

**For Immediate Release**

**February 28, 2025**

**Friday**

## **SHEFOUND ACTION: Together, let's accelerate action for gender equity in Calgary this International Women's Day and beyond**

WINS launches SHEfound 2025 campaign, supporting gender equity efforts for Calgary women and families

**CALGARY, Alta. (Feb. 28, 2025)** – Women in Need Society (WINS) launches its 2025 campaign, SHEfound Action: Accelerate Action for Gender Equity in Calgary, a bold initiative aimed at empowering women and mothers facing daily struggles to meet basic needs and overcome economic barriers.

In honor of International Women's Day on March 8, WINS is inviting community members to support its mission by donating online or visiting one of its seven thrift store locations from Feb. 28 (Friday) to March 8 (Saturday). Purchases made during this period can be directed to one of WINS' key programmes—basic needs, emotional support, and employment training—to help accelerate action on gender equity.

Program Manager Samantha Schmidt, who has witnessed firsthand the toll that systemic barriers and self-sacrifice can have on women, explained the push behind the campaign. "How can you dream big if all you can think about is trying to survive?" Schmidt said. "Too many mothers have sacrificed their own ambitions to ensure their children's survival. At WINS, we believe that supporting women's basic and emotional needs is fundamental for their sustainable independence."

WINS' services have seen a significant surge in demand: the waitlist for employment services has grown to 230 individuals – pushing response times from three months to an estimated four to six months – while programming activity requests have increased by 48 per cent as of January 2025.

Karen Ramchuk, President and CEO of WINS, calls the current crisis an urgent plea for community action. "I believe in a world where every woman's basic needs are met, and where she has the opportunity to thrive. At WINS, our mission is clear: to empower women in Calgary by addressing their immediate needs and providing the tools they need to confidently re-enter the workforce. The growing demand for our services is a powerful reminder that we must accelerate action — as individuals, as a community — to build a future where every woman's potential is not only recognized but celebrated. This is more than a call for help; it's a call to act, and to create lasting change that will uplift women everywhere.

This campaign is proudly supported by the [ATCO Energy](#) and [TJX Find Your Stride](#), whose generous contributions help make this work possible.

For more information on the campaign, to donate, or to locate a thrift store, visit [winsyyc.ca](https://winsyyc.ca) or contact WINS at [info@winsyyc.ca](mailto:info@winsyyc.ca)

Women in Need Society



### **About WINS**

For more than 30 years, Women in Need Society (WINS) has been committed to helping people in need in Calgary through our community programs that provide basic needs, emotional support, and employment services. Our programs are designed to enable individuals to overcome hardships and thrive. We do this by reinvesting revenue generated through our thrift stores and the More Store, and through the generous donations of Calgarians like you. Together, everyone WINS!

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