

2018-2019

ANNUAL REPORT



Fresh Start
Women's Foundation



INTRODUCTION TO FRESH START WOMEN'S FOUNDATION


Mission & Vision:

To provide education, resources, and support for women to positively transform their lives and strengthen our community. We envision a world in which every woman reaches her full potential by achieving personal empowerment and financial self-sufficiency.

History

In 1992, two sisters, Pat Petznick and Beverly Stewart, established a foundation to provide education and wrap-around support to at-risk, under-served women in times of difficult transitions. Now, over a quarter century later, the Jewell McFarland Lewis Fresh Start Women's Resource Center in downtown Phoenix is a safe haven for over 4,000 adult women in need of education, mental health support, career readiness, and more. Our clients face a wide range of challenges: from experiencing homelessness, to fleeing abuse, going through a divorce, recovering from tragedy, starting a business, to finding a job, and many others.

FRESH START IS A STABLE PRESENCE IN THE COMMUNITY

- 
- 2002** Jewell McFarland Lewis Fresh Start Women's Resource Center opens at 1130 E McDowell Road, to serve all women 18 years or older after a successful capital campaign.
 - 2008** E. Jean Goulet Scholarship program is launched to provide opportunities for women to pursue higher education and training.
 - 2011** Small Business Start-Up Certificate Program in partnership with Paradise Valley Community College is launched to assist women with entrepreneurial dreams gain the knowledge and skills in order to start their own businesses.
 - 2014** Fresh Start receives two significant gifts which enables the organization to start a \$2 million endowment.
The Girls Thriving program is created to offer a safe place for girls grades 6-12 to learn effective social and emotional coping strategies and plan for a healthy future.
 - 2015** Fresh Start maintains several contingency accounts of approximately \$900,000 to bridge any financial gap.
 - 2016** A grant from the Thunderbirds Charities, gives us the ability to invest in building improvements such as a new roof, new air conditioners, new flooring, and new windows to keep the building in excellent condition.
Fresh Start creates a donor and client friendly website which changes the ease of accepting online donations. The first tax credit campaign on the new website brings in \$111,683 compared to the previous total of \$48,835.
 - 2017** In response to our client needs assessment, Fresh Start launches a computer training program. The Nina Mason Pulliam Charitable Trust commits to supporting the program for three years.
 - 2019** The first cohort of the Upward Mobility program is launched with 16 women to help them become career ready while connecting to training, education and networking opportunities.

DEAR DONORS, SUPPORTERS AND FRIENDS,

We hope you enjoy reading the Fresh Start Annual Report for Fiscal Year 2019. Twenty-six years ago, Fresh Start began as a funding organization for other organizations that helped women in crisis. Operating as a foundation, we saw an intense need for women exiting temporary housing, domestic violence shelters, sober living programs, or any means of crisis, and knew the women needed a safe and productive place to land.

In 1992, thanks to an outpouring of support from our community, Fresh Start opened the Jewell McFarland Lewis Fresh Start Women's Resource Center so that we could offer women support, skills, resources and access to jobs, so that these women had a place to truly get a "Fresh Start". Today 180 agencies refer their clients to Fresh Start each year to receive our extensive and comprehensive services to change their lives.

"This place created a foundation for me; you gave me the motivation to move and to keep on moving."

- FRESH START CLIENT

Long before the Resource Center opened its doors, Fresh Start had already enlisted women in the Valley to help with the Fresh Start Mentoring Program, which has helped thousands of women get back on their feet and pursue their goals. In addition, we could not operate without the 400 volunteers who help us each year with classes, workshops, client services, and mentoring.

We would not be able to do this important work without all of our incredible donors and supporters. The support that we receive from our community is invaluable. As a privately funded organization, we rely solely on the generosity of individuals and companies. Because of your financial contributions, volunteerism and advocacy, we are changing and enhancing our community one woman at a time; thousands of women every year!

Thank you for your support and generosity,



Patty White
EXECUTIVE BOARD CHAIR



Susan Berman
PRESIDENT AND CEO



LEADERSHIP

CO-FOUNDERS

Beverly Stewart and Pat Petznick



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EVENT OVERVIEW

23RD ANNUAL FRESH START GALA

The 23rd Annual Fresh Start Gala Presented by Bank of America | Merrill Lunch | U.S. Trust was on March 9, 2018 at The Phoenician in Scottsdale. Guests were treated to a fashion show presented by Neiman Marcus. Thank you to our chair, Andrea Katsenes, for her leadership and support. The evening included a special tribute from 2018 Founders' Award honoree, Jacquie Dorrance as she presented the prestigious Founders' Award to our 2019 recipient, Cindy Watts. In total, the Fresh Start Gala raised \$1.4 million dollars which directly benefits the programs and services Fresh Start offers to women in the community.



WINE WOMEN AND SHOES

On September 15, 2018, the Fresh Start Women's Foundation Auxiliary Board was proud to host the Second Annual Wine Women and Shoes luncheon raising over \$200,000. Co-Chaired by Lorena Van Assche and Kendra Miller, the event reached over 500 "well-heeled" women and a power-house collection of leading men in our community. The event raised much needed awareness about Fresh Start with many young women in the community.

24TH ANNUAL FRESH START CHARITY GOLF CLASSIC

The Charity Golf Classic presented by Valley Toyota Dealers and hosted by the Fresh Start Men's Board was held at Kierland Golf Resort on Nov. 2, 2018. We welcomed 200 golfers who enjoyed a full day of golf, camaraderie and fundraising while raising over \$350,000. One lucky raffle winner went home with a Brand New Toyota RAV4 Adventure courtesy of Valley Toyota Dealers. Thank you to all who came out to support the Golf Classic!



IMPORTANT DATES:

MAR 21, 2020

**24TH ANNUAL
FRESH START GALA**
The Phoenician

APRIL 15, 2020

Deadline for your
Arizona Charitable
Tax Credit donation!

SEPT 26, 2020

**WINE, WOMEN
& SHOES**
Chateau Luxe

CONNECTING TO THE COMMUNITY

Fresh Start believes in reaching out to the community to find more resources for women and to build a network of services that women can access for a full range of support. Community Services at the Resource Center are responsible for community events available to both clients as well as the broader community.

"Without Fresh Start, I would not have gotten the strength and courage to continue in my life's dream and purpose."



"It is a beautiful thing what you are doing for us women. Thank you."



IN FISCAL YEAR 2019

3,386

VISITS THROUGH
COMMUNITY
SERVICES EVENTS

194

OUTREACH EVENTS
ATTENDED

180

AGENCIES REFERRED
WOMEN TO FRESH
START

6,957

OUTREACH
CONNECTIONS MADE

In partnership with Driggs Title, Fresh Start provided free mammograms for 53 women who were able to access free, 3-D mammograms during this two day event in February.

PROGRAMS AND SERVICES

THESE NUMBERS ARE REFLECTIVE OF FISCAL YEAR 2019



WELCOMING WOMEN IN THE COMMUNITY

The Jewell McFarland Lewis Fresh Start Women's Resource Center is a beacon of hope for women in need. The women that seek our services are welcomed into a unique community where they can share their stories, relate to one another's journeys and build the confidence to create a new future for themselves. We are a safe place for women and are always looking for ways to grow our services in the community.

25,881

VISITS TO THE CENTER

2,383

NEW CLIENTS



FINDING RESILIENCE AND MOVING FORWARD

Trauma and past experiences can hinder personal growth and development. Our highly-skilled, Masters Level, Social Workers meet one-on-one with clients to help them address their past and forge a path forward. Time and time again we see our women showing resilience in the face of adversity, trauma, and tragedy. Our support groups, mentoring services and career pathways specialist are all designed to offer support and social networks for our clients.

Our unique mentoring program provides one-on-one caring support and direction from successful women in the community. These women volunteer their time to encourage other women to reach their educational and career goals.

1,483

SOCIAL WORK
SESSIONS
CONDUCTED

63

MENTORING
MATCHES

2,439

SUPPORT GROUP ATTENDANCE



ENERGIZING WOMEN ABOUT EDUCATION

Education opens many doors and Fresh Start is helping women believe in and see the power of education. Educational Scholarships provide assistance for women looking to complete a certificate or credential in growth industries with high earning potential

115

CAREER & EDUCATION
SCHOLARSHIPS AWARDED

\$102,815

AWARDED IN CAREER
& EDUCATION
SCHOLARSHIPS

PROGRAMS AND SERVICES

THESE NUMBERS ARE REFLECTIVE OF FISCAL YEAR 2018



IMPROVING PROFESSIONALISM AND GUIDING CAREERS

We know helping more women access training can allow them to: chart a career path to a stable well-paying job; develop a strong support network; and secure financial reserves which will give them what they need to sustain economic independence.

12,223 WORKSHOPS OFFERED

7,189 VISITS TO THE E-LEARNING CENTER

GIVING WOMEN KNOWLEDGE OF THE FAMILY COURT SYSTEM

Family Law Support Services include information sessions and workshops presented by legal professionals. Certified legal document preparers are available to draw up family court documents at a significantly reduced fee.

1,819 FAMILY LAW SUPPORT SESSIONS

673 FAMILY LAW SUPPORT CLIENTS



MOBILIZING THE COMMUNITY

Fresh Start is fortunate to have a large number of active and engaged volunteers who provide hands on support through facilitating workshops, helping clients in the Treasures Within Boutique, assisting at our annual events and much more.

424 VOLUNTEERS

14,930

TOTAL VOLUNTEER HOURS INCLUDING OUR COMMUNITY PARTNERS, INTERNS AND ENCORE FELLOWS



EMPOWERING WOMEN WITH COMPUTER SKILLS

Fresh Start launched the Computer Literacy Program in 2016 to teach women computer skills ranging from basic to advanced. This enables women to use technology for employment opportunities, career readiness and education.

1,856 COMPUTER WORKSHOP ATTENDEES

425 UNIQUE WOMEN SERVED

51% OF WOMEN WANT TO IMPROVE THEIR COMPUTER SKILLS TO FIND EMPLOYMENT

FINANCIAL REPORT

Statement of Financial Activities

For the year ending June 30, 2019

(with comparative totals for the year ended June 30, 2018)

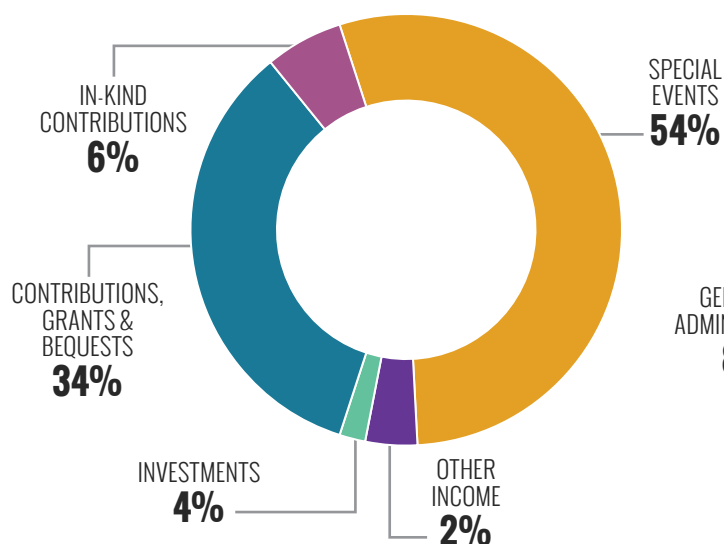
REVENUE	2019	2018
Contributions, Grants & Bequests	\$1,120,610	\$1,447,445
Special Events	1,797,482	1,631,642
In-kind Contributions	198,408	93,886
Investments	128,377	136,056
Other Income	59,610	21,378
Total Revenue	\$3,304,487	\$3,330,407

EXPENDITURES

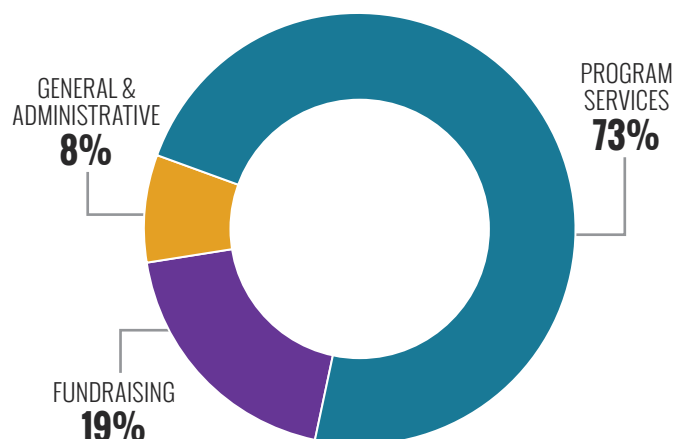
Program & Services	\$2,122,972	\$2,091,857
General & Administrative	222,750	122,840
Fundraising	567,765	519,343
Total Expenditures	\$2,913,487	\$2,734,040

Change in Net Assets (before depreciation)	\$391,000	\$596,367
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2019 REVENUE PERCENTAGES



2019 EXPENDITURES



A Note from Susan Berman: In the form 990, along with our audited financial statements, Fresh Start has adopted the new not-for-profit financial reporting requirements for allocating costs between program services and other categories in conformity with U.S. Generally Accepted Accounting Principles. The new requirements were far more restrictive with respect to the formal definitions of what constitutes costs that could be allocated to programs and services.

WAYS TO GET INVOLVED

Jewels Giving Circle

By contributing to the Jewels Giving Circle, you are helping to ensure that Fresh Start will continue to make a difference for generations of women to come. The programs and services offered at Fresh Start are creating stronger families and communities, one woman at a time. As an independently funded non-profit organization, your individual support is critical to providing services to the women of our community.

Please visit freshstartwomen.org/donate to become a member of the Jewels Giving Circle

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Arizona Tax Credit

Qualifying Charitable Organizations allows Arizona taxpayers to receive a dollar-for-dollar tax credit of up to \$800 joint/married and \$400 individual on state taxes when they donate to Fresh Start.

Did you know...

- You do not need to itemize your taxes
- You can donate to this **AND** to the public school, private school, foster agencies, and other tax credits
- You can use the same donation as a deduction on your federal return

Visit freshstartwomen.org/taxcredit for details. Use QCO Code: **20525**

United Way

For participating employers, you can designate a portion of each paycheck to be donated to the registered charitable organization of your choice. Just simply write in **Fresh Start Women's Foundation** on your United Way campaign paperwork provided by your company's Human Resources department.

Fry's Community Rewards program

Support Fresh Start, at no cost to you, just by shopping and using your Fry's VIP card when you shop. If you already have a VIP card, sign-in to your account online and select Fresh Start using code **84235**. If you do not have a VIP card yet, you can sign up for one and enroll in their Community Rewards program. Visit FrysFoods.com to select Fresh Start (code 84235) as your community rewards organization.

AmazonSmile

A simple and automatic way for you to support Fresh Start every time you shop on Amazon, at no cost to you. When you shop at smile.amazon.com, you'll have the same shopping experience as amazon.com, but with the added bonus that a percentage of each purchase will be donated to Fresh Start.

Visit smile.amazon.com to select Fresh Start Women's Foundation as your charity and start shopping.

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Share our Services with a Friend

We love when our supporters refer a friend or relative to Fresh Start. Offering a large number of programs and workshops allows us to serve a variety of women from all walks of life.

Explore our catalog at freshstartwomen.org/event-list.

Purchase a Commemorative Brick

Honor an inspiring person in your life while supporting Fresh Start. Purchase an engraved commemorative brick to be displayed in the courtyard of the Jewell McFarland Lewis Fresh Start Women's Resource Center.

Visit freshstartwomen.org/volunteer-and-support for details.

Become a Volunteer at Fresh Start Women's Foundation

Volunteers are the lifeblood of our organization. We rely on the talent and time donated by members of our community to help us accomplish our mission.

To learn more about becoming a volunteer visit freshstartwomen.org/volunteer-and-support.



WITH GRATITUDE

Fresh Start Women's Foundation is grateful for the generous support of its donors. We recognize individuals, corporations and foundations who have made single or multiple donations totaling at least \$250 in FY 2019.

\$100,000+

Barbara Anderson
Pat & Earl Petznick
Beverly Stewart

\$25,000 – \$99,999

Jacquie and Bennett Dorrance
Laurie and Warren Florkiewicz
Nancy Hanley
Jan and Tom Lewis
Heather and Delbert Lewis
Leah and Jim Stone
Cathy and Stephen McConnell
Belle and Olen Petznick
Melinda and Earl Petznick
Cindy and Michael Watts

\$10,000 – \$24,999

Carole Ellison
Amanda and Dana Garmany
Ellen Jane and Malcom Jozoff
Kerry and Debbie Klimes
William C. Lewis
Cheryl Londen
Kimberly and Chris McWaters
Diane and Thomas Might
Gary and Joanne Mizell
Frederick Pakis

John Pappas
Camerone and Robert McCulloch
Shirley Reuba
Pamela and James Overton Risoleo
Roxanne Wingate

\$5,000 – \$9,999

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Megan and Brett Angner
Doug Baughman
Pete DeWitt
Rebecca and Peter Fine
Mary and Chris Gale
Kathleen and John Graham
Kathy and Dan Grubb
Mary Gay and Woody Harrah
Kim and Robert Kiyosaki
John Laughlin
Nancy and Mark Loftin
Humberto Lopez
Jude Miller Burke
Kathy and Tom Munro
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William Perry
Mara and Timothy Schantz
Brad Selland
Roger and Teresa Rupert-Speer
Julie Tomich
Patty and Dwight Todd
Cheryl and Thomas Zittle

\$2,500 – \$4,999

Josh Allen
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Valerie and Leland Bisbee
Dean Bloxom
Gena and Harry Bonsall
Jennifer and Oleg Bortman
Eric and Emily Broome
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Stephanie and Brad Cullum
Robyn and Michael DeBell
Barbara and Patrick Deming
Matt DeWitt
Charles Duley
Ruth Engle
Matthew Fishman
Frances Haynes
Lisa and Dean Heskin
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Linda and William Langer
Rochelle and Brian Lee

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Betty McRae
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Jacki and Phil Tatman
Amy and Ray Thurston
Daryl and Louis Weil

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Bev and Tim Lonchar
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Jay Stein
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Greg Edmoundson
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Kathryn Sweeney
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Gail Tindal
David Tittle
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Craig Watson
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Serena Wedlich
Glen Wilk
Buzz Wisda
Kathy Wise
Kristy and George Young
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Jeremy Zangara
Megan and Robert Zapulla
Kimberly Zittle
Anne and Andreas Zoll

\$250 – \$499

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Nancy Baldwin
Dr. Cynthia Banton
Deborah and Michael Barrett
Brynn Beam
Brian Beard

\$250 – \$499 (cont)

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Myriam Bender
Stacy Benson
Cathy Berg
Charlene Berge
Kate and John Birchler
Heidi and Gary Bliss
Laura Boldt
Erin Borg
Tracey Brannon
Elena and Jeffrey Breese
Jennifer Brewer
Julie Brooks
Jacob Brown
Susan Brown
Jay Buck
Lacey Bundy
Maurenn Bussolletti
Carmen Bustamante
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Kymberlly Cantrell
William Cantrell
Tracy Carneal
Charles Carpenter
Lisa Carrington
Katie Cassidy
Frank Cerrito
Diana Chavez
Caren Chester
Brenda Christmas
Jamie Clements
Beth Coleman
Marjorie and Bernard Combs
Amy Contre
Justin Contre
Kate Conway Larson
Irene Corrales
Jason and Shea Creed
Courtney Crowder
Imre Csaszar
Stephanie Cunningham
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Barbara Devereaux
Andrea Diedrich
Joseph Digeno
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Jenny Erwin
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Jason Fierstein
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Valerie Flores-Lamb
Anita Fogarty
William and Linda Gallie
Parker Galope
Caitlin Garber
Amy and Paul Gause
Erica Gibbons
Elaine Gordon
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Tracy Grubb
Marcia Gruber
Kendra Haar
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Christine Hall
Christine Harper
Timothy Hazelton
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