





**Makes doing  
good, doable.**



**WE Day is a cause-inclusive platform amplifies causes that you care about, while engaging community members and employees to create social change.**

# About WE





# 23+ year track record of sustainable impacts

## Financials

### EXPENDITURE OF INCOME

We are sustainable, transformative and impactful.

54% DOMESTIC PROJECTS \$28,898,863

36% INTERNATIONAL PROJECTS \$18,263,605

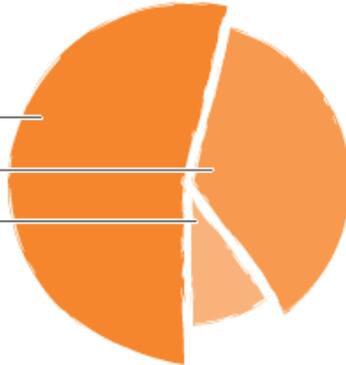
10% GENERAL AND ADMINISTRATION \$4,813,805

### TOTAL EXPENDITURES

**\$50,074,273**

\* Please note that all figures are consolidated for WE Charity Canada and USA in USD.

Source: WE Charity, Annual Report 2016



## Media & awards



## Organizational details



- **23+ years** experience in social sector
- **600+** staff members in Canada
- **1,000+** staff globally
- Bilingual capacity (English & French)
- **9+ countries** engaged
- **Domestic and International impacts**

## Sample of our co-chairs



**Jennifer Tory**  
Chief Administrative Officer, RBC



**Darren Entwistle**  
President and CEO, TELUS.



**Dave McKay**  
President, RBC



**Lynne Doughtie**  
Chairman and CEO, KPMG US



**Perry Bellegarde**  
Assembly of First Nations National Chief



**Greg Saretsky**  
President and CEO, WestJet



Schools



14,500+ schools  
and groups



## Academic engagement

**2.0x**

more likely to be seen as a leader at school by peers and educators

## University and workplace readiness

**2.1x**

more likely to bring people together to solve problems

## Civic engagement

**5.2x**

more likely to self-identify as agents of change

# **WE in Atlantic Canada**



# The 2016/17 year of WE Schools in Atlantic Canada

**442+** Participating schools and groups  
in Atlantic Canada

**408+** Local and global organizations  
supported by youth

## School district partnerships



Local organizations supported in Atlantic Canada



**73** Schools and Groups  
participated

**WE** Scare  
Hunger





# WE Schools impacts across Halifax Regional Municipality



112

Schools and groups

18,525

Students engaged

2,480

Hours volunteered

25,404

Pounds of food

\$22,040

Funds raised

**\$5,526,648**  
Annual social value created  
in Atlantic Canada through WE Schools actions

A sample of organizations supported by WE Schools students



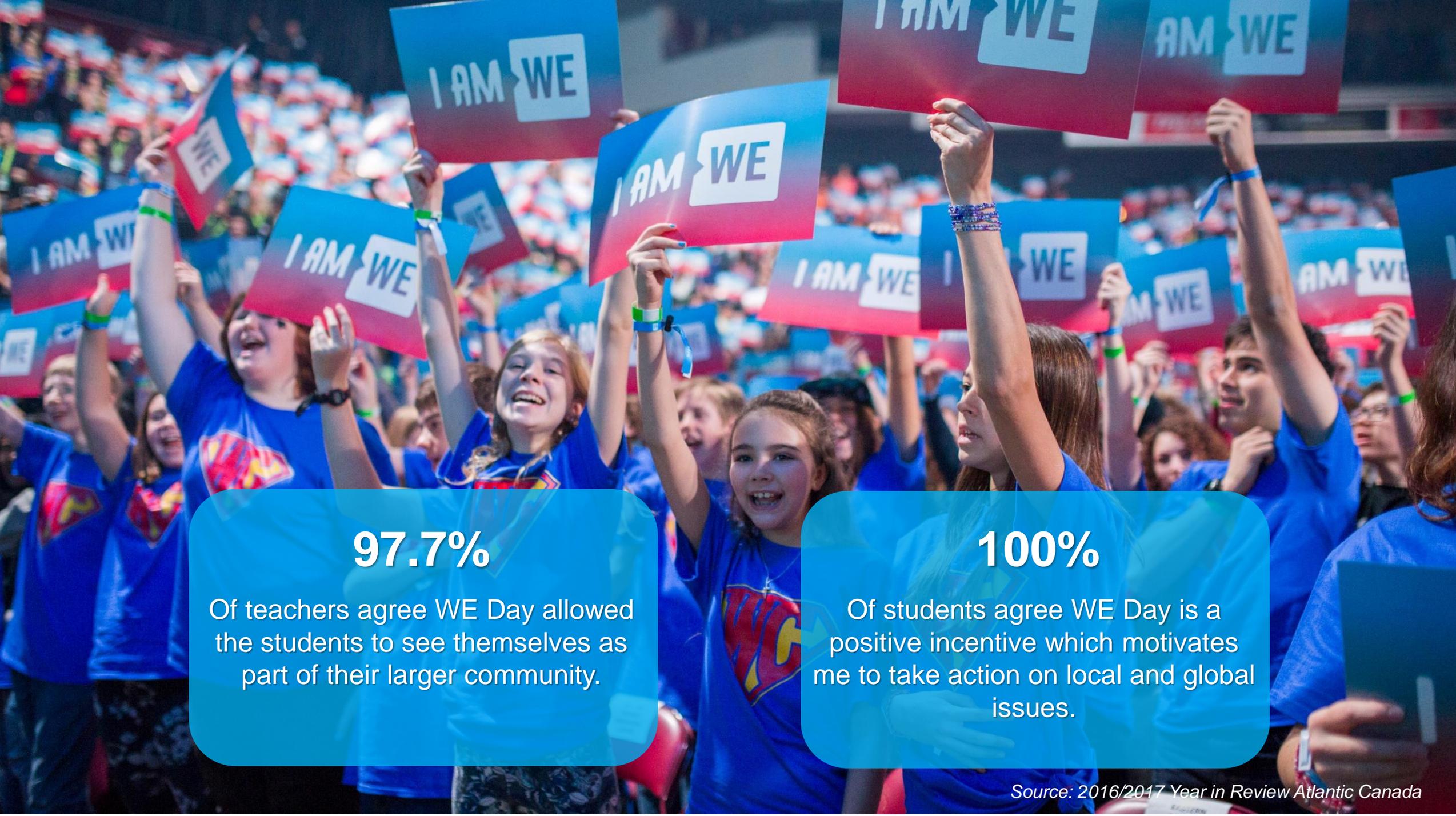


# WE DAY | ATL

“ Being a part of the We Day group allows me to connect with kids and to form relationships with kids that I may not see within my role as Guidance Counsellor. I always welcome the opportunity to connect with students and to foster leadership skills in young students. The work is always so inspiring for all of us and we feel a great sense of accomplishment for being able to give to others. ” - Guidance Counsellor, Halifax Regional School Board



Gord Downie – WE Day Atlantic Canada



**97.7%**

Of teachers agree WE Day allowed the students to see themselves as part of their larger community.

**100%**

Of students agree WE Day is a positive incentive which motivates me to take action on local and global issues.



# East St. Margaret's Consolidated School, Halifax Regional School Board





# Lakefront Consolidated Elementary School, Halifax Regional School Board



# Thank You.

For more information, please contact:

**Lauren Ott**

[Lauren.ott@we.org](mailto:Lauren.ott@we.org)

Director, Business Development | WE