



**Your generosity  
tells a  
bigger story.**

**AL  
LY**

Ally Global Foundation  
**2022 Annual Report**





# Dear Supporters and Friends,

It feels like only yesterday that I was getting ready for my trip to Cambodia in January 2022, excited to join our team on the ground after the country opened for the first time following the challenges of Covid-19. However, I tested positive for Covid while en route—forcing me to reroute back to Canada. After taking the necessary precautions and getting a clean bill of health, I finally made my way to Cambodia.

Time seems to be in a race of its own, especially when I visit the homes in Nepal and catch a glimpse of little Sophie. I met Sophie over six years ago during my first visit to Nepal. She and her mother were rescued from a trafficking situation and found refuge in our safe homes.

Seeing Sophie every trip feels like watching a time-lapse video. It's incredible how she's transformed from a tiny 18-month-old to a vibrant and beautiful 8-year-old in the blink

of an eye. To all the parents out there, I'm sure you can relate—kids seem to possess a secret fast-forward button on life. Sophie's growth serves as a poignant reminder of our long-term commitment to these children, even as the years zoom by.

In 2022, you helped impact the lives of hundreds of children like Sophie and reached thousands more with essential prevention and education resources. I cannot express enough how deeply grateful I am for your generosity and belief in our mission.

Choosing to get involved in this work is a conscious choice, and each one of you—whether on the frontlines caring for the children, managing our dedicated staff, providing financial support or offering prayers and encouragement—plays an integral role in our collective efforts.

The children we serve didn't have a choice in their circumstances, but now they've been given the precious gift of choice to shape their own futures every day.

This year I visited the Nepal and Cambodia projects multiple times as the countries gradually reopened and operations resumed. However, the real triumph came when we finally secured property in Nepal. It has been a challenging journey, but the progress we have made and the acquisition of this land signify a monumental victory for our entire team. We are now eagerly preparing for the construction fundraising in 2023, as we embark on the next phase of our mission.

One of the year's greatest highlights was dedicating three full days to finalizing our strategic plan for our work in Canada. After years of learning, researching and

brainstorming, it is truly exhilarating to chart a clear course for tangible impact over the next three years.

None of this important work would be possible without the unwavering dedication and commitment of our remarkable team members both abroad and here in Canada. I am deeply grateful for the privilege of working alongside these exceptional individuals, who share a genuine passion for our mission. They give their all to propel our mission forward, and for that, I am eternally grateful.

Thank you for being a part of this work and for your steadfast commitment to caring for survivors and creating meaningful systemic prevention initiatives. Together, we can make a lasting difference.

Gratefully,

**Randy Watson**  
Founder & CEO



# an overview of twenty twenty two

**266** children in  
full-time care

**408** children in  
safe school

**7,555** individuals reached through  
prevention programs

**2,534** generous  
donors

**\$5,254,669** amount  
raised



Thank you for being an ally in our mission to  
prevent human trafficking and help survivors  
build healthy, independent lives.

Alongside local partners in **Asia**, we provide safe housing, education and aftercare for over 200 children rescued from human trafficking and abuse. Additionally, our local leaders facilitate anti-trafficking presentations in high-risk areas to educate students, teachers and the wider community about the dangers of human trafficking.

Within **Canada**, our mission is to prevent the sexual exploitation of minors—through engaging, educational resources, contextualized for a variety of demographics. These resources aim to equip children and youth with skills to navigate online interactions and relationships in a safe and healthy way.



01

# Your Story Becomes Their Story

A Birthday for Healing	12
Pickleball for Freedom	14
Monthly Giving for Dreams	16

02

# Stories Worth Celebrating

Land Ownership in Nepal	22
Prevention Initiatives in Canada	24
Our First Gala	26
A Growing Community	28
Move for Freedom	30

03

# The Story in Their Words

Cambodia	36
Nepal	40
Canada	44

04

# The Story in Numbers

International Impact	52
Financial Breakdown	54

01

**Your**

**Becomes**

**Story**



**Their**

**Story**



When you give your finances, time  
and voice to support this work,  
your story of generosity becomes  
their story of healing.



**“We love the work that Ally does and have seen first hand the impact that the safe homes have made in the lives of survivors.”**

Friends **Andy and Lindsay** decided to combine their birthdays and host a fundraiser for Ally instead of asking for gifts. They gathered their entire church community group together for an evening in support of human trafficking survivors.

What they enjoyed most about the event was “being able to tell others about the work that Ally does, and coming together as a group to fundraise!” They had set an initial goal of \$1,800, but by the end of the night, Andy and Lindsay’s birthday raised a total of \$2,386 toward trafficking prevention and survivor aftercare! It was an amazing night.



As **Kannitha\*** transitioned into our safe homes in Cambodia, it was strongly recommended by a referring professional that her two dogs be allowed to move with her. The girl was quiet, and didn’t like to talk with others—her closest relationship was with her dogs. Of course, our local partner agreed, wanting the best for the girl’s care and healing journey.

When she first arrived at the safe home, she was very quiet. She spent most of her time alone, in the company of her dogs. But a short time later, the home leaders were thrilled to see her talking, laughing and playing with the other children. She slowly learned to make new friends and overcome challenges. Kannitha shared with her home leader that she is so happy in her new home, and is recognizing the difference in her own life. “Before, I was shy. I didn’t like to talk with others. I liked to stay alone,” she said.

**“We love to see the girls overcoming, and we know that the family environment is one of the best tools to heal them,” shares one of the home leaders.**



## “I asked my children to make a donation to the cause in lieu of giving me a father’s day gift.”

For Ally’s annual Move for Freedom fundraiser, **Brian** and his team of 20 (mostly) retirees played pickleball for four hours and had a blast! Afterward, they had a social luncheon where they talked about the cause and how their fundraising efforts were bringing more awareness to the issue and Ally’s work. With their efforts, Brian’s team raised an impressive amount to prevent human trafficking and help survivors find healing!

Learn more about Move for Freedom on page 30.



As a teenager, **Mallika\*** was trafficked from Nepal to India by one of her relatives and sold to a brothel. Her parents were devastated. They searched tirelessly for her (alongside a child protection group) before locating her in India. But after her rescue, Mallika’s parents struggled to provide fitting care for a child who had endured immense trauma. So, with their love and support, Mallika was brought to our local partner’s safe home for healing.

Even though Mallika was safe in our local partner’s care, adapting to her new life wasn’t easy. She didn’t know who she could trust, and everything was new. But with time, and alongside a loving community, Mallika learned to trust again. Six years later, our safe home leaders tell us that Mallika “has become a beautiful woman with a different personality.” She loves to cook and clean and help the leaders care for the children.

**Now in high school, Mallika’s\* dream is to continue her studies so she can help other children who have endured similar trauma.**

**“Every day my three girls have freedom to be safe, loved, cared for and given a future. I want to do whatever I can to ensure that other young people get that same basic human right.”**

**Tim** is the national director of a youth organization where he helps young people know that they can change the world. He says that he loves being part of The Refuge because, “we have the ability to help people find freedom. It’s worth it. The Refuge is one of the best ways to take your resources and impact someone’s life.”

**Learn more about The Refuge on page 28.**



As four girls at our safe homes in Cambodia passed their Grade 9 national exams, our leaders in Cambodia shared with us just how important this accomplishment is: “It was a challenge for all of them as it’s a hard exam, especially during Covid, but they did well. It’s a victory for them to have finished their [middle school] studies—many of the girls are the first in their families to do so.”

To celebrate this achievement, the safe homes made special food and honoured the girls together. They encouraged them to continue their studies, and to never give up.

**“Thank you for believing in and supporting our children here,” says one of our leaders in Cambodia. “We believe this generation will change Cambodia for the better.”**





# Stories

02

# Worth Celebrating





We celebrate every life that is safe  
and free from exploitation, but  
some milestones deserve a little  
extra excitement.



# WE'RE CELEBRATING Land Ownership in Nepal

Thanks to the remarkable generosity of many, we're thrilled to announce that we've purchased 4.5 acres of land to build new safe homes and school facilities.

This moment has been years in the making for both our Canadian team and for our leaders in Nepal. Over the last two decades, our local partner in Kathmandu has helped more than 600 individuals heal from exploitation and abuse and build healthy, independent futures. They've worked with a tireless commitment to help children find healing, and hundreds of lives have been changed forever because of their dedication.

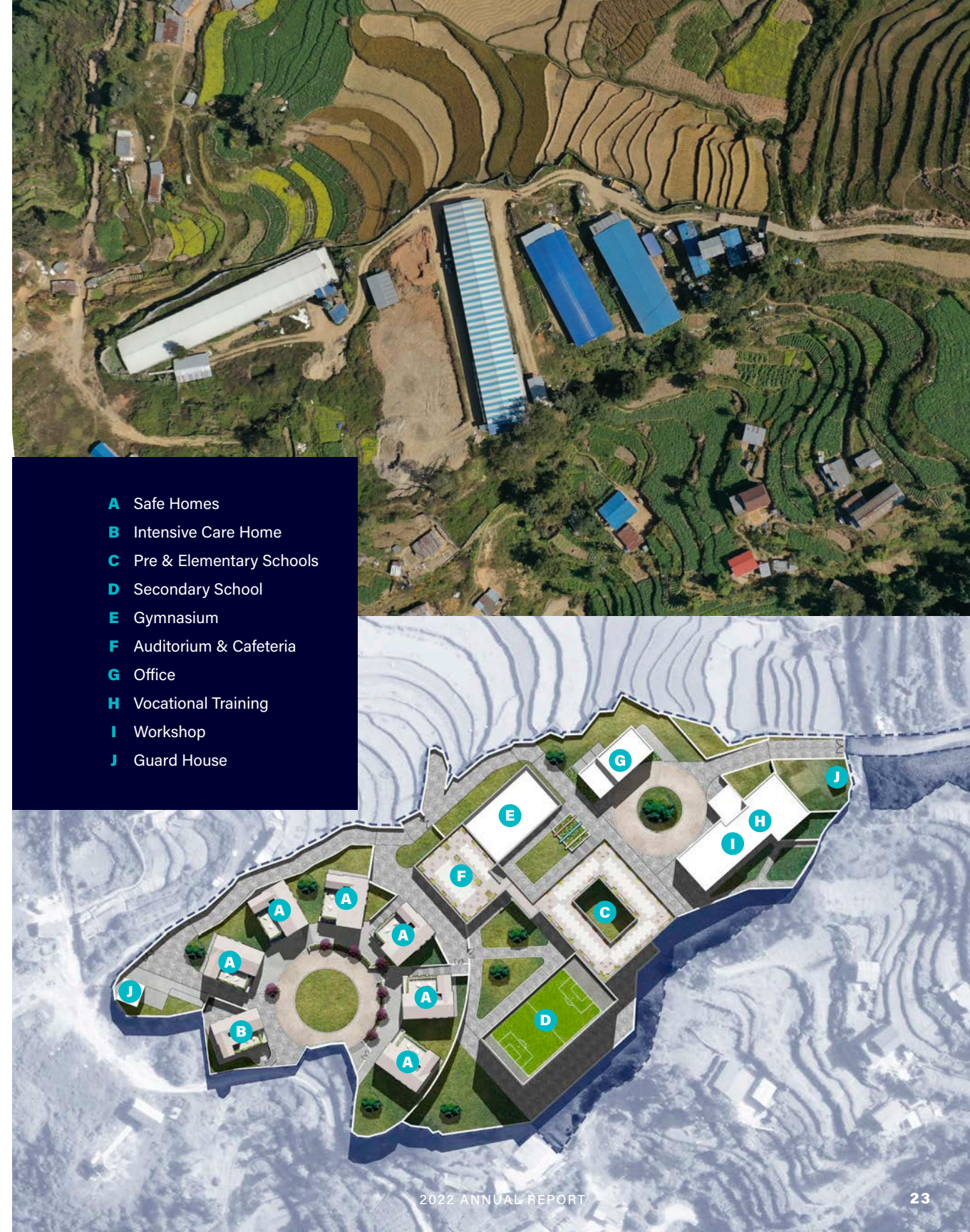
All of our current facilities are leased, including five safe homes providing full-time care for more than 150 children, a primary and secondary school, a social venture business, counselling offices and a vocational training centre—which lends itself to instability for our local partner.

Owning land and having permanent facilities will ensure that they can keep providing the highest level of care possible for the next 50 years and beyond. In 2023, we will be working with a team of architects and builders to begin construction on over 200,000 sq ft of new facilities.

We need your continued support in the building phase to make this future possible.



Learn more at  
[buildbeyond.org](https://buildbeyond.org)





## WE'RE CELEBRATING

# New Prevention Initiatives in Canada

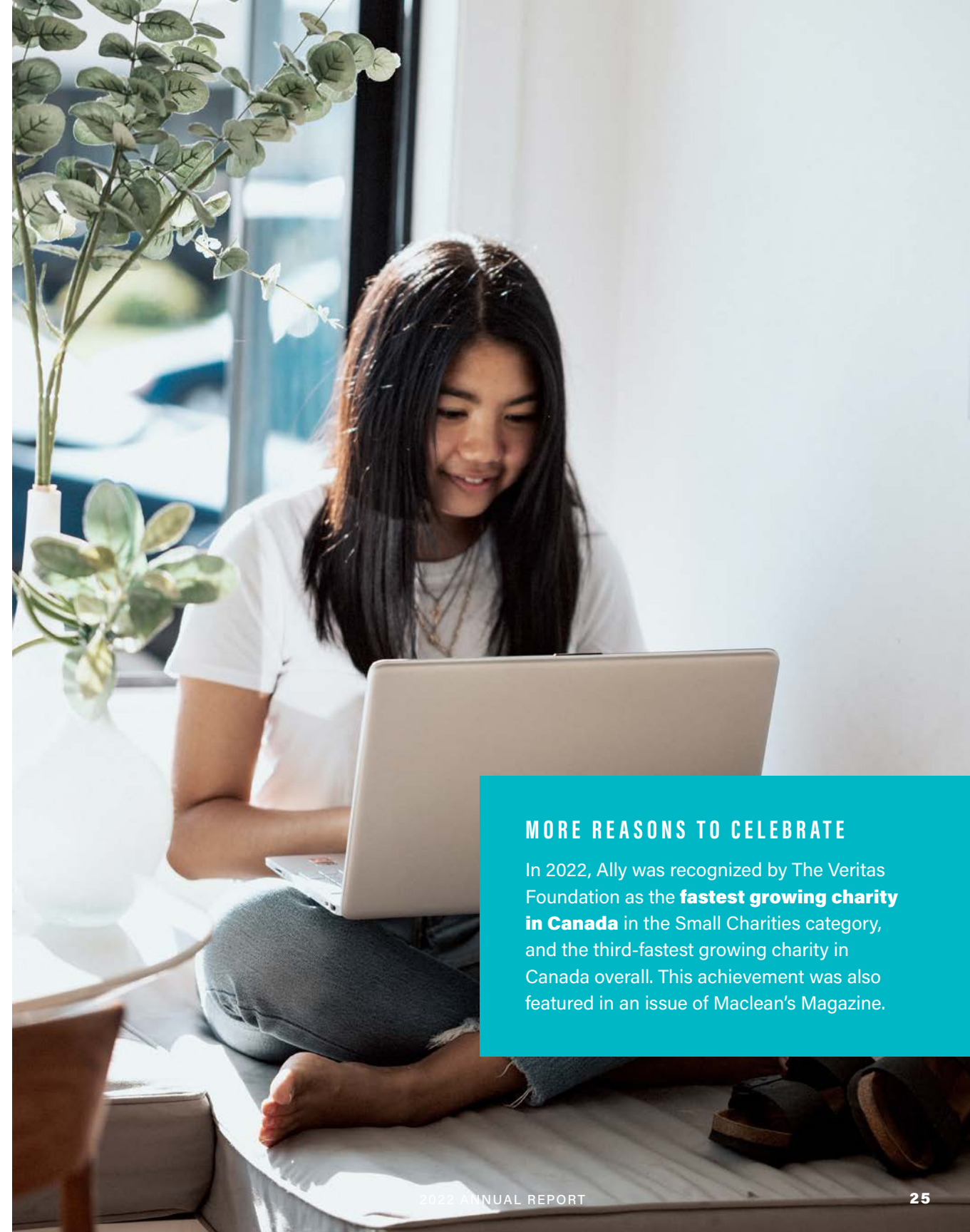
The success of our local partners' prevention programs in Asia has motivated us to build out a similar model and suite of resources here in Canada.

In the final quarter of 2022, we took tangible steps toward expanding our work in Canada by hiring a full-time Canadian Programs Manager to provide strategic direction and oversight to our national prevention work.

We focused our efforts on building relationships with other Canadian anti-trafficking organizations and service providers and performing a needs assessment to determine where to best direct our resources.

We also developed a comprehensive 3-Year Strategic Plan to guide our work in Canada from 2023–2025, with three areas of focus: research, programs and partnerships. A core component of this plan involves working with frontline experts to develop comprehensive educational resources to prevent the sexual exploitation of minors. At the end of 2022, we began the process of developing these resources in collaboration with the Exploitation Education Institute (formerly Sexual Exploitation Education).

These engaging, multimedia resources will be contextualized to a variety of demographics and designed to equip children and youth with the skills to navigate online interactions and relationships in a safe and healthy way. We look forward to launching the first phase in late 2023.



### MORE REASONS TO CELEBRATE

In 2022, Ally was recognized by The Veritas Foundation as the **fastest growing charity in Canada** in the Small Charities category, and the third-fastest growing charity in Canada overall. This achievement was also featured in an issue of Maclean's Magazine.



## WE'RE CELEBRATING Our First Gala

On October 6th we hosted our first annual gala to support survivors of human trafficking.

The theme of the evening was focused on the bright future that's in store for survivors when they are provided with holistic, long-term care—how today's healing becomes tomorrow's leading. Randy Watson, Ally's CEO and Founder, shared powerful stories of hope and restoration, demonstrating just how significant an impact a loving, healing environment can have.

Before and after the seated program, guests were able to interact further with Ally's work through engaging visual displays, including a VR experience where they could be transported inside one of the safe homes in Nepal.

The gala raised an incredible \$215,365 toward our safe housing programs for children in Asia. It was a beautiful evening of inspiration and hope, and we're so grateful for all of those in attendance who leaned in to learn more about the issue of human trafficking.





WE'RE CELEBRATING

# A Growing Community of Monthly Donors

Every month, more than 600 individuals of all ages and backgrounds from across Canada (and beyond) give boldly and generously to prevent human trafficking and help survivors find healing. We call this community **The Refuge**.

In the fall of 2022, we brought 19 members of The Refuge into our studio to interview them about why they give. We were then able to share these conversations on social media, encouraging others to join The Refuge. Because of their willingness to share their

stories and passion, we saw many new people sign up to give monthly in November. You never know when your enthusiasm just might be the thing that pushes someone to take their next step in generosity!

Our team celebrates every single time someone signs up to donate monthly, because we know that it often requires sacrifice to give intentionally.

## WHY MONTHLY GIVING MATTERS

Committed recurring donations ensure we can consistently care for survivors through safe housing, education and aftercare and expand prevention programs in Asia and Canada. Additionally, reliable and dedicated support from donors allows us to plan ahead and invest in innovative, long-term prevention and aftercare solutions.



Learn more at [ally.org/therefuge](https://ally.org/therefuge)



total members \*As of December 31, 2022. **639**

new members in 2022 **48**

monthly recurring revenue **\$35,450**

annual recurring revenue **\$425,398**



WE'RE CELEBRATING

# Move for Freedom

For the third summer in a row, hundreds of people across Canada made a move to prevent human trafficking and support survivors by participating in Move for Freedom on August 6th.

From pickleball to rock climbing and everything in between, over 70 teams did an activity they love to make an impact. Though there were many first time participants, we have also seen many people return for two or three years in a row now—it's truly inspiring

to see the motivation and enthusiasm supporters bring to this event. Whether it's young families, youth groups or retirees, year after year we witness groups of friends and family come together to achieve something bigger than themselves.

WHY THIS EVENT MATTERS

Move for Freedom is the largest source of general donations in Ally's fiscal year. Because the summer months "tend be slower" for giving to charities, the funds raised through this event are truly critical to our work.



Learn more at [moveforfreedom.org](https://moveforfreedom.org)



teams	70
participants	550
donors	1,368
amount raised	\$607,564

# The Story

03

# in Their Words





Our work wouldn't be possible without our local partners and collaborators, so we thought you should hear from them, too.





Pich\* and Mau\* are leaders at our local partner in [Cambodia](#). They've been married for eight years and have two young children of their own. Together, they lead a safe home for eight boys who have been rescued from trafficking or abuse—the youngest is five years old and the oldest is seventeen.

Pich shares a unique bond with the boys in her care, due to their shared background. She, too, grew up in a safe home. This common ground helps Pich to relate to the boys on a deeper level. "I love the boys. They are the same as me," she says. "Before I arrived at the safe home, I was very proud. I lied a lot. I even stole money from my uncle when I lived with him. But when I came to the home, I changed. I learned about love. How to love each other, to be patient, to be humble. I dreamed of becoming a leader."

She's seen a similar pattern of change in the boys. "Before they come, they lie and steal a lot. But after that, their life will change. They obey, they respect each other. They love and help each other. That's the best part for me," says Pich, "to see them grow."

**When asked what motivates them to persevere when things get difficult, Mau reflects how different the boys' lives would be without their care.** "There is no one else for them to rely on. No parents, no mother, no father. They have no one. If you see that situation, you think what will they be? Will they be drug-addicted? What will happen to their life?"

You can hear the calm and determined passion in his voice as Mau says, "We cannot help all of the children in Cambodia, but we can change the lives of some. We are in this position to help the children who are hopeless, who have a disability."

As you might imagine, life in a home with eight boys is always entertaining. Nap time (for the younger children) is supposed to be



from 1-2 pm, but things don't always go to plan. One day, the boys made a fort by pushing all their beds together. When Mau asked them what they were doing, they replied: "we're playing Uno!"

"That's fine," laughed Mau, "but what time are you going to sleep?"

Their bedtime routine starts around 8:30pm, when they enjoy a snack of fresh fruit and climb into their beds by 9pm. One night, the boys declared they didn't want to go to sleep—they wanted to watch TV! Mau was happy to make an exception from the usual routine. "The boys took turns learning to make popcorn and we had TV time together."

**But life at the boy's home isn't always this easy. "The boys and the children have trauma and this can transfer onto us," admits Mau.**

"One of the boys when he came, he smoked," recounts Pich. "And when he came to the home, he would hide the cigarette and smoke. It's hard for us, because if he smokes and the other boys see, the other boys will copy him."

"We understand it's not easy to quit smoking," adds Mau compassionately, "But if you want to smoke again," Mau told the boy, "You can tell me. You can smoke in front of me. But don't hide it."

Over time, their love and support enabled the young boy to overcome his addiction. "His life has changed," celebrates Pich. "He doesn't smoke anymore. Before he didn't study well, but now he gets a very good score in class. Now he's in Grade 9."

The difficult nature of their work means that Pich and Mau need to take weekly breaks for the sake of their mental health. "One day a week, we have rest. We can go out with our own family and recharge our life. We have to take care of the boys, but also take care of ourselves," shares Mau.

"Sometimes we go to Mau's father's farm in the mountains," says Pich. "We go to a small restaurant and have some ice cream. The thing that I like the most is to go the children's shops to buy things for the kids."

**At their core, Pich and Mau's motivation for their vocation is rooted in love. "What makes me go on?" asks Mau. "Love. If I didn't love, I wouldn't still be here." Pich agrees. "I love children and I love to be with them."**







In [Nepal](#), our trafficking prevention programs are led by Diksha\*, a fearless woman in her early thirties, with a soft heart for the people of her country.

**She shared with us that many rural, mountainous areas of Nepal have the highest risk for trafficking of young girls—largely due to lack of accessible education.** In rural areas, families must pay a small fee for their children to attend public schools—which doesn’t include the cost of a uniform, shoes or essential school supplies, like notebooks and pencils. Diksha says that the culture of many villages still esteems men and boys far above girls.

“When women give birth to a baby girl, they are sad. If they give birth to a baby boy, they are very happy. Women will often have five or six or 12 children out of a desire to have a baby boy. Because of this, there are so many girls in the villages. And even though the families are poor, they still support the boys’ studies.”

Diksha continues, “The girls feel lonely and not valuable. They aren’t able to dream.” It’s within this fertile ground for manipulation

that traffickers pounce. She continues, “Men—sometimes even relatives—come [to the girls] and say, ‘I know where there are very tall buildings, good food, good clothes and where you will have an education and a good time.’ Girls feel lots of pressure to go with these men because they don’t feel valued in their own home and family.”

In her experience, Diksha says the most vulnerable age for young girls to be trafficked is between Grades 4–10. Through years of visiting and building relationships with high-risk villages, our prevention team has seen the need to provide both education (traditional schooling) and awareness (presentations about the risk of human trafficking).

When our prevention team visits a community for the first time, building key relationships is the first priority. The team visits the local school and gets to know the teachers and local leadership in the surrounding villages.





Once the need has been identified, Diksha says, “we go one-by-one to each child’s home for home study. Some of them share their story with us, and for them it’s very hard to share—especially when we are in a group. However, they welcome us with tea or whatever they have to offer, which is a sign of welcome in Nepal. On one visit, a family milked their cow for milk tea right in front of us. The families are very grateful. Sometimes they can’t share, but we can see their gratitude by their actions, and their tea.”

In each community, the highest-risk children are enrolled in the local school. The nominal education fees are paid in advance (directly to the schools) and children are supplied with a uniform, shoes and notebooks that allow them to study.

Although not every child can be sponsored, our local leaders always host a community-wide prevention and awareness presentation about human trafficking. Presentations are often attended by 500–600 students, as well as teachers, family members of the students and other community leaders.

During the program, a video is shown (filmed in the local language) about the process of human trafficking. To engage viewers and improve learning outcomes, prizes are offered for people who can answer questions correctly after each presentation.

Committed to the safety of vulnerable children, the prevention team regularly endures long drives and gruelling hikes to facilitate prevention programs in remote villages.

**To-date, they have reached over 11,500 people across the country through in-person prevention presentations.**

When our prevention team returns to the city after a trip, the work is just beginning. A dedicated team in the Kathmandu office carefully catalogues each scholarship provided—including detailed notes from each home visit with every child’s family. Over the next year, the team stays in contact with teachers and community leaders in the villages, ensuring children are attending school and monitoring any new trafficking risks.

**When you’re with Diksha, you can feel how important this work is to her. It’s personal.** Today, she leads the prevention team with bravery and courage. But not too many years ago, Diksha didn’t believe she had it in her.

“When I joined the prevention team, I didn’t think I could do it. When I was a child I couldn’t study because I needed to work. My home environment was not good. My parents fought and my father was drunk, so I had to escape.” After living on the street with her many sisters, Diksha arrived at our local partner’s safe homes at 14 years old.

She continues, “I had a hard time writing and I thought people in the prevention program needed to be an educated person, someone who knows how to use a computer. After a few years I thought, ‘I’m going to quit. I’m stopping here,’ but I was always encouraged by the people around me.” As of today, Diksha says, “More than 4,000 scholarships [for school fees] have been given. I’m amazed by this.”





THE STORY IN THEIR WORDS • THE STORY IN THEIR WORDS

In [Canada](#), Ally has teamed up with Tiana Sharifi of Exploitation Education Institute (ExEd) to collaborate on developing multimedia educational resources to prevent the sexual exploitation of minors.

An estimated 17,000 people live in modern slavery in Canada today—a number that under-represents the issue as grooming and selling has shifted online. Of the known trafficking victims reported to Canadian police, 25% are under the age of 18, with children being groomed at an average age of 13-14. According to the Canadian Centre for Child Protection (C3P), reports of online sexual luring targeting Canadian children have increased 815% from 2018 to 2022. As online interactions through social media and gaming platforms continue to increase at a rapid rate, traffickers are leveraging technology to facilitate online exploitation.

As an expert in trafficking education and prevention in Canada, Tiana explains that, “The climate of human trafficking has shifted considerably in the past few years, and can be linked to the rise of technology and apps that facilitate self exploitation and the normalization of e-pimping. We now have traffickers engaging in tech facilitated grooming to connect with potential victims—be it through dating or social media platforms. Much of this grooming has become effortless on platforms such as Instagram, Snapchat and Tik Tok, where self-initiated exploitation and the commodification of people has become normalized.”

“As the founder of ExEd—a company that works for the prevention of sexual exploitation

and human trafficking—I have the opportunity to educate tens of thousands of students, parents and teachers annually on this topic.” Tiana takes a unique approach to her presentations: “We prevent human trafficking from a light-hearted and positive approach, by focusing on its root causes, including consent in person and digitally, healthy relationships, and deglamourizing self-exploitation.”

Trafficking can be a challenging topic to discuss here in Canada, as it has been largely sensationalized by the media and the messaging tends to be fear-based. Tiana shares that one of the priorities of ExEd has been “to engage the general public with a light hearted approach to the topic. From my first meetings with the team at Ally, I knew they deeply understood and valued this as well. It was clear that Ally also takes on a message of hope—not just for victims but for anyone in the public wanting to make an impact in human trafficking prevention and intervention.”

“ExEd is thrilled to be partnering with Ally in 2023 to develop engaging Canadian-focused, educational resources. And more than that, I am honoured to be working with their brilliant team of talented, passionate and compassionate individuals who share the same values of hope and innovation in approaching the prevention of human trafficking in Canada.”



# The Story

# in Numbers 04







Every donor and every dollar matters.  
Because 2,534 of you decided to give,  
thousands of lives were impacted.

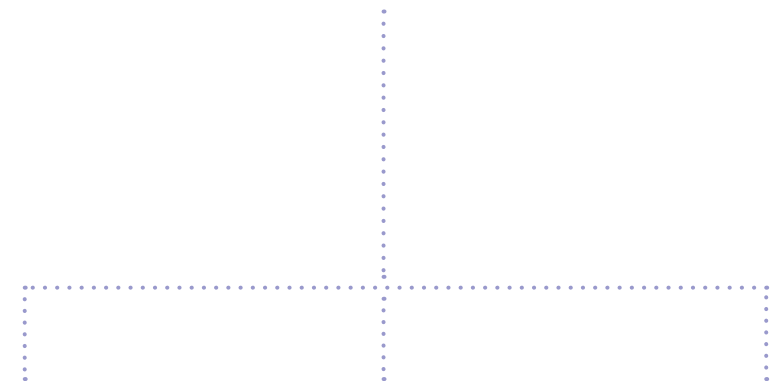


**2,534**  
generous donors



**639**  
of whom gave on a  
monthly basis

**7,821<sup>+</sup>**  
lives impacted



**266**  
were given safe  
housing

**7,555**  
were reached with  
trafficking prevention  
in Asia

**+ hundreds more**  
were reached with  
trafficking prevention  
in Canada

# International Impact

📍 NEPAL   📍 CAMBODIA   📍 LAOS

safe homes	12	Safe Housing
individuals in care	266	
new individuals welcomed	26	
meals served	291,270	
students in safe school	408	Education
university scholarships	12	
prevention scholarships	3,105	Prevention
individuals reached	7,555	
villages reached	19	
students in vocational training	79	Reintegration
individuals reintegrated	8	

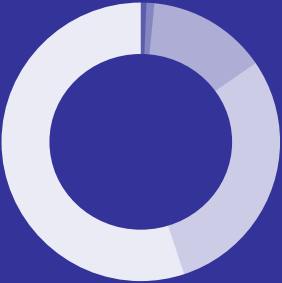


Amount Raised in 2022

**\$5,254,669**

+ 2021 Capital Fund

**\$1,091,882**



SOURCE OF FUNDS

● <b>Individuals</b>	\$2,907,347
● <b>Foundations / Charities</b>	\$1,549,481
● <b>Corporate</b>	\$729,793
● <b>Other Income</b>	\$63,456
● <b>Federal Grant</b>	\$4,592



View our full audited financial statements at [ally.org/finances](https://ally.org/finances)



Total Expenses in 2022

**\$6,346,551**

ALLOCATION OF FUNDS

● <b>Programs</b>	\$5,612,201
Overseas and General Casework	\$5,549,879
Education and Awareness (Prevention Work)	\$58,395
Support of Canadian Charities	\$3,927
● <b>Administration</b>	\$409,883
Administration	\$271,838
Amortization of Tangible Capital Assets	\$92,823
Credit Card Fees	\$45,221
● <b>Fundraising</b>	\$324,467





# Looking

Reflecting on our achievements is important, but I have to admit it's not always easy for me. Each page in this report only scratches the surface of the many stories of impact that happened in the lives of real people this year.

Looking ahead to 2023, we are filled with anticipation as we strive to advance our prevention initiatives in Canada, finalize the building designs for our Nepal project and expand the capacity of our safe homes in Cambodia. Our vision remains steadfast—to guide all our local partner projects toward self-sustainability—and the coming year will mark a significant step in that journey.

**I want to share a quote that resonates deeply with me** 

At Ally, empathy serves as the driving force behind everything we do. I want to express my sincere gratitude to you for embracing empathy and actively supporting others. It is a conscious choice we make every day, and your unwavering commitment to empathy is genuinely cherished.

With great excitement, I look forward to the promising year that lies ahead in 2023 as we continue our mission to ensure the safety and freedom of children. Together, we are forging a lasting impact.

**Randy Watson**  
Founder & CEO

“I have learned to value imagination in a much broader sense. In its arguably most transformative and revelatory capacity, it is the power that enables us to empathize with humans whose experiences we have never shared.

Unlike any other creature on this planet, human beings can learn and understand without having experienced. What is more, those who choose not to empathize enable real monsters, for without ever committing an act of outright evil ourselves, we collude with it through our own apathy.”

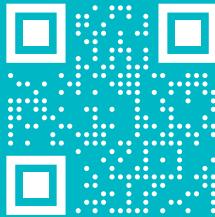
— J. K. Rowling

# Ahead



**What stories  
will you  
be a part of  
next?**

Every child deserves  
safety and freedom.



DONATE TODAY

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