

The word "Gala" is written in a highly decorative, black calligraphic script. The letters are thick and elegant, with extensive, flowing flourishes that extend both above and below the main text. The 'G' has a large, sweeping loop on its left side, and the 'a' has a long, sweeping tail that curves back towards the center. The overall effect is one of sophisticated and formal elegance.

FRESH START  
WOMEN'S  
FOUNDATION  
SATURDAY,  
MARCH 9, 2019  
THE PHOENICIAN



## EVENT OVERVIEW

The 23rd Annual Fresh Start Gala will honor more than two decades of support for Fresh Start Women's Foundation on Saturday, March 9, 2019 at The Phoenician. Guests will be treated to a cocktail reception, gourmet dinner, incredible live entertainment, dancing and many surprises throughout this special evening.



### FOUNDERS' AWARD HONOREE

## Cindy Watts

Cindy Watts will be honored during the Gala with the 2019 Founders' Award for her years of volunteerism and philanthropic support of the community. Throughout her life, Cindy has been focused on building stronger communities thereby ensuring the opportunity for every woman to meet her highest potential. She is a founding member of ASU Women and Philanthropy and has many collaborations with ASU including the Center of Mindfulness, Compassion & Resilience; Watts Center for Academic Excellence and Watts College of Public Service and Community Solutions. In addition, Cindy serves on the Arizona Humane Society Presidents Advisory Council, St. Vincent de Paul Advisory Board, Barrow Women's Board and many others. In her personal life, Cindy is a fitness guru, karaoke singer and has her helicopter license.



### EVENT CHAIR

## Andrea Katsenes

Fresh Start is very fortunate this year to have Andrea Katsenes lead as event chair for this year's Gala. Andrea has been active in the community, using her time and talents to impact the lives of others. Her passion for Fresh Start and care for the advancement of women will shine through on March 9th.

Andrea Katsenes is a current member of Fresh Start's Board of Directors and serves as the Director of Media Relations for Cox Communications Arizona. Andrea is a devoted philanthropist and works with many local nonprofits in the community.





## ABOUT FRESH START

Fresh Start Women's Foundation began as a dream shared between two sisters, Pat Petznick and Beverly Stewart, who wanted to help women in need and give back to the community. Now, over 25 years later, Fresh Start has flourished and impacted tens of thousands of women.

Fresh Start's clients come from all over the Phoenix Metropolitan area with different needs and goals. Whether a woman is seeking personal, professional, educational or emotional support, Fresh Start designs an individualized plan for her to move forward.

### RESOURCES AND SERVICES PROVIDED BY FRESH START INCLUDE:

- Social Work Services
- Financial Education
- Career Training
- Computer Literacy
- Mentoring Services
- Personal Development
- Educational Resources & Scholarships
- Family Law Support

### JUST LAST YEAR, FRESH START:

- Welcomed **2,803** new clients at the Jewell McFarland Lewis Fresh Start Women's Resource Center located in downtown Phoenix
- Provided **25,708** services to women in need
- Ensured **eighty percent of every dollar** received was directly invested into programs and services
- Helped **10,638** workshop attendees
- Awarded **\$212,501** in career & educational scholarships
- Placed women in **1,741** jobs
- Provided **1,656** Family Law Sessions
- Provided **2,324** Social Work Sessions

In addition, Fresh Start collaborates with over **180** agencies who utilize our Resource Center as a landing pad for women who need support creating a path forward after leaving unhealthy situations, temporary housing or crisis facilities. We believe in connecting women to a wider network of support and care to truly give her the tools she needs to thrive.

Fresh Start women are wives, sisters, mothers, and daughters. They come from diverse backgrounds with their own stories and personal journeys. As they face transition, Fresh Start is here to help and your support allows us to do that.







1130 E. McDowell Road, Phoenix, AZ 85006 | [freshstartwomen.org](http://freshstartwomen.org)

# COMMITMENT TO FRESH START

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Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

Phone Number: \_\_\_\_\_

Email: \_\_\_\_\_

Preferred Listing for Recognition: \_\_\_\_\_

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## SPONSORSHIP OPPORTUNITIES

*Details on back*

PRESENTING SPONSOR - \$60,000

IGNITE SPONSOR - \$40,000

THRIVE SPONSOR - \$25,000

EMPOWER SPONSOR - \$15,000

CONNECT - \$10,000

INSPIRE - \$7,000

PREMIER COUPLE - \$1,800

INDIVIDUAL TICKET - \$700

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I am unable to participate, but please accept my 100% tax-deductible donation of \$\_\_\_\_\_.

Enclosed is my check in the amount of \$\_\_\_\_\_.

Please charge my:  Visa  MasterCard  American Express  Discover

Credit Card Number: \_\_\_\_\_ Expiration Date: \_\_\_\_\_

Name as it appears on card: \_\_\_\_\_ Security Code: \_\_\_\_\_

Signature: \_\_\_\_\_

Thank you for your sponsorship commitment. Please return your sponsorship form to:  
Fresh Start Women's Foundation | Attn: Gala | 1130 E. McDowell Road, Phoenix, AZ 85006

For more information contact Susan Brow: 602.261.7140 | sbrow@fswf.org

*Ads received after February 5, 2019 are not guaranteed to be included in the print program due to print deadlines.*

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# SPONSORSHIP OPPORTUNITIES

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## □ PRESENTING SPONSOR - \$60,000

*Will support 541 women who have experienced domestic violence develop a safety and action plan to leave an abusive situation.*

- Two premier tables for 12 (24 seats) at the Gala
- Listed as "Presenting Sponsor" in the event invitation; print program; evening slide show
- Company logo on Gala website
- Two full-page ads in the gala program
- Facebook Posts: 8 posts and custom hashtag, company mention as "Presenting Sponsor"
- Listing in media advisories and press releases as presenting sponsor
- Special "Thank You" and verbal recognition in opening remarks at Gala
- Recognition in Fresh Start Annual Report
- Company logo included on screens during the evening program

## □ IGNITE SPONSOR - \$40,000

*Will support 253 women prepare documentation for legal protection, child custody and child support.*

- Two premier tables for 10 (20 seats)
- Listed as "Ignite" sponsor in the gala program
- Company name listed on Gala Website
- Two full-page ads in the gala program
- Facebook Posts: 5 posts with company mention as the "Ignite Sponsor"
- Recognition in Fresh Start Annual Report
- Company logo included on screens during the evening program

## □ THRIVE SPONSOR - \$25,000

*Will support 411 women begin a career path with training and employment opportunities.*

- One premier table (12 seats) at the gala
- Listed as "Thrive" sponsor in the gala program
- Company name listed on Gala website
- One full-page ad in the gala program
- Recognition in Fresh Start Annual Report
- Company name included on screens during the evening program

## □ EMPOWER SPONSOR - \$15,000

*Will support 48 computer workshops to help women with their technical skills, in order to compete in today's job market.*

- One preferred table (10 seats) at the gala
- Listed as "Empower" sponsor in the gala program
- One full-page ad in gala program
- Recognition in Fresh Start Annual Report
- Company name included on screens during the evening program

## □ CONNECT - \$10,000

*Will support 40 women to take a 40-hour course of the Jump Start program.*

- One preferred table (10 seats) at the gala
- Listed as "Connect" sponsor in the gala program
- One half-page ad in the gala program
- Recognition in Fresh Start Annual Report
- Company name included on screens during the evening program

## □ INSPIRE - \$7,000

*Will help 35 women enroll in our mentoring program.*

- One table (10 seats) at the gala
- Listed as "Inspire" sponsor in the gala program
- One quarter-page ad in the gala program
- Recognition in Fresh Start Annual Report
- Company name included on screens during the evening program

## □ PREMIER COUPLE - \$1,800

*Will help professionally wardrobe 25 women for job interviews and court appearances.*

- Preferred seating for two at the gala
- Listed as "Premier couple" in the gala program
- Name included on screens during the evening program

## □ INDIVIDUAL TICKET - \$700