



SATURDAY,
MARCH 19, 2022
THE PHOENICIAN



Gala



Fresh Start
Women's Foundation

CELEBRATING 30 YEARS
OF TRANSFORMATION



EVENT OVERVIEW

Help us celebrate **30 years** of community support and be part of building a strong foundation for Fresh Start's transformational future. The annual Gala is a fun, fabulous and inspiring party with a purpose. This year's Gala will be held on March 19, 2022 at the luxurious Phoenician resort. Along with our signature couture cocktail reception and gourmet dinner, there will be a live band and dancing in celebration of the thousands of women served and those who have supported them over three decades.



YOUR SUPPORT IN REACHING OUR \$1.5 MILLION GOAL WILL:

- Help at-risk women achieve self-sufficiency and go to work in rewarding careers
- Decrease reliance on subsidized programs by disrupting cycles of intergenerational poverty
- Build a brighter collective future for us all, through the contributions of women and their children to our economy and community for decades to come

GALA CO-CHAIRS



Michelle C. Kerrick

Michelle has been involved with Fresh Start for 30 years, from chairing the Executive Board of Directors to two prior Gala events. She currently serves on three corporate boards and previously served as Deloitte's West Region Market Leader and Managing Partner of the Los Angeles practice, one of the

largest professional services firms in the nation.

Underlining her strong commitment to women's education and workforce advancement, Michelle explained her passion for supporting Fresh Start's clients.

"I can appreciate the challenges single mothers face. It is hard enough being a mom all on your own, but imagine not having a job or not being able to get one where you can afford basic necessities, including daycare for your children. Fresh Start provides women with resources and access to education and training that leads to gratifying careers and financial security."



Leezie Kim

Leezie served on Fresh Start's Executive Board from 2003 until 2008, when she relocated to Washington D.C. to serve as White House appointee to the U.S. Department of Homeland Security. Previously, Leezie was general counsel to Arizona Governor Janet Napolitano. Today, she is the Chief Legal

Officer of Fox Restaurant Concepts where her favorite thing is new menu tastings. Leezie is a first generation Korean-American and grew up in Scottsdale.

Leezie commends Fresh Start's comprehensive approach to supporting and empowering women and emphasizes the long-term positive impacts that are possible.

"The COVID Pandemic has disproportionately impacted women in devastating ways. Through its new Impact Program, Fresh Start is empowering women to succeed. Period. When a woman becomes self-sufficient, the positive impact is multigenerational, and it benefits us all."

FRESH START FOUNDERS' CIRCLE AND 2022 HONOREE

The Founders' Award was established in 2007 and named in honor of organization co-founders Pat Petznick and Beverly Stewart. Founders' Award recipients are honored for demonstrating their exceptional, long-term commitment to the community and to the empowerment of women.

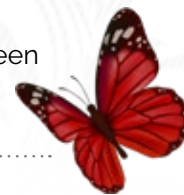
AMY THURSTON

This year's honoree, **Amy Thurston**, embodies the essence of Fresh Start's founders through her leadership and service to our community for over 37 years. She has generously supported the Women's Board of the Barrow Neurological Foundation, Valley of the Sun YMCA, Aid to Adoption of Special Kids, The Scottsdale Prevention Institute and Fresh Start Women's Foundation. Amy had a successful long-term career in advertising and as a small business owner. She lives in Paradise Valley with her husband Ray and has two grown sons.



ABOUT FRESH START WOMEN'S FOUNDATION

Founded by sisters Pat Petznick and Beverly Stewart in 1992, Fresh Start Women's Foundation has been supporting at-risk women in achieving self-sufficiency and personal empowerment for 30 years.



The need for Fresh Start is even greater now, as the ongoing COVID-19 pandemic has had particularly devastating effects in women's lives. Research shows:

- The pandemic has heightened the large and small inequalities—both at work and at home—women generally face.
- Women's employment and mental health have been disproportionately hurt by the economic and emotional impacts of the pandemic.

The women we serve: 58% are single mothers

62% are unemployed/underemployed

66% have household incomes less than \$25K

Fresh Start's Impact Program is a science-based, evidence-informed approach proven to disrupt intergenerational cycles of poverty. In partnership with Economic Mobility Pathways (EMPathways.org), Fresh Start is the first organization in the state of Arizona to employ this Mobility Mentoring approach to help women acquire resources, skills and sustained behavior changes necessary to attain and preserve economic independence. Our personalized wrap-around services help women strengthen their decision making, persistence and resilience over time. We help them build the skills and mindsets necessary to move out of poverty by setting goals, determining priorities and working through barriers and challenges.

Our IMPACT PROGRAM focuses on the 5 KEY PILLARS OF SELF SUFFICIENCY:

**FAMILY
STABILITY**

**HEALTH AND
WELL-BEING**

**FINANCIAL
MANAGEMENT**

**EDUCATION
AND TRAINING**

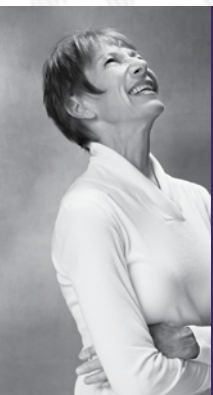
CAREERS



"When you help a mother help herself, you help her children and build a better community."

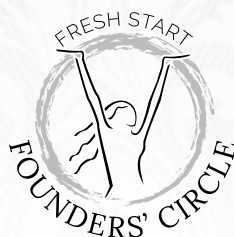
PAT PETZNICK, CO-FOUNDER





you are one person
but when you move
an entire community
walks through you

you go nowhere alone
- rupi kaur



Amy Thurston | 2022 Honoree

Ann Siner | 2020

Cindy Watts | 2019

Jacquie Dorrance | 2018

Jan Lewis | 2017

Nancy Hanley | 2016

Kim McWaters | 2015

Kathy Munro & Anne Mariucci | 2014

Carole Moreno | 2013

Pamela Overton Risoleo | 2012

Ina Manaster & Bill Post | 2011

Nadine Mathis Basha | 2010

Michelle King Robson | 2009

Cristina Carlino | 2008

Barbara Anderson | 2007



CELEBRATING **30** YEARS
OF TRANSFORMATION

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



Sponsorship Levels

□ TRANSFORM - \$100,000 (PRESENTING SPONSOR)

- Two premier tables for 10 (20 seats) at the Gala
- Listed as "Presenting Sponsor" in the event invitation; print program; evening slide show. Deadline Nov. 15
- Company logo on Gala website
- Two full-page ads in the Gala program
- Facebook Posts: 8 posts with company mention as the "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

□ THRIVE - \$50,000

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

□ EMPOWER - \$25,000

- One premier table (10 seats) at the Gala
- Listed as "Empower" sponsor in the Gala program
- Company logo 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

□ CULTIVATE - \$15,000

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

□ INSPIRE - \$10,000

- One select table (10 seats) at the Gala
- Listed as "Inspire" 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

□ ADVOCATE - \$7,000

- One table (10 seats) at the Gala
- Listed as "Advocate" sponsor in the Gala program
- Recognition in Fresh Start Annual Report
- Company name included on screens during the evening program

□ DISCOVER - \$2,000 (PREMIER COUPLE)

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

□ EMBRACE - \$700 (INDIVIDUAL TICKET)

- One seat at the Gala

We invite you to partner with us in this pivotal moment. Funds raised through our Annual Gala provide a third of Fresh Start's annual operating budget, allowing us to continue offering critical support to the women we serve.



Commitment to Fresh Start



CELEBRATING **30** YEARS
OF TRANSFORMATION

Company _____

Contact _____

Address _____

City, State, Zip _____

Phone Number _____ Cell Phone _____

Email _____

Preferred Listing for Recognition _____

SPONSORSHIP OPPORTUNITIES

Details on back

☐ TRANSFORM/PRESENTING SPONSOR - \$100,000

☐ THRIVE SPONSOR - \$50,000

☐ EMPOWER SPONSOR - \$25,000

☐ CULTIVATE SPONSOR - \$15,000

☐ INSPIRE SPONSOR - \$10,000

☐ ADVOCATE SPONSOR - \$7,000

☐ DISCOVER SPONSOR - \$2,000

☐ EMBRACE SPONSOR - \$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 _____

Billing address if different from above _____

Thank you for your sponsorship commitment. Please return your sponsorship form to:
Fresh Start Women's Foundation | Attn: Gala | 1130 East McDowell Road, Phoenix, AZ 85006
For more information contact Mimi Thomas: 602.261.7169 | mthomas@fswf.org