

Women in Need Society

WINS 

IMPACT REPORT 2024

SHEfound
NEW LIFE

Women in Need Society



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, Wíchîspa 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 that every day is an opportunity to engage in and work towards demonstrating leadership on reconciliation.



Message from the President & CEO

As we reflect on 2024, we are filled with gratitude for the progress we've made and the incredible support that has allowed us to achieve so much. This year, we opened two new locations and expanded our programming. Through our House to Home Program in our Thrift Stores, we provided more than \$1 million in free goods to those in need and diverted over 7 million pounds of items from Calgary's landfills. From emergency food hampers and clothing to skills training and community support, WINS provided over 54,000 services to Calgarians in need—efforts that reflect our commitment to helping individuals and families overcome poverty, achieve stability, and thrive in their community.

On a personal note, I was deeply honored to receive the King Charles III Coronation Medal for our outstanding work in the community. While this recognition is humbling, it is truly a reflection of the collective work done by the WINS team, our partners, and the incredible community members we serve. Looking ahead to 2025, we remain steadfast in our mission, and with our continued focus on our three strategic goals—sustainable growth, brand equity, and fostering a great place for all—we are excited to expand our impact and continue to build a stronger, more inclusive Calgary.


Karen Ramchuk
President and CEO



5x



more likely to face poverty when women decide to raise their child alone in Canada



6 out of 10



single mother households in Canada are facing unemployment and lack of childcare

In Alberta, women earn only 63 cents for every dollar men earn—the largest gender wage gap in Canada

\$0.63



55%

higher than the national average—intimate partner violence incidents reported in Alberta



39%



of Calgary parents skip meals just so their children can eat



1 in 5



Calgary households are forced to prioritize groceries over other basic needs



18,941



domestic violence reports received by the Calgary Police in 2024 alone



Understanding Barriers faced by Women

These statistics highlight the critical challenges women and families face every day—challenges that the Women in Need Society (WINS) works to overcome by connecting them with the resources, support, and opportunities they need to thrive in Calgary.

To check the sources of these statistics, please visit our website.

Why WINS Calgary

We understand the constant struggles of poverty and how gender-based violence can deeply impact a woman's sense of self. Overcoming these challenges takes more than just trying to survive—it requires strength, courage, and support.

That's why WINS exists.

Women in Need Society (WINS) helps women and their families thrive by providing access to basic needs, emotional support, and employment training through our Community Support programs and services.

As a Calgary-based charity operating a social enterprise—combining purpose with sustainability—we reinvest revenue from our seven WINS Thrift Stores and the MORE Store into these programs and services, alongside the generous contributions from our community partners.

Together, everyone WINS!

OUR VISION

All women thriving and building resilient families

OUR MISSION

Connecting women and their families with resources to thrive

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.

54,282

supports provided by WINS to Calgarians in need

\$1,000,300

worth of basic needs provided through House to Home

29,968

volunteer hours given by groups and individuals

7,117,596

pounds of items diverted from Calgary landfills

\$0.88

from every dollar given goes to our programs and services

"I have gained valuable insights from WINS about appreciating my worth as a woman. I now understand that we are not alone; we have support available to help us with whatever challenges we face in life. Please, keep doing the great work you are doing, as it truly makes a significant difference on families like ours."

Program Participant

"Leaving Ukraine was one of the hardest decisions I've ever made, but the support I found here helped me start a new life."

Alla
WINS Store Manager



SHEfound NEW LIFE

My journey in Canada began with hopeful knocks on countless doors on a cold, winter day, each one a search for a safe home. That's when I found House to Home by WINS. With their help, I received furniture that turned our space into something warm and welcoming. But as one need was met, another challenge arose—I needed to find a job. That's when I discovered Retail Ready. I didn't realize it at the time, but this opportunity would change my life.

One of the most valuable lessons I learned early in the program was to never be afraid to ask questions even though English is not your first language. That every question asked leads to better understanding.

The journey wasn't easy, but with hard work, support from mentors and facilitators, and encouragement from my Retail Ready peers, I went on to apply for a job at WINS—from a program participant to a Sales Associate—and eventually, to a Store Manager.

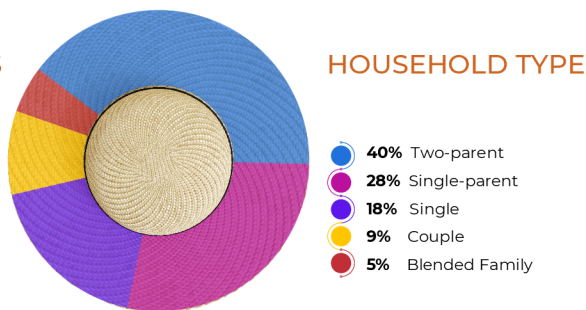
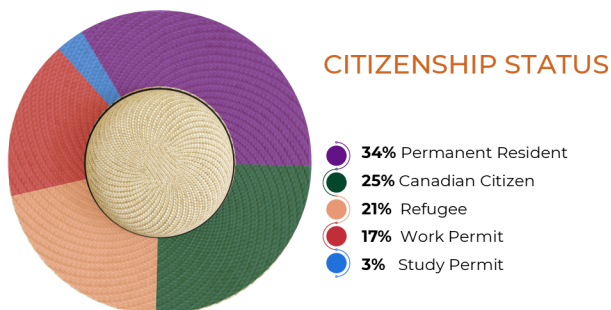
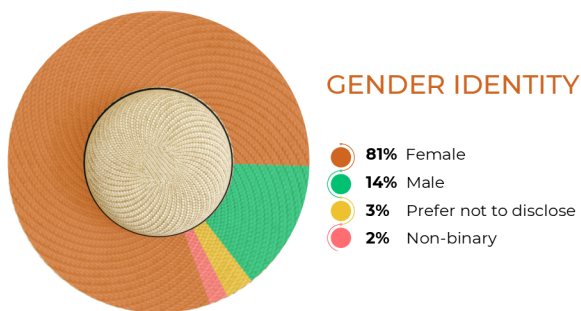
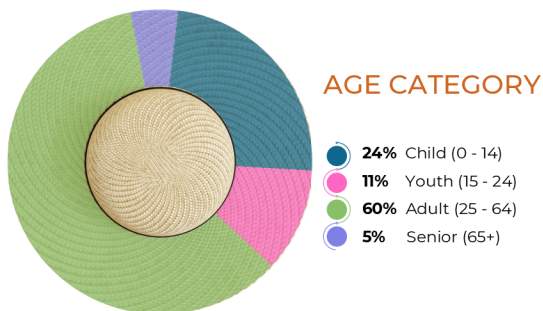
Each step in this journey taught me the power of resilience and the impact of learning. Today, I proudly lead a team of women who have big dreams, sharing what I've learned and inspiring others to believe in themselves, too.

WINS gave me more than training—they gave me the confidence to build a new life. I'm grateful, hopeful, and ready for whatever comes next.

THE PEOPLE WE SUPPORT

In 2024, demand for our Community Support programs and services grew by 34% compared to the previous year, highlighting the increasing need among the individuals and families we serve. WINS supports individuals from all walks of life—single mothers, newcomers, survivors of domestic violence, and those facing poverty or unemployment. Many are navigating complex challenges while trying to care for their families and rebuild their own lives.

What they all share is a desire for stability, dignity, and opportunity. WINS meets them where they are, offering the support, resources, and community they need to move forward with confidence and resilience.



FROM SURVIVING TO THRIVING

WINS provides holistic, wraparound support to help women and their families in Calgary.

By addressing immediate needs while fostering emotional well-being, economic independence, and social connection, WINS ensures women receive the right support at the right time. Through personalized guidance, community partnerships, and access to essential resources, women can navigate complex systems, overcome barriers, and build confidence in their futures.

This integrated approach not only meets basic needs but also empowers women with the skills, knowledge, and support networks necessary to thrive. By creating a foundation of stability and opportunity, WINS helps women regain their independence and build brighter futures for themselves and their families.

WINS' Community Supports are structured in a circular framework because women's journeys towards stability and self-sufficiency are rarely linear. Instead of a one-size-fits-all approach, WINS recognizes that women may access programs and services depending on their unique situation—whether they need immediate crisis support, emotional healing, employment training, or long-term stability planning.

WINS COMMUNITY SUPPORTS IMPACT

2024

\$1,000,300

worth of basic needs provided through House to Home

19,483

total number of times participants accessed WINS' Community Supports

54,282

supports provided by WINS to Calgarians in need directly and indirectly

 34% increase from 2023

36,469

supports provided to participants directly

 12% increase from 2023

27,313

number of individual participants served directly and indirectly

12,415

number of individual participants served directly

 17% increase from 2023



WINS SUPPORT FRAMEWORK

Our Community Supports Team offer a continuum of care designed to meet individuals where they are on their journey. We recognize that each person's path is their own—where they join and how they engage with WINS is entirely up to them.

BASIC NEEDS SUPPORT (House to Home)

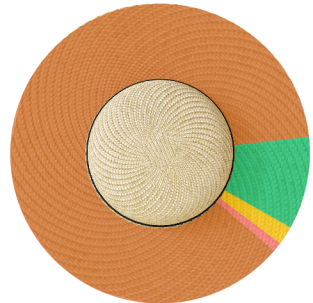
At our **five Community Resource Hubs**, WINS offers essentials like hygiene products, food, and transit tickets, to name a few. Through House to Home, individuals receive vouchers to shop for furniture, clothing, and household items at any WINS Thrift Store.

FREE GOODS PROVIDED	\$ VALUE
Clothing	\$270,081
Furniture	\$260,078
Food	\$190,057
Household Items	\$120,036
Baby Supplies	\$80,024
Hygiene Supplies	\$70,021
Others	\$10,003
TOTAL	\$1,000,300



MAIN REFERRAL REASON

- 32% Recent newcomer
- 12% Lacking basic clothing needs
- 12% Moving into new housing
- 10% New to Calgary
- 10% Current accessibility needs not met
- 8% Needing winter clothing
- 4% Fleeing domestic violence
- 12% Other reasons



GENDER IDENTITY

- 87% Female
- 10% Male
- 2% Non-binary
- 1% Prefer not to disclose

HOUSE TO HOME OUTPUTS

2024

8,229

total supports given to House to Home participants

11% increase from 2023

7,140

number of individual participants supported with House to Home vouchers

9% increase from 2023

HOUSE TO HOME OUTCOMES*

2024

92%

participants reported their needs were met through House to Home

89%

participants reported supports through House to Home helped to relieve overall stress

**data based on participant surveys*

ONE-ON-ONE SUPPORT

ONE-ON-ONE SUPPORT OUTPUTS

2024

12,849

total supports given to participants

5,416

total number of participants
served directly

2,906

number of individual participants
served directly

ONE-ON-ONE SUPPORT OUTCOMES*

2024

97%

participants reported
feeling an increased sense
of self-confidence

95%

participants reported supported
by the Community Connections
team in system navigation

92%

participants reported an increase
in meeting others and developing
supportive relationships

*data based on participant surveys

Through one-on-one support, individuals receive personal interactions with our Community Support Workers. Our team works closely with them to create plans tailored fit to their needs and goals.

TYPE OF SUPPORT	# OF SUPPORTS GIVEN
Basic Needs	8,287
Forms Assistance	665
Emotional Support	681
Employment Support	789
System Navigation	951
Referrals Support	980
Others	496
TOTAL	12,849



GENDER IDENTITY

- 91% Female
- 6% Male
- 3% Prefer not to disclose

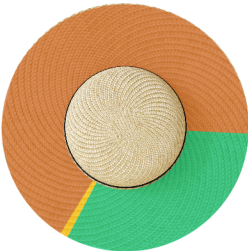
"My hope is to help women, especially immigrant women, and treat them with kindness and respect, the same way I was helped and welcomed by WINS. I am an immigrant mother who is a visible minority. WINS has helped me in so many ways, but what I appreciate the most is that WINS is a very safe and welcoming place. I have been helped in so many ways, for example: resources, information, basic needs, furniture, and emotional support at times of crisis."

Program Participant

GROUP PROGRAMMING

Women and their families, as diverse as they can come, are also supported through learning and recreation opportunities. They can take part of group programming held in a safe space that fosters confidence and community, and develop or strengthen their skills. Our goal is to support participants in engaging with their communities in a way that is meaningful and suitable for them.

TYPE OF SUPPORT	# OF SUPPORTS GIVEN
Child/Youth	3,851
Skill Building	1,050
Community Events	393
Social Supports	174
Community Engagements	145
Parenting Supports	67
TOTAL	5,680



GENDER IDENTITY

- 67% Female
- 32% Male
- 1% Prefer not to disclose



AGE CATEGORY

- 42% Child (0 - 14)
- 28% Youth (15 - 24)
- 24% Adult (25 - 64)
- 6% Senior (65+)

GROUP PROGRAMMING OUTPUTS

2024

5,680

total supports given in Group Programming

34% increase from 2023

805

number of individual participants who engaged in Group Programming

7x

average number of times participants return to attend Group Programming

GROUP PROGRAMMING OUTCOMES*

2024

94%

participants reported an increase in self-confidence

93%

participants reported feeling less isolated

92%

participants reported our Group Programming increased their sense of connection to the community

*data based on participant surveys

EMPLOYMENT SERVICES

EMPLOYMENT SERVICES OUTPUTS

2024

9,711

supports given through
Employment Services

158

participants joined our Employment
Services

8% increase from 2023

24

total number of cohorts

25,155

total hours program
participants spent in training

EMPLOYMENT SERVICES OUTCOMES*

2024

86%

graduates reported an
increase in workplace
readiness and preparation

86%

participants reported
an increase in self-
confidence

85%

participants successfully
completed the program

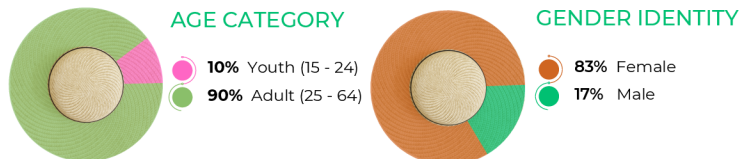
71%

participants were
employed within 90
days of graduation

*data based on participant surveys

Program participants gain confidence and job-ready skills in the retail and warehouse industries through learning opportunities designed to help them secure and sustain employment.

TYPE OF SUPPORT	# OF SUPPORTS GIVEN
Training Session Engagement	7,740
Bus Tickets	1,298
Gift Cards	424
Steel Toe Shoes	129
Referrals	120
TOTAL	9,711



CITIZENSHIP STATUS

- 32% Permanent Resident
- 19% Canadian Citizen
- 10% Refugee
- 39% Work Permit

"Retail Ready by WINS has been a transformative experience for me. This Employment Service taught me how to handle challenges calmly and approach problems with a solutions-oriented mindset. I am truly grateful for this opportunity, and I feel ready to embark on a successful career in the retail industry. Thank you to the teachers, the facilitators, and the WINS team!"

Employment Services Graduate

BARRIER-FREE EMPLOYMENT

156

active employees
by the end of 2024

75%

of active employees
identify as women

48%

of employees accessed WINS
Programs and Services before
being hired

42%

of employees are WINS Employment
Services Graduates

"When I arrived from India in 2023, everything felt unfamiliar. I didn't know how to navigate the Canadian workplace, but that changed when I joined Retail Ready by WINS. They taught me everything I needed to know—like a mother guiding her child. In 2024, I became an employee. I'm not just working here—I'm thriving and proud of how far I've come."

Anitha
WINS Employee

Our people drive everything we do. Employees, volunteers, customers, program participants, and community members are at the heart of our success. Investing in our people, for us, means strengthening our impact on individuals, families, and communities across Calgary.

People-Centred Leadership

In 2024, we focused on leadership development by collaboratively defining what leadership means and identifying opportunities for personal and professional growth. By taking an inclusive approach, we ensure that our leadership development initiatives genuinely reflect the values, aspirations, and insights of the people who make WINS exceptional.

WINS' Commitment to Equity, Diversity, and Inclusion (EDI)

WINS began its EDI journey in 2023, focusing on learning and awareness at the senior management level. As we deepened our understanding of this critical work, we embraced the guiding principles of **learn, participate, and collaborate** to shape our approach.

We expanded our efforts by engaging experts to guide our progress in 2024. We proudly took part in the Calgary Pride Parade, marking an important milestone in our commitment to inclusivity.

WINS is dedicated to building a more inclusive and equitable workplace, and our EDI journey is one of continuous learning and action.

WINS Initiatives are special supports available to both program participants and employees. These initiatives are designed to ease financial pressure and bring joy during key moments in the year.

WINS INITIATIVES

BACKPACK PROGRAM

Offered each August, the program provides students from kindergarten to grade 12 with new, age-appropriate backpacks filled with school supplies — at no cost to families. Now in its fifth year, the Backpack Program is made possible thanks to the continued generosity of our partner, Inter Pipeline (IPL).

400

backpacks given

180

families supported

GIFT ROOM

Through our Gift Rooms, parents get to choose new, age-appropriate gifts for their children and teens (ages 0–17) at no cost. Open each December, it offers dignity, choice, and holiday joy to families in need. Now in its third year, the Gift Room continues thanks to the generous support of our partners like the Calgary Flames Alumni and ATCOenergy.

1,006

gifts given

419

families supported

"Thanks to the support we received, we were able to allocate more funds to other important needs for our family, such as buying groceries and paying bills. It was a huge relief for us this season. When I entered the Gift Room, I was overwhelmed with emotions. It was so touching to see how much care and thought went into creating this opportunity for families.

There was a real sense of holiday spirit and support. The Gift Room brought real joy and a sense of celebration to our home. We were able to surprise the kids with gifts they truly wanted, making this season extra special. It's not just about the gifts but also the feeling of being cared for and knowing we're not alone."

Gift Room Participant



2024 WINS HIGHLIGHTS

Celebrating WINS' growth and impact in Calgary through volunteer-powered activities, stronger community partnerships, and employee-led events.

MARCH

Launch of SHEfound Campaign during International Women's Day



APRIL

WINS showcases at National Women's Show Calgary, expanding our reach in the city

APRIL

National Volunteer Week celebration with support from Volunteer Alberta



JULY

Glenbrook Store & Program opens to the Calgary southwest community

AUGUST

Thrift Crawl returns for its second year, celebrating National Thrift Shop and Nonprofit Day

SEPTEMBER

WINS joins the Calgary Pride Parade for the first time—marking a milestone in our commitment to EDI

SEPTEMBER

Grand Opening 80s themed celebration of WINS' newest location - Manchester



OCTOBER

New Face of Poverty campaign raises awareness on Calgary's affordability crisis

NOVEMBER

WINS joins Mom Market Calgary's Black Friday event as a charity partner

DECEMBER

WINS is proud to be part of the Giving Machine initiative, which returned to Calgary for its third year



"WINS is making such a positive impact on women in Calgary. I was once an immigrant too and I remember how difficult it was to thrive in a new city. From finding a place to call home to making new friends, it's awesome to see organizations like WINS making that journey a little less daunting and a lot more empowering."

Jana
Calgary Social Media Influencer

Ready to become a part of something meaningful?

Volunteer with WINS!
Email us at
volunteer@winsyc.ca

VOLUNTEERS

By giving their time, energy, and skills, volunteers help us expand our reach and deepen our impact on the Calgary community. Every task, big or small, makes a difference in the lives of women in need.

29,968

volunteer hours given by groups and individuals

26,296

total volunteer hours contributed by individuals

402

total number of active individual volunteers

3,672

total volunteer hours contributed by groups

90

total number of volunteer groups

"I moved from Northeastern China to Canada three years ago to support my son's education. Back home, I worked as an accountant for 30 years, but starting over in a new country was very challenging. In 2024, I became a WINS volunteer, marking a new chapter in my life. Through volunteering, I've regained my confidence, made new friends, and found joy in using my professional skills again."

Summer
WINS Volunteer



GROUP VOLUNTEERING at WINS

Great teams don't just work together—they grow together. Group volunteering goes beyond Corporate Social Responsibility; it builds purpose, strengthens connections, and fuels motivation. Here's why it belongs in every team's journey:

Shared Purpose Builds Bonds

Working toward a cause unites teams beyond daily tasks.

Empathy Fuels Collaboration

Helping others strengthens compassion and teamwork.

Achievement Sparks Motivation

Making an impact reignites passion and drive.

CHAMPIONING CALGARY'S CIRCULAR ECONOMY

Did you know?
80 lbs.
of fabric waste are being
thrown away by an average
Canadian annually


WINS is not just another charity. In addition to donated funds from the community, we rely on our social enterprise business model — operating seven Thrift Store locations, a 30,000 sq. ft. Donation Centre, and Calgary’s first bulk thrift store, the MORE Store — to fund our community programs and services.

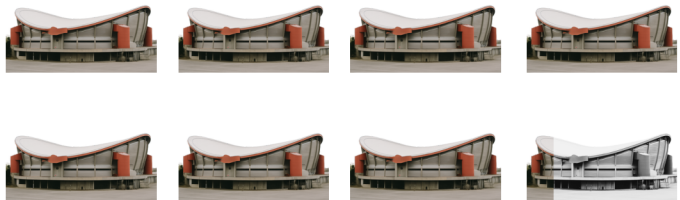
We champion Calgary’s circular economy by reusing, repurposing, and recycling donated items. Even damaged clothing and textiles can be donated to us so they can go through proper recycling processes, keeping more waste out of the landfill.

In 2024, WINS diverted over 7 million pounds of items from Calgary landfills—that’s like filling the inside of the Calgary Saddledome more than 7 times!

7,117,596

pounds of items diverted
from Calgary landfills

 12% increase from 2023



WINS THRIFT STORES

Our Thrift Stores
served more
than 400,000
shoppers in 2024.

BOWNESS

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



RICHMOND

Richmond has been
around since 1997, making
it one of WINS’ longest
running stores.



DOVER

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



In 2024, we received an impressive 467,059 gift-in-kind donations, all thanks to the generosity and support of Calgarians. As a result, we diverted 12% more items from Calgary landfills compared to 2023. Below is a list of the weight of items (measured in pounds) that we kept in circulation through our Social Enterprise and Recycling Program.



3,514,191

HOUSEWARE/ART



1,957,695

SOFT GOODS
(clothing)



1,114,634

CARDBOARD



1,002,610

FURNITURE



411,650

ELECTRONICS



78,156

METAL



22,805

SHOES



15,855

ACCESSORIES
(purses, belts, etc...)

MACLEOD PLAZA

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



BELTLINE

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



GLENBROOK *(new!)*

Opened in July 2024, this location also supports our Community Resource Hub in Lincoln Park.



MANCHESTER *(new!)*

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



"I have a personal connection to the struggle of new immigrant families. I want to help people who are struggling. It's unbelievable that some families don't have a vacuum cleaner just to live in a clean environment, so knowing that we can provide that to families in need through WINS is very meaningful."

Hani
Owner, Superior Vacuums
WINS Donor



HEfound PURPOSE

When you walk into one of our Superior Vacuums stores, you'll see vacuums of every kind—lined up neatly on the floor, stacked on shelves, each one carefully placed. It's a bright space, with natural light pouring through the tall windows, and it's built on something I believe in: giving people the tools they need to live clean, dignified lives. That's why supporting WINS was an easy decision for me.

I first found WINS when I was searching for a place to donate refurbished vacuums—these are vacuums that work perfectly but, for one reason or another, we can't sell. I read about WINS online and saw that they help women and families in need. Calgary is a great city, but not everyone here is fortunate. Some are struggling just to meet basic needs. Knowing that our vacuums could help someone live in a cleaner, healthier space made the

choice simple. As an immigrant from North Africa, I understand what it feels like to start over, to struggle, especially as a newcomer. When I learned about the work WINS does, it resonated deeply. People don't always realize that a working vacuum can actually improve air quality in a home. And when you're trying to rebuild your life, something as simple as that matters.

One story that really moved me was about Jack, a father raising six kids after his wife passed away. He had to leave his job to take care of them and came to WINS for help. When he received one of our donated vacuums, he broke down in tears. That vacuum was more than just a cleaning machine — for Jack, it was a step towards stability. That's why we do this. Because we know WINS makes a real difference and we're proud to be part of it.

We are deeply grateful for the continued support of our donors and partners who have invested in our mission over the past year*. Your generosity has been invaluable to us and to those we serve.

OUR PARTNERS

GOVERNMENT



LEADERSHIP



Institute for
Community Prosperity



ELEVATION

Collaborative
Fundors' Table



MAWER
Be Boring. Make Money.*

OPPORTUNITY

Alberta Ecotrust Foundation

Amazon Canada

ATCOenergy

Basecamp Property Management Ltd.

Calgary Flames Alumni

Calgary Foundation

Canadian National Railway Company

Enterprise Mobility™

Inter Pipeline Ltd.

**organizations contributing \$10,000 or more (cash and in-kind)
from January 1 to December 31, 2024*

FINANCIAL HIGHLIGHTS

WINS closed 2024 in a strong financial position, with a 10% revenue growth from 2023—driven by more Calgarians who believe and support our mission.

2024 REVENUE

How a dollar is earned



2024 EXPENSES

How a dollar is spent



To view our audited Financial Statements for the year ending December 31, 2024, please scan the QR code on the back page.

Looking Forward

As we move forward at WINS Calgary, our three strategic goals—Sustainable Growth, Strengthen Brand Equity, and being A Great Place for All—are the foundation of our path to success.

Sustainable Growth means expanding our locations, deepening community engagement, and creating new revenue streams to better serve women and families in Calgary. We are committed to deepening partnerships and ensuring we remain agile so we can meet the evolving needs of the communities around us.

To **Strengthen Brand Equity**, we will increase our visibility and reputation as a trusted brand. We will move forward with a continued focus on creating deeper community impact, more meaningful engagement with our partners, and playing a key role in Calgary’s circular economy.

Finally, being **A Great Place for All** means ensuring all stakeholders feel valued, engaged, and empowered. By fostering a culture of wellness, safety, and continuous learning, we create an inclusive environment where everyone belongs and can thrive. Thank you for your dedication to WINS and for being a part of this exciting journey.

Our passionate volunteer Board of Directors and Community Members provide thoughtful governance and strategic direction to WINS. We would not be able to keep doing what we do without you.

2024-2025 BOARD OF DIRECTORS

- Josh Traptow
Board Chair
- Kelly Mac Vicar
Vice Chair
- Lindsay Bec
Secretary
- Shannon Ryhorchuk
Treasurer
Chair, Finance and Audit Committee
- Leanne Cherry
Chair, External Relations Committee

- Paul Speerin
Chair, Governance and People Committee
- Tracie Noble
Past Chair
- Jim Shore
Director
- Jocelyne Daw
Director
- Kevin McNichol
Director
- Pamela Hollinger
Director
- Sally Dawoud
Director

COMMUNITY MEMBERS

- Janice MacPherson
- Kathy Davies Murphy
- Melanie McBride



To view WINS Impact Report
2024 on our website, please
scan the QR code above.

helping women and their families thrive in Calgary

Women in Need Society of Calgary
1005 - 11 Ave SW, Calgary AB T2R 0G1
(403) 255 - 5102 | info@winsyyc.ca | winsyyc.ca
Charitable Registration No. 135 185 411 RR0001

@winsyyc

