

2020

Impact Report

WINS 
WOMEN IN NEED SOCIETY



From the President & CEO's Desk

As I reflect on 2020, I am astounded by the teamwork, resilience, creative thinking and adaptability of our team as we navigated the COVID-19 pandemic.

When doors all around started to close, we kept ours open, proudly offering essential services to those in greatest need while ensuring the safety of WINS staff, volunteers, donors and shoppers. We got creative with robust safety protocols and pivoting our programs to offer virtual and curbside service to support those in need. When others generously supported us with perishable goods and household items, we paid it forward to provide to those in need and lend a hand to other groups in the city.

While we may not have anticipated how the year would unfold, I'm incredibly proud of the preparation and steadfastness our team displayed to keep our programs and operations running safely while supporting the most urgent needs in our community.

This year was punctuated by several highlights for our organization, including:

- Moving our Operations Centre to a new location, complete with a new 12,000 square foot Donation Centre.
- We successfully launched More Store by WINS, offering gently used thrift items for \$1 per item. The more you buy, the more you save. This business operation is helping to re-purpose items not suitable for our thrift stores while keeping clothing out of our landfills.
- We also launched our Twice New by WINS, offering quality thrift items for shipment across Canada.

Time and again, we are proving that we are strategic, responsive and blazing new paths forward. I am so grateful for everything we are accomplishing together.



Karen Ramchuk
Executive Director

“When doors started to close, we kept ours open, proudly offering essential services to those in greatest need.”



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.

2020 Board of Directors

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Volunteers

WINS operates thanks to the dedication and commitment of our volunteers, who give their time, skills and knowledge. We are so grateful for their efforts, particularly over this past year.

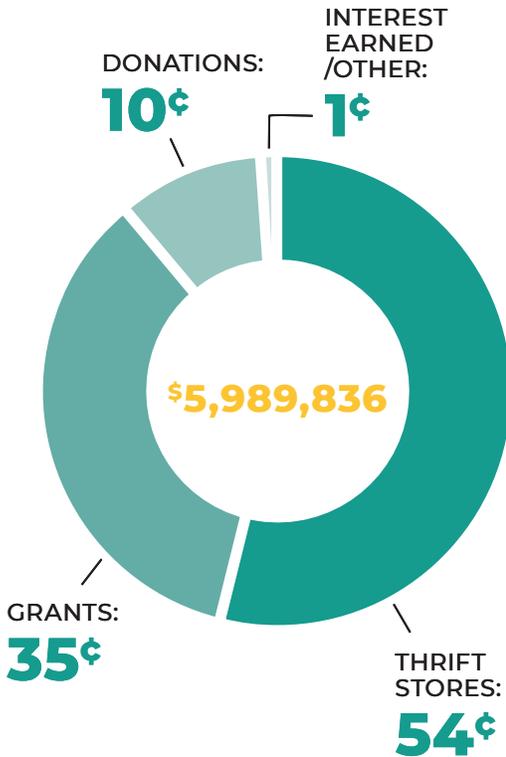
In 2020, Calgarians showed the true spirit of giving with 509 individuals and/or teams volunteering 13,451 hours to WINS. This included helping us with a new fundraising partnership with IKEA for their annual Christmas tree sales. Our amazing volunteers stepped up to help staff the tree lot through the holiday season. This campaign raised broad awareness and \$16,000 for our programs.



Financials

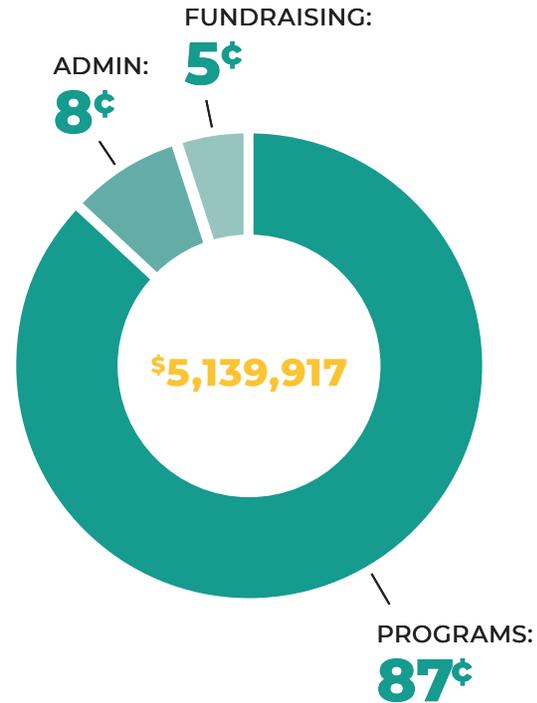
Revenue

Earning a dollar:



Expenses

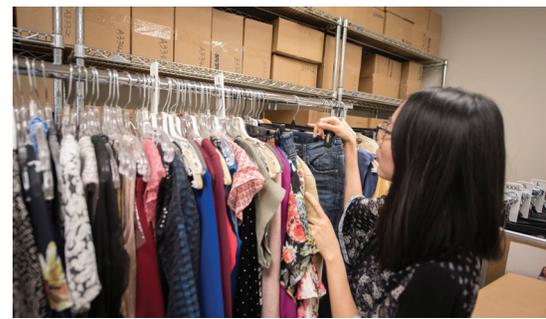
Spending a dollar:



See our complete financial statements at winsyyc.ca/publications

Our Social Enterprises

Our five WINS Family Thrift Stores, More Store by WINS and the Twice New by WINS thrift box all offer an affordable shopping option for people looking for furniture, clothing and household items.



Who We Are, What We Do, & How We Do It

We provide resources for women and their families to learn and share, develop life skills, access basic needs, and develop resiliency. Our programs and services provide support systems, make valuable connections to other agencies, and develop self-confidence and self-sustainability. We fund our programs and services using revenue generated from our thrift social enterprise. Our Donation Centre and stores accept clothing, household items and furniture donations that we either provide to qualified clients at little to no cost, redistribute through our thrift operations, or recycle.

Who We Help

- Women and families transitioning from shelters or homelessness
- The economically disadvantaged
- Single mothers and their children
- Those on income assistance
- Women leaving abusive relationships in need of support
- Elderly women living in poverty and/or isolation
- Newcomers to Canada
- Women experiencing mental and physical health barriers

COVID-19 Impact



The pandemic had a profound impact on WINS' clients and the broader community as we saw a sharp increase in demand for services and goods. Our staff and volunteers worked quickly to ensure people were connected to resources, and when it was safe we were able to keep our retail operations open as an affordable option for Calgarians in need of clothing, furniture and household items.



We worked with retail partners like IKEA and TJX Canada, as well as the United Way of Calgary & Area and the Calgary Stampede, to distribute home kits, food and clothing items to our clients and partner agencies. Sharing the generosity of Canadian retailers and organizations to Calgarians in need was a privilege.



Adjusting to the “new normal”, we launched a curated thrift box service, Twice New by WINS, as a safe and convenient way for Canadians to enjoy thrift shopping from home while supporting WINS. Twice New ships nationally and offers a variety of styles and sizes.



In the midst of the pandemic, we boldly opened a new social enterprise, More Store by WINS, offering Calgarians a convenient way to thrift shop in bulk. All items are priced at \$1 or less, where the more you buy, the more you save.

Programs & Services



WINS believes all women have the right to resources, knowledge, skills and confidence to achieve self-sufficiency. We meet individuals and families where they are at, providing barrier-free access to help them live better lives. We help people from all walks of life, all of their journeys begin by reaching out to WINS, and we are here for them.

A Snapshot of Our Programs:



WINS is proud to work and collaborate with over

120
community
partners.





Charlie's Children

In partnership with Travis & Stephanie Hamonic and the Calgary Flames Foundation, the Charlie's Children program provides support to low-income families and single parents, ensuring they have the necessary supplies and resources to care for their newborn.

Since its inception in 2019, Charlie's Children has helped

150 families

by providing

\$102,160

worth of baby essentials.





Environmental Protection & Recycling Program

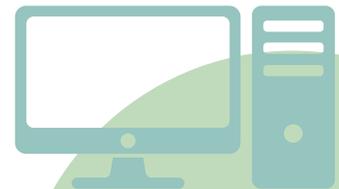
Decreasing our collective impact on the environment is a vital part of our work. Through our Donation Centre and retail stores, WINS recycles approximately 3.2 million pounds of clothing, household items and furniture annually. More Store by WINS encourages bulk shopping by giving clothing and items a second chance.

In 2020, WINS diverted

15,000
furniture items and

16,000
pieces of
electronics

from the landfill.





A client's journey to self-sufficiency

STEP ONE: Meeting Basic Needs

Every day, individuals and families in Calgary are forced to go without essential items. Through House to Home (H2H) (formerly the Free Goods Referral Program), clients can access essential furniture, home items, hygiene supplies, clothing, and emergency food to create functional homes. Individuals can contact WINS directly or one of our many partner agencies to inquire about their H2H eligibility.

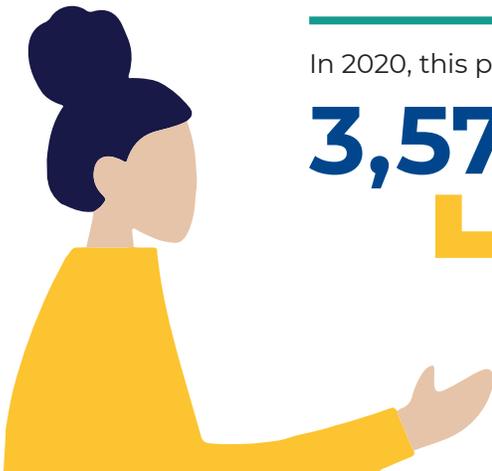
“I am so thankful for WINS and the support they provided me. It will be amazing to finally sleep on a bed of my own, and this wouldn't be possible without their help.”



In 2020, this program helped

3,573 individuals and their families, providing

\$580,424
worth of product.





STEP TWO: Connecting With Community

Through the Community Resource Hubs by WINS (CRHs) (formerly Family Resource Centres), which are conveniently located throughout Calgary, we work with agency partners to support our clients and help them reach their goals. Services offered through our CRHs include:

- Calgary Public Library
- Client Goal Management
- English as a Second Language
- FemSense & HerStory
- Kids' Snack Time
- Partner Agency Referrals
- Public Access Computers

With safety protocols in place, our CRHs supported Calgarians with

17,734

services

last year.





STEP THREE: Becoming Self-Sufficient

Finding full-time, stable employment can be a barrier for individuals and families trying to lead self-sufficient lives. Retail Ready by WINS helps participants gain experience in the retail industry and develop workplace skills. Through a mix of classroom and in-store training, our six week course ensures participants have the confidence, knowledge and skills to secure employment.

**“Thank you, WINS!
I have grown and
I have my wings
back to soar high!”**

WINS has helped

70
women

move forward to secure employment with the support provided by Retail Ready by WINS.



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.

- AD CHENG Foundation
- Alberta Gaming and Liquor Commission
- Athabasca Oil Corporation
- Brooks Brothers
- Calgary Flames Foundation
- Calgary Homeless Foundation
- Canadian Online Giving Foundation
- Canadian Women's Foundation
- Capital Power
- City of Calgary
- Endy Canada Inc.
- IKEA Calgary
- Immigration, Refugees and Citizenship, Government of Canada
- Inter Pipeline Ltd.
- Mattress Mattress
- Private Giving Foundation
- RGO Product Ltd.
- Sleep Country
- The Calgary Foundation
- The J.W. McConnell Foundation
- The Renton Family Foundation
- TJX Canada
- TJX Canada Foundation
- Trico Charitable Foundation
- United Way of Calgary and Area

Funds at The Calgary Foundation

- Daryl K. Seaman Foundation Fund at The Calgary Foundation
- Harold and Betty Allsopp Fund at The Calgary Foundation
- J.E. Hodgson Family Fund at The Calgary Foundation

Legacy Gifts

- Estate of Edmond P. Bartelen
- Estate of Ruby Elizabeth Jean Hall
- Estate of Sandra Eloise MacDonald

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