



Fresh Start
Women's Foundation

Annual Report 2013-2014



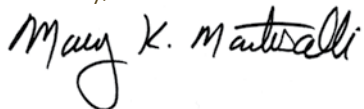
Dear Friends of Fresh Start,

This year, we were once again reminded of how valuable our supporters are to the health and success of our life-changing programs and services for women. We were able to expand our programs and offer new workshops and events, and our partners were instrumental to our expansions:

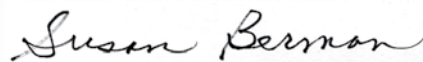
- Through a partnership with Goodwill of Central Arizona, we were able to open an East Valley location at the Goodwill Career Center in Chandler. In addition, the e-learning center at Fresh Start is now equipped with full-time Goodwill staff to help women find self-sustaining employment and provide technical support while working on the computers.
- Offered to entry to mid-level professional women in our community, the Inspired Leadership Series featured seasoned, local expert guest speakers addressing the issues of professional standing, career goals, and knowledge for growth and development. Thanks to the support of American Express, the Inspired Leadership Series was available for free to attendees.
- The Transition to Thrive Luncheon Series highlights the courage, strength and best practices implemented by some of the most successful women in our community as they shared how they navigated major life transitions. National Bank of Arizona has been instrumental in helping us bring this series to the community.
- In partnership with Soroptimists of Phoenix, we provided GED classes and testing support for women. The course work and materials were provided by Princeton Review and is aligned with state GED testing requirements.
- Premiering in 2014, Girls Thriving assisted young women between the ages of 13 and 18 to make well-informed life decisions and avoid disastrous outcomes due to lack of guidance, maturity, knowledge or experience.
- Each month we offered a well-attended, educational seminar called "Freshspectives" with topics of interest ranging from diversity, health and wellness, HIV/AIDS awareness and free testing with Southwest Center for HIV/AIDS, healthy dating, financial awareness and the Starting Fresh Back to School event.
- Our Thrive On quarterly group celebrated and sustained our clients who are moving up in their pursuit of attaining their goals. The group provided a networking opportunity coupled with an expert guest speaker related to the needs of the women. Each attendee received a "Thrive On" card entitling her to attend all workshops and events free of charge, access to the Public Speakers Bureau and engagement in Thrive On volunteerism. We held three Thrive On events and membership has risen to 95 members.

Thank you for your commitment to support and empower women throughout the Valley. Without our dedicated staff, board members, volunteers, donors and partners, we would not be able to provide women with as many quality services and unique opportunities. In the coming years, we hope to forge more partnerships and continue to expand our services to help women thrive.

Sincerely,



Mary Martuscelli
Chair, Fresh Start Executive Board of Directors



Susan Berman
President & CEO, Fresh Start Women's Foundation



financial statement

FISCAL YEAR JULY 1, 2013 - JUNE 30, 2014

Dear Friends of Fresh Start Women's Foundation,

In our 21st year of operation, I'm pleased to report that the overall financial position was again positive. In general, this was due our continued growth of our donor base, positive investment performance, lower administrative costs, and increased revenue from Fresh Start Treasures, a thrift boutique benefitting Fresh Start. Total revenue was \$2,825,028 and net income from all sources, less operating expenses, was \$551,375 (which includes restricted grants for future projects and excludes depreciation).

Fiscal Year 2014 Highlights:

- Contributions, grants and bequests accounted for \$994,647 of our total revenue.
- Fresh Start Treasures revenue increased by 28% as compared to FY2013.
- We continued our strong discipline over administrative costs, with 80% of funds supporting direct services.
- Scholarships totaling \$70,557 were awarded to Fresh Start women for pursuing higher education.

We continued our environment of financial and programmatic transparency between the staff, the Finance Committee and the Executive Board, making decisions that best benefited Fresh Start and the women we serve in the community.

The financial statements on the following pages are for FY2014, which ended June 30, 2014.

With our strong donor base, as well as new donors, sponsors and grantors, Fresh Start will continue to thrive in 2015 and beyond.

Sincerely,

A handwritten signature in black ink that reads "Christine Schaefer Kline". The signature is written in a cursive, flowing style.

Christine Schaefer Kline
Treasurer, Fresh Start Executive Board of Directors

financial report

Consolidated Statement of Financial Activities

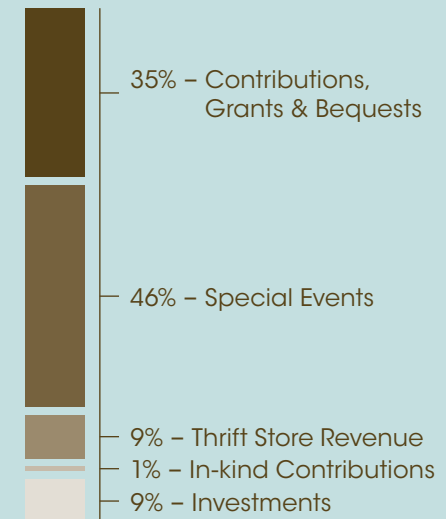
For the year ending June 30, 2014
(with comparative totals for the year ended June 30, 2013)
(before depreciation)

REVENUE	2014	2013
Contributions, Grants & Bequests	\$994,647	\$1,645,065
Special Events	1,302,839	1,325,821
Thrift Store Revenue, net	256,962	200,917
In-kind Contributions	26,882	73,641
Investments	243,698	90,119
Total Revenue	\$2,825,028	\$3,335,563

EXPENDITURES

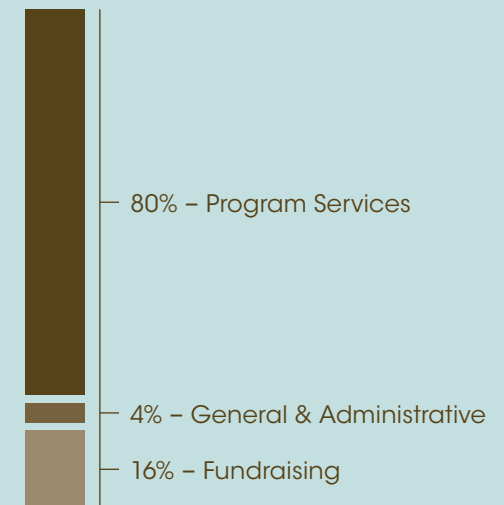
Program Services	1,810,787	2,008,322
General & Administrative	96,808	96,367
Fundraising	366,058	319,973
Total Expenditures	2,273,653	2,424,662
Loss on Uncollectable Pledges	0	23,054
Change in Net Assets	\$551,375	887,847

2014 REVENUE



2014 EXPENDITURES

*includes loss on debt; excludes depreciation



1130

Jewell McFarland Lewis
Fresh
Start
Women's
Resource
Center





our numbers

2013-2014

22,512 Women's Resource Center visits

1,844 Children served by Child Watch

3,657 New center visits

334 Documents prepared/reviewed by certified legal document preparers

84 Percentage of returning visits to the center

3,205 Women served by family law support services

11,220 E-learning center visits

7,537 Volunteer hours utilized to support Fresh Start services

522 Women provided with career, technical and financial one-on-one coaching

2,649 Direct client contact and case management by master's level social workers and resource specialists (hours)

programs and services

Career Services – Career coaches work one-on-one with clients helping them to develop a career and education plan and write their resumes. A self-service computer center is available to help women search for positions in a variety of career fields.

Child Watch – Free child care services are available on-site for women who are attending classes or utilizing the center’s services.

Education – A variety of workshops, seminars and support groups offer concrete, practical advice on an ongoing basis facilitated by leading professionals on such topics as finance, parenting and interviewing skills.

E-Learning Center – Computer-equipped, internet-accessible library, specializing in self-help and women’s issues with a collection of thousands of books, media and periodicals.

Family Law Support – Services include legal information sessions, workshops and seminars presented by legal professionals. Certified legal document preparers are available to provide preparation of family court documents at a significantly reduced fee.

Mentoring Program – This unique program provides one-on-one caring support and direction from successful women in the community who volunteer to encourage other women to reach their educational and career goals.

Online Resource Center - Women can access Fresh Start courses and resources any time, anywhere at freshstartwomen.org.

Personal Development Services - Individualized assistance and workshops created to enhance women's confidence and self-esteem through professional wardrobing choices, hair and make-up application and stress-relief techniques.

Social Work Services - Master's level social workers help women prioritize their needs and create an action plan for overcoming life's barriers, including workshops, referrals and one-on-one sessions.



with gratitude

FRESH START WOMEN'S FOUNDATION DONORS

Fresh Start Women's Foundation is grateful for the generous support of its donors. We recognize individual, corporate and foundation donors who have made single or multiple donations totaling at least \$250 in FY2014, July 1, 2013 – June 30, 2014.



\$100,000+

Pat & Earl Petznick, Sr.
Beverly & Gary Stewart†
Barbara Anderson

\$25,000 – \$99,999

Leah Lewis Stone & Jim Stone
Melinda & Earl Petznick, Jr.
Belle & Olen Petznick

\$10,000 – \$24,999

Erin & James Essert
Kim & Robert Kiyosaki
Nancy & Mark Loffin
Cheryl & Tom Londen
Anne Mariucci
Mary Ellen & Robert McKee
Kim & Chris McWaters
Keely Moran

\$5,000 – \$9,999

Megan & Brett Angner
Cheryl & Jeffrey Fine
Amanda & Dana Garmany
Mary Gay & Woody Harrah
Sue Clark-Johnson† &
Brooks Johnson
Karlene Keogh Parks & Steven Parks
Debbie & Kerry Klimes
Jean & Roland Mariucci
Mary & Rick Martuscelli

Kathy & Tom Munro
Sally Odegard
Pamela Overton-Risoleo &
James Risoleo
Linda & Bill Pope
Amy & Mark Schiavoni
Ellen Tometich
Patricia & Mark Tucker

\$2,500 – \$4,999

Gena & Harry Bonsall
Lorraine Field
Mary & Chris Gale
Carolyn & LeRoy Hanneman
Leezie Kim
Patricia & Joseph Kogutek
Jan & Tom Lewis
Kim & Larry McDonald
Jude Miller Burke
Joanne Solomon
Luke Walker

\$1,000 – \$2,499

Lynn Agnello
Rosa & Benito Almanza
Julie & Wayne Anderson
Jackie & Richard Aragon
Fredrick Aspey
Lyn & Paul Attaway
James Brophy
Joan & Michael Brubacher
Scott Burdick

Luba & Robert Burns
Renee & Tony Castillo
Walter Clarke
Libby & Joel Cohen
Shauna & Tom Connelly
Heidi & Richard Coupland
Rosemary & Ken Cranston
Susan & Mike Croye

Barbara Demin
Judy & Fredrick Dickman
Sharon Dupont McCord
Donna & Mike Easterly
Stacy & Paul Gebhart
Sheila Gaiman
Meghan & Josh Grabel
Nancy Hanley
Meighan Harahan
Colleen & John Jenson
Ellen & Howard Katz
Pete Kelly
Janet & Mark Kizziar
Cathy & Jim Kleeman
Marlene Klotz-Collins & Rex Collins
Gregg Knudten
Edith & Donald Kunz
Lisa & Josh Lannon
Spike Lawrence
Sally & Richard Lehmann
Ina & Murray Manaster
Kara & Jeff May
Patricia Morris

Leslie Motter
Jeffrey Muecke
Alexandra & Timothy Nash
Sam & Chad Odom
Marco Pievani
Kathy Player
Susan Pollick
Susan & Dan Rigsbee
Terry & Stephen Roman
Mike Romano
Mark Rosenberg
Joyce & Mark Rosenberg
Teresa Rupert-Speer &
Roger Speer
Janet Rush
Katherine & Stephen Scardello
Christine Schaefer Kline &
Adam Kline
Jennifer & Mark Schouten
Cynthia & Jeffrey Shaw
Ruth Siegel
Nicole Sornsin
Alli & Jay Stinson
Faridah Suluki
Jacki & Phil Tatman
Edwina & Mark Thoeny
Linda & Kevin Tripp
Mary & James Upchurch
Ann Vry
Patty White & Dwight Todd
Susan & Ray York
Robert Zamora



\$500 – \$999

Ann Adams
Corey Anderson
Betsey Bayless
Kristin Bloomquist & Bill Shrader
Myriah & David Bonsall
Bob Brown
Evelyn & Michael Chipman
Mary & Mike Cullum
Kanda & Jeffrey Dangremond
Barbara Dickerson
Karen & Daniel Diethelm
Susan Drumm
Jennifer Farner
Elena Flores-Breese & Jeffrey Breese
Tawny Frans
Mary Gillmore
Linda & Steve Helm
Lisa & Timothy Hoekstra
Barbara & Tom Hoffnagle
Richard Holden
Virginia Holt
Scott Jonasz
Judith Joseph
Joy & Craig King
Nany Kinnard
Donna Lamar
Linda & William Langer
Ronald Lewis
Fran & Michael Mallace

Laura & Ken McElroy
Stephanie McMichael & Ed Vartughian
Nathan Mutchler
Kathryne Nason
William O'Brien
Jeff Perry
Ramiro Peru
Concetta & Anthony Pinto
Jamie Relei
Larry Ryback
Deanna Salazar
Carol & Thomas Schaefer
James Smith
Amy Stifter
Molly Stockley
Brian Swanson
Keri Tignini
Barbara Tripp
Donna & Ted Vallone
Melissa Vandolah
Karilyn & Christopher VanOosten
Mara Weber
Cheri & Donald Wilson
Donna Witherwax

\$250 – \$499

Cathleen Barton
Laurie Battaglia
Donna Benjamin
Marie & Irwin Bliss

Kevin Bruckmaster
Kevin Carpenter
Kevin Cleary
Suzanne Coyne & John Hensing
Doug Domas
Michelle Gere
Angela & Gerard Hallier
Sharon Hard
Scott Havice
Adam Heller
Marcia & James Henika
Ida & John Hester
Iva & Larry Hirsch
Laura Hobbs
Sue & Darryl Kidd
Angela & Luke Kory
Martin Kupper
Barbara LaBranche
Christine & Jeremy Lear
Alicja Lee
James Lee
Karen & Dale Litton
Peter Lowicki
Mary Ann Mangels
Suzanne & Steve Mariucci
Katheryn Martens
Phyllis Miller
Stan Miller
Alana Millstein
Kate & Scott Miraglia

Denise Missimer
Bryan Moreno
Jodi & Mike Noble
Jeffrey Novacek
Mary Ann & James O'Neil
Pele Peacock Fischer & Nicholas Fischer
Misty & Nate Pile
Linda Plummer
Carin & Kevin Quast
Brigitte Rapatz
Lisa & Steve Reinhart
Barbra[†] & Brendon Riley
Robert Seifert
Range Shaw
Adam Strecker
Kathleen & Jim Stringham
Rich Tarnopolski
Debbie & Colton Trauter
Joe Turso
Amy & John Videan
Quinn Wheeler
Audrey White
James Wisda

[†] Denotes deceased donor

CORPORATIONS & FOUNDATIONS

Fresh Start is proud to have the support of the following businesses and foundations

\$50,000 – \$99,999

Northside Hay Company, Inc
Pinal Feeding Company

\$20,000 – \$49,999

Arizona Public Service Company
Arizona Republic
AZ Crew
Bank of America
Blue Cross Blue Shield of Arizona
Chandler Compadres
Cullum Homes
Freeport-McMoRan
Greenberg Traurig, LLP/
Pamela Overton-Risoleo
Moreno Family Foundation
PetSmart
Salt River Project
Universal Technical Institute
Wells Fargo

\$10,000 – \$19,999

Apollo Education Group
Comerica Bank
Cox Charities
Dollar General Literacy Foundation
Intel Corporation

JPMorgan Chase
Knight Transportation
My Sister's Closet
Penske Auto Group Arizona
The Private Client Reserve of
U.S. Bank
Steele Family Foundation
U.S. Bank Foundation
William O. & K. Carole Ellison
Foundation

\$5,000 – \$9,999

Alliance Bank of Arizona
Animal Health International
Arizona Ag Marketing & Consulting
Group, Inc.
Arizona Diamondbacks
BMO Harris Bank, N.A.
Cargill Incorporated
Chanen Construction
Company, Inc.
Cox Communications, Inc.
Cramer-Krasselt
Dorrance Family Foundation
Elanco Animal Health
Executive Council Charities
Fiesta Bowl
Frye Laboratories, LLC

Goodwill of Central Arizona
Henkel Consumer Goods, Inc.
Henry & Horne, LLP
Lanelle B. Robson Foundation
Larcher Family Foundation
Macerich Management Company
The Melani & Rob Walton Fund of
the Walton Family Foundation
National Bank of Arizona
O & E Farms
Paul N. Rambeau, CPA, P.C.
Rose + Moser + Allyn Public &
Online Relations
Snell & Wilmer, LLP
Southwest Gas Corporation
St. Joseph's Hospital and
Medical Center
Stoker Ostler, a part of BMO
Financial Group
T.W. Lewis Foundation
The TJX Foundation
Valley Toyota Dealer Advertising
Association
Vallone Design
Wespac Construction, Inc.
William Perry Farms
Wiseman & Gale Interiors

\$2,500 – \$4,999

Bryan Cave, LLP
C.E. Wilson Consulting, LLC
Cardinals Charities
Digital Video Networks
Empire Southwest, LLC
Equus Capital Partners, Ltd.
Ewing Irrigation Products
Flores Wealth Management
Frontera Building Company, LLC
Grant Thornton, LLP
IO Data Centers, LLC
Layton Construction
Leidan Mitchell Salon & Spa
Manaster Foundation
Mariucci Family Limited Partnership
Milling Machinery, Inc.
Newmark Realty Capital, Inc.
Phoenix Suns
Ridenour Hinton Law Firm
The Roomstore
Sawyer Cattle Company
Southwest Risk Management, LLC
U.S. Trust
Unity of Phoenix
Versant Capital Management
Weber Water Resources

\$1,000 – \$2,499

American Express
Arizona Grain
ASU Foundation
Auction & Event Solutions
Avnet
Boost Medical
Cameo Foundation
Communicating For Agriculture
Foundation
Desert Shadows Middle School PTO
Discount Tire Co., Inc.
DMB Associates, Inc.
Eddie V's Prime Seafood
Evolution Design, Inc.
Gust Rosenfeld
Hensley Beverage Company
H-Four Farms
Jokake Construction Services, Inc.
McGladrey, LLP
Maricopa County Fair
Microsoft
Nova Management Company
Price Waterhouse Cooper
Quality Home Care
Redirect Health
Robinson Calf Ranch
Saks Fifth Avenue
Thunderbirds Charities
Timeless Beauty Medical Aesthetics
Walton International Group

\$250 – \$999

Arizona Site Chapter
Biltmore Fashion Park
Care 1st Health Plan
Causecast Foundation
Clagg Cattle Company, Inc.
Clelland Family Foundation
Heart Yourself
Heskin Enterprises, Inc.
HSL Properties, Inc.
Knoell & Quidort Architects
Laird Manufacturing
Meritage Homes
PCI Publishing, Inc.
Pinot's Palette
Pivot Building Services
Red Rock Feeding Company
Ryan Companies, US, Inc.
Simpson Norton Corporation
Steptoe & Johnson, LLP
Sumits Yoga Bell, LLC
Thrivent Financial for Lutherans
Foundation
Total Transit Foundation
Western AG Enterprises, Inc.



leadership

EXECUTIVE BOARD OF DIRECTORS

Mary Martuscelli, Chair
Joan Brubacher, Vice-Chair

Theresa H. Vella, Secretary
Christine Schaefer Kline, Treasurer/Finance

Lynn Agnello
Barbara Anderson
Tracy Bame
Deborah Bateman
Betsy Bayless
Kristin Bloomquist
Renee Castillo
Lorraine Field
Mary L. Gillmore
Meghan Gabel

Joelle Hadley
Barbara Hoffnagle
(Ret.) Honorable Judith A. Joseph
Karlene Keogh Parks
Leezie Kim
Kim Kiyosaki
Janet Kizziar
Eleanore Klein
Marlene Klotz-Collins
Leah Lewis Stone

Nancy Loffin
Fran Mallace
Jude Miller-Burke
Leslie Motter
Annette G. Musa
Jodi Noble
Sally Odegard
Pamela Overton-Risoleo
Pat Petznick
Kathy Player

Terry Roman
Katie Scardello
Susan Segal
Ann Siner
Beverly Stewart
Jacki Tatman
Barbara Tripp
Mary Upchurch
Patty White

AUXILIARY BOARD Alesha Nicole Corey, Chair

Sarah Anchors
Jenn Bare
Deborah Barrett
Kate Birchler
Melissa Epstein
Elena Flores-Breese
Tawny Frans
Mary Holman
Michelle Jager
Kirsten Johnson
Kirstin Jones
Angie Kory

Stacy Lloyd
Kendra Miller
Pele Fischer Peacock
Misty Pile
Jamie Relei
Dena Roche
Julie Romero
Laura Schiesl
Marlene Srdic
Nicole Sornsin
Alexis Suarez
Mara Weber

MEN'S BOARD Brett Angner, Chair

Brian Beard
Brian Campbell
Joe Carlon
Rick Crutchley
Jeff Dangremond
Todd Gatzulis
Paul Gebhart
Scott Harrison
Jim Henika
Dean Heskin
Tim Hoekstra
Matthew James

Jeff Jurgenson
Jeremy Lear
Brian Lee
Ryan Lorenz
Nathan Mitchler
Bryan Moreno
Les Reiners
Brendon Riley
Brian Swanson
Eric Waszolek
Jason Wilcox





Fresh Start
Women's Foundation

1130 East McDowell Road, Phoenix, AZ, 85006 | (602) 252 8494 | www.freshstartwomen.org