

FOR IMMEDIATE RELEASE

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WINS Issues Urgent Call for Donations as Demand for Essential Goods Grows

Calgary, AB — The Women in Need Society (WINS) is urgently asking Calgarians to donate gently used items as demand for essential goods continues to rise across the city.

Donations of furniture, clothing, household goods, mattresses, and other reusable items are critical to WINS' ability to support women and families who rely on the organization for stability and support.

Without these donations, WINS cannot provide many of the essential items that help individuals rebuild their lives.

“We are seeing more people turn to WINS for support, but our ability to help depends entirely on the generosity of the Calgary community,” said Karen Ramchuk, President and CEO of WINS. “Right now, we urgently need donated goods. Furniture, clothing, and household items can make the difference between an empty apartment and a safe home.”

For many women leaving difficult circumstances or transitioning into stable housing, donated items like beds, dressers, and kitchen supplies help transform a space into a place of comfort and dignity.

WINS is encouraging Calgarians to check closets, garages, and storage spaces for gently used items that could help someone in need.

Items currently most needed include:

- Furniture, bed frames, and clean, gently used mattresses
- Housewares (dishes, cutlery, pots and pans, utensils)
- Clothing, coats, and footwear for women men, and children
- Small appliances (blenders, microwaves, toasters)

Donations can be dropped off at any WINS donation centre across Calgary.

“Something you no longer need could help someone else build a safe, stable home,” said Ramchuk. “Right now, Calgary’s generosity is more important than ever.”

About WINS (Women in Need Society)

WINS is a Calgary-based non-profit organization that has been providing support to women and families for over 30 years, through free community programs that provide basic needs, emotional support, and employment training. They do this by reinvesting revenue generated through their 7 WINS Thrift Stores and the More Store, and through the generous donations of Calgarians like you. Together, everyone WINS!

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