

## Request to speak with a representative of We Charity

July 14, 2020 at 1:14 PM

From VIVIAN KRAUSE

To PR@we.org, info@we.org

Hello,

I am writing to introduce myself and to request an opportunity to speak with any representative of your organization.

By way of background, I have worked in charity both internationally and in Canada; six years in the slums of Guatemala and five years in Indonesia. I have also been a director of the Adoptive Families Association. I believe in charity and in the importance of making Canadians more aware of how we can make the world a better place. That said, I have concerns about some of the activities of your organization and, I'll be frank, some of it looks to me more like marketing than charity. I would like to hear your response to this. In particular, I would like to know how you keep separate your charitable activities and your brand promotion for your corporate partners, eg. Nordstrom, Walgreens, Royal Bank, KPMG, Allstate, Ford Motors, etc.

With We Charity in the news, I have recently taken a look at the funding of your organization, including both your Canadian and U.S. tax returns.

Next week, on July 22, I have been asked to testify to the House of Commons Finance Committee that is looking into the awarding of a contract to your organization. In advance of that, I would appreciate the opportunity to speak with you about these things, in particular:

- 1) The early history of We Charity; roles of the early directors
- 2) Corporate partnerships
- 3) Recent "indefinite suspension" of your support to the women in Kenya who have been making your beaded bracelets.
- 4) Elections-related activities, eg. Debate Viewing Events, and get-the-vote out activities.
- 5) This video featuring Prime Minister Justin Trudeau: <https://vimeo.com/223164192>

At your earliest convenience, I would appreciate a call from a representative of We Charity. Alternatively, please let me know when it is convenient for me to call you.

In Vancouver, I can be reached at (604) 618-8110.

Sincerely,  
Vivian

Vivian Krause  
(604) 618-8110