**FOR IMMEDIATE RELEASE**

**WINS (Women In Need Society) Celebrates 30th Anniversary**

*To celebrate, WINS has launched a $30,000 in 30 days crowd-sourced fundraising campaign*

**CALGARY, MAY 17, 2022 –** Today marks 30 years of WINS (Women In Need Society) providing resources for Calgary women and their families to move from surviving to thriving. [To celebrate, WINS is launching a campaign to raise $30,000 from individual Calgarians in 30 days.](https://winsyyc.secure.force.com/Fundraising?id=a1a4x000003RefhAAC)

Starting with a single thrift store in 1992, WINS’ social enterprises have grown to include six thrift stores, four community resource hubs, two program centres and a bulk thrift store, all located in Calgary. Revenues from the social enterprises fund the majority of WINS programs, which provide barrier-free access to help Calgary women and their families live better lives. During the COVID-19 pandemic, WINS also launched a nationwide online thrift shopping enterprise, [Twice New by WINS](https://twicenewbywins.ca/) which continues to revolutionize thrifting for Canadians and fund services in Calgary.

In the past year alone, WINS has provided more than 20,000 services to more than 14,000 Calgarians. And in 2021, WINS received and processed 4,556 pallets of donations, which is enough to fill the Saddledome ice surface more than four times.

Donations are carefully sorted then distributed to local thrift stores for sale, driving the social enterprise aspect of the organization, and in turn, helping more people. Over the past year, WINS has proactively helped address rising poverty rates in the city, as well as an influx of new Canadians, including those displaced from Afghanistan and Ukraine.

“This year marks 30 years of operations in Calgary, and we’re so excited to see what the next 30 years looks like,” says Karen Ramchuk, President and CEO of WINS. “When our donors, financial partners, stakeholders, team members and valued customers give to WINS, they’re making our city a better place for all. Thanks to their continued support, we’re able to connect thousands of Calgarians to the resources they need to thrive.”

Revenue from the WINS’ social enterprises directly fund the local essential services and programs that WINS provides to Calgarians in need. In partnership with more than 120 different agencies across the city, WINS supports anyone facing adversity, disadvantages, homelessness and poverty. WINS also provides the opportunity to gain skills, confidence and opportunities that help move women and their families towards self-sufficiency through innovative employment services, including Retail Ready and Warehouse Ready.

A group of people standing next to a cake

Description automatically generated with medium confidence

*Karen Ramchuk, WINS CEO, Joe Ceci, MLA for Calgary-Buffalo and Michelle Bigwolf, WINS advocate, Metis Calgary Family Services, celebrate WINS’ 30th Anniversary with a cake-cutting ceremony.*

Continues Ramchuk, “We will always stand with women, girls and their families. We are calling upon Calgarians to make a meaningful contribution towards our 30K in 30 days campaign, which will make a direct and immediate impact on the lives of our fellow citizens.”

To celebrate the 30th anniversary of operations in Calgary, WINS created a list of [30 things you should know about WINS](https://www.winsyyc.ca/30-things-you-should-know-about-wins), including:

* In 2021, WINS provided services to more than 14,000 Calgarians and diverted 4.1 million pounds of clothing, household items and furniture out of Calgary landfills.
* Across the organization, WINS employees collectively speak more than 26 languages.
* During 2020, WINS opened a unique bin-style thrift store called the [More Store](https://www.winsyyc.ca/more-store), where every item is one dollar or less.
* WINS is tax-free every day when customers shop in-store.
* WINS offers same-day emergency support through their [Community Resource Hubs](https://www.winsyyc.ca/community-resource-hubs-by-wins).

Read the full list here.

WINS is also offering a limited-time celebration sale on all items in their thrift stores. All items will be 30 per cent off, and the sale will take place on May 17.

Calgarians are invited to be part of the change and help WINS help more women in need by donating to WINS on their [website](https://winsyyc.secure.force.com/Fundraising?id=a1a4x000003RefhAAC). For more information, please visit [www.winsyyc.ca](http://winsyyc.ca).

-30-

**About WINS**

WINS (Women In Need Society) is a Calgary-based charity helping women in need and their families. WINS provides women with the resources, knowledge, skills and confidence to achieve self-sufficiency. Operating four Community Resource Hubs, House to Home, Retail Ready, Warehouse Ready, a Recycling Program and the WINS Thrift Stores social enterprise, including More Store and Twice New. For more information, please visit[www.winsyyc.ca](http://winsyyc.ca).

**Media Contact**

Paula Worthington, Worthington PR & Story

For WINS

403-585-2429

paula@worthingtonpr.com