

WE makes doing good, doable.



A note from our Founders

Welcome to a transformative year for WE!

2017 has been a year of amazing growth and sustainability for WE. Thanks to the unwavering support and dedication of our family of passionate supporters, ambassadors, donors, volunteers, board of directors and staff, the WE movement continues to grow beyond anything we dreamed possible.

With 3.8 million youth in more than 16,000 schools in Canada, the U.S. and the UK, we are truly inspired by where we are today and what we hope to accomplish in the future.

Internationally, WE had many notable accomplishments this year. In East Africa we celebrated the first surgery at Baraka Hospital and began an exciting partnership with communities in Ethiopia. The launch of ME to WE Chocolate and Coffee, sourced from WE Villages partner communities in Ecuador, is empowering farmers with new economic opportunities.

Closer to home, we opened the doors to our new headquarters at the WE Global Learning Center in Toronto. The 43,000-square-foot heritage-certified building is an innovative hub that is transforming and scaling our effectiveness as an organization. Its world-class technology, leadership programs and social issues workshops will enable students and educators to take their world-changing ideas to the next level.

In one of WE's most anticipated events of 2017, WE Day UN was the first-ever WE Day in partnership with the United Nations and three UN agencies: UN Aids, UN Women and the UN Global Compact. And on July 2nd, people across Canada were united to celebrate service and the future of their country at WE Day Canada, alongside Prime Minister Justin Trudeau and an incredible lineup of speakers and performers, including our dear friend the late Gord Downie.

As we look forward to even more developments, we're excited to offer youth trips to Ethiopia this summer. Young change-makers will discover the beauty of the country while working alongside community members on sustainable development projects. In the digital space, we're also excited to introduce WE Day Connect, a new interactive, online resource in which students and educators can come together to learn from and celebrate their peers who are making a difference.

WE is empowering change with sustainable impact, demonstrating that there is so much more that unites us than divides us. Whether at home, school or work, thank you for joining us. We look forward to sharing many new life-changing adventures and world-changing programs to come in 2018.

Together we change the world,



Craig Kielburger



Marc Kielburger



A note from our Board of Directors

Dear WE friends and supporters,

On behalf of WE's Board of Directors, who work tirelessly to share knowledge, expertise and enthusiasm, we are proud to report another year of innovative local and global change through the WE movement. These sustainable impacts are made possible by the steadfast support of people like you, who are committed to making a real difference in the world.

This past year we continued to inspire positive social impact, and our reach is growing as we build a global movement for civic action, social change and global citizenship. With the launch of WE Day New York Welcome, WE Day Texas, WE Day UN and a WE Day Community event in Baltimore, we've seen tremendous growth in our U.S. programs. In Canada, thousands of people from across the country came together for the inaugural WE Day Canada event. Internationally, Ethiopia has become the ninth WE Villages partner country. Through its holistic approach to sustainable development, this program continues to help families break the cycle of poverty.

WE's Board of Directors is a passionate and highly engaged group who are grateful to be part of this special

movement. Governance is our priority, and we take our roles and responsibilities very seriously. Investments in human resources have strengthened WE's capacity, and the results of providing guidance and excellence in senior leadership have also not gone unnoticed.

WE Charity became the first-ever recipient of the Good Housekeeping Humanitarian Seal. This new emblem serves as a symbol of trust to give consumers confidence when supporting a charitable organization. It also received an overall grade of "A" from MoneySense, which ranks Canadian charities on their governance, transparency and fundraising costs.

Our board of leaders, activists and humanitarians is committed to strengthening the work WE has done thus far, and working tirelessly so that WE can achieve its ambitious goals with integrity and respect for everyone who supports this incredible movement dedicated to change at home, abroad and within each and every one of us.

Thank you for a tremendous year, and for all you do to support the work and vision of WE Charity to make the world a better place.

Together, we're making a difference.



Michelle Douglas
Chair, Board of
Directors, Canada

Dr. Jonathan White
Chair, Board of
Directors, U.S.



**makes doing
good, doable.**

WE is a movement...

**that believes when we come together,
we can create an even better world.**

Through domestic programs like WE Schools and internationally through WE Villages, WE Charity empowers change with resources that create a sustainable impact.

WE makes it easy for anyone to get involved by offering resources to help students, families and businesses create positive social change in their communities and around the world.

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Why we are different

Our model: At home and abroad

WE Charity is unique in that it operates programs both domestically through WE Schools and internationally through WE Villages. Our mandate is to help children and youth fulfill their potential as agents of change with resources that create sustainable impact.



Transform communities

Develop inspired agents of change committed to addressing social problems at home and around the world



Educate and empower youth

Equip communities with the core skills and opportunities to succeed



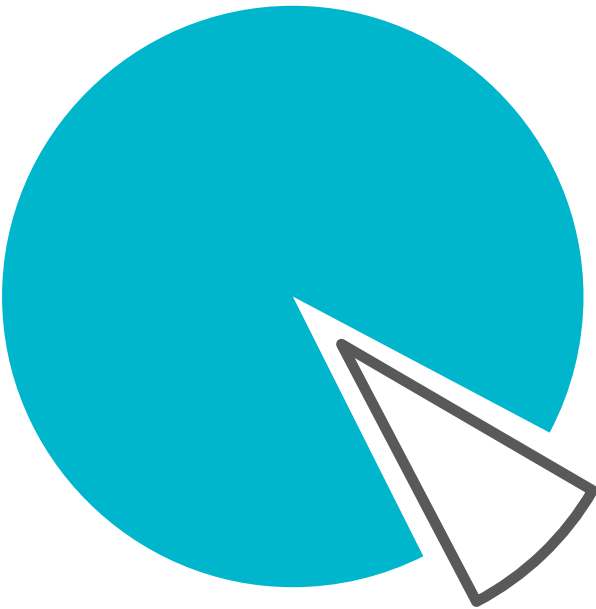
Remove barriers to success

Create conditions that facilitate positive development

Our financial model

On average, only 10 percent of donations go toward administrative costs. Having such a low administrative rate means we are able to focus on creating sustainable change where it matters most.

90% of donations support
our programming.*



10% of donations go toward
our administrative costs.

*The unique partnership with ME to WE, our social enterprise, ensures that WE Charity achieves a remarkable rate of financial efficiency.

Our team

The WE Charity team is a family of shameless idealists and social entrepreneurs committed to shaping a world where everything is possible.

Our team is made up of hundreds of young professionals who are united by the belief that you can never be too young to make a meaningful difference in the lives of others. Each member has a passion and commitment to making the world a better place. From our tireless staff and volunteers to our incredible donors, board of directors and celebrity ambassadors, our team lives by a shared set of values that keep us moving forward.



Awards and culture

We are proud of our world-class development model and humbled by the award-winning accomplishments of our organization and team.



Good Housekeeping

WE Charity is honored to be the first-ever recipient of the Good Housekeeping Humanitarian Seal. Since 1909, the Good Housekeeping Seal has served as a symbol of trust and reliability in a product or service. This new emblem was developed to give consumers the same confidence when choosing to support a charitable organization.

The Good Housekeeping Institute worked with financial and legal experts, as well as seasoned consultants in the fields of non-profit governance, social responsibility and charitable giving, to establish criteria for the Good Housekeeping Humanitarian Seal. This criteria includes: transparency in financial health and accountability, integrity of the organizational structure and administration and alignment with the vision of Good Housekeeping.

The Humanitarian Seal allows Good Housekeeping to raise awareness about the importance of being kind to others, and honor organizations that are working tirelessly and selflessly to make a meaningful impact locally, nationally and globally.

MoneySense

2017 "The Charity 100"

MoneySense

Each year, MoneySense ranks Canadian charities, big and small, on how efficiently they use their donations, their governance, transparency, fundraising costs and cash reserves. In 2017, WE Charity received an overall grade of "A". When donating to WE Charity, donors are able to see exactly where their money goes and the impact that it has.

Annual financials

Our fundraising model reflects our vision for sustainable development and empowering young leaders at home and around the world.

By honoring every donation, from student-led coin drives to corporate partnerships, we have an industry-leading standard of financial responsibility that ensures all contributions are spent effectively. Your donation to WE Charity is an investment in a better world. We use an asset-based approach to development, so instead of community members being passive recipients of aid they are empowered to lead the change.

Sources of income*	2017		2016	
Corporate partners	31.5%	\$20,872,180	40%	\$22,369,991
Youth	23%	\$15,444,177	25%	\$13,708,606
Foundations	30%	\$19,884,552	23%	\$12,694,881
Adult	12%	\$7,899,197	9%	\$5,305,694
Government	3.5%	\$2,298,077	3%	\$1,615,385
Total		\$66,398,183		\$55,694,557

*Please note that income includes cash and in-kind donations. All figures are consolidated for WE Charity Canada and USA.



Imagine Canada works in partnership with other charitable organizations, companies, governments and individuals through programs that help strengthen charities and their operations. Its list of Sector Champions include some of the country's most prominent charities and non-profits committed to advancing Imagine Canada's goals of enhancing the sector's impact and building a more robust Canada.

Expenditure of income*

2017

2016

Domestic projects and education	58.5%	\$38,005,733	54%	\$26,896,863
International projects and education	31.5%	\$20,630,365	36%	\$18,263,605
General and administration	10%	\$6,487,685	10%	\$4,913,805
Total		\$65,123,783		\$50,074,273

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



A unique partnership with ME to WE

ME to WE is a social enterprise that provides socially conscious products and experiences that allow people to change the world through their everyday choices. Through our unique partnership with ME to WE, we are able to achieve a remarkable rate of financial efficiency. ME to WE, in part, is structured to offset WE Charity's expenses and help provide pro bono services to our efforts at home and abroad. Half of all ME to WE's profits are donated to support WE Charity, while the other half is reinvested to grow the mission of the social enterprise. As a Certified B Corporation, ME to WE meets rigorous standards of social and environmental performance, transparency and accountability.

In 2016, ME to WE gave over \$1.1 million in cash and \$1.5 million in cost offsetting in-kind donations to WE Charity, bringing ME to WE's total cash and cost offsetting in-kind donations to well over \$10 million.



Where we work

Our impact has local and global reach. We empower people at home and abroad with the tools and resources to lead meaningful change.



Canada and
the U.S.



Nicaragua



Ecuador



Haiti



Sierra Leone

Trinidad and
Tobago



WE Schools and WE Day regions

WE Villages countries



UK



Rural China



Ethiopia



Kenya

India



Tanzania



International Programming

2017 International highlights

Here are just a few inspirational examples of how WE made a positive impact across the world in the past year.

The first surgery at Baraka Hospital


May 1, 2017, saw a huge milestone for Kenya's Baraka Hospital: doctors performed the first surgery in the new surgical wing! A successful Caesarean section helped a young mother safely bring her baby boy into the world. A huge thank you goes out to the incredible team at Baraka Hospital and our amazing donors who have made the hospital possible. With Baraka Hospital's new surgical wing, families across Narok County have peace of mind that, should they need it, there is life-saving help nearby.




Launch of ME to WE Chocolate and Coffee

Our single-origin, award-winning ME to WE Chocolate and Coffee products are sustainably grown and artisan crafted. Sourced directly from our WE Villages partner communities in Ecuador, every product purchased provides cacao and coffee farmers with a fair wage, empowering them with the tools to pull themselves out of poverty.





Spotlight on: Ethiopia



WE's work in Ethiopia will build on the work of Canadian non-profit imagine1day. This is an exciting coming together of ideas, innovations and passion to bring transformative change to Ethiopia's Tigray and Oromia regions. WE will first focus on the Education Pillar of Impact and then expand programming over the next three to five years to include the remaining Pillars of Impact.

 imagine1day™



WE Villages

For over two decades, WE Villages has been engineering an international development model to end poverty.

By collaborating with dedicated community members and international development experts to find solutions that work, we have developed an effective five-pillar model that helps break the cycle of poverty in nine countries around the world. We are proud to announce the addition of Ethiopia as our ninth WE Villages partner country.



**An ecosystem of
sustainable development.**



Like father, like son

Francis Naimodu's brother inspired him to go to high school. One year in, he is a role model to other young students.

The importance of having a mentor

On a warm January morning, Grade 10 student Francis Naimodu stands outside of Ngulot Boys High School in Kenya's Maasai Mara. He and several other classmates, are waiting for the new class of Grade 9 students to arrive for their first day of high school.

He straightens his tie and tucks in his shirt. He is about to meet his "son," and first impressions are everything.

Francis and his fellow learners are part of the school's new father-son mentorship program. Grade 10 learners (fathers) are tasked with mentoring the class (sons) to help the new students cope with their first day of school.

Francis's "son" is Zadock Kibet, who has heard stories about bullies in high school and worries that he will be teased about being small.

Francis, familiar with first day nerves, explains to Zadock that he has nothing to worry about; Francis would look out for him.

Francis knows the importance of having a mentor and role model. His parents passed away when he was young, leaving his oldest brother to raise six younger siblings. No one in his family had ever gone to high school. When Francis graduated from Grade 8, his brother could not afford to send him either. Then a new boy's high school founded by WE opened, offering full scholarships. Francis was encouraged to apply.

Francis says the father-son program is an opportunity to pass on the type of mentorship he received from his brother; easing the transition of the new learners into an unfamiliar environment, and allowing all students to learn from one another as they grow into confident and thoughtful young men.

TO READ OTHER STORIES OF IMPACT, VISIT
[WE.org/stories/boyshighschool](https://www.impact.org/stories/boyshighschool).

Pillars of Impact

The goal of WE Villages is to implement a holistic, sustainable development model so that communities can lift themselves out of poverty. This is achieved through five Pillars of Impact.



Education ★

We set students up for success by building schools, providing teacher accommodations, educational resources and supplies, leadership training for teachers, and extracurricular school activities like health and environment clubs.

In 2017, Marialapa Primary School in Haiti was outfitted with solar panels to provide classrooms with electricity.



Water 💧

We help provide communities with clean water to drink and use for cooking, healthy sanitation facilities for washing, infrastructure systems to facilitate food production and workshops to teach healthy hygiene practices and waterborne-disease prevention.

Community members in Esinoni, Kenya, will spend 9,000 fewer hours collecting water each year because they have a borehole.



Health

We work with community partners to improve access to health clinics, facilitate training of health care professionals and teach the community about disease prevention.

In 2017, we completed the 18th family bathroom in our partner communities in Ecuador.



Food

In developing countries, hunger can lead to malnutrition and illness. With support from our founding partner Nutrien, we work with communities to implement agriculture and food security programs, ensuring families have access to healthy, self-sustaining food sources.

Over 100 farmers in our partner communities in China are learning new agricultural techniques and growing improved crops.



Opportunity

We provide training and support to increase women's income-generating skills to help them accrue savings and become empowered to shape their own lives.

In 2017, the girls' groups in our partner communities in Ecuador took out 13 loans—a value of \$8,500 USD—for their group projects.

Domestic Programming

2017 Domestic highlights

It has been an incredible year of progress, milestones and new beginnings for WE Charity.



WE Day Canada

On July 2, the first-ever WE Day Canada energized an audience of thousands on Parliament Hill, all eager to celebrate shaping a stronger future for our country. Empowerment was the theme of the day, with young community change-makers stepping into the spotlight alongside renowned Canadian performers, including the late Gord Downie, Nelly Furtado, Alex Nevsky and the Barenaked Ladies, all there to share their love of the country and hope for the future.

WE Day UN

WE Day UN was an incredible start to the 2017/2018 WE Day season. This was the first-ever WE Day in partnership with the United Nations and three UN agencies: UN Aids, UN Women and UN Global Compact. It was inspiring and humbling to have so many world leaders come together on stage and inspire

another year of action. Prime Minister Justin Trudeau and Madame Grégoire Trudeau, President and Nobel Laureate Ellen Johnson Sirleaf, Chelsea Clinton, Ambassador Andrew Young, Princess Beatrice and so many more made the day unforgettable and one of the biggest events in WE Day history.





Sticking together

Students from Eagle Mountain Middle School lean on charity fundraisers to unify community.

One school's journey beyond WE Day

Eagle Mountain Middle School in Port Moody, British Columbia, is bursting with committed and compassionate change-makers.

Educator Wendy Chen has been running the WE Schools program at Eagle Mountain for the past four years. The club is popular with students—there are 100 regular contributors and up to 100 more students who lend a hand throughout the year.

Jenny Oh was part of the group of students who applied to attend WE Day Vancouver this year. “Miss Jenny ... wrote on the very bottom [of the application]: ‘I had the privilege of going last year, and I don’t feel it’s fair for me to take a spot.’ For that reason alone she should just have a front row seat with a cushion,” laughs Wendy.

Students’ enthusiasm extends beyond WE Day. In fact, they are equally, if not more, excited about the volunteering initiatives that earned them their ticket than the show itself.

The WE club has put on magic shows and talent shows, hosted formal days and fasted for 24 hours in the name of charity. They’ve introduced school dances and Random Acts of Kindness, created food hampers and sold freezies.

Lea Bruhn—a WE club leader in the 8th grade—says her favorite fundraisers “involve everybody.” She cites this year’s Terry Fox Run, which raised \$14,000 in donations, as an example.

WE Schools is just the beginning for these young leaders; they mean to make a mark on this world, and they mean to do it together.

TO READ OTHER STORIES OF IMPACT, VISIT
[WE.org/stories/wedaystudentsrally](https://www.wedayschools.org/stories/wedaystudentsrally).

WE Schools

WE Schools is an experiential service-learning program that helps students understand social issues and then provides them with the tools and resources to take local and global action—reigniting a passion for learning in the classroom.



WE Schools engages more than
**3.8 million youth in
16,000 schools**
and groups in North America
and the UK.

Based on the 2016–2017 Year in Review Survey completed by WE Schools educators in Canada and the U.S.:

84%

of educators feel they are better equipped to teach about social justice issues through service-based learning.

92%

of educators report that their students feel a greater connection to their local community.

89%

of educators feel they have more meaningful relationships with students in their group or school.

During the 2016–2017 school year, youth involved in the WE Schools program in North America and the UK resulted in:

\$241,822,944

annual social value* created globally through WE Schools actions.

7,221 
organizations supported.

2,555,483 
pounds of food collected.

\$24,210,167 
funds raised for local and global causes.

8,837,826 
hours volunteered.

*Social Value = total money raised for local and global causes + value of food collected + the value of hours volunteered at a standard valuation rate.

92%
of educators report that their students demonstrate increased leadership among their peers.

87%
of respondents agreed that participating in the WE Schools program has increased the number of active citizenship or social justice initiatives in their schools or communities.

89%
of educators report that their students are more likely to stand up for others who are treated unfairly because of their race, religion, sexual orientation, etc.

Welcome to the WE Global Learning Center

The establishment of the WE Global Learning Center was made with an initial landmark gift from long-time supporters Hartley Richardson and Family, The Richardson Foundation and David Aisenstat. Their actions were the spark that inspired a remarkable community of like-minded change-makers to come together to bring this vision to life. Their collective generosity has allowed us to expand our service-learning programs for young people, educators, families and more, and to build an international hub for people who want to change the world. Through state-of-the-art technology, schools and youth from around the world will gain access to service-learning resources and the virtual coaching they need to make a difference at home and around the world. We are grateful to all those who have provided their tremendous support for this important project.

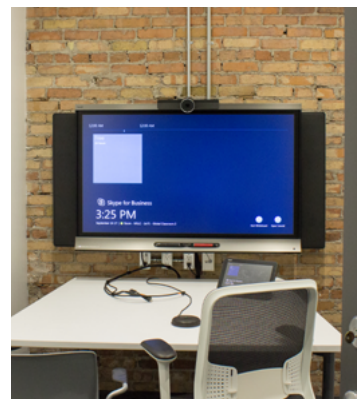
Since the WE Global Learning Center opened its doors in September 2017, we have hosted thousands of incredible speakers, partners and friends in this beautiful new space.



We were honored to welcome human rights advocate and eldest son of Dr. Martin Luther King Jr. and Coretta Scott King, Martin Luther King III, to share his simple yet profound message to help confront the evils of racism.



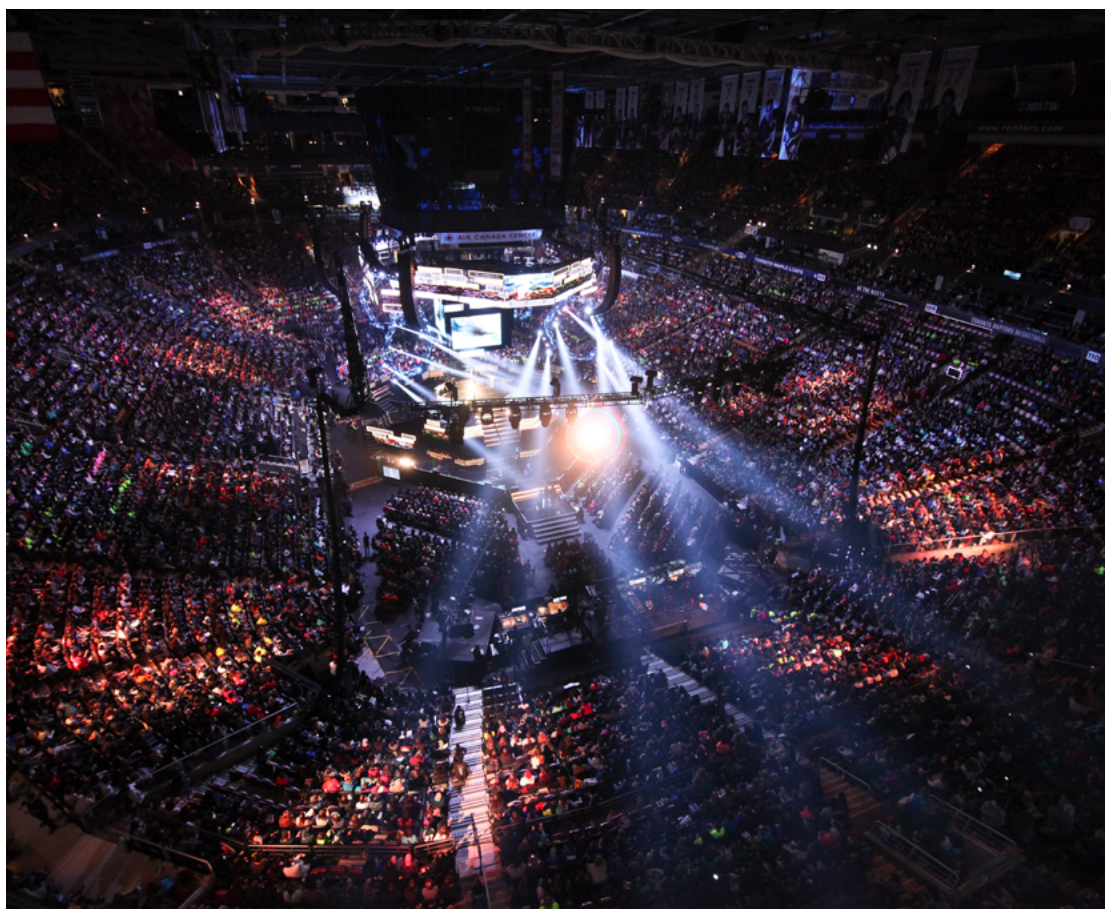
Full of cutting-edge technology, like the WE Connectivity Hub, the WE Incubation Hub and Skype digital classrooms, the WE Global Learning Center is a world-class facility where youth from Toronto to Tanzania can access the tools and develop the skills to change the world.



WE Day

WE Day is a powerful, life-changing experience with world-renowned speakers and performers, mixed with real inspirational stories of change.

It is an opportunity for young change-makers to come together and celebrate their year of action. Students can't buy a ticket to WE Day, they earn their way by taking one local and one global action through the yearlong WE Schools program. Across Canada, the U.S. and the UK, every young person makes their own journey to WE Day, but together they become empowered to change the world.



In the 2017–2018 school year, there were 19 WE Days across North America, the UK and the Caribbean. It was our biggest WE Day season yet!



We are grateful to everyone who showed their support for this WE Day season:

26,534

Honored Guests hosted



233,532

youth from **11,802** schools attended



+ 78,386

volunteer hours served by
11,917 volunteers



To date, **over 1.4 million** people have attended WE Day.

Looking forward to 2018



WE Walk For Water

On April 27, schools from across North America and the UK joined forces for WE Walk For Water, our first-ever global fundraising event. With buckets and signs in hand, thousands of students took to the streets to walk and raise money for access to clean water through our WE Villages development model. With every \$25 donation, one person received access to clean water for life—helping girls attend school, parents grow sustainable crops and families lead healthier lives.



WEconomy

WEconomy, the new book co-authored by Craig Kielburger, Holly Branson and Marc Kielburger, is an extraordinary guide to today's new business world. With business strategies from Oprah Winfrey and Sir Richard Branson, and a foreword written by Sheryl Sandberg, *WEconomy* helps readers discover how they can find meaning, make a living and change the world.



WE Day Connect

Made possible by Microsoft and The Allstate Foundation, this is service-learning at its most inspiring and exciting! WE Day Connect brings the power of WE Day to classrooms as an interactive, online event where students and educators come together to celebrate selfless acts of volunteerism. Featuring surprise WE Day talent appearances and inspirational stories, students learn how their peers are working to make a difference in their local communities and around the world.

Celebrity ambassadors

We are deeply grateful to our celebrity ambassadors, who bring the WE movement to life through their thought-provoking words and skilled performances. Not only have they lent their time and talent, they have also proven by example that changing the world is just about the coolest thing that anybody could ever do.

Selena Gomez



Lilly Singh



Malala Yousafzai



Nelly Furtado



Magic Johnson



Natalie Portman



Kardinal Offishall



Joe Jonas



Barenaked Ladies



Shay Mitchell



Winnie Harlow



Olivia Holt



Jordan Fisher



Sofia Carson



Other celebrity ambassadors

Holly Branson, Celebrity Marauders, Demi Lovato, Jacob Tremblay, Jenna Ortega, Skai Jackson, Giacomo Gianniotti, Bridgit Mendler, Jessi Cruickshank, Nina Dobrev, Laura Whitmore, Tyrone Edwards, Shawn Hook, Bailee Madison, Machel Montano, Bluey Robinson, Tyler Shaw, Hannah Simone, SonReal, Lennon & Maisy Stella, Drew Scott, The Tenors, Liz Trinnear, Chloe Wilde, Scott Helman.

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Thank you to our Board of Directors for their continuous support and volunteerism.

We're honored to have leaders in business, finance, education, law, not-for-profit management and academia, brand and marketing, on our WE Board of Directors to help change the world.



Top row, left to right:

Gerry Connelly, Jonathan White, Shelley White, Tawfiq Rangwala, Michelle Douglas, Mary-Eileen Donovan, Craig Burkinshaw, Richard Beaven, Andrew Black, Stanley Hainsworth, Eric Morrison, Graham Moysey.

Bottom row, left to right:

Gunnar Gehl, Nazra Noushad, Audrey Kotick, Paul Rotman.

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CEO and Creative Director, YMC and YummyMummyClub.ca

Jon Levy

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WE Day Montreal

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WE Day Minnesota

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Co-Chair, The Jay and Rose Phillips Family Foundation

Hutton Phillips

Co-Chair, The Jay and Rose Phillips Family Foundation

WE Day California

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President and CEO, Argyros Group

Steve Robinson

CEO, Zilliance and Officer LAPD/Hawthorne PD

Janet Crown

Founder/CEO, Burn 60 Studios, Entrepreneur

Brett and Miranda Tollman

The Travel Corporation

WE Day Seattle

Jolene McCaw

Founder, Jolene McCaw Family Foundation

Pete Carroll

Head Coach, Seattle Seahawks

Russell Wilson

Quarterback, Seattle Seahawks

Ciara

Grammy Award-Winning Singer and Actress

Judson and Laura Althoff

Executive Vice President, Worldwide Commercial Business, Microsoft

WE Day Illinois

Tom Wilson

Chairman, President and CEO, The Allstate Corporation

Alex Gourlay

Co-Chief Operating Officer, Walgreens Boots Alliance, Inc.

Arne Duncan

Managing Partner, Emerson Collective, and Former U.S. Secretary of Education

Linda Imonti

National Partner in Charge, Advisory Office Leaders and Chicago Advisory Office Leader, KPMG LLP

WE Day UK

Dr. Holly Branson

Trustee and Founder, Big Change Charitable Trust; Chair, Virgin United

Lord Rumi Verjee

Founder, The Rumi Foundation

WE Day Texas

Matthew and Jessica Upchurch

Virtuosos

Pat and Emmitt Smith

Co-Founders, Pat & Emmitt Smith Charities

Jan Miller

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Jeff Rich

Co-Founder, Plumtree Partners

WE Day UN

Carolyn Everson

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Contact us

t: 1.416.925.5894 e: info@WE.org

Toronto (HQ)

*339 Queen Street East
Toronto, ON
M5A 1S9 Canada*

tel: 1.416.925.5894

Chicago

*318 West Adams Street
Suite 1606
Chicago, IL
60606 USA*

tel: 1.312.874.7236

New York

*25 Broadway
New York, NY
10004 USA*

tel: 1.757.803.5644

United Kingdom

*7-11 St. John's Hill
London, England
SW11 1TR
United Kingdom*

tel: +44.(0).20.7978.5225

Seattle

*509 Olive Way
Suite 1234
Seattle, WA
98101 USA*

tel: 1.206.258.4566

Western Canada

*228 East Georgia Street
Suite 300
Vancouver, BC
V6A 1Z7 Canada*

tel: 1.604.875.8791

Quebec

*1275, Avenue des
Canadiens-de-Montréal
Floor 5
Montreal, QC
H3B 0G4 Canada*

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