



# WINS

CELEBRATING 30 YEARS

## IMPACT REPORT 2022



[www.winsyc.ca](http://www.winsyc.ca)

**WINS**  
WOMEN IN NEED SOCIETY  
Supporting Women & Children in Our Community

[winsyc.ca](http://winsyc.ca)

# Celebrating 30 years OF WINS IN CALGARY

For three decades, Women in Need Society (WINS) has been committed to helping Calgaryans in need while supporting efforts to protect our environment.

## OUR MISSION

Connecting women and their families with resources to thrive.

## OUR VISION

All women thriving and building resilient families.

## OUR VALUES

### INTEGRITY

Our actions match our words. We do what we say, and say what we mean.

### DIVERSITY

Diversity makes us stronger. We welcome and respect different people, perspectives and experiences.

### SUSTAINABILITY

We are kind to people and the planet. Our actions today impact our world tomorrow.

### COLLABORATION

We are better together. Working as a team, we strive for excellence in all we do.

### INNOVATION

We imagine the possibilities. We continuously strive towards a greater impact.



## MESSAGE FROM OUR CEO

Looking back, 2022 was an incredible year for WINS!

I am truly proud of our team of committed staff, volunteers, donors, and supporters for all we accomplished together. Despite facing numerous challenges, including the lifting of pandemic restrictions leading to mental health and gender equality concerns, soaring inflation rates, and an influx of refugees and war evacuees into our city, WINS emerged even more resilient than ever.

Undoubtedly, one of the year's highlights was WINS' 30th Birthday Party. It was a wonderful experience to see so many of WINS friends and supporters come together to celebrate this occasion. Honoring WINS Founder Catherine Tkach with her family made the celebration unforgettable.

Throughout 2022, we continued to witness growth and capacity building at WINS. Our team pushed themselves to new limits and grew stronger with each passing day. We are incredibly grateful to have such talented teams and dedicated supporters, each of whom has made an enormous difference. I want to extend a heartfelt thank you to everyone. Our accomplishments in 2022 were made possible by your consistent commitment and support. Here's to another fantastic year ahead for WINS!



A handwritten signature in blue ink that reads "Karen Ramchuk".

Karen Ramchuk  
President and CEO

# OUR APPROACH

## WINS THREE PILLARS OF SUPPORT

WINS provides vital resources to support individuals on their journey towards self-sufficiency. Our community programs enable people to build resiliency and help them overcome challenges in their everyday life, to have a brighter future for themselves and their families.

### BASIC NEEDS

Addressing people's basic needs is the crucial first step towards stability and self-sufficiency

### EMOTIONAL SUPPORT

Creating supportive environments for people to connect, learn, and develop a plan for their next step

### CONFIDENCE BUILDING

Our employment services offer individuals a transformational journey by enhancing their skills, knowledge, and abilities



## HOW WINS HELPED LAUNCH MY CAREER IN *Canada*

Moving to Canada with my family was a scary experience as we had no idea what our future held. However, stumbling upon WINS' Retail Ready Program was a huge relief. The four-week program was eye-opening and gave me a wealth of information that I wouldn't have had access to otherwise. The program's facilitators were helpful and had a significant impact on my learning experience. I appreciated the program's childcare support, which allowed me to focus on my studies without worrying about my children.

The program's team was so warm and welcoming, making me feel safe and supported. I gained valuable knowledge and skills that will be instrumental in launching a successful career in the retail industry. I'm now confident that I can navigate the industry without any reservations. I'm incredibly grateful to the program's team, facilitators, and classroom supervisors.

— story from a Retail Ready Program Participant

*I know when I ask for help, WINS will try the best they can. They will try to find a solution for how they can best help me. I know I can rely on them.*

# OUR IMPACT

WINS offers barrier-free access to programs for people in need. With your support, we have empowered over 17,000 individuals in Calgary to achieve a more resilient and self-sufficient life.

**IN 2022, WINS PROGRAMS  
IMPACTED THE LIVES OF**

**17,508** PEOPLE



The program provides basic essentials to those in need so that they can turn their house into a home.

## PROGRAM OUTPUTS 2022

**\$567,294**

total amount of free goods  
given away



**4,119**

unique adults supported  
through the program



**2,355**

number of people  
provided with free clothing



**1,393**

total number of houses  
converted to homes



## PROGRAM OUTCOMES\*



**96%**

say they were treated  
with respect while  
shopping



**90%**

say they could freely  
choose the items  
they needed



**88%**

say they were able to afford  
other necessities because of  
the program



**88%**

say they feel less stressed  
as a result of accessing  
the program

*\*number of survey respondents*

Our four Hubs offer a space for people to access basic needs and programs to improve their wellbeing.

**PROGRAM OUTPUTS**  
2022

**13,255**

total contacts at our hubs



**2,078**

unique adults served through our Hubs



**2,139**

number of children supported by our Hubs

**PROGRAM OUTCOMES\***



**92%**

feel that the Hubs team has been useful in connecting them to other supports



**90%**

feel that coming to the Hubs has helped them increase their confidence



**84%**

feel that coming to the Hubs helped them develop supportive relationships

*\*number of survey respondents*



These programs give participants the skills and knowledge necessary to succeed in seeking employment.

**PROGRAM OUTPUTS**  
2022

**154**

total participants who joined the program



**92**

number of graduates who completed the six-week program

**PROGRAM OUTCOMES**



**89%**

of graduates say they feel more confident in their abilities



**83%**

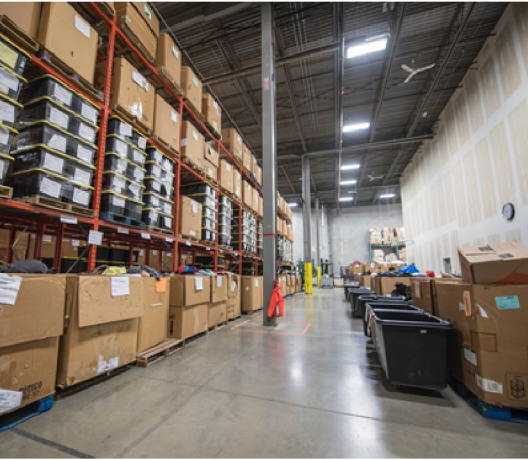
of graduates say they feel more equipped to find employment



**51%**

of graduates were able to find employment within 90 days

# SUSTAINABILITY



*We are kind to the people and the planet. Our actions today will impact our world tomorrow.*

The United Nations' Sustainable Development Goals (SDGs) consist of 17 interconnected goals to promote equality, reduce poverty, and protect the environment. At WINS, we are committed to advancing sustainable development by recognizing our role in making a positive impact on society and the environment. We aim to minimize our environmental footprint and align our work with the SDGs while continuing to address the needs of our community.



**WINS aligns with the 17 SDGs but the six we strive to impact locally are:**



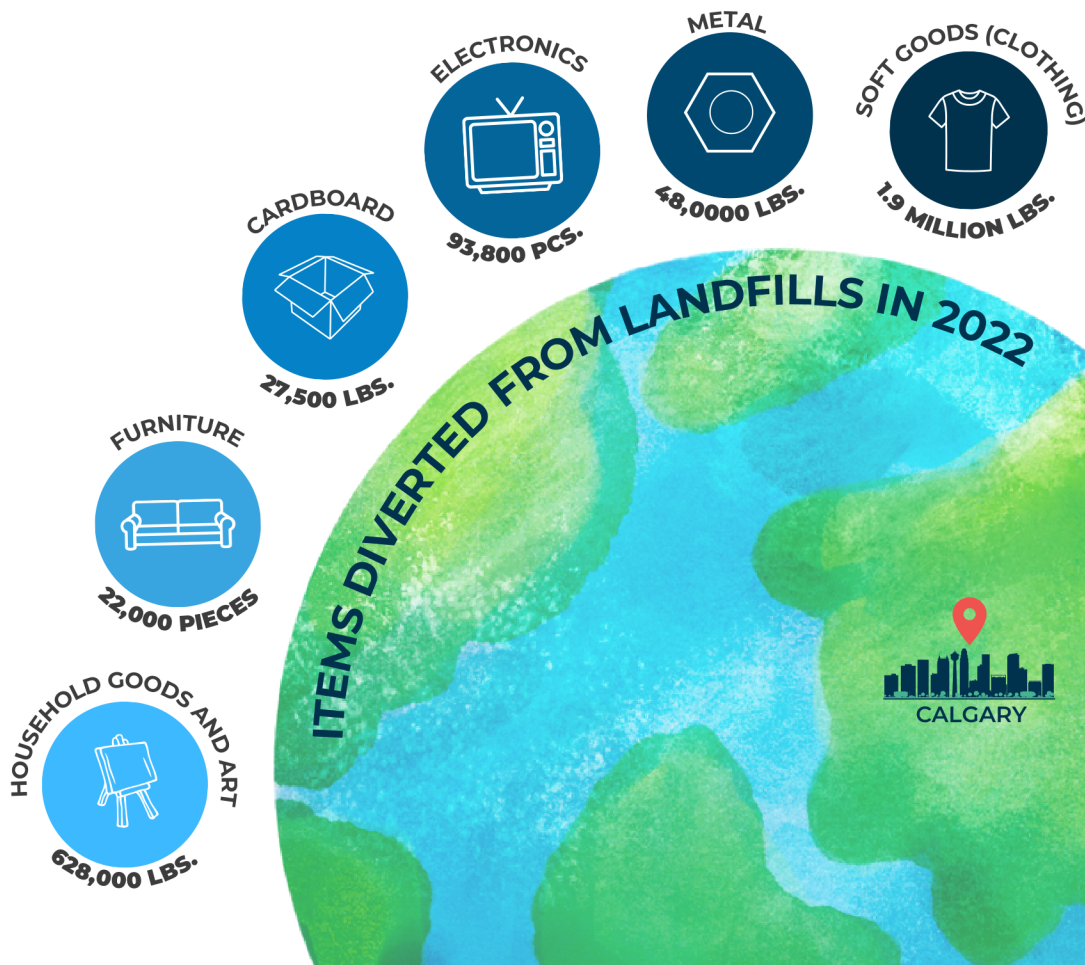
Image Source: [www.sdgactioncampaign.org/resources/](http://www.sdgactioncampaign.org/resources/)



We believe that the success of our organization is not just measured by the services we provide, but also by the impact we have on our planet. Decreasing our collective footprint on the environment is a vital part of our work. This is why we strive to partner with organizations and ethical groups that share our goal of promoting a circular economy in every initiative that we do.

## 4.9 MILLION

LBS. OF ITEMS DIVERTED FROM  
CALGARY LANDFILLS IN 2022



# OUR STRATEGY

## THRIFT WITH *heart*

In recent years, WINS endured economic downturns, the COVID-19 pandemic, and drastic changes in global affairs. Despite these difficulties, WINS has **emerged stronger than ever**. This is thanks to our team's commitment to innovation, diversifying revenue streams, and adjusting how we serve our local community.

Our **social enterprise aspect sets WINS apart** by demonstrating our commitment to giving **back to the community**. Our stores provide a warm and welcoming space for everyone to shop and for people to access meaningful employment and growth opportunities. This enables us to provide **dignified support, build confidence, and promote giving back** while ensuring safe spaces to shop, work, and thrive.

*#thriftWithheart*



*Helping our community  
and the environment*

### WINS STRATEGIC GOALS



#### SUSTAINABLE GROWTH

WINS is committed to maximizing community impact by leveraging opportunities, enhancing partnerships, and reducing barriers.



#### STRENGTHEN BRAND EQUITY

WINS is a thriving brand that drives the success of our organization and our community.



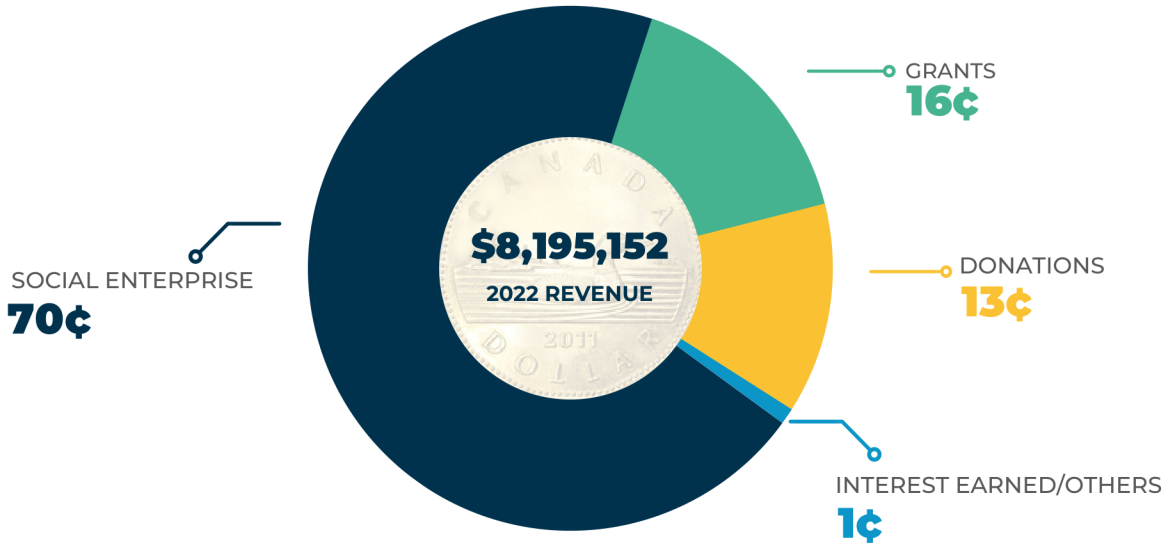
#### GREAT PLACE TO BE

WINS empowers and values all stakeholders, creating a sense of belonging for everyone.

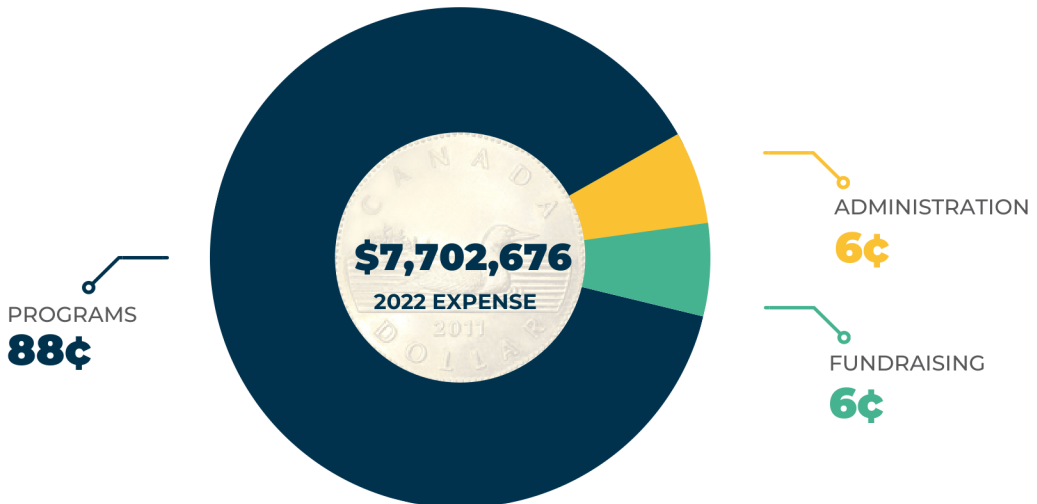


In 2022, WINS invested **88¢ of every dollar** earned back into our community programs that supported more than 17,000 people. Revenues generated by our social enterprise enhance the impact of your financial contributions.

## 2022 REVENUE: HOW A DOLLAR IS EARNED



## 2022 EXPENSES: HOW A DOLLAR IS SPENT



# OUR PEOPLE

For 30 years, WINS has been cultivating a strong sense of belonging where everyone feels valued and supported. We believe that everyone deserves the opportunity to thrive, no matter who they are or where they come from. Everyone who joins WINS is welcomed with open arms and encouraged to contribute their unique talents and perspectives, fostering a true sense of belonging.

In 2022,

# 129

unique individuals are employed by WINS, of this number, **80%** identify as women

# 26

languages spoken across the organization

# 288

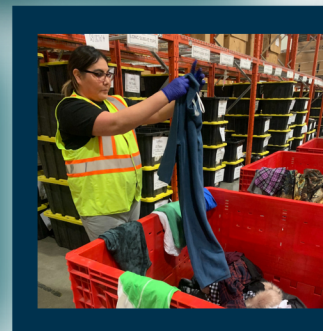
individual volunteers

# 135

corporate volunteer groups

# 16,984

total number of hours donated by volunteers



# LOOKING FORWARD

In 2023 and beyond, WINS will strive to achieve key results aligned with our three strategic goals. Sustainable growth and innovation are essential to our plan. We will expand and innovate our social enterprises, community programs, and volunteer opportunities. This is critical in Calgary, where the need for help has never been greater.

We are dedicated to improving our services and making a positive impact. At WINS, we are on a journey to better understand the people we support and how we can promote resiliency to break the cycle of intergenerational poverty.

Our goal is for everyone to know about WINS and understand how we work. We welcome all to the WINS family to donate goods and funds, shop, volunteer, participate in events, and most importantly, to know that WINS is here to provide support when needed.

Why WINS? It's simple...giving your unwanted items a second chance through our social enterprise provides affordable, sustainable shopping alternatives. Your dollars directly fund our community programs. The more you donate and shop, the more people *WIN*, promoting a circular economy while doing good for our environment and our community.



# THANK YOU!

We would like to extend a special thank you to our donors, volunteers, partners, team members, valued customers, and all other stakeholders. We truly appreciate your commitment to all that we do.

# celebrating 30 years

## OF WINS IN CALGARY

### DONATE

Sustainability starts with you when you donate new and gently-used clothing, household items, and furniture at our Thrift Stores and Donation Centre. When you donate funds to WINS, your dollars stretch further. Both forms of donations reduce administration costs to support our programs.

### SHOP

WINS thrifting is for everyone. With affordable shopping at our six WINS store locations and bulk thrifting at our MORE Store, you help fund our community programs and make a positive impact on the environment

### VOLUNTEER

You can become a part of the WINS family by sharing your time and talent. As a volunteer, you help make a difference in the lives of those in need while developing friendships and enriching your life.

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SCAN ME

