

**Company:** FASSLING.AI

**Company Description:** FASSLING.ai is the world's first one-stop AI-powered human care platform. Founded by Executive Director Yujia Zhu, this nonprofit offers unlimited, free support—combining life coaching, emotional listening, philosophical counseling, peer empathy, and crisis dialogue. More than a tool, it's a movement ensuring everyone is seen, heard, and cared for, regardless of socioeconomic status or location.

**Nomination Category:** Thought Leadership Categories

**Nomination Sub Category:** Achievement in Thought Leadership

**Nomination Title:** Yujia Zhu, Founder and Executive Director



1. Which will you submit for your nomination in this category, a video of up to five (5) minutes, explaining the achievements since July 1, 2023 of the nominated organization, OR written answers to the questions? (Choose one):

Written answers to the questions

2. If you are submitting a video of up to five (5) minutes in length, provide the URL of the video here, OR attach it to your entry via the "Add Attachments, Videos, or Links to This Entry" link above, through which you may also upload a copy of your video. If you are providing written answers to the questions, provide them in the appropriate spaces below:
3. Briefly describe the nominated organization: history and past performance (up to 200 words):

**Total 200 words used.**

Yujia Zhu brings over twelve years of transformative leadership in the humanitarian, nonprofit, and social-innovation sectors. Accepted into Toronto's elite Future Female Politicians Program, worked at the United Nations, and has driven international advocacy and political lobbying across the U.S., Canada, and Asia. She established scholarships at the University of Toronto (for Chinese international students) and New York University (for bold innovators), founded Canada's first Chinese-speaking therapist directory listing 100+ practitioners for free, and serves as an adjunct lecturer at multiple universities. She successfully petitioned to include mental-health services in Ontario's Health Insurance Plan, garnering nearly 10,000 signatures and presenting to the Legislative Assembly. As the solo founder of For A Safer Space (FASS) and creator of FASSLING.AI—the world's first fully AI-driven nonprofit—she introduced the Solo-Founder AI-Driven Nonprofit Mode to dismantle the nonprofit industrial complex and provide unlimited, free emotional and coaching services globally. A Professional Fellow at the Institute of Coaching (McLean/Harvard Medical School Affiliate) and Forbes Nonprofit Council Thought Leader, she has published 30+ scholarly and non-scholar thought leadership pieces focusing on nonprofit and ethical leadership in various journals and global media platforms, including a book once ranked among Apple's Top 50 Free Leadership books.

4. Outline the organization's thought leadership achievements since July 1 2023 that you wish to bring to the judges' attention (up to 250 words):

**Total 250 words used.**

Yujia Zhu's thought leadership in nonprofit management is exemplified by her creation of the Solo-Founder AI-Driven Nonprofit Mode (SFADNM), a pioneering framework that empowers a single founder to leverage artificial intelligence for sustainable, fully free-service nonprofit operations. Through For A Safer Space (FASS) and its AI-powered platform FASSLING.AI, she has demonstrated how on-demand emotional support, life coaching, and peer empathy can be scaled globally, effectively dismantling traditional resource constraints and redefining organizational resilience.

Her scholarly contributions—more than twenty peer-reviewed articles and two books on ethical leadership and nonprofit strategy (one ranked among Apple's Top 50 Free Leadership & Management category)—provide practitioners with evidence-based models for integrating technology with human-centered design. Invited to join the Institute of Coaching as a Professional Fellow (McLean/Harvard Medical School affiliate) and as a Thought Leader on the Forbes Nonprofit Council, Yujia regularly publishes papers and case studies on topics of AI ethics, mental-health innovation, and organizational agility.

A sought-after speaker, Yujia has spoken at over 15 management and psychology-related conferences. She has presented a groundbreaking AI nonprofit management model at the International Conference on Management, which was hosted at Cambridge, and led workshops such as "Building AI-Ethical Nonprofits" and "Scaling Mental-Health Services with Emerging Technologies." Through her Yu Jia Zhu Scholarships at the University of Toronto and NYU, and her adjunct teaching roles at various universities in the UK, Australia, the US, and Canada, she mentors the next generation of social innovators, ensuring her visionary frameworks continue to catalyze sustainable impact across sectors.

5. Explain why the achievements you have highlighted are unique or significant. If possible compare the achievements to the performance of other players in your industry and/or to the organization's past performance (up to 250 words):

**Total 228 words used.**

Yujia Zhu's accomplishments are unparalleled in an industry where scaling mental-health and other humanitarian services typically demands extensive staff, complex funding models, and incremental technology adoption. Unlike conventional nonprofits that rely on teams of 20–50 professionals and annual budgets in the low millions to serve tens of thousands, Yujia single-handedly created FASSLING.AI, delivering free, AI-powered emotional and coaching services to hundreds of thousands globally. This Solo-Founder AI-Driven Nonprofit Mode she created not only slashes overhead by over 90% compared to peer organizations, but also ensures 24/7 accessibility in over 95 languages—an operational feat few large charities can match.

Her legislative advocacy further distinguishes her from sector thought leaders whose influence rarely extends beyond publishing or speaking. By mobilizing nearly 10,000 signatures for her OHIP mental-health petition—far exceeding typical advocacy campaigns—and successfully presenting at Ontario's Legislative Assembly, Yujia achieved tangible policy progress that most nonprofits pursue unsuccessfully for years.

Academically, publishing over twenty peer-reviewed articles and two ranked leadership books places her in the top 1% of nonprofit executives globally, who average fewer than five scholarly outputs. Coupled with her Professional Fellowship at the Institute of Coaching and a Member influencer on the Forbes Nonprofit Council, Yujia's integrated portfolio of AI innovation, policy impact, and rigorous research and publication not only outpaces her own past performance but also sets a new benchmark for mission-driven nonprofit leadership worldwide.

6. Reference any attachments of supporting materials throughout this nomination and how they provide evidence of the claims you have made in this nomination (up to 250 words):

**Total 244 words used.**

The book *Boundless Compassion in the Digital Age* (Apple Books) offers a comprehensive philosophical and operational analysis of FASSLING.ai's design principles, tracing how Buddhist dāna and solo-founder nonprofit models informed our trauma-informed, human-centered AI architecture. Its chapters document the ethical foundations of unlimited, free care; the integration of diverse support modalities; and case studies illustrating real-world impact: (<https://books.apple.com/us/book/boundless-compassion-in-the-digital-age/id6743496714>).

Yujia Zhu's ResearchGate profile brings together an extensive collection of peer-reviewed conference papers and journal articles—spanning nonprofit leadership, AI innovation, human-centered design, social impact, and ethical governance. These scholarly works offer validation of FASSLING.ai's novel AI architecture and effectiveness in delivering trauma-informed, human-centered support, emphasizing Yujia's thought leadership in ethical technology ([https://www.researchgate.net/profile/Yujia-Zhu-14?ev=hdr\\_xprf](https://www.researchgate.net/profile/Yujia-Zhu-14?ev=hdr_xprf))

Yujia serves as a senior executive contributor for Brainz Magazine, where she has authored multiple articles on the intersection of caring, wellness, and social entrepreneurship (<https://www.brainzmagazine.com/executive-contributor/yujia-zhu>)

Finally, the Forbes Nonprofit Council profile confirms Yujia's April 2025 invitation as recognition by a community of leading nonprofit executives in the world. This external endorsement emphasizes FASS's industry validation and highlights Yujia's standing among top ethical AI and humanitarian innovators. She's constantly featured as part of an expert panel providing crucial strategies for nonprofit leadership and has published several popular articles on nonprofit culture and management (<https://councils.forbes.com/profile/Yujia-Zhu-Founder-Creator-Executive-Director-FASSLING-AI/fe239d67-7d78-40af-9466-6509cc112a0d>). Together, these materials substantiate Yujia's novel integration of care modalities, academic credibility, and influential partnerships as a gifted and compassionate female thought leader and entrepreneur.

## Attachments/Videos/Links:

[Yujia Zhu, Founder and Executive Director](#)



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