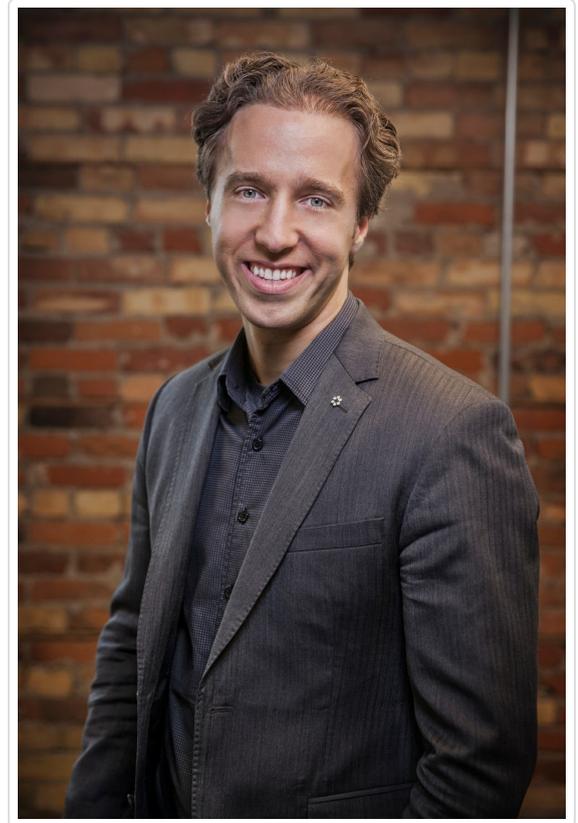
Craig has published 12 books, and he and his brother Marc co-author three weekly syndicated columns on global affairs and socially conscious living printed in over thirty newspapers.

Craig holds a degree in peace and conflict studies from the University of Toronto and is the youngest-ever graduate of the Kellogg-Schulich Executive MBA program. Voted by Canadians in a Reader's Digest poll to be one of Canada's most trusted influencers, he holds 16 honorary doctorates and degrees, and has received the Order of Canada, the Roosevelt Freedom From Fear Medal, and the World Children's Prize for the Rights of the Child.

Craig's work has been featured with multiple appearances on The *Oprah Winfrey Show* and *60 Minutes*, as well as in *National Geographic*, *TIME*, Reader's Digest and *The Economist*. He's also been a panelist on CBC's Canada Reads.

Select Keynotes

- **Making Caring Cool Again: Engaging and Inspiring Next Generation Philanthropists**



In the age where selfies and the “me” not “we” mentality is more prevalent than ever, how do parents raise caring and compassionate children and set them on a life path for success and start a family tradition of giving back?

WE is the answer. In this speech, leading social activist, New York Times best-selling author and co-founder of the WE movement, Craig Kielburger will share an insider’s perspective on empowering today’s youth and offer tips that will help families find their North Star in values that will engage kids in philanthropy for a lifetime.

With a life-time of first-hand experience working with young people, combined with a wealth of research and interviews with experts from the philanthropic and education worlds, and by learning from expert partners such as Foundation Source, Craig will help give families the tools to inspire families to find their cause, rally together and set up young people to become stewards of their family’s legacy and become the next generation of world change-makers today.

- **ME to WE: Making Doing Good, Doable**

In this uplifting, inspirational, and deeply personal speech that will bring forth laughter and emotions from all audiences, Craig will share his moving story about how he started a movement to change the world when he was just 12 years old and brought a newspaper clipping to class about a young boy in Pakistan who was killed for speaking up about child labour.

His group of twelve 12-year-olds led him to Oprah Winfrey’s couch where she vouched to help him build 100 schools, changing thousands of lives around the world, and careening Craig’s to new heights. Over two decades later, Craig is the leader of WE, an organization responsible for building thousands of schools and school houses around the world, helping millions of people lift themselves out of poverty.

In their two decades of humanitarian work, Craig and Marc Kielburger have visited dozens of countries, meeting people from all walks of life. They have learned from some of the greatest leaders of our time, including Nelson Mandela and Mother Teresa, and have shared simple meals with families struggling in the world’s slums and war zones. Along the way, they have discovered a simple but profound truth—that anyone has the power to change the world, and that real fulfillment starts with having the courage to reach out and help others.

By sharing the ME to WE philosophy, described in their New York Times bestseller, *ME to WE: Finding Meaning in a Material World*, Craig will provide your audience with,

- The inspiration for you to discover your own purpose and help you start your own journey to make a difference;
- Provide tangible tips for anyone to make a difference – whether as a parent, student, front-line staff or CEO.

- **The WEconomy: How Your Company Can Profit from Purpose**

Purpose and profit are the greatest human motivators. WEconomy is the definitive roadmap for bringing the power of both forces together—achieving purpose with profit in your career, company, and changing the world.

We all inherently know that purpose is powerful, but in this speech, based on the revolutionary new book by Craig and Marc Kielburger and Holly Branson, *WEconomy: You can find meaning, make a living, and change the world*, Craig will share, how to unleash purpose within your career, company, and life goals. This speech will help you profit with purpose, whether you’re the one calling the shots or a junior employee looking to advance.

Custom building from your company’s unique mission, vision and values, Craig will celebrate with your team the inherent purpose of your company and the power you have to make a difference in the world.

In this talk, he will outline strategies to:

- ◊ Find a cause that drives your company and your career goals to new heights
- ◊ Boost employee productivity and their love for the company and mission
- ◊ Inspire brand fanatics to stay loyal to you, your company, and your cause
- ◊ Add a halo to your product, grow your geographic reach, innovate for “the next big thing”, engage Boomers to Gen Z, and much more!

- **The World Needs Your Kid: Raising Kids Who Care and Contribute**

Raising kids in a complex, fast-paced social world can be challenging. In this speech based on their international bestseller, *The World Needs Your Kid: Raising Children Who Care and Contribute*, Craig will reflect on deep, personal stories about his parents – both educators – and provide key insights on guiding children to be compassionate and engaged global citizens.

Craig and Marc Kielburger are experts in creating opportunities to engage young people in service learning. Through their charity’s WE Schools program, they annually engage over 25,000 educators and 15,000 schools around the world and give young people tangible ways to make a real difference locally and globally.

He will also share tips, stats and facts that he’s learned through extensive research, over a thousand interviews with experts on mentorship and early childhood development, and methods to engage kids in service learned from over 20 years of experience working with 15,000 schools engaged in WE Schools programming. These tips will have huge benefits that not only help them succeed academically, but become leaders and active global citizens with an understanding and empathy for the issues that face the world today.

I hope this is helpful. Let me know if you have any questions. Craig will customize and he is always happy to jump on a call with the client.

- **Unconventional Leadership: Lessons I learned from Oprah, Nelson Mandela, Grandma, and more**

In this highly interactive keynote that pushes the boundaries of traditional speeches with stunning videos, visuals and a choose-your-own-adventure delivery allowing audience members to pick the stories they want to hear, Craig shares actionable leadership lessons that anyone relate to and employ in their work, education or personal life.

Over the course of Craig's dynamic presentation, he will share powerful stories and lessons of leadership he and his brother Marc Kielburger have learned from their mentors and some of the world's greatest leaders, from Mother Teresa to Nelson Mandela. Relevant whether you are a company, association, community group, planning an educators conference or student leadership conference, participants will walk away with thought-provoking ideas and tips for creating personal and organizational change.

Select Book Titles

- **2014:** It Takes A Child
- **2013:** The Power of We Day: Moving the World from Me to We
- **2013:** The Power of We Day: Moving the World from Me to We
- **2012:** My Grandma Follows Me on Twitter: And Other First World Problems We're Lucky to Have
- **2012:** Living Me to We: The Guide for Socially Conscious Canadians
- **2011:** Lessons from a Street Kid
- **2011:** Living Me to We: The Guide for Socially Conscious Canadians
- **2010:** The World Needs Your Kid: Raising Children Who Care and Contribute
- **2010:** Global Voices (Global Voices Compilation: Volume 1)
- **2006:** Me to We: Finding Meaning in a Material World
- **2004:** Take More Action
- **2004:** Me To We: Turning Self Help On It's Head
- **2002:** Take Action!: A Guide to Active Citizenship
- **1999:** Free the Children: A Young Man's Personal Crusade Against Child Labor

Select Articles

- [Free The Children at 20: An unlikely Canadian success story](#)

Many people remember Craig Kielburger as the scrawny, strident boy who challenged Prime Minister Jean Chrétien to take a stand against child slavery during a Team Canada trip to India. Kielburger's precocious press conference hijacked Chrétien's Asian tour and launched the young activist on a change-the-world odyssey that continues to unfold. Today, he's often congratulated for his masterful plan to confront the prime minister overseas.

- [Multiple Articles](#)

Craig Kielburger The WE Pledge isn't just about us. When I take the Pledge, I'm not just making a promise to our organization. I am making a commitment to my family, my community, my country and the world.

- [Wednesday's National We Day marks the 50th such event staged by Free The Children.](#)

Launched in Toronto in 2007, We Day celebrates community-minded students; it aims to educate and inspire young people. We Day has been exported across Canada, to the U.S. and England — success that rests, in part, on the charity's embrace of business-style metrics that offer donors, sponsors and educators concrete measures of the program's impact. The Citizen spoke with Free The Children co-founder Craig Kielburger about that initiative.

Select Testimonials

"Craig Kielburger was extremely well received by our audience. He is a great speaker and even more a great person. Remarkable—I would highly recommend for future presentations."

— *Brian Keegan, University of Saskatchewan*

"Craig Kielburger's presentation was terrific—not only was it a fascinating and well-delivered story, but it was 'on-theme' by talking about how

some of his innovative ideas (i.e. social entrepreneurship, We Day) were brought to life.”

– *CMA Business of Ideas Forum Delegate*

“Craig Kielburger and Marc Kielburger are the embodiment of leadership.” -Graham Moysey, Head of International at AOL

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“Craig Kielburger’s closing presentation at Catholic Health Partners’ 2014 Governance & Leadership Symposium was engaging, uplifting, powerful, energizing and tailored on message to support key aspects of CHP’s transformation to assure our mission, values and strategic vision of the future.

– *Greg W. Smith, Communications Executive, Catholic Health Partners*

Craig and Marc Kielburger have been a great inspiration to me.”

– *Martin Sheen, Emmy-winning actor*

“To date, Craig has shared his moving and educational messages to our clients, field sales groups and employees on 14 separate occasions. Each time, Craig greatly exceeds our expectations and seldom have our events created the level of positive feedback and excitement that we have seen with these events. Perhaps, more importantly, at every event Craig has made himself available to spend time with each audience member who desired to speak to him after each presentation.”

– *Neil Taylor, Vice President, Marketing, Investors Group*

“Our guests were moved and inspired by Craig the other night at our annual Black Tie Dinner. Many commented that he was the best speaker we’ve had yet—and this was our 57th year! The difference, beyond his incredible energy and his ability to connect, was that he took the time to listen to our needs for the evening and tailor his comments specifically to this audience of insurance executives and brokers. It was an evening that many of us will remember for years to come.”

– *Sheila Reesor, Toronto Insurance Conference*

“Craig and Marc Kielburger have taught me a lot about leadership.”

– *Sir Richard Branson, Founder at Virgin Group*

“Starting from the age of 12, Craig shows what entrepreneurship is all about.”

– *Steve Forbes, Editor in Chief of Forbes Magazine*