



"Helping women and their families help themselves"

Donation Drive Toolkit

In support of Women In Need Society

womeninneed.net

FEEL GOOD ABOUT PARTNERING WITH WINS



When you choose WINS you choose a local not-for-profit making a difference right here in Calgary.

"I now believe in myself. I believe I truly am a strong woman, not just pretending to be." Selma, WINS Client

Selma came to WINS when she was desperately searching for a job to support herself and her three young children. She barely had enough money to buy food, she was scared and vulnerable, but had a relentless drive for a better life. Through WINS Free Goods Referral Program, Selma was able to meet her family's basic needs. This empowered Selma to recognize her own strength and she is now attending English classes, working, and building a vibrant future for herself and her children.

WINS exists to help women such as Selma make positive changes in their lives by gaining access to the skills, knowledge and resources necessary to move forward. Operating for 25 years, WINS is an award-winning social enterprise that is 100% LOCAL – all of our proceeds remain in Calgary and surrounding area and go directly to helping women and their families.

WHY A DONATION DRIVE?

A donation drive is an ideal way to build team spirit, engage your family and friends in a fun fundraising event, declutter your closet, basement or garage, recycle gently used goods, and most importantly give back to a local charity helping women and families right here in Calgary.

Recycle your gently used clothing, furniture and household items to WINS, with all donations supporting our Free Goods Referral Program and 4 Family Resource Centres that provide families with access to essential programs, services and resources that improve wellbeing.

Last year WINS programs supported over 14,400 adult individuals and over 5,000 children. These were all local women, men and children who were in need of basic services to help them rebuild their life.

By choosing to donate your gently used clothing, furniture and household goods to WINS, you are choosing to help local women and children, and you're also helping keep items out of local landfills.



WHAT CAN BE DONATED?



Any gently used furniture, household goods and clothes for women, men and children are gratefully accepted.

ITEMS MOST IN NEED:

- Pots, pans and dishes
- Tables and chairs
- Dressers
- Sofas and loveseats
- Mattresses
- Ladies clothing – all sizes and types
- Clothing for youth aged 7 – 14
- Linens (sheets, towels, blankets)
- Microwaves

**Please donate items that are in gently used condition with no tears, stains or broken items.*

[A complete list of items we accept can be found on our website.](#)

HEALTH & HYGIENE PRODUCTS

We are in need of NEW products for women accessing our Free Goods Referral Program. Consider putting aside a box for donation drive participants to bring new products such as:

- Shampoo/conditioner
- Hairbrushes, combs and other hair accessories
- Soap, lotions, cleansers
- Feminine hygiene products
- Makeup and other toiletries
- Toothpaste and toothbrushes
- Socks, underwear and bras



All these items are essential to help women feel better about themselves, which in turn helps them face their challenges and also enables them to spend their limited budget on food and other necessities.

WINS SUPPORTS YOUR EFFORTS BY PROVIDING:

- Free pickup of donated items at the end of your drive
- Logo and sample poster that you can use to promote your drive
- Custom posts on our website with your donation drive information and social media promotion

IDEAS FOR A SUCCESSFUL DONATION DRIVE



SELECT A DATE

- Pick a timeline for the drive – usually 1-2 weeks is the right amount of time to collect donations.
- Think about hosting the drive during spring cleaning time, end of the school year or heading into the fall season before packing things away for the winter

PROMOTE YOUR DRIVE

- Prepare a promotional poster and social media posts (click here for poster samples)
- Email all your connections
- Post it, Tweet it, Instagram it. (tag @winsyyc, WINScalgary, #WINS #womeninneedsociety)
- During the drive take lots of pictures and post those for people to get inspired to participate
- Have lots of boxes or bags for donated items
- Have fun!

COORDINATE A PICKUP

- Notify WINS of the end date of your drive and arrange a pickup for that date (please provide at least 4 weeks' notice). To arrange a pickup please call 403-252-3826 or [book online](#).

CELEBRATE YOUR SUCCESS

- Email and post thank you's to everyone who donated, including photos of the event
- [Email WINS](#) with photos, info about how much you collected and other success stories



WHERE DOES YOUR DONATION GO?

Your donations are used in our 5 Thrift Stores:

- Provides free basic goods to women in need through our Free Goods Referral Program
- Allows people with limited resources to buy items at a low cost
- Generates revenues for the operation of WINS so that we can support families through our 4 Family Resource Centres with programs providing pre-employment support, life skills training, community building and goal management
- Enables recycling, upcycling and diversion of items from landfills



QUICK FACTS

Last year through the generosity of Calgarians, WINS:

- Assisted over 12,000 women and other household members through our 4 Family Resource Centres with access to ESL, pre-employment supports, after school drop-in, computer access, goal based-planning and confidence building.
- Issued \$504,000 worth of inventory through our Free Good Referral Program where women and their families access the basic items they need.
- Worked with over 80 community agencies and services to deliver programs in our Family Resource Centres and coordinate access to basic needs items in our stores.
- Worked with newcomers to Canada helping women and their families get settled and meet their neighbours.

DID YOU KNOW?

- WINS accepts donations of gently used furniture at our Dover Store (3525 - 26 Ave SE) and at our Macleod Plaza (180 – 94 Ave. SE). Need a pickup of a larger item? **Call 403-252-3826 to book a free pickup or [book online](#).**
- WINS' Donation Centre accepts all donations, including furniture, 7 days a week, at **128, 1220 – 28 St. NE.**
- WINS is a family thrift store! Shop for great bargains on gently used furniture and household items and clothing for the entire family at any of our 5 convenient locations:
 - Richmond: 2907 Richmond Rd. SW
 - Bowness: 6432 Bowness Rd. NW
 - Dover: 3525 – 26 Ave. SE
 - Fisher Park: 134 – 71 Ave. SE
 - Macleod Plaza: 32, 180- 94 Ave. SE
- WINS has great volunteer opportunities for for ages 16 and up – [visit our website to learn more](#).