

FOR IMMEDIATE RELEASE

WINS ANTICIPATING CALGARIANS WILL NEED MORE HELP THAN EVER BEFORE THIS HOLIDAY SEASON

Women in Need Society (WINS) is asking Calgarians to donate and help make a local impact

CALGARY – November 23, 2022 – Calgary’s [Women in Need Society \(WINS\)](#) is calling on all Calgarians to help vulnerable women in our city to help them make a home for the holidays, as thousands navigate rising costs, food insecurity and the struggle to earn a living wage.

According to Karen Ramchuk, President and CEO of WINS, the need for help in our city is at an all-time high. “Currently, one in three single moms will struggle to put food on the table, let alone have the extra resources to celebrate the season with her children.”

WINS will open their doors to help vulnerable Calgary families, which includes single women, single mothers, individuals and families fleeing domestic violence, families navigating difficult times, or those who are new to Canada, such as Ukrainians fleeing war and Afghan refugees who are struggling to create a new life for themselves. WINS “Make a Home for the Holidays” campaign provides a means for Calgarians to help.

Continues Ramchuk, “Last year we helped more than 14,000 Calgarians through our community programs. These individuals and families often suffer in silence, not knowing they can get support with basic needs such as furniture and baby items, community programming and employment skills. Every day, we help Calgarians in need with the resources they need to thrive. We expect to be especially busy this holiday season as individuals struggle to make ends meet.”

In Calgary and area, a family of four needs at least \$48,349 per year to cover basic expenses like food and shelter. WINS makes a difference to alleviate the effects of poverty through three main pillars:

- Free basic needs through WINS’ House to Home Program
- Emotional support and well-being at WINS four Community Resource Hubs
- Confidence and skill building to help secure employment through Retail Ready and Warehouse Ready by WINS.

Help WINS Help Calgarians This Holiday Season:

1. Donate to [Help Make a Home for the Holidays](#)

Each monetary donation will help provide items like winter coats, grocery gift cards or furniture to women and their families who are in need. In 2020, House to Home by WINS helped 3,573 individuals and their families by providing \$580,424 worth of products to those in need. Charitable tax receipts are available for donations of \$20 and more.

2. Shop WINS Stores and Donate Gently Used Items

Calgarians are encouraged to shop at and donate to WINS six Calgary area thrift stores. Revenue from the stores supports the programs that Calgarians rely upon. Each year, WINS helps keep 4.2 million pounds of items from the landfill through recycling, repurposing or reusing.

3. Volunteer with WINS

WINS relies on the dedication of volunteers to help operate its Donation Centre and thrift store enterprises. Visit winsyyc.ca for volunteer opportunities available for individuals, groups and teams.

Says Ramchuk, “This year, our message is more important than ever. When Calgaryans shop and donate to WINS, their dollars go towards helping Calgary families who are truly struggling to make ends meet. They’re helping a neighbour, friend or community member in need.”

Other ways to help support:

- [Purchase 50/50 raffle tickets](#) to support WINS programs to support women who are victims of domestic & family violence.
- By visiting IKEA on December 10, 11, 17 and 18 and making a \$10 donation to WINS to receive a free poinsettia.

For more information, visit www.winsyyc.ca.

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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. WINS operates 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.

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