

Date: November 6, 2018

To: Carrie Patterson  
Chief Operation Director  
WE Schools

Jeff Hainbuch  
Head of Educational Partnerships  
WE Schools

RE: WE Schools Standard for Corporate Participation

Dear Ms. Patterson and Mr. Hainbuch:

I have had the privilege of practicing law in the public sector for most of my career, including eight years as counsel at the Ontario Ministry of Education and 13 years as in-house General Counsel to the Toronto District School Board. As TDSB counsel, I was closely involved in drafting and reviewing a wide range of policies and procedures for consideration by senior administration and the Board of Trustees. I am now in private practice, and continue to provide legal services to school boards.

I congratulate you on the careful and appropriate articulation of the relationship of WE Schools to its corporate partners with respect to the use of logos and corporate partner recognition in learning resources provided for students and schools. Based on my professional experience, the current policy entitled *WE Schools Standard for Corporate Participation* would be acceptable to school boards and is consistent with advertising and fundraising policies used by them.

In general, school boards recognize the tremendous value of sponsorships and the need for recognition of sponsors in a way that aligns with the values of the school board and that is appropriate to the intended users of WE materials and resources.

I recognize WE's attention and due diligence to the minimal and consistent use of logo placement, and especially appreciate the effort to place corporate logos as teacher-facing and not student-facing.

Sincerely,



Anthony Brown, LL.B., LL.M., M.Ed.