

**ANNUAL  
REPORT  
2025**

Women in Need Society

**WINS** 



# LAND ACKNOWLEDGEMENT



Women In Need Society of Calgary is grateful to work, live, and learn on the land northwest of where the Bow River meets the Elbow River. A site traditionally known as Moh'kins'tsis to the Blackfoot, Wichîspa to the Stoney Nakoda, and Guts'ists'i to the Tsuut'ina, now known as the City of Calgary.

WINS acknowledges the history of this land and the role colonization has played in the lives of Indigenous peoples today, and recognizes that every day is an opportunity to engage in, and work toward demonstrating leadership in reconciliation.

## BOARD OF DIRECTORS

### **Chair**

Josh Traptow

### **Vice Chair**

Kelly Mac Vicar

### **Secretary**

Lindsay Bec

### **Treasurer**

Shannon  
Ryhorchuk

### **Directors**

Leanne Cherry  
Jocelyne Daw  
Sally Dawoud  
Pamela Hollinger  
Melanie McBride  
Jim Shore  
Paul Speerin  
Karen Ramchuk  
(ex-officio)

### **Community Members**

Kathy Davies Murphy  
Steve Duncan  
Calvin Jacober  
Joel Jarding  
Janice MacPherson  
Ashley Yanke

WINS thanks the on-going support from our volunteer Board of Directors and Community Members.

# CEO MESSAGE

This past year, Calgary saw continued pressure on women and families. The cost of living continues to rise, housing remains increasingly difficult to access, and more women are navigating complex barriers to employment and stability as they work toward greater financial stability and greater economic security.

Which is why the work WINS does matters more than ever.

WINS exists to connect women and their families with the resources to thrive. In 2025, we continued this work at scale through our social enterprise, community programs, and employment services, at the same time strengthening our capacity to meet growing demand.

We saw strong outcomes across our employment programs, with women gaining the skills, confidence, and experience needed to secure meaningful work. Our Retail Ready and Warehouse Ready programs continue to deliver consistent results, demonstrating the value of practical, employment-focused training. We built on this success by launching Youth Retail Ready and the Retail Ready Summer Series for high school students. This reflects a clear focus on early intervention by equipping young people with the skills and experience needed to enter the workforce and build long-term stability.

The WINS locations we opened in 2024 delivered meaningful impact, contributing to revenue growth while expanding access to WINS community programs and supports. This growth allowed us to reach and support more women and their families across Calgary as need continues to increase.

WINS is strengthened by the people who support our work, including employees, volunteers, donors, and customers. This support allows us to provide for more women and families across our city.

I am humbled by our supporters and the role they play in our work. Their commitment makes the work we do possible. We remain organizationally strong and we are intentionally investing in our people, systems, and capacity so we can continue to meet growing demand and deepen our impact.

Looking ahead, 2026 will be a year of focused growth. We are expanding our employment services and strengthening our connections with employers across Calgary. We will also launch an innovative partnership with Bow Valley College, creating opportunities for students to engage directly with WINS' social enterprise model and gain a deeper understanding of community impact and lived experience. This initiative also allows WINS to serve as a resource on campus for basic needs support, student employment, and volunteer opportunities.

Our work has never been more critical as the charitable sector shifts around us and the ongoing affordability crisis impacts more lives daily. We will continue supporting women and their families to meet their basic needs, build pathways forward, and strengthen family and community well-being. Our goal is not only to serve more women, but to ensure that the support we provide leads to meaningful, sustained outcomes.

At the centre of our work are the women and families we serve. Their resilience, determination, and progress continue to shape and drive what we do.

Thank you for being part of this work with us.



# WINS PURPOSE & IMPACT

## Mission

Connecting women and their families with resources to thrive.

## Vision

All women thriving and building resilient families.

## 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 possibilities. We continuously strive towards greater impact.

**28,395**

individual supports provided

**\$1,340,000**

worth of free basic needs provided

**34,725**

total volunteer hours donated to WINS

**8,192,033**

pounds of items diverted from landfills

**\$0.87**

of every dollar directly supports our programs and services



Together, everyone WINS 

# BARRIERS WOMEN FACE

In Calgary, over 1 in 10 women live below the poverty line.\*



## Women face interconnected barriers that extend beyond income.

- Economic barriers such as: lower wages and limited access to stable employment.
- System barriers, including navigating complex supports for housing, childcare, and income.
- Caregiving responsibilities that limit time for work and education.
- Impacts on families, where instability affects children and future opportunities.

**What this means:** Gender inequity, poverty, and intergenerational outcomes are deeply connected. Addressing one requires addressing all.

### GENDER EQUITY

Women face systemic inequities in income, employment, and access to opportunity.

 WINS Response:

We create equitable pathways through skills development, and employment support, helping women access opportunities and build stability.

### POVERTY REDUCTION

Many women face ongoing financial instability and struggle to meet basic needs.

 WINS Response:

We address immediate needs and support long-term stability through basic needs, referrals, and support navigating systems and services

### INTERGENERATIONAL IMPACT

Poverty impacts entire families and shapes outcomes for future generations.

 WINS Response:

We support families through youth programming, essential goods, skill-building and employment support.

*"The support I received at Women In Need Society made a meaningful difference for me. It helped my family access essential items and support during a difficult time. The assistance made things easier for our household and helped us feel supported while settling into a more stable situation."*

WINS Program Participant

# NADINE'S STORY

## Regaining Momentum

In 2014, I moved to Canada from Cameroon. I was 22, alone, starting over as an international student, with just one hundred dollars in my pocket.

What people don't tell you about starting over in a new country is that survival becomes your full-time job. Every day was a calculation: food or rent, tuition or transit, heat or hope. My tuition was about \$30,000 a year, and no matter how much I worked, I could never make the money go far enough.

I worked multiple jobs; overnight shifts at Walmart, a call centre during the day, cleaning homes, while trying to attend classes. I couldn't afford a winter jacket or boots. Some days, I couldn't afford a full meal. I got eviction notices more than once. I slept on the floor because I couldn't afford a bed.

Then one night, after an overnight shift, I got on the train and I broke down. I cried. I was exhausted, hungry, and scared. I didn't even notice how much time had passed, the train was back at the start of our route. I wasn't making progress, only going in circles.

A woman sitting across from me noticed and asked, 'Why are you crying?' That question changed everything. I told her what I was going through. She listened, then asked 'Have you heard of Women In Need Society?' I hadn't. She wrote down an address and handed it to me.

One small act, but it changed the trajectory of my life.

***When I found WINS, I was met with something I hadn't felt in a long time - dignity. They gave me winter clothing. They gave me food. They gave me vouchers for a bed and furniture. For the first time in months, I was warm. I slept in a bed.***

Things didn't suddenly become easy, but something shifted - I got my momentum back. And sometimes, that's all you need. Momentum doesn't always come from big breakthroughs. Sometimes it comes from foundational supports that help you keep going.



***Looking back, it wasn't just about the items - it was about being seen, being heard, and being supported when I needed it most.***

***That's the power of WINS.***

Today, Nadine Niba is an award-winning business leader, bestselling author, and Alberta Regional Leader for Risk Advisory Services at BDO Canada LLP., where she advises executives and boards on governance, enterprise risk, and technology strategy.

# Our Stores

## BELTLINE



Beltline serves Calgary's downtown and marked a major expansion for WINS in October 2021.

## GLENBROOK



Opened in July 2024, this location sees the most donations of all the retail stores.

## DOVER



This location was part of the initial expansion and has been operating since December 1998.

## MACLEOD PLAZA



Opened in January 2017, Macleod was WINS' second location to offer large furniture.

## MANCHESTER



WINS' newest location opened September 2024, joining the thrift community on 58th Ave.

## BOWNESS



This location was among WINS' original locations dating back to February 1994.

## RICHMOND



Richmond opened in 1997, making it the second of WINS' longest operating stores.

# SOCIAL ENTERPRISE

As a Calgary-based charity and social enterprise, WINS pairs our purpose with sustainability by reinvesting revenue from our social enterprise directly into our Community Programs.

We champion Calgary's circular economy by reusing, repurposing, and recycling donated items. Even damaged donated goods are thoughtfully and responsibly recycled to keep as much out of Calgary landfills as possible.

## WINS stores are more than retail spaces. They are platforms for:

### Employment and Work Experience:

Providing employment opportunities along with live work experience and skills development.

### Basic Needs and Community Support:

Providing access to affordable essential goods and serving as a home for community programs and services.

### Community Impact:

Bringing Calgarians together to donate, volunteer, and shop supporting programs that strengthen local communities.

### Environmental Stability:

Reducing waste by reusing, repurposing and recycling donated items to keep millions of pounds out of landfills each year.

## When you shop at WINS:

**\$8,917,442**

total revenue generated through social enterprise in 2025

**\$0.87**

of every dollar directly supports our programs and services

**15%**

Increase of landfill diverted items over 2024

*"The support we received through WINS helped us settle more comfortably. It provided essential items that we could not afford at the time, which reduced our financial stress and allowed us to focus on building stability for our family."*

WINS Participant

# WINS Participants in 2025

# 18%

Increase in demand for programs and services



This growth reflects the increasing challenges faced by women and their families in Calgary. Women come to WINS facing a wide range of barriers and circumstances. We remain committed to meeting each woman where she is by providing the resources and support needed to move forward with dignity and confidence.

AGE CATEGORY	2025	2024
Child (0-14)	18%	24%
Youth (15-29)	12%	11%
Adult (30-64)	64%	60%
Senior (65+)	6%	5%

GENDER IDENTITY	2025	2024
Female	82%	81%
Male	16%	14%
Undisclosed	1%	3%
Other	1%	2%

HOUSEHOLD TYPE	2025	2024
Two-parent	36%	40%
Single-parent	23%	28%
Single Individual	29%	18%
Couple	7%	9%
Blended Family	2%	5%
Other/Undisclosed	3%	0%

CITIZENSHIP STATUS	2025	2024
Permanent Resident	40%	32%
Canadian Citizen	30%	24%
Refugee	14%	19%
Work permit	7%	15%
Study permit	1%	1%
Other/Undisclosed	8%	9%

In 2025, WINS made changes to its systems that affected how WINS' Program results are reported. As a result, 2024 results have been restated for easier comparison.



# Employment Services

WINS' Retail Ready and Warehouse Ready employment training programs provide a 6-week mix of classroom learning and hands-on work experience. Participants build skills, confidence, and experience needed to secure employment or start new career pathways.



In 2025, we launched two pilot programs, Youth Summer Series (ages 15-18) and Youth Retail Ready (ages 19-29). These programs focused on practical, hands-on experience in customer service, communication, teamwork, and workplace expectations.

While program capacity was temporarily reduced during the year, demand remained strong and outcomes continued to reflect the impact of this work. These programs reduce barriers to employment and support participants in building the skills and confidence needed to move forward.

## OUTPUTS

**87%**

Of graduates were employed within 90 days of program completion  
2024: 71%

**156**

Employment Services participants  
2024: 58

**21**

Total Number of Cohorts  
2024: 24

**21,460**

Total hours participants spent in training  
2024: 22,097

## OUTCOMES \*

\* data based on 2025 participant survey

**87%**

Reported an increase in workplace readiness

**88%**

Reported an increase in self-confidence

**83%**

Successfully completed the program



# Basic Needs Supports (House to Home)

At WINS' five Community Resource Hubs, women and their families access essential items such as food, hygiene products, and baby supplies.

Through the House to Home program, participants receive vouchers to shop at any WINS Store for clothing, furniture, and household items. This allows them to meet their needs with dignity, choice, and access to items they might not otherwise be able to afford.

FREE GOODS PROVIDED	2025 VALUE	2024 VALUE
Clothing	\$455,044	\$304,300
Household items	\$309,509	\$188,085
Furniture	\$266,217	\$307,597
Essential Items	\$102,271	\$92,375
Holiday gift + backpacks	\$100,900	\$71,020
Other	\$106,059	\$107,943
<b>Total</b>	<b>\$1,340,000</b>	<b>\$1,071,320</b>

## MAIN REFERRAL REASON

Recent newcomer	24%
Moving into new housing	14%
Current accessibility needs not met	14%
Lacking basic clothing needs	12%
New to Calgary	9%
Needing winter clothing	7%
Other	6%
Children growing	5%
Broken furniture	5%
Fleeing domestic violence	4%

## OUTPUTS

**9,367**

Total vouchers provided to House to Home participants  
2024: 8,301

**6,714**

Number of individual participants supported with House to Home vouchers  
2024: 6,472

## OUTCOMES\*

\* data based on 2025 participant survey

**93%**

Reported their needs were met through House to Home

**88%**

Reported supports through House to Home helped relieve overall stress



# One-on-One Supports

WINS meets each woman where she is providing tailored guidance and support based on her unique circumstances. Through this personalized approach, participants build stability, increase self-sufficiency, and move toward their goals with confidence.

## Forms Assistance

One-on-one support completing critical forms and applications.

 WINS Response:

WINS helps women access supports more quickly, complete applications with confidence, and build greater stability.

## System Navigation

Support navigating local, provincial, and federal systems and benefits.

 WINS Response:

WINS helps women understand their options, navigate complex systems, and access available resources.

## Referral Support

Connecting women to the right services and supports.

 WINS Response:

WINS works with over 100 trusted partners to connect women to the right services and improve outcomes.

## OUTPUTS

**6,722** Total supports provided  
2024: 6,249

**2,049** Total number of participants  
2024: 2,142

**1,740** Number of individual participants  
2024: 1,820

## OUTCOMES \*

\* data based on 2025 participant survey

**95%** Reported an increase in self-confidence

**92%** Reported an increase in developing supportive relationships

**96%** Reported being supported by WINS with system navigation



# Group Programming

Programming is designed to meet participants' needs, focusing on life and social skills needed for next steps. By supporting both adults and their children, these programs help build strong foundations for learning, resilience, and well-being. This intergenerational approach contributes to improved outcomes over time and helps reduce cycles of poverty.

TYPE OF SUPPORT	# OF SUPPORTS PROVIDED (2025)	# OF SUPPORTS PROVIDED (2024)
Child/Youth	4,985	3,865
Skill Building	791	1,032
Community Events	737	393
Social Supports	557	157
Community Engagements	197	145

### Child and Youth Programming

Out-of-school programming provides safe, supportive spaces where children and youth can learn, build confidence and stay connected to the community.

### Community Events & Engagements

Programs bring people together, strengthening relationships and fostering a sense of belonging.

### Skill Building Supports

Programs support women and their families to build practical skills, increase confidence and access education and employment opportunities.

### Social Supports

Peer support programs create opportunities for women and their families to connect, reduce isolation and build supportive relationships.

## OUTPUTS

**7,270** Total supports provided  
*2024: 5,680*

**16** Average times participants attended  
*2024: 11*

**419** # of individuals engaged in group programming  
*2024: 446*

## OUTCOMES \*

\* data based on 2025 participant survey

**92%** Reported feeling less isolated

**93%** Felt increased sense of connection to the community

**95%** Reported an increase in self-confidence



# OUR TEAM: EMPLOYMENT AT WINS

## Our team is at the heart of our impact.

Across WINS, our staff bring our mission to life by creating spaces where women and families feel supported, respected, and able to move forward. Their work is grounded in care and a deep commitment to community.

Our team reflects the women we serve. At the end of 2025, WINS employed 177 staff, more than two-thirds of whom identify as women. Approximately half have accessed WINS programs and services at some point, with many first connecting through our community programs. Today, they contribute across the organization including in our stores, community programs, administration office, and leadership teams. Their lived experience strengthens our work and shapes our culture.

WINS is often recognized for its social enterprise. While our retail stores and donation centre are a critical part of our model, they are also home to programs such as House to Home and WINS Employment Training. These spaces are where women build skills, confidence, and experience that support long-term stability.

In 2025, our team's work was recognized with the Calgary Chamber of Commerce Small Business Award for Social Enterprise, a significant recognition of their impact and leadership. This recognition belongs to our team and reflects the care and commitment they bring to their work every day, helping make WINS a great place for all.

Our team is hardworking and deeply committed to our mission. They continue to strengthen WINS as a place where people feel supported, valued, and connected, both within our organization and across the community we serve.

**13%**  
2025 increase in WINS' workforce enabling us to expand reach and respond to increasing demand across Calgary.



*"I work at WINS because it feels good to know you're helping someone move forward. You don't always get that in a job."*



# Volunteerism

Volunteers play a vital role in expanding WINS' reach across Calgary. In 2025, volunteer engagement grew significantly, with more individuals and organizations contributing their time and skills in stores, at the donation centre, and through professional services.

Their contributions support WINS programs and strengthen connections across the community.

WINS brings together people, organizations and opportunities, helping this momentum translate into lasting impact for women and their families.

## Number of volunteers

	2025	2024
Individual	561	402
Group	2,481	1,272

**82%** Increase over 2024

## Number of volunteer hours

	2025	2024
Individual	27,426	24,715
Group	7,299	3,672

**22%** Increase over 2024

*"What I love most about WINS is the people. They are all warm, friendly, and welcoming, and they truly care about the work they do. Volunteering with WINS has given me so much satisfaction, knowing that I'm making a real difference in the lives of others."*

WINS Volunteer

**34,725**

Total hours donated by volunteers in 2025

**99%**

Increase of the number of groups volunteering at WINS





# 2025 SUSTAINABILITY

By keeping donated items in use longer, WINS reduces what goes to landfills and lowers carbon emissions. This work supports a circular economy built on reuse and recycling, while reducing the need for new production.



**3,954,519**  
pounds  
HOUSEWARES



**2,361,756**  
pounds  
SOFT GOODS



**1,042,475**  
pounds  
FURNITURE



**677,069**  
pounds  
ELECTRONICS &  
METALS



**124,740**  
pounds  
CARDBOARD



**31,474**  
pounds  
SHOES &  
ACCESSORIES

**8,192,033**

Total pounds diverted from landfills, through reuse, repurposing, and recycling.

15% increase over 2024

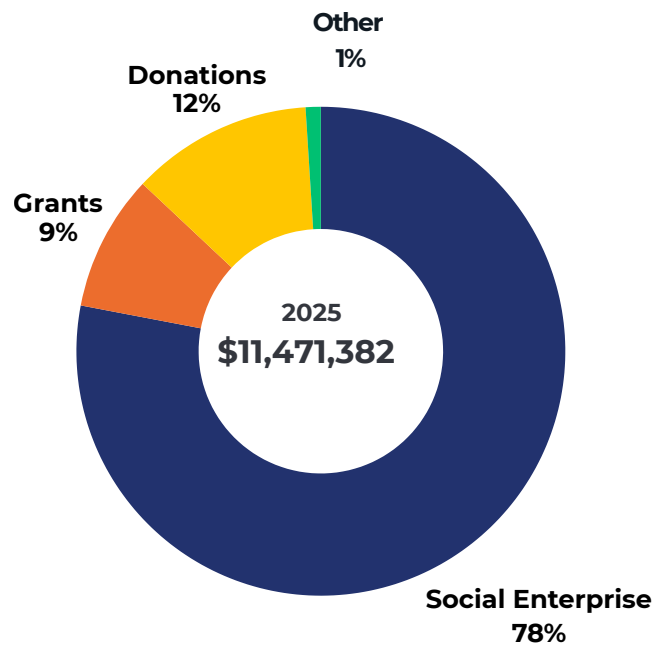
# FINANCIAL HIGHLIGHTS



WINS ended 2025 in a strong financial position, made possible by the continued support of the Calgary community. \$0.87 of every dollar was directed to programs, maximizing impact and supporting individuals as they built stability.

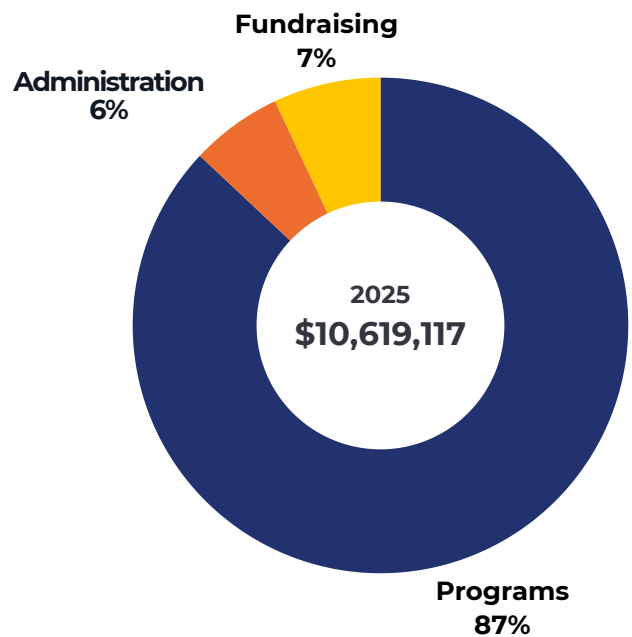
## HOW A DOLLAR IS EARNED

TYPE	2025	2024
Social Enterprise	\$8,917,445	\$7,086,002
Donations	\$1,396,170	\$1,236,202
Grants	\$1,060,488	\$1,235,837
Other	\$97,279	\$145,008
<b>Total</b>	<b>\$11,471,382</b>	<b>\$9,703,049</b>



## HOW A DOLLAR IS SPENT

TYPE	2025	2024
Programs	\$9,250,994	\$8,514,464
Administration	\$655,060	\$546,168
Fundraising	\$713,063	\$622,508
<b>Total</b>	<b>\$10,619,117</b>	<b>\$9,683,140</b>



Revenue growth was driven in part by our newest stores operating for a full year demonstrating how sustainable growth translates into increased support for women and their families.

# OUR PARTNERS

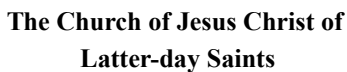
## GOVERNMENT



## CHAMPIONS



## PARTNERS



## SUPPORTERS

ATCO EPIC

Breslauer & Warren Jewellers

Burns Memorial Fund

CHAS (Children's Hospital Aid Society)

Experience Church

Expressions Ladies Consignment

Fluor Canada Ltd

Shane Homes

The Shoe Closet Inc

Recognition of our partners is based on their level of investment in WINS' mission.