



Comments in footnotes added by WE Charity

October 19, 2020

Standing Committee on Finance
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In anticipation of the Finance Committee resuming its study of WE Charity, and in fulfilment of undertakings from its previous study, I write to provide information and documents requested during my testimony, and the testimony of Craig Kielburger, Dalal Al-Waheidi and Scott Baker, at the Finance Committee on July 28 and August 13, 2020 regarding the Canada Student Service Grant (“CSSG”).

The chart below provides our responses to each of the requests identified in the list compiled by the Library of Parliament provided by The Honourable Pierre Poilievre on August 30, 2020¹. Please note that we have not redacted personal information from the documents requested by the Committee and enclosed with this submission. We trust however that if any of the documents are made public, the Office of the Law Clerk and Parliamentary Counsel of the House of Commons will make the necessary redactions in accordance with the redaction protocol approved by the Committee on July 7, 2020.

No.	Request	Response
Marc & Craig Kielburger		
1.	The total amount that his organizations, including WE but not limited to it, have paid in expenses, benefits, reimbursements fees, or any other consideration in kind or monetary for all of the Trudeau family members.	Margaret Trudeau Between October 2016 and March 2020, a speaking bureau was used to engage Margaret Trudeau 28 times. On each occasion she attended an average of 3-5 events per engagement. For one engagement, there was no compensation. The amount she received in fees for the 27 engagements

¹ This is the official list, outlined verbatim in the request column of the chart.

		<p>totalled \$180,000.00² (after 20% commission paid to Speaker’s Spotlight). The total amount of expenses (hospitality costs including food, hotels, car service, and flights) was \$163,654.74, which captured several international trips to both the United States and United Kingdom. An additional \$160 in gifts was provided to Margaret Trudeau during this time.</p> <p>Alexandre Trudeau</p> <p>Between September 2017 and February 2018, a speaking bureau was used to engage Alexandre Trudeau 9 times. On each occasion he attended an average of 3-5 events per engagement.</p> <p>The amount he received in engagement and ancillary event fees for these 9 engagements totalled \$36,000.00³ (after 20% commission paid to Speaker’s Spotlight). The total amount of expenses (hospitality costs including food, hotels, car service, and flights) covered for Alexandre Trudeau over the 9 engagements he attended was \$22,025.42. An additional \$230 in gifts was provided to Alexandre Trudeau during this time.</p> <p>Sophie Gregoire Trudeau</p> <p>Between February 2012 and March 2020, Sophie Trudeau attended a total of 8 WE Day events.</p> <p>She received a one-time speaking fee of \$1,500.00 in 2012. The total amount of expenses (hospitality costs including hotels, car service, and flights) covered for Sophie Trudeau over the 8 events she attended was \$23,940.76. An additional \$240 in gifts was provided to Sophie Trudeau during this time.⁴</p>
2.	A copy of the bill that WE sent to the Hon. Bill Morneau prior to his appearance before FINA.	No physical invoice was provided to Minister Morneau in respect of the \$41,000 paid. The estimated cost for the trip was conveyed orally by a

² This is an average of \$6,666.66 per engagement.

³ This is an average of \$4,333.33 per engagement.

⁴ This includes hats, books and WE Day merchandise.

		member of the organization’s accounting department to a member of Mr. Morneau’s staff. ⁵
3.	A list of ministers with whom they had discussions over the past two years, including the date and subject of the conversations.	<p>Craig Kielburger and I had conversations with the following Cabinet Ministers in the last two years:</p> <ul style="list-style-type: none"> • The Honourable Jean-Yves Duclos • The Honourable Bill Morneau • The Honourable Mary Ng • The Honourable Bardish Chagger • The Honourable Amarjeet Sohi • The Honourable Pablo Rodriguez <p>A table identifying the dates and subjects of the conversations is attached at Tab 1.</p>
4.	A full breakdown of expenses paid to individual members of the Trudeau family, not just remuneration for speaking fees but also for gifts and other benefits, including covering of travel expenses.	This information is included above in our answer to number 1.
5.	A detailed breakdown of the \$41,000 provided to Bill Morneau for trips to Ecuador and Kenya.	<p>The actual costs incurred by WE Charity would be less than \$41,000, as WE was hosting the trip at its own volunteer hosting facilities. Mr. Morneau’s office requested to pay the maximum amount that could be incurred by participants to have a similar experience. The \$41,000 amount paid was calculated based on WE Charity’s best attempt to fulfill this request at the maximum potential costs. We did this based on the estimated cost of transportation, accommodations, food costs and other related trip expenses.⁶ A breakdown of typical costs included in the estimate is below.</p> <p>2017 Kenya Trip (arrive July 14, Bogani July 15-19, depart July 20)</p> <ul style="list-style-type: none"> • ME to WE professional facilitator + Guides

⁵ Similar to the work of many humanitarian organizations, an invitation was extended, first to Nancy McCain to better understand the humanitarian projects. An invoice was not issued at the time because this trip was in good faith that the trip would result in future financial support from the McCain family.

⁶ This estimate is done on the highest end of the spectrum. This is the highest possible number a trip like this would have cost.



		<ul style="list-style-type: none">○ Local indigenous cultural representatives○ ME to WE employees to guide through the experience• Ground transportation throughout the duration of the trip<ul style="list-style-type: none">○ Travel by vehicle from destination to destination○ Pick up and drop off at international airports• Hotel accommodation in Nairobi (1-night). It is unclear based on our records whether the McCain family or the organization incurred this cost. To ensure transparency, we are including it here.• Return airfare from Nairobi to the Maasai Mara (Nancy and Clare)<ul style="list-style-type: none">○ Domestic Charter Group Flights (July 15, July 20) Flights are chartered from Wilson Airport to a regional airstrip in the Maasai Mara + return. Each flight holds 12 passengers.• Accommodation at Bogani Cottages and Tended Camp (5-nights)• All meals and drinks at Bogani• All activities in WE communities<ul style="list-style-type: none">○ Building school rooms○ Visiting WE hospitals○ Visiting high schools○ Spending time with women and their beading work○ Spending time with women and learning about a day in their shoes○ Learning from Maasai Guides• Access to a day room on the final day of the trip• Flying Doctors Insurance (evacuation in-country)
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6.	Details regarding how Mr. Morneau's family travelled around Ecuador and Kenya, whether it was by plane, etc.	This information is included in our answer to number 5, above.
7.	Access to WE's general rules, specifically "rule number 1" that gives details on a non-profit's governance and functioning structure.	WE Charity’s bi-laws are hosted online via the following link: https://staticsb.we.org/f/52095/x/726e19b3cc/by-law-no-1-we-charity.PDF

8.	Information regarding communications with ministers in March (dates and names).	Some of this information is included above in our answer to number 3. In addition, WE Charity has identified written communications that I, Craig Kielburger, Dalal Al-Waheidi, Scott Baker and Sofia Marquez had with Cabinet Ministers and their ministerial staff related to the CSSG (which is inclusive of this request). These can be downloaded at the link enclosed in the email attaching this letter.
9.	Date of a phone conversation he had with Minister Chagger, which occurred sometime in the middle of April, as well as written confirmation of a phone call with Minister Morneau around April 25-26.	This information is included in our response to number 3, above. We also attach at Tab 2 an email dated April 26, 2020 from Craig Kielburger to Minister Morneau referencing the April 26 call.
10.	Information regarding how many contracts previous federal governments awarded his organization, and what they were for.	<p>WE was previously awarded the following federal government contracts:</p> <ul style="list-style-type: none"> • Heritage Canada (2011-2014) • Heritage Canada (2014-2017) • Heritage Canada: Canada 150 for WE Schools and for WE Day Canada (2017) • Heritage Canada: Youth Take Charge (2011) • Heritage Canada: Youth Take Charge supplementary funding (2019) • Environment and Climate Change Canada (2017) • ESDC – WE Social Enterprise Project (2019) • ESDC - Youth Service Initiative (2018) • Global Affairs Canada – International Development Week (2020) • Privy Council Office/ Youth Secretariat – National Youth Summit (2019) for a Me to WE facilitation • Public Health Agency of Canada – National Child Day Celebrations (2019)
11.	A list of which ministers' staff members they or their intermediaries communicated with in April, including names and dates.	This information is included in our response to number 8, above. Further, a table identifying the dates and subjects of my and Craig's calls with government employees, including ministerial staff members, is attached at Tab 3 . Reports of oral, pre-arranged communications by WE employees with

		designated public office holders also appear on the lobbyist registry. We are not aware of communications in April with any ministers' staff members other than as reflected in the above.
12.	Details of a call that took place as part of "ESDC contract initiatives".	Our interpretation of this question was that it related to a broader exchange about the timing of when Craig Kielburger and I dialed into the government's conference call line. Based on a review of our records to date, since March 1, 2020 Craig and I dialed into 30 conference calls with members of government, primarily with Employment and Social Development Canada. The vast majority of these calls were initiated at the request of ESDC, and were of the topic regarding the CSSG planning. The dates of these calls can be found in the attached chart at Tab 3 .
13.	Information regarding the number of lay-offs in the organization, and the number of people hired before the agreement was signed.	Information regarding the number of layoffs was provided in the course of our testimony. Before the CSSG contract was signed, WE Charity entered into agreements with 196 program staff, 247 educators, and 22 individuals to provide services on an hourly basis to support on specialized projects (i.e. translation, design, overflow work, etc.). Due to the termination of the CSSG the employment of these individuals was unfortunately terminated.
14.	Information regarding the reason why they didn't register as lobbyists.	<p>WE Charity has filed an in-house lobbyist registration that covers the time period in question.</p> <p>The vast majority of the 2020 interactions were after Rachel Wernick contacted WE Charity asking for the charity's assistance to implement the CSSG project. Further, like many charities, we rely heavily on volunteers. Many of the representatives of our charity are unpaid, including our founders Craig and Marc Kielburger. Volunteerism on behalf of a charity is not considered lobbying under Canadian law – only paid employees can be in-house lobbyists. This means there is no place on Canada's lobbyists' registry for the Founders' communications with federal officials. To remedy this gap, WE Charity is voluntarily and transparently publishing the Founders' contacts with the Parliament and Government of Canada. The information below is the same reporting that would</p>

		be filed on the lobbyist registry if the Founders were employees of WE Charity.
15.	Details regarding conversations with Minister Ng, Minister Chaggar and Minister Morneau that occurred after March 1, as well as details regarding communications with staff members from ministers' offices.	Dalal Al-Waheidi, Executive Director, has filed a lobbyist registration effective January 7, 2019, when she assumed office. The organization's <i>Lobbying Act</i> registration and reports are based on the information in our possession and we believe are compliant.
16.	The date when it was agreed that WE could begin incurring expenses that would be eligible for reimbursement.	On June 4, 2020, WE received confirmation that May 5, 2020 was the date on which it could begin billing for work that had been carried out.
17.	A list of all the "touch points" with Amitpal Singh from the Minister of Finance's office.	This information is included in our response to number 11, above. We are not aware of any touch points with Amitpal Singh other than as reflected in response 11.
18.	Information regarding whether a \$1.18 million grant from Heritage Canada was used in part to finance a particular advertisement.	The Heritage Canada grant was not used to finance the Canada 150 video.
19.	A list of people paid to speak at WE Day auxiliary events, including how much they were paid.	As stated during the testimony, there are privacy reasons preventing us from disclosing this information. However, we can state that Ms. Trudeau's engagement was handled in a manner similar to others.
20.	Copies of proposals that the organization submitted to the government.	The April 9 and April 22 proposals submitted are attached at Tab 4 .
21.	Justice Goudge's review of the Kielburgers' financial compensation.	Justice Goudge's review is publicly available and attached for the Committee's reference at Tab 5 .
22.	Information on the insurance policies that were signed	WE had a broad insurance policy that provided \$40 million in insurance for the program. In addition, our insurance broker was working to obtain additional



	regarding the organization's contract with ESDC.	insurance that would total \$50-\$80 million. It was structured to cover all approved partners in the program, such as WE Charity.
Dalal Al-Waheidi & Scott Baker		
23.	List of names and addresses of employees at WE Charity and other entities linked to WE Charity working in Quebec.	As stated during the testimony, for privacy reasons WE will not list employee names and addresses. In terms of the number of employees in Quebec, prior to layoffs in March 2020 WE had 9 full time staff, one person who was on maternity leave and one intern. As of May 2020, the WE Charity Montreal team included 8 full-time employees and 8 independent contractors.
24.	Confirmation whether WE Charity signed and put in place an agreement with National Public Relations.	WE Charity did put in place an agreement with National Public Relations.

I trust that is satisfactory.

Sincerely,

Marc Kielburger

Cc: The Hon. Wayne Easter, M.P.
The Hon. Pierre Polievre, M.P.
Peter Julian M.P.
Gabriel Ste. Marie, M.P.

