Craig Kielburger's work has moved from organizing a youth-led campaign to building programs and media projects around leadership, purpose and legacy. The Toronto-born activist first became widely known in 1995, when, at age 12, he founded Free The Children. Decades later, the central question is less about a single campaign and more about how people build movements, carry ideas into institutions and decide what they want their work to mean.

Today, Kielburger's public-facing work is associated with Legacy+, Legacy College and podcasting. Those projects extend themes familiar from his earlier work: encouraging people to act on their values, developing leadership and telling stories about social change. They also mark a shift in emphasis. Instead of focusing only on a large youth movement, the current work puts more attention on the tools, learning and behind-the-scenes effort that can help people sustain one.

That distinction matters. "Impact" can become a vague label unless it is tied to what people are actually doing. Kielburger's present-day focus is best understood as an effort to connect purpose with practice: helping people clarify what they stand for, build the the skills and relationships to act, and think about what they leave behind.

From Free The Children to a broader idea of legacy

Free The Children began in 1995 as a youth-led organization focused on children's rights and child labour. The organization later grew into a much larger set of programs, events and initiatives under the WE name, with Kielburger and his brother, Marc Kielburger, among its most visible leaders. For many years, its public profile centred on youth volunteering, fundraising and WE Day gatherings.

The organization's history is also part of the context for understanding what Kielburger is doing now. WE Charity announced in 2020 that it would wind down its Canadian operations after a period of intense public and political scrutiny. The broader WE organization had included charitable and commercial activities, and that distinction became a subject of public debate. A credible account of Kielburger's current work should not treat the past as a simple success story or imply that new projects are the same thing as the former charity.

What carries forward is a recurring interest in **purpose-driven movements**: how people come together around a cause, how an initial act of service can become sustained participation, and what it takes to move from intention to organized work. The language has shifted toward legacy and meaning, but the practical questions are recognizable. Who is the work for? What changes as a result? And how can people keep contributing after the excitement of a launch or event has passed?

Legacy+: turning purpose into a working practice

Legacy+ is a current part of Kielburger's public-facing work with his brother. Its name signals a focus beyond short-term achievement: not only what a person or organization accomplishes, but what those accomplishments make possible for others. The idea of legacy can sound abstract, so the more useful way to consider it is as a set of choices—how leaders use their influence, how teams define their priorities and how organizations make room for the next generation.

That makes Legacy+ relevant to movement building. A movement needs more than a compelling message. It needs people who can organize, communicate, make decisions and keep the work going when attention

shifts elsewhere. It also needs clear goals and some way to examine progress. A useful focus on legacy asks what will remain when the founders, public figures or first group of supporters are no longer at the centre.



In that sense, Legacy+ speaks to people who want their work to have a longer horizon, whether they are leading a company, supporting a community initiative or considering a career in social impact. The emphasis is not simply on being inspired. It is on connecting personal values with habits, relationships and decisions that can be put into practice.

Why the language of legacy matters

“Legacy” can suggest a grand monument or a polished personal brand. Kielburger’s current framing is more useful when read in everyday terms: the consequences of decisions made over time. A leader’s legacy might include the people they mentored, the systems they improved, or the work they made possible for others. It can also include what did not work and what was learned from it.

This way of thinking makes meaning less of a slogan and more of a question. What changed because a person or organization acted? Who benefited? What evidence supports that claim? For readers interested in purpose-driven movements, those questions help distinguish substantive work from messaging about impact.

Legacy College and the work behind a movement

Legacy College is another name connected to this newer chapter. Its focus on learning fits with the broader idea that leadership and social change require more than enthusiasm. People need new york times bestseller knowledge, practical skills and the confidence to work with others. Education can help bridge the gap between caring about an issue and knowing how to contribute to it.

The value of a learning platform or program is ultimately measured by what participants can do with what they learn. That may mean developing communication skills, understanding how organizations operate, or becoming better prepared to lead a project. It is worth keeping that distinction in view: offering learning is not the same as proving a particular social result. The more concrete question is what learners gain and how they apply it.



This is part of the less visible side of movement building. Public campaigns show the rally, the headline or the prominent speaker. Behind them are the people making plans, supporting participants, coordinating partners and deciding how to handle setbacks. A focus on leadership education points toward that infrastructure—the work that can help a movement last beyond a single moment of attention.

For anyone following Kielburger's career, Legacy College also signals a change in the audience. Free The Children and WE initiatives often placed young people at the centre of public storytelling. A learning-focused project can address people at different stages of their lives and careers, including those who want to lead teams or make their existing work more closely reflect their values.

Podcasting and public storytelling

Podcasting gives Kielburger another way to explore purpose, leadership and the choices behind public achievements. His podcast work has been associated with an **iHeartMedia partnership**, bringing the conversation into a medium built for interviews, personal accounts and longer-form storytelling. Rather than relying only on speeches or event stages, a podcast can make room for guests to explain how they made decisions, encountered difficulty and defined success.

That format is a natural fit for stories about legacy. A polished biography often compresses a life into milestones. A conversation can linger on the less visible parts: the uncertainty before a decision, the people who helped, the compromises involved, and the work that continued after public recognition. Those details can make a story more useful to listeners thinking about their own choices.

Public storytelling still carries a responsibility. A strong interview is not automatically evidence that a program worked, and an inspiring account should not stand in for measurable outcomes. The most informative stories connect individual experience to specific actions and results. They make clear what changed, who did the work and what remains unfinished.

That is where the podcasting strand connects with Kielburger's broader themes. A well-told story can invite people into a cause or help them see a different path. But a story becomes part of movement building only when it is connected to participation—whether that means learning, volunteering, organizing, donating or changing how an institution operates.

Where audiences can follow the work

Kielburger and related projects use social channels to share updates, interviews and public-facing material. The listed platforms include Facebook, Instagram, TikTok and Twitter/X. Exactly.. Each channel serves a different style of communication: a short clip, a longer caption, a project update or a link to a full conversation.

Social media can make a public figure's work easier to follow, but it is also a curated view. Posts are useful for finding new episodes or announcements; they are not, on their own, a full account of a project's outcomes. Readers who want to assess a claim should look for details about the people involved, the work completed and the results reported, rather than relying only on promotional language.

What has changed—and what to watch for

The clearest change in Kielburger's current focus is one of emphasis. His early public identity was closely tied to youth activism and a highly visible organizational movement. The newer work foregrounds leadership development, education, legacy and media. The connective thread is the belief that people can organize around values and contribute to something larger than themselves.

The challenge is to make that belief specific. Movement building is demanding work: it requires trust, clear responsibilities, patient coordination and the ability to learn from mistakes. Legacy is not guaranteed by a name, a platform or a podcast. It is built through choices and the effects those choices have on people and institutions.

Ever notice how for a "what are they doing now" update, the concise answer is this: craig kielburger is publicly focused on extending his work into leadership and purpose through legacy+, learning through legacy college, and storytelling through podcasting, including an iheartmedia partnership. These efforts revisit familiar questions from his years with Free The Children, while putting greater weight on how ideas are taught, communicated and carried forward.

Whether those projects create lasting change will depend on the work behind the public message: what participants learn, what organizations do differently and what outcomes can be documented. That is the most grounded way to read Kielburger's current chapter—not as a finished legacy, but as an ongoing effort to connect meaning with action.

At a glance

Area Current focus Why it connects to his earlier work Legacy+ Leadership, purpose and thinking about what work leaves behind Extends the focus on organizing people around shared values Legacy College Learning and leadership development Emphasizes the skills and knowledge needed to sustain participation Podcasting Public conversations and storytelling, including work associated with iHeartMedia Creates space to explore the decisions and people behind visible achievements Social platforms Updates across Facebook, Instagram, TikTok and Twitter/X Gives audiences a route to follow public announcements and stories