



Third Annual Fresh Start
Wake, Shake & Mingle: A Fitness Fundraiser

Saturday, April 29, 2017 | Scottsdale, AZ



Fresh Start
Women's Foundation



EVENT OVERVIEW

SATURDAY, APRIL 29, 2017
Boondocks Patio & Grill
4341 N 75th St., Scottsdale, AZ 85251

8 a.m. - Registration; 9 a.m. - 12 p.m. - Dancing & Festivities

Hosted by the Fresh Start Auxiliary Board, Wake, Shake & Mingle participants will dance together during 100 minutes of fun and fitness through expert-led sessions with noted Valley fitness instructors. Dancers will also enjoy healthy bites, music, goodie bags and chances at great raffle items. Proceeds from the event benefit the life-changing programs and services offered by Fresh Start Women's Foundation.

ABOUT FRESH START

Co-founded by sisters Pat Petznick and Beverly Stewart 25 years ago, Fresh Start Women's Foundation has empowered tens of thousands of women to transform their lives through free and low cost career and education programs, life skills and support services.

Last year, Fresh Start:

- Welcomed 21,082 visits to the Jewell McFarland Lewis Fresh Start Women's Resource Center in downtown Phoenix.
- Received 3,100 new visits to the Center.
- Achieved 2,882 job placements for women.
- Awarded nearly \$406,000 in educational scholarships.
- Averaged more than 100 workshops and support groups each month.
- Ensured at least eighty percent of every dollar received was directly invested into programs and services.

Whether adjusting to a job loss, concerned about financial security, insufficient education, domestic violence or legal struggles, clients share one thing in common—they are facing a transition and Fresh Start is there to empower them to transform their lives.



THANK YOU

The success of the Fresh Start Wake, Shake & Mingle: A Fitness Fundraiser depends on your generous support. The Auxiliary Board would like to thank last year's sponsors, event supporters, and donors for their contributions.

Sara Agne	Victoria Cerrito	Charles Hauff	Macy's @ Scottsdale	Phoenix Mercury	Snell & Wilmer, L.L.P.
Ronald Allen	Chili's	Vince Hernandez	Fashion Square	Phoenix Suns	Nicole Sornsin
Taylor Alvey	Clever Koi	Rosemary Hess-Nunn	Eric Marcotte	Misty Pile	Terri Sornsin
AMMCO	Alesha Nicole Corey	Jason Hiland	Cora Martinez	Tim Polson	The Sparkle Bar
Sarah Anchors	Allison Crawford	Rhoda Hill	Elizabeth McClure	Janet Pridemore	Megan Spiekermeier
Sue Andes	Crescent Crown	Susan Hixson	Steve McClure	Karen Pridmore	Marlene Srdic
Amanda Arboleda	Distributors	Michelle Hoffmann	Elizabeth McConaghy	PV Skin Clinic @	Misty Stachel
Michelle Archambault	Denise Cullison	Yolanda Hom	McCormick Ranch	Shapario Plastic Surgery	Beverly Stewart
Arizona Biltmore Resort & Spa	Jennifer Cushing	Honeywell	Erin McInerney	Zandria Ransom	Amber Stitt
Arizona Cardinals	Jennifer Daniels	i9 Sports Greater North Phoenix	Linda McKenzie	Christine Ray	Leah Swanson
Arizona Coyotes	Regina Davis	McKenna Irwin	Samantha Medina	Rebecca Taylor @	Jacki Tatman
Arizona Diamondbacks	Carlye Doran	Joy Isaacs	Margarie Mejia	Scottsdale Fashion Square	teres: A Nail Bar
Arizona Foothills Magazine	Sarah Doran	Jenny Iverson	Jasmine Mercado	Samantha Rhoades	Top Notch Transportation
Arizona Lottery	drybar	Catherine Jackson	Charles Merkle	Lizbeth Rizzo	Carlie Tovrea
James Auther	DV8 Ink	Kirstin Jones	David Merkle	RKS Plumbing and Mechanical, Inc.	TruHIT Fitness
Jane Auther	Brian Egan	Juice Core	Karen Merkle	Sheila Roberts	Anita Turk
Sarah Auther	Roy Emery	Megan Jury	Samuel Messina	Dena Roché	Suzanne Turner
Jenn Bare	Melissa Epstein	K40 Electronics	Michael Stars @	Terry Roman	Tutor Perini Building Corp.
Chris Barone	Farnsworth Wholesale Company	Allon Kahn	Scottsdale Fashion Square	Jill Rother	Shannel Unnasch
Deborah Barrett	Fennemore Craig, P.C.	Kathleen Kahn	Jude Miller Burke	Jacob Rush	Mary Upchurch
Courtney Beller	Lorraine Field	Karve Studio	Kendra Miller	Janet Rush	Courtney Van Loo
Rachel Bensen	Marisa Flores	Magdalena Kaspari	Laurel Miller	Traci Russell	Colleen Varela
Nick Bergman	Shayna Foglesong	Anthony King	Model Citizen Salon	Leah Russo	Erin Vecchia
Susan Berman	Four Seasons Resort Scottsdale	Jessica Kirkpatrick	Mountainside Fitness	Allen Rust	V's Barbershop
Kelly Billings	Lily Fowee	Cathy Kleeman	Catherine Munsterman	Carrie Ryerson	Jennifer Wagner
Jessica Blakiston	Kim Fowee-Perera	Shannon Knapp	Annette Musa	Thomas Ryerson	Molly Walker
Boba Tea Company	Tawny Frans	Angela Kory	Nadia Mustafa	Sanctuary Resort and Spa	Emily Ward
Bobby Q's	Fry's Food and Drug	Cecilia Kory	Christina Noakes	Priscilla Schultz	Holly Wendt
Boondocks Patio & Grill	Jessica Gale	Heidi Kory	NYPD Pizza	Danielle Schwager	Westin Kierland Golf Club
Jessica Brubaker	Claudia Galloway	Leslie Lasher	Roxana Ocano	Scottsdale Fashion Square	Westin Kierland Resort and Spa
Buti Brides	Valentin Galvan	Marissa Laureles	Kelly O'Connor	Jeffrey Scudder	Wet 'n' Wild Phoenix
Café Monarch	Michelle Gere	Leidan Mitchell Salon & Spa, Phoenix	Yvonne Olson	Shamrock Farms	Carter H. Wilbanks
Sergio Canales	Monique Gibson	Terra Liddell	Scott Osborn	Beth Sieloff	Wildlife World Zoo
Kindra Carpenter	Chelsey Ginder	Debra Lite	Mai Osgood	Carol Siple	Aquarium and Safari Park
Marie Case	Tasha Godeau	Michelle Liu	Nancy Oster	Kathy Siple	Kathy Wilson
Orlando Castaneda	Jill Granger	Katherine Logue	Janey Pearl Starks	Maggie Siple	Julie Wright
CBS Radio	Kevin Green	Lorna Jane @ Scottsdale Fashion Square	Cynthia Pearl	Leslie Skora	Debbie Yost
Sylvia Celaya	Sabrina Greenawald	Alexandria Lucas	Ashley Pederson	Angela Sleeper	
Tracy Celaya	Michele Greenberg	Macerich Management Company	Asoka Perera	Trudy Sloan	
Central Wine	Marni Guerrero		Jules Perera		
Katherine Cerrito	Marissa Harrington		Pat Petznick		
			The Phoenician		



WAKE, SHAKE & MINGLE: A FITNESS FUNDRAISER COMMITMENT FORM

Company Name: _____

Contact Person: _____

Address: _____

City, State, Zip: _____

Phone Number: _____

Email: _____

Preferred Listing for Recognition: _____

SPONSORSHIP OPPORTUNITIES

☐ Platinum : \$10,000

☐ Silver : \$2,500

☐ Event Underwriting
Please contact Michelle Gere
for opportunities.

☐ Gold : \$5,000

☐ Bronze : \$1,000

☐ I am unable to participate, but please accept my 100% tax-deductible donation of:

☐ \$100

☐ \$200

☐ \$500

☐ OTHER \$ _____

☐ Enclosed is my check in the amount of \$ _____ (payable to Fresh Start Women's Foundation)

Please charge my: ☐ Visa ☐ MasterCard ☐ American Express

Account Number: _____ Expiration Date: _____ CCV: _____

Name as it appears on card: _____

Signature: _____

Thank you for your sponsorship commitment. Please return your commitment form to:
Wake, Shake & Mingle | Fresh Start Women's Foundation | 1130 E. McDowell Road, Phoenix, AZ 85006
For more information contact Michelle Gere | 602.261.7169 | mgere@fswf.org | Fax: 602.257.9692
freshstartwomen.org



SPONSORSHIP OPPORTUNITIES

PLATINUM (TITLE) - \$10,000

- 20 complimentary registration passes (\$1500 value)
- 10 kids (12 and under) complimentary registration passes (\$250 value)
- Logo recognition on website and all promotional materials
- Recognition on press release, social media, and all public promotion
- Promotional table at event
- Inclusion of promotional item in goodie bag

GOLD - \$5,000

- 15 complimentary registration passes (\$1125 value)
- Eight kids (12 and under) complimentary registration passes (\$200 value)
- Logo recognition on website and all promotional materials
- Recognition on press release, social media, and all public promotion
- Promotional table at event
- Inclusion of promotional item in goodie bag

SILVER - \$2,500

- 10 complimentary registration passes (\$750 value)
- Five kids (12 and under) complimentary registration passes (\$125 value)
- Logo recognition on website, and all promotional materials
- Recognition on press release, social media, and all public promotion
- Inclusion of promotional item in goodie bag

BRONZE - \$1,000

- Five complimentary registration passes (\$375 value)
- Three kids (12 and under) complimentary registration passes (\$75 value)
- Logo recognition on website, and all promotional materials
- Recognition on press release, social media, and all public promotion
- Inclusion of promotional item in goodie bag

EVENT UNDERWRITING

- Breakfast
- Cocktails
- Healthy Snack Break
- Wristbands
- Photo Booth
- Red Carpet
- Goodie Bag
- T-shirts
- Vendor Pop-up Shops
- And more!

Value and benefits to be determined, based on underwriting donation.



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1130 E. McDowell Road, Phoenix, AZ 85006 | freshstartwomen.org