

Impact Report 2019



From the Executive Director's Desk

This past year has been a whirlwind of achievements and goal-meeting at WINS and, looking back, it is amazing to see just how much we accomplished in 2019. This work was only made possible by our dedicated WINS staff, management, and volunteers who work with our organization day-to-day to help women in need. Our successes also would not have been possible without the generosity and support of our donors and the Calgary community.

Throughout 2019, we continued to support women and their families in Calgary through our core services. This includes the Free Goods Referral Program, the work being done in our Family Resource Centres, and our continued partnership with the Charlie's Children Program. We also celebrated the launch of our new signature program, Retail Ready by WINS. Retail Ready is another step along the way to moving women forward on their journey through resiliency and into self-sustainability.

I am proud of the continued hard work and dedication of all the employees and volunteers who support a large component of our service at the WINS Family Thrift stores. WINS uses items donated by Calgarians, keeping them from the landfill, and turning them into social programs which support local women and their families. When you donate or shop at WINS, you are protecting the environment and helping a woman stand on her own. A heartfelt thank you to all Calgarians who donated and shopped at our stores throughout 2019. Every dollar we generate pays for the programs we run to help some of our most vulnerable residents.

We will use this momentum to continue providing essential services to the Calgary community. We look forward to launching new concepts for Calgarians to get behind as they support us in our goals to help those in need. Please visit us at our new Operations and Donation Centre, located in Calgary's Foothills Industrial Park.

Thank you again. Together we are changing lives for the better and helping women gain independence.



Karen Ramchuk
Executive Director



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Mission

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

Vision

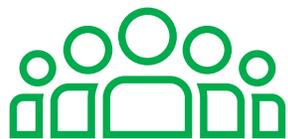
Women have the resources, knowledge, skills and confidence to achieve self-sufficiency.

2019 Board of Directors

- > **TOM WHALEN**
Officer/Chair
- > **DORIS HALL**
Director/Past Chair
- > **MICHELLE KISIL**
Officer/Vice Chair
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- > **TRACY TARVES**
Director
- > **DOMINIKA WARCHOL HANN**
Director
- > **KAREN RAMCHUK**
Executive Director/Ex Officio

Volunteers

We are indebted to our hardworking and dedicated volunteers, who enable us to offer as many resources as possible to help women in need. Their skills and knowledge, as well as passion for helping others, are instrumental to our operation.



1,721

VOLUNTEERS



contributing



26,625

HOURS

WINS is Making A Difference in Calgary

What We Do

We provide resources for women and their families to learn and share, develop life skills, access basic needs, and develop resiliency.

How We Do It

Our programs and services provide support systems, make valuable connections to other agencies, and develop self-confidence and self-sustainability.

Services Offered by Our Family Resource Centres

As the need in Calgary grows, so does our outreach. We are proud to offer thousands of services out of our five Family Resource Centres conveniently located throughout the city to ensure accessibility for everyone.



Amount of Free Goods Provided to Women & Families

In addition to support services, we are one of the city's only agencies that provides free clothing, household items and furnishings to women in all walks of life. In 2019, we stepped up and distributed an additional \$100,000 in free goods to those in need.



Retail Ready Employment Service

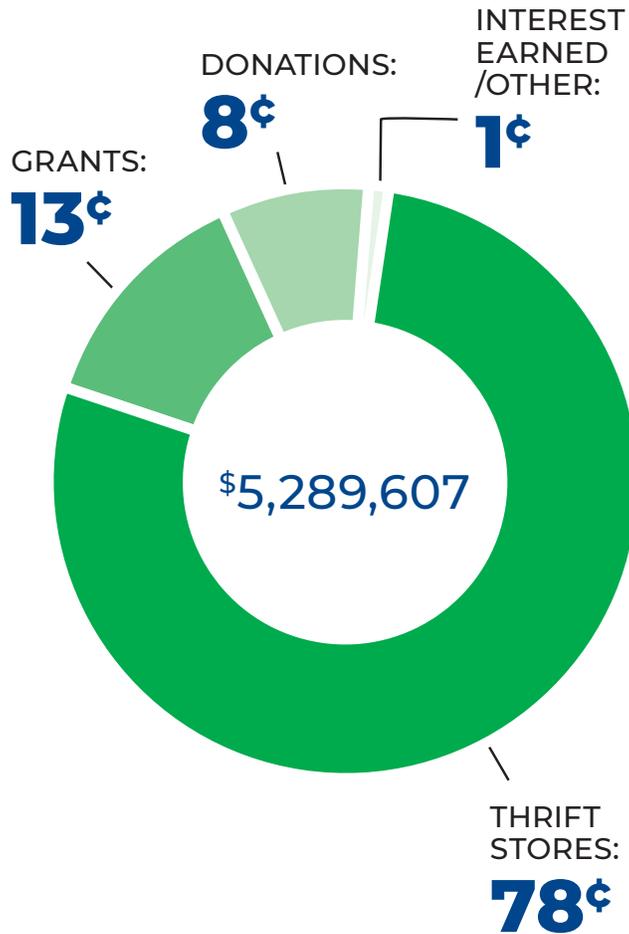
In 2019, we launched our Retail Ready program.

In our pilot year of the program, 40 women graduated from our six-week program with a 40% placement rate.

Financials

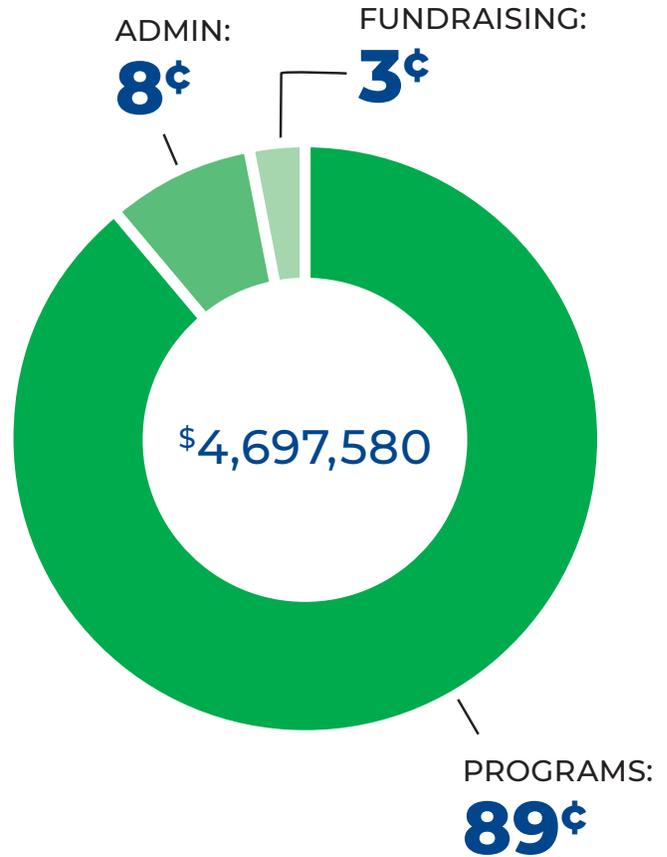
Revenue

Earning a dollar:



Expenses

Spending a dollar:



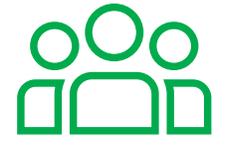
See our complete financial statements at winsyyc.ca/publications

Family Resource Centres

Working in partnership with the Calgary Housing Company, the United Way of Calgary and Area, and the Mustard Seed, our Family Resource Centres are where women living in poverty can access valuable resources. Conveniently located in Calgary Housing complexes as well in the two largest WINS retail locations, the centres act as a community hub where our staff, coordinating with partnering agencies, provide essential services to help women develop not only their confidence, but employable skills, language and computer capabilities. Clients can utilize the centres' public access computers for training, job searching, resume crafting, checking emails and more. Our centres also connect our clients to other valuable resources, including Calgary Food Bank referrals and discount transit passes.

Free Goods Referral Program

This program specifically serves women in Calgary who are at an economic disadvantage, including those leaving crisis situations, transitioning to housing, new immigrants and those experiencing financial difficulty. These women and their families are provided basic items from our five family thrift stores at no cost, with the end goal of helping these women become self-sufficient and independent. Our program is the first step in transforming these women's houses into safe and stable home environments that meet the necessities of them and their families.



6,287

**CLIENTS
SERVED**



17,953

**INCLUDING
THEIR FAMILIES**

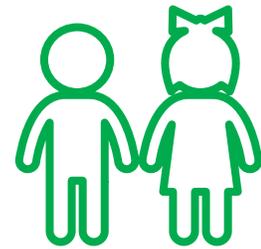




21,511 TOTAL SERVICES

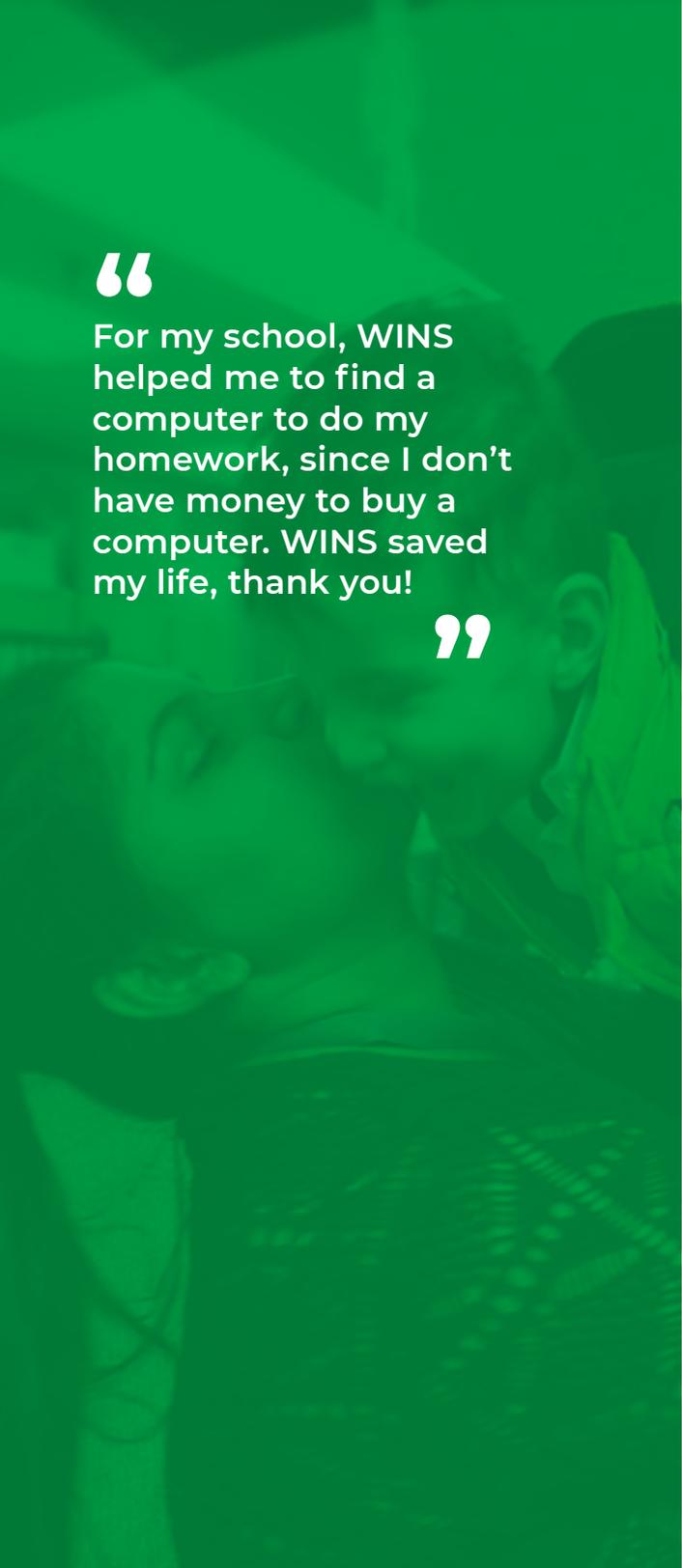
Finding Success With WINS – A Personal Account

When I heard about the WINS Retail Ready Service. I didn't waste a minute. I phoned them immediately and the next thing I knew I was booked for my orientation for the program. I was excited and optimistic of having a better chance of finding a job. It was an intensive program and I loved the job training in the Dover WINS thrift store. The program doesn't just teach you how to be a good associate, but they teach you how to be an excellent employee. I would say it's one of the best programs I have ever attended. Just a day after finishing the program, I was hired by WINS. To everyone at WINS, thank you! I've changed, I've grown, and I have my wings back to soar high.



7,124

**CHILDREN
HELPED THROUGH
WINS PROGRAMS**



“

For my school, WINS helped me to find a computer to do my homework, since I don't have money to buy a computer. WINS saved my life, thank you!

”

Positive Environmental Impact

One of our core values is to operate as an environmentally-conscious organization, and we demonstrate this by using our family thrift stores to divert thousands of pounds of clothing and items from landfills each year. All donated goods that come through our doors are either upcycled, recycled or repurposed into social good, the revenue from which supports our organization and the programming and services we provide to Calgary women and their families.

WINS has a New Home

WINS moved its Donation Centre and headquarters to a new location at the Hopewell Distribution Park (Bay 26, 137 – 7007 54th St SE) to better suit the charity's growing operations.

This larger space ensures ample room for donations to be sorted and distributed by volunteers and staff, who redirect the goods to our five family thrift store locations for resale.



3.3 MILLION LBS PRODUCT DIVERTED FROM LANDFILLS

More Store

More Store by WINS, a new initiative launching in 2020, will be a unique offering and welcome addition to Calgary's thrift landscape. Customers will purchase \$1 clothing in bulk with prices adjusted by the volume purchased – the more you buy, the more you save. Inventory will be composed of donated items that are not perfect for the family thrift stores and may appeal to new customer groups. The More Store concept supports WINS' position as an environmentally-conscious organization by keeping additional product out of the landfill and providing a further revenue stream for our programs.

“

My life is full of light now. Thank you for supporting me and always letting me know that I am not alone.

”

Retail Ready Employment Service

Midway through 2019, we launched the WINS Retail Ready Employment Service to train and provide work experience for Alberta women looking to find and maintain employment in the retail industry. Through a mix of classroom and on the job training, this program helps women gain values-based professional development, enhancing their personal empowerment to ensure success in their career and life.

The program runs for six weeks and takes a holistic approach to address all the needs of an individual, taking into account who they are, what they can do and what they know. Participants get the opportunity to grow their skills, identify and enhance their values and attitude, and, upon completion, are equipped with retail ready competencies. We have had great success with the program in its pilot year, helping 40 women prepare for careers in the retail industry.



\$623,946

VALUE OF FREE
ITEMS DISTRIBUTED

“

I never used to see myself as a strong person. Thanks to WINS and Retail Ready, I know I am. The program doesn't just teach you how to be good at being a good associate, but they teach you how to be an excellent employee. Having the right attitude even when no one sees it. It's one of the best programs I have attended. I am so thankful to everyone who works hard on this program to give new chances for women who need help, especially for newcomers.

”



38,184 LBS OF WORN SHOES RECYCLED

Charlie's Children

Charlie's Children is a recently founded community program that provides support to low income families or single parents expecting a newborn with resources and supplies. The program was created by Calgary Flames' defenseman Travis Hamonic and his wife, Stephanie, and is supported by the Calgary Flames Foundation, WINS, and West Coast Kids.

Charlie's Children has helped 85 women (and 91 babies) be prepared by providing essential items such as car seats, carriers and strollers, as well as additional resources for new parents.

“

I have a toddler and my twins were expected any day. Getting any baby equipment was a priority. With the help of the Charlie's Children program and its sponsors, I was able to get everything I needed. Now I am able to keep my energy and focus on caring for our beautiful children. I am so grateful for Charlie's Children and thank God it was there to help my family.

”

Funders, Sponsors & Donors

We are grateful for the many Calgary companies, private foundations and hundreds of individual donors without whom our work would not be possible. Some of our top donors are listed below and a more extensive list can be found on our website.

- Alberta Gaming and Liquor Commission
- Bedouin Suites
- Esmail & Safana Bharwani
- Brooks Brothers
- Calgary Flames Foundation
- Calgary Housing Company
- Canadian Online Giving Foundation
- Career and Employment Information Services Program, Government of Alberta
- J. Casey
- DIRTT Environmental Solutions
- Domaine Furnishings & Design
- Enbridge Inc.
- Endy Canada Inc.
- Everthine Bridal
- Hatch Energy Ltd.
- Immigration, Refugees and Citizenship, Government of Canada
- Inter Pipeline Ltd.
- Kinsmen Club of Calgary
- Private Giving Foundation
- Sleep Country
- Staybridge Suites Calgary Airport
- The Calgary Foundation
- The Shoe Closet Inc.
- United Way of Calgary and Area

Funds at The Calgary Foundation

- Dick and Lois Haskayne Fund at The Calgary Foundation
- Harold and Betty Allsopp Fund at The Calgary Foundation

Legacy Gifts

- Estate of Bonita J. Schafer
- Estate of Fay Carol Ash
- Estate of Phyllis Korowec

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Women in Need Society of Calgary

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