

Ally in 2023



A young girl with dark hair is captured mid-jump, holding a jump rope. She is wearing a red and white plaid jacket over a colorful, patterned shirt and dark shorts. She is barefoot and jumping on a stone-paved surface. In the background is a large, bright blue door. The scene is lit with warm, natural light, suggesting late afternoon or early morning. The word "Freedom" is written in a white, cursive font across the middle of the image, and "in focus" is written in a white, sans-serif font to the right of the girl.

Freedom

in focus

Thank you for supporting survivors and helping prevent exploitation.

What a remarkable year 2023 has been. In Nepal and Cambodia, thousands of individuals were reached with prevention programming, 220 survivors were provided with holistic care and 18 survivors successfully stepped out into independence. Brand new initiatives have also taken shape here in Canada, focused on combating the issue of sexual exploitation in our own backyard.

But maybe you're wondering how it's all connected—what does the work overseas have to do with these new programs in Canada? It's not often you find a charity focusing on both national and international work.

In 2019, I travelled to Nepal with Ally for the first time and got to witness the beautiful work our local partner is doing on the ground to care for women and children. These survivors had experienced such deep trauma, but here, in the safe homes, there was so much joy.

On this trip and the ones to follow, what inspired me most was the passion and resilience of the local staff—many of whom grew up in the safe homes themselves, and have now dedicated their lives to pursuing hope and healing for others. Returning home, I wondered what could be done to honour their work, and how could we pursue the same commitment to hope and healing here in Canada.

This is why 2023 feels so special. This past year, we cemented a vision for impact that aligns with the work in Nepal and Cambodia while catering to the specific landscape of trafficking in Canada.

With a focus on prevention, we've been hard at work: (1) developing engaging and accessible education resources to empower communities across Canada to protect vulnerable children, and (2) building relationships with individual communities through our Indigenous-led programming (Makwa Dodem).

These initiatives are guided by the pursuit of long-term sustainable change, just as we've witnessed in our international partnerships. This is just the beginning.

As you turn to the next pages, I invite you to celebrate the impact of our collective efforts. This work is only made possible with the support of allies like you. Thank you.

With gratitude and hope,

Sofia Friesen
Canadian Programs Director





What is prevention?

**It's a child who can't
be deceived because they
recognize a trafficker's
tactics.**

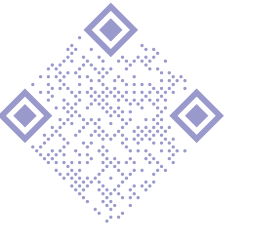
📍 Canada

Empowering Indigenous Communities to Prevent Sexual Exploitation

Though they make up just 4% of the Canadian female population, Indigenous females represent 50% of reported trafficking cases. In response, we launched a new Indigenous-led program called Makwa Dodem, aimed at equipping and empowering Indigenous communities to prevent sexual exploitation. The program is guided by the vision and leadership of two Ally staff who are also sisters, Jacqueline and Jaiden—both of Saulteaux descent from Fishing Lake First Nation on Treaty 4.

Presentations Facilitated **13** Communities Connected With **11**

Partnerships Established **2** Individuals Reached **151**

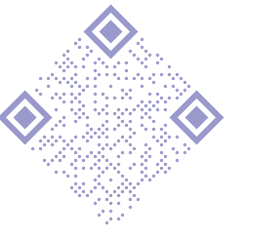


📍 Canada

Groundbreaking Tools to Prevent the Exploitation of Children and Youth

Of the known cases of trafficking in Canada, a staggering 25% of victims are under the age of 18, and children are being groomed at an average age of 13-14 years old. In response, we've spent the last year developing resources to reach children in grades 3-12 (and the adults in their lives) with age-appropriate, lighthearted content focused on the root causes of sexual exploitation. These resources will be launched in early 2024.

Modules in Development **20** Unique Resources Being Created **105**



📍 Nepal & Cambodia

Community Awareness and School Sponsorship to Reduce Susceptibility to Trafficking

Traffickers tend to target children from rural communities by promising them education or work opportunities in the city.

One of the best ways to prevent trafficking is to make sure children have access to education. Our team provides children in vulnerable communities with the uniforms, textbooks, supplies and tuition to attend public rural schools. They also share trafficking awareness presentations in communities where there is a higher risk.

Villages Reached **9** Individuals Reached **4,610**

Prevention Scholarships Distributed **2,878**



What is intervention?

**It's the deep breath of relief
from a child who realizes
she is now safe.**

Ally currently collaborates with various agencies who provide direct intervention services.

Why doesn't Ally do more intervention?

Ally was started because we saw a gap in services that help survivors once they exit trafficking. There are already many entities involved in rescue and intervention, but who's making sure these young people have what they need to get back on their feet? We focus our efforts on the prevention and restoration sides of the issue, because that is where we see the most need.

Who does provide intervention?

Victims are typically rescued or exit trafficking through collaborative efforts involving local government agencies, law enforcement and nationally-led NGOs.

What happens next?

Usually, one of these agencies will bring the child's case to our local partner team to review. Our team will then determine if we have capacity to take that survivor into care. Safe home capacity is determined by a combination of factors: the number of beds available, staff-to-child ratios and the severity or urgency of the case.

How Ally's work intersects with intervention:

📍 Canada

In 2023, we began a research partnership, in collaboration with Queen's University, to conduct a case study on Victim Services Durham Region's Halt model. Their innovative survivor-informed, multi-agency approach to anti-trafficking programs is highly successful, and our goal is to create a comprehensive report so that other victim services providers across Canada can replicate their model.

📍 Nepal & Cambodia

Our local partners collaborate with intervention providers to receive survivors into our long-term care programs. In cases where individuals were taken from their home country, efforts are made to repatriate victims. Our social work team attends court dates with the survivors in our care, to support them as they testify against their abusers.

Number of Survivors Repatriated 10

Number of Court Cases against Abusers 8



What is restoration?

It's the marathon of recovering dignity and hope faced by each survivor after crossing the starting line of safety.

📍 Nepal & Cambodia

Safe Homes Supported **8**

Individuals Provided with Holistic Care* **220**

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

Ages of Individuals in Care* **4-26 years old**

New Individuals Welcomed in 2023 **36**

Students in Safe School* **393**

*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 local partners operate their own school.



What is reintegration?

**It's me, creating a new future
for myself and my family.**

Maya's* Story

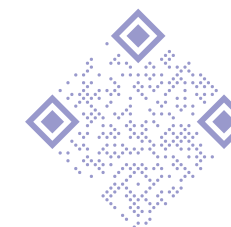
Age 12 Maya is sold to a brothel in India

Age 14 Maya is rescued, repatriated to Nepal, and brought to our local partner's safe home

Age 23 Maya transitions into independence

Age 28 Today, Maya is thriving as a seamstress and sewing instructor at our vocational training centre

[Read Maya's full story.](#)



“

Staying in the safe home for nine years made me capable and independent. I felt that my new life was starting by leaving my past behind.

Eventually, my friends and I decided to move out of the home and live in our own apartment. We wanted other girls to receive the same opportunities we had been given. It was time to let someone else take our place.

Even living outside of the safe home, our leaders still supported us. They were there whenever we needed them. We never worried, because our “family” was always close by.

Now, at 28, I'm working in a training center doing tailoring and teaching skills to other girls. I love my job and enjoy the work. I'm also learning to bake! It feels so good to earn my own money and support my family.

I am grateful toward this organization for who I am today. The main thing that I have received is love. I used to think my life didn't have any meaning, but these people, this family, has shown me the value of my life.

I am still learning many things and trying to give back what I can.

”

[Nepal & Cambodia](#)

University Scholarships Provided **20**

Students in Vocational Training **76**

Individuals Reintegrated **18**

A photograph of two women spinning on a balcony. The woman in the foreground is wearing a long, flowing, coral-colored dress with a white floral pattern. Her dress is caught in motion, billowing out around her. The woman in the background is wearing a similar but lighter-colored dress with a yellow and green floral pattern. She is also spinning, and her dress is billowing out. They are standing on a balcony with a metal railing and a decorative stone wall. The background is a bright, overcast sky.

focused on

Freedom



1 Day

147 Teams

569 Participants

1,732 Donors

\$530,237 Raised

Did you Move for Freedom?

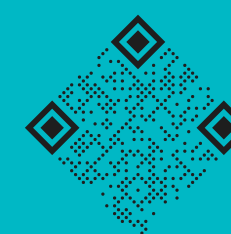
📍 Across Canada + Beyond

It's more than just a fundraising event—it's a movement.

Move for Freedom is one special day each summer where hundreds of passionate people rally their friends, family and coworkers to make a move toward a world where no child is exploited or abused.

Whether participants choose to challenge themselves with a 50km bike ride, or rally their community for a walk around the park—every movement counts when it comes to preventing human trafficking and providing safety for survivors.

Sign up for this summer at moveforfreedom.org



1 Evening

293 Guests

4 Engaging Installations

1 Short Film

\$510,702 Raised

Did you attend the Ally Gala?

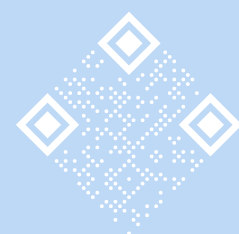
Vancouver, Canada

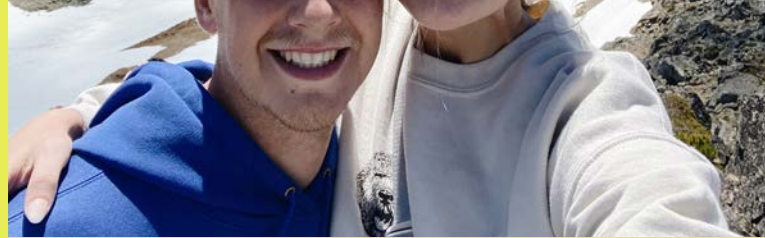
This annual evening of generosity serves two purposes: It is both a celebration of progress and healing, and an opportunity to lean in to the work still to be done.

It is a chance to see both the hope and the need up close. And it is a challenge to respond in a big way.

Guests at the 2023 event were invited to step into a world of contrasts, where they explored several installations. The gallery of photos taken by children living in our safe homes in Cambodia was a highlight for many.

Learn about the next event at ally.org/gala





Are you part of The Refuge?

681 Total Members*

66 New Members in 2023

\$470,877 Annual Recurring Revenue*

*As of December 31, 2023.

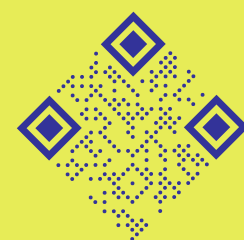


The Refuge is our monthly giving community that helps provide safety and freedom for children rescued from exploitation and abuse. This group of people is the heart and soul of Ally.

It's made up of people just like you—bold in generosity and unshakeable in their desire to make a difference.

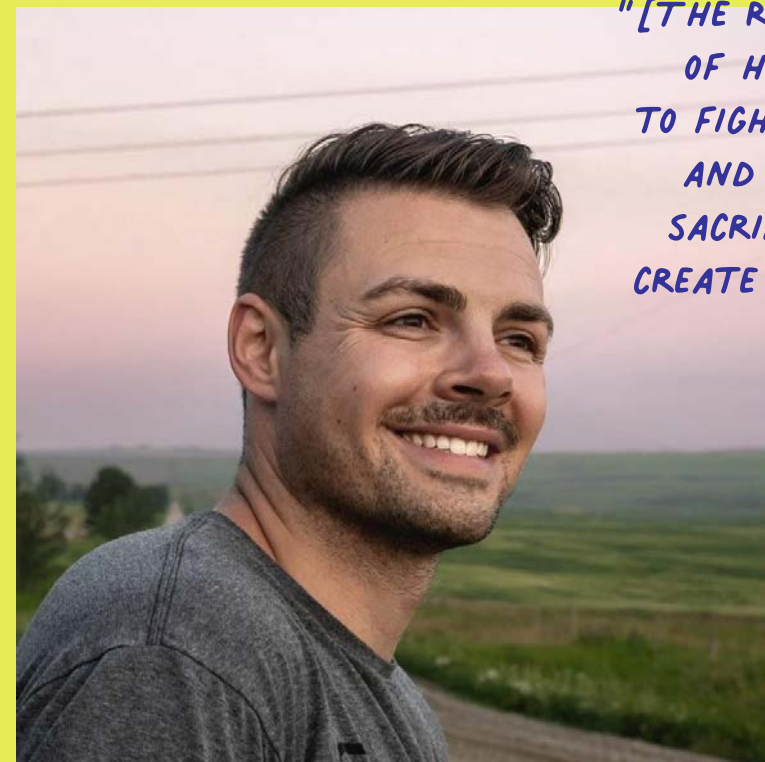
When you become a member of The Refuge, your monthly gifts are put to important use every day of the year, helping children heal from trauma and dream about their futures.

Become a member at
ally.org/therefuge



"YOU WILL NEVER REGRET
USING YOUR RESOURCES TO BRING
FREEDOM AND HEALING TO OTHERS!
IT WILL ONLY BRING
GREATER PURPOSE AND JOY
TO YOUR OWN LIFE.
THERE IS NO DOWNSIDE!"
—KAYLA, VISUAL ARTIST

"I WAS DRAWN TO THE WORK OF ALLY
BECAUSE OF THE WAY
IT TACKLES THE BIG PICTURE
PROBLEM OF TRAFFICKING
IN SUCH A HOLISTIC AND
SYSTEMIC WAY, BUT ALSO
BECAUSE OF THE WAYS
IT HONOURS SURVIVORS AND
THEIR STORIES."
—MARIE, LAWYER



"[THE REFUGE] REMINDS ME
OF HOW IMPORTANT IT IS
TO FIGHT FOR HOPE,
AND HOW THE SMALLEST OF
SACRIFICES IN MY OWN LIFE CAN HELP
CREATE SOME OF THE LARGEST
CATALYSTS OF CHANGE
IN SOMEONE ELSE'S."
—DILLON, SOCIAL WORKER



Thank you for reading this report, supporting this work and enabling *real, lasting change* in individual lives.

To me, one of the greatest gifts of generosity is knowing that my sacrifice has helped someone else. If you've given to this work, remember that each story and each number represents a real person that you've impacted. I hope you'll allow that to sink in. It's no small thing.

From day one, our mission has been to come alongside the many individuals in the human trafficking sphere—survivors, frontline workers and those at risk—but also to come alongside those who have a desire to help, those who want to be allies in the fight against this injustice. In that sense, 2024 will be no different.

But in another sense, I know that 2024 is going to be a hugely significant year for us and our local partners. It's the year we'll celebrate our fifth birthday as a charity in Canada.

It's the year we'll break ground on the two-decade dream of our Nepal partners to own their own safe homes and schools. It's the year we hope to solidify land holdings in Cambodia for a future project.

It's the year we launch our largest Canadian project to date, *The Prevention Project*.

It's a year of strengthening the foundations of each project and collaboration we've committed to. And it's another year of reaching more allies who are committed to preventing exploitation and supporting survivors.

I've been thinking a lot about the concept of Circle of Concern vs. Circle of Influence (made popular by Stephen Covey). Concern should always increase the focus of your influence, not pull you out of it.

Multiple times per month we are asked to broaden our focus; to add another partnership, country or area of need. While almost all of those requests are worthwhile and pull at my heart, we have to say no, because I know we have been established and called as an organization to focus on the areas where we can have the greatest impact.

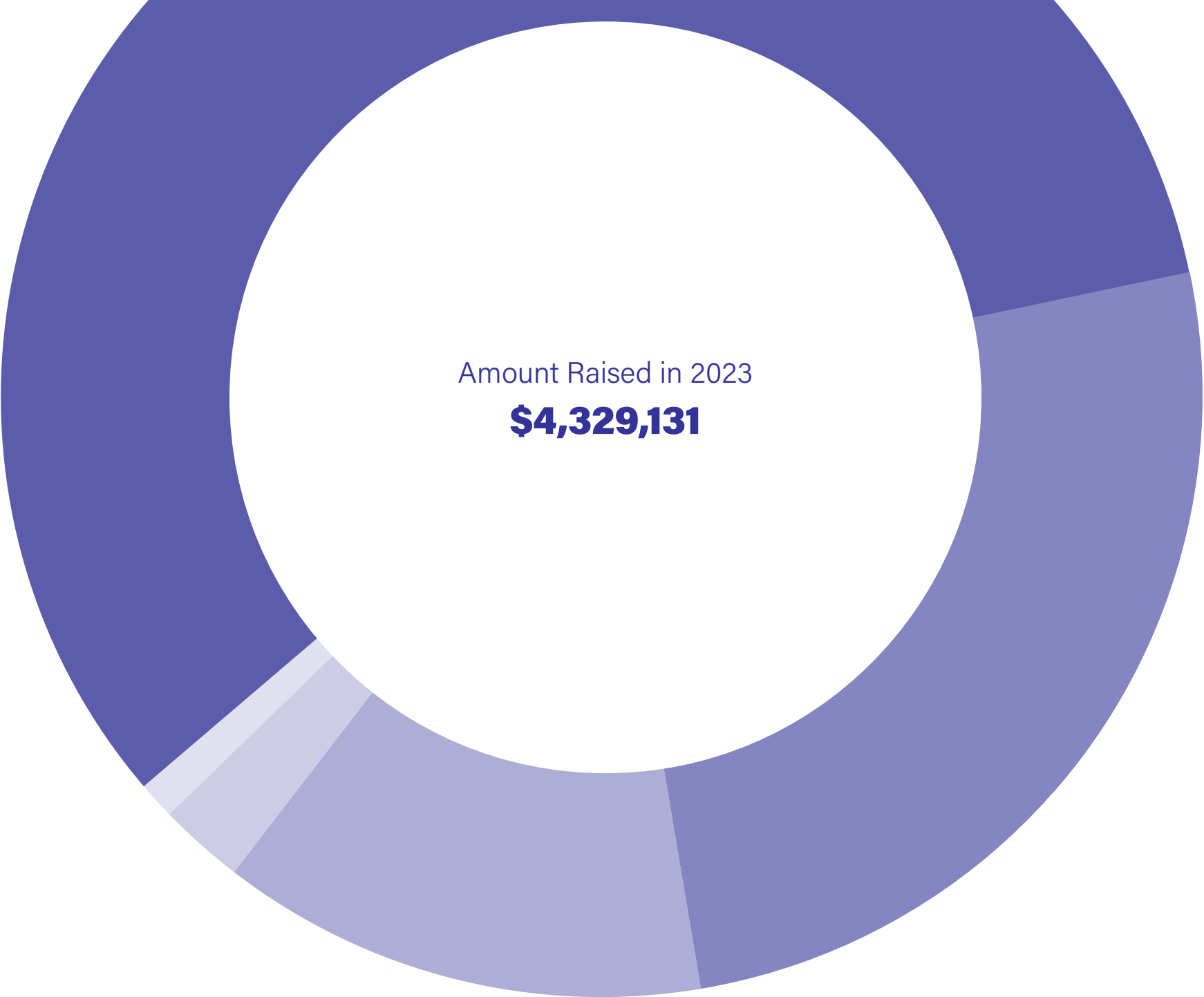
The strategy we have put in place from the beginning is worth following because it continues to increase our effectiveness and influence.

With this in mind, I am more committed to this work, this vision and the team we have alongside us than ever. Thank you for standing with us.

Sincerely,

Randy Watson
Founder & CEO





SOURCE OF FUNDS

● Individuals	\$2,512,804
● Foundations / Charities	\$1,107,616
● Corporate	\$568,449
● Other Income	\$100,262
● Federal Grant	\$40,000

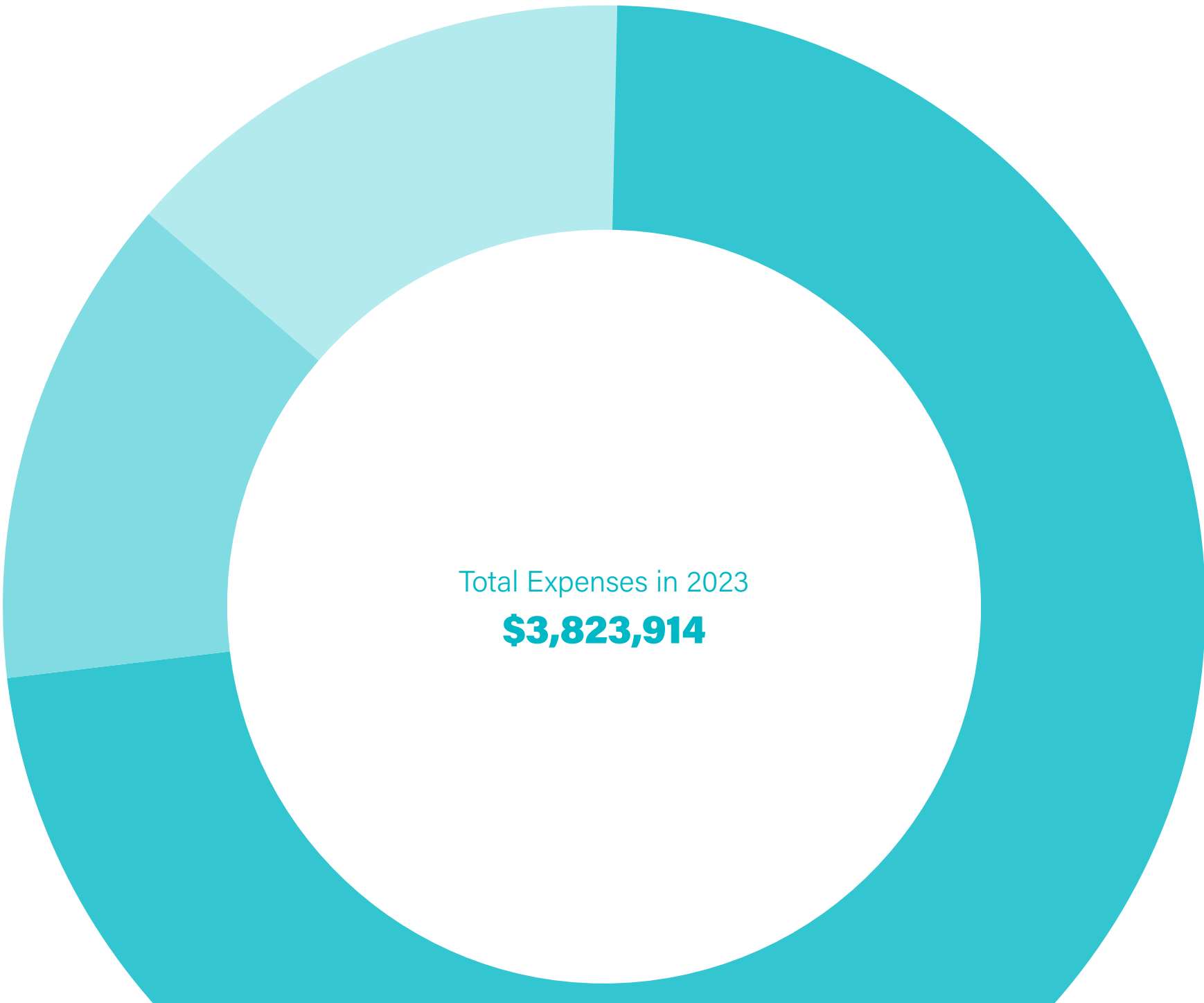


View our full audited financial statements at ally.org/finances

ALLOCATION OF FUNDS

● Programs	\$2,780,860
Overseas and General Casework	\$2,364,932
Education and Awareness (Prevention Work)	\$400,105
Support of Canadian Charities	\$15,823
● Administration	\$505,552
Administration	\$302,470
Amortization of Tangible Capital Assets	\$115,497
Credit Card Fees	\$87,585
● Fundraising	\$537,502

*Increased allocation toward fundraising resulted in us reaching 3x more people through private events this year.





*Every child
deserves safety
and freedom.*

THE 2023
ANNUAL REPORT



🌐 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