

Seeing
YELLOW  W
2024

Ally Package



Dear Ally,

Thank you for your continued support of #NotInMyCity. Since our launch in July 2017, we have gained significant momentum in bringing key partners together to engage, commit and spread awareness to end child sexual exploitation and trafficking in Canada. #NotInMyCity started as a campaign, **and today it's a movement.**

We're calling on our **Allies, partners, and supporters** to infuse their **airports, businesses, and organizations** with the vibrant spirit of **#NotInMyCity yellow** all summer long.

Together, we dream of lighting up landmarks across Canada in a wave of yellow—from coast-to-coast, bridges to city halls—creating a vivid, nationwide show of support. You, our partners, are the backbone of this vision, helping to illuminate our collective stand against human trafficking through the **Seeing Yellow** campaign.

Seeing YELLOW

2024



Get Involved

Love what we are doing with our
Seeing Yellow campaign?

For more info, email info@notinmycity.ca



Take our e-learning course

Help put an end to human trafficking by learning the crucial signs to watch for.



Display our yellow rose decal

These decals symbolize the support to eradicating sexual exploitation. They make great gifts.



Turn your logo yellow

This visual commitment supports the #NotInMyCity movement and raises vital awareness.



Wear your #NotInMyCity pins

Encourage your team to show their support and raise awareness for #NotInMyCity.



Sell #NotInMyCity merchandise

100% of each sale supports our crucial efforts to combat human trafficking.



Support these events

Our Allies are hosting events where you can have a great time and show your commitment:

- [Not So Silent Summer](#)

- [Burwood Stampede Breakfast](#)

For more details and additional events, keep an eye on our website at notinmycity.ca. Your participation makes a big difference!

Social Media Templates

Use these templates as a guide, we encourage you to create your own captions that are unique to your organization's mission and mandate.

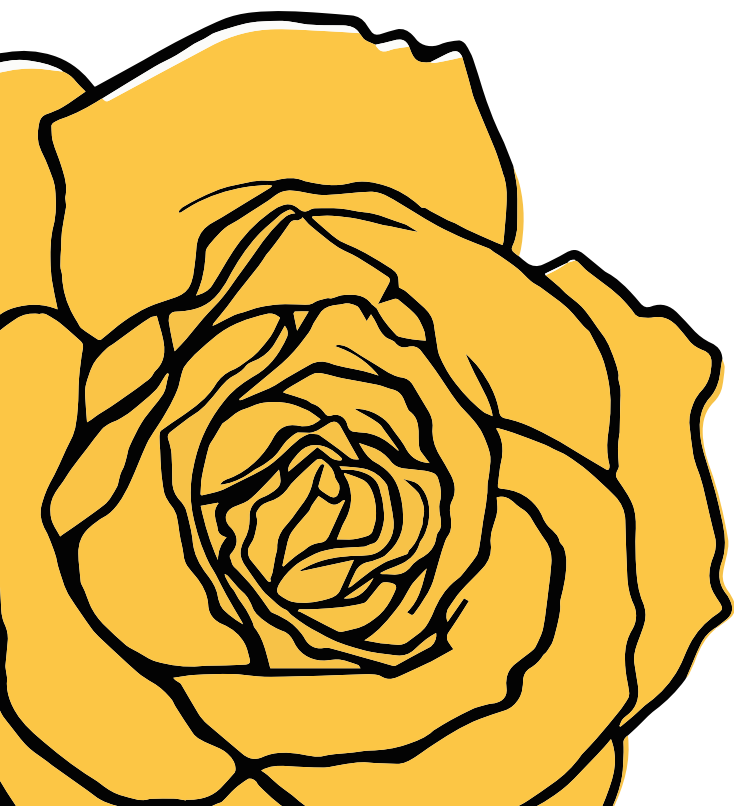
TIP: When choosing images, use photography that demonstrates the impact of your organization, for example, a photo of a #NotInMyCity decal.

"Thanks to @NIMCAlly, [Your Organization's Name] is dedicated to disrupting human trafficking. Join us in showing your support by educating yourselves about human trafficking. Learn more at notinmycity.ca/learn #SeeingYellow #NotInMyCity."

"Grateful to #NotInMyCity for empowering [Your Organization's Name] to make a difference during #SeeingYellow. Together, we can end exploitation. Get involved at notinmycity.ca/learn #NotInMyCity."

"This #SeeingYellow season, our team at [organization's name] has successfully completed the e-learning course multiple times! We're challenging you to match or beat our record! Start your journey to make a difference with us at notinmycity.ca/learn."

"Through our partnership with @NIMCAlly, [Your Organization's Name] is committed to making a significant impact. Stand with us in the fight against trafficking by participating in #SeeingYellow. Discover how at notinmycity.ca/learn #NotInMyCity."



Follow Us!



@NIMCAlly



Not-in-my-city

Click Here to Download Social Posts

HUMAN TRAFFICKING IS ONE OF
THE FASTEST GROWING CRIMES IN CANADA.

**TOGETHER WE
CAN END IT.**

We have partnered with #NotInMyCity,
a powerful movement dedicated to ending sexual
exploitation and human trafficking in Canada

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**IGNITE
AWARENESS,
INSTILL HOPE &
INSPIRE ACTION.**

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TIP: Share this video with your
team or post it on your social
media platforms.

Click Here to Download Banner



**TOGETHER
WE CAN END
HUMAN
TRAFFICKING.**

**PARTNER
LOGO**


We have partnered with #NotInMyCity, a powerful movement dedicated to ending sexual exploitation and human trafficking in Canada.

Click Here to Download Posters

**LOGO
PLACEHOLDER**

**AWARENESS
& ACTION**

**ENDS
HUMAN
TRAFFICKING**



Scan to
Learn More!

**LOGO
PLACEHOLDER**

**HUMAN TRAFFICKING IS
THE FASTEST GROWING
CRIME IN CANADA**

**TOGETHER
WE CAN
END IT**



Scan to
Learn More!

[Click Here to Download Digital Boards](#)



[Click Here to Download the Logo Pack](#)



Making a Difference Together

This summer, join the **Seeing Yellow** campaign and support #NotInMyCity. 100% proceeds will fund vital projects, such as translating our online e-learning course into multiple languages.



Burwood Stampede Music Festival

Join us for a special Stampede Breakfast hosted by **Burwood Distillery** with proceeds going to #NotInMyCity. Yahoo!

[Purchase your tickets today](#)



Marriott Calgary

Visit One18 Empire in the Marriott Downtown Calgary. For every spicy margarita sold, \$1 goes to #NotInMyCity. Cheers to a great cause and a fabulous summer!

[Purchase your tickets today](#)



Calgary Airport Authority

Consider raising funds for #NotInMyCity at your annual golf tournament. The Calgary Airport Authority's Partners' Golf Classic is driving change one swing at a time.



Pacesetter Equipment LTD.

By wrapping their equipment with #NotInMyCity messaging, Pacesetter Equipment LTD. is spreading awareness and supporting our work.



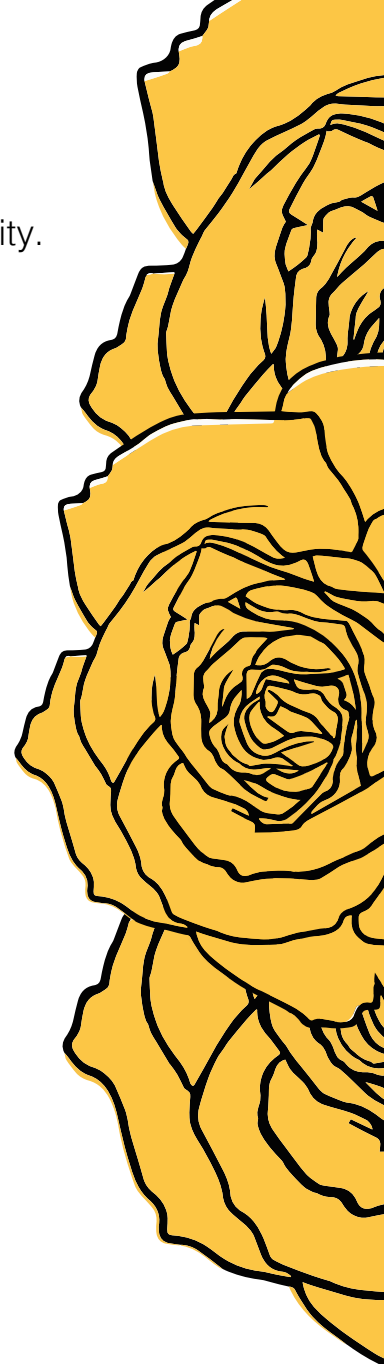
Dr. Diana Monea

Dr. Diana Monea is one of our favourite Allies, using her voice to disrupt and bring attention to human trafficking. Take our e-learning course to learn more about this critical issue.



Those Chocolates

By crafting a unique yellow chocolate and advent calendar, this small business is raising awareness and funds for #NotInMyCity.



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How can I become an Ally?

1. Learn more at notinmycity.ca, hear the stories of survivors and take the e-learning course at notinmycity.ca/learn.
2. Follow @NIMCally on social media and sign up for our newsletter.
3. Talk to others about the issue of sexual exploitation and sex trafficking.
4. Support these fundraising events or hold your own.
 - [Not So Silent Summer](#)
 - [Burwood Stampede Breakfast](#)

What is our impact?

- #NotInMyCity provides training on recognizing the signs of human trafficking to several industries such as airports, hotels, and trucking.
- #NotInMyCity brings Canada's frontline human trafficking investigators to strategize ways to share experiences, leading practice and strategize next steps through a national summit called "The Maddison Sessions (TMS)". The next TMS is slated for April in Saskatoon.

Quick Links

Follow #NotInMyCity on:

[Facebook](#)

[Twitter](#)

[Instagram](#)

[LinkedIn](#)

Media Contact:

info@notinmycity.ca

For detailed stories about #NotInMyCity, [visit the blog](#).

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Read to learn more:

[2023 Impact Report](#)