



ANNUAL IMPACT REPORT

 2023-2024

A background image showing several hands cupped together in a gesture of support or unity, with a soft, warm color palette.

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About WIN House



WIN House offers women, non-binary individuals, and children a safe place to flee violence. Along with providing a safe place to sleep, we provide system navigation and innovative, preventative programming such as on-site nursing, on-site counselling, childcare, and cultural programming for those in our shelters.



MISSION

WIN House exists to further non-violent relationships and environments for women and non-binary individuals with or without children.



VISION

Women, non-binary individuals, and children are safe and free from abuse in their environments and relationships.



VALUES

WIN House is people focused and forward-thinking, without exception.



Courtney Knox

President, Board of Directors

2023 - 2024 has been a productive year for the Board of Directors. We started the year with a major accomplishment – the finalization of a three-year strategic plan. With this new strategic direction, we are optimistic about the future of WIN House – working to expand services and beds, grow our Fund Development Team, create administrative excellence and ensure that we can all clearly articulate the WIN House story.

Our Committees also carried out many significant tasks. The Finance Committee completed a search for a new auditor, revamped several reporting documents and successfully created a balanced budget. The Governance Committee updated the Board's policy statements and conducted a 360° evaluation for the Executive Director. The Nomination Committee had another successful year in recruitment, streamlining the process and recommending three talented individuals who we are delighted to welcome to the Board of Directors for the upcoming year.

It would also be remiss of me not to acknowledge the intentional actions taken by the WIN House Leadership Team and staff to build a more supportive and resilient workplace –increasing employee satisfaction and developing a positive working relationship with the Union.

Of course, this is not to say that the 2023 – 2024 year was without challenge. According to data, Edmonton is suffering from a lack of beds for women, non-binary individuals and children experiencing violent relationships and homelessness. This has resulted in an untenable number of turnaways. Funding also remains a challenge, with inflationary pressures and community need significantly outpacing any increases in government funding. The Board remains committed to working through these challenges in a strategic and collaborative manner.

Finally, I want to personally thank all the staff, donors and Board members for your continued dedication to WIN House's vision and mission. Your passion and commitment to the individuals we serve and the contributions you make to WIN House day in and day out have not gone unnoticed.



Leslie Allen

Executive Director

As I reflect on this past fiscal year, I am proud of our accomplishments and how far we have come. Our achievements were many. Here are some of our major accomplishments:

- We completed a Workplace Cultural Assessment and created a Workplace Restoration Committee to find solutions to the challenges identified in the report. As a result of these efforts, there has been a significant increase in employee engagement and satisfaction.
- We commissioned a fundraising audit and took the information to create a Development Super Team that will ensure WIN Houses' financial sustainability.
- Our team has researched and switched many of our administrative providers. In addition, we have increased our productivity using new programs and software. Through these changes, our organization has saved a significant amount.
- We collaborated with the Board of Directors to create a Strategic Plan and have successfully operationalized the plan.
- Several facility upgrades have been completed and we have spent time reviewing and adjusting our programs, while focused on improving culture and communications.
- We have created intentional processes in our HR department to ensure that employees have the best experiences when interacting with support services and management.
- Through the development of a new intranet, communication throughout the organization has been enhanced.
- We have increased interactions with all levels of government to positioning us as a sector leader. Our advocacy efforts have intensified, expanding our reach on key decision-making committees.
- We researched a potential expansion opportunity for increased bed capacity. Unfortunately, it didn't proceed but provided an opportunity to learn from the process and uncover the intersections between women's homelessness and gender-based violence.

This is just a short list of our accomplishments. We are especially proud that all decisions related to these activities have aligned with our values: Being forward-thinking, and people-focused, without exception. It takes a strong team to complete all this work. A huge thanks to all the staff and our leadership team; you are the light of WIN House. To provide a quote to sum up this year, it would be this one:

"Teamwork is the secret that makes common people achieve uncommon results" – Ifeanyi Enoch Onuoha

H i g h l i g h t s

OUR IMPACT THIS YEAR



2531

CRISIS CALLS ANSWERED

In 2023-2024, WIN House Crisis Intervention Workers answered 2531 calls from people in crisis. They offered support and, when possible, admission, helping callers when they needed it most. 267 (10.54%) were admitted to shelter.

CALLERS TURNED AWAY

In 2023-2024, out of 2531 callers seeking admission, 78.30% callers were turned away. A total of 1982 callers were turned away due to a lack of capacity within the shelters.



1982



398

RESIDENTS SHELTERED

In 2023-2024, WIN House supported 188 adults and 210 children who came to shelter with their guardians.

H i g h l i g h t s

C o n t i n u e d

*853 In-Person
Consultations
with our Nurse*

*113
Counselling
Hours,
54 Clients*



*500
Volunteer
Hours*



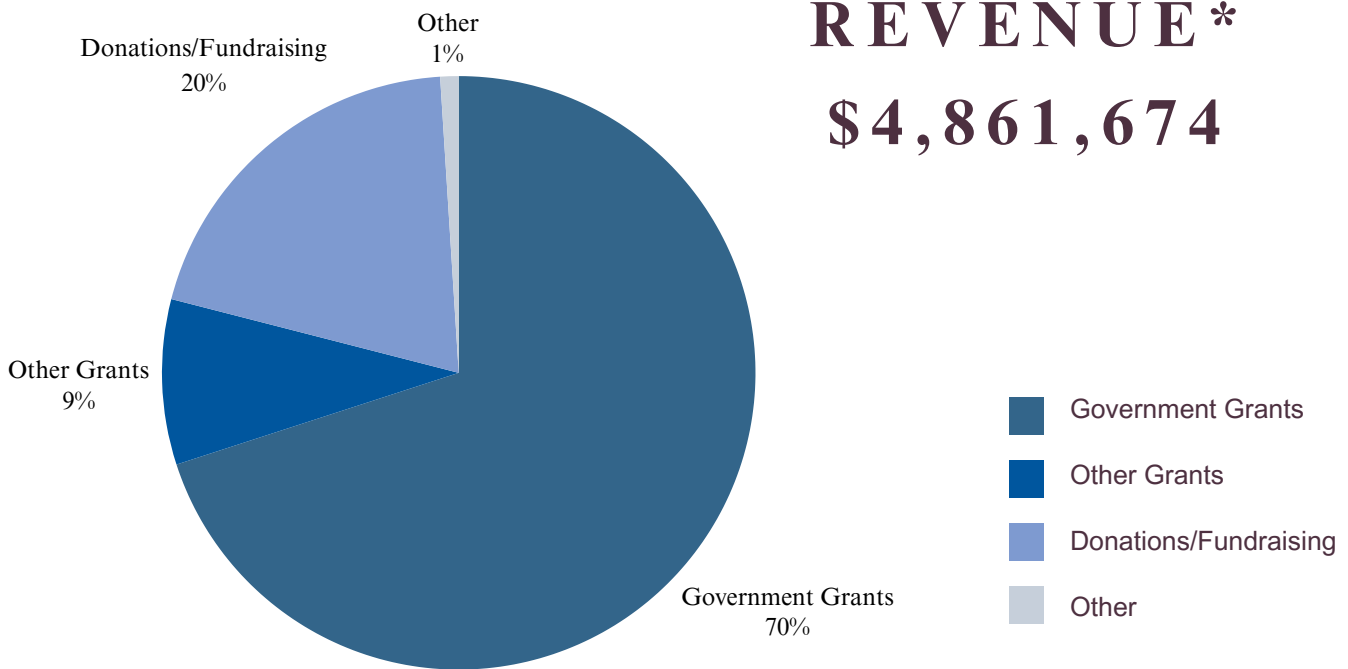
*Over 1685
Hours of
Child Care
Provided*



Financial Overview

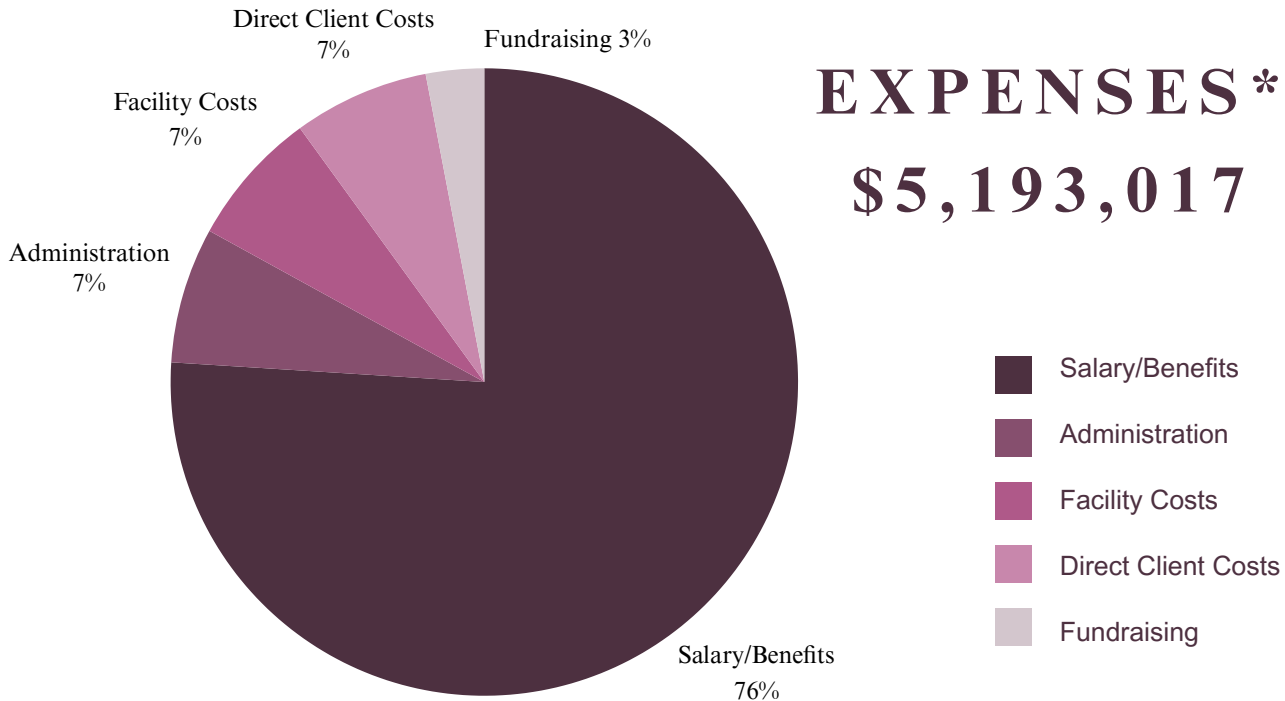
REVENUE*

\$4,861,674



EXPENSES*

\$5,193,017



**Revenue and expenditures are reported before income on investments and losses on the disposal of capital assets.*

WIN House Programs

WIN House delivers services through a trauma-informed and low-barrier model, ensuring that essential programs and services are accessible to all residents.



ON-SITE NURSING

The On-Site Nurse program, provided by StreetWorks, offers immediate and follow-up medical care, health education, and resources to residents. Available for private appointments five days a week, our nurse had 853 face-to-face encounters with WIN House residents last year.

ON-SITE COUNSELLING

WIN House partners with YWCA to provide free on-site counselling with a registered psychologist for residents during and after their stay. Additionally, YWCA offers a weekly drop-in domestic violence support group. To ensure accessibility, WIN House provides childcare during these sessions.



EQUINE THERAPY

WIN House partners with Unbridled Equines for transformative equine therapy. The "Starting The Journey" workshop helps residents build healthy relationships and personal growth through interactive, hands-on activities. Guided by horses and facilitators, residents improve communication and confidence.

CRISIS INTERVENTION WORKERS

Our Crisis Intervention Workers play a crucial role within the shelter, offering comprehensive support to our residents. They provide emotional support, assist in creating personalized safety plans, and offer daily, round-the-clock assistance. Additionally, they manage our 24-hour Helpline, providing guidance and support for individuals fleeing violence or seeking advice.



INDIGENOUS CULTURAL PROGRAMMING

In partnership with Bent Arrow Traditional Healing Society, WIN House offers residents Indigenous cultural teachings, including teaching circles, medicine picking, and children's activities. They also provide staff training.

Partnerships



*475 Gift
Cards Given
to Residents*

WIN FOR GOOD

Through our exclusive partnership with Goodwill, gently used clothing donations are converted into gift cards for WIN House residents. This allows them to purchase needed items for themselves and their children, while also supporting Goodwill's incredible work in offering employment opportunities to individuals with disabilities, thereby enriching their lives. To learn more, visit winhouse.org/goodwill!

EMERGENCY CLOTHING PROGRAM

Thanks to ECHO Promotions, our shelter residents have access to emergency clothing whenever needed. Many residents arrive after fleeing unsafe situations, often without their belongings or essential items. ECHO provides up to \$5,000 in emergency clothing each year, ensuring comfort and security. This support helps make our shelters welcoming and accommodating to each individual's specific needs.



COMMUNITY. COLLABORATION. CREATIVITY.

*Up To
\$5000
Each Year!*



PET SAFE KEEPING PROGRAM

Our collaboration with the SPCA grants us access to the Pet Safe Keeping Program, which is essential for residents escaping violence with their pets. Through the SPCA Pet Safe Keeping Program, residents can find refuge and support in our shelters, confident that their pets are being well cared for.

*5 Dogs &
7 Cats
Helped!*

Supporter Spotlights



BASKETS OF HOPE

We would like to extend our heartfelt gratitude to our partners at Rohit Group of Companies for their annual Baskets of Hope campaign. For the past 14 years, Rohit has donated hundreds of self-care and comfort items to WIN House. These items are provided to every adult upon their arrival to shelter. In 2023, Rohit donated over *250 Baskets of Hope* for WIN House residents. Keep an eye out this November to learn how you can get involved.

GIVE ME SHELTER

For the past 20 years, the Global News Give Me Shelter campaign has supplied thousands of essential items and gifts to individuals experiencing violence. This year, the 20th Annual campaign raised an impressive \$88,466, supporting six women's shelters across Edmonton. We appreciate your donations and unwavering support for those facing violence during the holiday season.



CHILLIN' FOR CHARITY

We are grateful to the JDC West students for their tremendous effort in the Chillin' For Charity fundraiser this past November. Staff, students, and community members participated in polar dips to support WIN House. JDC raised over \$11,000, surpassing both their initial goal of \$5,000 and their second goal of \$10,000. We are grateful for their support!

BOMA

Every year, BOMA Edmonton celebrates the success of its members by hosting a Holiday Luncheon charity event. The atmosphere was vibrant with excitement and community spirit as individuals committed to creating safer communities gathered to support those escaping violence. This year, BOMA generously donated \$10,000 to WIN House. We deeply appreciate their continued support.



WIN House Events

International Women's Day: Light The Darkness

On International Women's Day, we partnered with Kingsway Mall, Brookfield Residential, and ProFound Talent to amplify the voices of our residents. With the creative vision of award-winning artist Tessa Stamp, we transformed our mission into a captivating 12-foot-tall interactive house display, with each room narrating the journey of individuals who have found solace within our shelter walls.

The event, attended by prominent figures including the Honourable Salma Lakhani and many local business owners, drew significant attention. While the house was on display, Kingsway Mall saw *411,900 visitors!* We plan to continue the #LightTheDarkness Campaign theme in future campaigns to raise awareness about gender-based violence.



*80,700
Display
Visitors!*

*Over
\$12,300
Raised!*



WIN House Events

WIN 55

In September, we celebrated 55 years of dedicated service at our WIN55 event. The evening was a testament to our shared commitment to creating safer, non-violent environments for women, non-binary individuals and children in the Edmonton area. The event featured engaging entertainment, including drag performances, flash mob dances and a variety of delicious foods, transporting our guests back to the founding years of WIN House.

Thanks to the generosity of our donors, we raised over...

\$52,000

This will continue to transform the lives of those affected by violence.



ADOPT A FAMILY

Thanks to a tremendous outpour of community generosity and corporate support, WIN House was able to provide *over fifty families and individuals* with gifts and household items last holiday season. Many residents were able to use these items when leaving WIN House, ensuring they had essentials in their new homes.

Thank you to all the businesses, families, and individuals who participated in Adopt A Family.



V o l u n t e e r s



We extend our gratitude to our dedicated volunteers, whose hard work and support have significantly enhanced the impact of WIN House over the past year.

Our volunteers contributed to various projects, including community events, office administration, special initiatives, and service on our Board of Directors. Over the past year, 50 active volunteers have generously donated 500 hours of their time to support WIN House and our residents.

We thank all our volunteers for their commitment and dedication to fostering a future free of violence in our communities. Your contributions are invaluable to our mission.

B o a r d o f D i r e c t o r s 2 0 2 3 - 2 0 2 4

Our Board of Directors consists of ten dedicated individuals who volunteer their time and expertise to govern WIN House. We extend our sincere appreciation to the following members of our board:

Courtney Knox (President)

Robyn Hanson

Daniel Roberts (Vice-President)

Claudia Johnston

Jameson van Dijk (Treasurer)

Michelle Plaizier

Heidi Besujen

Jeff Walker

Nicole Church

Remington Irwin

Supporters

This list is just a few of our many supporters.
If you'd like to be featured in next year's report, please reach out to WIN House!

The Allan and Sally Sawin Foundation

Associated Engineering Group Ltd.

ATB Financial

ATCO EPIC

Elaine Boychuk

Brookfield Residential

Building Owners and Managers Assoc. of Edm.

- BOMA

Canadian Natural Resources Ltd

The Chawkers Foundation

Dacro Industries Inc.

Elizabeth Devries

Echo Promotions Inc.

Edmonton Community Foundation

Endura Manufacturing Co. Ltd

Eveline Charles West Edmonton Mall Salon &
Spa Ltd.

Genstar Development Partnership

Helix Corp

The Kristie Charitable Foundation

Rodney Makar

Jessica Mantik

The Matt & Betty-Jean Baldwin Foundation

Nordic Holdings Ltd (Sofaland)(Konto)

Northwind Land Resources Inc.

PAX Empowerment Funds

David Pickup

Riva International

Royal LePage Shelter Foundation

Ryan & Erin Schram

Serv-All Mechanical Services Ltd

Heather & Leonard Shankowsky

Violets Shop

Shoppers Drug Mart-Pharmaprix Life
Foundation

Stahl Peterbilt Inc.

United Way of the Alberta Capital Region

Valard Construction LP

VETS Facility Services

William & Florence Lede Family Foundation



*“There is no limit to what we,
as women, can accomplish.”*

-Michelle Obama

Contact

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