



together, everyone

WINS 

Women in Need Society (WINS)
Impact Report 2023

WOMEN IN NEED SOCIETY OF CALGARY (WINS)

our mission

Connecting women and their families with resources to thrive.

our vision

All women thriving and building resilient families.

our values

INTEGRITY

Our actions match our words. We do what we say, and say what we mean.

DIVERSITY

Diversity makes us stronger. We welcome and respect different people, perspectives and experiences.

SUSTAINABILITY

We are kind to people and the planet. Our actions today impact our world tomorrow.

COLLABORATION

We are better together. Working as a team, we strive for excellence in all we do.

INNOVATION

We imagine the possibilities. We continuously strive towards a greater impact.

together, everyone WINS

Women in Need Society (WINS) helps families thrive in Calgary by offering programs and services funded through the donation of goods, funds, volunteer hours, and revenue from our Thrift Stores.

Our logo has long been a symbol of integrity, diversity, sustainability, collaboration, and innovation – all of which are foundational values for WINS. As we continue to grow and build capacity, we wanted to showcase how we can continue to evolve with these values at our core.

This is why in 2023, we introduced the new look and feel of WINS and launched our new tagline, “together, everyone WINS”.

Each wing colour represents the work that we do:

Accept Donations

We reuse, repurpose and recycle your donated items, and along with your cash donations, they are used to change lives.

Support Women

We connect women and their families with resources and skills to thrive in Calgary.

Thrift Shopping

We make sustainability more affordable and treasure hunting more meaningful!

Provide Volunteer Opportunities

We create an environment where you can build relationships while doing something fun and fulfilling.

WINS IMPACT AT A GLANCE

2023 DATA



25,000+

individuals in Calgary positively impacted by WINS



1 MILLION+

dollars worth of free basic needs distributed through House to Home



20,000+

services given to our contacts through our Community Resource Hubs



23,000+

hours donated by individual and group volunteers



6.3 MILLION+

pounds of items diverted from Calgary landfills

*We are Calgary's homegrown
charity social enterprise.*

WINS STRATEGIC *Priorities*

Our dream is to build a Calgary where every woman and her family is thriving. This is how we plan to make this dream come true. At WINS, everyone is welcome!



Sustainable Growth

WINS is dedicated to enhancing our community impact by increasing financial resources, forging deeper strategic partnerships, and actively building a Calgary where no one is left behind.



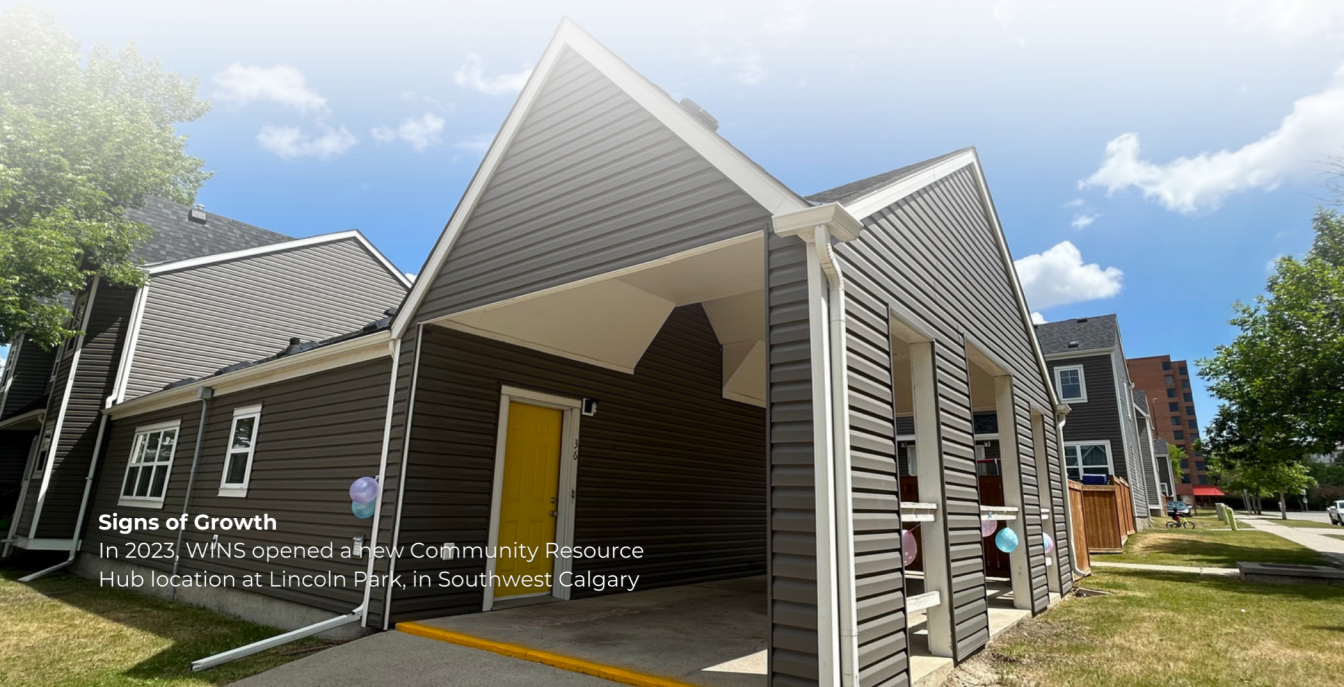
Strengthen Brand Equity

WINS is a growing and thriving brand that propels the success of both our organization and the community, establishing WINS as Calgary's homegrown charity social enterprise.



Great Place for All

WINS is the preferred destination for all—employees, program participants, shoppers, donors, and volunteers alike. Everyone who goes through our doors feel empowered and appreciated.



Signs of Growth

In 2023, WINS opened a new Community Resource Hub location at Lincoln Park, in Southwest Calgary

A Journey to *Thriving*

Poverty greatly impacts people's lives. That's why at WINS, we address different aspects of well-being by helping individuals and families with basic needs, emotional support, and confidence-building. In 2023, Calgary Foundation's Quality of Life Report reveals concerning statistics: "36% of parents skip meals to ensure their children can eat, 40% of Calgarians can't afford to buy a home, and 88% of racialized Calgarians feel out of place because of their religion, ethnicity, skin colour, culture, language, accent, gender, or sexual orientation." As the city's homegrown charity social enterprise, WINS addresses critical issues, such as the heightened risk of poverty among women, while also providing opportunities for growth and goal management through community support programs and employment services.

Our Community Support and Employment Services Team are here to connect people in need with resources to thrive, offer skill-enhancing programs, and guide them in their career journeys. In 2023, WINS supported over 25,000 people, which is nearly 20% of the poverty population in Calgary.

HOW WINS PROVIDES SUPPORT:



BASIC NEEDS

In times of challenge, we're here to provide essential items and assistance to families facing poverty. At WINS, families get support when they need it most. From everyday necessities to emotional support during tough moments, our Basic Needs Support team is here to help.



EMOTIONAL SUPPORT

In the midst of a changing world, emotional support is needed more than ever. We provide a safe space where families, children, and youth can explore who they are and who they want to be. Through these programs, they can make peer connections, discover their potential, and make friends.



CONFIDENCE BUILDING

Our employment services are designed to provide participants with the necessary skills and knowledge to build their confidence and start their journey to employment. We do this through classroom training and on-the-job experience, along with resume writing and interview practice.

WINS is Building a Calgary Where Everyone Can Thrive

When a call for help arises, WINS is there to respond to urgent and essential needs. Thanks to the agility afforded by the funds generated through our social enterprise and the invaluable support of our partners, WINS effectively addressed urgent issues in Calgary while maintaining our ongoing commitment to helping Calgarians in need.

In 2023, WINS supported Ukrainian new arrivals when other agencies may not have been able to due to funding restrictions. When fire evacuees from Northwest Territories arrived in Calgary, WINS was able to provide free transportation to our locations where people accessed free clothing, hygiene items including baby sundries, and family entertainment items including toys, books, and board games.

When the affordability crisis hit in the fall of 2023, WINS expanded its House to Home program (free basic needs) to over \$1 million to support more Calgarians in need.

When you donate funds to WINS, you will help to positively impact the lives of thousands of women and their families, as well as future generations. Your support also helps to grow a bigger sense of community in Calgary neighborhoods, where Calgarians care for and support each other.

Together, everyone WINS!



Arts and crafts time at our new Community Resource Hub location in Lincoln Park



"It has been very difficult but the people here (at WINS) have been very welcoming."
-Rita, one of 1,423 fire evacuees WINS assisted in 2023



With an affordability crisis sweeping over Calgary, WINS gave struggling families the gift of "Hope for the Holidays"



ADYAM'S STORY OF

Confidence

My name is Adyam. Through the support of WINS, I found my confidence. I have been a long-time participant of the Community Resource Hubs where I was able to get support for my family and for myself. I never could have imagined how walking through WINS' doors would change my life.

I received help from WINS Community Support Team for myself and my children's wellness by attending the Early Learners Program with my youngest son. My son made friends, and I was able to relax knowing he has a supportive community, and that he was being cared for.

For myself, my day-to-day life changed when my youngest son joined his brothers at school. Suddenly I had so much more time to myself, and I realized I needed to focus on my own wellness. That's when I was introduced to Retail Ready by WINS.

I recall during the beginning of Retail Ready, we were talking about mental health awareness and the Employment Support Worker asked me, "What makes you happy?"

My immediate answer was, "I'm happy when my kids are happy." To which the Employment Support Worker replied, "No, what makes *you* happy?"

I'd never thought about it before. I realized that it's okay to think and speak about myself and about what makes me happy.

I made friends, and I started on my path to fulfillment. After nine years of not working, I now have a job with one of the biggest retail companies in Canada!

I can't thank WINS enough for supporting me and women like me walking through their doors every day!

Our Employment Services outputs in 2023

146

total number of participants who
joined our Employment Services

101

number of participants who
graduated from the 6-week program

67%

of the graduates were employed within
90 days; industry standard is 16%

Our Employment Services outcomes in 2023

88%

of the graduates feel more confident to
contribute their ideas in the workplace

86%

of the graduates are able to set
clear career goals

82%

of the graduates feel like they
can integrate themselves in
the Canadian workplace



EMPLOYMENT SERVICES

in 2023

A huge part of wellness is self-sufficiency, which means being able to earn a living. Our employment services include Retail Ready and Warehouse Ready by WINS, which are 6-week programs designed to prepare participants with the skills, confidence, and certifications they need to get a job and provide for themselves.



Finding stable, full time employment is often a barrier for many individuals looking to become self-sufficient. Retail Ready teaches participants the ins and outs of the retail industry to help them confidently secure employment.



Similarly, Warehouse Ready helps participants gain education and experience for employment in the warehouse industry. This includes training for Workplace Hazardous Materials Information System, forklift certification, as well as on the job experience at our Donation Centre.

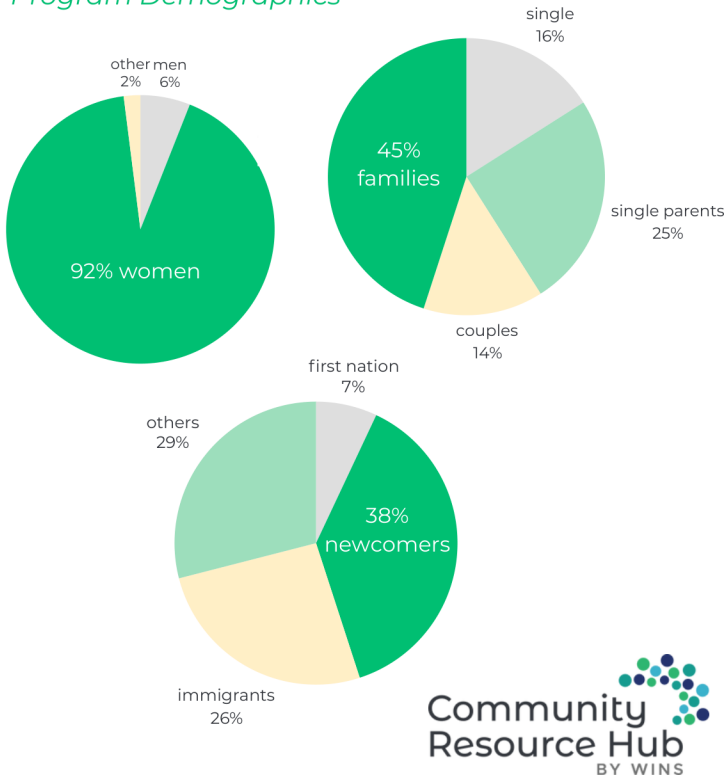


COMMUNITY SUPPORT

in 2023

WINS Community Support provides families with basic needs through House to Home as well as programs providing emotional support, confidence building, and skill development. Over 25,000 people were given the help they needed to go from surviving to thriving!

Program Demographics



Our Hubs offer a space for people to access basic needs and programs to improve their well-being.



Through House to Home, WINS provides essential items, furniture, and clothing to help people transform their homes into healthy environments.

Our Community Support outputs in 2023

\$1,070,000

total amount of free goods given away through House to Home; an 88% increase from 2022

25,140

total number of individuals positively impacted by WINS Programs and Services

4,265

unique adults supported through our Program Centre and Hubs

2,963

number of children supported through our Program Centre and Hubs

Our Community Support outcomes in 2023

81%

feel that they are getting the help they need to feel better about themselves

72%

feel that coming to the Hubs has helped them develop supportive relationships

62%

feel that programs and events helped them meet new people and make new friends

Together, we can make a

Difference

For more than three decades, WINS has been committed to helping people in need in Calgary through our community programs; providing basic needs, emotional support, and vital resources. These programs enable women to build resiliency so they and their families can thrive. This is how we can make a difference together!

Donations

When you make a gift to WINS, you become part of a collective force striving to create positive change in the lives of those in need. When you donate funds and gently used goods and furniture, your donations stretch further. Both forms of donations maximize our capacity to support our community programs and services.

Circular Economy

Thrifting is at the heart of a circular economy. WINS' approach is to take people's donated items to make a difference in the social fabric of our city. Over 70% of WINS revenue comes from our Thrift Store, which is invested back into our Community Programs and Services. These items are also then diverted from the Calgary landfill, contributing to the conservation of the environment.

Volunteer

At WINS, volunteers play an indispensable role in our success and impact. Volunteers bring passion, dedication, and a sense of community spirit. Their selfless contributions extend far beyond mere assistance; volunteers breathe life into our mission through their unwavering commitment to helping address gender and poverty barriers faced by Calgarians every day.

Shop Our Stores

Our social enterprise aspect sets WINS apart by demonstrating our commitment to giving back to the Calgary community. Our stores not only provide a welcoming space for people to shop but it is also a space for people to access meaningful employment and growth opportunities. This enables us to provide dignified support, help build their confidence, and promote sustainable practices.

ABOUT 1 in 10 CALGARIANS LIVE BELOW THE POVERTY LINE*

When you shop and donate to WINS, you help fund programs that enable families to thrive in Calgary.

*Source: Poverty Snapshot in Calgary by Enough for All

Financial Highlights

The year 2023 was great for WINS! We have seen an 8% growth in revenue from 2022, and it's all thanks to people like you! Please visit our website to view our audited financials.

2023 REVENUE

HOW A DOLLAR IS EARNED

72¢

Social Enterprise

15¢

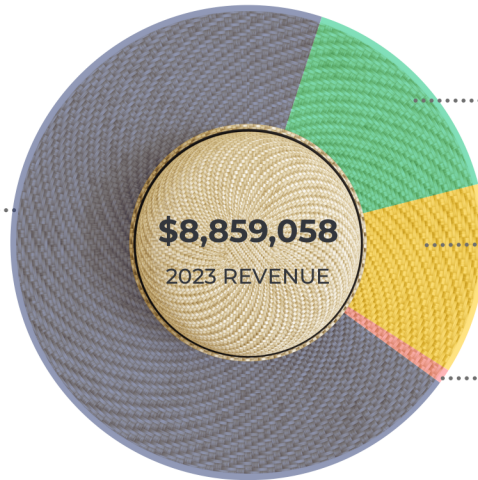
Grants

10¢

Donations

3¢

Interest Earned/Others



2023 EXPENSES

HOW A DOLLAR IS USED

6¢

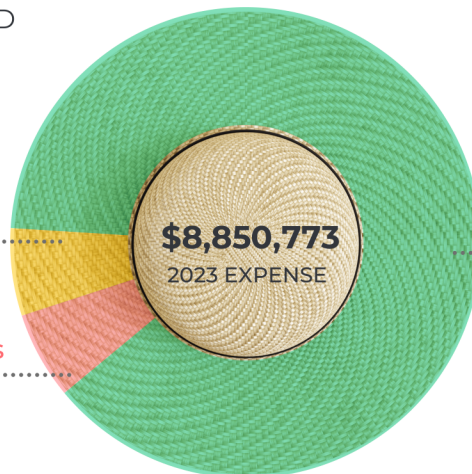
Fundraising

6¢

Administrative Costs

88¢

Programs





Sustainability starts with YOU

The United Nations' Sustainable Development Goals (SDGs) comprise 17 interlinked objectives designed to foster equality, alleviate poverty, and safeguard the environment. At WINS, we are dedicated to promoting sustainability across our organization and stores. We also align ourselves with the SDGs targeting well-being, poverty and gender equality.

WINS aligns with all 17 SDGs, but the six we strive to impact locally in Calgary are:

1 No Poverty

1 in 10 Calgarians live below the poverty line. WINS raises quality of life through House to Home and partnerships with other local non-profit organizations.

2 Zero Hunger

In partnership with the Calgary Food Bank, we provide families in need with Food Hampers. We also provide emergency Food Hampers when needed.

3 Good Health and Well-being

At WINS, health and safety excellence is promoted through the maintenance of the highest degree of physical, psychological, and social well-being of all.

5 Gender Equality

WINS believes in maintaining a diverse workplace experience that values each individual equally for their contributions.

10 Reduced Inequalities

We're committed to the fair compensation of our employees regardless of race, gender or sexual orientation.

12 Responsible Consumption

Through our re-purposing and recycling efforts, millions of pounds of items are diverted from Calgary landfills each year.



Thrifting is at the heart of the circular economy, promoting the reuse and repurposing of gently used items instead of throwing them away. Thrifting is a sustainable treasure hunt, extending the lifecycle of secondhand clothing, housewares, furniture and more, all while reducing waste. In 2023, we diverted over 6 million pounds of items from Calgary landfills. **That's like filling the Calgary Saddledome 6 times!**

6,357,360

POUNDS OF ITEMS DIVERTED FROM CALGARY LANDFILLS IN 2023

a 29% increase from 2022



SOFT GOODS
(clothing)

869,041



ACCESSORIES
(purses, belts, etc...)

16,234



SHOES

22,657



CARDBOARD

113,034



ELECTRONICS
131,010

HOUSEWARES
1,008,195



FURNITURE
27,486

ORGANIZATIONAL Highlights

We are a proud part of the rich and diverse cultures in Calgary. Our goal is to be able to give Calgarians the opportunity to thrive in our hometown whether as an employee or as a volunteer.

In 2023,

157

unique individuals are employed by WINS;
over **78%** identify as women

239

individual volunteers

75

corporate volunteer groups

23,076

total number of hours
donated by volunteers

a 36% increase from 2022

At WINS, volunteers play a crucial role in our mission, generously sharing their time, energy, and skills. By joining our volunteer force, individuals and groups extend a helping hand that amplifies our impact on women and their families. Through this collective effort, we provide the support needed to cultivate lasting stability and bring happiness and fulfillment to countless lives in Calgary.



WINS celebrates diversity! We are committed to creating an inclusive environment for all employees.



Our volunteers help with our Thrift Stores, Donation Centre, Program Centres and Hubs, and Special Events.



Some of our program participants and employees also volunteer during our special events and campaigns.

Looking Forward



At WINS, we uphold the belief that everyone, regardless of their background, deserves the opportunity to thrive. Upon joining WINS community, individuals are warmly welcomed and encouraged to share their unique talents and perspectives, fostering a genuine sense of belonging. Whether you donate, shop, or volunteer, you are supporting transformative programs that benefit people in our Calgary community, because...together, everyone WINS!


Diversity and Inclusion

WINS remains steadfast in its commitment to cultivating a diverse team of employees and volunteers who embody our core values and are dedicated to our mission. By embracing individuals with a wide range of backgrounds, both inherent and acquired, and fostering an inclusive culture, we enhance performance within our team and strengthen our relationships with program participants, customers, employees, volunteers, donors, and partners. Diversity makes us stronger.

Expanding Horizons

Exciting times lie ahead as WINS embarks on a journey of growth. In the years ahead, we are poised to expand our reach in Calgary communities. With the opening of two new locations in 2024, we aim to create Hubs where residents can come together, contribute, and support one another. These new locations will enable us to assist an additional 7,500 individuals annually, with the revenue generated from our social enterprise covering over 70% of the costs, ensuring sustainable impact for those in need.




Karen Ramchuk
President and CEO

MESSAGE FROM OUR CEO

Reflecting on the challenges of the past year, it's evident that many individuals, particularly women, continue to face significant obstacles in Calgary. Recent reports highlight the stark reality of gender disparities in our city. From single mothers struggling with affordability and childcare to senior women experiencing poverty and social isolation, the statistics underscore the urgency of our mission at WINS.

We exist to support women and their families in transitioning from surviving to thriving despite these hardships. Last year, thanks to the dedication of extraordinary individuals like you, we achieved remarkable results. Through the distribution of over \$1 million worth of basic needs and 20,000 services provided through our Community Resource Hubs, we directly impacted the lives of over 25,000 people.

Yet, even as we celebrate these achievements, we recognize the pressing need to continue our efforts. There are countless more individuals in our community who require our support, and together, we possess the power to affect meaningful change. With each contribution and act of kindness, we move closer to our collective goal of ensuring that everyone has the opportunity to thrive. Thank you for your unwavering support for our mission!

Together, everyone WINS 



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