



ALLY

Protect Childhood

2025 Annual Report

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Dear friends,

This year marked a significant milestone for Ally, and for me personally.

One of the greatest gifts of this work is witnessing the journey of others towards dignity, healing, and restoration. Time and again, I have seen survivors use their voice and strength not only to rebuild their own lives, but to help protect others. That kind of courage stays with you.

There are also realities in this space that remain painfully unchanged. We still see a lack of meaningful government leadership and collaboration across municipalities, regions, and nations. We still see the non-profit sector stretched thin by limited resources, which can lead to fear, silos, and fractured responses instead of the collaboration children and survivors deserve.

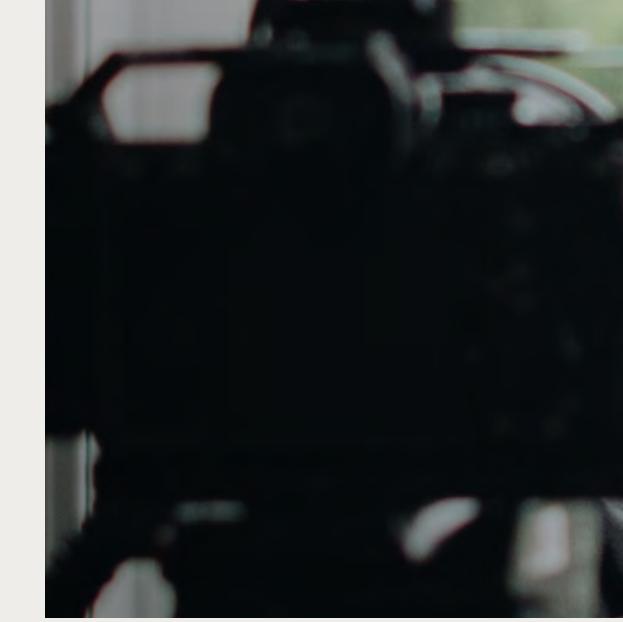
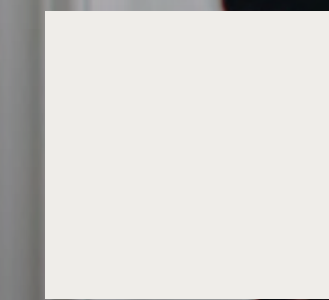
I'm grateful that 2025 was a year of major progress for Ally. We completed our three-year strategic plan and reached meaningful milestones across the goals we set out to achieve. In Nepal, we received permits for the residential phase of construction. In Cambodia, we completed the purchase of land for a farm and food security project that will also include a safe home for children needing increased protection. In Canada, we expanded

our prevention work through the establishment of an office in Calgary and the growth of our frontline team, allowing us to serve more communities.

This year also carried a deeply personal highlight for me. After two years of conversations with my dear friend Dolma, we filmed *Firebird*, the story of her experience of being trafficked as a child and the remarkable way she now helps care for and rescue others. Her story is one of profound courage, and I believe this film, launching in 2026, will help more people understand both the reality of child trafficking and the hope that healing and restoration are possible.

Reflecting on all of this, I'm reminded that annual reports can capture milestones, numbers, and progress, but they can never fully express the depth of what this work means. Behind every step forward are real children, real stories, and real communities. This work is rarely simple and never quick, but it is always worth it.


I've carried with me an image shared by a dear friend and Indigenous leader: a buffalo in a cold northern storm, moving steadily towards its goal while other animals retreat from the weather. That image has stayed with me as a reminder that resilience is not always dramatic. Often, it looks like a controlled, persistent, and focused



pace. I believe the next five years will be about deepening our foundation so that more children are safe, more survivors are supported, and our work is strong enough to last for generations.

Thank you for standing with us. Your generosity, belief, and commitment make this work possible. I'm hopeful about what lies ahead, and deeply grateful that you are on this journey with us.

With gratitude,



Randy Watson
Founder & CEO

When sex trafficking and exploitation try to take childhood away, Ally protects childhood by preventing exploitation, providing long-term care, and strengthening the systems closest to children.

Individuals reached with prevention

7,957+

Individuals provided with safe schooling

406

Individuals supported with university scholarships

42

In September, Ally celebrated a milestone

6-year Anniversary

Prevent



Canada — Ocean Man First Nation was one of the first two communities to partner with Makwa Dodem. From the beginning, this was a collaborative process. Community members played a key role in shaping the structure of the program and how it would be carried out in ways that made sense within their community.

After completing our prevention training, Carleen, a local team member, began leading a learning series for parents and caregivers in the community. Carleen told us that if young people are learning about exploitation and safe relationships, the adults in their lives need to feel prepared to have those conversations too.

As the weeks went on, more parents began attending, many hearing about it from others in the community. What stood out was not just the information being shared, but the way people were showing up for each other, and the way that learning began to take root in everyday life.

One participant shared how they recognized grooming behaviours while gaming online, something they hadn't noticed before, and were able to take steps to protect both themselves and their younger sibling. There are many stories like this that Carleen has shared with us, where prevention is happening early, led by trusted people who know their community. It not only helps stop exploitation before it happens, but also strengthens the relationships and trust that children rely on if they need support or healing.

In June this last year, we gathered in the community to mark the close of our formal partnership and to recognize the time, care, and leadership that had gone into this work. During that gathering, Carleen reflected on what this experience has meant for her and for the community.

Today, Ocean Man First Nation continues to lead their own exploitation prevention initiatives. This work is now being carried forward by community members themselves, in ways that reflect their relationships, culture, knowledge, and leadership.



Number of prevention scholarships/kits distributed

3,118

Number of schools/organizations reached with prevention

79

Number of communities engaged

34

Number of prevention presentations conducted

11



It doesn't always have to be a negative experience to spur change... we don't always have to put out fires. We don't always have to respond in a jolted crisis mode... The tools that Makwa Dodem has provided us, with the resources Ally has, will empower our future generations to move forward without having to respond to crisis... You might think it's just information. But it saves lives.

- Carleen, Ocean Man Community Planning Team Member



International Annual Impact



Provide



Cambodia — Sovanna* was 17 when she came into our care.

She had grown up with her mother, who worked long nights at a local KTV (a karaoke bar with private rooms). But over time, it became a place that was not safe for Sovanna.

Money was always tight. Choices became harder. And in that pressure, her mother made decisions that exposed Sovanna to abuse.

For a long time, Sovanna lived with it quietly. But as she got older, something shifted. She began to understand that what was happening to her was not right.

That realization took courage. Speaking up took even more.

She reached out to people she trusted.

What followed was difficult. There were investigations, medical exams, and long conversations no young person should have to go through. In the end, her mother was imprisoned, and Sovanna was placed under protection.

When she arrived, she was quiet. Watchful.

But safe.

Now, she is surrounded by people who are steady and present. People who listen, who act, who make sure she is not left to face things alone again.

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

*Name changed for protection.



International Annual Impact

Number of safe homes funded

8

Number of staff providing trauma-informed care in the homes

42

Number of new survivors welcomed into safe housing this year

50

Number of individuals currently in our safe homes

200

Number of total staff across all countries

180

Number of individuals supported with counselling

255

Number of individuals supported with trauma-informed care

282

Prepare



Nepal — Tara* was welcomed into safe homes in Nepal after experiencing abuse in her early childhood.

She was 12 when she would sit at home watching runway shows on TV. The designs felt far from her world, but something about them stayed. That’s when she decided she wanted to become a fashion designer. It was the first time she was excited for her future.

But the path forward was uncertain, and higher education didn’t feel within reach. With support from her family, and a university scholarship provided through Ally, Tara was able to enroll in a fashion design program in Kathmandu.

The transition was not easy. Within weeks, the academic pressure and financial stress nearly forced her to leave. Ongoing financial support through her scholarship, along with encouragement from her family made it possible for her to continue.

Tara faced isolation, conflict, and a period of depression following mistreatment during her internship.

Still, she kept going.

She focused on her work, completed her projects, and moved forward one semester at a time. By her final year, the demands remained high, but she stayed committed. She graduated.

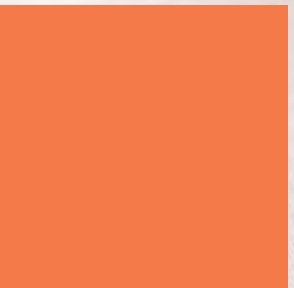
“ In the end, we created something we were proud of.

- Tara

Beyond immediate safety, the goal is to support survivors of human trafficking and exploitation to build long-term independence. This includes access to education, so they can integrate safely into society, pursue their goals, and build stable futures.

Tara is now moving forward with the skills and foundation she worked hard to achieve, supported by an approach designed to help her not remain in care, but move beyond it.

*Name changed for protection.



**International
Annual
Impact**

Number of individuals reintegrated

48

Number of individuals trained in the vocational training center

109



In February, we completed our latest short film—

FIREBIRD

The film tells the true story of Dolma, a Nepali survivor of sex trafficking, who returns to the Indian brothel where her childhood was taken. As past and present intersect, she confronts the deception that trapped her, the violence she endured, and the voice that helped her escape. Today, she carries that same hope to girls still inside.

Starring Dolma and her real niece, *Firebird* is a rare example of survivor-led storytelling. It is not only a reflection on her past, but a courageous stand for those still at risk.

The film is currently being submitted to international film festivals and will have a private screening at the Ally Gala in October.

At Ally, we believe stories can bring people closer to the reality of exploitation. But they must be told with care. *Firebird* reflects our commitment to ethical storytelling, honouring the resilience of survivors while protecting their dignity and agency.

ally.org/firebird



“ I want to help the safe homes grow and more children find freedom. If sharing my story can protect even one child, not just from brothels, but from any kind of abuse, it’s worth it.
- Lakpa Dolma Tamang



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At the heart of Ally's approach to prevention is equipping safe adults in the lives of children and youth. Last year, through Makwa Dodem, 438 adults participated in prevention training and presentations, gaining the knowledge and tools to recognize grooming, respond with care, and support the children and young people in their lives.

Dear allies,

2025 was a beautiful and full year, marked by new beginnings, meaningful milestones, and a lot of learning along the way.

Our Makwa Dodem program reached over 1,500 individuals across Western Canada, from rural Saskatchewan to Prince George B.C., and throughout Southern Alberta, partnering with Indigenous communities and service providers to prevent sexual exploitation. This past year, 4 Indigenous communities completed our train-the-trainer program and are now leading their own prevention initiatives locally.

We're continuing to see growing interest from Indigenous communities across B.C. to partner with our program, and have already begun working with the University of British Columbia to support Indigenous educators with culturally grounded prevention resources, strengthening the work already happening to protect children in their communities. This work is beginning to take shape in meaningful ways, and in 2026, I'm excited to share that we will be formally expanding our program into B.C.

Across every aspect of our work, our team and partners continue to show up for children with a kind of care that's hard to put into words or metrics. It's not just the programs or the outcomes that stand out to me, but the courageous and consistent presence of people who have chosen to make this work their life. One mother shared something that has stayed with me: "In our culture, children aren't someone else's responsibility. They are all our kids... every child is my responsibility."

That understanding changes how you see everything. Protecting childhood has never been the role of one person, one organization, or one system. It is something we carry together.

There is a teaching from the Haudenosaunee known as the Seventh Generation Principle that has been an anchor for me. It reminds us to consider how the choices we make today will shape the next seven generations, just as we have been shaped by those who came before us. In this work, we are not only responding to what is in front of us, we are helping to build something that will last far beyond our lifetime.

Whether in rural Nepal, along the Mekong River in Cambodia, in the heart of Vancouver, or in an Indigenous community in Northern Alberta, our eyes at Ally are set seven generations out, and that reality holds both weight and hope as we shape the vision for the next five years of this work.

I'm honoured to be part of a team that spans cultures, borders, and lived experiences, and incredibly proud to share the impact this work has had over the past year. Thank you for being part of this with us and for believing and investing in generational impact. This work is only possible because of a community of people who continue to show up with care and commitment.

**Chi-Miigwech (thank you),
Jacqueline
Makwa Dodem Program Manager**

ally.org/MakwaDodem



Annual Impact

Number of communities engaged with

10

Number of training sessions completed

16

Number of community leaders trained (all time)

18

Number of organizations engaged with

30

Number of service providers engaged with

50

Number of meetings + presentations

123

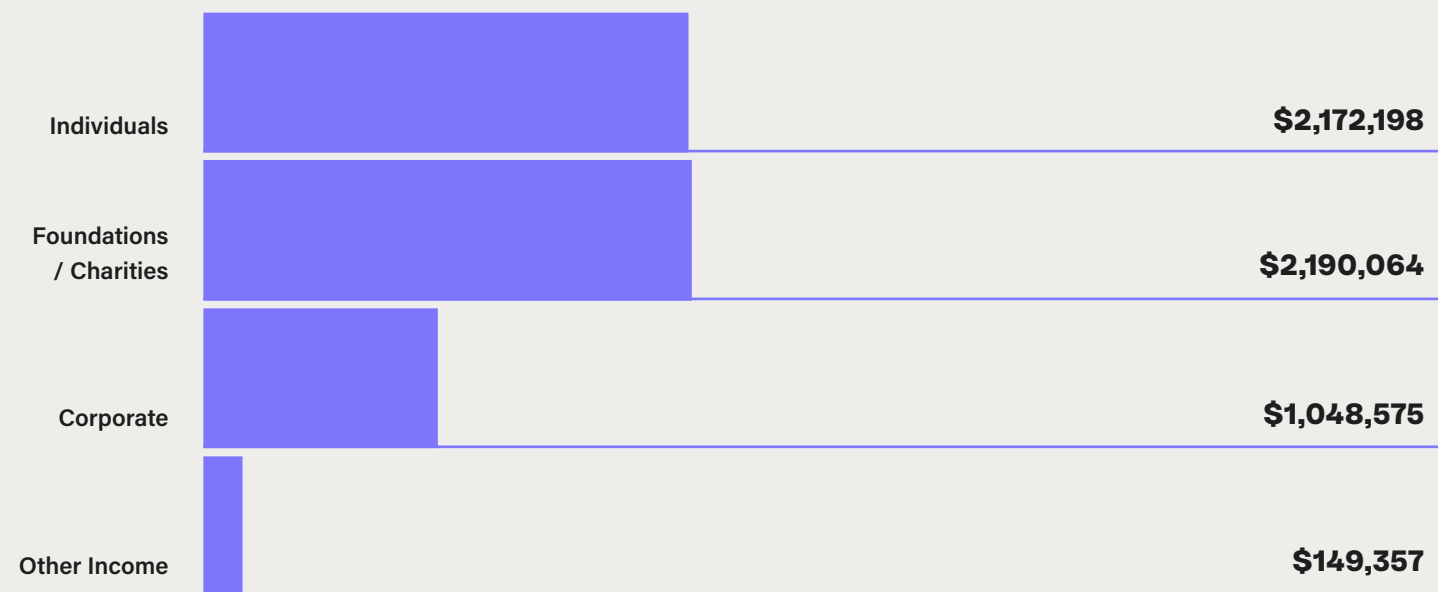
Number of people reached through Makwa Dodem

1,506

\$5,560,194

Amount Raised in 2025

Source of Funds



\$4,813,821

Total Expenses in 2025

Allocation of Funds

Programs	Administration	Fund Development
\$3,547,013	\$513,435	\$753,373
<ul style="list-style-type: none"> • Overseas and General Casework \$2,865,340 • Education and Awareness (Prevention Work) \$666,693 • Support of Canadian Charities \$14,980 	<ul style="list-style-type: none"> • General & Administration \$342,835 • Amortization of Tangible Capital Assets \$98,512 • Credit Card Fees \$72,088 	

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



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

We support Ally because they think beyond the immediate moment. Monthly giving provides the dependability that protection requires. It ensures survivors have access to safe homes, trauma-informed care, and education, long term.
— Jennah, Refuge Member

Ally demonstrates the kind of discipline we look for in long-term partners. Their work is grounded in integrity, strong relationships, and an understanding that sustainable impact requires patience and consistency.
— TCK Family Foundation

What stands out about Ally is how deliberately they operate. There is clarity, accountability, and a long-term mindset that makes partnership feel both responsible and worthwhile.
— Jonas, Corporate Partner

Join The Refuge

Join a community of monthly givers who are passionate about protecting childhood. Monthly giving provides the dependability that protection requires. It ensures survivors have access to safe homes, trauma-informed care, and education, long term.

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



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Ally Global Foundation is a Canadian
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