Short answer: Legacy+ is presented as a consultancy—a business that advises organizations—rather than as a nonprofit charity. That distinction matters, especially because the people and history associated with it are closely connected to nonprofit work.

Legacy+ sits within a longer career story that includes Free The Children, WE Charity and WE Day. It also reflects a familiar pivot: founders move from running a public-facing organization to advising other leaders, often after their earlier work attracts intense scrutiny. To understand what Legacy+ is, it helps to separate its business model from its founders' past and from the social-impact language it uses.

One practical caveat: a brand name does not always reveal the legal entity behind it. Anyone considering a contract, donation or partnership should confirm the specific entity on the agreement and check its current registration and financial disclosures. But based on its public positioning, Legacy+ is best understood as a consultancy offering purpose and impact work to organizations—not as a charitable organization itself.

What Is Legacy+?

A consultancy sells expertise and services. It may work with companies, nonprofits, public institutions or individual leaders, but the core relationship is typically commercial: a client pays for advice, strategy, facilitation or other professional services.

Legacy+ is associated with this consultancy model. Its work is framed around helping organizations and leaders connect purpose with strategy and impact. That could involve advising executive clients on how to define a social or environmental ambition, shape a program, engage employees or communicate results. The precise services, clients and fees should be confirmed directly with the firm.

That model differs from a nonprofit's central role. A nonprofit exists to pursue a mission and generally relies on donations, grants, program revenue or other funding to deliver that mission. It may hire consultants, but hiring a consultant does not make the consultant a nonprofit. Nor does a consultancy become a charity simply because its clients or projects address social problems.

Why the Question Is Easy to Ask

Legacy+ is linked to a history that blends entrepreneurship, youth activism, philanthropy and public events. The story begins with Free The Children, an organization founded by Craig Kielburger as a youth-focused charitable initiative. The organization later became associated with the WE name, including WE Charity and the large-scale WE Day events.

Those names describe related parts of a broader history, but they are not interchangeable. Free The Children was an organization. WE Charity was a charitable entity. WE Day was a public event and engagement platform connected with the WE movement. Legacy+ is positioned differently: as a consultancy.

When people see familiar founders using familiar purpose-driven language in a new venture, it is natural to wonder whether the new organization is a charity, a continuation of the old one or a commercial business. The clearest answer comes from looking at what the organization does, how it is funded and which legal entity signs its contracts—not only at its mission statement or founders' biographies.

From Nonprofit Leadership to Consultancy

Here's a story that illustrates this perfectly: thought they could save money but ended up paying more.. Founders sometimes move through distinct chapters in their careers. A person may start an organization, build programs and partnerships, face a period of public scrutiny, and later free the children history apply what they learned in a different setting. That change can be a genuine reinvention, but it does not erase the earlier chapter or automatically resolve questions people may still have about it.

For founders with a public profile, the transition is particularly visible. Their reputation travels with them, while the new venture must establish its own record. A consultancy cannot rely only on a founder's past credentials. Executive clients need to know what the firm delivers now, who performs the work, how results are assessed and what safeguards apply.

In this sense, Legacy+ can be understood as a professional-services chapter rather than simply a new name for a nonprofit. The distinction is important for both the firm and its prospective clients. A charity's public-benefit purpose and a consultancy's commercial responsibilities are different, even when both work on issues such as education, community development or social impact.

What Reinvention Requires

After public scrutiny, a founder's next chapter is strongest when it is specific and accountable. That means explaining what has changed, avoiding claims that overstate past or present results, and giving clients a clear way to evaluate the work.

For a consultancy, credibility can be built through practical evidence: defined deliverables, transparent pricing, named project leads, measurable outcomes and honest reporting about what did not work. These details are more persuasive than broad claims about changing the world.

Portfolio Strategy Versus a Single-Organization Identity

Some leaders build their public identity around one organization. Others develop a portfolio of roles and ventures across business, philanthropy, media and advisory work. A portfolio strategy can create opportunities to apply experience in different settings, but it can also make it harder for the public to tell which organization is responsible for which activity.



That clarity matters when a founder has been associated with several prominent names. Free The Children, WE Charity and WE Day each played a different role in the earlier story. A consultancy such as Legacy+ should be assessed on its own structure and services rather than treated as though every activity connected to the same people belongs to one organization.

Question Nonprofit or charity Consultancy or business Primary purpose Advance a public-benefit mission Provide services to clients, generally for payment Typical funding Donations, grants, program revenue or other charitable funding Client fees, contracts or other business revenue How to assess it Review charitable status, governance, programs and financial reporting Review the legal entity, contract terms, expertise and client results Possible relationship May hire external advisers May advise nonprofits, businesses or public institutions

This comparison is general, not a substitute for checking a particular organization's legal status. Some businesses have social missions; some nonprofits earn revenue; and structures can vary by jurisdiction. The key is to verify the entity and its obligations rather than infer them from branding.

Purpose and Impact Work Needs More Than Purpose

"Purpose and impact work" can cover everything from a leadership workshop to a multi-year program. For executive clients, the useful questions are concrete: What problem is the organization trying to address? Who benefits? What will the consultancy deliver? How will the client know whether the work helped?

A credible engagement should connect purpose to decisions and measurable results. For example, a company might set a goal to improve access to training. It should then define which employees or communities the program serves, how participation and outcomes will be tracked, and who is accountable for the data. Without those steps, purpose risks becoming a communications theme rather than an operating strategy.

Questions Executive Clients Can Ask

- **What is the scope?** Ask for specific deliverables, timelines and responsibilities.
- **How will impact be measured?** Look for baseline information, indicators and a plan for reporting results.
- **Who does the work?** Confirm which advisers will lead the engagement and what experience they bring.
- **How is the work funded?** Clarify fees, expenses, subcontractors and any relevant financial relationships.
- **What happens if targets are missed?** A sound plan explains how the team will review setbacks and adjust.
- **Which organization is accountable?** Make sure the legal name on the proposal and contract matches the entity responsible for the service.

These questions apply to any consultancy, not only one associated with a high-profile founder. They help move a conversation from reputation and messaging to evidence and accountability.



Media Reach Is Not the Same as Impact

Distribution can help a consultancy or social-purpose campaign reach a larger audience. For example, iHeart radio syndication can extend audio programming across markets, while YouTube distribution can make video content available to viewers beyond an in-person event or local broadcast.

Those channels can support education, storytelling or audience engagement. But audience reach is an output, not proof of social impact. A high number of views, downloads or broadcasts does not by itself show that people changed their behavior, gained access to a service or experienced a lasting benefit.

Organizations should report media metrics honestly and pair them with measures relevant to the goal. If a campaign aims to increase awareness, audience research may help assess that outcome. If it aims to improve access to a program, the relevant measures may include enrollment, participation and longer-term results. The measurement should fit the claim.

How to Read Legacy+’s Positioning

The simplest way to categorize Legacy+ is to look at its current function. If it provides advisory services to paying clients, it operates as a consultancy. Its work may focus on social purpose, leadership or impact, but those themes do not make it a nonprofit.

At the same time, the label “business” does not settle every question a client might have. It does not tell you the exact legal structure, ownership, financial arrangements or quality of the work. Those details require current documentation. A prospective client should request the firm’s legal business name, review its proposal and contract, and ask how it reports outcomes.

You ever wonder why for people following the founders’ career arcs, the larger story is one of transition: from youth-led charitable activity and high-profile public events to a consultancy model serving organizations and executive clients. That shift may allow experience from earlier chapters to inform new work. It also creates a responsibility to draw clear lines between past organizations and the current business.

Bottom Line

Legacy+ is best described as a consultancy and business, not a nonprofit charity, based on its public positioning. Its connection to Free The Children, WE Charity and WE Day explains why people may associate it with nonprofit work, but that history does not determine Legacy+'s legal status or business model.

For executive clients, the practical test is straightforward: verify the contracting entity, understand the services and fees, and ask how the consultancy measures purpose and impact. For the firm, trust will depend on making those distinctions plain—and showing, through transparent work and evidence, what its current chapter delivers.