



1992-2017

25 YEARS OF HELPING CALGARY
WOMEN AND THEIR FAMILIES

WINS IMPACT REPORT 2016



“WINS made me
a strong woman.”

WINS
WOMEN IN NEED SOCIETY





MISSION

Women In Need Society helps women and their families to help themselves.



VISION

Women have the resources, knowledge, skills and confidence to achieve self-sufficiency.

MESSAGE FROM WINS' EXECUTIVE DIRECTOR AND BOARD CHAIR

Over time, we have proven our success by helping people reach brighter futures to end poverty within a generation. This has helped us to gain the support of governments at the Provincial and Municipal levels in, for example, funding a portion of our operations and completing a special project like last year's Fisher Park store renovations.



Laura Dickson,
Executive Director



Doris Hall,
Board Chair

When it comes to solving complex challenges, there are three things that work to WINS' advantage in being a social enterprise: speed, cost effectiveness and positive outcomes for the women and families we serve.

Speed - WINS responds quickly to needs identified in the community. Just as we did in 2013 with the flood, last spring we helped evacuees from Fort McMurray and refugees and newcomers into Canada.

Cost effectiveness - our stores make it easy for families and individuals who are on a budget to obtain what they need and our Family Resource Centres provide a one-stop-shop for getting basic needs met, to join programs to improve employability or get connected with a neighbour who can help out with childcare.

Positive outcomes - WINS has grown services for women and families in our Family Resource Centres (FRCs) and Free Goods Referral Program (FGRP) because we listen to what people need and respond accordingly with the right service at the right time.

Congratulations to the team at WINS and a heartfelt thank-you to our shoppers, donors and volunteers for their ongoing commitment to helping women and their families - right here at home.

IMPACT ON WOMEN & FAMILIES

WINS provides resources for women, men and children to learn and share, gain information and skills, and access basic needs through one-on-one support. Through our programs and services we:

Provide Basic Needs	Safety, Security, Choice, Dignity, Peace of Mind
Build Capacity	Employment Options, Education, Integration
Create Support Systems	Community, Sense of Belonging, Friendship, Social Identity
Develop Self-Confidence	Self-Esteem, Motivation, Personal Growth, Confidence
Self-Sustainability	Behavioural Change, Resilience, Independence

The number of services and free goods provided through our Family Resource Centres (FRC's) and our Free Goods Referral Program (FGRP) have increased substantially over the past three years. Economic instability, job losses and influx of newcomers into the city have contributed to this significant increase in demand.

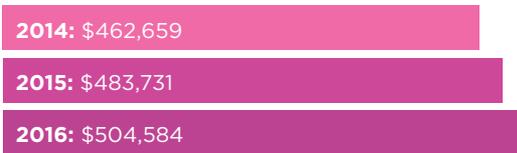
WINS is one of the city's only agencies providing basic needs and support services to women in all stages of life.

Services Provided through our FRCs



163% increase in number of services provided in 2016 over 2014

Free goods (clothing, furniture, household items) provided to women in financial distress



It is crucial to provide women and families with mattresses for a good night's rest, dishes for family meals and warm winter clothing.

It is only when basic needs are met that women can move towards building confidence, learning new skills, seeking employment and providing a self-sufficient future for themselves and their family.



Women In Need Society was created from the vision of one woman who, after fleeing an abusive relationship with her two young sons, wanted to create a place where women in distress could come to receive free clothing and other goods with dignity, independence and respect. WINS was born of compassion, caring and hope, beginning a journey that has impacted thousands of people's lives over the past 25 years.

Today, WINS is an award winning not-for-profit organization and shopping alternative for individuals interested in investing in the social fabric of Calgary communities. Operating four thrift stores, a centralized sorting and distribution centre, four Family Resource Centres, and a Free Goods Program, WINS works with over 80 partner agencies acting as a conduit to provide important connections between clients and the resources they require. The values of compassion, caring and hope continue to this day in all that we do and to all whom we serve.

“You taught me to dare to dream and work towards achieving the dream.”

Agatha's Story

Agatha's dream was to work with children. This dream seemed unreachable when Agatha arrived in Canada with very little to her name.



Agatha had no idea how she would even find a bed to sleep on. She knew she needed a helping hand and was connected to WINS to find a bed.

She found much more at WINS - compassion, friendship and a way to focus her energy towards reaching her goal. Digging deep within herself, Agatha found the fortitude to learn computer skills, write a resume, find permanent housing and most importantly embrace hope for her life.

Agatha's deep desire for a better life led her to a job working with children.

“You instilled in me courage and the importance of doing what I love for the benefit of myself and others.”

“I'm more independent, I have more self-esteem, more self-worth and more confidence.”

Deborah's Story

WINS has helped me with basic needs on multiple occasions, including a food bank referral, transit passes and hygiene products. These things made me



feel human and gave me a sense of dignity!

WINS has provided my children with backpacks filled with school supplies, bikes that provide a healthy activity, and support to attend summer camps. These experiences will forever be in my and my children's hearts.

I've been able to gain independence by using the Family Resource Centre for resume writing, help with budgeting, and social activities that have connected me with other families. I have accomplished so much with the support from WINS. It's a safe environment and I am never judged. It's like walking into a warm hug.

“Thank you WINS for helping me so that now I can give back to my community.”



1992

- Catherine Tkach establishes The Community Agency for Women In Need Society, realizing her dream of helping women in distress
- 2 WINS thrift stores open and begin accepting donations of clothing and household goods for sale and to provide to people in need at no charge



1993

- First Parent-Child Resource Centre opens



1994

- 2 more thrift stores and 2 more resource centres open
- WINS receives funding for the first time from Calgary and Area United Way
- WINS begins working with a variety of community partners to deliver programming in its resource centres



1995/96

- Pickup and delivery service begins for donated goods
- WINS continues to grow funders and supporters, including Calgary Health Region and Calgary Catholic Immigration Society



1998

- Collaboration begins with Calgary Immigrant Women's Association (CIWA)



2002

- Name officially changed to Women In Need Society of Calgary



2013/14

- Dispatch and programs database developed with the support of the Calgary Foundation
- 13,000 square foot warehouse and distribution centre opens



2015

- WINS recognized for excellence in social entrepreneurship through national Trico Social EnterPrize Award
- Client Goal Management is introduced offering one-on-one goal planning to Family Resource Centre clients



2016

- WINS reaches target of 85% self-funded
- Emergency Resiliency funding awarded by City of Calgary in support of Free Goods Referral Program
- 5 year support confirmed by Calgary and Area United Way

KEEPING WINS ON THE ROAD

In 2016 our truck fleet received new decals to reflect our new branding and now thousands of Calgarians see our message on the roads every day.

Our WINS truck fleet provides benefits to DONORS, SHOPPERS and CLIENTS and our hardworking truck team is committed to efficient and friendly customer service.



Goods picked up free of charge from 4,280 generous individuals & retail partners

WINS Donation Centre prepares items for distribution to stores and diverts 1 million pounds from landfill



Daily deliveries to WINS Thrift Stores. Revenues from sales support WINS programs & services

Free delivery of furniture to 1,900 Free Goods Referral Program clients



TURNING SALES INTO SOCIAL GOOD

Our thrift stores served close to **200,000** customers in 2016. Over **3,500** of our customers were women accessing free basic necessities through our Free Goods Referral Program. Our wonderful staff and volunteers at the stores provide these women compassion, dignity and choice during a vulnerable time in their lives.

WINS thrift stores play an important role in Calgary's second-hand ecosystem.

A clean, high-quality and wallet-friendly shopping experience for Calgarians on a budget

Unique finds, designer labels and collectibles for those who love to treasure hunt

Employment, volunteer and work placement opportunities in an inclusive and fun work environment

FINANCIALS

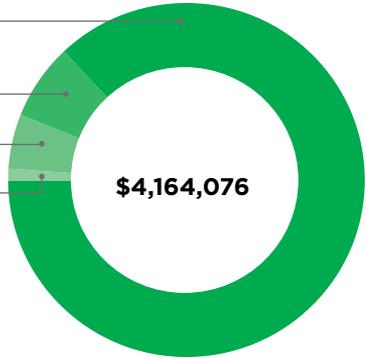
How a Dollar is Earned (Revenues)

Thrift store sales: 87 cents

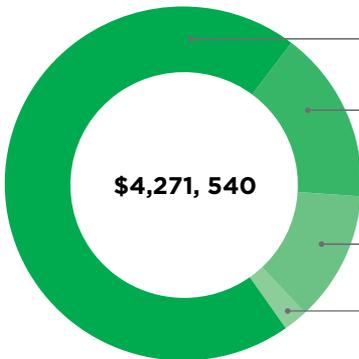
**United Way, City of Calgary
& other Grants:** 7 cents

Donations: 5 cents

Interest earned: 1 cent



How a Dollar is Spent (Expenses)



Salaries & wages: 70 cents

Rent & utilities: 16 cents

Office & administrative: 12 cents

Advertising & promotions: 2 cents

Please see our complete financial statements at womeninneed.net/publications

SPOTLIGHT ON WINS FISHER PARK

In 2016 our Fisher Park store was given a makeover. New paint, flooring, lighting and new merchandising gave the store a new and bright appearance. We celebrated with a grand opening on July 18 and have since welcomed many new shoppers through our doors.



THANK YOU

THANK YOU! It is because of all of you and your support that we are able to serve Calgarians who are most in need.

DONORS

Special recognition to:



Many Calgary companies, private foundations and hundreds of individual donors have joined us in our mission to help Calgary women in need and their families help themselves. We are grateful.

VOLUNTEERS

A heartfelt thank-you to our volunteers for helping us fulfill our mission. Our volunteers play a vital role in the day-to-day operations of WINS, serving with a passion to help women and families. Volunteers provide skills and expertise, supplement our workforce and help offset costs, so that we can put as many resources as possible to work for women in need.

In 2016:

30 regular volunteers assisting with customer service, donation sorting, dispatch

8,920 individual volunteer hours gifted by regular volunteers, volunteers at special events, practicum students, work experience placement and community service

72 corporate volunteer groups through employee giving programs and United Way 'Days of Caring', gifting 4,362 hours

2016 BOARD OF DIRECTORS

Our committed and experienced volunteer Board is dedicated to providing thoughtful governance and strategic direction for WINS. Thank you for your service.

Doris Hall, Chair
Tom Whalen, Vice Chair
Natalie Ireland, Treasurer
Kaylynn Litton, Secretary
Tanya Foster, Director
Shelley Girard, Director

Carla Murray, Director
Maria Somjee, Director
Mike Suzuki, Director
Jill Symonds, Director
Laura Dickson, Executive Director and Ex Officio

**CELEBRATE OUR 25TH ANNIVERSARY BY
HELPING US REACH OUR GOAL OF:**



25,000 Calgarians donating \$25 each

To donate online: womeninneed.net/donate
Text **GIVE** to 587-317-4280



25,000 boxes of gently used clothing or household items

For more information: womeninneed.net/donate-goods

To learn more about Women In Need Society please visit our website at womeninneed.net

Women In Need Society of Calgary

Charitable #135 185 411 RR0001

Head Office

#1, 3525 - 26 Ave. SE
Calgary, AB T2B 2M9
403-255-5102

info@womeninneed.net

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