

Craig Kielburger

Co-founder: WE Charity, ME to WE Social Enterprise and WE Day; Author, Humanitarian, Social Entrepreneur

Please contact a GDA agent for information.

Topics

- Activism / Philanthropy / Civic Engagement
- Business
- Business Growth / Strategy / Trends
- Children and Youth Health
- Corporate Social Responsibility
- Education
- Entrepreneur
- Ethics / Values
- Human Rights
- Inspiration / Achievement
- Leadership
- Social Responsibility
- Thought Leader

About Craig Kielburger

Co-founder of the WE Organization, which includes WE Charity, ME to WE Social Enterprise and WE Day; NY Times best-selling Author, Humanitarian, Social Entrepreneur

Craig's incredible journey started in his parents' living room. From visiting the most poverty-stricken and war-torn parts of the world to sitting on Oprah's couch to building a global organization, Craig has helped change millions of lives and inspired millions of others to make a difference.

Over the past two decades, he and his brother, Marc—fellow WE co-founder—have grown the WE global community to engage over 4 million people in service, including 250,000 students who volunteer to earn their ticket to WE Day, the greatest celebration for social good in the world.

Their innovative social enterprise model, ME to WE, sustains the work of their charitable mission with socially conscious products and experiences. Their work has resulted in a holistic development model, WE Villages, to empower more than one million people in developing communities.

Craig is also the youngest-ever graduate of the Kellogg-Schulich Executive MBA program and has received 16 honorary doctorates and degrees for his work in education and human rights. He is a social entrepreneur, a powerful and internationally acclaimed speaker, and has authored 12 books, including *WEconomy: You can find meaning, make a living, and change the world*.

Today, he continues to inspire and empower people of all ages to take steps toward making a meaningful difference.

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.

- **VIRTUAL, new Keynote: CHANGE, RESILIENCY AND DOING MORE WITH LESS**

A professional virtual keynote address, by Craig Kielburger, Social entrepreneur. Humanitarian. New York Times bestselling author. Co-founder of the WE organization, titled **CHANGE, RESILIENCY AND DOING MORE WITH LESS**.

TOP 3 LEARNING OBJECTIVES

Change management and resiliency

Evolution through leadership

Doing more with less

MAXIMIZING VIRTUAL ENGAGEMENT OF PARTICIPANTS

This TED-style presentation of about 30-45 minutes will include photos and videos from the frontlines of WE Charity's international COVID-19 emergency response strategy, virtual messages from healthcare workers in WE Charity's partner communities in developing regions, and a behind-the-scenes look at adapting both domestic and international operations during a pandemic.

VALUE ADD-ON:

Craig will produce a customized pre-event teaser video for your client to send to their delegates/viewers. Plus 1 or 2 short follow-up videos (3-5 minutes each) for them to send to their delegates/viewers as a virtual reminder of the content post event.

CHANGE, RESILIENCY AND DOING MORE WITH LESS

Craig Kielburger's story is one of perseverance over WE's 25-year history. Craig launched WE in 1995, at age 12, with a small group of classmates in his parents' living room. In this talk, he will share inspiring lessons of resilience from the organization's evolution. As this scrappy start-up became a global charity benefiting one million people around the world, Craig quickly discovered how to do more with less and to take change for granted.

He will share lessons about leadership during tough times as he shifted the organization's mission after early missteps—attempts to free children from labor that were not sustainable. Through this, he discovered how to do a lot with very little, and he will share tangible tips in this talk.

Eventually, strategic partnerships with the likes of Oprah Winfrey and Richard Branson brought rigor, sustainability and growth, and Craig will share insights from these leaders and others.

To diversify and stabilize funding, Craig co-founded ME to WE, one of the first registered social enterprises in Canada, a pioneer model that set precedents for the sector.

WE's evolution continued as Craig and the team adapted domestic and global operations in the face of COVID-19. A massive shift of its core operations was executed over just a few weeks at the most turbulent time in recent memory, with WE Schools domestic programming moved to exclusively digital content and a focus on youth mental health at this time of heightened anxiety. Overseas, the charity's hospitals are on the frontlines of the pandemic. This talk will also share lessons and tell stories from the field.

I look forward to hearing from you. I'm here and happy to answer any questions. And, I'm also interested in hearing what you have to say about this process. It is a new time for us all and we are interested in your comments and best practices during this unusual time.

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 Kielbuger 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*