



2024 Annual Report

A photograph of three women and a young girl, all smiling and laughing. The woman on the left is partially visible, the woman on the right is leaning in, and the young girl in the center is wearing a black floral dress and has a red hair tie. The background is a solid teal color.

Protect Childhood

When sex trafficking and exploitation try to take childhood away, we rally everyone and everything needed to protect it.

Whether it’s research, prevention, aftercare or education—around the world or around the corner—we do whatever it takes, for as long as it takes.

Because every child deserves a childhood. And every childhood deserves an ally.

Prevent ↗

Many young people don’t know how to spot danger or what to do when they face it. By addressing root causes and equipping communities with the tools to recognize risky situations, we prevent sexual exploitation from happening in the first place.

Provide ↘

When a child survives the unthinkable, it takes more than a few toys to give them back their childhood. We provide safe housing with a nurturing family environment and classrooms that reignite their imagination. Step by step, survivors can rebuild trust and rediscover freedom.

Prepare →

Leaving the safe home to build a future is a huge step for survivors—one filled with hope, challenges and the question: ‘Can I really make it on my own?’ We help prepare survivors for adulthood through job training, post-secondary scholarships and guidance, so they can chase their dreams with confidence.



**Locally and globally,
we have the most
incredible team, and
working alongside them
to protect childhood has
been a profound gift.**

As we celebrate our five year anniversary as a charity, I find myself reflecting on the journey so far. It's been filled with both beauty and difficulty in ways I never could have imagined.

One of the greatest privileges of my role is that I get to stand right in the middle—witnessing the intersection where your deep belief in this work meets the dedication and resilience of our team and partners on the ground.

In 2024 we expanded our impact, refined our approach and strengthened our programs for greater stability and sustainability. We also had the honour of sharing the story of my courageous friend Rachel through a new short film.

Witnessing the bravery of survivors as they use their voice to protect others both humbles me and strengthens my resolve. We must keep showing up for this work.

While this report captures measurable impact—numbers that represent real lives—I think it's just as important to acknowledge the moments that can't be quantified. Recently, a dear friend shared how Ally's mission has impacted them, saying, "It makes me want to wake up every day and create beauty." Seeing the healing and transformation in others moved them—and it moves me too.

What a powerful reminder that our efforts extend beyond statistics.

We have the opportunity each day to be part of something that brings lasting change and hope.

Thank you for standing with us. Your support is making a difference in ways beyond what words or numbers can express.

With gratitude,



Randy Watson
Founder & CEO

Individuals Reached
with Prevention

17,650+

Child Survivors Provided
with Comprehensive Care

232

Survivors Reintegrated as
Independent Young Adults

36

In September, Ally
Celebrated a Milestone

**5-year
Anniversary**

In March, we launched The Prevention Project.

Created in collaboration with Exploitation Education Institute, The Prevention Project is an online learning hub designed to equip children, youth and the adults in their lives to prevent sexual exploitation. With more than 100 engaging, age-appropriate resources for grades 3–12, the platform has quickly gained traction across Canada.

In August, we released an additional 23 resources tailored specifically for educators, and the response has been remarkable. Schools and advocacy groups are integrating these tools into classrooms, helping to fill crucial gaps in knowledge about consent and cybersafety.

Since launching, The Prevention Project has already reached more than 17,000 individuals. As we continue expanding it—translating materials and developing new content—we are more committed than ever to ensuring every child and youth in Canada has access to this vital education. With the online exploitation of minors growing rapidly, prevention education has never been more critical.

ThePreventionProject.ca

Unique Visitors to Website

10,547

Schools Using The Prevention Project

49

Service Providers Using The Prevention Project

48



Makwa Dodem, our Indigenous-led prevention program, has successfully completed a pilot phase with two First Nations communities in Saskatchewan.

Through a collaborative, community-led approach, we provided eight leaders with training tailored to their community’s strengths and needs. Seeing our partners feel empowered to implement their own prevention initiatives affirms the importance of shared leadership and long-term support in creating lasting change.

ally.org/MakwaDodem

Annual Impact

Prevent

Communities Connected With

15

Community Leaders Trained

8

Individuals Reached

17,650+

What’s Next?

Our **Makwa Dodem** program will be expanding partnerships into Alberta.

The Prevention Project is being translated into nine languages to increase accessibility across Canada.

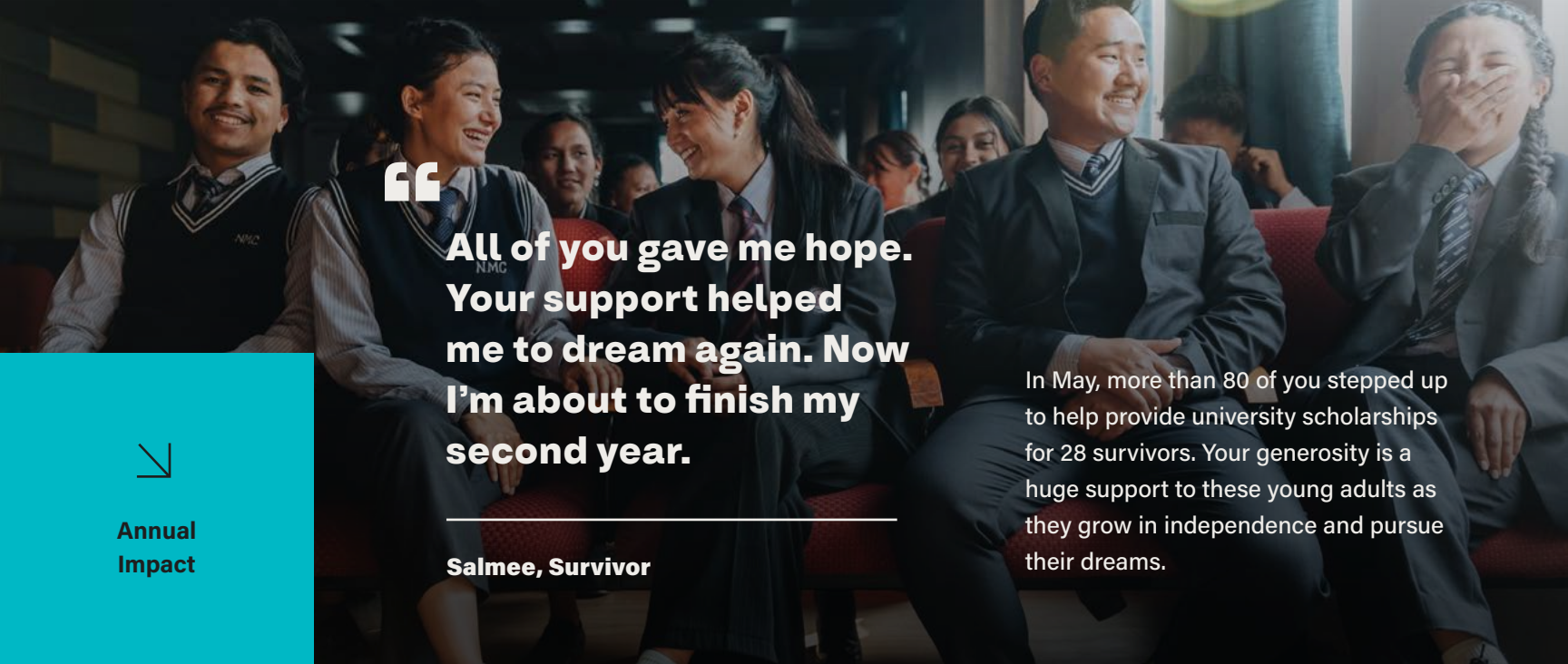
In October, we unveiled our latest short film—*Free to Fly*.

At The Ally Gala, we premiered *Free to Fly*—a moving short documentary that shares Rachel’s journey from vulnerability to independence. Rachel entered our local partner’s safe homes at just four years old. With the unwavering support of her caregivers, she overcame obstacles, followed her passions and discovered bigger dreams for her life. Today, she is thriving, studying architecture and shaping her own future.

At Ally, we believe stories have the power to bring us closer to the issue of exploitation, but they must be told with the utmost care. This film is a testament to our commitment to ethical storytelling; honouring the resilience of survivors while upholding their dignity and agency.

Free to Fly is more than Rachel’s story—it’s a glimpse into the future. The film also highlights our capital project in Nepal, where we are building a new state-of-the-art centre to provide safe homes, education and vocational training for more children like Rachel.

ally.org/OurFilms



“All of you gave me hope. Your support helped me to dream again. Now I’m about to finish my second year.”

Salmee, Survivor

In May, more than 80 of you stepped up to help provide university scholarships for 28 survivors. Your generosity is a huge support to these young adults as they grow in independence and pursue their dreams.



Annual Impact

Provide

Safe Homes Supported

8

New Individuals Welcomed in 2024

42

Age Range of Individuals in Care

4-26



Annual Impact

Individuals Provided with Holistic Care*

232

*Holistic care includes: safe housing, all meals, clothing, trauma-informed education, counselling and medical services.

Students in Safe School*

404

*Primary and secondary schooling for all individuals within our local partners’ safe homes in Nepal and Cambodia, plus additional individuals from the surrounding community in Nepal, where our partner operates their own school.

Prepare

University Scholarships Provided

28

Individuals Reintegrated

36

Students in Vocational Training

89

What’s Next?



Our local partner in Nepal will break ground to begin construction on seven new safe homes (the first building phase of the capital project).

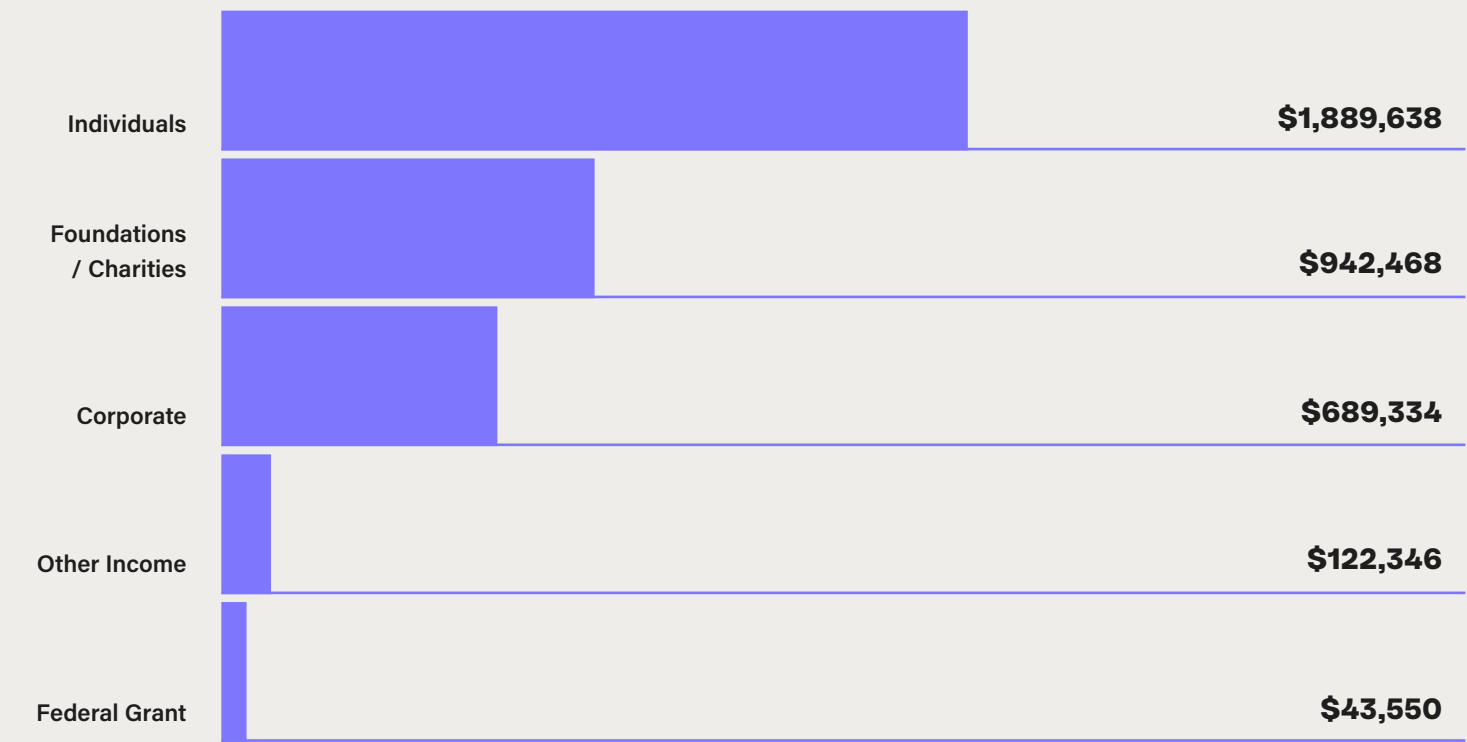


Our local partner in Cambodia is preparing to open a fourth safe home in order to meet the high demand for care.

Amount Raised in 2024

\$3,687,336

Source of Funds



Total Expenses in 2024

\$3,627,079

Allocation of Funds

Programs	Administration	Fund Development
\$2,541,373	\$605,181	\$480,524
<div><div>• Overseas and General Casework</div><div>\$2,261,142</div></div> <div><div>• Education and Awareness (Prevention Work)</div><div>\$266,575</div></div> <div><div>• Support of Canadian Charities</div><div>\$13,656</div></div>	<div><div>• Administration</div><div>\$426,989</div></div> <div><div>• Amortization of Tangible Capital Assets</div><div>\$102,355</div></div> <div><div>• Credit Card Fees</div><div>\$75,837</div></div>	

View our full audited financial statements at ally.org/finances



Childhood is priceless. You can help keep it that way.

It takes courage, care, and commitment to face the issue of sex trafficking and exploitation, especially when children are involved. Your help is needed now—because every moment that passes is a moment a child can't afford to lose.

Join The Refuge

Join a community of monthly givers who are passionate about protecting childhood. Every month, 680+ people just like you give what they can to help create a world where no child is trafficked or exploited.

Sign up to give monthly at ally.org/TheRefuge



Move for Freedom

Each summer, hundreds of people across Canada rally their friends, family and coworkers to fundraise for freedom. Whether you choose to hike, bike, walk or play your favourite sport, every movement counts when it comes to protecting childhood.

Register at MoveforFreedom.org



Partner with Ally

Partnering with Ally is an easy way to drive positive impact, increase employee engagement and gain meaningful exposure for your brand, business or organization—all while helping provide safety and freedom for children.

Learn more at ally.org/partnerships



Because every child deserves a childhood.

And every childhood deserves an ally.



ally.org



[@allyglobal](https://www.instagram.com/allyglobal)



Ally Global Foundation is a Canadian
Registered Charity (85941 1027 RR0001)

P.O. Box 46817, Vancouver, BC, Canada,
V6J 5M4 | 778-807-2559 | info@ally.org

