

November 8, 2018

Dear Educators and Educational Partners of WE:

I am writing this letter in support of WE and the WE Schools Program.

I have had the pleasure of knowing Marc and Craig Kielburger for the past 10 years both in my role as President of the Ontario Association of Parents in Catholic Education, as a parent, and as an Educator. I was immediately impressed by their commitment and dedication to help our students and children all over the world. Marc has been a keynote speaker at our OAPCE Conferences and for the past few years we have always requested a speaker from the WE organization to address our parent members and our educational partners.

WE's commitment to supporting students to take action on causes that they believe in aligns well with my own personal values and the values of the parents I represent in my role as President of OAPCE. From the very start, I was impressed with the fundamental principle of the WE Schools Program in which students and schools could choose the causes they support and the organizations for which they would fundraise. The fact that there is no cost to our students to participate in the WE Schools program or no cost for our students to attend WE Day is always a welcome message to parents.

In my capacities as a parent and Educator, I have seen firsthand the quality of the curriculum and resources that are offered through WE Schools. These resources exceed the expectation for quality and delivery of support to teachers in schools across this province. WE is considered a valued and trusted partner in the creation of curriculum and teaching resources. Many Catholic school boards are highly engaged in the WE Schools program and have come to rely and trust WE to support teachers and students in their understanding of local and global issues accordingly. My own alma mater, and where I am currently a Teacher, Madonna Secondary School, is very active in the WE program. I wholeheartedly endorse the pedagogical value of the curriculum and resources that WE offers.

In my current role of President of The Ontario Association of Parents in Catholic Education, I know full well that the creation of quality resources comes with a heavy cost. It is important to recognize that, in many cases, without corporate participation, these resources would not be

able to be provided to schools free of charge. As a parent, I commend WE's attention and due diligence to the appropriate and consistent use of logo placement (teacher facing and not student facing) and the balance used in the recognition and participation of corporate partners in the resources and opportunities created for classrooms and teachers. This is clearly reflected in the policy WE Schools Standards & Guidelines: Corporate and Foundation Sponsorship Recognition Program. It is clear that the primary purpose of corporate sponsors' recognition is to express gratitude and to understand that corporate sponsors also have a responsibility for social good.

As a trusted partner in Catholic Education, and along with our other Catholic Education partners such as OCSTA, and OECTA, we value the work that WE does to support our students to answer a call that asks each of them to recognize their God-given gifts and talent. We ask our students to go out and make a difference in this world. Marc and Craig are living this request and are also empowering our sons and daughters to do the same.

Sincerely,

*Annalisa Crudo-Perri*

OAPCE President