

ETHICS COMMITTEE BRIEF #6

# ME TO WE OPOLOY

CREATED BY: ALPHA LAW



**REPORT FOR  
PARLIAMENT #6**

**NEW YORK STATE DEPARTMENT OF LAW  
CHARITIES BUREAU**

28 Liberty Street  
New York, NY 10005  
<http://www.charitiesnys.com>

**LETITIA JAMES**  
**Attorney General**

**COMPLAINT/INQUIRY FORM**

The Charities Bureau has jurisdiction to investigate complaints that involve 1) wrongdoing by charitable corporations, trusts or other nonprofit organizations; 2) fraudulent or misleading solicitation and improper expenditure of money for charitable purposes; and 3) improper activities of executors, administrators, trustees and personal representatives responsible for honoring pledges or bequests to a charity. This Bureau generally does not become involved in governance disputes within nonprofit organizations. The Bureau also responds to general inquiries concerning matters within its jurisdiction.

- 
- INSTRUCTIONS:**
1. Please TYPE or PRINT clearly.
  2. Please complete the entire form.
  3. Please enclose copies of any documents relating to this complaint or inquiry.
- 

**1. Your Contact Information:**

Name: Richard Trus

Address: [REDACTED]

Home phone number: [REDACTED] Business phone number: \_\_\_\_\_

Fax number: \_\_\_\_\_ Email address: [REDACTED]

**2. Give the following information, if available, for the organization and/or individuals about whom you are complaining or inquiring:**

Organization Name: WE Charity (EIN:16-1533544)

Organization Address: 6500 Main Street, Williamsville NY 14221

Organization phone number 416-925-5894 : Organization email address: info@we.org

<u>Individual Name</u>	<u>Individual Title/Position</u>	<u>Individual Address</u>	<u>Individual Phone No.</u>
<u>Victor Li</u>	<u>CFO</u>	<u>6500 Main Street, Williamsville NY 14221</u>	<u>416-925-5894</u>
<u>Theresa Kielburger</u>	<u>Former Director / Secretary</u>	<u>6500 Main Street, Williamsville NY 14221</u>	<u>416-925-5894</u>
<u>Craig Kielburger</u>	<u>Founder</u>	<u>6500 Main Street, Williamsville NY 14221</u>	<u>416-925-5894</u>

3. Details of your complaint or inquiry (Please include as much specific detail as possible- continue on additional sheets if necessary).

*See Attachment #1*

4. If you have any documents in your possession that relate to your complaint or inquiry, please attach copies of them.

5. Have you submitted your complaint or inquiry to the organization? yes  no   
If "yes," what was its response?

6. Have you submitted your complaint or inquiry to any other government agency? yes  no

If "yes," please list the name of the agency, address, telephone number and name of any person contacted.

Agency	Contact Person	Address	Phone No.
	<i>See Attachment #2</i>		
_____	_____	_____	_____
_____	_____	_____	_____

7. Is a court action pending? yes  no   
If "yes," please provide the name, title and index number of the proceeding and the name and location of the court, if available.

8. List the names, addresses and telephone numbers of any other individuals who may have knowledge of the contents of this complaint or inquiry.

Name	Address	Phone No.
	<i>See Attachment #3</i>	
_____	_____	_____
_____	_____	_____

9. Do you have any objection to the contents of this complaint or inquiry being forwarded to or discussed with another government agency? yes  no

10. Do you have any objection to your name and/or address being forwarded to or discussed with the organization or person who is the subject of this complaint or inquiry?

Objection to Name and Address: yes  no   
Objection to Name only: yes  no

The Attorney General is not your private attorney but represents the public by enforcing laws designed to protect the public and charities from misleading or unlawful practices. If you have any questions concerning your personal legal rights or responsibilities, you should contact a private attorney.

	<i>Richard Trus</i>	<i>March 30 2021</i>
Signature	Print Name	Date

# Attachment #1

WE Charity is a charity that is registered in the New York State. In the past 5 years the charity has raised over \$140 million dollars, and files 990 tax returns.

The New York Attorney General should be aware of the following public information about WE Charity, and investigate the alleged frauds that donors are claiming about in Bloomberg reports

## CFO - false CPA Credentials

The CFO of the charity Victor Li (Qingtao Li) has admitted under oath that he is not a licensed CPA in the United States, China, or the UK as was represented on his profile on [we.org](http://we.org). The fake US CPA has filed 990 returns with the IRS for approximately 20 years.

## CFO - False Representations

Victor Li' failed to disclose that Wendy Yunli Qi is a director with Victor LI in a related charity "ME to WE foundation" Victor Li & WE Charity represented to donors that KPMG was an accounting partner on their financials and governance pages of [we.org](http://we.org). This is misrepresentation, their accounting and auditing is a one man shop operating out of the home of Roy A. Pasieka.

## Others WE Charity - false Credentials

Other individuals associated with WE Charity have claimed false accounting credentials including:

- Jie (Jenny) Lian who claimed to be a CPA in Illinois and auditor for WE Charity
- Huan Li claims to be a CPA in Canada, there is no listing for her credentials.
- Man Li - claims to be an Accountant in the UK for WE Charity

## Payments to Families

WE Charity is under investigation by the ethics committee for payments of over \$400,000 to Prime Minister Justin Trudeau's family for speaking fee's. Under oath the founder of WE Charity Craig Kielbuer has admitted there are other families that have received over \$400,000 in speaker fee's and fee's for fund raising. Craig Kielburger refused to provide the names of families paid over \$400,000.

## Families

WE Charity hosts "WE DAY" in California, Washington State, Illinois, Texas, Maryland, Minnesota, and New York. Craig Kielburger, WE charity founder claims that \$400,000 payments were made to families who spoke at WE DAY events and promoted WE Day. WE DAY speakers include:

- Governor Newsom (CA) & Jennifer Siebel Newsom
- Governor Mark Dayton (MN)
- Governor Jay Inslee (WA)

## Donors calling for IRS . FBI Investigations into WE Charity

Bloomberg has reported on several donors who claim to have been defrauded by WE Charity. The donors claim that WE Charity claims to have built the same school and borehole in Kenya for multiple donors. These donors are calling on the IRS & FBI to investigate the alleged fraud.

## Investigations

Victor Li' has refused to testify to the house of commons ethics committee and the committee has found that he is in contempt and may be issuing an arrest warrant. Victor Li also claims it will take "months" for him to provide a list of 1.500 schools & school rooms that WE Charity claims to have built for donors.

#### Paid Endorsements not disclosed

Celebrity “ambassadors” for WE Charity have received “free trips” to Kenya and stayed at resorts owned by the Charity partner of WE Charity. The celebrities have endorsed the charity but failed to disclose that the endorsements as being “paid” endorsements.

#### WE Charity Founders \$50 Million dollar Real Estate Empire

The media is also alleging that the CFO, Founders of WE Charity and their families are participating in “real estate transactions” that Real Estate professionals cannot understand, including claiming a \$7 million dollar mansion in Palo Alto is “an Office”

#### \$900 Million dollar Contract

The majority of the money that WE Charity raises in the United States is transferred to another charity in Canada. WE Charity Canada is under investigation according to it’s founders by 9 organizations in Canada including the Ethics & Finance committee’s for WE Charity Canada’s role in an aborted \$900 million dollar Canadian Student Service Grant (CSSG) scandal.

#### Allegations of Bribes paid to Kenyan Government officials

Media have published articles about WE Charity founders bribing government officials in Kenya. These allegations are backed up by telephone recordings of WE Charity co-founder Marc Kielburger and WE charity employees discussing cash bribes. “It took us eight hours to give him the first load of cash. Because he did not trust us.”

#### Complex Legal Structure of WE Charity

I have attached an organization MAP of WE Charity and it’s related Charities and private corporations of it’s founders. There are over 123 entities.

I am requesting that the New York Attorney General investigate the allegations put forth in the media about WE Charity USA, it’s CFO & Founders to determine if the alleged donor frauds, bribes, payments to families, real estate transactions, paid endorsements and the fake CPA’s who have prepared tax returns, and financial statements for the organization are operating as a criminal organization based out of New York. If so that the FBI investigate WE Charity under a RICO investigation.

**CFO - false CPA**  
**Credentials**

# False CPA Credentials in the United States

The member made a false representation about being a licensed CPA in three countries. The representation was published on the website of his employer. The member knew the representation was not accurate. The statement was on the employers website for three years.

The section of the website that the statement was on, was “Governance”. The Member knew or should have known that donors and partners would rely on the in accurate representations the member made.

## Question and answer

What qualifications do you have to manage the finances of a global organization?  
*I am professionally certified in accounting in four different countries - Canada, the US, UK and china.*

### Meet Victor Li, CPA, CGA , Chief Financial Officer

#### Professional Experience:

Li, our CFO, is a long-standing team member. Before joining WE, he worked at a number of companies including one of the largest steel companies in China. With his leadership, WE built the financial resources and processes that allowed WE Charity to grow.



#### Question and answer

What qualifications do you have to manage the finances of a global organization?

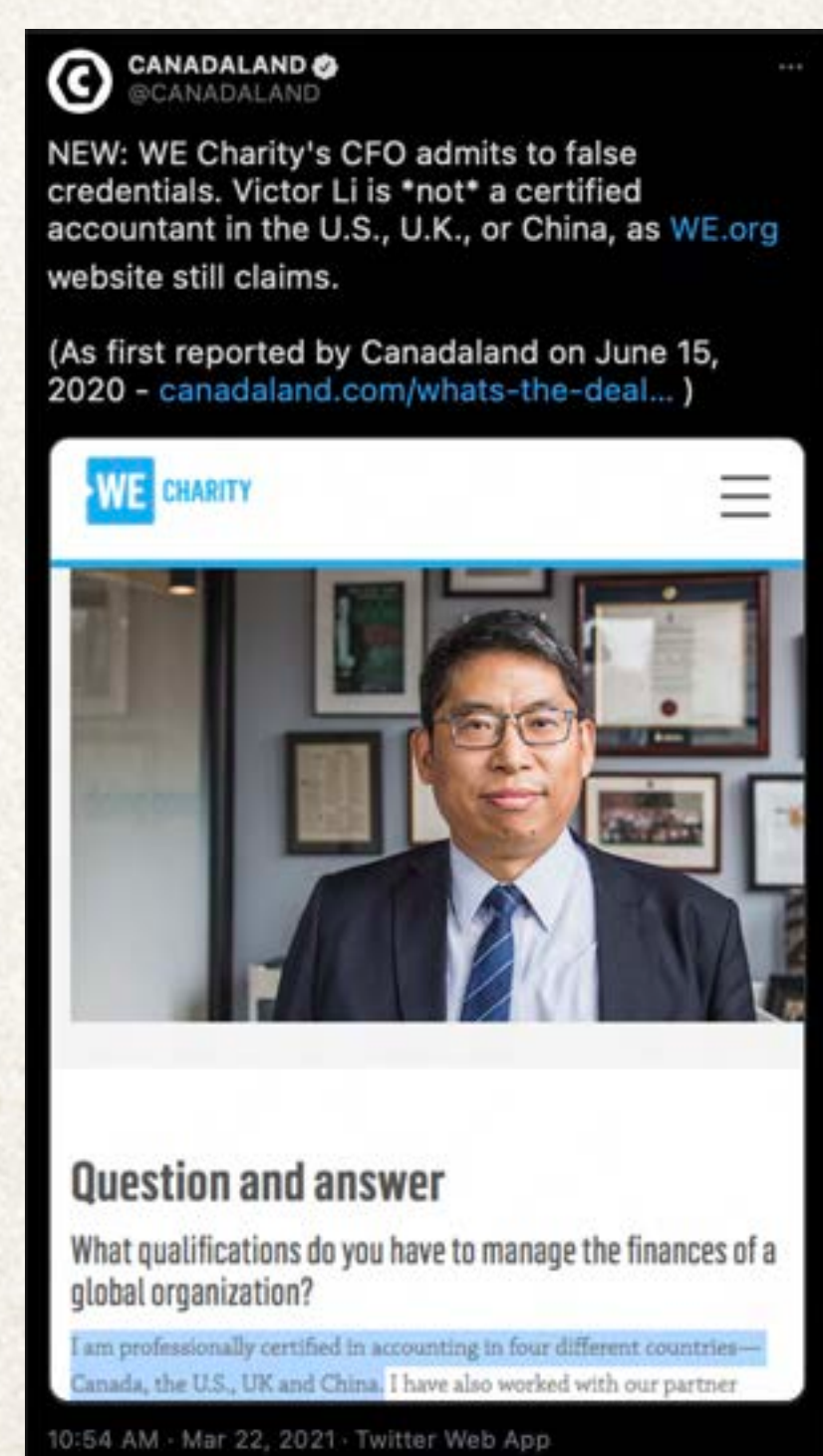
*I am professionally certified in accounting in four different countries—Canada, the U.S., UK and China. I have also worked with our partner charities in countries such as Kenya, India and Ecuador.*

In a March 15th, 2021 submission under oath to the Ethics committee the member admitted that the credentials he claimed were inaccurate. While the member did not write his profile, the member has a fiduciary duty to ensure that any statements made about the governance of his employer were accurate.

## Qualifications and General Background

1. *“Please provide evidence that you are certified in accounting in the U.S., the U.K. and China, as claimed on your http://WE.org profile.”*  
Source: Jesse Brown, CANADALAND

2. *I am a Certified General Accountant and a Chartered Professional Accountant. I hold a Bachelor’s degree in Accounting and a Master’s degree in Finance. I did not write my WE.org profile; it is inaccurate.*



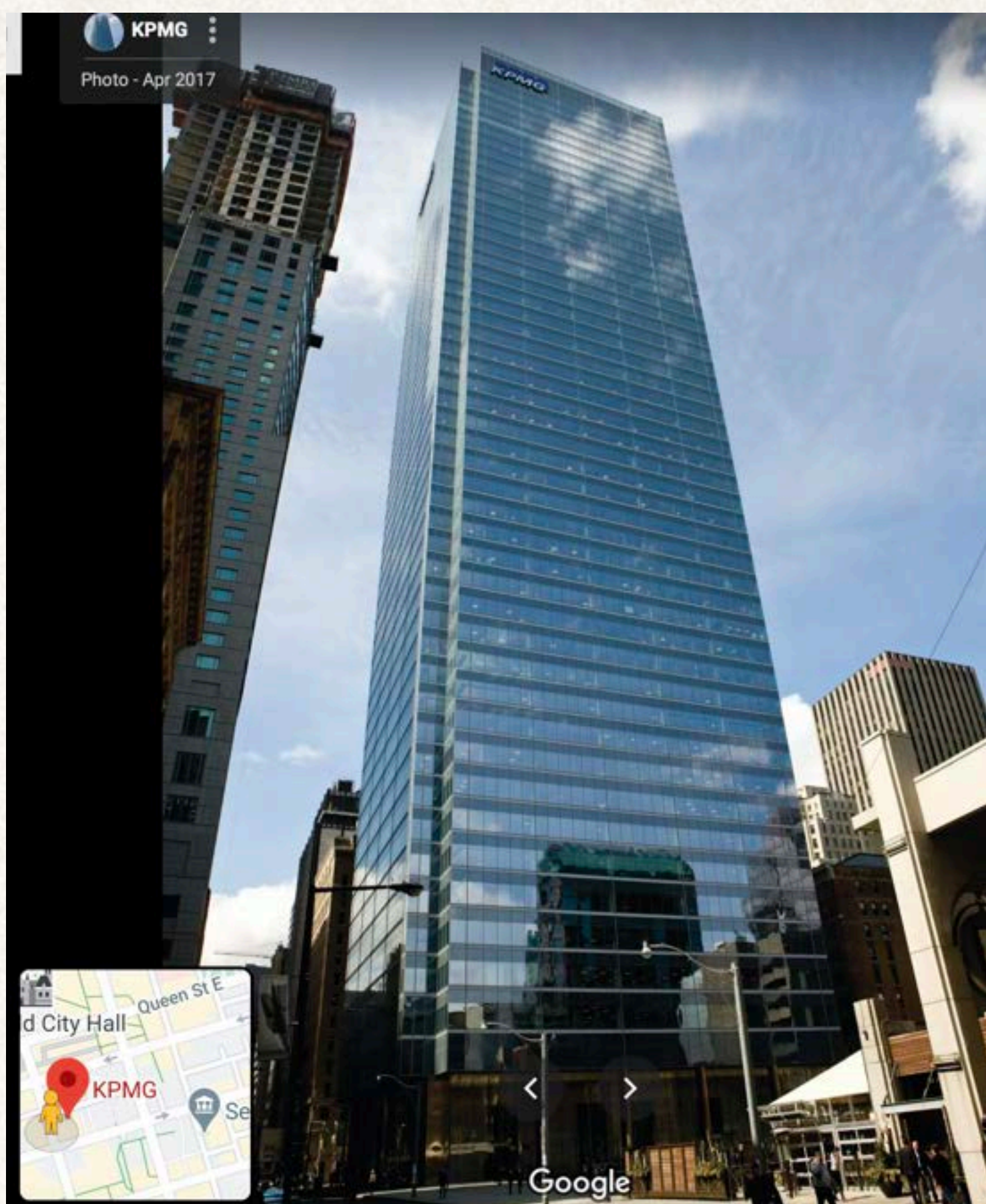
CFO - False  
Representations



# ATTACHMENT #10

## Auditor & Governance Misrepresentations

### KPMG



### Misrepresentations

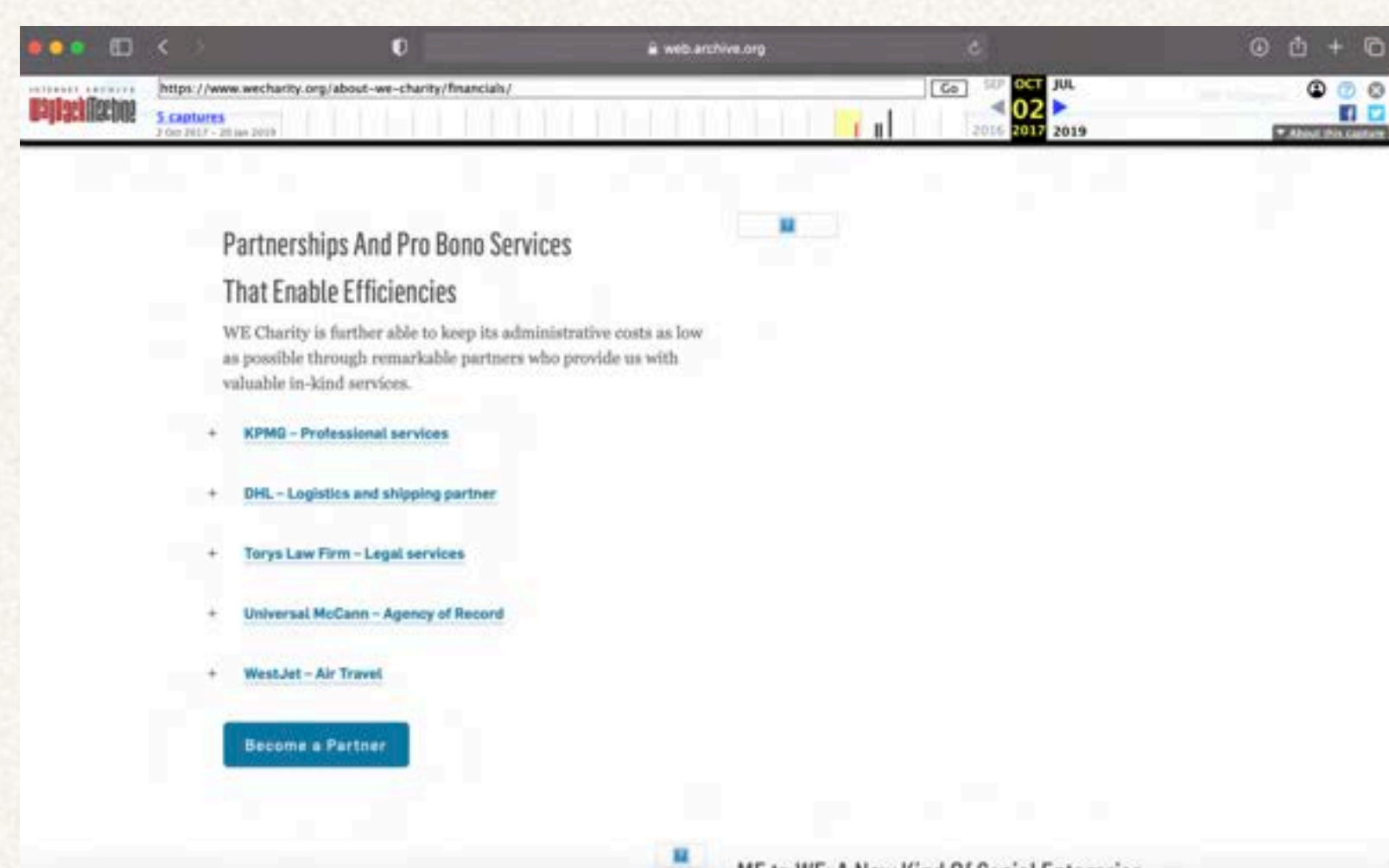


CFO Victor LI

### WE Charity Auditor



### Governance



### Financials



On the financials / governance webpage of the website of WE Charity, the charity made the representation that KPMG was a “partner”. Donors were given the impression that the actual auditor of WE Charity was KPMG and not an accounting firm operating out of a house in buffalo. The member took no responsibility for the inaccuracy of his credentials presented to the public. Those credentials were relied upon by Donors and members of the public. As CFO the member surrounded himself by 4 other individuals with false accounting credentials. The financial statements were audited by KRP and an auditor with false credentials.

On the website of WE Charity, the public was given the impression that KPMG was providing pro-bono accounting advice to WE Charity.

Senior KPMG executives spoke at WE Charity events and were included on the same link as the members link to his credentials:

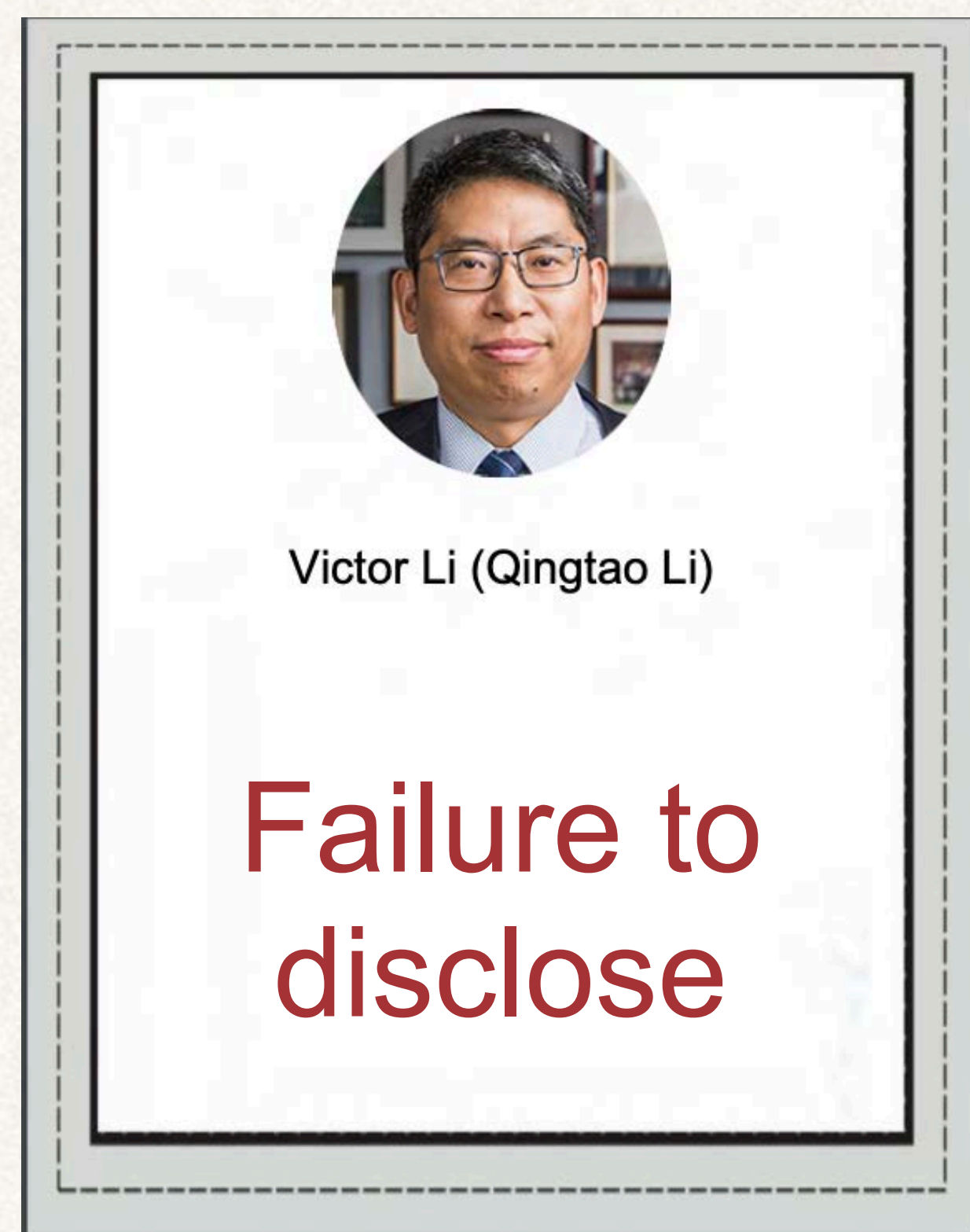
- Lynne Doughtie, Former Chairman & CEO of KPMG
- Bill Thomas, Chairman of KPMG
- Marianne Fallon, Partner KPMG UK
- Linda Imonti, KPMG USA
- Mark Hutchins, KPMG board member
- Beth Wilson, KPMG Canada

## **KPMG suspends its partnership with WE Charity**

In 2020 KPMG, Virgin, the Royal Bank and other “partners” suspended their partnerships with “WE Charity”. The organization was involved in the “WE charity” scandal.

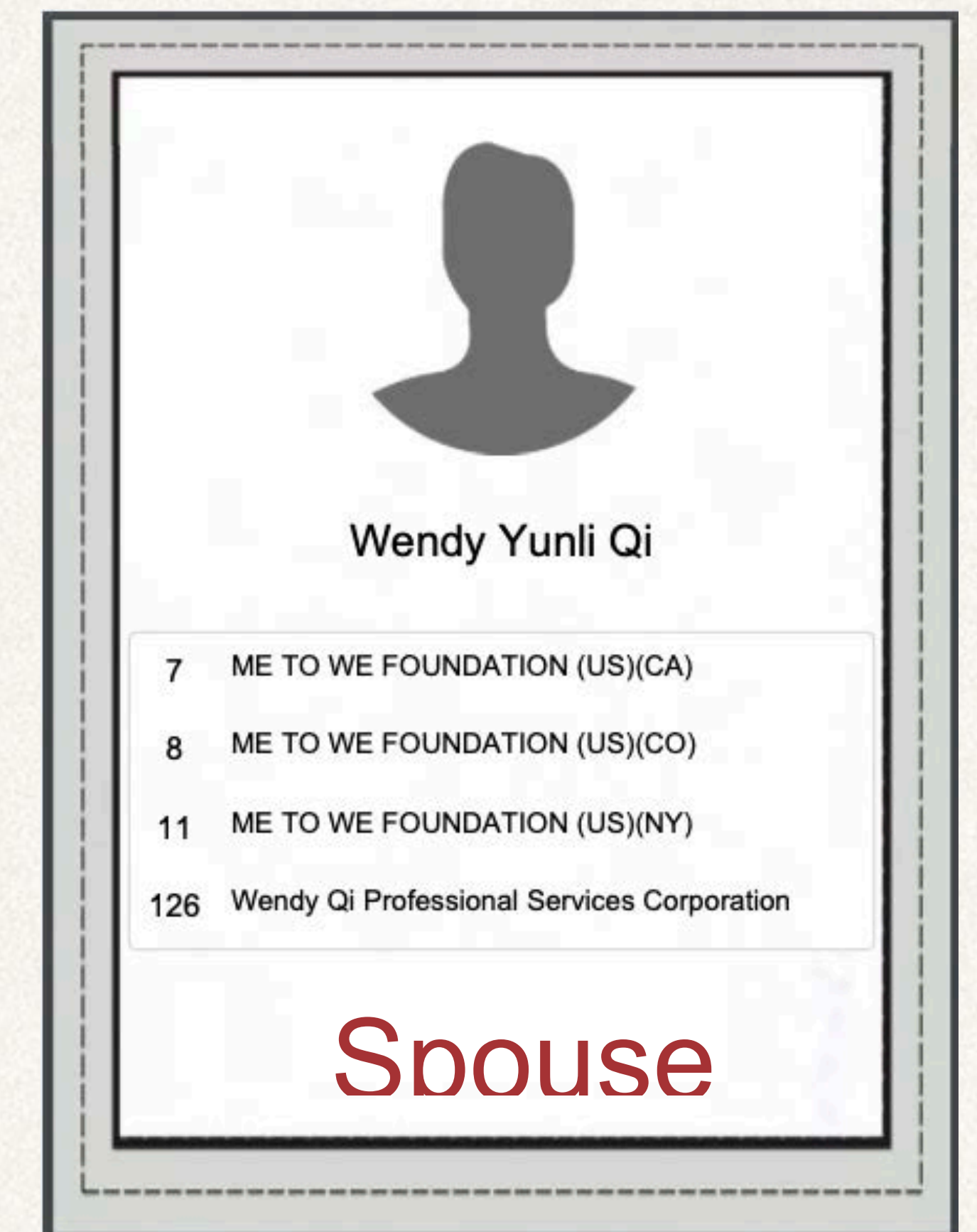
# False Representations

Victor Li failed to disclose in his written report accompanying financial statements an influence, interest or relationship which, in respect of the engagement, would be seen by a reasonable observer to impair his professional judgment or objectivity;



Failed to disclose spouse relationship to the IRS

## Victor Li's Spouse



Wendy Yunli Qi.

## IRS Form 1023

Form **1023** Application for Recognition of Exemption Under Section 501(c)(3) of the Internal Revenue Code

OMB No. 1545-0056  
Note: If exempt status is approved, this application will be open for public inspection.

Form 1023 (Rev. 6-2006) Name: Me to We Foundation EIN: 27-3338929 Page 3

**Part V Compensation and Other Financial Arrangements With Your Officers, Directors, Trustees, Employees, and Independent Contractors (Continued)**

2a Are any of your officers, directors, or trustees related to each other through family or business relationships? If "Yes," identify the individuals and explain the relationship.  Yes  No

b Do you have a business relationship with any of your officers, directors, or trustees other than through their position as an officer, director, or trustee? If "Yes," identify the individuals and describe the business relationship with each of your officers, directors, or trustees.  Yes  No

c Are any of your officers, directors, or trustees related to your highest compensated employees or highest compensated independent contractors listed on lines 1b or 1c through family or business relationships? If "Yes," identify the individuals and explain the relationship.  Yes  No

**Part V Compensation and Other Financial Arrangements With Your Officers, Directors, Trustees, Employees, and Independent Contractors**

1a List the names, titles, and mailing addresses of all of your officers, directors, and trustees. For each person listed, state their total annual compensation, or proposed compensation, for all services to the organization, whether as an officer, employee, or other position. Use actual figures, if available. Enter "none" if no compensation is or will be paid. If additional space is needed, attach a separate sheet. Refer to the instructions for information on what to include as compensation.

Name	Title	Mailing address	Compensation amount (annual actual or estimated)
Dalai Ai-Waheidi	Director/President	6500 Main St, Suite Five Williamsville, NY 14221	0
Wendy Yunli Qi	Director/Secretary	6500 Main St, Suite Five Williamsville, NY 14221	0
Victor Li	Director/Treasurer	6500 Main St, Suite Five Williamsville, NY 14221	0

The member failed to disclose that Wendy Yunli Qi is his spouse. When the 1023 US tax form was completed for "ME to WE Foundation: and submitted to the Internal Revenue Service (IRS). The member answered No - Are any of your officers, directors, or trustees related to each other through family or business relationships.

According to the IRS

A "member of the family" includes the spouse, ancestors, children, grandchildren, great-grandchildren, and their spouses

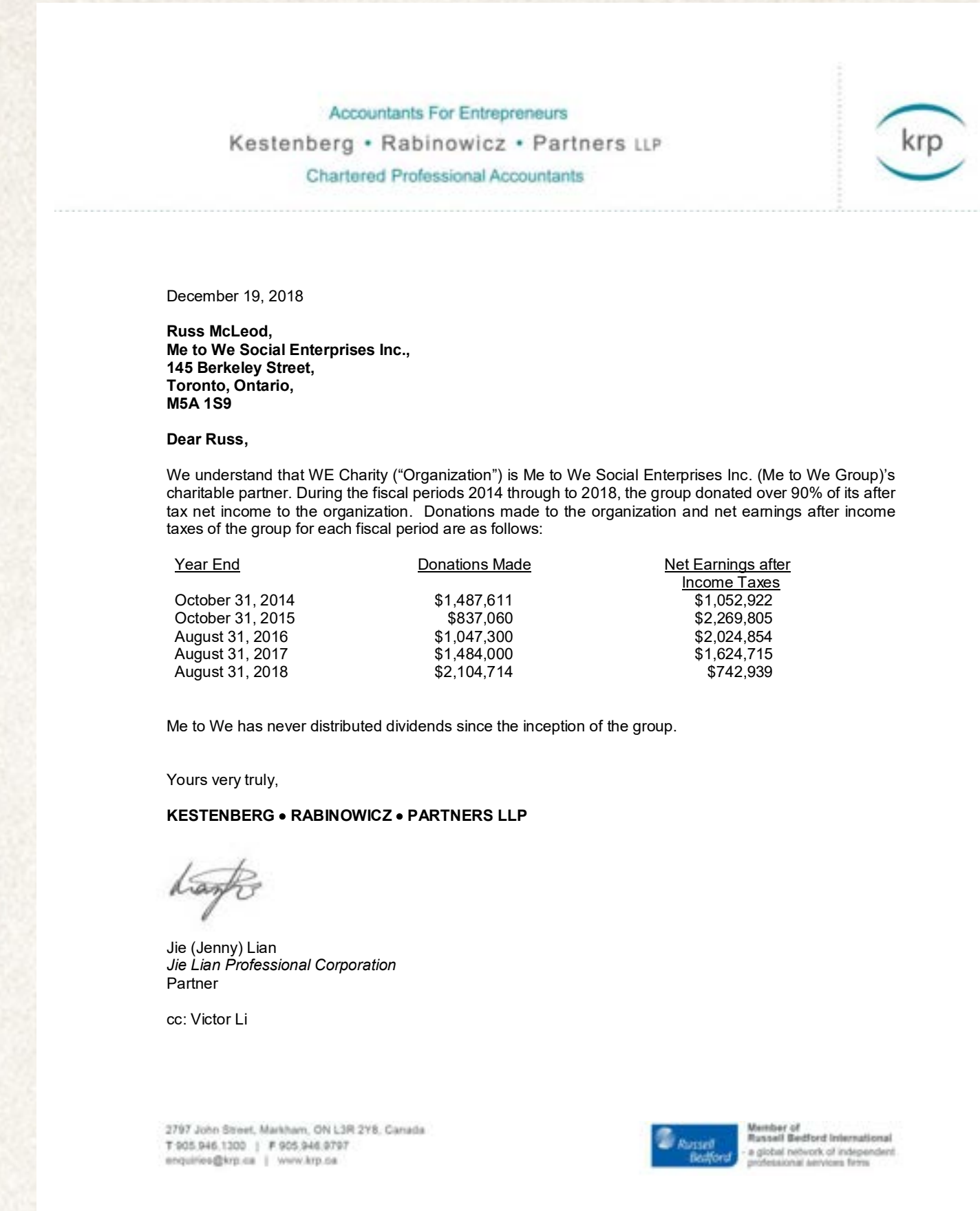
Others WE  
Charity - false  
Credentials

# ATTACHMENT #6

Rule 202 of failing to perform his professional services with due care

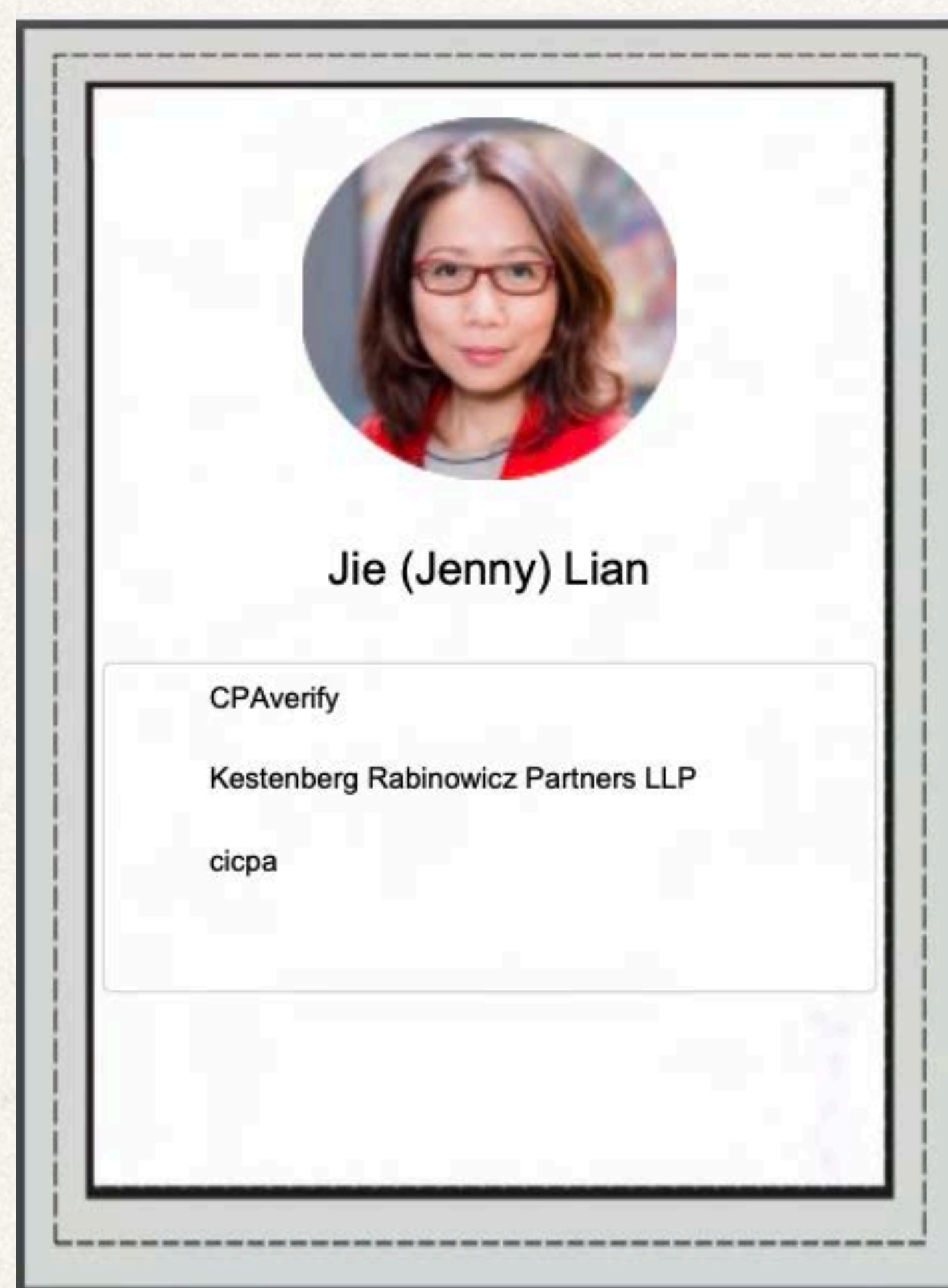


CFO Victor LI



When the member is questioned under oath by the Ethics committee about the relationship between ME to WE Social Enterprise and WE Charity the member uses documents generated by Je (Jenny) Lian. Ms Lian claims to be a CPA in the State of Illinois. However according to [CPAVerify.com](http://CPAVerify.com) Ms. Lian is falsely claiming to be a CPA in Illionis.

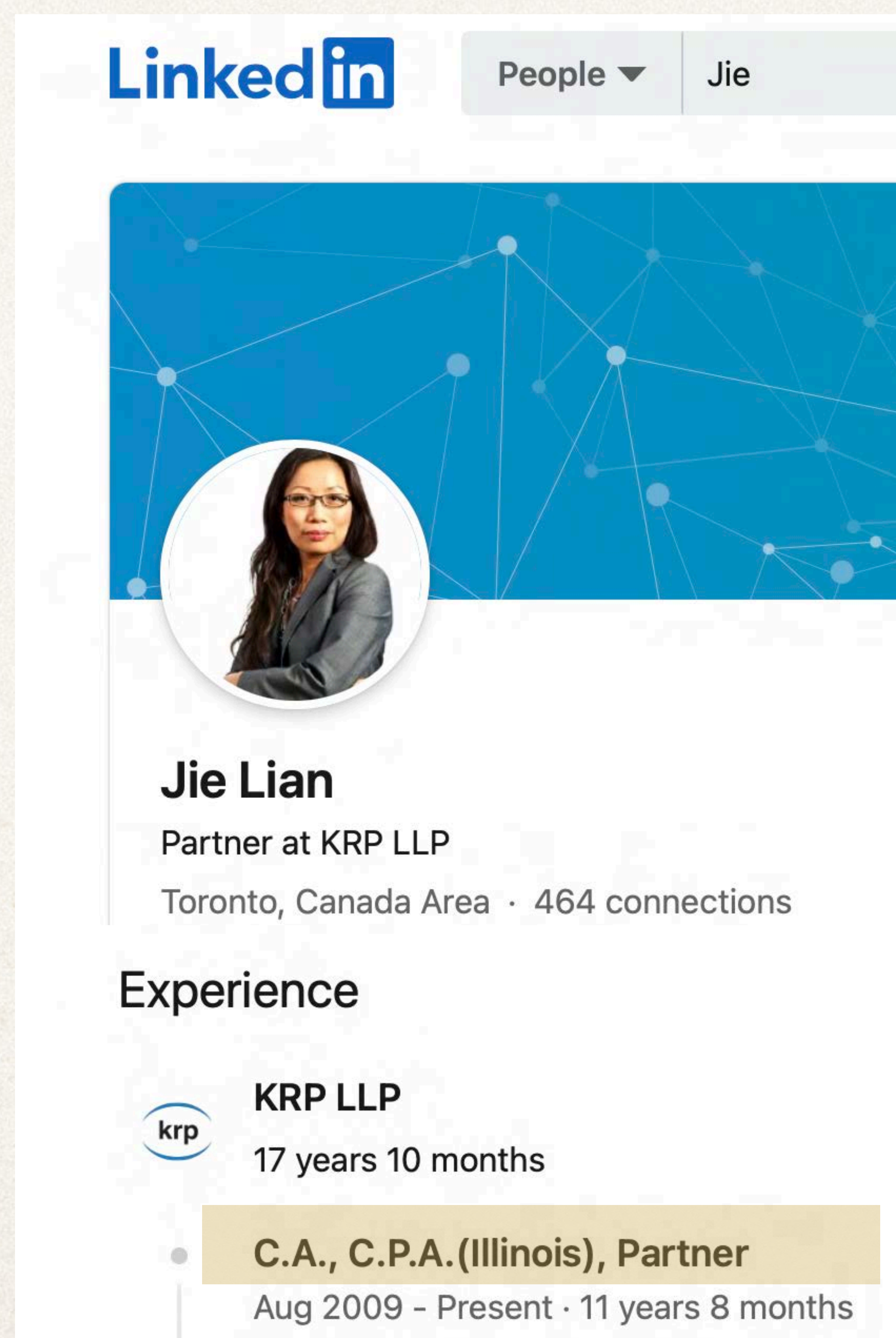
## False Credentials of Auditor



[CPAVerify.com](http://CPAVerify.com) - Expired 2018-09-30

NOT RENEWED

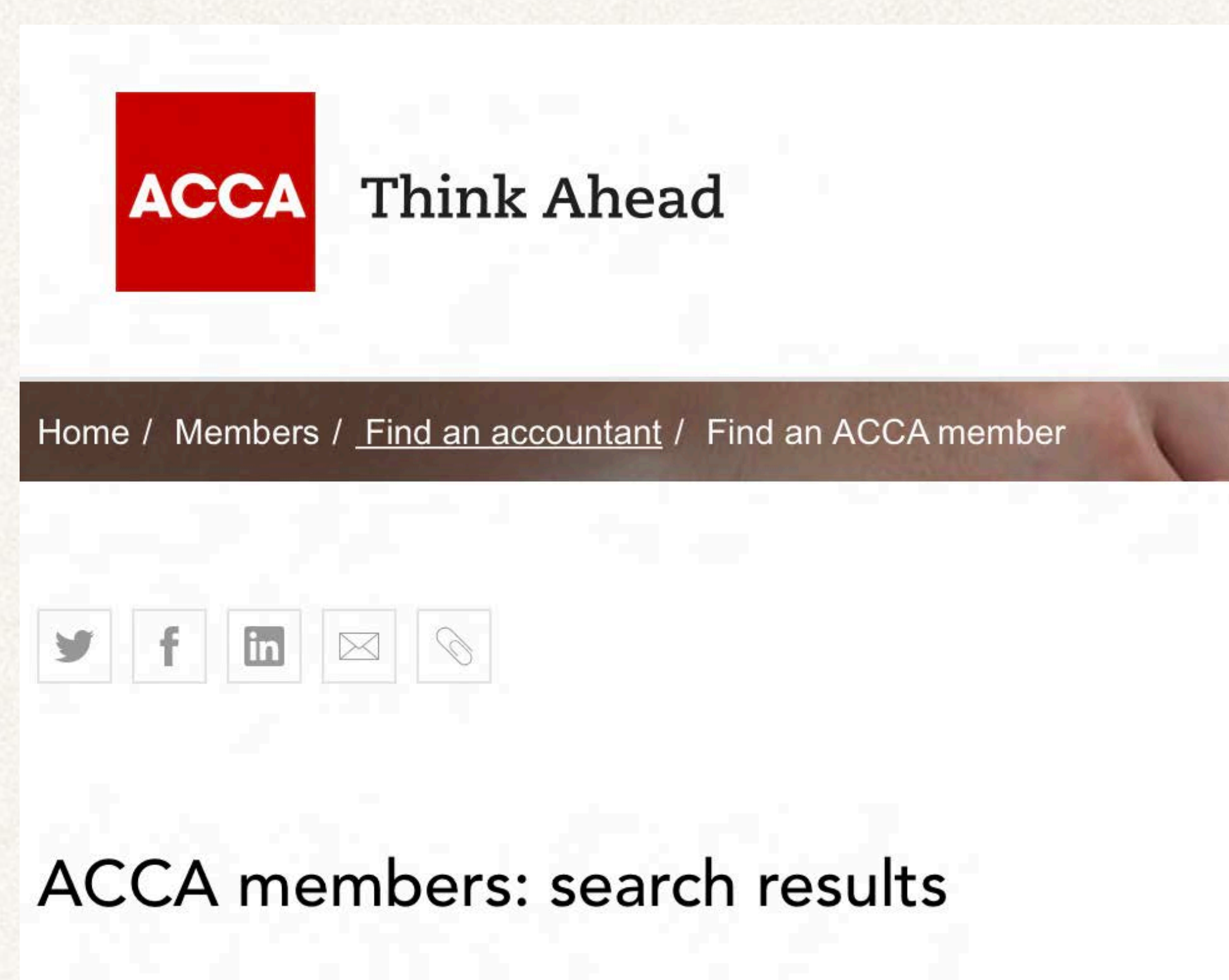
The license has expired and is no longer valid due to the licensee not renewing the license by the required time period. The licensee cannot practice.



Victor Li has a consistent pattern of working with individuals who have false accounting credentials.



CFO Victor LI



UK Office

Man Li

44 We Charity (UK) AKA Free the Children

**False Credentials of Member**

Jie (Jenny) Lian

CPAverify  
Kestenberg Rabinowicz Partners LLP  
cicpa

**False Credentials of Auditor**

The member failed to manage his public duty responsibilities to establish, maintain and apply controls and supervision of WE Charity's financial governance. Man Li works out of the UK Office. The accountant for WE charity UK claims to be an accountant in the UK. There is not record of Man Li in the ACCA database. Huan Li works out of the Toronto Office and claims to be educated by CPA Canada. There is no record for Man Li in BC, ON or PQ as an accountant. Huan Li is also listed as Legal manager on ME to WE foundation registrations, and there are no records of Huan Li being an accountant.

Toronto Office

Huan Li

- 8 ME TO WE FOUNDATION (US)(CO)
- 11 ME TO WE FOUNDATION (US)(NY)
- 17 ME TO WE FOUNDATION (US)(PA)
- 18 Me to We Foundation (US)(WV)

**False Credentials of Member**

Li, Huan(Jessica)	CPA, CGA	York Regional Police	Aurora
Li, Huan(Tina)	CPA	Ernst & Young LLP	Toronto

LinkedIn People Huan

**Experience**

- WE** Associate Director of Accounting WE  
2012 - Present · 9 years  
Toronto, Canada Area

**Education**

- CPA** Chartered Professional Accountants of Canada (CPA Canada)  
2018 - 2020

Huan Li  
Associated Director at WE  
Toronto, Ontario, Canada · 454 connections

# Conflicts of interests with relatives, tenants, coworkers of the member

## Victor Li's Spouse



Wendy Yunli Qi

7	ME TO WE FOUNDATION (US)(CA)
8	ME TO WE FOUNDATION (US)(CO)
11	ME TO WE FOUNDATION (US)(NY)
126	Wendy Qi Professional Services Corporation

**Spouse**

Wendy Yunli Qi.



CFO Victor LI

### Victor Li supervises:

- Mingze Li,
- Huan Li,
- Fiona Li

### Relationships

According to Victor Li, Mingze Li lives with Victor and Wendy Yunli Qi. Victor Li, Victor Li has not disclosed if Huan or Fiona are related.

### Tenants

Besides Mingze living with Victor and Wendy, Victor Li also has a tenant named Victor Li who rents 226 Carlton from ME To WE.

## Lives with Victor Li




Mingze Li

47	We Charity (CAN)
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**Living with Victor Li**

Mingze Li


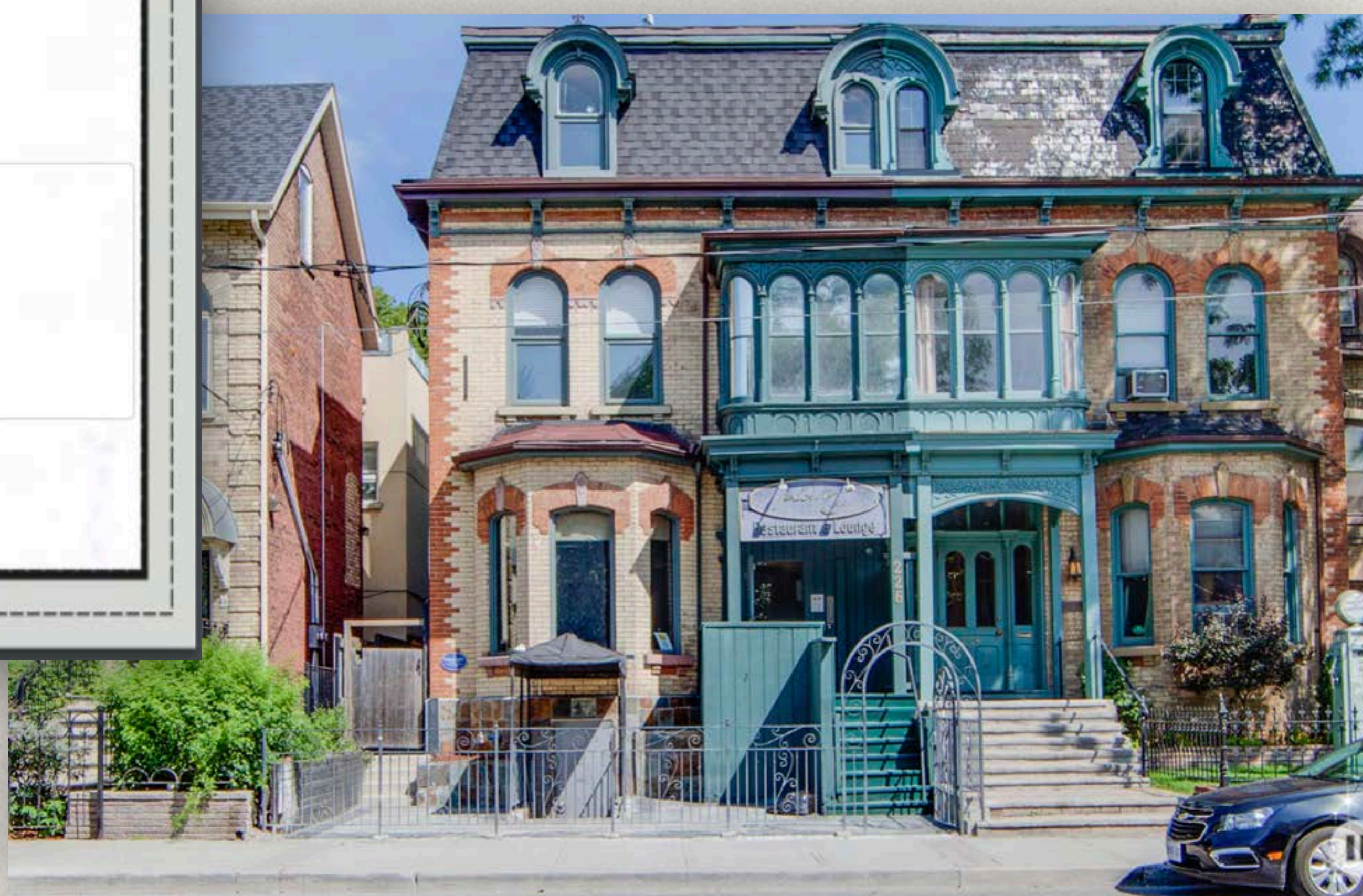
## Victor Li - Tenant



Victor Li

Onova
Atria

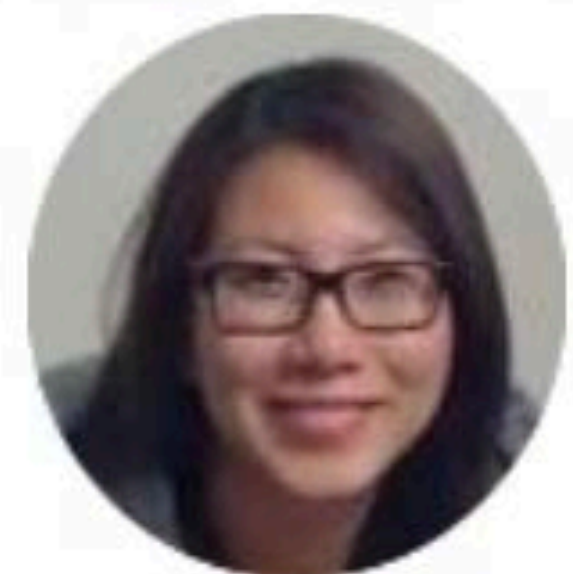
## 226 Carlton



Li, Jianying (Fiona)

47	We Charity (CAN)
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Fiona Li



Huan Li

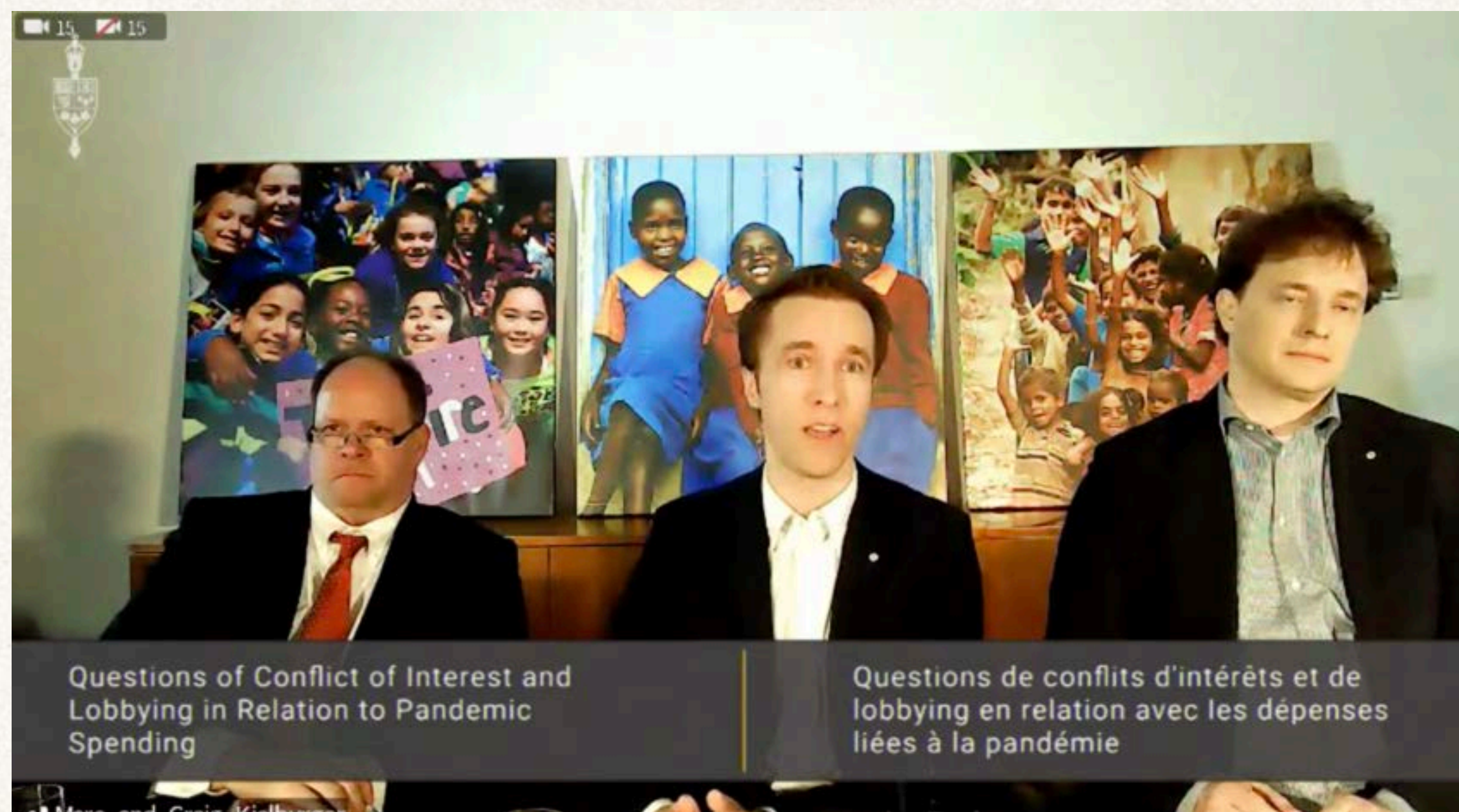
8	ME TO WE FOUNDATION (US)(CO)
11	ME TO WE FOUNDATION (US)(NY)
17	ME TO WE FOUNDATION (US)(PA)
18	Me to We Foundation (US)(WV)

**False Credentials of Member**

# Alleged Payments to Families

# Kielburger Testifies he has paid other family WE DAY speakers >\$400,000

The member is involved in the “WE Charity” scandal including the payment of over \$400,000 to the Trudeau Family & “Other Families”



Under Oath Craig Kielburger testified that WE Charity paid other families > \$400,000 for speaking and fundraising, he does not list the "families"

## [Ethics Committee Testimony Craig Kielburger March 15, 2021](#)

Hon. Pierre Poilievre: My next question is this: Is there another family you paid over \$400,000 in fees and expenses to, other than the Trudeaus?

**Mr. Craig Kielburger:**

Other—

**Hon. Pierre Poilievre:**

Could we just get an answer for that?

**Mr. Craig Kielburger:**

For over 25 years we've engaged dozens of speakers, and so that dollar amount would not be out of the norm for our most frequent speakers.

**Hon. Pierre Poilievre:**

Can you name one family?

**Mr. Craig Kielburger:**

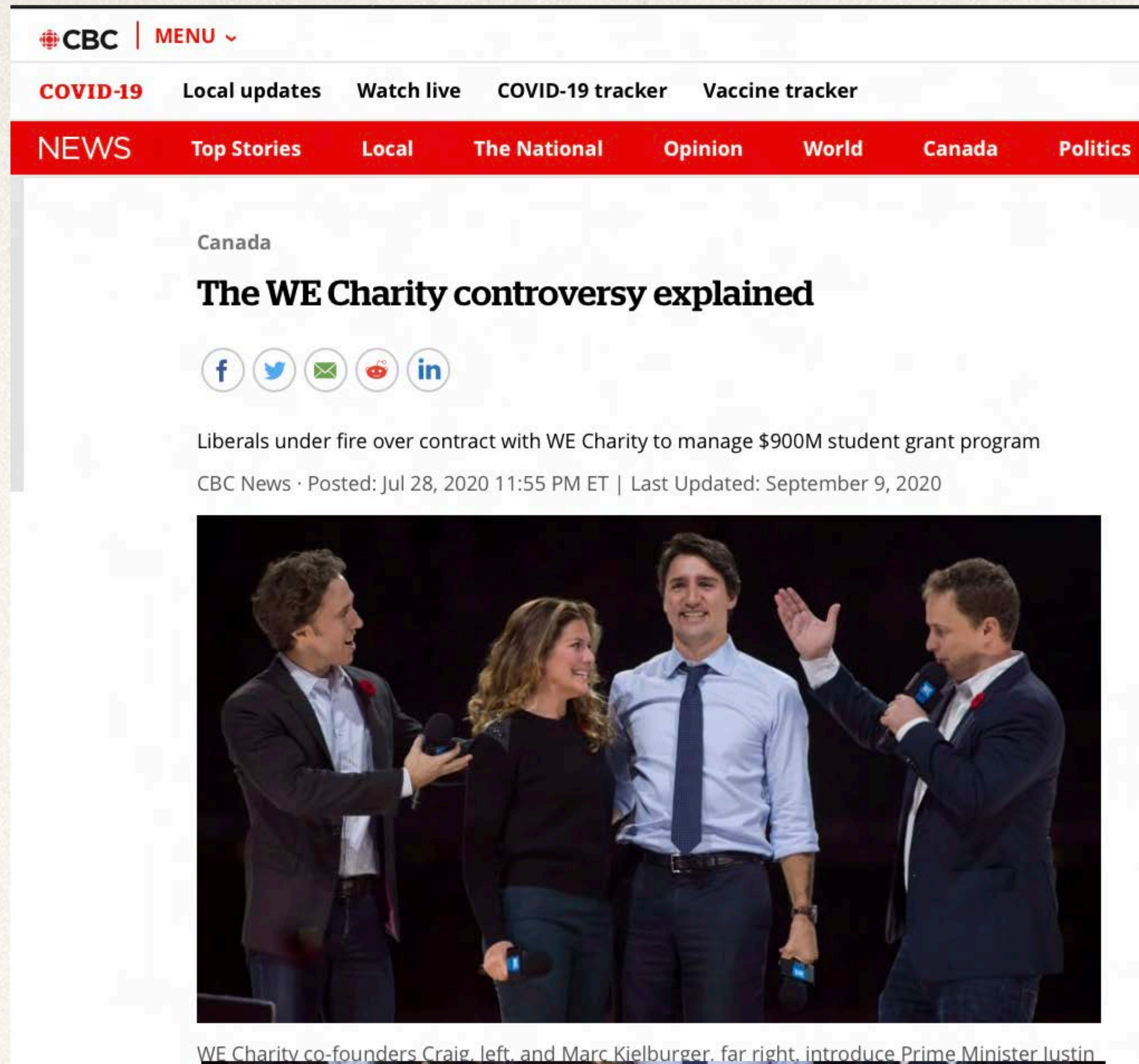
Oh, I'm not going to name those names. There are speakers who have come to multiple events, who have done multiple fundraisers, in excess of 40 events, as they did in fundraisers and awareness raisers for us. We have absolutely paid, because we don't do telemarketers. We don't do street canvassers. This is how we raise funds



Prime Minister Trudeau



>\$400,000 Paid to Trudeaus Family by WE Charity



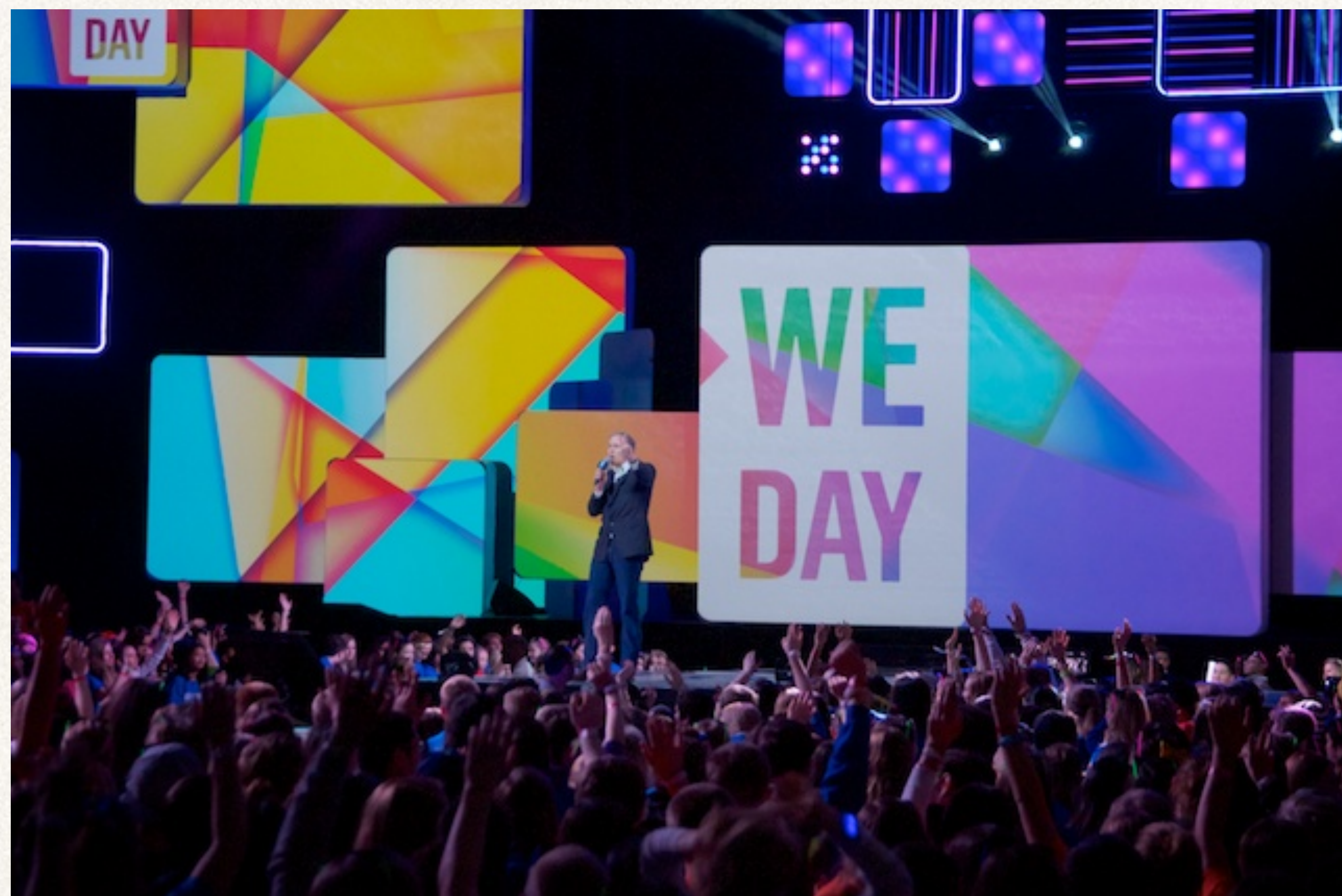
WE Charity co-founders Craig, left, and Marc Kielburger, far right, introduce Prime Minister Justin

Governor Newsom & Jennifer Newsom



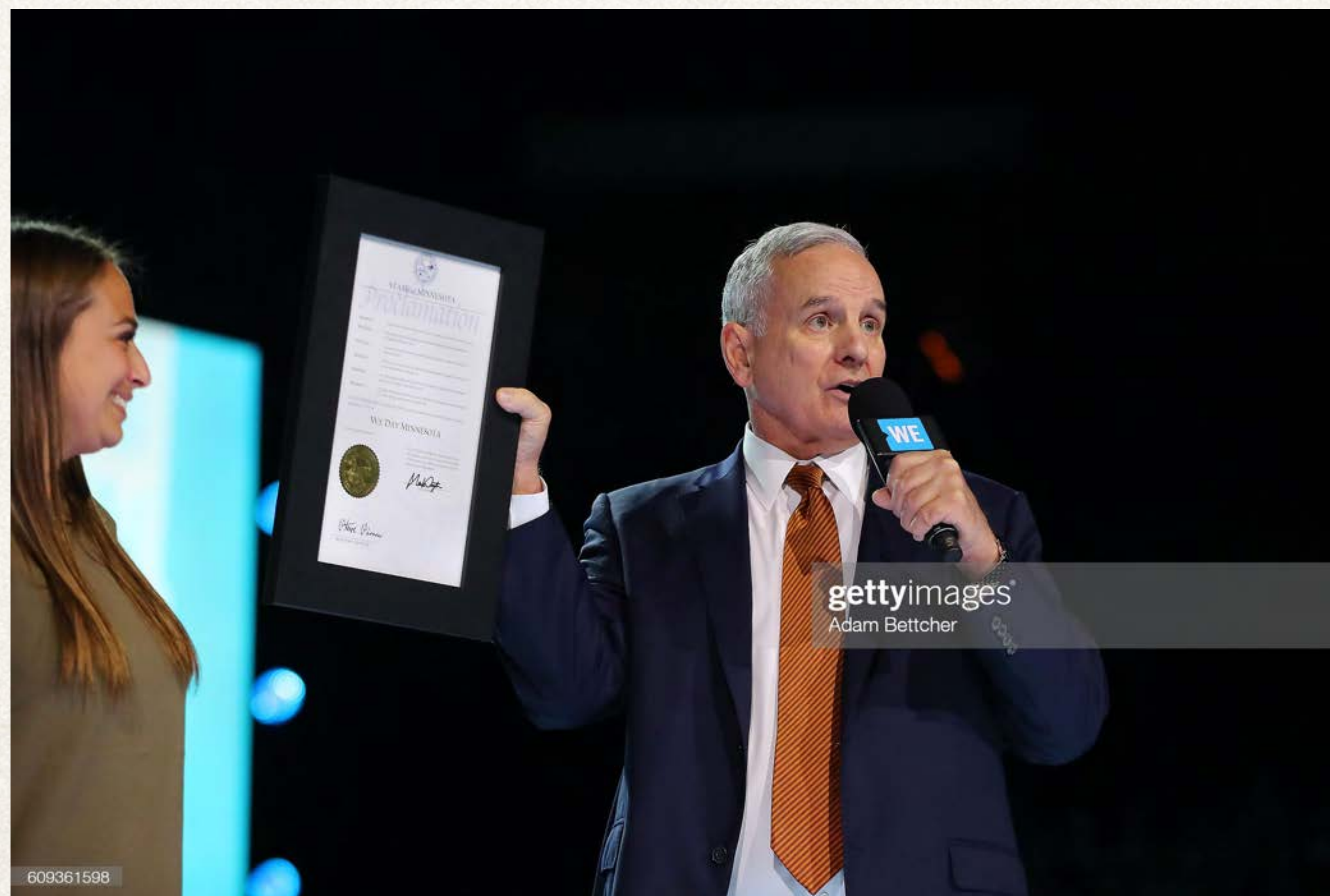
We Day Speakers & WE Day Co-Chairs

Governor Jay Inslee



WE DAY Seattle

Governor Mark Dayton

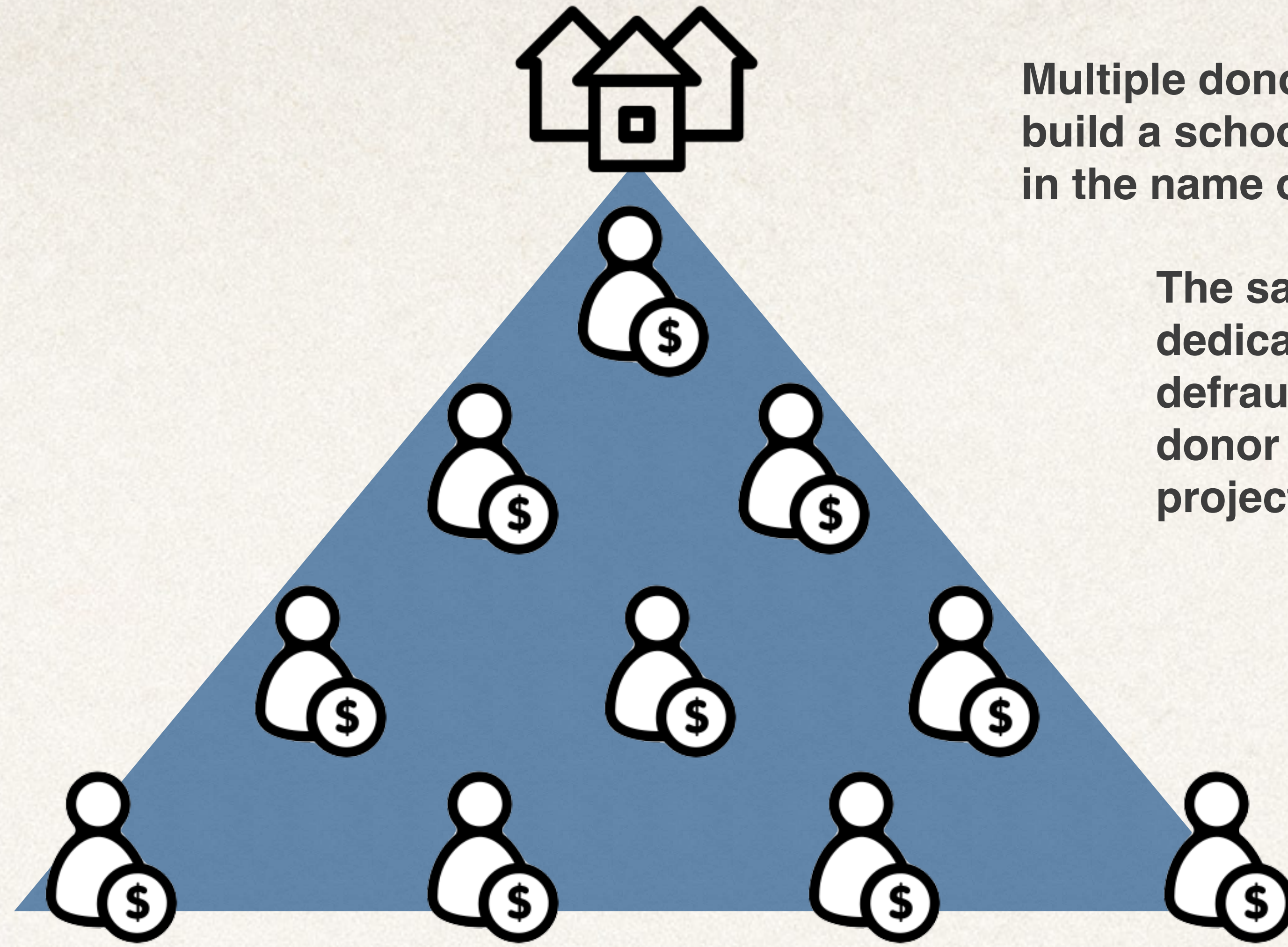


WE Day Minnesota

Donors calling for  
IRS . FBI  
Investigations into  
WE Charity

# The media is alleging that "WE Charity" is a participant in a Donor Fraud Scheme

## How the media is alleging the Donor Fraud scheme Works

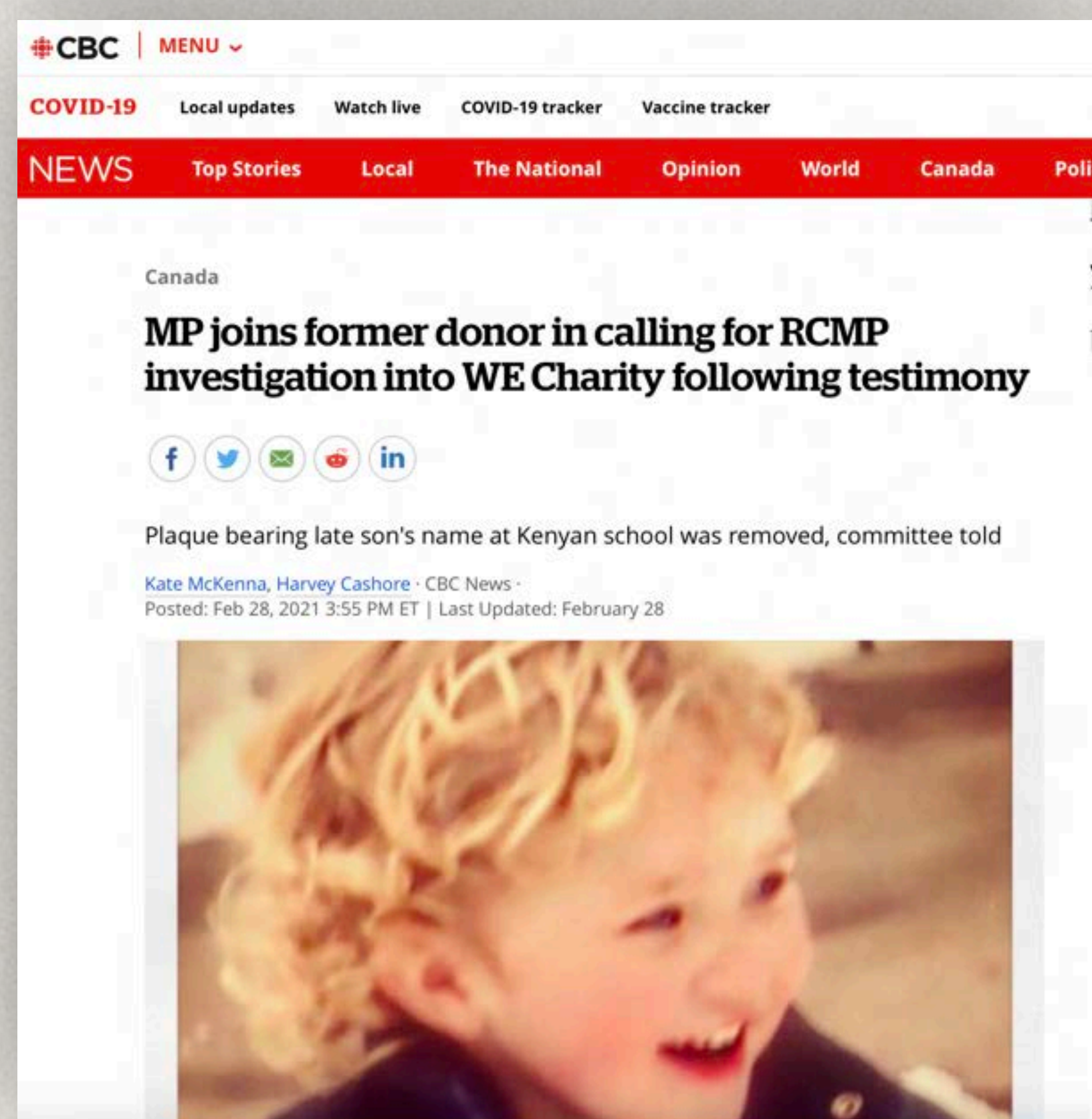
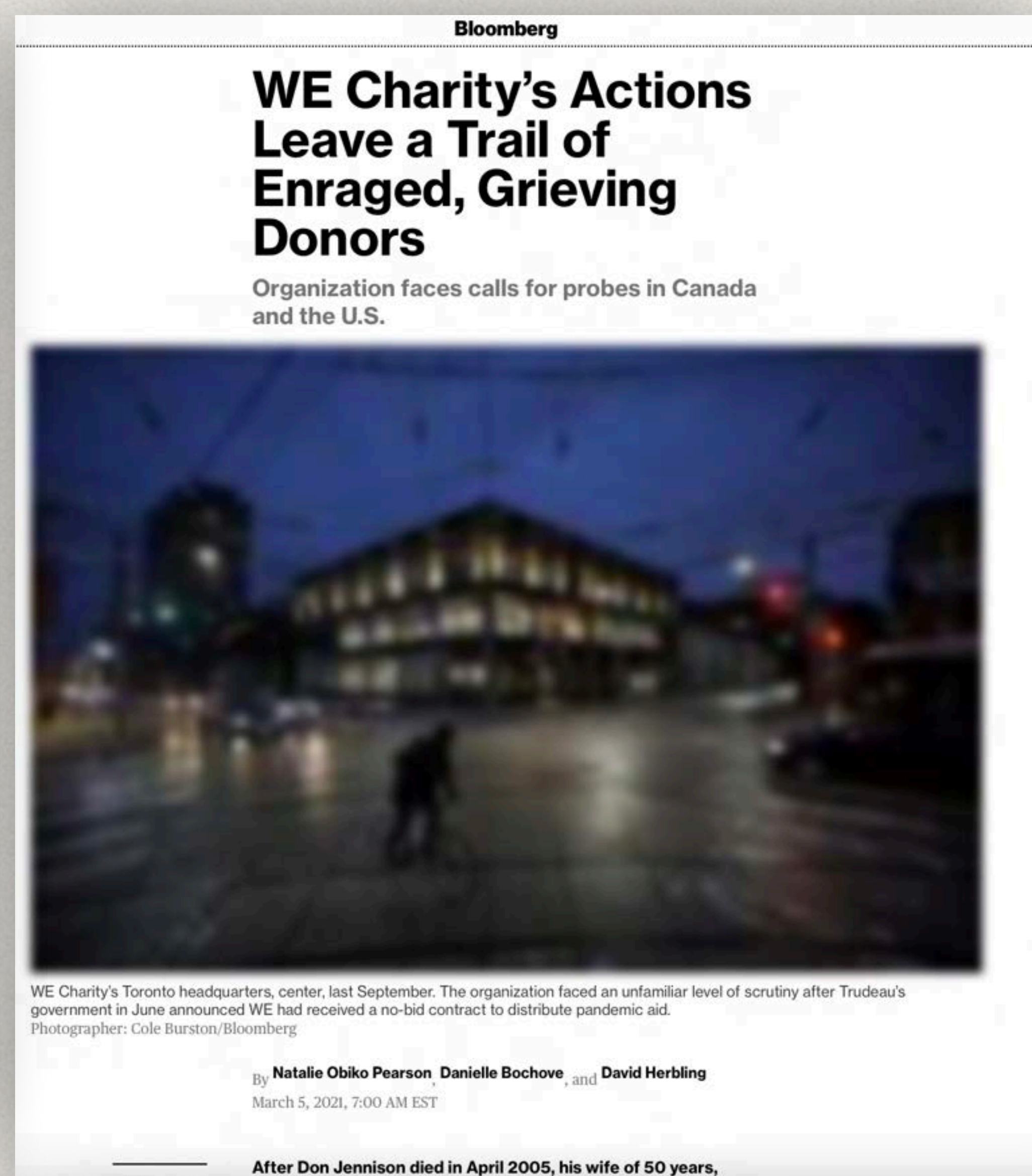
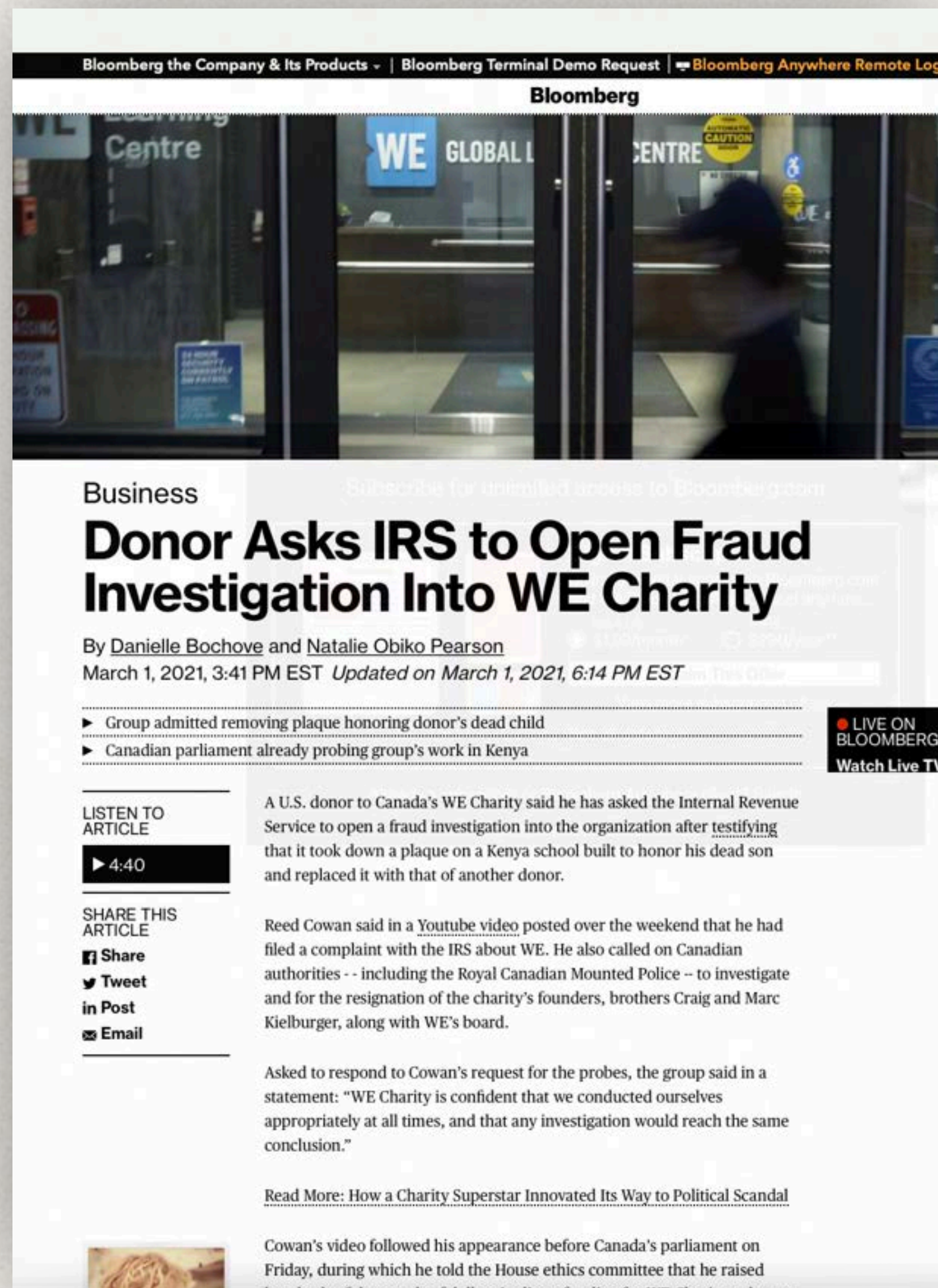


The alleged scheme is a fraudulent charity racketeering scheme where multiple donors, consumers & sponsors are defrauded by unknowingly sponsoring the same project.

Multiple donors are solicited for funds to build a school/project in a foreign country in the name of the donor.

The same school/ project is dedicated over and over again to defraud donors into believing each donor is sole donor of the school/ project.

Donors are then defrauded when the funds that are intended for the school are embezzled by the racketeering scheme.



A running joke among staff was that donor plaques hanging on buildings should be made of Velcro because they were swapped so frequently



7 News anchor Reed Cowan lost his 4-year-old son Wesley after an accident on a swing set.



UTAH

## Dad dedicating schools built in honor of his son

Funds were raised after tot died in home accident

By Pat Reavy | @DNewsCrimeTeam | Apr 21, 2007, 12:29am MDT

## WE Charity (aka Free the children)

In 2007 WE Charity was the beneficiary of \$93,500 in fundraising from students from Broward County schools. The students were inspired by Reed Cowan a Channel 7 news anchor who lost his son Wesley in a accident on a swing set.

Students from 45 Broward County schools in Florida, USA, raised nearly US\$93,500 to help the WE Charity construct 11 new schools for deserving children in Kenya.



# The “Wesley Cowen” school in Kenya

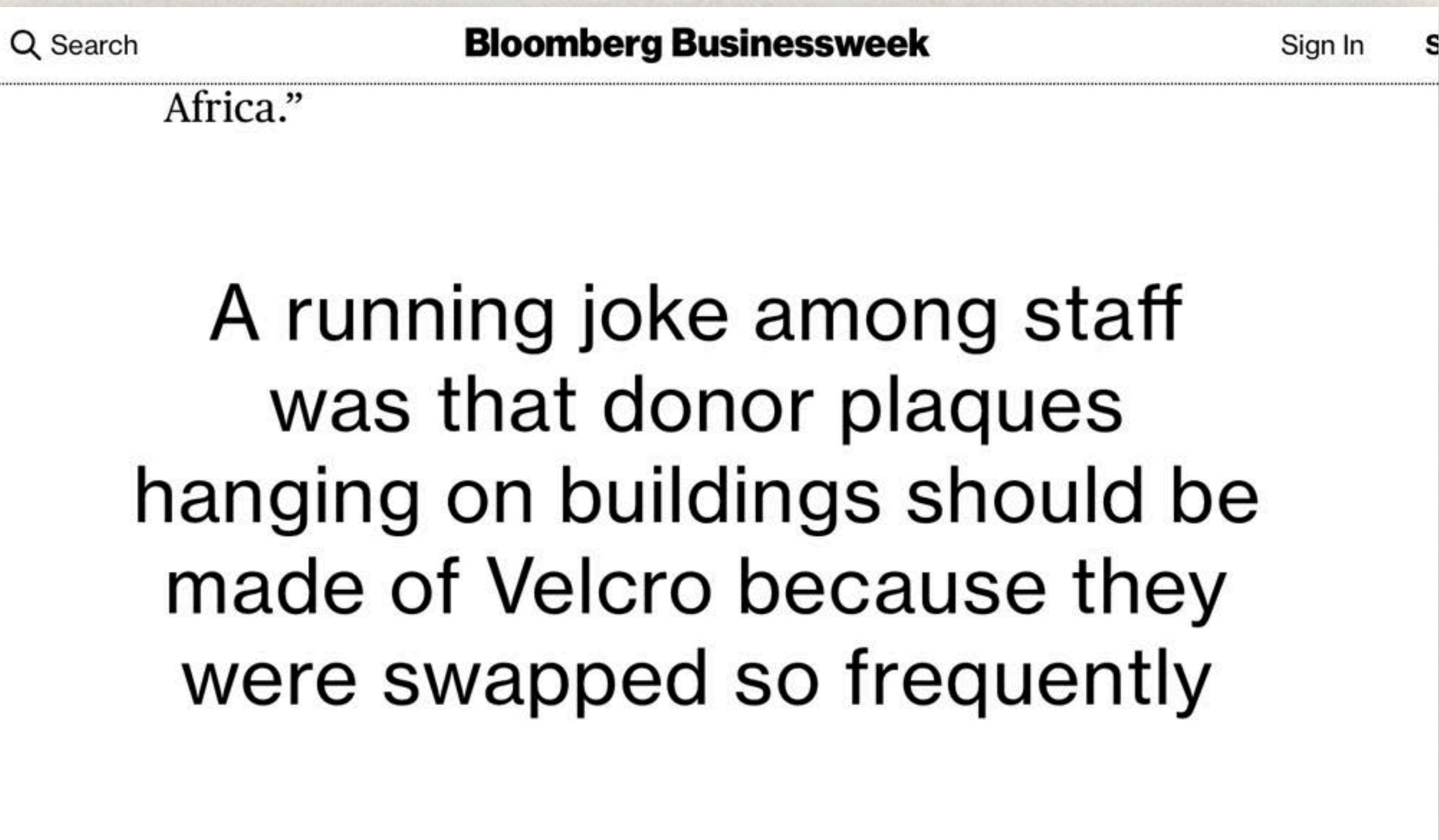
In 2007, Reed Cowan travelled to Kenya in order to dedicate the school as a memorial to his son. WE Charity erected a plaque “This school was built in the memory of Wesley Cowan”

In 2008, Reed Cowan returned to Kenya with friends & family members. WE Charity gave excuses why Reed could not visit the school that was built in the memory of his son. After a couple days WE Charity finally agreed to let him see the school. The dedication plaque for Wesley had been replaced with a new plaque.

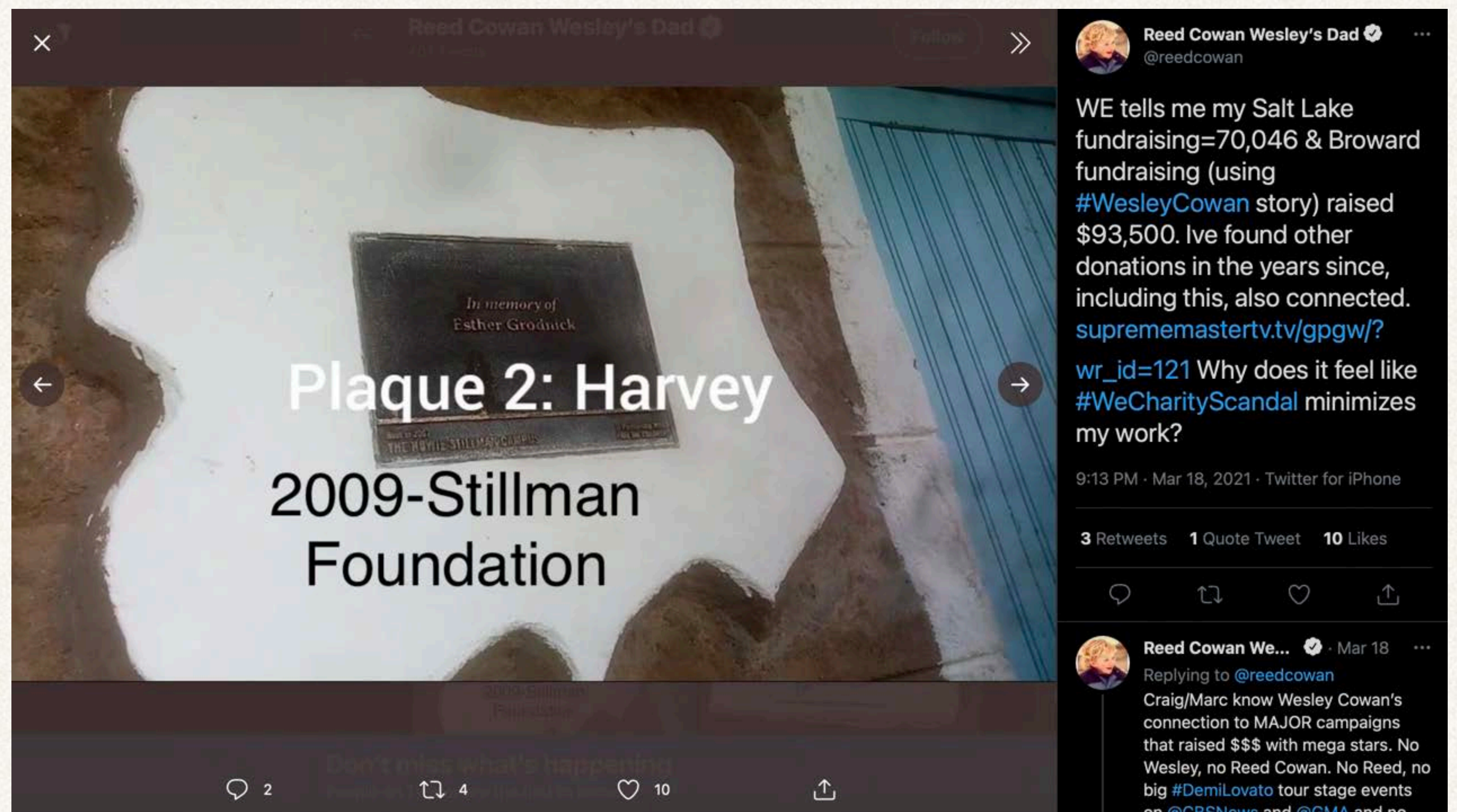
Mr. Cowan found that his son’s plaque had been replaced in 2009 dedicating Wesley’s school to The Stillman Foundation, the Howie Stillman Campus & Esther Grodnick

After WE Charity was caught swapping donor plaques Bloomberg did an article, and WE Charity swapped back another plaque for Wesley.

Title



Caption



# Investigations

# Ethics Committee investigation

- Victor Li has failed to provide accounting records when requested to do so as part of a Parliamentary inquiry. He is unwilling or unable to be governed.



CFO Victor LI

Victor Li has been requested to provide a list of the 1,500 schools that “WE Charity” claims to have built.

Despite numerous requests and attempts by the committee for the member to cooperate with a Parliamentary investigation, the member has been warned he may be in contempt of Parliament.

## USE OF PROCEEDS OF DONATIONS

Victor Li claims it would take “months” to provide a list of schools & school rooms that the charity claims to have built. The member has had over 20 years to prepare a list of the projects built by WE Charity. Victor Li has failed to keep adequate records of donors and the projects that the donors funded. The records of donors, and the records of projects built would be under the scope of the use of proceeds of the organizations donations.

## REPRESENTATIONS BY VICTOR LI

For 25 years WE Charity has been making representations to the public as to the number of schools and school rooms it has built. These numbers are generated by the accounting function of the organization, and the member is the Chief Financial officer of the organization.

If the number is not 1,500 or greater than the member has provided false numbers to the charity, and is part of a conspiracy to defraud donors.

## PROTECTING THE PUBLIC INTEREST - 990 Tax Returns



CFO Victor LI

Victor Li has made false claims about his education and credentials as a CPA in the United States. He has made representations that the administration costs of WE Charity are 10% of funding. The 990 tax returns in the United States that the member has prepared the financial statements for and is named on, do not balance with 990 returns prepared by donors. The amount that Foundation donors claim to give WE Charity on the US tax returns does not balance the amounts that WE Charity claims to have received from the donors.

The administration costs in the United States average 75%, and the charity has raised millions of dollars. Based on the amounts that ME to WE charity claims to have given WE Charity the math does not work that ME to WE could reduce the administration costs to 90% by donating \$6,960,685 over a 5 year period of cash and “in kind” donations.

### WE Charity Revenue USA

Aug 31 2019 -	\$31,141,326
Aug 31 2018 -	\$18,272,749
Dec 2017 -	\$33,047,903
Dec 2016 -	\$31,311,405
Dec 2015	\$27,201,170
	\$140,974,553

$$6,960,685/\$140,974,553 = 4.9\%$$

### **Victor Li's claims under Oath to the Ethics Committee**

*32. How do you ensure that 90% of your funding gets spent on programming, who gets to decide whether that programming is considered to be charitable development work, and how do you keep your administration costs at 10% or below of all of your funding?*

As CFO, I worked to achieve WE Charity's goal of maximizing the efficiency of donors' money by maximizing the amount of money that went towards programming as opposed to administration costs. General accounting principles and CRA regulations dictate what is considered a valid programming cost. On average, 90% of funds are spent on programming. This is reflected in WE Charity's audited financial statements, which show program expenditures and support (administrative) expenditures as separate line items. Additionally, ME to WE Social Enterprises Inc. provides significant in-kind support to WE Charity to directly reduce administrative expenses.



Paid

Endorsements not  
disclosed



# Competition Bureau: The law of influence: social media and the duty to disclose

The Competition Act has a civil and a criminal framework to regulate false or misleading representations. Influencers and the companies behind them may both be liable under the Act. Making a materially false or misleading representation is generally categorized as a civil matter and can lead to financial and reputational consequences (see section 74.01). If the representation rises to the level of being made “knowingly or recklessly”, it may substantiate a criminal charge and fines of up to \$200,000 (see section 52). In determining the gravity of the misrepresentation, the Act provides that both the general impression created by the advertisement as well as the literal meaning of the text should be taken into account. For most purposes, the consumer’s “general impression” is the basic rule.



FEDERAL TRADE COMMISSION  
PROTECTING AMERICA'S CONSUMERS

## FTC - Disclosures

**WE Charity “Free Trips”** -WE Charity failed to disclose that WE Charity Ambassadors received “Free Trips” to stay at locations owned by “ME to WE Social Enterprises. Ambassadors need to disclose their trip was paid for and their endorsement of WE Charity is a PAID ENDORSEMENT.

**WE Charity Ambassadors** - The use of “#ambassador” is ambiguous and confusing. Many consumers are unlikely to know what it means. By contrast, “#XYZ\_Ambassador” will likely be more understandable (where XYZ is a brand name). However, even if the language is understandable, a disclosure also must be prominent so it will be noticed and read.

# WE Celebrity Ambassadors / Trips



Selina Gomez



Lily Singh



Joe Jonas

Joe Jonas sings praises of hands-on experience



On a site visit to Africa, pop star Joe Jonas bears first hand what the women in the Maasai Mara national reserve go through to fetch water for their families.

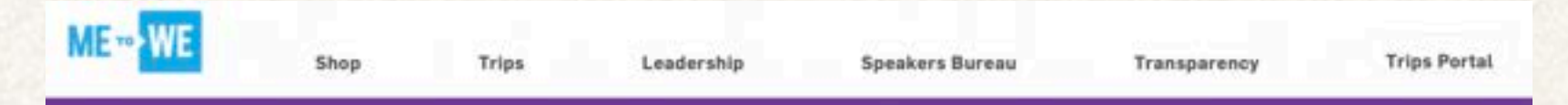
- TRENDING
- 1 Chi-sung in X
  - 2 Life to s, non
  - 3 Free tabl
  - 4 Go best Gab (pre)
  - 5 om b-S



Lily Singh



Natalie Portman



Women empowering women: Natalie Portman's journey to Kenya



With a string of beads in one hand, Natalie Portman shows her head back and laughs, shaking her outrageous smile while sitting cross-legged with a group of Maasai women under the Kenyan sun. The women of Maasai are weaving their way through life as they make jewelry and exchange stories of hardship. This jewelry is made from the same beads Natalie held in her hands and the three women have been taught



nina dobrev



Demi Lovato



Hannah Simone



Sofia Carson



Bailee Madison



Jordan Fisher



Olivia Holt



Drew Scott



Kardinal



Malala Yousafzai



Nellie Furtado



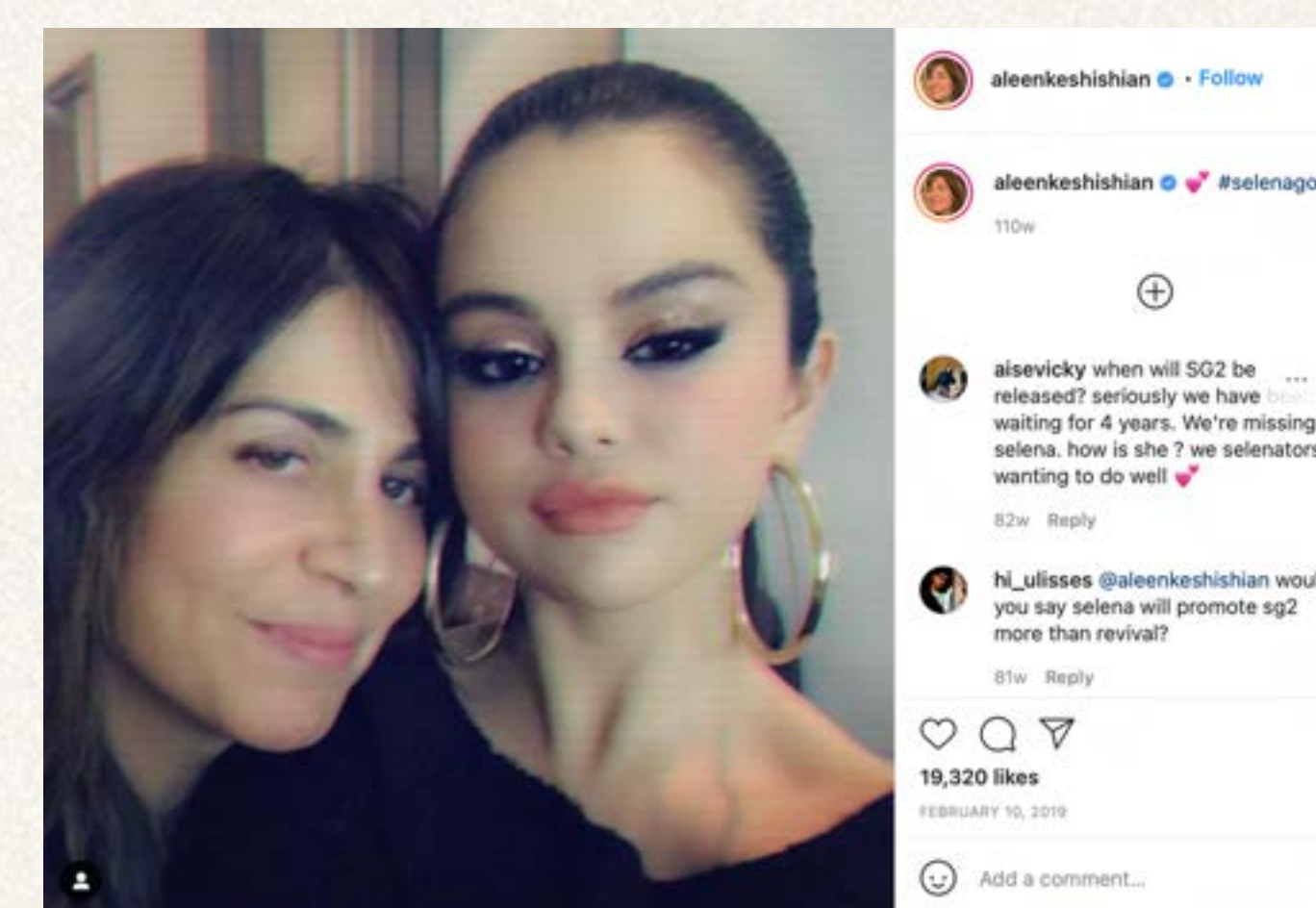
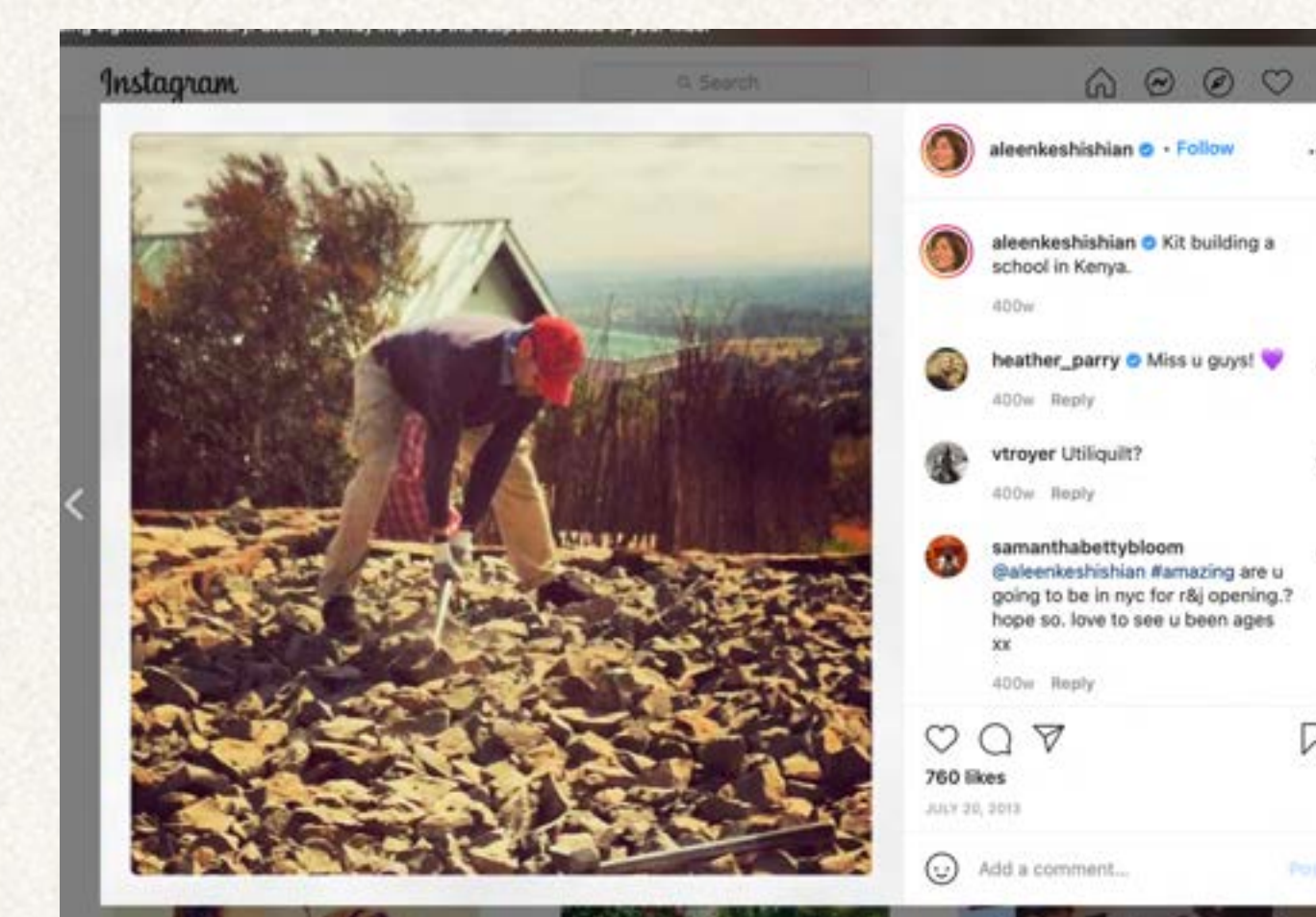
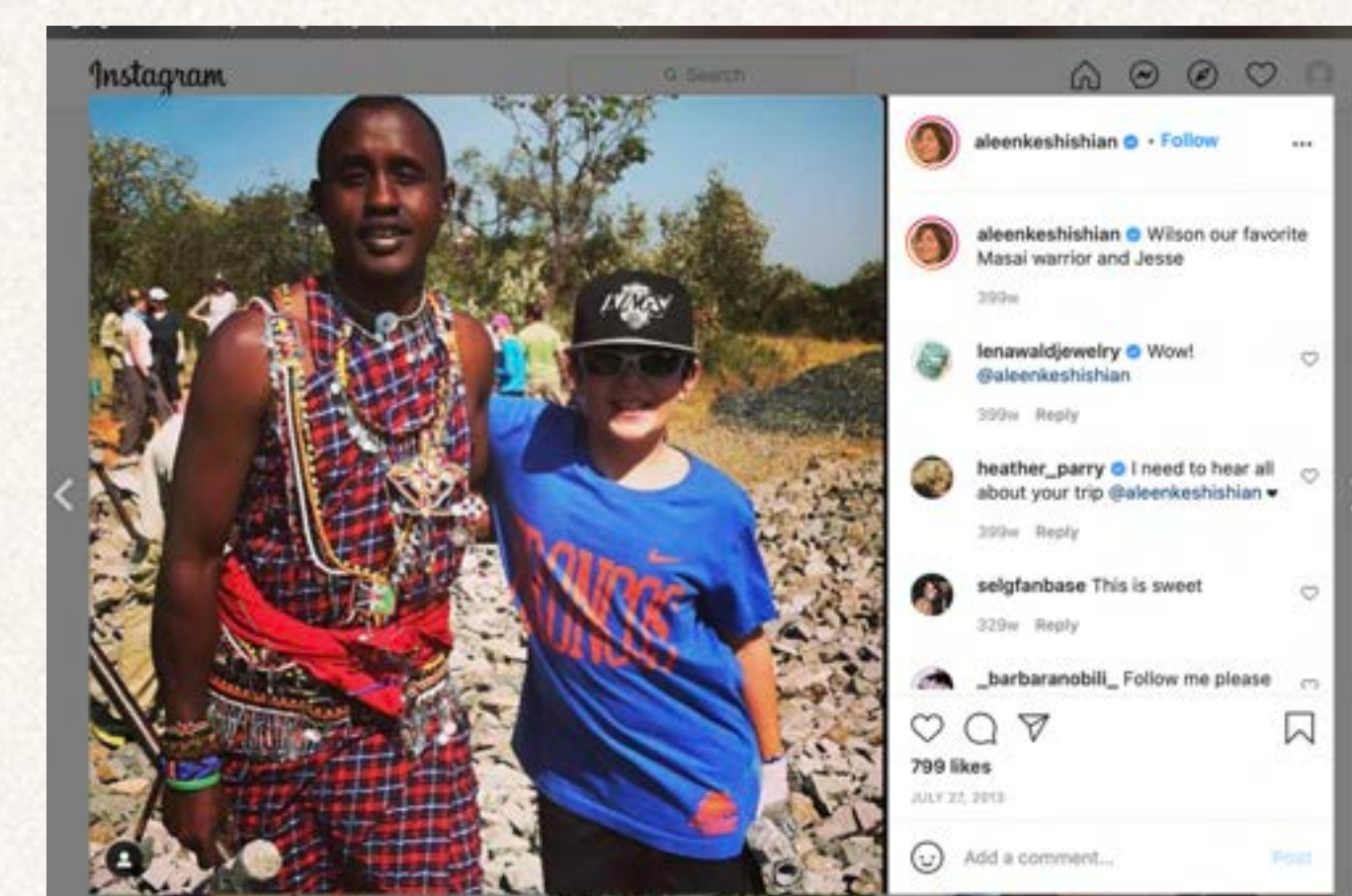
# WE Charity Board Member represents Celebrity Ambassadors



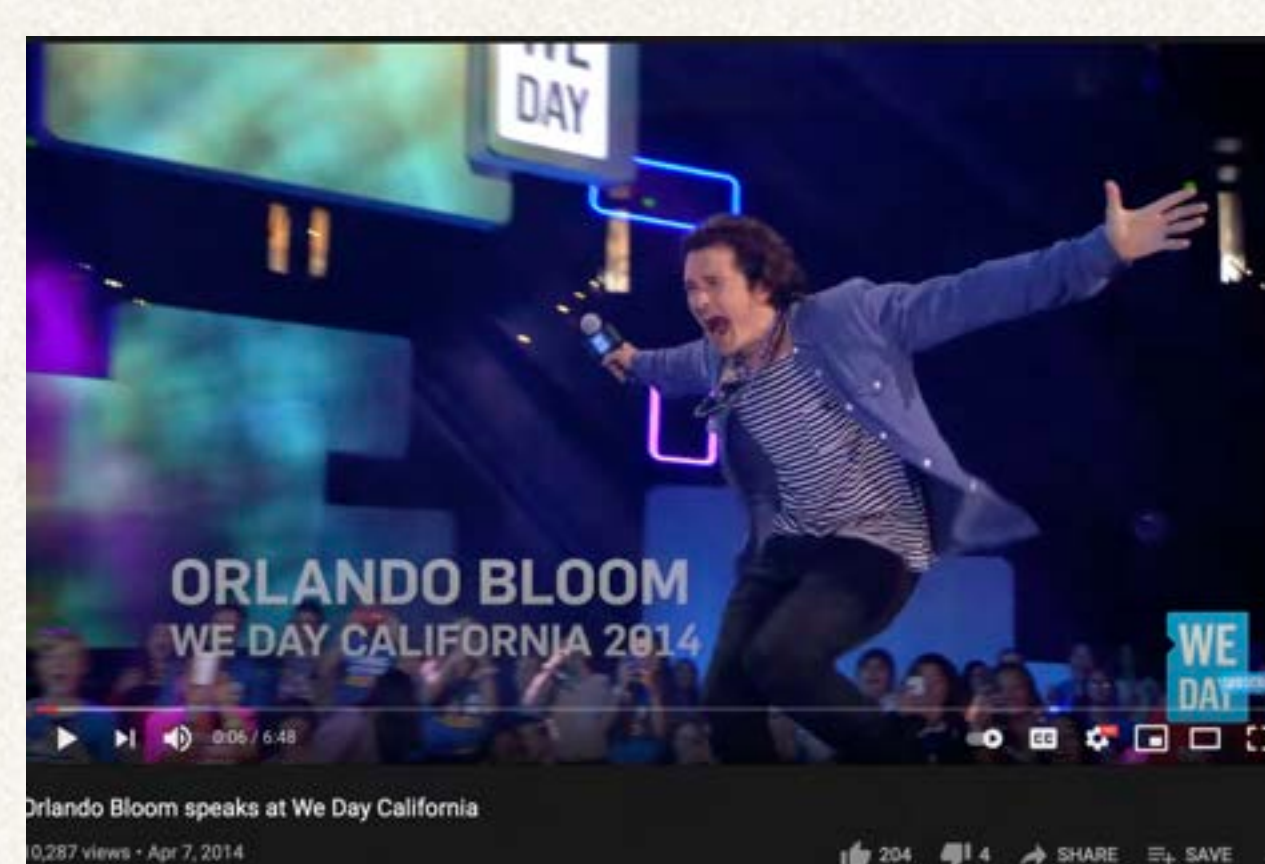
**Aleen Keshishian WE Board Member (2014) is the talent agent for Jenifer Aniston, Josh Gad, Nina Dobrev, Paul Rudd, and Selena Gomez**

**Aleen's son & relatives have also participated in trips to Kenya with WE Charity.**

**Jesse Keshishian**



**When Aleen's clients endorse the charity they need to disclose all payments & trips they received in exchange for the endorsements**




**Microsoft & the Bill & Melinda Gates Foundation are the largest donors to WE Charity.**

**Aleen's Instagram posts include disclosures of alleged meetings with Bill Gates, but not of her clients financial disclosures for WE Charity trips.**




WE Charity  
Founders \$50  
Million dollar Real  
Estate Empire

# WE Charity "office" in Palo Alto - Donors call for IRS /FBI Investigation into where the donor money is being spent

 **Reed Cowan Wesley's Dad** @reedcowan


Who owns/owned this mansion? It came up in a tip today. [redfin.com/CA/Palo-Alto/4...](https://www.redfin.com/CA/Palo-Alto/4...) 🤔



4:37 PM · Mar 28, 2021 · Twitter for iPhone


32 Retweets 1 Quote Tweet 81 Likes

**Reply**

 **Reed Cowan Wesley's Dad** @reedcowan · Mar 28 ...

Replying to @reedcowan

And this property? [redfin.com/CA/Carlsbad/20...](https://www.redfin.com/CA/Carlsbad/20...)  
Fascinating Sunday real estate detective work.



2004 Avenue Of The Trees, Carlsbad, CA 92008 - 4 ...  
(SDMLS) 4 beds, 3 baths, 2168 sq. ft. townhouse located at 2004 Avenue Of The Trees, Carlsbad, CA ...  
[redfin.com](https://www.redfin.com)

3 15 33

 Palo Alto Online

## Free the Children opens office, holds rally

by Emilie Doolittle / Palo Alto Online

Uploaded: Sat, Jan 31, 2009, 10:51 am  
Updated: Mon, Feb 2, 2009, 9:39 am  
Time to read: about 2 minutes

More than a hundred teenagers and adults celebrated the opening of the first Free the Children office in California, located at 481 Washington Ave., Friday in Palo Alto.



SLIDESHOW

The crowd gathered from 7:30 to 9:30 p.m. at the Lucie Stern Community Center to hear founder Craig Kielburger speak about the organization and what youth can do to get involved. Kielburger said the mission is to free children in two ways: first, to free children in underdeveloped countries by giving them access to education; and second, to free children from the idea that they're

Singer-songwriter Louise Kent sings for a group of children and adults who gathered inside the Lucie Stern Community Center for the Free The Children Youth Rally on Friday, Jan. 30, 2009. Photo by Veronica Weber/Palo Alto Online.

# The media is alleging that WE Charity, it's founders and the CFO are involved in dubious real estate transactions involving \$60 million dollars



CFO Victor LI

 Toronto Sun

## LILLEY: Real estate is central to the WE/Kielburger story

A March 2019 profile of Fred and Theresa Kielburger, parents of WE founders Craig and Marc Kielburger in Canadian Living, detailed their start ...

Jul. 19, 2020

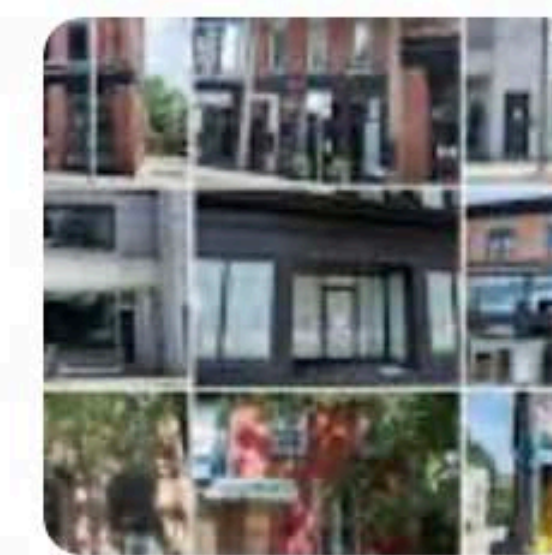


 The Chronicle Herald

## Property brothers: Kielburgers facing scrutiny over WE ...

But for the charity's founding family the real estate holdings extend beyond WE Charity. ME to WE Social Enterprises Inc. — the for-profit entity ...

Jul. 20, 2020

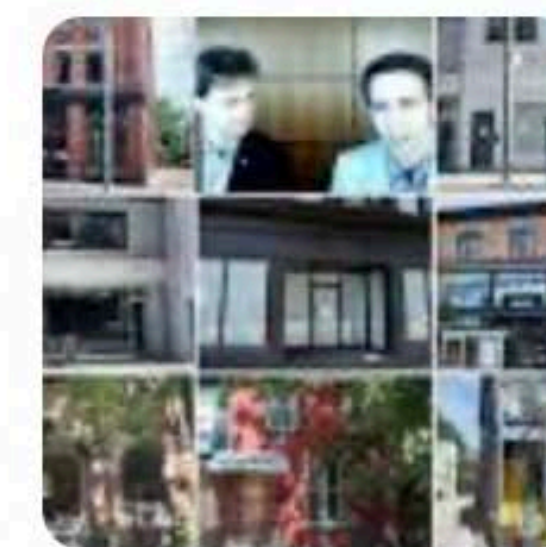


 National Post

## WE Charity still sitting on \$40M in Toronto real estate that was to be sold for endowment fund

Article content. Six months after WE Charity announced it would sell off its Canadian assets to create an endowment fund for its humanitarian ...

2 weeks ago



 BNN

## Canada lawmaker seeks probe of WE Charity's Kenya ...

Canada lawmaker seeks probe of WE Charity's Kenya operations ... oversight, corporate structure and the organization's real estate portfolio.

Jan. 12, 2021

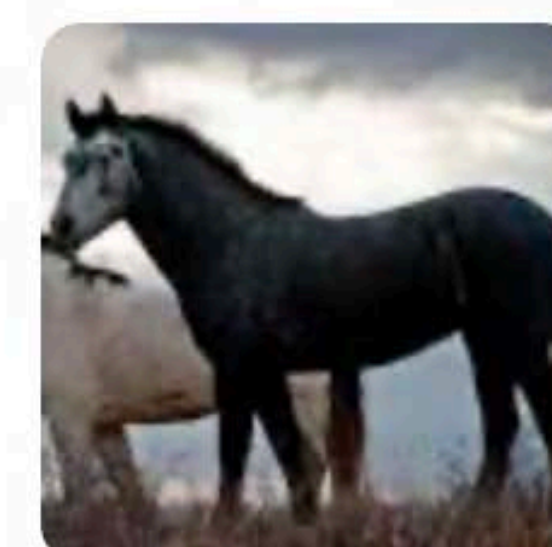


 The Globe and Mail

## WE Charity's Windsong: What went wrong at a sprawling ...

When officials at WE Charity acquired a pair of rare Nokota horses in ... Jean Miller, a local real estate agent, was hired in April, 2018, to find a ...

2 weeks ago

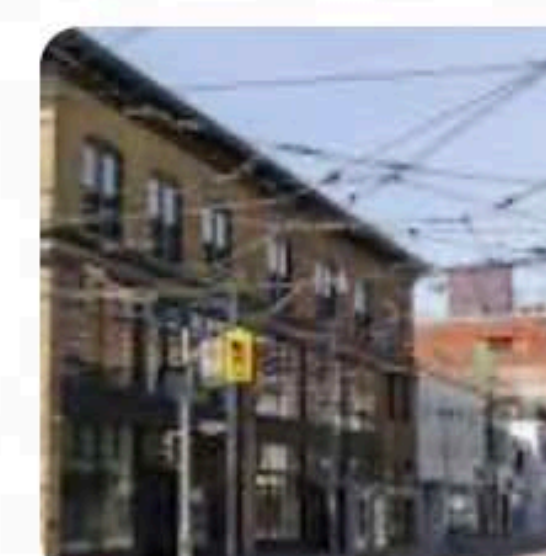


 Toronto Sun

## LILLEY: WE Charity listed real estate holdings worth \$43.7 M in 2018

Since that penny campaign in 2013, WE Charity has gone from listing \$10.8 million in real estate holdings to \$43.7 million reported to the ...

Jul. 15, 2020



 CBC.ca

## City to review why it's paying \$9.7M to rent building from parents of WE Charity founders

As questions swirl about the WE Charity's links to federal political leaders, Toronto city council has voted to look at how staff decided to lease a ...

Jul. 31, 2020



 blogTO

## Here's a list of all the real estate properties WE Charity still ...

Founders Craig and Marc Kielburger have stepped down from WE Charity, but it turns out that the organization is still sitting on plenty of Toronto ...

2 weeks ago

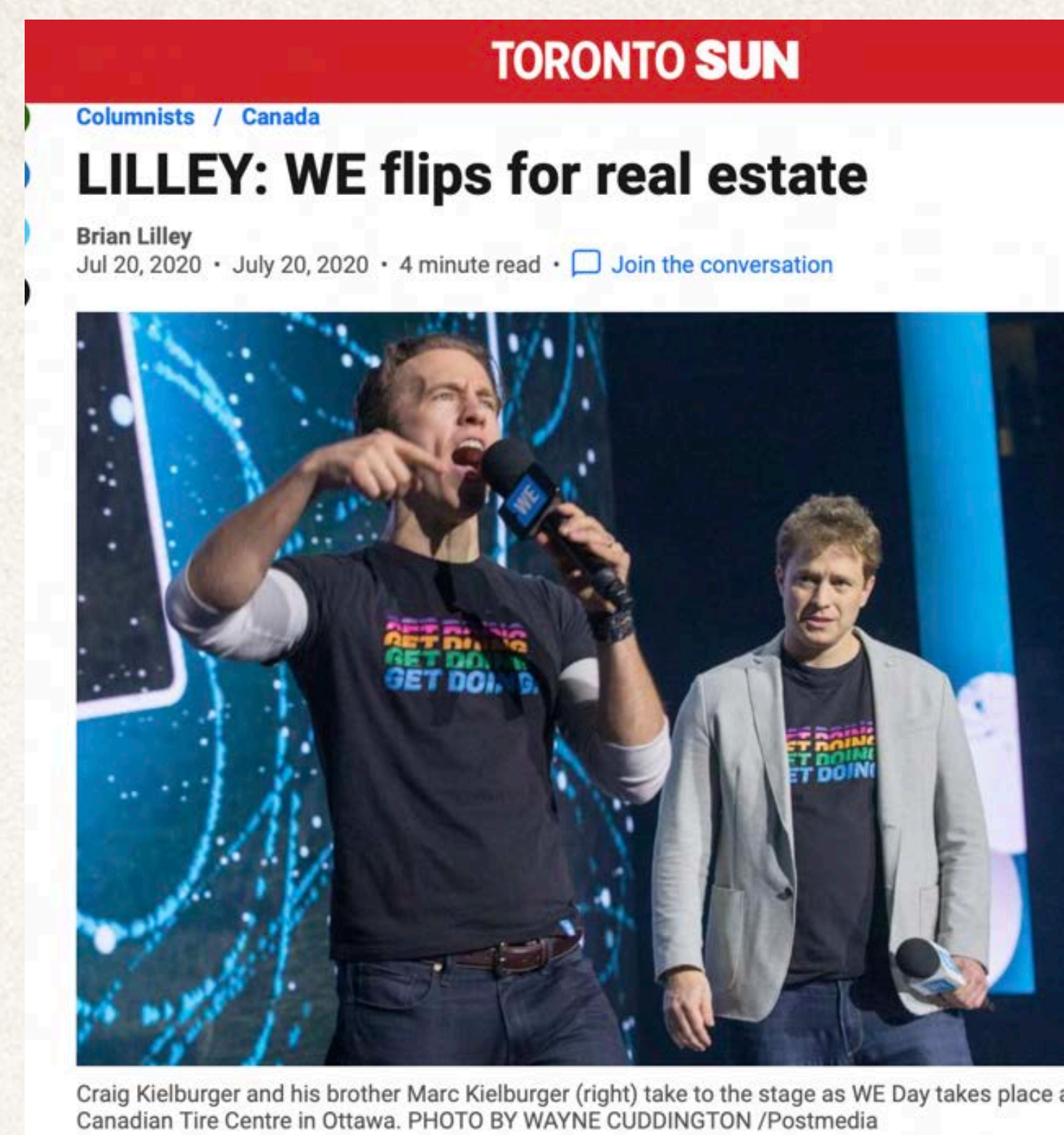


# ATTACHMENT #9

## Victor Li - Property Transactions with WE Employee



CFO Victor LI



### Lives with Victor Li



The following two pages are from an article by Brian Lilly of the Toronto Sun. Mr. Lilly has been investigating the unconventional real estate practises of “WE Charity” and the member.

*On Oct. 5, 2015, Mingze Li was a 21 year-old student at the University of Toronto’s Rotman School of Business. Unlike most students at U of T, even business students, Li had just bought a property worth more than \$1 million.*

*In December 2015, Li would buy another expensive property; this time he paid just shy of the \$1-million mark, \$995,000 for a red brick, three-storey semi-detached home on a leafy street in Toronto’s Cabbagetown*

*Both properties were bought from different parts of the real estate portfolio controlled by Craig and Marc Kielburger and the charity and business complex they have built over the years. The first property at 212 Carlton St. was purchased from Kiel Projects Inc., one of the many companies set up over the years by the Kielburger brothers. The second was purchased from Free the Children, the charity now called WE.*

*WE is where Li worked, first helping with projects in China and then in the finance department with Victor Li, WE’s CFO. Although Mingze Li and Victor Li are not related, Mingze is a relative of one of Victor’s close friends from university and Victor promised to look out for Mingze in Canada. Mingze even listed Victor’s home address as his own on real estate documents.*

*What is interesting about the purchases by Mingze Li is that 212 Carlton was purchased for \$1.05 million with no mortgage recorded with the land registry office. Unusual for a 21-year-old student. It is also unusual that both properties were purchased at significantly below what their municipally-assessed value would be pegged at on January 1, 2016 immediately after the sales. Normally, homes sell above the assessed value which is mostly used as a factor when determining municipal tax bills.*

*It’s one of many reasons that several real estate professionals consulted for this story described these and other transactions as “odd” or “strange.” One accountant, who was asked to review documents related to these and other sales, said questions do arise out of what is public but added more background documents would be required to know if these transactions were more than simply strange.*

*Another oddity in the Kielburger/WE real estate world is how often properties trade hands among family members and insiders. The home at 212 Carlton was sold by Mingze Li to Yutain Qi, another WE employee, and again it sold more than \$250,000 below the assessed value.*



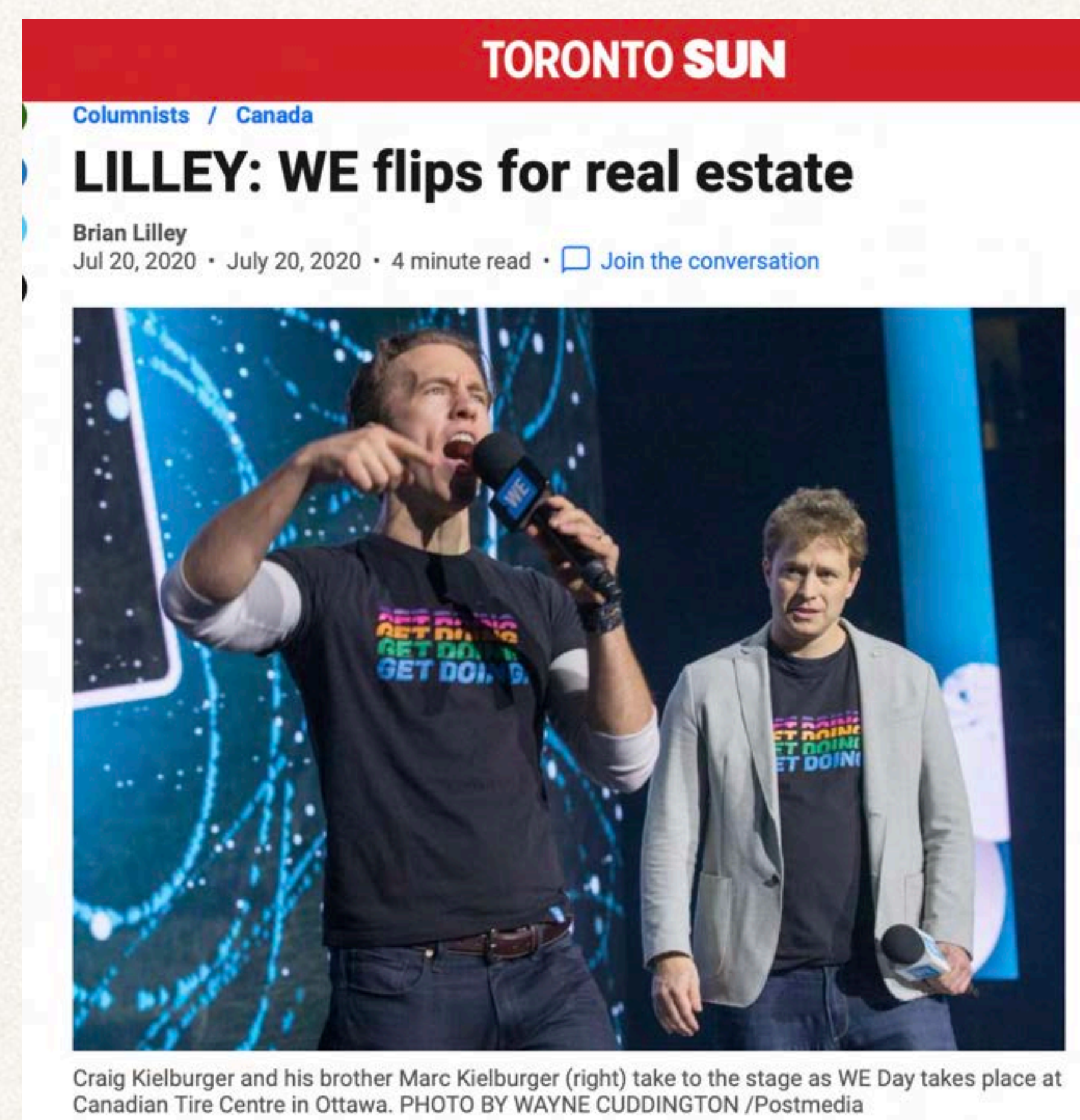
# Victor Li - Property Transactions with Founders & Family



CFO Victor LI

Another oddity in the Kielburger/WE real estate world is how often properties trade hands among family members and insiders. The home at 212 Carlton was sold by Mingze Li to Yutain Qi, another WE employee, and again it sold more than \$250,000 below the assessed value.

The family has traded some pieces of real estate multiple times before transferring them to a numbered company for what is recorded as a \$0 transaction.



*Roxanne Joyal, CEO of ME to WE and also wife to Marc Kielburger, owned 1792 Lakeshore Blvd E., which overlooks Woodbine Beach, for seven years, starting in 2007.*

*She sold it to Victor Li and his wife in 2014 for \$1.56 million. Li sold it to Fred and Theresa Kielburger in 2016 for \$1.62 million.*

*In November 2018, the Kielburgers transferred the property to a numbered company owned by Kelly Hall-Holland, Craig Kielburger's mother-in-law, for \$0. The home is assessed at more than \$1.7 million.*

*They did the same thing with 48 Meadowcliffe Dr. The home, which backs onto Lake Ontario at the Scarborough Bluffs, has traded four times among family members with the price going from \$3.7 million to \$0 to \$800,000 to \$0 again when transferred to a numbered company owned by Craig Kielburger's brother-in-law, Stefan Fehr.*

*"We often see transfers from a mother to a son," said one prominent realtor, describing how family transfers — even for low dollar amounts — are not uncommon, "but I've never seen anything like this in my 25 years in real estate."*

*I did ask the Kielburger, Li and WE organizations to comment on this story and answer specific questions about the transactions. They initially said they needed 48 hours to provide a comment and described the questions of trading oddities as "technical in nature."*

*The questions were not technical, nor overly complex, and definitely not as complex as the real estate world the Kielburger and Li families operate in. Through a spokesperson, the Kielburgers said that most of the real estate transactions have nothing to do with WE and are personal to their family. While some may argue this is all their private business, the fact that much of their real estate often involves charities or business affiliated with those charities makes this very much of interest to the public.*

**\$900 Million dollar**  
**Contract**

CBC | MENU

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NEWS Top Stories Local The National Opinion World Canada Politics


Politics

## Trudeau says only WE Charity can administer \$900 million student grant program

[f](#) [t](#) [r](#) [in](#) [e](#)

The federal government picked a charity with ties to the Trudeau family to dole out grants

 [John Paul Tasker](#) · CBC News ·  
Posted: Jun 29, 2020 12:32 PM ET | Last Updated: June 29, 2020




Co-founders Craig (left) and Marc Kielburger introduce Prime Minister Justin Trudeau and his wife Sophie Gregoire-Trudeau as they appear at the WE Day celebrations in Ottawa, Nov. 10, 2015. (Adrian Wyld/The Canadian Press)

WE Charity loses  
\$900 million dollar  
COVID contract  
after media  
investigations

Allegations of  
Bribes paid to  
Kenyan  
Government  
officials

# Media Report on Crime, Fraud and Bribes at WE Charity and their Kenyan operations

**CANADA LAND** ↑ Podcasts New






ARTICLE

## Crime And Fraud At WE Charity In Kenya

"Every arm of this f\*\*king government is going to come down hard on us"

JULY 3, 2020  
ARTICLE BY JESSE BROWN

[FREE THE CHILDREN](#) [KENYA](#) [WE CHARITY](#) SHARE   

WE Charity was "the best and only organization" capable of administering \$912 million in youth volunteer grants, [according](#) to Prime Minister Justin Trudeau. But a closer look at WE Charity reveals a troubled organization in turmoil. In March, WE laid off the majority of its staff. A [CBC report](#) revealed that the chairs of WE Charity's boards of directors in Canada and the U.S. both resigned in the spring, and almost everyone else serving on those boards either resigned or was replaced.

And as WE Charity is now scrutinized each day in the Canadian press, a story has emerged of criminal activity and fraud by the leadership of WE's Kenyan operation in 2017.

In a recording made by WE co-founder Marc Kielburger and obtained by Canadaland, Kielburger can be heard patiently listening as a senior employee, Peter Ruhii, describes in detail how he paid off Kenyan government officials who

## Transcript

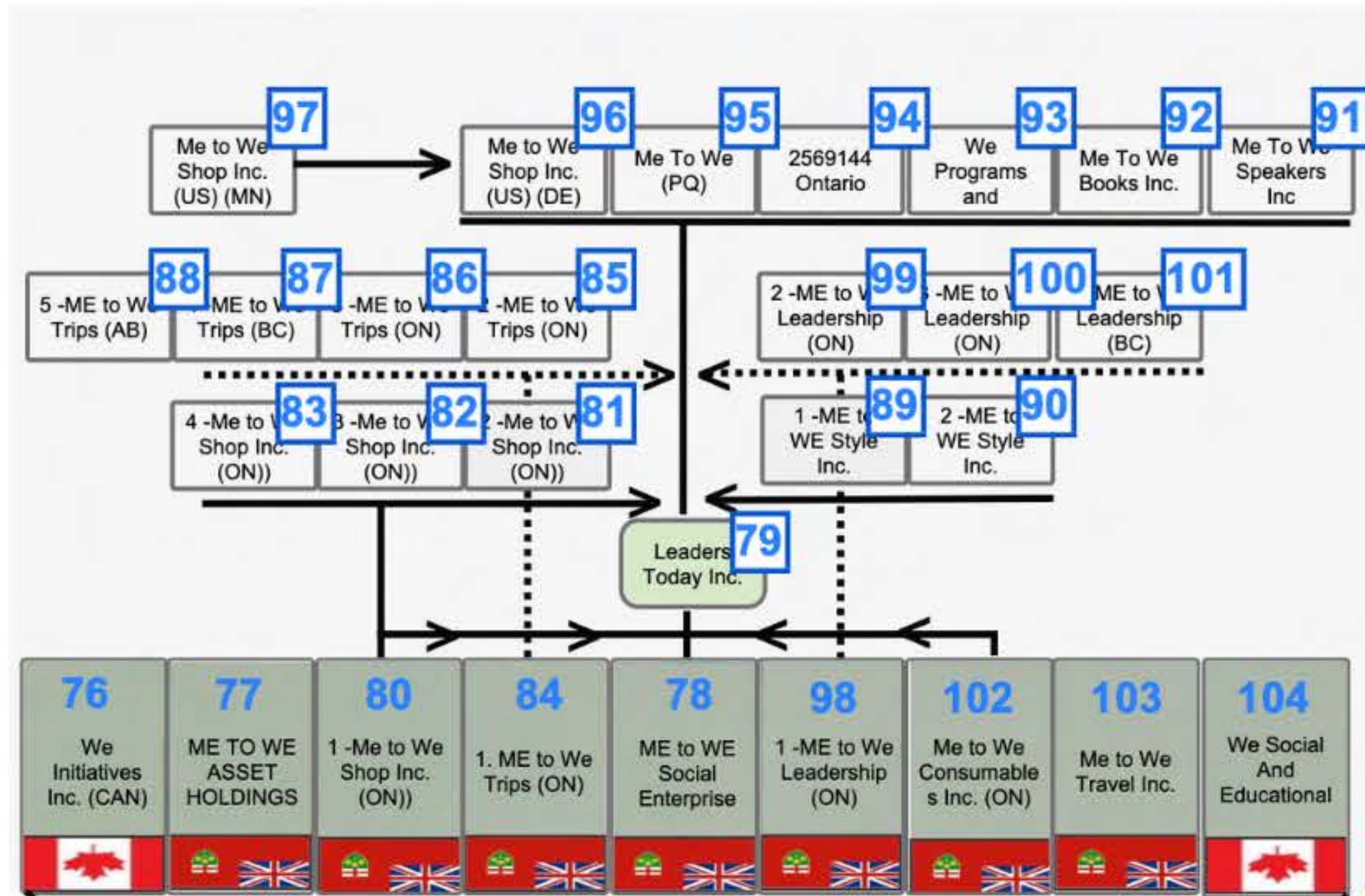
Peter Ruhii casually told Kielburger how difficult it was for FTC to get the government officials conducting this inquiry to accept payments.

“They have already taken of course a huge chunk of cash,” he explained. “It took us eight hours to give him the first load of cash. Because he did not trust us. Obviously, because you know, he’d probably been burned in the past.”

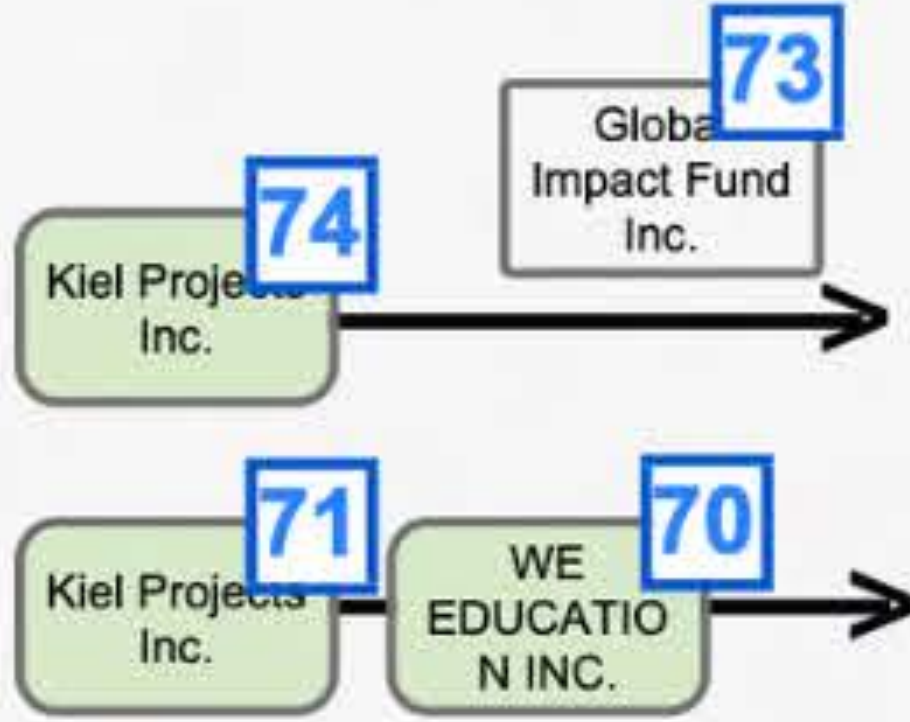
Corporate Entities  
of WE Charity

# ATTACHMENT #1 (entities)

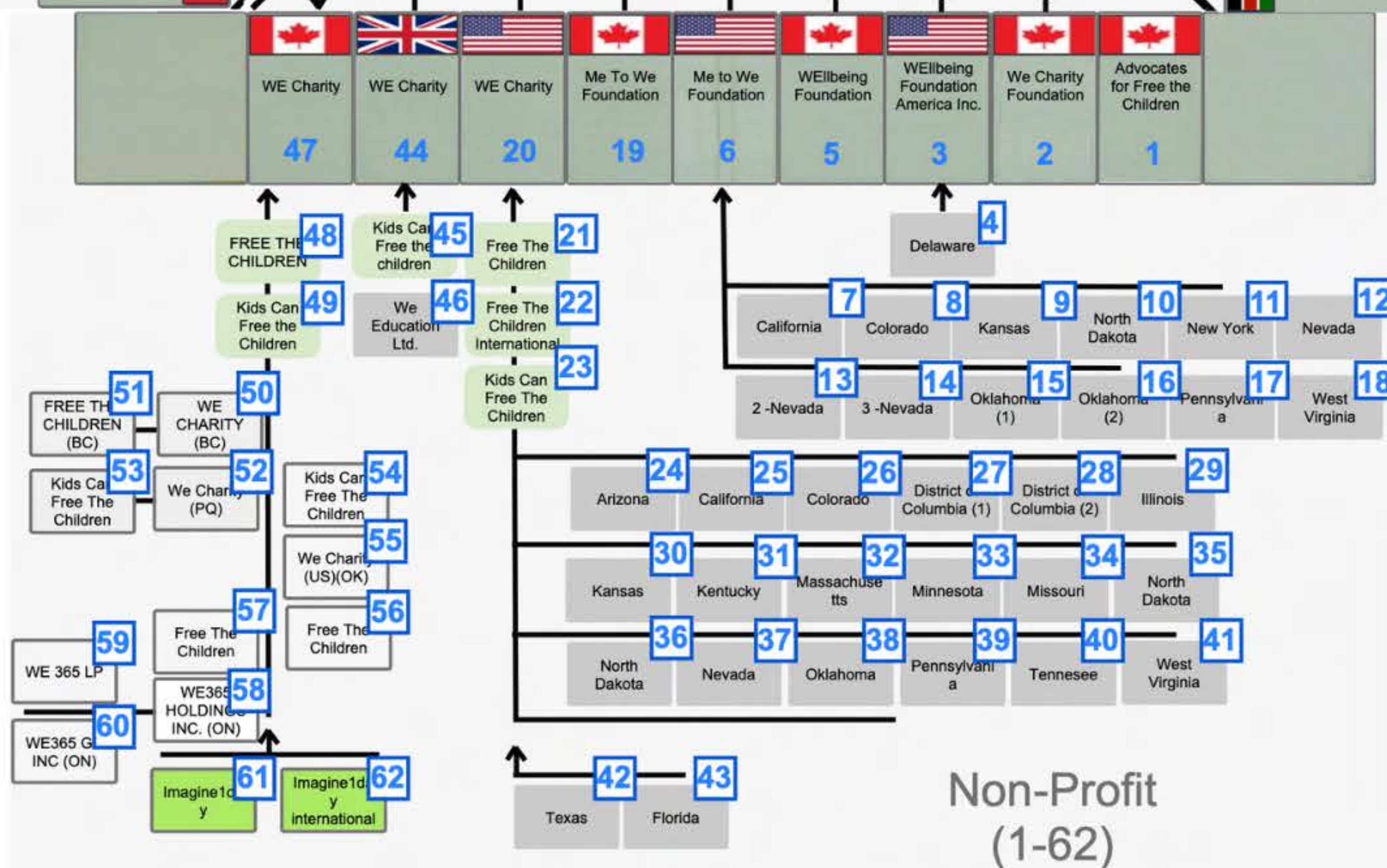
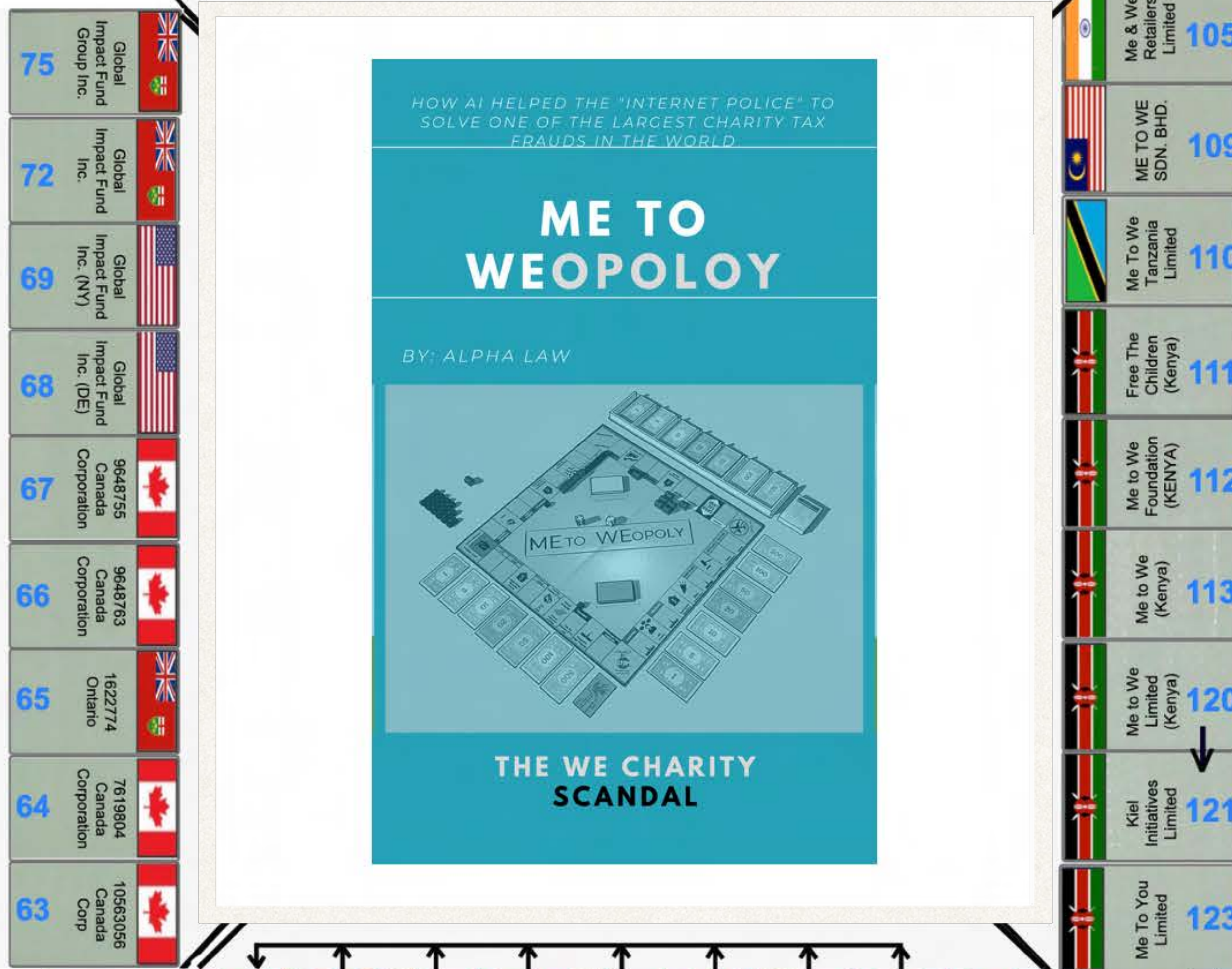
## Me To We (76-104)



## Foreign (105-123)



## Kielburgers (63-75)



## Non-Profit (1-62)

# ATTACHMENT #2 (Entity List)

## A) Non-Profit Entities

	1	CAN	Advocates For Free The Children	Corporation	bit.ly/2MWuS6x
	2	CAN	We Charity Foundation	Corporation	bit.ly/3jiMqWB
	3	DE	Wellbeing Foundation America, Inc.	Corporation	bit.ly/3oM1QE3
	4	DE	Wellbeing Foundation	branch	bit.ly/3tsr6CY
	5	CAN	Wellbeing Foundation	Corporation	bit.ly/3toxsmF
	6	DE	Me To We Foundation	Corporation	bit.ly/39MUE6j
	7	CA	Me To We Foundation	branch	bit.ly/2MzHK2H
	8	CO	Me To We Foundation	branch	bit.ly/2MxsDa9
	9	KS	Me To We Foundation	branch	bit.ly/39MYH2H
	10	ND	Me To We Foundation	branch	bit.ly/3cAbk2S
	11	NY	Me To We Foundation	branch	bit.ly/39MUE6j
	12	NV	Me To We Foundation	branch	bit.ly/3awUz5X
	13	NV	Me To We Foundation	branch	bit.ly/36DJ2R1
	14	NV	Me To We Foundation	branch	bit.ly/2YHSjDB
	15	OK	Me To We Foundation	branch	bit.ly/39MQQIN
	16	OK	Me To We Foundation	branch	bit.ly/39MQQIN
	17	PA	Me To We Foundation	branch	bit.ly/39Rs2ZX
	18	WV	Me To We Foundation	branch	bit.ly/3axj7vN
	19	CAN	Me To We Foundation Of Canada	Corporation	bit.ly/2MRBvan
	20	NY	We Charity	Corporation	bit.ly/3pMBfrK
	21	NY	AKA (Free The Children International)	renamed	bit.ly/39OMnz0

















## B) Kielburger Entities

	63	ON	10563056 Canada Corp	Corporation	bit.ly/3oRZqUh
	64	CAN	7619804 Canada Corporation	Corporation	bit.ly/3oOioLu
	65	ON	1622774 Ontario	Corporation	bit.ly/3pNqc1r
	66	CAN	9648763 Canada Corporation	Corporation	bit.ly/3joicld
	67	CAN	9648755 Canada Corporation	Corporation	bit.ly/3pPDtXI
	68	DE	Global Impact Fund, Llc	Corporation	bit.ly/3rjjp6
	69	NY	Global Impact Fund Inc.	Corporation	on.ny.gov/2MrZa1s
	70	NY	AKA (We Education Inc.)	renamed	on.ny.gov/36HGa5U
	71	NY	AKA (Kiel Projects Inc.)	renamed	on.ny.gov/36HGa5U
	72	ON	Global Impact Fund Inc.	Corporation	bit.ly/36l841t
	73	ON	Global Impact Fund Group Inc.	Corporation	bit.ly/3aCoc5O
	74	CAN	AKA (Kiel Projects Inc.)	renamed	bit.ly/3tu1ipR
	75	ON	Global Impact Fund Group Inc.	Corporation	bit.ly/3aCoc5O



# ATTACHMENT #2

## C) ME TO WE (For Profit)

	76	CAN	We Initiatives Inc.	Corporation	<a href="http://bit.ly/2YLwMcU">bit.ly/2YLwMcU</a>
	77	ON	Me To We Asset Holdings Inc.	Corporation	<a href="http://bit.ly/3cDxWzI">bit.ly/3cDxWzI</a>
	78	ON	Me To We Social Enterprises Inc.	Corporation	<a href="http://bit.ly/2MRqPsk">bit.ly/2MRqPsk</a>
	79	ON	AKA (Leaders Today Inc.)	renamed	<a href="http://bit.ly/39KfPWL">bit.ly/39KfPWL</a>
	80	ON	Me To We Shop Inc.	subsidiary	<a href="http://bit.ly/3aAO95F">bit.ly/3aAO95F</a>
	81	ON	Me To We Shop Inc.	subsidiary	<a href="http://bit.ly/3rjCm2y">bit.ly/3rjCm2y</a>
	82	ON	Me To We Shop Inc.	subsidiary	<a href="http://bit.ly/3aCokIO">bit.ly/3aCokIO</a>
	83	ON	Me To We Shop Inc.	subsidiary	<a href="http://bit.ly/3rjCm2y">bit.ly/3rjCm2y</a>
	84	ON	Me To We Trips Inc.	subsidiary	<a href="http://bit.ly/3aCqd29">bit.ly/3aCqd29</a>
	85	ON	Me To We Trips Inc.	subsidiary	<a href="http://bit.ly/3awe92c">bit.ly/3awe92c</a>
	86	ON	Me To We Trips Inc.	subsidiary	<a href="http://bit.ly/3awe92c">bit.ly/3awe92c</a>
	87	BC	Me To We Trips	subsidiary	<a href="http://bit.ly/2LhVM8C">bit.ly/2LhVM8C</a>
	88	AB	Me To We Trips Inc.	subsidiary	<a href="http://bit.ly/3cJdiOm">bit.ly/3cJdiOm</a>
	89	ON	Me To We Style Inc.	subsidiary	<a href="http://bit.ly/3jitHdY">bit.ly/3jitHdY</a>
	90	ON	Me To We Style Inc.	subsidiary	<a href="http://bit.ly/2MpcBPH">bit.ly/2MpcBPH</a>
	91	ON	Me To We Speakers Inc	subsidiary	<a href="http://bit.ly/3aCoEB2">bit.ly/3aCoEB2</a>
	92	ON	Me To We Books Inc.	subsidiary	<a href="http://bit.ly/3oH2LFS">bit.ly/3oH2LFS</a>
	93	CAN	We Programs And Activities Inc.	subsidiary	<a href="http://bit.ly/3rox322">bit.ly/3rox322</a>
	94	ON	2569144 Ontario	subsidiary	<a href="http://bit.ly/3jiu4VU">bit.ly/3jiu4VU</a>
	95	PQ	Me To We	subsidiary	<a href="http://bit.ly/2MRDImn">bit.ly/2MRDImn</a>
	96	DE	Me To We Shop Inc.	subsidiary	<a href="http://bit.ly/3tsr6CY">bit.ly/3tsr6CY</a>

## D) Foreign Entities

	105	IND	Me & We Retailers Limited	Corporation	<a href="http://bit.ly/36Hi6Qs">bit.ly/36Hi6Qs</a>
	106	IND	Me To We Cultural Education Private Limited	Corporation	<a href="http://bit.ly/3jjqE52">bit.ly/3jjqE52</a>
	107	KN	Me To We Estate Management Private Limited	Corporation	<a href="http://bit.ly/3cHjMgS">bit.ly/3cHjMgS</a>
	108	KN	Royal Fort Resorts Private Limited	Corporation	<a href="http://bit.ly/3oLChDe">bit.ly/3oLChDe</a>
	109	BHD	Me To We Sdn	Corporation	<a href="http://bit.ly/3cH5psD">bit.ly/3cH5psD</a>
	110	TZN	Me To We Tanzania Limited	Corporation	<a href="http://bit.ly/39Kihwr">bit.ly/39Kihwr</a>
	111	KN	Free The Children	Corporation	<a href="http://bit.ly/3pOXqh7">bit.ly/3pOXqh7</a>
	112	KN	Me To We Foundation	Corporation	<a href="http://bit.ly/2YMmHN3">bit.ly/2YMmHN3</a>
	113	KN	Me To We	Corporation	<a href="http://bit.ly/3q0YONT">bit.ly/3q0YONT</a>
	114	KN	We Education For Children Ltd (Wec)	Corporation	<a href="http://bit.ly/3rmUxV3">bit.ly/3rmUxV3</a>
	115	KN	Bogani Training Ltd	Corporation	<a href="http://bit.ly/3cJfhIM">bit.ly/3cJfhIM</a>
	116	KN	Araveli For Mamas Limited	Corporation	<a href="http://bit.ly/2MVbFCg">bit.ly/2MVbFCg</a>
	117	KN	Minga Ltd	Corporation	<a href="http://bit.ly/3jir9vW">bit.ly/3jir9vW</a>
	118	KN	Kidimu Limited	Corporation	<a href="http://bit.ly/3rlbUWf">bit.ly/3rlbUWf</a>
	119	KN	Linganya Limited	Corporation	<a href="http://bit.ly/3pNK9p1">bit.ly/3pNK9p1</a>
	120	KN	Me To We Limited	Corporation	<a href="http://bit.ly/2O1RXFz">bit.ly/2O1RXFz</a>
	121	KN	Kiel Initiatives Limited	Corporation	<a href="http://bit.ly/39N3tgE">bit.ly/39N3tgE</a>
	122	KN	Kujitolea Limited	Corporation	<a href="http://bit.ly/3jeCGNk">bit.ly/3jeCGNk</a>
	123	KN	Me To You Limited	Corporation	<a href="http://bit.ly/3jeCGNk">bit.ly/3jeCGNk</a>

## E) Member & Spouse

124	Ontario	Victor Li, CGA Professional Corporation (CAN)
125		VICTOR LI, CPA PROFESSIONAL CORPORATION (ON)
126		Wendy Qi Professional Services Corporation (CAN)

# Attachment #2

<b>Agency</b>	<b>Contact Person</b>	<b>Address</b>	<b>Phone No.</b>
Parliament of Canada Ethics Committee	Miriam Burke Clerk of the Committee	House of Commons 131 Queen Street, Room 6-37	613-290-3559
Chartered Professional Accountants of Ontario	Carol Wilding President / CEO	130 King Street West, Suite 3400 PO Box 358 Toronto ON M5X 1E1	416-962-1841
National Association of State Board of Accountancy (NASBA)	Carol Wilding President / CEO	130 King Street West, Suite 3400 PO Box 358 Toronto ON M5X 1E1	416-962-1841
Association of International Certified Professional Accountants (AICPA)	Barry C. Melancon, CPA, CGMA	220 Leigh Farm Road Durham, NC 27707-8110	888.777.7077
New York State Board for Public Accountancy		Office of Professional Discipline, 1411 Broadway, Tenth Floor, New York, NY 10018	716-842-6550

# Attachment #3

<b>Agency</b>	<b>Contact Person</b>	<b>Address</b>	<b>Phone No.</b>
Parliament of Canada Ethics Committee	Miriam Burke Clerk of the Committee	House of Commons 131 Queen Street, Room 6-37	613-290-3559
Chartered Professional Accountants of Ontario	Carol Wilding President / CEO	130 King Street West, Suite 3400 PO Box 358 Toronto ON M5X 1E1	416-962-1841
National Association of State Board of Accountancy (NASBA)	Carol Wilding President / CEO	130 King Street West, Suite 3400 PO Box 358 Toronto ON M5X 1E1	416-962-1841
Association of International Certified Professional Accountants (AICPA)	Barry C. Melancon, CPA, CGMA	220 Leigh Farm Road Durham, NC 27707-8110	888.777.7077
New York State Board for Public Accountancy		Office of Professional Discipline, 1411 Broadway, Tenth Floor, New York, NY 10018	716-842-6550

# How I became involved

# ATTACHMENT #1

## Question 3B - Who did the Member provide services to?

It is unknown how many corporate entities that the member provided services to. On September 28th 2020 a Parliamentary Investigation by the Ethics committee requested that the member provide Parliament with a list of every corporation, true, charity, association or entity in which he has been a member since Jan. 1 2015.

\_\_\_\_\_

*From the Parliamentary record:*

***Mrs. Karen Vecchio:***

*(i)an order of the committee do issue to Craig Kielburger, Marc Kielburger, Fred Kielburger, Theresa Kielburger, Dalal Al-Waheidi, Scott Baker and Victor Li to prepare and make a return to the clerk of the committee, within 10 days of the adoption of this motion, indicating the name of every corporation, trust, charity, association or entity in which each of them is, or has been at any time since January 1, 2015, a member, director or officer, together with (i) the name of the jurisdiction in which it is incorporated, (ii) the office in it held by the person completing the return, including the date the office was assumed and, if relevant, vacated, (iii) the relationship it has to any other organization named in the return, and (iv) the name of any subsidiary it owns or controls;*

<https://www.ourcommons.ca/DocumentViewer/en/43-2/PROC/meeting-1/evidence>

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Based on public source documents there are at least 123 corporate entities mapped out and listed in the attachment #1 & #2. These are the corporate entities of the Kielburger family. (corporations, subsidiaries & branches) in Canada, the United States, the United Kingdom, India, Kenya, Ecuador.

The entities are split into 4 groups

- A. Non-Profit Entities
- B. For Profit Entities (Kielburger Family)
- C. For Profit Entities (ME To WE)
- D. Foreign Entities
- E. Member & Spouse Entities

**Entity Type**

Non-Profit Entities include entities

For Profit Entities include entities

For Profit Entities (ME TO WE) include entities

Foreign Entities include entities

Member & Spouse Entities

**Entities**

#01 - 62

#63 - 75

#76 - 104

#105 - 123

#124 - 126

# How am I involved

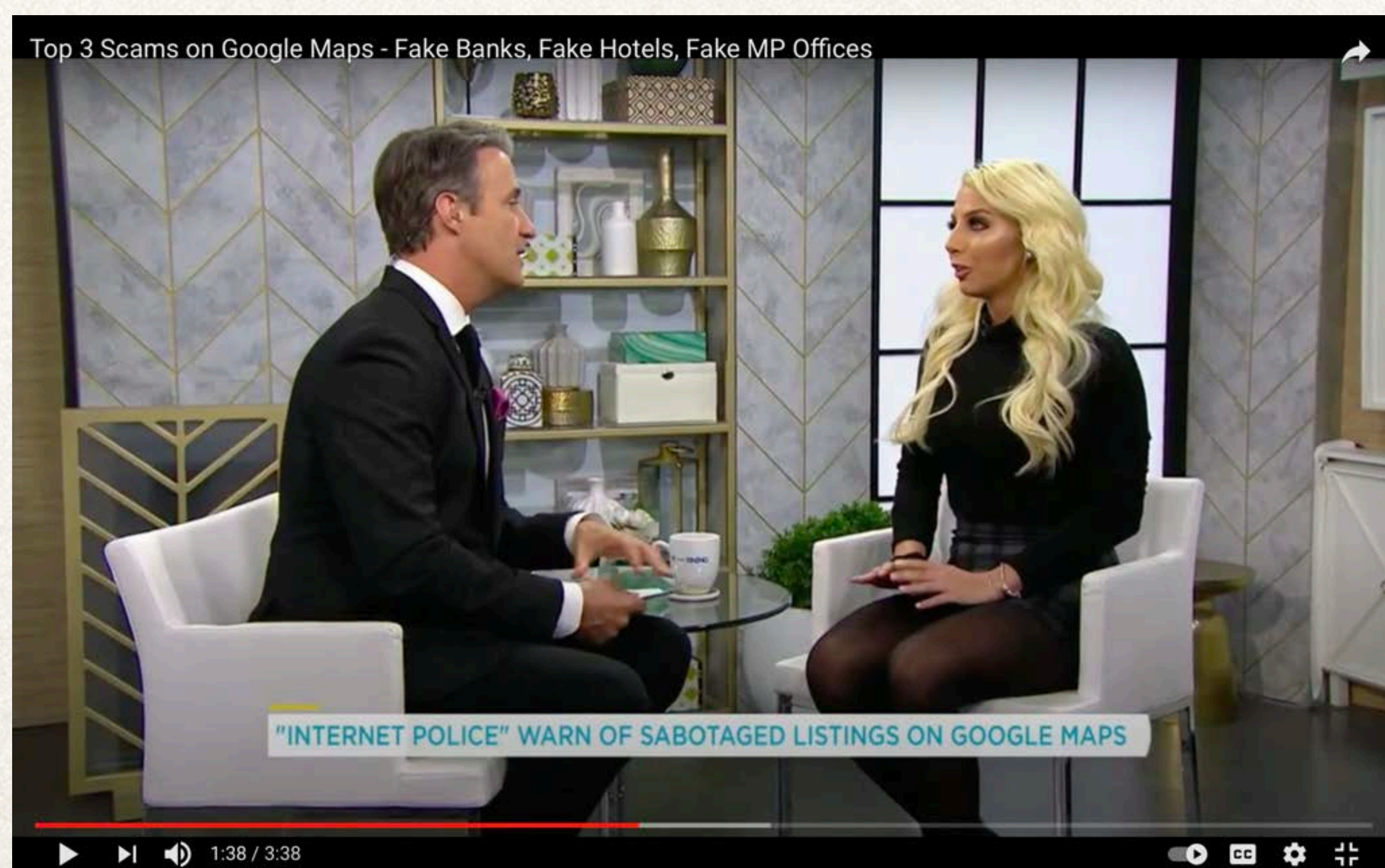
We are Investigative journalists who are experts using Artificial Intelligence we developed to find "fake" businesses on google maps. We have collaborated with other journalists at [CTV](#) , [Huffington Post](#) , [Global National](#) , [Globe & Mail](#) , [Toronto Star](#) , [La Presse](#) for some of our stories about: [Fake MP Offices](#) [Fake Banks](#) [Fake Hotels](#)



Since 2017 we have been doing research and the ground work for a book entitled "ME to WEopoly". The book tries to answer a simple question. How come We Charity was uncooperative to add the 1,500 schools and school rooms that WE Charity claims to have built on Google Maps?

I am an expert on Google Maps and my partner and I were ranked #1 and #2 out of 50 million Google Local Guides worldwide with 1/4 billion views on our content . My partner and I added/edited over 10,000 businesses on Google maps, and were co-moderators of the Toronto Google Local Guides community.

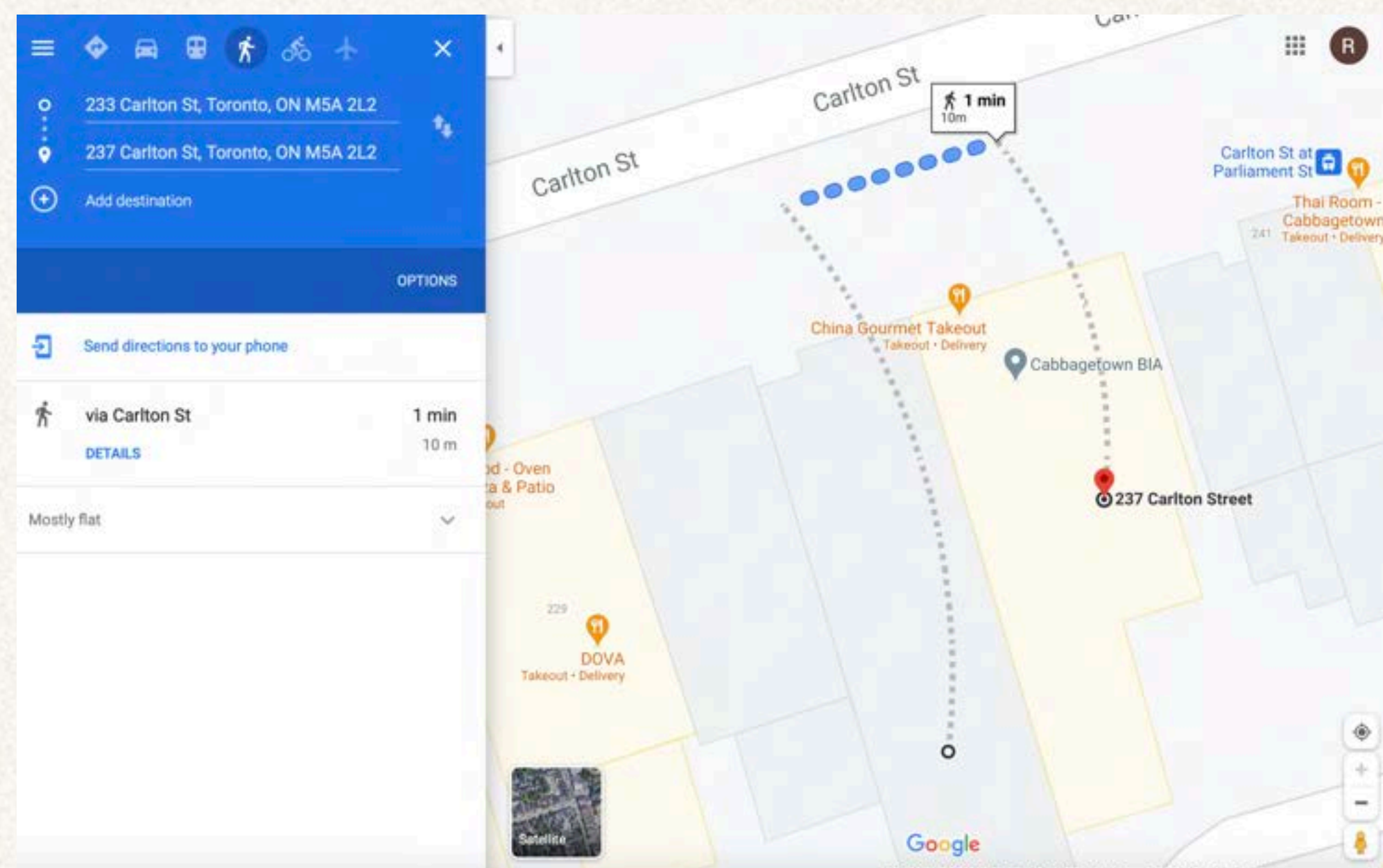
In 2018 We submitted a brief to the ethics committee in 2018 showing the problems with Google Maps and demonstrated on Global National TV how we could find the home addresses of CSIS agents using Google Maps .



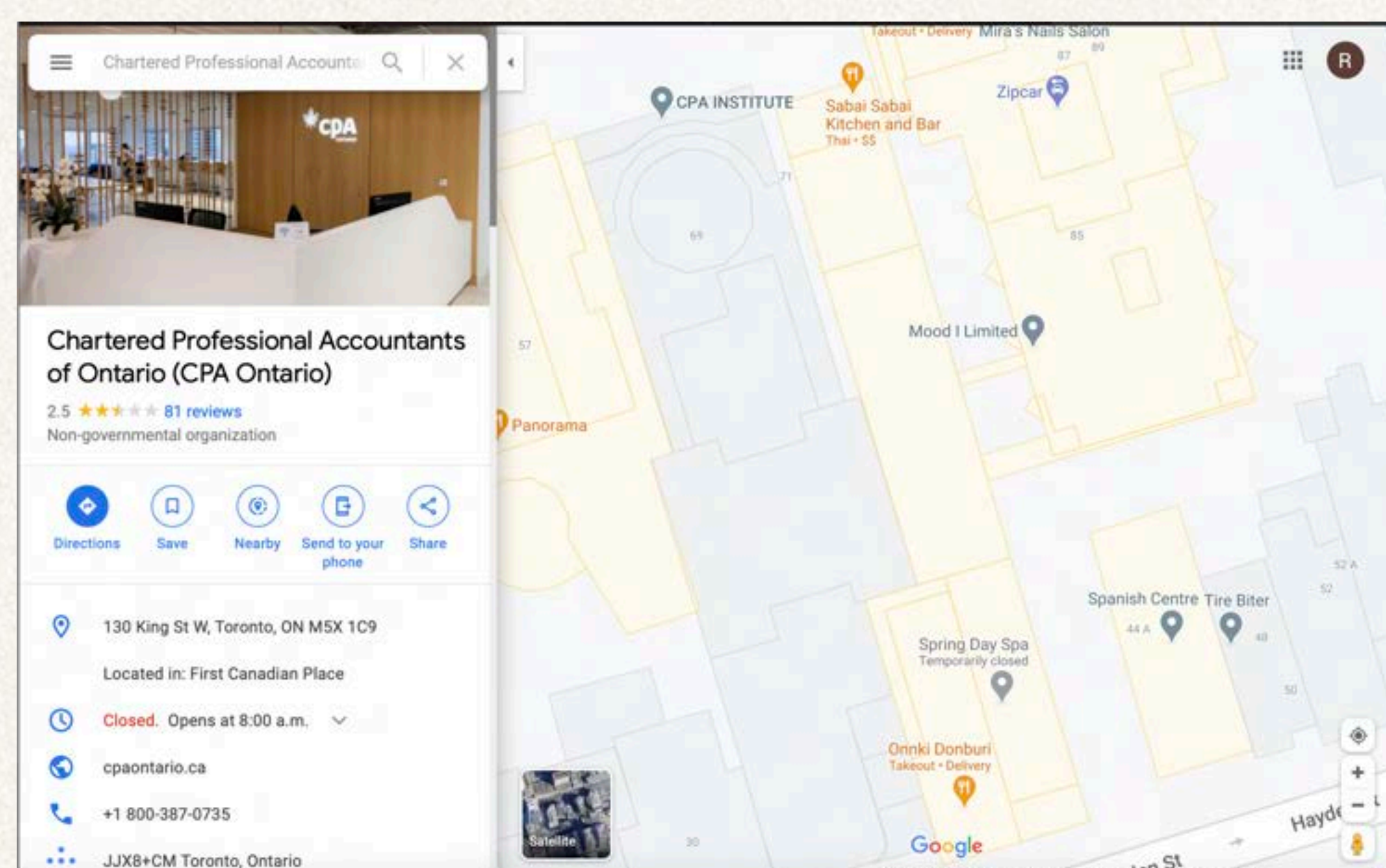
## WE Charity



In the summer of 2017, as a Google Trusted Streetview Photographer I was assisting the Cabbage Town Business Improvement Association (BIA) at 235 Carlton Street to add interior 360 Streetview photos to businesses in Cabbage Town to Google Maps. Sydney Eatz my writing partner had invented a street view interior camera system for photographing the interiors of businesses, and we were one of 100 "Google Trusted Photographers" in Canada.



The Offices of WE Charity were located next door at 233 Carlton Street to the Cabbage Town BIA. I visited the offices of "WE Charity" several times and asked to take 360 interior photos to add 233 Carlton to Google Maps and they refused. As well as the ME TO WE locations across the street.



Each business that has a location in the physical world has an information tile that shows a photo, reviews, address, phone number, web address. The information tile is maintained by the owner of the physical address. For example here is the tile for CPA Ontario. Google Maps provides 1.6 million tile queries per second.



## EDUCATION

Since the creation of our education pillar, more than 1,500 schools and schoolrooms have been built in WE Charity partner communities, giving 200,000 children the opportunity to get an education and transform not only their lives but also those of their communities.

I also asked WE Charity for a list of the 1500 schools and school rooms they claim to have built. I wanted to add them to Google Maps. Each new place added to Google maps would earn me 15 local guides points so this list would help me earn 22500 points. At the same time I figured it would allow the people who funded the schools and school rooms to see that they were real on Google Maps.

My Partner & I had participated in the “Google Local Guides” Challenge and our Toronto Local Guides Community which we moderated placed 4th worldwide for the most accurate map. Google threw a party for us at the Art Gallery of Ontario for our 300 member community.



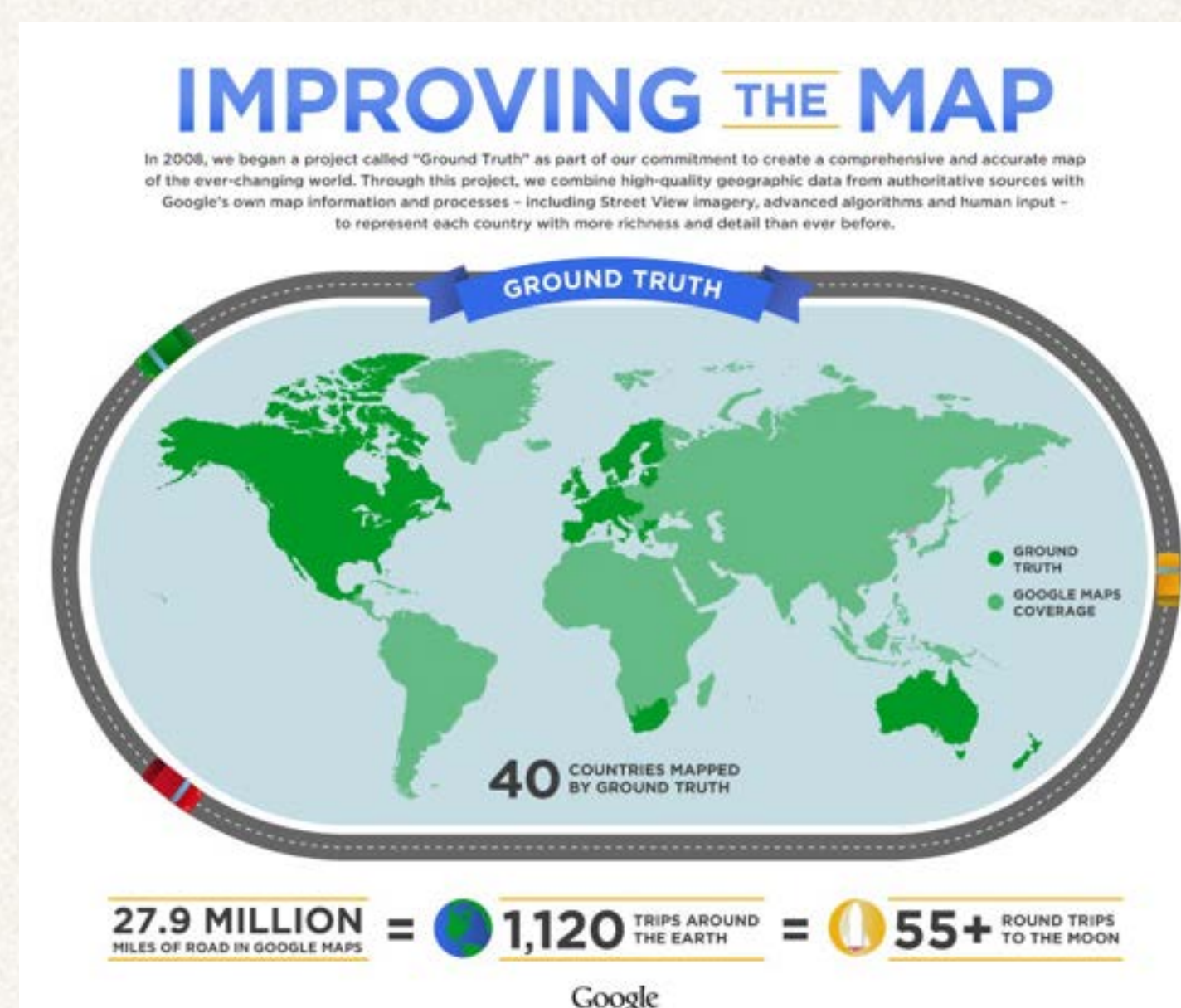
4th Place Google Maps Challenge



Google Celebration Party

Google Local guides are people like myself and writing partner who add/edit Google Maps and provide human verification for Google Project Ground Truth.

## GOOGLE Project Ground Truth



Over 1 billion people rely on Google Maps daily as the translator between the Virtual World and the physical world.

Google Maps provide accurate information about locations that exist in the physical world to consumers.

Benefits: Working with authorities like Government project Ground truth is able to ensure services like schools are on Google Maps, human verification of locations with Google Local Guides use of photos and edits ensure that “fake” locations are removed.

Google Project Ground Truth combines geographic data from authoritative sources, with GPS verified images, advanced algorithms and human input to allow people to find any location in the world.



"ACCESS NOW - WE Charity"

What didn't make sense is why WE Charity was uncooperative to have their school and school room locations added to Google Maps. Especially when on their WE DAY ABC 1 hour broadcast show it featured a story featuring Maayan Ziv, from Toronto and her "Access Now " APP. WE DAY promoted to the audiences the need to add accessibility information of locations to Google Maps using the APP.

In 2019 "Access now" received \$2.7 million of federal funding from Carla Qualtrough the Honourable Minister of Public Services and Procurement and Accessibility. Carla Qualtrough is one of the ministers who is part of the WE Charity scandal.

JAREN KERR

In 2018 we did a front page Toronto Star article with Jaren Kerr "Internet Police warn business owners of sabotage on Google Maps " Jaren finished his contract with the Toronto Star and went to work for Canadaland. When we found out Jaren was reporting on "WE Charity" in the fall of 2018 we shared some of our research on WE Charity with Jaren Kerr at Canadaland. That research was the basis for the story "What is the deal with the WE Charity Accounting Department "



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ARTICLE

## What's The Deal With WE Charity's Accounting Department?

Charity watchdog issued "donor advisory" about WE

JULY 15, 2020  
ARTICLE BY JESSE BROWN

ME TO WE WE CHARITY SHARE   PRINT

Charity Intelligence (CI) is an independent charity watchdog that has previously given top marks to WE Charity.

Last spring, in a statement to Canadaland defending the organization, WE's CFO, Victor Li, hailed its CI score.

"Charity Intelligence Canada awarded WE Charity a perfect four-star rating," he wrote, "measured on donor accountability, quality of reports and social results, financial transparency, and audited financial statements."

ME to WEopoly

Since 2017 we have been researching "WE Charity" for a book to answer the question "Why did WE Charity refuse to be added to Google Maps, and why did they refuse to add the 1,500 schools & school rooms they claimed to have built over 25 years.