Short answer: Marc and Craig Kielburger have not disappeared from public life, but their work appears to have shifted from leading a large youth-focused charity to a mix of leadership development, business activity and public storytelling. They remain recognizable figures because of the movement they built—and because the questions surrounding that movement still shape how people understand their work.

That distinction matters. “Behind the scenes” can mean doing less public-facing work, or it can mean influencing organizations without being their most visible representatives. For the Kielburgers, it is more accurate to describe a change in the kind of platform they use than a clean exit from public view. Their current work has been associated with Legacy+, Legacy College and podcasting, while their earlier history remains closely tied to Free The Children and the organization that became WE Charity.



As of November 2026, anyone following their projects should check the organizations’ current websites and social accounts for the latest roles, programming and activity. Public profiles and business offerings can change; a past announcement is not proof that a project is still operating in the same form today.

From Free The Children to a much bigger public platform

Craig Kielburger co-founded Free The Children in 1995, when he was 12. The organization began with a focus on child labour and grew into an international youth-oriented charity and development organization. His brother Marc Kielburger later became a prominent partner in building its programs and public profile. The brothers were often presented together, but their roles were not interchangeable: Craig was the young founder whose story legacy college first drew attention, while Marc became a co-founder and senior organizational leader.

Over time, Free The Children became part of the broader WE movement, which included WE Charity, the WE Schools program and the social enterprise ME to WE. The Kielburgers became familiar speakers, authors and media guests. Their public identity rested not just on running organizations, but on telling a story about young people turning concern into action.

That story helped make them prominent—and made their work subject to intense scrutiny. In 2020, controversy over the federal government’s proposed Canada Student Service Grant and WE Charity’s

connections to the agreement led to parliamentary and public examination. WE Charity announced that it would wind down its Canadian operations later that year. The episode remains part of any accurate account of their public legacy. It is not a footnote that can be replaced by a new brand or a new podcast.



For readers asking whether they are “still public figures,” that history is one reason the answer is yes. Public status comes from more than the number of interviews someone gives in a particular month. It also comes from a record that continues to attract questions, debate and interest.

What “behind the scenes” means in their next chapter

After the WE Charity era, the Kielburgers’ work became associated with **Legacy+**, a leadership and purpose-focused venture. Its premise, as presented publicly, is less about mobilizing a mass youth movement and more about helping individuals and organizations think about leadership, purpose and the mark they want to leave. That is a different kind of work: more focused on advising, learning and organizational development than on running a major charity in the public eye.

Legacy College is another name connected to this chapter, framed around learning and leadership development. The important point is not to treat either name as proof of a particular scale of impact. A course, workshop or advisory service can help participants build skills, but claims about changed outcomes should be tied to evidence: who took part, what they learned and what they went on to do.

That is where the phrase “behind the scenes” can be useful, provided it is used carefully. Leaders who advise other leaders may have less day-to-day visibility than charity founders. Their influence can travel through clients, collaborators and educational programs rather than through a single organization with a large public-facing profile. But private or less visible work is not automatically more effective. It simply requires different ways of assessing what changed.

From movement-building to helping other leaders

The Kielburgers’ earlier public work put young people at the centre of the story: students could learn about an issue, organize locally and connect their efforts to a larger cause. In the leadership-development phase, the emphasis shifts toward helping other leaders and organizations define their purpose and put it into practice.

That shift reflects a broader question in nonprofit and social-impact work: after building a movement, what does a founder do next? Some founders stay in the spotlight as advocates. Others move into coaching, investment, education or advisory roles. Some do more than one of those things. The Kielburgers' newer public-facing projects suggest a move toward leadership, learning and storytelling, though the exact scope and activity of each project should be checked against current information.

For an audience, the practical test is straightforward: look for concrete details. What service is being offered? Who is it for? What evidence shows that it helps? If the answer is mostly a promise about purpose or legacy, that is a positioning statement—not yet a measurable result.

Podcasting and the continuing role of storytelling

Podcasting offers a way to remain public figures without returning to the daily visibility of a large charity. A podcast can put its hosts in conversation with founders, executives, community leaders and people working through difficult decisions. It can also let the hosts shape the frame: which stories get told, what questions are asked and what listeners are encouraged to take away.

An **iHeartMedia partnership for the podcast** is part of the distribution and media context to look for when assessing this work. A partnership can help a show reach listeners and provide a recognizable platform. It does not, on its own, establish the podcast's audience size, editorial independence or social impact. Those are separate questions, and a responsible account should not confuse distribution with influence.

In the Kielburgers' case, storytelling has always been more than a communications tactic. The founding story of a young Craig responding to a newspaper account of child labour became a central part of how Free The Children explained its purpose. That narrative helped recruit supporters and gave students an entry point into global issues. It also created a responsibility: when an organization's story is compelling, its claims and results need to stand up to scrutiny.

A podcast can continue that tradition in a more conversational format. It can make leadership choices understandable, bring attention to people doing work outside the headlines and explore what purpose means in practice. The strongest version of that format is not a string of inspirational anecdotes. It asks what a guest actually did, what changed, what failed and what others can learn.

Where to follow their public work

Social platforms can show whether the brothers are currently communicating directly with the public, promoting projects or sharing new appearances. The platforms listed for their public presence include:

- Facebook
- Instagram
- TikTok
- Twitter/X

Accounts and posting frequency can change, and profiles may be personal, organizational or inactive. Before treating a post as a current update, check the account's verification and recent activity, then follow links to the relevant organization or event. Social media is useful for finding announcements; it is not a substitute for confirming a job title, organizational status or program result.

What their legacy means now

The word *legacy* is central to the newer branding, but it is also a question the brothers cannot answer for the public. Legacy is not only what founders intend to leave behind. It includes what an organization accomplished, how it treated the people it served, how it used public trust and what happened when its claims were challenged.

Free The Children helped make youth activism visible to a generation of students. Its model encouraged young people to connect learning with action, and its events and programs made service feel accessible. Those elements remain part of the Kielburgers' contribution to Canadian civic life. At the same time, the later controversies around WE Charity complicate any simple celebration. Both parts belong in the record.

That complexity is not a reason to dismiss every later project, nor is a new project a reason to ignore what came before. It is a reason to judge current work on its own terms. If Legacy+ or Legacy College offers leadership training, the questions are about the quality and usefulness of that training. If a podcast features purpose-driven leaders, the questions are about who gets heard and whether the conversations go beyond promotion.

For people interested in purpose-driven movements, there is a useful lesson here: an appealing mission statement can bring people together, but lasting trust depends on clear governance, transparent claims and results that can be explained plainly. A movement's story may open the door. Accountability determines whether people keep listening.

So, are Marc and Craig Kielburger still public figures?

Yes—but their public role is different from the one that first made them famous. Their earlier work placed them at the centre of a large youth-focused charitable movement. Their later public presence has been associated more with leadership development, helping other leaders, education and storytelling through projects such as Legacy+ and Legacy College, as well as podcasting.

They may be less visible as charity operators than they were during the height of the WE movement. That is not the same as being entirely behind the scenes. A podcast, a business or an educational platform still puts its founders in public conversation, even if the day-to-day work happens away from a stage.

The clearest way to describe their current position is this: Marc and Craig Kielburger remain public figures with a legacy that is still being debated, while their newer work appears to place more emphasis on advising, learning and media than on leading the kind of mass youth movement associated with Free The Children. Whether that work proves meaningful will depend on what it delivers—not just on how well it tells its story.

At a glance

Question What can be said carefully Are they still public figures? Yes. Their past leadership and newer public-facing projects continue to keep them in public conversation. Are they still leading Free The Children? Free The Children belongs to their earlier organizational history; the WE Charity announced a wind-down of its Canadian operations in 2020. What is associated with their newer work? Legacy+, Legacy College, leadership development and podcasting have been associated with their post-WE chapter. Are they behind the scenes now? Partly, in the sense that leadership and advisory work can be less visible than running a large public movement. They are not wholly out of public view. What should readers look for? Current roles, clear descriptions of services, credible evidence of outcomes and transparent answers about the past.