

A photograph of two women of Latin American descent smiling and embracing each other outdoors. The woman on the left has dark hair and is wearing a white top. The woman on the right has reddish-brown hair and is wearing a pink and white striped shirt. They are both smiling warmly at the camera. The background is a soft-focus green foliage.

GENERATIONS
OF FRESH START.
GENERATIONS
OF LOVE.

2017-2018

ANNUAL REPORT



FACES YOU SHOULD KNOW AT FRESH START



SUSAN BERMAN
President and CEO



CATHY KLEEMAN
VP of Development



**BEVERLY STEWART
AND PAT PETZNICK**
Co-Founders



BRÉTT ANGNER
Men's Board Chair



LORRAINE FIELD
Executive Board Chair



LATA PALL
CFO



ANGIE KORY
Auxiliary Board Chair

Fresh Start provides education, resources and support for women to positively transform their lives and strengthen our community.

DEAR SUPPORTERS, ALLIES AND FRIENDS,

Pat Petznick and Beverly Stewart founded Fresh Start in 1992 with a mission to provide education, resources and support for women. Twenty-six years later we are staying true to that mission. Our resource center is a refuge for the women that enter; we offer safety, comfort and inspiration.

Each day women walk through the doors of the Jewell McFarland Lewis Fresh Start Women's Resource Center; each on her own unique journey experiencing struggles, fears, hopes and dreams. One of the beautiful outcomes that we have seen with our women, is that we are not only helping her grow, but we are helping her whole family grow and reach their full potential.

Thousands of women seek our assistance each year and we have seen firsthand that any woman can be a Fresh Start woman. The community that we have built here allows women to connect

with one another and find a support system that they may be lacking. If we can help her be her best, she can serve as a better role model and financially support her family.

**"Thank you for
believing in my
capacity and potential
as an individual and a
professional."**

- FRESH START CLIENT

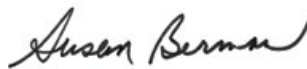
We would not be able to do this important work without all of our incredible donors and supporters. The support and belief that we receive from our supporters is invaluable. As a privately funded organization, we rely solely on the generosity of individuals and companies. Because of your financial contributions, volunteerism and advocacy, we are

changing and enhancing our community one woman at a time; 5,000 women every year!

Thank you for your support,



LORRAINE FIELD
EXECUTIVE BOARD CHAIR



Susan Berman
PRESIDENT AND CEO



LEADERSHIP

CO-FOUNDERS

Pat Petznick and Beverly Stewart

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Pamela Overton-Risoleo

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Andreas Zoll

EVENT OVERVIEW

22ND ANNUAL FRESH START GALA

The 22nd Annual Fresh Start Gala Presented by Bank of America | Merrill Lunch | U.S. Trust was on March 10th at The Phoenician in Scottsdale. Guests were treated to a fashion show presented by Neiman Marcus. Thank you to our co-chairs, Erin Essert and Sally Odegard, for their leadership and support. The evening included a special tribute from 2017 Founders' Award honoree, Jan Lewis as she presented the prestigious award to our 2018 recipient, Jacquie Dorrance. 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

In 2017, the Fresh Start Women's Foundation Auxiliary Board was proud to host the Inaugural Wine Women and Shoes luncheon. Co-Chaired by Jessica Gale and Kim Fowee-Perera, the event reached over 500 "well-heeled" women and a power-house collection of leading men in our community. The event was SOLD OUT leading up to the event and brought in 330 women who had not attended a Fresh Start event before.

23RD 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. We welcomed over 200 golfers who enjoyed a full day of golf, camaraderie and fundraising. Chelsey Davis of ABC15 finished the event with a lively awards banquet and live auction.



SAVE THE DATE! UPCOMING FRESH START EVENTS:

MAR 9, 2019

**23RD ANNUAL
FRESH START GALA**

The Phoenician

SEPT 21, 2019

**WINE, WOMEN
& SHOES**

Chateau Luxe

NOVEMBER 2019

**25TH ANNUAL FRESH START
CHARITY GOLF CLASSIC**

Details Coming Soon

GENERATIONS OF FRESH START

Fresh Start has been fortunate to have generations of families committed to our organization's mission and vision.



THE LEWIS FAMILY

When Pat Petznick and Beverly Stewart began the capital campaign to build the resource center, local philanthropic leader Jewell Lewis was eager to get involved. Located in downtown Phoenix, the Jewell McFarland Lewis Fresh Start Women's Resource Center, is a beacon of hope for women and would not have been possible without Jewell's support.

Jewell's passion for Fresh Start has continued on for generations. Over the years we have seen her children Del Jr., Leah, Kara, John and Bill show their support of Fresh Start. We thank her family for their continued engagement.

Most recently, Del Jr and Heather Lewis have committed to supporting Fresh Start via the tax credit program. They have even brought their children to the Resource Center to see how Jewell's story and heart has continued to shape the lives of women in the community.

Leah Lewis, Jewell's daughter served on the Executive Board and has been a supporter of the Gala with her sister Kara. Jewell's sons Bill and John have been supporters of the Gala as well.

"Fresh Start's mission radiated with Jewell – it was where her heart was. She was deeply passionate about education, families and supporting mothers and children. She was pivotal to the legacy of Fresh Start."

- MARLENE KLOTZ COLLINS



THREE GENERATIONS OF THE GALE FAMILY

The Gale family story began when Chris Gale, a financial advisor with Merrill Lynch, was asked to join the Fresh Start Men's Board when the idea of a benefit golf tournament was being formed. The Fresh Start Charity Golf Classic has since become one of the premier golf events in town. Chris says that during his time on the Board he developed lifelong friendships which are rekindled every year at the annual tournament.

At the same time that Chris was first getting involved with Fresh Start, his mother Anne Gale was getting to know Fresh Start founder Pat Petznick. Pat, also a partner at Rolf's beauty salon, made sure that every woman enrolled at Fresh Start received a complimentary style make-over from Rolf, and Anne loved that. Looking good is the front line of self confidence, and Anne felt that this aspect of empowerment was typically overlooked by other programs benefitting women.

When Pat and Bev raised the money to build the Resource Center, Anne volunteered her time as an interior designer to create the Self Esteem Room. Since then, Anne has supported the Gala and other Fresh Start events.

Chris's daughter, Jessica Gale, was invited to join the Auxiliary Board after graduating law school and joining a Phoenix law firm. Interested in Fresh Start's mission because of her dad's and grandmother's involvement, Jessica has already made her mark on Fresh Start. Immediately after joining, Jessica co-chaired the brand-new event, Wine, Women and Shoes, and made it a huge success. She continues to give her time and leadership skills to the Fresh Start Auxiliary Board.

GIRLS THRIVING

We believe that reaching young women at an early age gives them the opportunity to reshape their future regardless of the home environments they may have been exposed to.

Girls Thriving offers an educational and interactive approach to allow for the exploration and learning of social and emotional coping strategies for girls in middle and high school with all-day personal development sessions.

"I was inspired today to encourage myself."



"I loved learning about how I can talk better to my mom."



"I learned to be myself, no matter what."

IN FISCAL YEAR 2018

142

GIRLS THRIVING ATTENDEES

87%

UNDERSTAND HOW TO BUILD SELF-ESTEEM

88%

UNDERSTAND HOW TO BUILD LEADERSHIP SKILLS

91%

REPORT AT LEAST 50% KNOWLEDGE GAIN

Many of the women we serve have children living in unstable situations. 1 out of 4 children in Arizona live in poverty and 79% of single parent families living below the poverty level are headed by women.

PROGRAMS AND SERVICES

THESE NUMBERS ARE REFLECTIVE OF FISCAL YEAR 2018



WELCOMING WOMEN IN THE COMMUNITY

The Jewell McFarland Lewis Resource Center is a beacon of hope for women in need. Each day we welcome women with a smile, extended hand and path forward. We are always looking for ways to grow our services and provide services and resources to more women.

25,708

VISITS TO THE CENTER

2,803

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 and adapting in the face of adversity, trauma, and tragedy. Our support groups, mentoring services and career pathways specialist are all designed to offer built-in support and networks for our clients.

Our unique mentoring 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.

2,324

SOCIAL WORK
SESSIONS CONDUCTED

416

SUPPORT GROUPS
OFFERED

53

MENTORING
MATCHES



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 degree at a four-year institution or achieve certification at a vocational school.

119

CAREER & EDUCATION
SCHOLARSHIPS AWARDED

\$212,501.38

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 attain 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.

Entrepreneurial services such as Small Business Start-Up and DreamBuilder help women pursue their dreams of owning their own business.

75

WOMEN HELPED IN TAKING STEPS TO OWNING THEIR OWN BUSINESS WITH THE DREAMBUILDER PROGRAM AND THE SMALL BUSINESS START-UP CERTIFICATE
Supported by the Florine F. Jackson Scholarship Program

1,741

JOB PLACEMENTS

9,505

VISITS TO THE E-LEARNING CENTER



ENGAGING WITH THE COMMUNITY

Fresh Start is fortunate to have a large number of active and engaged volunteers who provide hands on support. Our incredible volunteers are involved in many aspects of the organization including teaching workshops, helping clients in the Treasures Within Boutique, assisting at our annual events and much more.

403

VOLUNTEERS

16,591

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.

1,278

COMPUTER WORKSHOP ATTENDEES

343

UNIQUE WOMEN SERVED

50%

OF WOMEN WANT TO IMPROVE THEIR COMPUTER SKILLS TO FIND EMPLOYMENT

FINANCIAL REPORT

Consolidated Statement of Financial Activities

For the year ending June 30, 2018

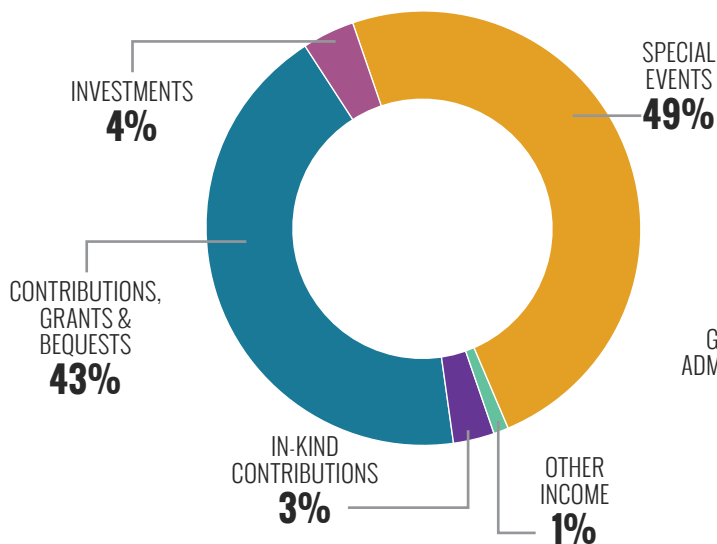
(with comparative totals for the year ended June 30, 2017)

REVENUE	2018	2017
Contributions, Grants & Bequests	\$1,447,445	\$935,091
Special Events	1,631,642	1,409,949
In-kind Contributions	93,886	91,517
Investments	136,056	305,937
Other Income	21,378	24,246
Total Revenue	\$3,330,407	\$2,766,740

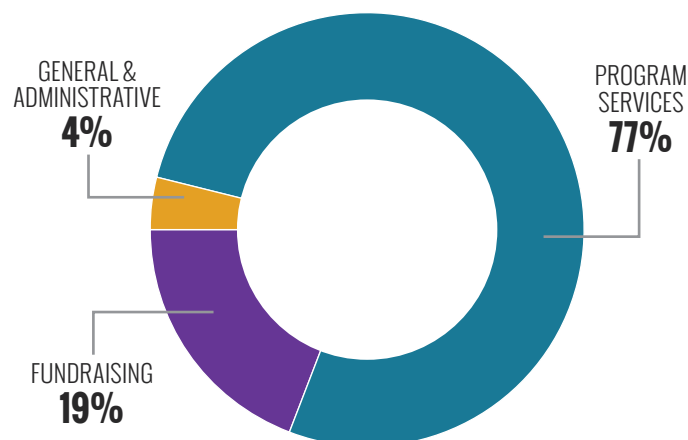
EXPENDITURES

Program & Services	\$2,091,857	\$1,921,083
General & Administrative	122,840	112,400
Fundraising	519,343	454,897
Total Expenditures	\$2,734,040	\$2,488,380
Loss on Disposition of Property & Equipment	0	18,025
Change in Net Assets (before depreciation)	\$596,367	\$260,335

2018 REVENUE PERCENTAGES



2018 EXPENDITURES



DONOR HIGHLIGHT: LINDA LANGER



**“Whenever we
can empower
women from
being taken
advantage of,
we are doing a
great service for
them and for the
community.”**

- LINDA LANGER

LINDA LANGER

Fresh Start Women's Foundation Longtime Supporter

When I first came to Phoenix, Fresh Start was one of the first organizations I heard about. Time and time again, I kept hearing about the incredible service the organization was providing for women in the community.

When I was given the opportunity to make a significant donation, I did some research and decided that Fresh Start's Family Law Services were the area in which I felt would make the most impact.

Fresh Start's Family Law Services are unique to the community and fill a void for many women who have no place else to turn. Many women find themselves in situations they never envisioned would be their “new normal”. The Family Law Services provide women with the tools they need in order to speak confidently and bring all necessary documents to their court hearings.

Not only does Fresh Start offer women affordable document preparation with their Certified Legal Document Preparer (CLDP) but they also offer workshops, classes and the Law Day for Women event to give women multiple opportunities to learn about the court systems.

Last year I had the opportunity to attend Law Day for Women. It was so inspiring, I was on a “high” the whole day. I saw and spoke with so many women who flocked to Fresh Start that day with hopes of getting help for themselves and their families. They came with cautious optimism and left with heads held high, smiles on their faces and a game plan in their hands. Staff members Edna and Leslie do such an amazing job helping these women and planning the Family Law Day. Their work is vital to the community and to the women to whom it serves and supports.

Fresh Start's Family Law Services empower women who otherwise would be left floundering. Whenever we can empower women from being taken advantage of, we are doing a great service to them and for the community. Fresh Start does that on so many different levels. It has been a privilege for me to be able to make a difference through Fresh Start's Family Law Services.

PROGRAM SPOTLIGHT: FAMILY LAW SUPPORT

Navigating the family court system in Arizona can often be a confusing and difficult process to manage on your own. At Fresh Start, we strive to help women effectively advocate for themselves and their children in family court.

SERVICES WE OFFER:

- Group special topic classes presented by licensed attorneys and professionals.
- Our experienced Certified Legal Document Preparer can review or prepare family court documents at a significantly reduced fee.
- Law Day for Women
- Referrals to attorneys who have agreed to provide free or low-cost consultations for women who are seeking answers to complex questions or are in need of legal advice.

IN FISCAL YEAR 2018,
THE FAMILY LAW SUPPORT TEAM CONDUCTED:

1,656

FAMILY LAW
SESSIONS

715

WOMEN WHO REQUESTED ASSISTANCE
WITH THEIR FAMILY COURT MATTER

OUR CLIENTS TOP TWO PRESENTING PROBLEMS:

686

WOMEN WHO SOUGHT
HELP WITH DIVORCE
WITH CHILDREN

343

WOMEN WHO SOUGHT
HELP WITH DIVORCE
WITHOUT CHILDREN

Law Day for Women offers one-on-one meetings with volunteer attorneys who will answer legal questions in the following areas of law: bankruptcy, family, employment, immigration, landlord/tenant, tax, and wills and trusts.



Edna Gomez Green is the Family Law Support Manager for Fresh Start Women's Foundation. She has over 25 years of legal experience and was certified by the Arizona Supreme Court as a Certified Legal Document Preparer (CLDP) in 2003. As a CLDP, Edna has assisted hundreds of women over the years with document preparation to help them petition, respond and prepare for conferences, hearings and trials.

"Many of the women we have supported over the years tell us the information and support they receive at Fresh Start has prepared them to confidently and effectively advocate for themselves and their families."

UP TO
85%

OF PEOPLE INVOLVED IN A
DIVORCE OR CHILD RELATED
MATTER ARE NOT REPRESENTED
BY AN ATTORNEY.

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...

- No need to itemize your taxes
- Donate to this **AND** to the public school, private school, foster agencies, and other tax credits
- 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 online, 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 2018.

\$100,000+

Barbara Anderson
Pat & Earl Petznick
Beverly Stewart

\$25,000 – \$99,999

Jacque and Bennett Dorrance
Erin and James Essert
Nancy Hanley
Heather and Delbert Lewis
Carole and Arte Moreno
Pamela and James Overton Risoleo

\$10,000 – \$24,999

Lynne and Ryc Beyer
Jude Miller Burke
Carole Ellison
Sue¹ and Brooks¹ Johnson
Kim and Robert Kiyosaki
Nancy and Mark Loftin
Anne Mariucci
Cameron and Robert Parker McCulloch
Margot McKinney
Diane and Thomas Might
Joanne and Gary Mizell
Kathy and Tom Munro
Belle and Olen Petznick
Melinda and Earl Petznick
Anne Solbraekke
Patty and Dwight White

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Zandra Anderson

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Jill and Michael Bluhm
Charles Duley
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Amanda and Dana Garmany
Kathy and Dan Grubb
Jane and Malcom Jozoff
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Kristy and Timothy Moore
Katherine and Michael Mueller
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Linda¹ and William Pope
Lisa and Blair Portigal
Keri and William Nutting
Sally Odegard
Mary and Steven Ortega
Mara and Timothy Schantz
Jacki and Phil Tatman
Amy and Ray Thurston
Patricia and Mark Tucker
Emily and Eric Waszolek
Cheryl and Thomas Zittle

\$2,500 – \$4,999

Samie and Joshua Allen
Megan and Brett Angner
Jacques Barbey
Jeanette and Darren Becraft
Gena and Harry Bonsall
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Karen and Christopher Boyles
Carol and David Brown¹
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Carol and James Cook
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Tina Samuel
Steve Schmitz
Aimee and Oliver Smith
Randy Tipton
Ellen Tometich
Julie Tomich
Mary and James Upchurch¹
Maggie and Don Williams

\$1,000 – \$2,499

Julie and Thomas Adelson
Gayle and Michael Ahearn
Rebecca and Peter Ailes-Fine
Bonnie and Kevin Alexander
Jeanine and James Allsup
Tracy and Jeff Bame
Doug Baughman
Betsey Bayless
Courtney and Michael Beller
Linda and Robert Bendotti

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 Sherrie and Robert Hackett
 Sonal and Charlton Haerter
 Angela and Gerard Hallier
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 Marlene and Rex Klotz Collins
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 Rochelle and Brian Lee
 Hope and Steve Leibsohn
 Jennifer and Jay Levitt
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 Sharron and Delbert Lewis
 Rebekah and Dan Lieberman
 Cynthia and Brad Lietz
 Rachel and Charles Loftin
 Bev and Tim Lonchar
 Ryan Madrid
 Duangjai and Shigeki Makino
 Kathi Mansell

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 Terry and Steve Roman
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 Katherine and Stephen Scardello
 Elizabeth Shabaker
 Julie Sharley
 Mona and Michael Smith
 Andrea and Gary Smith
 Roxanne Smyer
 Cathy and Morris Stein
 Lisa and Eric Stevens Anderson
 Kelli Stiles
 J. Tyrrell Taber
 Nicole and Brent Tally
 Michael Tate
 Rob Taylor
 Edwina and Mark Thoeny
 Wendy and Eric Thomson
 Sharon and Ronald Towle
 Vicki and Vernon Vaughn
 Michael Wargo
 William Wilcox
 Mary and Craig Williams
 Kristine and Robert Wilson
 Tracey and Leonard Wimsatt
 Marcella and Paul Yates
 Susan and Ray York
 Larry Yount
 Sheila and Michael Zuieback

\$500 – \$999

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 Ann Adams
 John Addison
 Grant Almquist
 Sydney Anderson
 Karen Andrews
 Joy Antolini
 Sam Arnold

Tom Bacher
 Kelly and Steven Balthazor
 Deborah and Michael Barrett
 Stuart Bass
 Deborah and Tim Bateman
 Kerri and Andrew Bauer
 Xavier Bignalet
 Paige and Connie Bilbrey
 Brian Blaney
 Pat and Bob Bondurant
 Carrie and AJ Bordinko
 Sri Ranga Sai Boyapati
 Tiffany Broberg
 Christine and George Brochick
 Susan and Scott Brow
 Rebecca Brown
 Melanie Brown
 Joan and Michael Brubacher
 Delores Bryant
 Michele Buchanan
 Kevin Buckmaster
 Kim and Tony Caballero
 Jan and Christopher Cacheris
 Monika Calamita
 Richard Canniff
 Harriet and Glen Carroll
 Carey Carson
 Magaly Carson
 Susan and Sidney Casper Smith
 Traci and Joseph Chandler
 Herman Chanan
 Shane Chilton
 Gary Ciszewski
 Jill Clements
 Libby and Joel Cohen
 Pamela Collie
 Joanne Collins
 Mary and Mike Collum
 Don Conlon
 Amy and Jim Connell
 Jolene Cook
 Ryan Corday
 Alesha Corey
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 Kathleen Cunningham
 Harnek Dadiala
 Allison Davis
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 Tamara Diamond
 Joseph Digeno
 Anne Marie Dobbs
 Joe Dolan
 Cynthia Driscoll
 Casey and Thomas Dubinski
 Pamela Duffield
 Nikki and Barton Dunn
 Kelly Eaton
 Randy Edwards
 Marc Ehlers
 Julie Eklund
 Antoinette and Ronald
 Farmer-Thompson
 Kristine Felling
 Erica and John Fetherston

Lisa and James Fitzpatrick
 Melissa Forbes
 Kim and Manjula Fowee-Perera
 Juanita and Philip Francis
 Linda Francisco
 Elizabeth and Karl Freeburg
 Harriett and Jack Friedland
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 Jessica Gale
 Stephen Gallagher
 Bridget Gaughan
 Michelle Gere
 Evelyn and Mike Gholson
 Edna and Jessie Gomez-Green
 Susan and Jerome Grant
 Lisa and Edward Greve
 Chris Grogan
 Ann and Ken Grosser
 Katherine and Warren Groves
 Chad Gugger
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 Cathy Higham
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