



# I can *act*

WIN House 2016-2017 Annual Report



## Table of Contents

<b>05</b>	Board President's Message
<b>06</b>	Executive Director's Message
<b>07</b>	About WIN House
<b>08</b>	Client & Community Programs
<b>10</b>	Program Features
<b>12</b>	Survivor Story
<b>15</b>	Summary of Events
<b>16</b>	Community Engagement Features
<b>20</b>	Funding Breakdown
<b>21</b>	The Impact
<b>22</b>	Board of Directors



**“As we begin our  
new journey in  
our hearts we  
will remember  
WIN House as our  
saving grace.  
*Thank you.*”**

## Message from the President

2016/2017 has been a busy and exciting year at WIN House! The accomplishments of WIN House staff and Board during this time are many and varied, with the following key highlights:

- Emergency shelter and support services were provided to over 291 women and 438 children in need. This would not be possible without our WIN staff who work tirelessly to ensure the safety and security of the women and children who take refuge in our shelters 24/7.
- Launch of our first Inaugural Gala, Under the Umbrella, in September 2016. Over 150 guests joined us for an elegant evening with an important message of empowerment for women who have weathered the storm. In total the event raised \$55,000 in its first year and was a huge success. Mark your calendars as this event will run again September 29, 2017!
- Rebranding of WIN House: The WIN House team worked closely with Free Branding & Digital to create new language and imagery that truly captures the spirit of the organization and refreshes our appearance in the community.
- Continued operation of Carol's House, our third shelter which provides specialized and longer term support to immigrant and trafficked women fleeing domestic violence.
- Continued investment in our most important asset, our people, through an annual staff retreat and ongoing employee training.
- The Board of Directors' continued direction and guidance for our organization.

On behalf of the Board of Directors I want to extend a genuine thank you to Tess Gordey and her amazing team for their outstanding support. This team can always be counted on and regularly goes above and beyond to support our important work. I would also like to give a heartfelt thank you to the individuals, businesses, and organizations who donate time, money, and in-kind goods to WIN House. Without all of you, our accomplishments would not be possible.

As we close out this year, we say thank you and a fond farewell to one of our long term Board members finishing her term this year, Anahita Rahimi. Anahita has been with our Board for seven years and Board Secretary since 2014. Her commitment, guidance, and support during her long tenure on the Board is recognized and she will be very missed.

The year ahead promises to be another exciting one for WIN House and one you will want to be involved with. Stay tuned for updates and opportunities to get involved as we move forward.

Thank you,

*Ann Marie Heffernan*

Ann Marie Heffernan, President  
Edmonton Women's Shelter Ltd. Board of Directors





## Message from the Executive Director

Domestic violence continues to be an atrocity afflicting our community. It occurs with alarming frequency and negatively impacts all relationships, not only within the family unit, but beyond. WIN House remains committed to working, in conjunction with funding bodies and donors, to provide refuge, emotional support, and referrals to women and children fleeing violent homes. Being one of the oldest and largest emergency women's shelters in Canada, with a current capacity of 70 beds, WIN is approaching a milestone 50th anniversary in 2018.

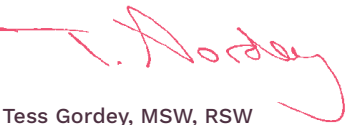
A number of barriers exist to successfully break the cycle of domestic violence. Many women and children leaving violent situations have no one to turn to due to prolonged isolation, feelings of shame, and fear of the unknown. Positive outcomes require the participation of many people and this past fiscal year, contributions to our shelter from numerous sources paved the way for over 500 women and children to start abuse free lives. Pro-bono services, volunteer hours and kind hearts were the make-up of these sources and we are very grateful for this assistance, as well as to our primary financial supporters and key partners.

Over the past twelve months, service recipients were provided with safety and basic needs. They also had in-house access to various programs, including parenting support, health nurse services, sponsors during the holiday season, exit packages, bus tickets and an array of other resources. I commend the front line and support staff for their energy and resolve as they nurtured a healing living environment and promoted the dignity, integrity, and self-determination of every woman and child that was housed during their domestic emergency. The staff also demonstrated impressive teamwork, particularly when families were experiencing crisis, and contributed to a great deal of public awareness as representatives of our organization at community events and meetings.

A number of community members and stakeholders were able to join us for our 1st Annual Gala, at which we shared real life stories of survival and triumph over domestic violence. We were fortunate over the year to have been able to upgrade our computers, renovate our kitchens, and enhance our security. More behind the scenes, we completed a fund development plan and have been working with consultants on our first formal marketing plan. The Centre was supported throughout the year by volunteer members of Edmonton Women's Shelter Ltd. Board of Directors. Their expertise and guidance is also greatly appreciated.

I honour the achievements of the women and children we support on a daily basis and I look forward to the next fiscal year, building an even stronger community and working together to improve social conditions and increase safety for everyone.

Sincerely,



Tess Gordey, MSW, RSW  
Executive Director | WIN House



# About WIN House

WIN House has one purpose: to give victims the hope and help they need to overcome domestic abuse. We're here when you need us most. We always have been, and we always will be.

Since 1968, 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, WIN House is committed to providing safety, support, relief and resources for abuse victims.

Today, WIN House accommodates up to 70 women and children at a time (up to 21 days) with meals, clothing, nurses, crisis intervention support, child support, pet care, valuable links to housing, legal, employment and educational services, and numerous post-shelter goods and services. It often starts with a call to our 24 hour Helpline (780) 479-0058 – It's a step towards hope, help, love, and to making a plan to overcome all obstacles.





## Client Programs

**24-HOUR HELPLINE** – Thousands of women and children rely on the WIN House Helpline each year.

**CRISIS INTERVENTION** – From frontline response services and emergency shelter to emotional support and support groups, we're here when clients need us most.

**CHILD SUPPORT** – This program helps children and youth of all ages with schooling and childcare when needed.

**PET PROGRAM** – Clients can focus on their journey knowing their pets are taken care of through the Alberta SPCA's Pet Safekeeping program.

**INTENSIVE CASE COUNSELLING** – Some clients benefit more from one-on-one work in the community rather than admission to our shelter. This is what our Intensive Case Counsellors do best.

**OUTREACH AND PLANNING** – Our Outreach Workers provide emotional and practical support, with clients both in shelter and after departure. They help victims rebuild through court support, referrals to community resources, and assistance with joining/attending group meetings.

“Now I can breathe.

## Community Programs

**DONATION PROGRAM** – Financial and in-kind donations give women and their children basic necessities during and after their stay at WIN House. Last year 143 families accessed the clothing room during their stay, and we provided 76 household packages to women and children leaving the shelter.

**VOLUNTEER PROGRAMS** – Volunteers are an instrumental part of our organization, helping out in the office and at events. In the 2016-2017 fiscal year, volunteers contributed over 1,000 hours to WIN House.

**PUBLIC EDUCATION PROGRAM** – A powerful way we make an impact is through education. Our free presentation is available for everyone, no matter the group size.

I'm *free.*

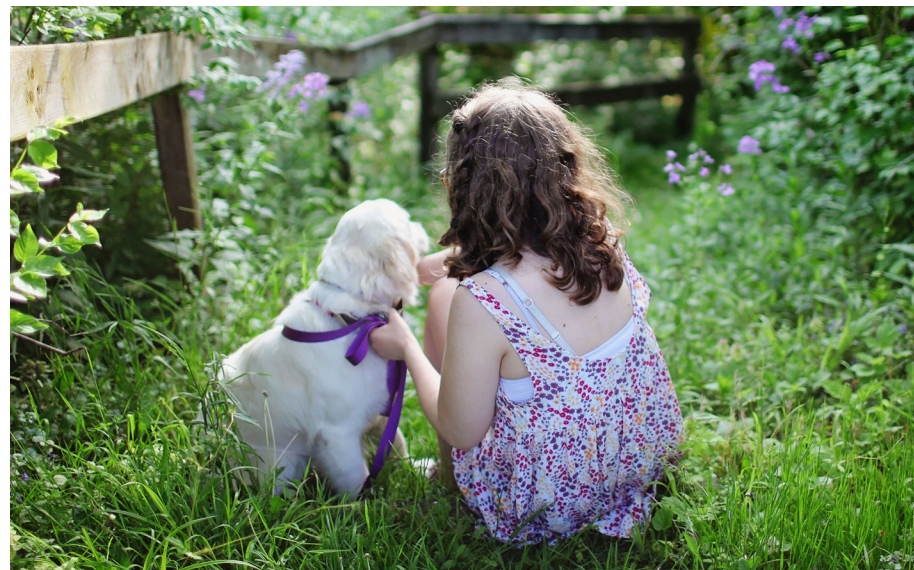


## Program Features

### Pet Safekeeping Program

When victims of domestic violence seek to escape their abusive homes, they're not only faced with the challenge of finding shelter for themselves and their children, but also for their pets. In this program, partners work together to break down the barriers for women and children trying to enter shelter. In the 2 years that it has been running, we have helped more than 100 animals and their owners flee abuse.

The Pet Safekeeping Program has grown exponentially in the few years it's been in service. From the east to west and northern to southern parts of the province, individuals fleeing abuse can receive assistance. But the growth is also in that the word has spread and those considering leaving an abuser know that they can keep their beloved pet safe too.



### Intensive Case Counselling

Our Intensive Case Counsellors work with women who are experiencing abuse in their relationships but who would benefit from one-on-one work in the community rather than admission to our emergency shelter. Our ICCs provide counselling and support to adults, youth, and children who have complex and unique needs with navigating service systems.

Intensive Case Counsellors provide:

- Safety planning; living with abuse and staying safe, getting out of an abusive relationship, establishing boundaries and limits.
- Information and resources regarding concurrent issues such as mental health, financial assistance and housing.
- Culturally sensitive approach and understanding of domestic violence.
- Case counselling and supportive listening
- Referrals to community services
- Visits with women to talk about issues, concerns and goals they have for themselves and their family.







# Michelle's Story

When I first arrived at WIN House, I was scared and nervous. I was desperate to escape home – a place I had grown to hate as my husband's abusive behaviours worsened. He was our sole provider and I had no one to turn to here in Edmonton. The fear of leaving was almost overwhelming. I asked myself over and over again if this was the best decision for me and my boys. How was I going to support them? What if we couldn't make it on our own?

**In the end I knew I had to leave. I refused to take the abuse any longer. I had to protect my boys and my life.**

We left in the middle of the night and came to WIN House with only two bags of belongings and the clothes on our backs. My nerves were shot that first evening. I battled with myself: should I stay, or should I go back to him? The future ahead was so uncertain, and I wanted to give my boys the best life possible. I couldn't sleep, so I came downstairs and was greeted by a staff member who sat up and talked to me all night.

**It was the kindness and compassion shown that night by that staff member that set the tone for my whole stay.**

I was definitely a bit overwhelmed and frazzled in the beginning, between having to take care of my sons, trying to find employment and accommodation, and navigating the legal system. But I was provided with so many great resources and referrals to help me find my way. I wouldn't be where I am today without the help and support WIN House gave me. I want to thank all of the countless other staff members who listened to me, provided me with resources to help me gain my independence, and above all else, empowered me to stand on my own two feet. Thank you for your patience and for creating a sense of normalcy for both my boys during this hard time in our lives.

I'm so grateful for everything you do for women like me. WIN House does such important work in our community, and they make such an impact on all the lives that they touch... as well as my own.

**Thank you for giving me my life back.**





“This is just part of  
*my story.*  
I feel like I can finally  
start the new chapter  
of my *life.*”

# Summary of 2016-2017 Events

WIN House has been fortunate to receive wonderful support from the community. We appreciate the outstanding commitment of Edmontonians to make sure that women and children seeking refuge from abuse have a place to go.

We have many groups and individuals that continually support us and give their time and resources to ensure we can continue doing the good work we do. Among these are Alberta Blue Cross Hearts of Blue, Angels in the Night, Central Sewing Volunteers, Cloud Nine Pajamas, Junior League of Edmonton, Melinda Green Foundation, Shoppers Drug Mart, the Cheesecake Cafe, and many more. Thank you to the Stollery Charitable Foundation for supporting our Nursing Program. The following pages are a snapshot of a few highlights from our 2016-2017 year.





## Community Engagement Features

### 26th Annual Win FORE WIN Women's Golf Tournament

We at WIN House are tremendously grateful to everyone who sponsored, participated in and contributed to the 26th Annual Win FORE WIN Women's Golf Tournament on May 30, 2016. Despite the rain, the feeling of community and passion for change really kept everyone's spirits high.

By playing golf with us, participating as an event partner, or contributing to the event with a silent auction donation, you supported countless women and children who turn to WIN House in a time of need. Overall the event raised over \$43,000 to support our vital programs and services for women fleeing domestic violence.

Thank you again to our wonderful partners, donors, volunteers, and committee members for making this a wonderful event.



### Under the Umbrella Gala

Our inaugural gala was a truly memorable night beneath the beautiful chandelier at the Chateau Lacombe on September 16, 2016. Over 150 guests joined us for an elegant evening with an important message of empowerment for women who have weathered the storm – and were ready to tell their story.

Through an energetic and exciting cash appeal, we were able to raise over \$34,000 to purchase a new transport van, operate the 24/7 Helpline for a full year, provide over 200 babies with diapers during their 21 days in shelter, and purchase the supplies for 30 household packages. In total the event raised \$55,000 in its first year and was a huge success! Help us make the 2017 year bigger and better than ever.

Big or small, every positive action makes a difference in the lives of abuse victims. We can do something about it.





### Christmas Hamper Program

Each year, the Christmas Hamper program pairs families with generous sponsors that provide Christmas gifts and groceries to families who have recently left the shelter. This year, we were able to provide 101 hampers! Thank you for recognizing the needs of these women and their little ones at Christmas, and rising up to meet them so they feel equally special and are not left out in experiencing the holiday magic.

All of us at WIN House, Lurana Shelter Society, and Catholic Social Services would like to take a moment to say thank you to everyone who supported, donated, volunteered and cared. Without all of you, we could not have had the success that we did this year. All of you have helped in one way or another to create a sense of community for hundreds of individuals and families this year. We are astounded at the outpouring of kindness that enabled us to help over 100 families this Christmas. Thank you to each one of you for helping us change and save lives!



Boma Edmonton



Can Man Dan



Chicks with Cheques & 100 Men YEG



CTV Edmonton



Go Auto



Korean Women's Association



Rohit Communities



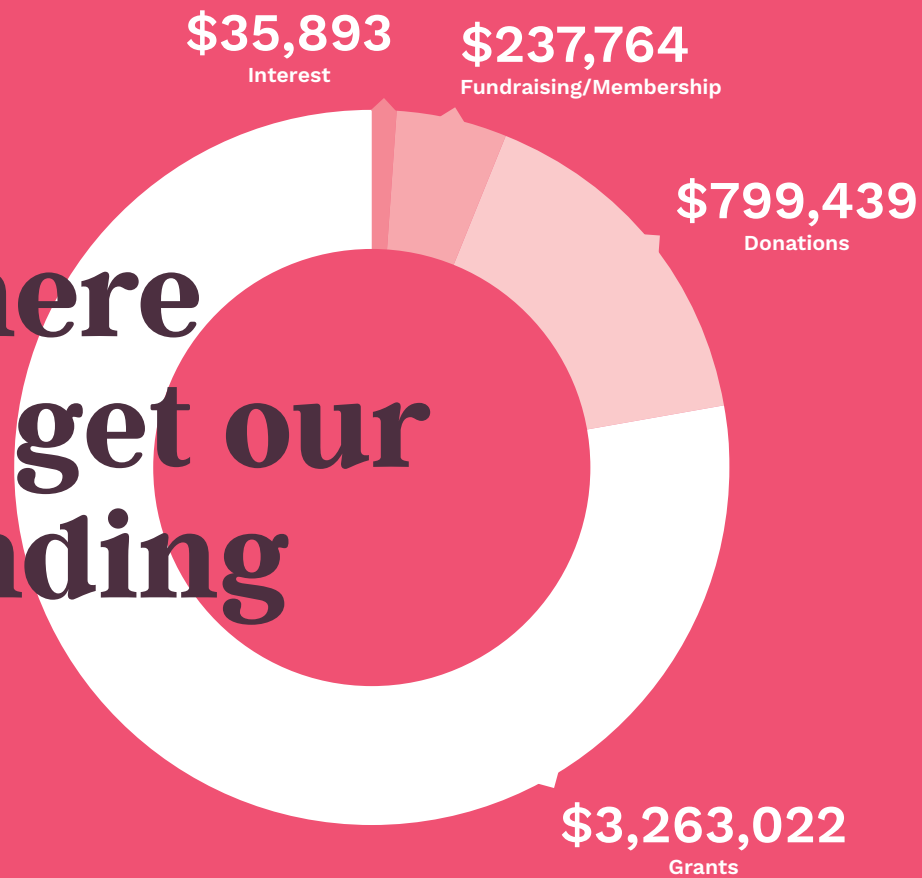
Soup Sisters & Oilers Wives







# Where we get our funding



## Percentage of funding breakdown

WIN House receives annual grants from Alberta Human Services. This funding is used to support client services and operating costs. The remainder of our programs are subsidized through fundraising initiatives and donations. Without this support, we would not be able to continue operating our essential programs.

Grants 76% | Donations 18% | Fundraising/Membership 5% | Interest 1%

# The Impact




IN ALBERTA, MORE THAN **10,000**  **WOMEN** AND CHILDREN LEAVE THEIR HOMES TO ESCAPE DOMESTIC VIOLENCE

**291** **WOMEN**        
**438** **CHILDREN**      

 **24** **2061** **CALLS RECEIVED ON OUR HELPLINE**  
OF THOSE 1261 WERE TURNED AWAY DUE TO CAPACITY

  
**157**  
CLIENTS UTILIZED OUR OUTREACH PROGRAM

**EXPERIENCED**  
**77%** **VERBAL/EMOTIONAL/PSYCHOLOGICAL**  
**61%** **PHYSICAL**  
**44%** **FINANCIAL ABUSE**

  
**76**  
FAMILIES WERE GIVEN HOUSEHOLD PACKAGES

  
**143**  
FAMILIES ACCESSED OUR CLOTHING ROOM



## Board of Directors

**Ann Marie Heffernan**, President

**Lori Billey**, Vice President

**Tiffany Chow**, Treasurer

**Anahita Mashhadi Rahimi**, Secretary

**Percy Woods**, Director

**Omolara Oladipo**, Director

**Lori Johnson**, Director

**Kiersten Walker**, Director

**Colleen Maykut**, Director

**Faraz Siddiqi**, Director

**Terry McRobb**, Director

“Words can’t  
explain how  
*thankful* I am  
to have stayed  
here.”

## **Take Action** **I can support**

**We can do something about it. Join us and act.**

**How can you help today:**

1. Donate online now at  
[winhouse.org/act](http://winhouse.org/act)
2. Call 780.471.6709 to  
donate by phone

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**Helpline: 780.479.0058**

**Charitable registration # 107283301 RR0001**

**[winhouse.org](http://winhouse.org)**