

How WE Charity measures impact on millions of young people

WE Charity is proud of its impact on young people and we measure this impact through a rigorous evaluation process. Our numbers are credible. Our numbers are based on an annual data collection process. Our numbers involve annually surveying 5000+ participating educators. Our numbers are prepared by our Measurement and Evaluation Centre of Excellence, based on a process designed by one of the world's leading experts on impact measurement.

WE Charity calculates annual youth impacted through educators we survey.

The 4.3 million youth impacted was drawn from 5700 educators who in the 2017/2018 academic year submitted responses to the following two questions:

- *How many students/youths were actively involved in your WE Schools group this year? (*Active students attended meetings regularly, helped plan and run activities, etc.)*
- *How many additional students/youth (who were not part of your WE Schools group) participated in or were impacted by the activities led by your WE Schools group? (*Attended an educational assembly, participated in a fundraiser, etc.)*

It's important to note that (i) the number 4.3-million is the direct result of teachers answering these specific questions as they report student participation; (ii) the word "participated" is directly in these specific questions posed to teachers.

Head of WE Schools explains the process

Kerri Stewart is the Head of WE Schools. She oversees is a serious and credible source and has stated her confidence in the numbers WE shares.

She writes:

"4.3 million" is the number of youth impacted by WE Schools in the 2017/18 academic year. To determine this number, WE relied on surveys from participating educators. WE trusts educators to report on student engagement and has a process for data governance (see more on the Measurement and Evaluation Centre Of Excellence below in the responses from WE Charity).

We are proud of and believe that students' first efforts to volunteer and contribute to a cause are important, as is their exposure to educational information about significant societal issues. When young people volunteer — even for an hour — it starts them on their journeys. Starting to take action is not easy and we believe these early steps are a meaningful outcome.

If WE were to account for total reach, we would exceed 4.3 million young people impacted, because there are many additional ways for the WE Schools program to be accessed, without having to "sign up" and therefore be counted, including an open-source website, direct distribution of curriculum, and through educational partner networks. We are routinely surprised to hear from educators outside our known network who share stories of the actions of their students who are using WE Schools tools and/or

their feedback on how the lesson plans have supported them in addressing important issues in their classroom.

Finally, as a long-standing senior leader in the WE Schools department I have not personally experienced pressure from either Craig Kielburger or Marc Kielburger to inflate the reported number of students who are impacted by WE Schools. As someone who has been involved in the process of sharing external numbers for years, I feel confident in the data I receive from our team and the impact of the program.”

One of world's leading experts on impact and evaluation on WE Charity impact

Dr. Jason Saul is the Founder & Executive Director of the Center for Impact Sciences at The University of Chicago. He has published multiple books, including *Benchmarking for Nonprofits: How to Measure, Manage, and Improve Performance*. He is the founder and CEO of Mission Measurement. He is the co-founder of the Impact Genome Project.

In addition to being a leading expert on measurement, Dr. Saul is qualified to speak to the specific impacts of WE Charity's programs in schools. Mission Measurement has conducted multiple studies to measure the efficacy of WE Schools programming on young people. These students have included comparing WE Schools students to control groups, and contacting alumni years after the program involvement to analyze long-term behavior change.

Regarding the fundamental question about whether WE Charity programs deliver a meaningful impact, a Mission Measurement survey of our alumni shows the meaningful, long-term impact of involvement in our programs: 80% continue to volunteer and 83% continue to give to charity.

This is the Statement Jason Saul on July 28 in response to questions about our measurement and evaluation.

“When quantifying the impact of WE Charity’s efforts in schools, it is important to keep in mind that domestically, WE is an advocacy organization. It’s about influencing attitudes and behaviours. Most organizations measure the reach of their advocacy, such as website hits, registrations or people reached by television advertisements. WE actually goes one step further and measures whether students are taking action as a result of their advocacy. It’s entirely reasonable to count the number of youth reached by WE’s messaging, and it’s even more credible to measure how many youth were actually influenced to take action, such as joining a club, volunteering for a charity, or voicing their opinions publicly. These are legitimate and meaningful actions that constitute youth civic engagement under the accepted outcome standards of the Impact Genome Project.”