

# Impact Report

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## 2021



**WINS** 

@WINSYYC  
[WWW.WINSYYC.CA](http://WWW.WINSYYC.CA)

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# Mission, Vision & Values

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## MISSION:

Connecting women and their families with resources to thrive.

## VISION:

All women thriving and building resilient families.

## 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 Leadership

Since 1992, WINS has been committed to creating a safe space for everyone who walks through our doors. The COVID-19 pandemic has had adverse impacts on women: higher job loss, increased homelessness, a surge in domestic violence, all resulting in an increase in the number of women living in poverty. As the needs of Calgarians have changed, we have pivoted and adapted our programming and services to match. We opened our sixth thrift store in the Beltline, which includes a new head office space, Programs Centre and Community Resource Hub. As we reflect back on the past year, we would like to express our deepest gratitude to our team who work tirelessly on the front lines, and to our donors for supporting our programs and essential services. These efforts and support allowed us to continue operations and grow!



*- WINS Management Team*

# Why WINS?

**Everyone deserves a chance to thrive.** At WINS, we believe that every individual deserves the opportunity to thrive - no matter who they are, or the challenges they may have encountered on their own journeys. WINS provides essential resources, including social supports, basic needs and employment services to Calgarians who are facing adversity, disadvantages, homelessness and poverty. WINS also provides the opportunity to gain skills, confidence, and opportunities that help move women and their families from surviving to thriving.

**Thrifting is thriving.** Revenue from our social enterprises help fund our programs and services, and up-cycling is good for the environment too. WINS thrift stores help re-direct up to 4.1 million pounds away from our landfills every year.

**Financial gifts from our donors are critical to achieving our mission.** WINS could not achieve the impact we have without the support of our generous donors. Financial gifts from our donors help Calgary women and their families thrive.



# Impact in YYC

WINS has been a beacon of trust and hope for Calgarians in need for 30 years.

Today, we operate six thrift stores, the MORE store, four community resource hubs, two program centres and a nationwide online thrift shopping enterprise.

Calgarians also believe in and support WINS as a charity. Last year our generous donors gifted close to \$650,000 in cash to WINS, along with product donations. Our volunteers donated 12,523 hours of time.

With your generous donations, ongoing support and help, we positively impacted the lives of over 14,000 Calgarians and provided 22,255 services in 2021.



6 THRIFT STORES  
+ THE MORE STORE



4 COMMUNITY  
RESOURCE HUBS



2 PROGRAM  
CENTRES



NATIONWIDE  
ONLINE SHOPPING



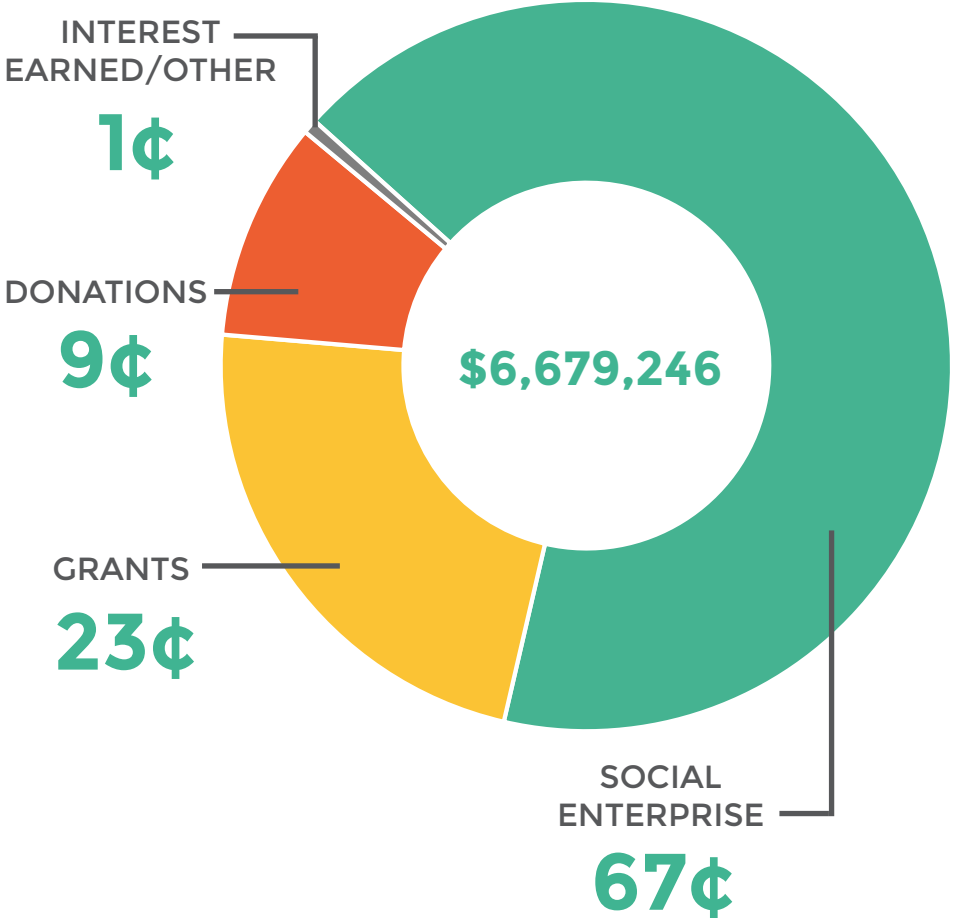
12.5K VOLUNTEER  
HOURS DONATED



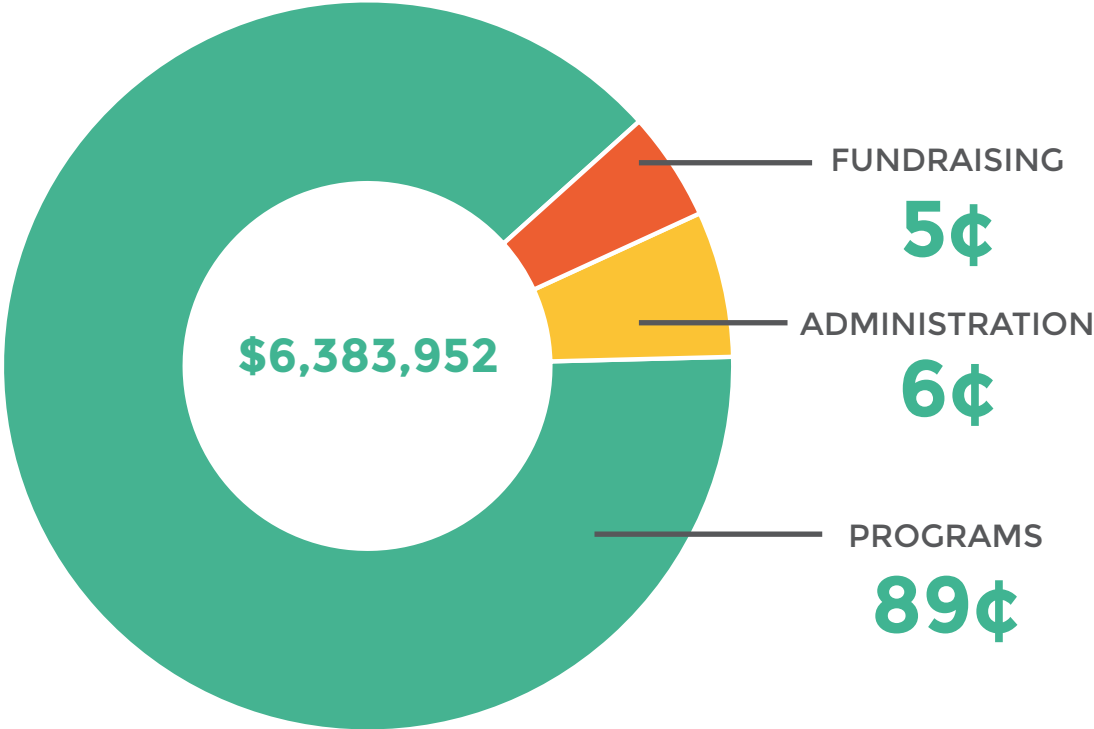
22K SERVICES  
PROVIDED

# Financials

### 2021 REVENUE: EARNING A DOLLAR



### 2021 EXPENSES: SPENDING A DOLLAR



# WINS as an employer

WINS currently employs over **120 unique individuals** from varying backgrounds across the world. Of that number, **82% are female**. Collectively, **26 languages are spoken** across the organization. The diverse culture at WINS makes us stronger, and just as our values state, we always welcome and respect different people, perspectives and experiences.

WINS is a proud partner of the **50 - 30 Challenge** with the federal government, an initiative between the Government of Canada, organizations, not-for-profits and other institutions. The goal of the program is to challenge Canadian organizations to increase the representation and inclusion of diverse groups within their workplace while highlighting the benefits of giving all Canadians a seat at the table.



**WINS** 





# Programs

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WINS sees the problem of poverty and disparity among women in Calgary, whether women are fleeing domestic violence, living in or leaving shelters, immigrants, refugees, or are simply in crisis. These women and their families have barrier-free access to our programs, which are tailored specifically for them.

## COMMUNITY RESOURCE HUBS

Our Community Resource Hubs provide services from four different locations. Each of these provides a space for members of the community to access basic needs and essential programs to improve and support their wellbeing.



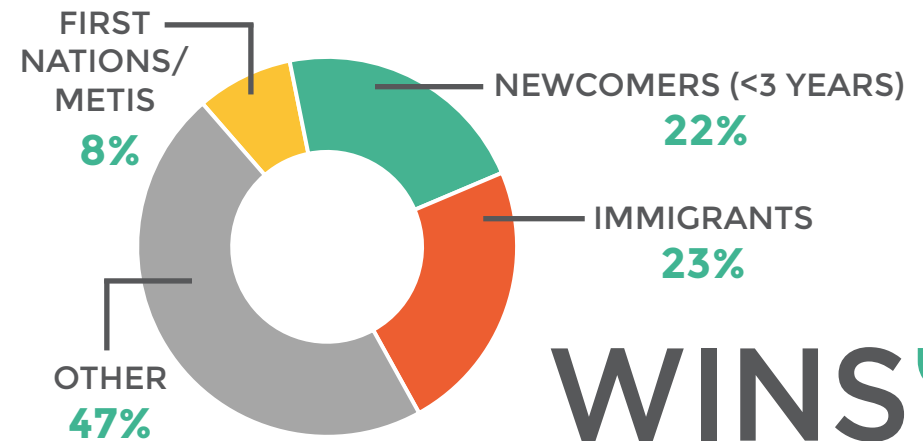
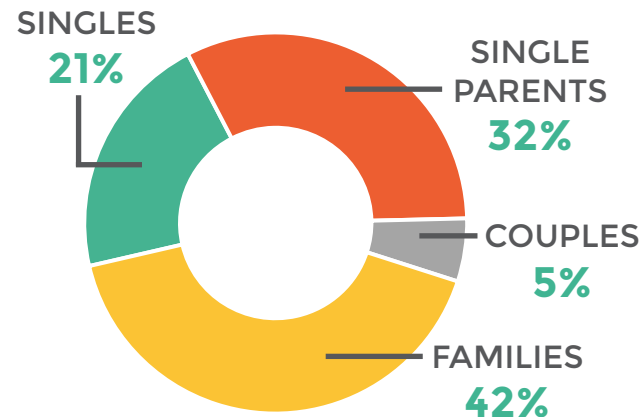
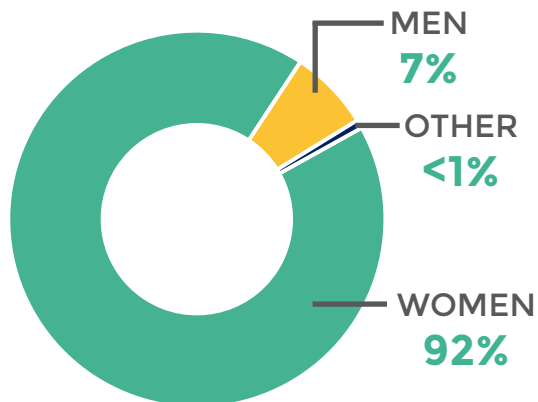
## PROGRAM OUTPUTS

Total unique adults served: **2,019**

Total children served: **1,426**

Total contacts: **10,720**

## PROGRAM DEMOGRAPHICS



## COMMUNITY RESOURCE HUBS - PROGRAM OUTCOMES

71%

of respondents feel that talking to the Hubs team has been useful in connecting them to receive help and support from other agencies.

67%

of respondents feel that coming to the Hubs has helped them feel better about themselves.

56%

of respondents feel that coming to the Hubs helped them to develop supportive relationships.



## HOUSE TO HOME

For many people in difficult situations, the process of establishing a stable home is a challenge. The House to Home program provides basic essentials including furniture, clothing, household goods, emergency food, and hygiene items to those in need so that they can make their house into a home. House to Home accepts referrals from 100+ agencies across Calgary. WINS ensures that basic needs are met for all.



## PROGRAM OUTPUTS

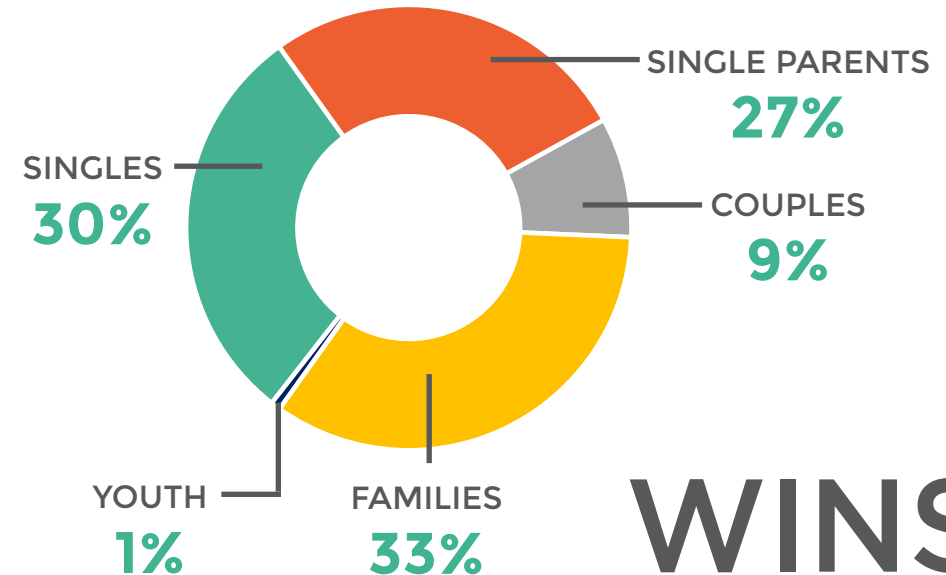
Total individuals served: **2,886**

Total amount given away: **\$531,114**

Unique people provided with clothing: **3,800**

Houses converted into homes: **1,368**

## PROGRAM DEMOGRAPHICS



## HOUSE TO HOME - PROGRAM OUTCOMES

91%

of respondents feel that the House to Home program provided them with the furniture/ clothing/household items they needed.

97%

of respondents feel that getting the items their family needed allowed them to save money for other priorities.

97%

of respondents feel that they were treated with respect while choosing the items they needed.

97%

of respondents feel that getting the items they needed for themselves and their family helped them to feel less stressed.



## RETAIL READY

Retail Ready is for women who have experienced challenges entering (or re-entering) the workforce. The six week program gives participants the skills and knowledge necessary to succeed in a retail environment, along with preparation and support for seeking employment. The program is funded by the Alberta Community and Social Services and TJX Companies Inc.



## PROGRAM OUTPUTS & OUTCOMES

# of program participants: **83**

# of graduates: **64**

# of graduates employed: **33**

## PROGRAM DEMOGRAPHICS

- **49% of participants** were immigrants
- **35% of participants** were on some form of government support



“WINS has given me the tools I needed to reach new heights in life and has made me believe in myself again.”

– Brad, Warehouse Ready Program Participant

“The Retail Ready program was incredibly empowering. It’s given me so much confidence in abilities I didn’t remember having.”

– Sandra, Retail Ready Program Participant

“WINS was there when I was at my lowest. They lifted me up and encouraged me. Most importantly, they had faith in me.”

– Alice, Retail Ready Program Participant



# WAREHOUSE READY

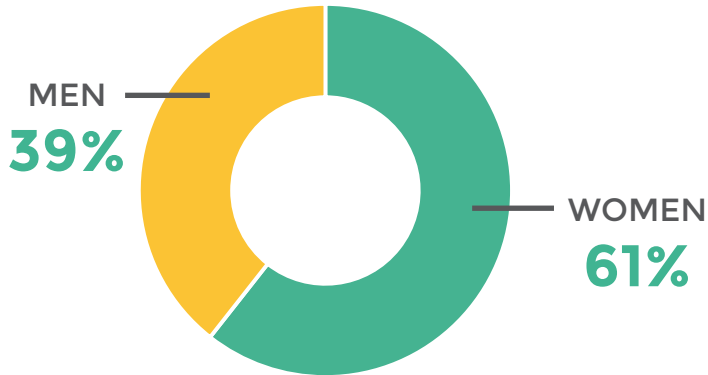
Warehouse Ready is our newest program, and it is designed to help people struggling to find employment to develop the skills to enter the warehousing sector. This program is four weeks of classroom instruction followed by two weeks of job experience and has an opportunity for a ninety day work placement with WINS at the end of the six weeks. The program began mid-year in 2021 and welcomed 33 participants.



## PROGRAM OUTPUTS

- **82% of participants** were on government support
- **42% of participants** were newcomers to Canada

## PROGRAM DEMOGRAPHICS





# Social Enterprise

The social enterprise aspect of our organization is what truly sets WINS apart and shows the level to which we give back locally to our community. Our stores are a warm and welcoming space for all Calgarians to shop. They are also a place for Calgarians to gain meaningful employment or volunteer: a dignified way to access support, build confidence, and give back to the community. WINS is a safe space to shop, work and thrive.



- **Six Thrift Stores:** We proudly provide an economically priced, sustainable shopping option for Calgarians. We offer lightly used clothing, household goods and furniture at incredible value. In 2021, we sold **1.4 million items** in our thrift stores, diverting **4.1 million pounds** from the landfill. **89 cents** from every dollar we generate goes back into our programming costs.
- **More Store:** The More Store is a very unique bin style thrift store. It provides one last chance for an item to find a new home, for \$1 or less, before it gets recycled. In 2021, we sold **187,000 pieces**, which is an average of **over 500 items a day**.
- **E-Commerce:** Our online thrift option is called **Twice New by WINS**. This allows us to engage customers from across Canada. Our **online sales continue to grow** as retail trends change to online platforms.
- **Donation Centre:** This 12,000 square foot facility allows us to efficiently manage the flow of goods received at WINS. It is also home to our Warehouse Ready program. This facility **employs 25 dedicated individuals** who accept and sort donations, drive our trucks, manage recycling and more. WINS saw an **increase of 40% in donations** from 2020 to 2021.



# Beltline WINS!

In 2021 WINS was gifted a new location in the Beltline from the Trico Group. This incredible 26,000 square foot space allowed us to open our sixth Thrift Store, fourth Community Resource Hub, second Programs Centre, and relocate our entire Head Office.

It has granted us the opportunity to bring our resources to the core of downtown Calgary. Here we can continue to provide referrals, advocacy and supportive programming to help our clients out of poverty and attain the skills and self-confidence in order to move towards self-sufficiency.

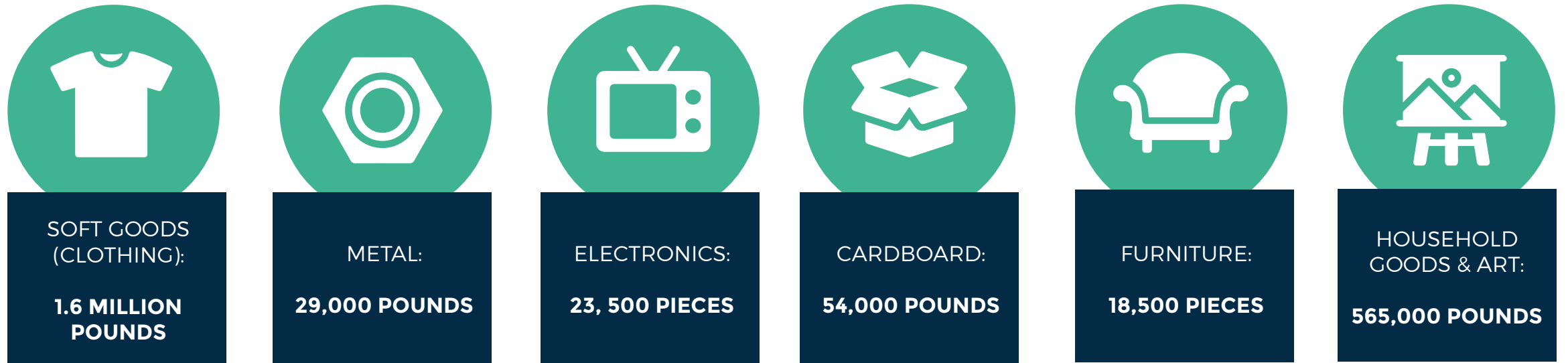
**In the first three months of being open, we were able to exceed sales of \$170,000 and serve 471 women.**

**WINS** 

# Environmental Impact

At WINS, we are not only kind towards people but to the planet as well. Decreasing our collective impact on the environment is a vital part of our work. Through our re-purposing and recycling efforts, **4.1 million pounds** of clothing, household items and furniture stay out of Calgary landfills.


## ITEMS DIVERTED FROM LANDFILL IN 2021:



# Success Stories

## SAREH'S STORY

Wanting more freedom and safety, Sareh moved to Canada from Iran two years ago, and a friend referred her to the Retail Ready program. Sareh learned customer service skills, interview and resume tips and gained valuable work experience. She started volunteering with WINS and eventually got a job, allowing her to afford a place and using the House to Home program to furnish her new home. WINS also helped her with food, gift cards and even a phone when times got tough. Sareh applied to school, the Fair Entry program and filed her taxes with the assistance of WINS. She progressively advanced her career at WINS from a Retail Ready Facilitator, to key holder, to an Assistant Store Manager at one of our retail store locations.



“If it wasn’t for WINS, I’d be struggling to have a normal life here. WINS taught me how to achieve my goals, have hope and how to be happy. Now I’m able to share my journey with other women.”

## PUTTING MAGIC INTO CHRISTMAS

Christmas toy drives are a common part of the holiday season, but this year, thanks to the commitment of our team members and participation from the community, we were able to do things a little differently. With the incredible help of the Calgary Flames Alumni, Walmart and Cherry Lane Toys, hundreds of toys were collected.

Our team set up a special toy selection room in the programs office, and more than 125 invitations were sent to WINS clients and children to come and choose toys for their families. A wrapping area was also set up, where clients could get help with their wrapping, or wrap their children's gifts themselves.

Beyond bringing immeasurable joy to children on Christmas Day, this innovative approach gave families the power to choose a treasured gift for their loved ones, and the pride of wrapping it for the big day.



“Our team shared tears of joy today.”

- Jacqueline,  
WINS Community  
Resource Hub



**WINS** 

# Looking Ahead

WINS' STRATEGIC DIRECTION FOR 2022 WILL BE GUIDED BY FOCUSING ON THREE MAIN GOALS:

## 1. Sustainable Growth

WINS is committed to strengthening community impact by expanding financial resources, building strategic partnerships as well as actively breaking down barriers,

## 2. Strengthening brand loyalty

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

## 3. Ensuring WINS is a great place to be

WINS is the location of choice for all stakeholders. Whether it's WINS' employees, clients, customers, donors or volunteers, every person leaves WINS feeling empowered, valued, and with a sense of belonging.



# Thank you

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**A big thank you to our donors, volunteers, financial partners, team members, valued customers, and all other stakeholders.**

**Without your continued support we would not be where we are today.**