Yes. Legacy+ is connected to brothers Marc and Craig Kielburger, the social entrepreneurs who co-founded Free The Children. The connection is rooted in their work around leadership, social purpose and storytelling. But it helps to be precise: Legacy+ is a newer venture associated with the Kielburgers, not simply another name for Free The Children or a continuation of that organization under a different label.

That distinction matters. The Kielburgers' public story includes multiple projects built at different times and for different purposes. A nonprofit, a media venture and an educational initiative may share people or ideas without being the same organization. For readers asking what Legacy+ is, and where it fits, the clearest answer is that it carries forward themes associated with Marc and Craig's earlier work—while using a different platform and approach.

The short answer: how Legacy+ relates to the Kielburgers

Marc and Craig Kielburger became widely known through Free The Children, the streetsoftoronto organization they co-founded as teenagers. Their later work brought social issues to wider audiences through public speaking, campaigns and media. Legacy+ belongs in that broader picture: it is associated with the brothers and with their interest in purpose-driven projects and public storytelling.

That does not mean every activity connected to Legacy+ is a Free The Children program, or that every former initiative has transferred into the new venture. The names point to related work and ideas, not necessarily identical legal structures, teams or operations. When the distinction is important—such as for a donation, partnership or job application—check the specific organization's current information rather than relying on name recognition alone.

Organization or project How it fits into the broader story Free The Children The organization co-founded by Marc and Craig Kielburger, and an early part of their public work on youth leadership and social causes. Legacy+ A later venture associated with the brothers and with purpose, legacy projects and storytelling. Legacy College An education-related name associated with the wider Legacy+ conversation; check its current materials for specific programs and offerings.

From Free The Children to a wider idea of legacy

Free The Children began with a direct proposition: young people could organize around issues that mattered and take action. That idea became part of the Kielburgers' public identity. Over time, their work also reached audiences through books, speaking engagements and media, linking action on social issues with the stories that help people understand why those issues matter.

Legacy+ appears to draw on that wider frame. "Legacy" can mean what a person leaves behind, but it can also mean what people build together: a campaign, a community, a body of work or a new generation of leaders. The plus sign suggests an open-ended addition, though the name alone cannot tell you what a particular program does. The useful questions are concrete: Who is running it? What does it offer? Who benefits? And what can a participant or audience member expect?



For the **legacy+ team**, the challenge is to make those answers clear. A purpose-driven name can attract attention, but the work behind it is what gives the name meaning. That includes planning, partnerships, production, research and follow-through—often less visible than a launch announcement or a polished interview.

Legacy+ and Legacy College: related names, different questions

Legacy College is another name readers may encounter when looking into Legacy+. It is useful to treat it as a distinct education-related project rather than assume that “college” means a conventional post-secondary institution. The word may describe a learning initiative or a particular program; the name by itself does not establish accreditation, credentials, admission requirements or the type of instruction offered.

Anyone considering an educational program should look for practical details before enrolling or recommending it: the curriculum, instructors, fees, time commitment and any credentials awarded. Those checks are not a criticism. They are a basic way to understand what a program is and whether it fits a student’s needs. Legacy+ and Legacy College may share a larger purpose, but readers should assess each offering on its own terms.

Behind-the-scenes impact work is still the work

Purpose-driven movements are often presented through their most visible moments: a public campaign, a speaker onstage or a compelling story shared online. But movements also depend on work that rarely makes the headline. Teams arrange logistics, develop material, coordinate collaborators and decide how to explain a complex issue without flattening it. That behind-the-scenes effort is part of how an idea becomes something other people can engage with.

For any organization using a mission-led message, the most useful measure is not how inspiring the message sounds. It is what changed, for whom and over what period. A responsible account distinguishes between intention and result. It might describe what a project set out to do, what activity took place and what evidence is available about its outcomes. Without those details, claims of impact can become difficult to evaluate.

That is also a useful lens for reading about Legacy+. Look for descriptions of specific **legacy projects**, the people involved and the work those projects produce. If an initiative includes a public event, a learning resource or a podcast episode, those are outputs. They may be valuable, but they are not automatically proof of a lasting social outcome. Clear reporting helps readers tell the difference.

Why podcasting and public storytelling matter

Podcasting gives organizations a way to spend more time with a subject than a short social post allows. A conversation can include context, competing perspectives and details about the people doing the work. It can also travel beyond the organization's existing audience, especially when listeners find an episode through a host, guest or distribution partner.

Legacy+ has referenced an **iHeartMedia partnership for the podcast**. That partnership is relevant because distribution can help a show reach listeners; it does not, on its own, establish the content's impact or guarantee a particular audience size. Those are separate questions. The editorial choices still matter: who gets invited, what questions are asked, how claims are checked and whether the finished episode gives listeners enough information to draw their own conclusions.



Good public storytelling is not the same as promotion. It can introduce a purpose-driven movement and make its ideas easier to follow, while still being honest about what is known and what remains to be done. The strongest stories do not ask the audience to accept broad claims on faith. They give people detail, context and a clear sense of who is responsible for the work.

Where to follow updates

Social platforms can help readers find announcements, clips and new episodes. The social platforms listed for Legacy+ are:

- Facebook
- Instagram
- TikTok
- Twitter/X

Social accounts are useful starting points, but they are not a substitute for fuller information. A short post may introduce a project; a project page or direct conversation is more likely to explain its scope, team and current status. If you are trying to reach the organization, confirm that an account is official and active before sharing personal or financial information.

What to look for when evaluating Legacy+

Readers do not need to choose between enthusiasm and scrutiny. It is possible to be interested in a new venture and still ask how it operates. These questions can help put the connection between the Kielburgers, Legacy+ and its related projects into focus:

1. **Who is responsible?** Look for current leadership, staff roles and organizational details, rather than assuming that a familiar founder is personally involved in every project.
2. **What is the project doing now?** Check for current activities, recent updates and a clear description of the intended audience.
3. **What does “impact” mean here?** Separate goals and outputs from measured outcomes, and look for evidence that explains what changed.
4. **What does Legacy College offer?** Review its program details and credentials directly, especially if you are considering a course or making a referral.
5. **How is the podcast made and distributed?** The iHeartMedia partnership is one part of the picture; the show’s guests, editorial approach and episode information are also worth reviewing.

So, is Legacy+ connected to Marc and Craig Kielburger?

Yes: Legacy+ is associated with Marc and Craig Kielburger, whose earlier public work includes co-founding Free The Children. The link is best understood as part of a wider arc of social entrepreneurship, educational activity and public storytelling—not as proof that Legacy+, Free The Children and Legacy College are interchangeable organizations.

The larger idea behind the name is familiar: people can build something that outlasts a single campaign or moment. Whether Legacy+ delivers on that idea depends on the specifics of its projects, the clarity of its public information and the work its team does beyond the spotlight. For readers following the Kielburgers’ next chapter, the most telling updates will be the ones that show not only what they are saying, but what the **legacy+ team** is doing now—and what, exactly, has changed as a result.