



DynaLIFE's 2019 Charity of Choice

Because of you, *I can*

DynaLIFE is pleased to announce the selection of our 2019 Charity of Choice, [WIN House](#)! WIN House, previously known as Edmonton Women's Shelter, did not start as a shelter for women who had suffered abuse but rather a home for transient women. It was at the downtown Greyhound station that Daisy Wilson first noticed the growing number of transient women in Edmonton. In 1968 a group of 28 organizations met to discuss the growing problem of homeless women. An action committee was formed to establish a point of contact and referral for the women. In 1970 this storefront was expanded and an overnight emergency shelter was opened in the basement of All Saints Cathedral. The overnight shelter enabled the committee to keep better statistics and expand their understanding of the circumstances behind the women's situation. It was discovered that abuse had been a factor in many of the women's life. Based on these findings the committee adopted a mandate to serve women and children who had been victims of all forms of abuse.

As part of our core values, *DynaLIFE* believes that giving back to the community is an important part of our culture. To ensure fairness and equitable charitable donations, *DynaLIFE* created the Charity of Choice program. This program guides the selection and management of charitable commitments. Charity of Choice Program:

- Allocates corporate funds for program support
- Directs corporate charitable donation to a selected registered, non-profit organization
- Tailors fundraising efforts to the needs of the selected organization
- Ensures that past recipient organizations are not neglected at the end of the one year term

Once again, thank you to our volunteer CRSC members for leading this year's election of Charity of Choice.

