

FAQ

Where can I find information on your sources of income and expenditures?

Please consult our annual reports and audited financial statements.

How much does WE Charity spend on administration?

We are proud of the fact that we consistently exceed industry standards. WE Charity spends less than 10% of its funds on administration, with, on average, 90 cents of every dollar donated going directly to support our projects and programs.

All charities must spend some of their funds on administrative costs. These expenses are necessary to keep the organization running effectively, such as physical building maintenance, human resources and other fixed, non-operating expenses. We invest in administration costs that enable our work, such as measurement and evaluation, and select investments in technology to achieve efficiencies. As an industry standard, the U.S. Better Business Bureau suggests charities should spend 35 percent or less on fundraising and administration, with at least 65 percent of funds going to support programs. In sum, WE Charity helps to take a leadership role in efficiency and effectiveness.

How much does WE Charity spend on fundraising?

For fundraising, we spend (on average) no more than \$3 for every \$100 we raise. That's an amazing 3 percent fundraising cost on average!



How are you able to keep your administrative costs low?

WE Charity works diligently to ensure that donations are used effectively and efficiently. We want as much of our funding as possible to support programs that empower children in the developed and developing worlds. To that end, unlike many other non-profit organizations:

- We don't employ third-party fundraising organizations to solicit money on our behalf.
- We don't use telemarketers.
- We don't hire high-priced fundraising consultants.

FAQ

What is the relationship between WE Charity and ME to WE and how is it structured?

WE Charity is a registered and operating charity. WE Charity's headquarters are located at 339 Queen St. East, Toronto, ON.

ME to WE is a social enterprise. ME to WE's Headquarters are located at 145 Berkeley St., Toronto, ON.

WE Charity has an active Board of Directors who oversee the organization and drive the strategic direction of the charity. The board provides legal, financial and fiduciary oversight to the charity and appoints the Executive Director to oversee the day-to-day operations.

ME to WE has an active Board of Directors who oversee the social enterprise and provide strategic guidance to the business. The Chair of WE Charity participates on the ME to WE board to ensure the social enterprise acts in the best interests of WE Charity.

ME to WE and WE Charity are legally distinct entities and maintain separate financials, governance and headquarters. However, each party shares a common mission and work toward a common goal.

WE Charity and ME to WE partner together in driving the WE movement. The relationship is defined by a legal partnership agreement which outlines the roles and responsibilities of each party and is reviewed and signed off annually by the Executive Directors and Board of Directors of both organizations.

The structure of the partnership is such that ME to WE's primary function is to support the mission of WE Charity. ME to WE designs its programs and products in such a way to support and reinforce the core activities of the charity.



FAQ

Has the structure between the two organizations been reviewed by a third party?

WE Charity and ME to WE recognized that the social enterprise model was not common place in the Canadian context. Consequently, they have taken a number of unprecedented steps to ensure the model and partnership structure has been assessed by independent experts. This includes modes of interactions and areas of financial engagement including financial transfers, staff allocation and office space. These areas have been reviewed by a series of experts and independent groups:

Provincial Guardian Trustee sign-off on model

The Office of the Public Guardian and Trustee ("PGT") is a branch of the Ontario government's Ministry of the Attorney General, which provides services that safeguard the legal, personal and financial interests of certain private individuals and estates. As a matter of legal due diligence, WE Charity and ME to WE underwent a full assessment from the PGT and were awarded an official court order supporting the structure and relationship.

Evaluation and endorsement from the Justice of the Supreme Court of Canada

The Honorable Peter Cordy, C.C., C.D., performed a comprehensive review of all governance and operations of the charity and social enterprise and provided an unconditional commendation and formal recognition of the financial diligence demonstrated by both ME to WE and WE Charity.

Proposed and structured by two top law firms

To help create a sound corporate structure, governance model and reporting requirements for the partnership, WE Charity and ME to WE engaged two of Canada's top law firms, Torys and Miller Thomson, which offered pro bono legal services in creating the governing documents of the partnership.

On-going legal advice from Miller Thomson LLP

Miller Thompson LLP is a national legal practice that specializes in business law and works with non-profit organizations and businesses alike, as an internationally recognized law firm. Since the inception of ME to WE, we have sought legal counsel from Miller Thomson, and continue to receive ongoing confirmation of the legitimacy of the structure of our operations.

FAQ

What is the nature of ME to WE's in-kind support for WE Charity?

ME to WE provides significant in-kind support to WE Charity that directly reduces or eliminates expenses the charity would otherwise have to incur, resulting in the ability of the charity to maintain a low administration rate and maximize donor dollars. The following are some of the ways in which ME to WE supports through in-kind support:

1. **ME to WE provides motivational speakers to WE Charity events at no charge to the charity.**
2. **ME to WE staff annually spend thousands of hours on work related to WE Charity.**
3. **ME to WE provides free office space to WE Charity for some of its staff and has been doing so since its inception.**
4. **Every two years, WE Charity staff and ME to WE staff have the opportunity to come together and travel to either Kenya, India, or Ecuador to see the impact of the WE Villages model in person. This provides WE Charity staff the opportunity to connect directly with the projects and people they work very hard to support and provides a deep connection to the mission and impact of their work. To honor staff, ME to WE covers associated on-the ground costs with the trip.**

How does ME to WE, the innovative social enterprise, help WE Charity keep its administrative rate low?

What makes ME to WE a true social enterprise in that its bottom line is not measured by profits, but by the people empowered and the lives transformed. Every decision begins and ends with the question "How will this make the world a better place?" and every action brings us closer to this crucial goal and helps support the work of WE Charity.

ME to WE donates half its net profit to support WE Charity, while the other half is reinvested to grow the mission of the social enterprise. While ME to WE's commitment is to donate a minimum 50 percent of its net profit to WE Charity, it often donates as much as **80+ percent** of its yearly profit and in-kind revenue to WE Charity. To date ME to WE has now donated **\$20 million (cash and cost offsetting in-kind) to WE Charity**. Using a highly effective model, ME to WE is structured to offset expenses and help provide pro bono services to WE Charity's work, ensuring that the charity achieves a remarkable rate of financial efficiency. WE Charity on average is able to spend 90 percent with an **average of 90 percent** of its donations going directly to charitable efforts at home and abroad.

Please find out more [here](#).

FAQ

How do corporate partnerships help WE Charity keep administrative costs low?

WE Charity is further able to keep its administrative costs as low as possible through partners who provide us with valuable in-kind services. We are proud of the fact that we consistently exceed industry standards. WE Charity spends less than 10 percent of its funds on administration, with, on average, 90 cents of every dollar donated going directly to support our projects and programs.

WE Charity receives approximately one eighth of its consolidated budget in the form of in-kind goods and supplies. Citizenship-minded companies support WE, from legal and business services to the supplies and logistics that make WE Day possible (e.g., tour shipping, air and ground travel) to the advanced technology that make the WE Global Learning Center a hub for connecting staff, youth, educators and social entrepreneurs around the world.

Please find out more [here](#).

How does WE Charity allocate donated funds for programs?

WE Charity's work involves two distinct streams of programming: international and domestic. This model helps to ensure the impact we are creating helps both at home and abroad. We allocate our project related funding to the following:

International:

In 2017, 31.5 percent of WE Charity's program funding went to our international programs, partnering with communities in nine countries, empowering them to lift themselves out of poverty. WE Charity has been widely recognized for its sustainable, scalable five-pillar development model called WE Villages.

Domestic:

In 2017, 58.5 percent of WE Charity funding supported our domestic programs. These programs, in Canada, the U.S. and UK, are part of our mission to make doing good doable. This includes our innovative WE Schools program, creating educational resources that bring real-world issues and problem solving into the classroom through service-learning.

What does it cost to deliver program impacts in WE Villages communities?

Every partner community WE Charity works with is different, of course, each with its own unique needs and challenges. However, here are some average cost examples for key impacts from each of the five pillars of our WE Villages development model:

- \$50 for supplies for the primary education for one student
- \$50 health workshops for one mother (benefiting her children as well)
- \$150 for farming tools for a family

FAQ

How is WE Charity governed?

A remarkable volunteer Board of Directors oversees the work of WE Charity, which includes setting policies and procedures, as well as monitoring our budget and expenses to ensure funds are spent wisely. Our Board consists of respected professionals drawn from the business, academic, government and non-profit sectors who bring a wealth of diverse skills and experience to the governance of our organization. This includes the work of our finance committee, which also play an important function overseeing major financial activities for the charity.

Learn more [here](#).

Is WE a registered charity?

WE Charity is a registered charity in Canada, the United States, and the United Kingdom.

WE Charity Canada Tax ID: 88657 8095 RR0001

WE Charity United States Tax ID: 501 (c)(3)-16-1533544

WE Charity England & Wales Registered Charity Number: 1138645

WE Charity Scotland Registered Charity Number: SC045815

Is ME to WE a part of WE Charity?

No. ME to WE and WE Charity are legally separate and independent entities, each governed by their own boards of directors. ME to WE is a partner of WE Charity, providing support by donating at least half its net profits to WE Charity. The other half is reinvested in the enterprise, offering socially conscious products and experiences that allow you to have an impact through your consumer purchases. ME to WE is an independent social enterprise with its own Board of Directors.

Please find more information [here](#).

Have WE Charity's financials and operations been independently evaluated?

Numerous independent third parties regularly evaluate WE Charity on our impact, governance and financial accountability and transparency.

Independent third-party audit and accounting firms conduct audits of WE Charity every year in Canada, the U.S. and UK. We are very proud to say that, every year, WE Charity has received an "unqualified audit rating," which is the highest possible rating for such a report. In other words, it is a "clean opinion." This means that the auditors have found no questions or concerns about our financial accountability and transparency, and have fully vetted our financial information.

Furthermore, *MoneySense* magazine's 2018 Charity 100 gave WE Charity an A grade, including A+ grades for governance, fundraising efficiency and overall efficiency.

In 2017, after a rigorous evaluation, *Good Housekeeping* magazine chose WE Charity to be the very first recipient of its new Good Housekeeping Humanitarian Seal.

WE Charity is a member and Sector Champion with Imagine Canada, the organization that works to promote best practices in Canada's charitable sector.

Charity Intelligence Canada—an independent organization that evaluates and grades charities—has awarded WE Charity its highest four-star rating.

WE Charity has also received a four-star score and rating on Charity Navigator, with a total score of 94.74 (out of 100), scoring 97.5 on financials and 93 on accountability and transparency.

FAQ

How can I see the impact of my contributions?

One of our core values is honoring every stakeholder and we adhere to that value by being fully transparent in all our operations. When you donate to our international projects, you will receive periodic updates on the impact of your support. In addition, our innovative “Track Your Impact” system lets you see the lives your donation is changing by giving you a unique code when you purchase WE products through ME to WE, or special WE campaign products offered by our partners. And you can visit [TYI.org](https://www.tyi.org) or [WE.org/stories](https://www.we.org/stories) at any time to read uplifting stories of change from around the world.

What do we do differently than other organizations?

Our WE Villages program is based on a model of development called Asset-Based Community Development. Simply put, this means we focus on a community’s strengths rather than its problems, and mobilize their talents, skills and assets to create sustainable solutions.

Our development approach is rights-based; conventional programming is most often needs-based. What’s the difference? A rights-based approach accepts that communities are active partners in their development; a needs-based approach accepts that communities are passive recipients of aid.

We believe that together, we change the world. WE Villages works because we collaborate with developing communities to create solutions that empower families to lift themselves out of poverty.



FAQ

How does the WE Villages program work?

We are respectful

We only work in communities to which we have been invited, and rely heavily on the guidance of community members to select and prioritize the most appropriate projects and activities—those that not only address specific community needs, but also can be implemented sustainably and respectful of local custom and culture.

We do our research

Prior to undertaking any development intervention, country staff carries out needs assessments, which include a survey of the community's development issues, strengths, resources and priorities for change.

Analysis of the needs assessments guides the way in which we proceed, ensuring our efforts are respectful of local needs and wants, are sustainable and contribute to local capacity building.



We are local

We employ local staff familiar with the unique needs and challenges of each community in which we work. The team is versed in the language, customs, environment, politics and laws of our partnering communities.

Our teams work side-by-side with community members and the government, creating holistic and sustainable solutions for education, health, clean water and sanitation, agriculture and food security, and alternative income and livelihood.

We invest in a community, not a resource

Community members are involved in the implementation of our programs every step of the way, so they take ownership of their success and learn to keep the structures in place and running for generations. That's what we mean when we say WE Villages is sustainable. That's what we mean when we say it empowers people to transform the world.

We partner with communities to develop sustainable programs

Our staff works in partnership with the communities on an on-going basis, regularly monitoring and evaluating all programs.

All elements of the WE Villages model are designed to be owned and maintained by the community, and self-sustained after project implementation is completed.

What is our privacy policy?

To learn more about our privacy policy at WE, click [here](#).