

# Together, We Can *act*

2018 - 2019 ANNUAL REPORT



Throughout Edmonton and area, for nearly five decades, we've given women and children of all ages and cultures a safe place to flee. From passionate professionals and volunteers, to dedicated donors and champions of the cause, we're committed to providing safety, support, relief and resources for abuse victims.



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*“Together* we will make  
victims victorious.”

## Message from Board President



It is both an honor and privilege to serve as the President of the WIN House Board of Directors. The need to support women has never been more necessary. We, the Board of Directors, recognize the impact of WIN House's programs and services on our city and support the efforts to improve the lives for women and children we serve.

2018 was a good year for WIN House, full of change and progress. I am proud to be working with a wide range of dedicated caring individuals and businesses. From government through to the community, there's a genuine movement and focus on seeing an end to gender-based violence in our city. We have evolved our services to support more women in the community. We launched the Family Empowerment Program aimed to help children exposed to domestic violence build coping skills and resiliency. We are also in the planning stages of some new initiatives that will help address some of the more serious needs of our families.

Over the years, I have seen firsthand what it takes to make a difference in our city and support the efforts of WIN House. I am also honored to work with such dedicated, committed and supportive individuals who always have the best interest of our clients in mind. This work would not be possible without the extraordinary team at WIN House, who give so much of their time every day in service of the hundreds of women and children who turn to us for compassionate support every year. When our families are asked what the most helpful services was received; the most common answer was emotional support.

To all, I say, “thank you” for your continued support of initiatives WIN House has implemented and will implement as we move forward in providing a safe haven for women fleeing domestic violence.



Sincerely,  
Terry McRobb, Board President



# Message from Executive Director



Greetings to our supporters and stakeholders. We acknowledge that we are on Treaty 6 lands and cherish the rich culture, wisdom and spiritual practices that so greatly benefit each and every one of us every day.

It is on these lands that, for over 50 years, Edmonton Women's Shelter Ltd's WIN House has thrived in responding to the emergency shelter needs of families fleeing domestic violence. It is such a privilege to be working with our larger community on

our mission to further non-violent relationships and environments where we can all be safe and prevent such abuses from continuing.

Special thanks to our amazing Board of Directors, staff, and dedicated volunteers. Your combined successes included strategically identifying agency needs and planning for our years to come, enhancing successful interventions, integrating additional best practices and most important, providing a safe haven for women and children.

Given the dire demand for our specialized services, we sadly have to turn away many families due to lack of space. We do our best to address this demand on an outreach basis, provide community referrals and collaborate with as many organizations as possible to try to increase their access to resources in effort to assist in their systemically difficult and dangerous journey.

With your help, WIN House continues to offer hope and help to women fleeing domestic violence. Our past year has particularly focused on maintaining our bricks and mortar, enhancing the skills of our human resources, learning from elders, and building family enhancement programming to help ensure survival from domestic violence through early intervention and parenting support. All these endeavours help us to save more and more lives every day. It is complex work interconnected with broader social challenges of adequate affordable housing for all, poverty reduction, addressing trauma and overall health.

At WIN House, we feel blessed and are honoured to have every ounce of support that we've received this past year as each gesture, small and large, meant we could keep our doors open and sustain remarkable programming. On behalf of all women and children impacted by domestic violence, thank you all for seeking to understand domestic violence and highlighting the work we do together.

A handwritten signature in blue ink, reading "T. Gordey".

Tess Gordey, MSW  
Executive Director

“My daughter *felt safe* here and usually she doesn't.”





Discover More

[winhouse.org/about/history](http://winhouse.org/about/history)

# Our History of *Action*

**When we began our work in 1968 as the Edmonton Women’s Shelter, we were a storefront space where women could come to talk, rest, and receive information about other social assistance organizations. There were no beds, and it was not uncommon to find women sleeping upright on stools.**

Today WIN House is comprised of three shelters: WIN I, WIN II, and WIN III. WIN Houses I and II can accommodate up to 60 women and children at a time for three-week stays, providing them with meals, clothing, crisis intervention support, child support, pet care, and valuable links to housing, legal, employment, and educational services. WIN III is the first and only women’s shelter of its kind in Canada, devoted to addressing the unique needs of women who are refugees, recent immigrants, and victims of human trafficking with 10 beds reserved for three-month stays.

Thanks to our passionate professionals and volunteers, dedicated donors, and champions of the cause, WIN House has been able to provide safety, support, relief, and resources for women and children of all ages and cultures seeking to escape domestic violence for 50 years. With your support, we can ensure that they will have our help for 50 more.



**“Abuse affects  
us all. Together  
we can *end*  
domestic  
violence.”**





# How We *Act*

**When women and children arrive at WIN House, it's often because they have nowhere else to turn and no one else to turn to.** It is a frightening and confusing time for them, filled with uncertainty. Through years of experience, WIN House has developed programs and services to ensure that our clients can live a life free from abuse.

## 24-Hour Helpline

Thousands of women and children rely on the WIN House Helpline. In the last fiscal year, WIN House fielded more than 3,882 calls to our direct Helpline.

## Crisis Intervention

From frontline response services and emergency shelter to emotional support and interpreter services, we're here when clients need us most.

## Child Support

We provide childcare and school support for children and youth of all ages so their mothers can have the time and peace of mind they need to focus on finding a new home, job hunting, and building a life free from abuse for the family. Last year, our Child Support team spent over 6,384 hours providing childcare and respite care to families staying at WIN House.

## Pet Safekeeping Program

Clients can focus on their journey knowing their pets are taken care of through the Alberta SPCA's Pet Safekeeping program. This program provides short-term housing at no charge for animals belonging to women coming into WIN House.

## Pinn Nursing Services

Our in-shelter registered nurse provides medical assistance for a myriad of client needs including necessary triage, immunizations, counselling, pre- and post-pregnancy, dental referral, and much more. Our PINN nurse spent a total of 905 hours providing health services.

“Thank you! I’m *free!*”





**“I didn’t have boundaries before.  
I didn’t have *self-worth* before.”**

**Fresh Start**

When women and children leave WIN House to begin life in a new home, our Fresh Start program provides a household package with all of the essentials they will need to get settled in including clothes, small kitchen appliances, basic toiletries, and more.

**Family Empowerment Program**

Children exposed to domestic violence face a unique set of challenges. The Family Empowerment Program is aimed to help these children and their families gain the tools and coping mechanisms to be resilient for their own health and wellbeing.

**Family Transition Program**

When victims of domestic abuse are unable to enter our shelter due to space constraints or other concerns, our Transitional Support Workers can offer one-on-one counselling services out in the community.

**Outreach and Planning**

Our Outreach Workers provide emotional and practical support to clients both in shelter and after departure. They help survivors rebuild through court support, referrals to community resources, and assistance with joining and attending group meetings.

**Public Education**

One of the most powerful tools for change is education. We offer presentations to educate the public about domestic abuse. Presentations are free and available to anyone, no matter the group size (please contact us to book in advance).







# Stacey's *Story*

**The interesting thing about being in an abusive relationship is that it often happens without you even knowing.** Or you tell yourself that words or being controlled isn't abusive. Little things turn into big things and before you know it you are in an abusive relationship. Feeling like you have to walk on eggshells with what you say quickly turns into being hit when you say the "wrong" thing. I have been out of mine for 10 years now, but when I look back at it that is exactly how it feels. Almost like I wasn't paying attention to what was happening and then one day I realized I was in an abusive relationship.

One of the hardest things for me was feeling like I lost my identity. I lost who I was and everything that was important to me. Slowly, but surely piece by piece my identity was lost. Essentially, I was lost. Every time I left I thought it was the last time. But something always happened to cause me to go back. Looking back now I am aware the reason I went back was because it was all I knew. That relationship stole everything that I was at the time and in its own odd way it was the only security that I knew. Then one day I woke up and realized I was done. It was like a light switch. I was about to open my first personal training studio and he didn't support me. That is what it took for me to finally walk away for good.

Leaving an abusive relationship isn't easy. It took me a long time to find my self-worth again and find out what was truly important to me, and to trust. The whole time I was in my abusive relationship no one knew about it. But once I was out and I shared what happened with my friends and family I had the support I needed to heal and move on. I am sure all people feel different about this, but I believe that sort of relationship will never leave you. It is something that I will always have to deal with. On a daily basis. Leaving is hard. Moving on and healing is hard. But everyone can do it.

10 years later I am living my passion. I own 2 fitness companies and spend my days helping people find the best version of themselves. I am in a relationship with a man that loves and supports me. And I am in a place where I feel comfortable sharing my story. It took a while but I am happy to be able to share my past because every woman in an abusive relationship needs to know she can find herself again. That she can move on, be happy and be loved.

“Thanks for  
helping me  
get my better  
life I can  
*smile* now.”





“To have someone like this  
who *cares*—that’s huge.”



Follow our journey, subscribe to our  
newsletter [winhouse.org/about/newsletters](https://winhouse.org/about/newsletters)

## Who *Helps* Us Act?

**Over the course of the 2018 we had so many wonderful and unique third-party events to help us with our fundraising!** There were close to 100 events held for us throughout Edmonton this past year hosted by companies and individuals, and each one of them was held by caring, compassionate people who wanted to help support our women and children in shelter.

From having a young boy come into the business office to drop off his birthday money for donation to us instead of having a party, to over 200 U of A law students putting on a huge production over a whole weekend to raise major funds for WIN House, to having an entire company (Vallen) choose WIN house as their charity of choice for the whole year and raising thousands of dollars for us... it was amazing. We were even gifted a new vehicle from Go Auto for our children’s program which helped us ensure their safety while we transport them to and from WIN School each day.

We were the focus and financial recipients again of major golf tournaments including the Scotiabank Charity Golf Classic, IT Masters, and the Rotating and Turbomachinery Society (RATS), and each one was a great success! Our relationships with other long-term partners continued with Shopper’s Drug Mart’s Growing Women’s Health Campaign, CTV’s Toy Mountain, the Building Owners and Managers Association (BOMA) Christmas Luncheon, Rohit’s Baskets of Hope, the Edmonton Eskimos, Global Give Me Shelter, Rotary Club of Edmonton Strathcona, and so many more.

Sponsorships for our two main WIN House events were at an all-time high this past year with us raising over \$70,000 in cash and over \$90,000 in in-kind sponsorships. These numbers mean that our messages are working and that more and more companies and individuals see our vision and want to be part of helping us save and change the lives of those we shelter. Incredible.





**The amount of new relationships we created surpassed all other years with those interested in being a part of our growth. Here are just a few!**

- **We met with the Urban Bulldogs** Against Kids Abuse (UBAKA) bike club to find common ground on how we, together, can help connect mothers and traumatized children with them for court appearances and further supports.
- **We met with Angela and her team from The Ensuite Bath & Kitchen Showroom** who went above and beyond to help us raise awareness and funds for our tweens and teens over the holidays.

- **We connected with a group of students from Operation Warmth** who wanted to help ours and other organizations keep up with the demand for warm clothes and hygiene products.
- **We worked with children from Bessie Nichols Elementary School** during gratitude Month where we were able to inspire (and be inspired!) by young kids who understand what it means to help others.

- **We worked with the ever-cool Ador from Seven80** who sold high-end men's underwear and matched that with 250 pairs of undies for women and children in shelter.
- **We were the proud recipients of Paris Jewellers "Pay It Forward" giving campaign** not once but twice in 2018, receiving both proceeds from sales and matching number of empowerment-based necklaces for us to gift to our women and teen girls in shelter.

- **And Hillberg & Berk** were there not only for both of our events to raise funds, but also at Christmas to ensure every woman and teen girl received a pair of Sparkle Ball earrings to be reminded that they deserve some sparkle too.





# Win FORE WIN Golf *Tournament*

**This year the tournament marked its 28th consecutive year, making it the longest-running women's charity golf event in Edmonton...** and it sells out every year! On behalf of the board, staff and the women of WIN House, I want to thank the Edmonton community, our golfers, sponsors and volunteers for their generous support of the Win FORE WIN Women's Golf Tournament, which was held at the Derrick Golf & Winter Club on June 4th. We had an outstanding day!

With the funds raised this year, the cumulative total contributions from our Win FORE WIN event now exceed \$600 thousand! A considerable portion of our success is due to the commitment made by you as well as our sponsors and donors to support the Win FORE WIN Golf Tournament and, through it, the various programs and services at WIN House. Funds raised in 2018 are being used to help us provide healthy meals for the women and children in shelter.



**Want to attend or  
sponsor an event?  
Discover more here:**  
[winhouse.org/news-events/  
winforewin/](http://winhouse.org/news-events/winforewin/)







# Under the Umbrella *Gala*

**On Saturday, November 3rd, the 3rd Annual Under the Umbrella Gala, presented by our friends at Brookfield Residential, was held at the Renaissance Edmonton Airport Hotel.** Nearly 300 people attended the event and without a doubt, it was our best ever. This year was a year for celebrating milestones, embracing the present and preparing for the future. A special thanks to all our incredible sponsors and donors who “stand under our umbrella” every day through their support and generous donations.

The event was a huge success that raised \$106,330 to help our mission of furthering non-violent relationships and environments for women with or without children. This fantastic outcome was made possible through the dedication and hard work of people like our gala committee Terry McRobb, Marg Sebzda, Ilene Janis, Michelle Kohl, Renee Giroux; WIN House’s Board of Directors; all WIN House staff; our event experts KMG Events, Kate Gallagher, Emily Vaughan, Kristine Villanueva and Bobbi Wolbeck; and so many other kind and caring volunteers.

We were truly honored to have our founding members Rose-Marie McCarthy, Ardis Beaudry and Phyllis Ellis join us that evening. Without the dedication and will of these wonderful women, WIN House wouldn’t be where it is today. Together we can ensure that WIN House will continue to be a safe place for families living in fear—families that have nowhere else to go.



**Want to attend or sponsor an event?**  
**Discover more here:**  
[winhouse.org/news-events/undertheumbrella](http://winhouse.org/news-events/undertheumbrella)





# Funding Summary

**Thanks to all our sponsors and donors, this past year was a year of growth at WIN House.** The amount of support we received from existing and new partners and donors was monumental in achieving this and for our 50th year, it was a sign of the times. People give. Companies give. Foundations give... and each time, whether it be a financial donation or a gift of in-kind items, it means that we can continue to provide the services, support and resources needed to help sustain the needs of the shelters and our clients.

In the areas of grants, we received funding for our programs and services to help offset costs associated with ensuring our clients and their children receive the best care and guidance as possible. This included funding for client transportation, household package items and replacement of shelter appliances such as freezers and stoves. We also received funding for staff training and education so they can continue to stay ahead of the trends in their fields and enhance their ability to help our clients through their trauma.

Our Family Empowerment Program, that had received over \$82,000 from the Stollery Charitable Foundation for its first pilot year, was able to utilize that funding to start building and implementing a program designed to give children the coping mechanisms to become resilient and educated enough to help stop the cycle of abuse. Our partners in this program include Ward Campanelli and his team at ECHO Promotions and the wonderful Central Sewing Volunteers who make body socks, tactile pillows and weighted blankets for us to use as sensory tools.

Everything related to fund development came from people who see the problem and do what they can, however they can, to help make a difference in the lives of those who come to us in dire straits. Without the community, it would be hard to meet our \$1.5M fundraising goal every year to supplement funding received from the government. And, for the past 50 years, it is through community support that WIN House has been able to grow and work to be part of making the lives of those Women in Need just a little bit better.

**78.3%**  
**Grants**

**15.7%**  
**Donations**

**5%**  
**Fundraising**

**1%**  
**Interest**



## Board of Directors

**Terry McRobb**, President  
**Marg Sebzda**, Vice President  
**Lori Billey**, Past President  
**Tiffany Chow**, Treasurer

**Kiersten Walker**, Secretary  
**Lori Johnson**, Director  
**Omolara Oladipo**, Director  
**Colleen Maykut**, Director

**Robert Cowie**, Director  
**Debra Schick**, Director  
**Larry Sarabin**, Director



# Why We Must Act



**3,882**

CALLS WERE MADE  
TO **OUR HELPLINE**



**2,070**

**UNABLE TO  
ACCOMMODATE**  
DUE TO CAPACITY



**94 PER CENT** OF  
WOMEN AT WIN HOUSE  
HAD EXPERIENCED  
VERBAL/EMOTIONAL/  
PSYCHOLOGICAL ABUSE



**44 PER CENT  
OF WOMEN** AT  
WIN HOUSE HAD  
EXPERIENCED  
PHYSICAL ABUSE

**67 PER CENT  
OF WOMEN** AT  
WIN HOUSE HAD  
EXPERIENCED  
FINANCIAL ABUSE

**346  
women  
& 503  
children**

WERE ADMITTED  
INTO WIN HOUSE



**70**

FAMILIES RECEIVED  
HOUSEHOLD PACKAGES  
THROUGH OUR **FRESH  
START PROGRAM**

**144  
families**

ACCESSED OUR  
**CLOTHING ROOM**



**41  
adults**

USED OUR **OUTREACH  
PROGRAM**

**“It helped just to know the  
resources that I can access  
and that I’m not alone. Abuse  
is not okay, no matter what  
kind of abuse it is. Keep up  
the good work!”**



