



⌚ WINhouse

# ANNUAL IMPACT REPORT

2024-2025

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

# C o n t e n t s

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# About WIN House

For over 55 years, WIN House has been a safe haven for women, children, and non-binary individuals fleeing gender-based violence. As Alberta's largest domestic violence shelter, our mission extends far beyond emergency beds - we offer wraparound supports that empower individuals to heal, rebuild, and move forward.

With on-site nursing, trauma-informed counselling, child and cultural programming, and system navigation; we meet immediate needs while working toward long-term safety and stability.

At WIN House, we remain agile, compassionate, and committed - adapting to evolving needs and identities, and walking alongside our residents on their journey.

Within or beyond our walls. Until they're safe. Without exception.



## 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.



Leslie Allen

Chief Executive Officer

As I reflect on the past year at WIN House, I am proud to share the progress we've made in advancing our mission and strengthening our organization. Our work remains deeply rooted in our strategic plan, and our collective efforts have resulted in meaningful accomplishments across all areas of our organization.

In our shelters, we've continued to evolve and enhance our services to better meet the needs of the women and children we serve. This year, we initiated the development of two critical new roles: a Trauma-Informed Family Support Worker and a Justice Navigator. These positions are designed to address service gaps and provide more holistic, integrated support to our residents. We also refined our second-stage shelter program based on evaluation findings, helping ensure our supports remain responsive, relevant, and rooted in best practice. One of our most impactful initiatives this year was the implementation of a safe and sustainable exit framework — an approach designed to support residents in transitioning to long-term stability. Already, the impact is clear: we've seen a measurable increase (10%) in residents securing stable housing, along with an increase of 21% in transitions to market housing, and a 66% increase in residents moving into owned residences.

WIN House has also taken a lead in strengthening sector collaboration through the Shelter Directors Group — a local collaborative of women's shelter leaders in Edmonton and the surrounding area. I'm proud of the group's achievements, including securing a grant for administrative support, developing a comprehensive business case, and completing a three-year strategic plan to guide our collective work moving forward.

We were excited to seize the opportunity presented by the City of Edmonton to apply for a surplus school site — an important step in our efforts to increase capacity and create more affordable housing. This initiative was complemented by applications to both provincial and federal capital funding opportunities, all part of our commitment to address the growing demand for safe housing.

Advocacy remains a cornerstone of our work. Throughout the year, we continued to meet with both provincial and federal officials, championing the needs of survivors of violence and pushing for systemic change.

Internally, we've made important strides to support our team and enhance our infrastructure. We implemented a new payroll and HR system, providing better support and increased efficiency to our dedicated staff. Our Workplace Restoration Committee has remained a vital part of nurturing and monitoring our organizational culture, contributing to the strong, positive environment that continues to define WIN House.

We've also forged exciting new partnerships, including our collaboration with 211 to centralize shelter intake calls—an initiative launched in July 2025 that will streamline access for women in crisis.

Our fund development efforts continue to evolve. We were grateful to collaborate with Kingsway Mall on a successful International Women's Day event and are actively exploring new ways to engage with donors and deepen their connection to our work.

None of these accomplishments would be possible without the support, commitment, and passion of the WIN House community. I would like to extend my deepest gratitude to our Board of Directors for their thoughtful oversight and governance. And a special thanks to our leadership team, Ashley Baxter and Tricia Jorritsma, for their unwavering support and encouragement. And to our dedicated staff: thank you for your tireless commitment to the women and children who rely on us. Your work is vital, your impact is profound, and I am honoured to lead this incredible organization.

***Until they're safe. Without exception.***





# OUR IMPACT THIS YEAR



2,454

## CRISIS CALLS ANSWERED

WIN House Crisis Intervention Workers (CIW) responded to 2,454 calls from individuals in crisis. CIW's provided support, offered shelter when possible, and guided callers through some of their most difficult moments.

Of those callers, 158 individuals (7.8%) were admitted to WIN House shelters. The majority of calls - 2,010 (81.9%) - were Residential Admission Requests. The remaining calls included 347 Information Requests, 52 Crisis Support calls, 23 Client-Related calls, and 22 categorized as Other.

## MEALS SERVED

WIN House provided shelter and support to 173 adults and 235 children.

Across our emergency and second-stage shelters, residents received three nutritious meals each day, resulting in an estimated 50,000+ meals served throughout the year - a small but vital part of creating stability, dignity, and care during their stay.



50,000



408

## RESIDENTS SHELTERED

WIN House supported 408 individuals, 173 adults and 235 children who came to our shelters with their guardians. A total of 378 admissions occurred during this period (158 Adults & 220 children) and 370 departures (155 adults & 215 children).

# OUR IMPACT THIS YEAR



*933 In-Person  
Consultations  
with our Nurse*



*223 Individuals  
Served by our  
On-Site Nurse*



*1471 Hours  
of Childcare  
Provided*

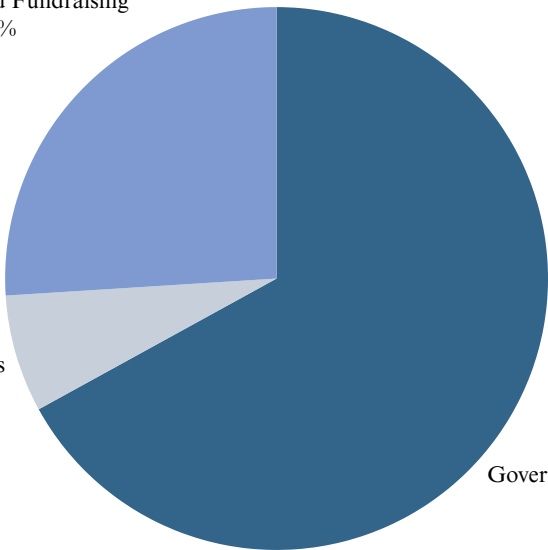
*191 Children  
Received  
Childcare*



# Financial Overview

Donations and Fundraising  
26%

Other Grants  
7%



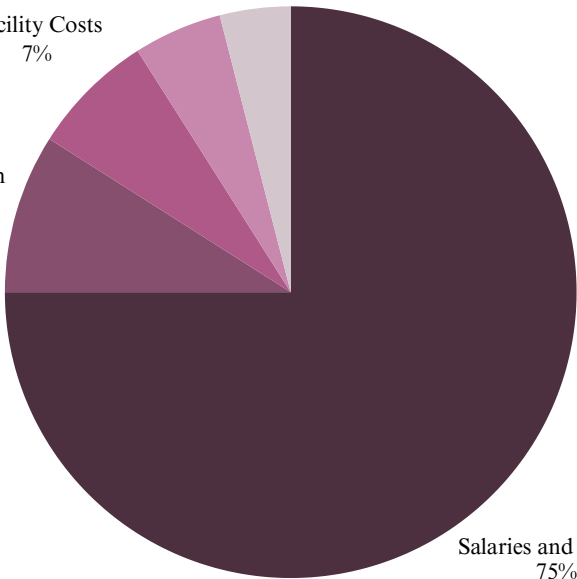
**REVENUES\***  
**\$5,067,278**

- Government Operating Grant
- Donations and Fundraising
- Other Grants

Direct Client Costs  
5%

Facility Costs  
7%

Administration  
9%



**EXPENSES\***  
**\$5,715,286**

- Fundraising
- Direct Client Costs
- Facility Costs
- Administration
- Salaries and Benefits

*\*Revenues and expenditures are reported before gains or losses on investments and capital asset disposals.*

*Audited by Yates Whitaker LLP, Chartered  
Professional Accountants*



# WIN House Programs

WIN House is committed to providing inclusive, accessible support through a trauma-informed, low-barrier approach - ensuring that every resident can access the essential services and programs they need for safety, healing, and stability.



## 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 at all three shelters, our nurse had 933 face-to-face encounters with WIN House residents.

## ON-SITE COUNSELLING

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

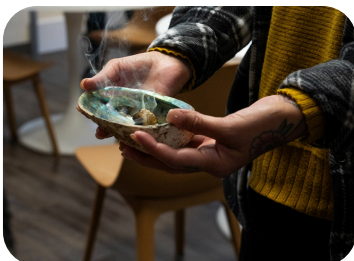


## EQUINE THERAPY

Through our partners, Unbridled Equines, WIN House provides 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



*\$12,900  
received in  
Goodwill gift  
cards*

## WIN FOR GOOD

Through our exclusive partnership with Goodwill, gently used clothing donations are converted into gift cards for our residents. The gift cards enable them to purchase essential items for themselves and their children. This initiative also supports Goodwill's remarkable work in providing employment opportunities to individuals with disabilities, thereby enriching their lives. To learn more, visit [winhouse.org/goodwill](http://winhouse.org/goodwill)!

## EMERGENCY CLOTHING PROGRAM

Thanks to ECHO Promotions, our shelter residents have access to emergency clothing whenever needed. Many residents have left unsafe situations, often leaving their belongings or essential items behind. ECHO provided up to \$5,000 worth of emergency clothing, ensuring comfort and security. This support makes our shelters welcoming and accommodating to each individual's specific needs.



*\$5,000  
Worth of  
Emergency  
Clothing*



## PET SAFE-KEEPING PROGRAM

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

# Supporter Spotlights



## METALLICA

WIN House received a generous \$50,000 donation from Metallica's All Within My Hands Foundation following their August shows in Edmonton. All Within My Hands is dedicated to building sustainable communities through education, hunger relief, and essential local services- and we are deeply grateful for their meaningful support.

## BASKETS OF HOPE

We would like to extend our heartfelt gratitude to our long-standing partners at the Rohit Group of Companies for their continued dedication to the Baskets of Hope campaign. This past November marked the 15th annual Baskets of Hope event, where Rohit raised an incredible \$14,000 and assembled 285 comfort-filled baskets for the residents of WIN House. These thoughtfully curated baskets, filled with essential self-care and comfort items, are given to every adult upon their arrival at the shelter- offering a sense of dignity, welcome, and compassion during a difficult time.



## GIVE ME SHELTER

The Global News Give Me Shelter campaign has supplied thousands of essential items and gifts to individuals experiencing violence. This year, the 21st annual campaign raised an impressive \$77,000 supporting six women's shelters across Edmonton. We appreciate the donations and unwavering support for those facing violence during the holiday season.

## BROOKFIELD RESIDENTIAL

Thank you to Brookfield Residential for being our house sponsor for this year's Light the Darkness campaign. The front of the house features one of their designs, a meaningful reflection of their commitment to building safe and inclusive communities. For the past two years, Brookfield has been instrumental in supporting the development of this powerful installation, working closely with our Kingsway Mall partners to bring it to life. Their commitment to WIN House goes beyond sponsorship; it's rooted in a genuine dedication to creating spaces where people feel seen, supported, and at home.





# WIN House Events

## Light The Darkness - 2025

On March 6, 2025, we officially launched our annual Light the Darkness campaign at Kingsway Mall. This year's initiative was made possible through the generous support of our partners: Kingsway Mall, Brookfield Residential, Endura Paint, Stahl Peterbilt, One to One Mailing, BFL Canada, and Quadra Group.

Thanks to the creative vision of award-winning artist Tessa Stamp and her team, we reimaged our 12-foot interactive house display from the previous year. The updated installation featured enhanced visuals and storytelling elements to reflect the lived experiences of those who have sought refuge at WIN House.

Following the campaign launch, we hosted Light the Way, an exclusive after-hours fundraising event at Kingsway Mall. The evening featured a robust panel discussion led by WIN House CEO Leslie Allen, Chief Programs and Operating Officer Ashley Baxter, and Shelter Manager Nova Winter, moderated by Nicole Weisberg of CTV. The conversation offered insight into the realities of gender-based violence in our community.

We are proud to share that \$7,000 was raised during the Light the Way fundraiser, bringing the campaign's total to \$30,000 in support of WIN House operations and services. Throughout the campaign, Kingsway Mall reported 452,965 visitors—a 5% increase in foot traffic compared to 2024- underscoring the growing public interest in this important issue.

We look forward to building on the momentum of Light the Darkness in the years to come, continuing to raise awareness and drive action against gender-based violence.



# WIN House Events

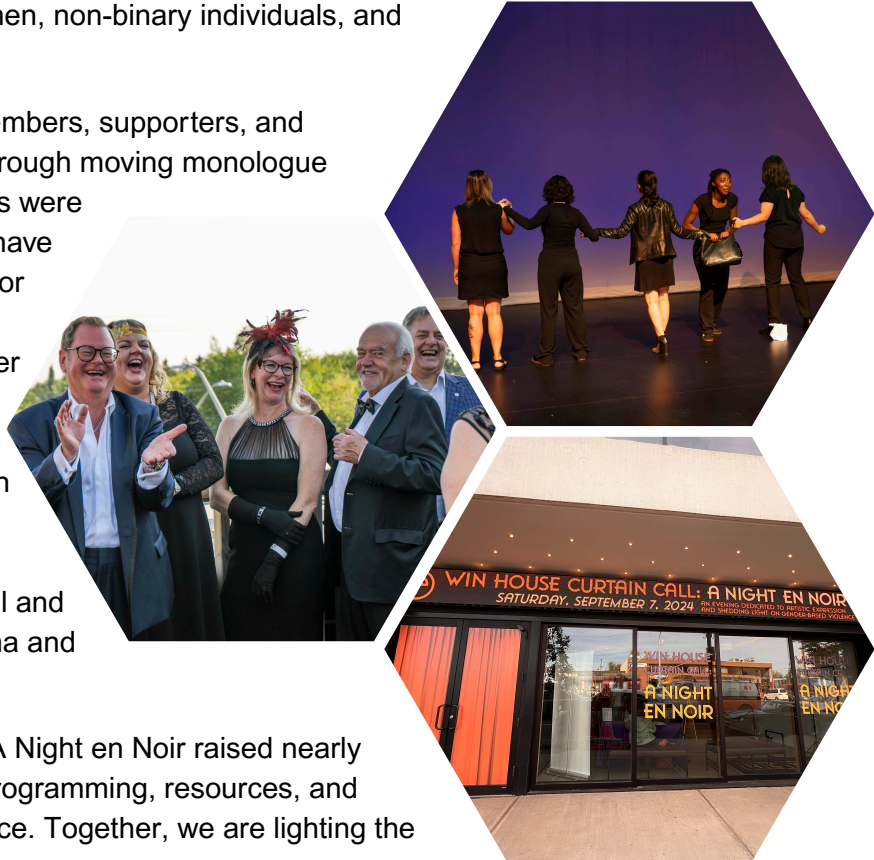
## WIN House Curtain Call: A Night en Noir

In September, we gathered to celebrate 56 years of service at A Night en Noir- an elegant evening of storytelling, connection, and commitment to building safer futures for women, non-binary individuals, and children escaping violence.

The evening brought together community members, supporters, and partners to reflect on our shared mission. Through moving monologue performances and powerful speeches, guests were immersed in the lived realities of those who have found safety through WIN House. Ambassador Johanna Baynton Smith's personal story resonated deeply, offering a heartfelt reminder of why our work matters.

A standout feature of the night was the return of our immersive house displays, each portraying real-life stories from the shelter. These installations served as a striking visual and emotional anchor, highlighting both the trauma and the resilience of those we serve.

Thanks to the generosity of our supporters, A Night en Noir raised nearly **\$70,000** - funds that will go directly toward programming, resources, and ongoing support for individuals fleeing violence. Together, we are lighting the way for brighter, safer futures.



## ADOPT A FAMILY 2024

Over 100 generous donors came together to support WIN House's Adopt-a-Family program - an inspiring demonstration of community care and compassion. Thanks to the incredible contributions from individuals, families, and businesses, we were able to provide gifts, household essentials, and meaningful support to more than fifty families and individuals staying at WIN House. These donations not only brightened the holiday season but helped residents transition into safer, more stable homes with the essentials they needed to start fresh. Thank you to everyone who participated!



# Our Volunteers



This past year, our volunteer's time, energy, and compassion helped strengthen our impact across every part of our organization. From supporting administrative tasks to assisting at community events, contributing to special projects, and providing leadership on our Board of Directors, our volunteers brought dedication and heart to every role.

Their efforts have enabled us to extend care to more people, foster meaningful connections, and raise awareness in the community. To each volunteer who supported us this year- thank you. Your generosity continues to move us forward and brings us closer to a world free from violence.

## Board of Directors 2024 - 2025

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)

Daniel Roberts (Vice-President)

Jameson van Dijk (Treasurer)

Nicole Church

Sunil Thomas

Balraj Mann

Robyn Hanson

Claudia Johnston

Michelle Plaizier

Jeff Walker

Tania Shapka

Barb Burton



# Supporters

*The following is a selection of the many generous supporters who make our work possible.  
To learn how your organization can be featured in next year's report, please contact WIN House.*

- All Within My Hands Foundation
- Allan and Sally Sawin Foundation
- Associated Engineering Group Ltd.
- ATB Financial
- ATCO EPIC
- Boychuk, Elaine
- Brookfield Residential
- Building Owners and Managers Association of Edmonton (BOMA)
- Canadian National Railway Company (CN)
- Canadian Natural Resources Ltd.
- Chow, Tiffany
- Dacro Industries Inc.
- Dodson, Peggy
- Dynamic Manufacturing Solutions Inc.
- Echo Promotions Inc.
- Edmonton Community Foundation
- Edmonton Korean Canadian Women's Association
- Endura Manufacturing Co. Ltd.
- Estate of Esther K. Pals
- Eveline Charles West Edmonton Mall Salon & Spa Ltd. (Art of the Arches)
- Frank J. Flaman Foundation
- Genstar Development Partnership
- Incite Strategy
- JDC West (Chillin' for Charity & Run for WIN)
- Kind Ice Cream
- Kingsway Mall
- Live Nation Canada Inc.
- Quadra Group
- REALTORS® Community Foundation
- Riva International
- Rohit Baskets of Hope
- Royal LePage Shelter Foundation
- Schram, Ryan & Erin
- Shoppers Foundation for Women's Health
- St. Andrew's Men's Club
- Stahl Peterbilt Inc.
- TELUS
- Matt & Betty-Jean Baldwin Foundation
- The Melinda Green Memorial Foundation
- United Way of the Alberta Capital Region
- William & Florence Lede Family Foundation
- Zimmerman, Elaine

**We were honoured to recognize:**

- Riva International – The Melinda Green Memorial Foundation
- Peggy Dodson – The late Elaine Zimmerman  
at the National Philanthropy Day Luncheon.

**Their generosity - through time, expertise, and financial contributions - has played an important role in helping WIN House provide safety, support, and hope to those fleeing violence.**



*"Each time a woman stands  
up for herself, she stands  
up for all women."  
- Maya Angelou*

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## Contact

### **WIN House**

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