

2021 ANNUAL REPORT

FRESH START WOMEN'S
FOUNDATION



About the cover:

Clara smiles at her son. A Fresh Start client with an incredible story, she went from fleeing domestic violence to completing a program to start her own small business.

Fresh Start cultivates multi-generational change by empowering women with the tools and resources necessary to achieve self-sufficiency and reach their full potential. This transformation positively impacts their family and the wider community for generations to come.

We dedicate this report to their bravery and resilience.



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MESSAGE FROM KIM MCWATERS, PRESIDENT & CEO

"If one has courage, nothing can dim the light that shines from within."

-Maya Angelou



Many of the courageous women who come to Fresh Start arrive with little more than a glimmer of hope—a light flickering inside their heart that seeks to

spark change for themselves and for their children's future.

Throughout 2021, we learned firsthand that hope is a powerful, motivational force for change. It gives us courage and strength in the face of difficulties, and is a driver that can push us towards action and creating the life we desire.

This year gave us renewed hope.

Women came to Fresh Start with both their immediate needs and their dreams for the future. Their vibrant hope inspired us during the darkest days of the pandemic, opening us up to new ways to serve and support them, compelling us to innovate and act like we never have before.

For some women, their urgent needs were food and shelter, or escaping danger and

abuse. For others, technology and access to the internet were critical for their children's education or to keep their jobs. Their needs were a pressing call for us to deliver on our mission. We had to ensure, whether in-person or virtually, that these women have continued access to resources and opportunities, all within a safe environment and supportive community. We responded immediately.

We quickly pivoted to provide our much-needed programs and services in a virtual format. We invested in technology—hardware, software, internet connections, and computer literacy training for our clients. Our efforts were recognized and bolstered by the community.

This year gave us immense gratitude.

With the help of generous donors, we supplied some of our clients with computers and internet access. Furthermore, thanks to Cox Communications and Thunderbird Charities, we were able to provide our women with access to a virtual courtroom option for all family law matters.

Additionally—during the pandemic's peak while our clients preferred to engage virtually—we leveraged our remote

operations to renovate and update our facilities. The improvements made were far greater than the sum of their parts: they reinforce our mission and commitment to providing crucial services through holistic, comprehensive support in a comfortable, healthy, and safe space. We didn't stop there.

We know that in order for a woman to attain and sustain self-sufficiency, she needs stability in all aspects of her life: family; health and well-being; finances; education; and career. With a renewed vision of helping women become self-sufficient and personally empowered, we launched our new Impact Program, based on Economic Mobility Pathways' (EMPath's) approach called Mobility Mentoring. This personalized and proven approach helps women acquire the skills and sustained behavior changes needed to attain and preserve their economic independence.

Fresh Start is honored to be the first organization in Arizona to partner with EMPATH, joining a nationwide Mobility Mentoring Exchange. To ensure the successful launch and implementation of the Impact Program, the entire Fresh Start team completed intensive training and is now poised to build our mentoring capabilities to support more women in the years to come.

Furthering that pursuit, we were also proud to introduce The Watts Social Work Resource Center, staffed with degreed and credentialed social workers who help coach women on their personalized pathway to self-sufficiency. We are so grateful to Cindy and Mike Watts for their generosity and continued support.

Finally, in partnership with key community organizations, we saw how empathy, flexibility, and support can triumph over challenging circumstances—namely, our partnership with Paradise Valley Community College's (PVCC) entrepreneurship program, which provided women with the extra resources necessary to accomplish their goals. This year's exceptional completion rate—92% for the program—is a true testament to collaboration and the value of the services we provided together.

This year taught us about what matters most.

The hardest days of the pandemic served an important purpose—they contrasted with remarkable demonstrations of human kindness, empathy, connection, and generosity. In the place of canceled signature fundraising events, we saw incredible innovation by dedicated board members who piloted new ways to raise the funds needed for our operation. In a time of urgent need, the Fresh Start community stepped up to ensure that the most

vulnerable were taken care of.

Within waves of creativity, courage, adaptation, and support, we learned important lessons: that as we work to create light for others, we naturally light our own way; that our well-being is tied to the well-being of those around us; and in giving, we receive far more in return. We learned that hope for our bright future is something we all share.

I could not be more inspired or proud of the Fresh Start team and the women we serve. Thank you to our donors, supporters, and friends for your continued support.



Kim McWaters, President & CEO



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CO-FOUNDERS

Pat Petznick & Beverly Stewart

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FINANCIAL REPORT

Statement of financial activities for the year, ending June 30, 2021 with comparative totals for the year ended June 30, 2020

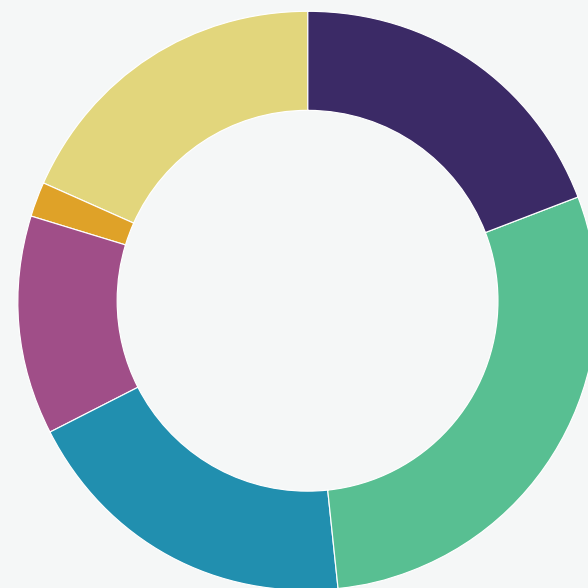
Revenue	2021	2021 Percentages	2020	2020 Percentages
Contributions	\$2,321,126	62%	\$2,328,428	71%
Special Events	250,408	7%	624,353	19%
In-Kind Contributions	106,185	3%	121,559	4%
Investments	683,867	18%	151,427	5%
Other Income	370,220*	10%	60,020	1%
Total Revenue	\$3,731,806	100%	\$3,285,787	100%

Expenditures	2021	2021 Percentages	2020	2020 Percentages
Program & Services	\$2,246,106	75%	\$2,182,498	74%
General & Administrative	187,729	6%	185,669	6%
Fundraising	586,504	19%	586,348	20%
Total Expenditures	\$3,002,339	100%	\$2,957,515	100%

Change in Net Assets	2021	2020
Net Assets, Beginning of Year	\$5,990,367	\$5,662,095
Net Assets, End of Year	6,719,834	5,990,367
Total Changes in Net Assets	\$729,467	\$328,272

* Includes PPL amount of \$355K

FUNDING PERCENTAGES



- Individual: Donors 29%
- Corporate Revenue: 19%
- Foundations: 19%
- Investment Income: 18%
- Government: 12%*
- Trust Gifts: 2%

MEETING THE URGENT NEEDS OF WOMEN IN OUR COMMUNITY

This year marked a critical time of action: **the need for Fresh Start services has never been greater.**

The ongoing Covid-19 pandemic has made evident and intensified the interwoven obstacles women face, compounding the barriers that prevent them from transitioning out of poverty and achieving self-sufficiency. Fresh Start stepped in, providing critical support in a time of uncertainty and need.



IN FY21:

3,300+

women served

80%

were new clients

ABOUT THE WOMEN WE WORK WITH:

69%

are domestic violence survivors

58%

are single mothers

62%

are unemployed or underemployed

66%

have a household income < \$25K

THE PANDEMIC'S EFFECT ON THE WOMEN WE SERVE:

96%

were financially impacted

88%

faced job loss

46%

needed food assistance

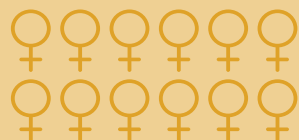
32%

unable to pay rent or bills

IMPACTS BY THE NUMBERS

SOCIAL WORK: Prioritizing urgent needs

2,300+ resource coaching sessions



1,200+

women served, nearly double from the year prior

700+         social work support calls

CAREER SERVICES: Advancing professional goals

160+ career coaching sessions



600+
career workshop attendees



FAMILY LAW SUPPORT: Empowering women in the courtroom

55%

of women served have children and are seeking divorce



2,200+

support sessions held, a **26%** increase from the year prior



WORKSHOPS: Developing crucial life skills

94% 

of women served report feeling more equipped to face their current circumstances with Fresh Start support and services

1,400+

workshops offered, with a shift from in-person services to virtual, due to the pandemic



COMPUTER LITERACY: Building technological knowledge

770+

computer literacy class attendees



49%

motivated by finding employment

39%

motivated by looking for a better job

THE IMPACT PROGRAM: SUPPORTING ARIZONA'S WOMEN ON THEIR JOURNEY TO SELF-SUFFICIENCY

Women's employment and mental health have been disproportionately hurt by the economic and emotional impacts of the pandemic, an outcome that has illuminated and intensified the inequalities women generally face, both at work and at home.

Responding to the need for holistic support, Fresh Start is pleased to announce the launch of the Impact Program, a new approach designed to help women develop a personalized pathway out of poverty and towards self-sufficiency.

Fresh Start is the first organization in the state of Arizona to leverage the Mobility Mentoring approach in a partnership with Economic Mobility Pathways (EMPathways.org).



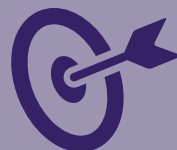
ABOUT THE IMPACT PROGRAM:



Built on the brain science of chronic stress in crisis decision making, with a model that works to strengthen goal-setting, persistence, and resilience over time.



Science-based, evidence-informed approach proven to help women acquire the resources, skills, and sustained behavior changes necessary to attain and preserve economic independence.

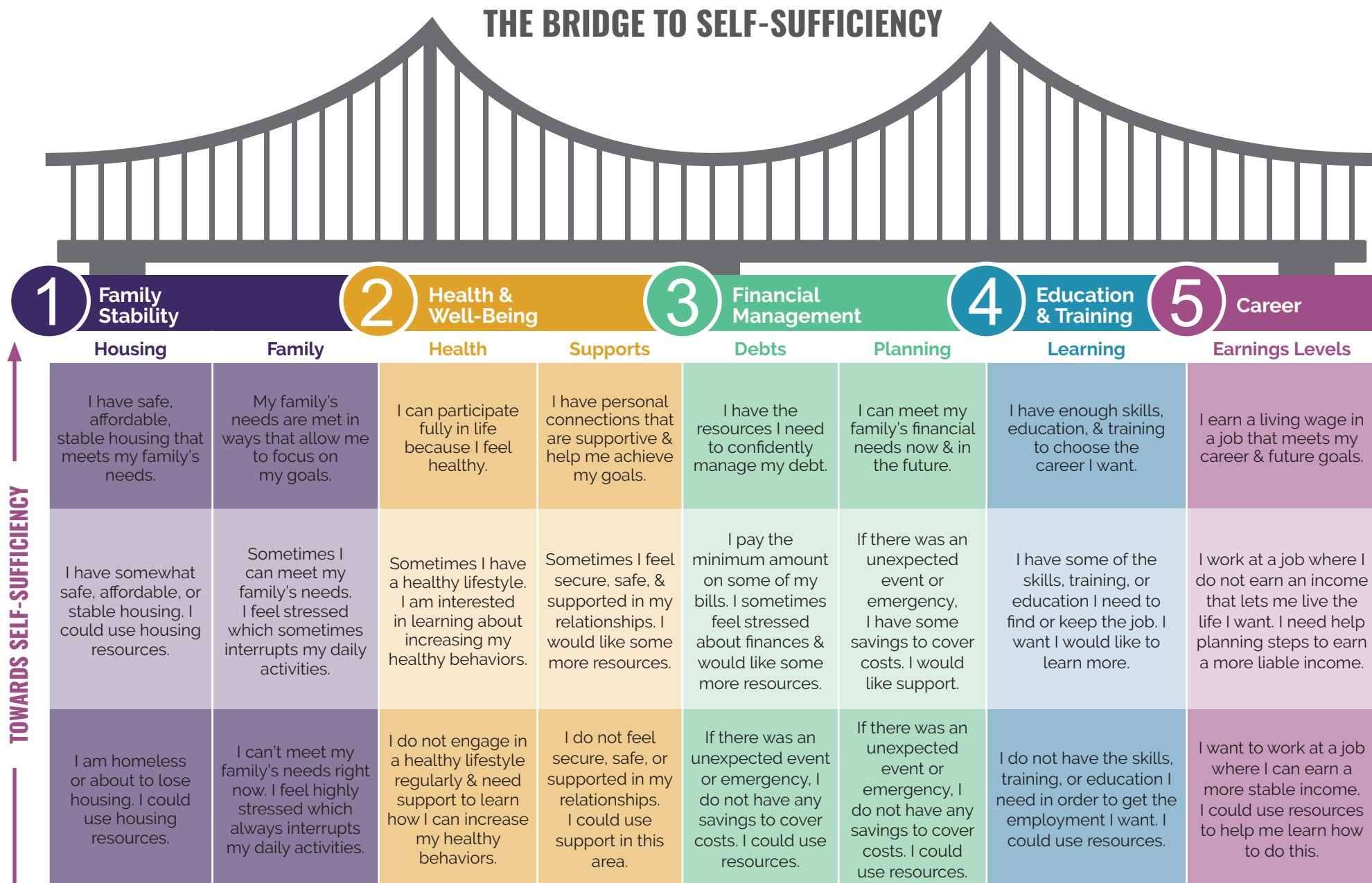


Establishes a personal, one-on-one relationship with every woman who comes to Fresh Start, connecting her with a social worker who analyzes her situation and makes recommendations based on her unique needs.



Provides personalized, wrap-around services across five key areas of life to determine what steps are necessary to achieve goals, charting a path out of poverty and towards self-sufficiency.

The Bridge to Self-Sufficiency® (“the Bridge”), developed by EMPATH and summarized below, is an evaluation and goal-setting tool used in each Mobility Mentoring session. It serves as a framework tool for the participant and an assessment tool for the social worker. The Bridge takes a comprehensive approach, as a person is more likely to achieve economic independence if they look across all areas of life rather than tackling one area alone.



THE IMPACT PROGRAM: SUPPORTING ARIZONA'S WOMEN ON THEIR JOURNEY TO SELF-SUFFICIENCY

Access to education and career opportunities are imperative to help women transition out of poverty and cultivate long-term change.

Maricopa County's self-sufficiency standard wage—the amount of income necessary to meet basic needs without public subsidies or private assistance—is listed below. Since 86% of Fresh Start's clients are mothers, minimum-wage jobs are unsustainable for supporting their children or escaping poverty. We must provide a holistic approach that leads at-risk women to education and sustainable career pathways.

\$13.02 / hour	\$21.27 / hour	\$23.99 / hour	\$28.33 / hour	\$12.55 / hour
SINGLE ADULT WITH NO CHILDREN	ADULT + SCHOOL-AGE CHILD	ADULT + INFANT	ADULT + INFANT + SCHOOL-AGE CHILD	CURRENT MINIMUM WAGE IN ARIZONA

*Wage calculations include deductions for Earned Income Tax Credit, Child Care Tax Credit, & Child Tax Credit *Source: Center for Women's Welfare, University of Washington (2021)*

A HOLISTIC PATH TO SELF-SUFFICIENCY:



PRE-PROGRAM STABILIZATION

Meets the crisis needs of women and their children when they come to Fresh Start, including family stability support, health and well-being services, and community partner referrals.



THE IMPACT PROGRAM

Gives women the tools and resources necessary to develop sustained, long-term behavioral change through goal-setting and ongoing social work support.



ACCESS TO EDUCATION & CAREER OPPORTUNITIES

Strategically targets the most in-demand jobs on the market, ensuring that our education and career placements are not only effective, but sustainable and growth-oriented.

HEAR IT FROM HER: Rotasha

Rotasha came to Fresh Start wanting to create a better life for her daughter. Feeling limited by her rocky support system and lack of high school diploma, Rotasha's self-confidence was low. She had failed to pass her General Educational Development (GED) exam in the past, making it difficult to get a job and access career training opportunities.

At Fresh Start, Rotasha was able to get access to the resources she needed to move forward. Through a combination of GED tutoring, career coaching, and computer and financial literacy courses, Rotasha passed her GED and received her high school equivalency diploma.

Rotasha is now in the Medical Administrative Assistant Program at Phoenix College, leveraging the Workforce Innovation & Opportunity Act (WIOA) to fund her education.

"Fresh Start has positively impacted my life. Knowing that there are people who are positive in a negative world—that they're there to encourage you every step of the way and want to see you move forward—makes me feel encouraged. I am going to take what I learned and keep applying it to my life and work."

-Rotasha, Fresh Start Client

The Career Services program at Fresh Start helps women like Rotasha achieve their goals, cultivating long-term outcomes for Arizona's women.

Of survey respondents over the last three years:

89% saw an income increase after utilizing Career Services support

95% would recommend Fresh Start's Career Services **to other women**



EMPOWERING WOMEN THROUGH EDUCATION

Small Business Start-Up Program with Paradise Valley Community College

This year, Fresh Start celebrates eleven years of offering a Certificate of Completion (CCL) for the Small Business Start-Up Program in partnership with Paradise Valley Community College (PVCC). Over 120 women have graduated from this program since its inception, empowering them with the skills to make a positive impact on Arizona's economy.

The award-winning CCL program, offered in-house at Fresh Start, supports women who want to become small business owners. This fast-track program successfully pairs the year-long PVCC curriculum with Fresh Start's comprehensive, wrap-around services, such as social work and professional business and career mentoring.

92%
completion rate for
the Fresh Start 2021
Small Business
Start-Up Program

"This program helps graduates have the very best foundation to start their own small businesses," said PVCC Business Professor, Dr. Dina Preston-Ortiz. "I couldn't be prouder of these women who lift themselves up and put in the work to better their lives, the lives of their family, and contribute economically to their communities."

74% of program graduates over ten years reported their annual income has increased after completing the PVCC program at Fresh Start.

Of these women:

28% started their own business
29% improved their own business
32% secured a better paying job after completing the program

"The program is a life-changer for women who need the motivation to seek out a fresh start for themselves."

-PVCC program graduate



HEAR IT FROM HER: Nicole

Nicole found Fresh Start while she was navigating a divorce and move to Arizona. She was looking to support her mental health through major life transitions. "Fresh Start was different than other organizations I found in my research," says Nicole. "They are really doing the work to provide avenues for empowerment."

Through her work at Fresh Start, Nicole set the goal of starting her own business. She was accepted into the 2020-2021 PVCC program and hit the ground running. Despite the challenges of transitioning online due to Covid-19, she earned straight A's and completed the program. Nicole's ultimate goal is to utilize her years of experience in the

beauty industry to launch product lines for niche markets with unique skin care needs. Nicole took full advantage of additional opportunities offered during the PVCC program. In a DreamBuilder contest, she competed against participants from four states, won third place and was awarded a \$500 prize. In PVCC's annual Innovation Challenge, Nicole won second place and a \$600 award. She invested both awards toward her business launch.

Nicole faced the transitions in her life with resilience, grace, and strength and moved boldly toward her goals.



Almost half of program participants experience some increase in annual income, up to the range of \$35,000 to \$50,000, one year after completing the program.



Nicole and the resilient graduates of the 2021 Small Business Start-Up Program

ENGAGING OUR COMMUNITY, ADVANCING OUR MISSION

Volunteer Feature: Jean Phalke



In support of women on their courageous journeys towards self-sufficiency, Jean Phalke generously contributes her time, impressive professional experience, and credentials to Fresh Start. With a background in project and supply chain management, strategic planning, and process re-engineering, Jean is also an

International Coaching Federation (ICF) Associate Certified Coach and Social-Emotional Intelligence Certified Coach, skills that have been immensely valuable to women looking to change their lives.

Passionate about women's education and career advancement, Jean Phalke began her volunteer journey in 2018 as a professional mentor in Fresh Start's Mentoring Program, and that was truly just the beginning! Jean helped develop a two-part workshop on emotional intelligence for Fresh Start's clients, and she then became a Career Coach, specifically working with women looking to enter the Information Technology (IT) field.

In 2020, when Fresh Start transitioned to remote services due to the pandemic, Jean was one of the first volunteers to offer

support and help. She quickly transitioned the emotional intelligence workshop to a virtual format and pivoted to offer her career coaching sessions remotely. Given the tremendous negative impact of the pandemic on women's employment and earnings, Jean's efforts were particularly important and impactful.

In acknowledgment of her remarkable work, Jean has been selected as a keynote speaker for Fresh Start's 2022 Jump Start program, a cherished engagement opportunity where she will undoubtedly inspire a wider circle of Fresh Start women working to achieve their goals. On behalf of the Fresh Start team and the women we serve, our deepest gratitude to Jean Phalke for the difference she makes and her tremendous impact in our community.

THE IMPACT OF COMMUNITY SUPPORT:



289

active volunteers



99

active community partners,
including other nonprofit
organizations & referral partners



\$103,258

volunteer financial impact*

*The estimated dollar value of volunteer time is \$28.54 per hour for 2021, according to the Independent Sector.

DONORS

DONOR FEATURE: CINDY & MIKE WATTS

The new Watts Social Work Resource Center at Fresh Start

Cindy and Mike Watts are well known for their generosity and civic engagement, a decades-long passion that has positively transformed the greater Phoenix Area. In recent years, they partnered with Arizona State University (ASU) to build the ASU Watts College of Public Service and Community Solutions. With the support of the Watts, ASU has built one of the leading schools of social work in the nation.

Knowing that women's wellbeing and self-sufficiency are critical to dismantling cycles of intragenerational poverty, the Watts' hope is that all women, particularly those who are facing tremendous barriers, have access to high quality social work services. Coming out of the success of the ASU program, Mike and Cindy took their longtime commitment to Fresh Start to the next level this year. Their generosity allowed Fresh Start to develop and expand its Social Work program and create the Watts Social Work Resource Center. This Center is the core of Fresh Start's work to support women in overcoming obstacles toward upward mobility and self-sufficiency.

With the Watts' generous support, Fresh Start has increased the number of women served and built a long-term model designed to substantially contribute to women's mental and financial wellbeing. In addition to the highly trained social workers on staff, Fresh Start launched a comprehensive intern

program, which enables the training and hiring of the best and the brightest students from ASU's Watts College program.

The Watts Social Work Resource Center generates an impact that resounds well beyond Fresh Start: it is an investment in the community, in long-term solutions that help women achieve self-sufficiency, and in multi-generational change that breaks cycles of poverty.

"I see lives transformed within these walls every day," says Meka Allen, licensed clinical social worker and Director of Social Work at Fresh Start. "When women first arrive at Fresh Start, many are overwhelmed, lacking a clear path forward, and feeling defeated. When they leave, they are empowered to change the course of their lives, heads held higher. They know they can give a better life to their families. The Watts' generous investment in the women we serve is truly transforming our communities. We are so grateful."

"Fresh Start's work is important not only to the women served, but in our community, socially, economically and humanly."

*-Cindy Watts,
Gala Speech 2019*



BOARDS GO ABOVE AND BEYOND

Due to the ongoing Covid-19 pandemic, traditional fundraising events were cancelled. In their place, Fresh Start's three boards—the Executive Board, Auxiliary Board, and Men's Board—stepped up and got creative to ensure funding needs were met.



Flourish Campaign & 25 for 25

In lieu of the Annual Fresh Start Gala, the Executive Board created inspiring and meaningful initiatives, a 25 for 25 Campaign and a Flourish Campaign, that raised over \$600,000 to support the vital programs offered to the women we proudly serve.

"On behalf of our staff and the women we work with, we extend our sincerest gratitude to everyone who bolstered and supported Fresh Start's mission. This challenging time has been transformed into a season of unparalleled generosity," says Kim McWaters, President and CEO at Fresh Start, "We are so deeply thankful."



Handbags with Heart

While the Auxiliary Board typically hosts Wine Women & Shoes each fall, the need to pivot to an online fundraising opportunity was quickly recognized. "With Covid-19 taking a toll on in-person events, it quickly became clear that our board would need to get creative," says Marisa Flores-Hilyer, event co-chair.

Handbags with Heart, a virtual raffle hosted by the Auxiliary Board and presented by PetSmart, raised over \$83,000 for Fresh Start!

"The Auxiliary Board put this event together with such grace and speed," says Rebecca Cohen-Collins, event co-chair. "I'm proud we were able to support women in need at such a critical time."



Fresh Start Charity Golf Classic

The 26th Annual Fresh Start Charity Golf Classic, hosted by the Men's Board and presented by Valley Toyota Dealers, raised over \$200,000 to benefit Fresh Start's programs and services. Under the leadership of event chair, Jim Henika, and board chair, Richard Swetonic, the Men's Board mobilized to create a fun and safe tournament.

"This year has been a difficult year for many people in our community, especially for women who come to Fresh Start," says Henika. "As a board, we remain committed to Fresh Start's mission and are proud to have safely and responsibly hosted this tournament, successfully raising much-needed funds for this great organization."

WITH GRATITUDE

Fresh Start Women's Foundation is grateful for the generous support of our donors. We recognize individuals, corporations, and foundations who have made single or multiple donations totaling at least \$500 in FY21, from July 2020 to June 2021.

Individual Donors

\$100,000+

Cindy and Michael Watts

\$99,000 - \$25,000

Pam Del Duca
Nancy and Ronald Eriksson
Rebecca and Peter Fine
Laurie and Warren Florkiewicz
Heather and Delbert Lewis
Nancy and Mark Loftin
Kimberly and Chris McWaters
Kathy and Tom Munro
Pat and Earl* Petznick
Beverly Stewart

\$24,999 - \$10,000

Helen Fitzpatrick
Michelle Kerrick
Kim Kiyosaki
Melinda and Earl Petznick
Amy and Bernie Wolfe
Doug Young

\$9,999 - \$5,000

Julie and Wayne Anderson
Erin and Jim Essert
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Mary Gay and Woody Harrah
Jane and Malcom Jozoff
Lynne and Ryc Loope
Nancy Meek
Paul Rambeau
Leah Lewis* and Jim Stone
Patty and Dwight Todd
Julie Tomich
Lata and Thomas Quinn

\$4,999 - \$2,500

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Jim Hartman
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\$2,499 - \$1,000

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Cynthia and Brad Lietz
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Chad Stauffacher
Nancy Teets
Amy and Ray Thurston
Joann and David Van Denburgh
Daryl and Louis Weil
Sandra and Robert Williams
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\$999 - \$500

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Deborah and Michael Barrett
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Cindy DeRyke
Greg Edmondson

WITH GRATITUDE

Individual Donors (cont.)

\$999 - \$500 (cont.)

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Tomyal Emptage
Pearl Esau
Joshua Fancher
Sharon and Paul Fannin
Sharif Faruque
Christye and John Flanagan
Lillie Fletcher
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Keri Hawthorne
Marcia and James Henika
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Joseph Long and Kathleen
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By contributing to the Jewels Giving Circle, you are helping ensure that Fresh Start will continue making 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 a privately funded non-profit organization, your individual support is critical to providing services to the women of our community.

Please visit freshstartwomen.org/donate to learn more and become a member.

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Qualifying Charitable Organizations allows Arizona taxpayers to receive a dollar-for-dollar tax credit, up to \$800 joint/married and \$400 individual on state taxes when they donate to Fresh Start.

Did you know...

- You do not need to itemize your taxes
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Explore our catalog at freshstartwomen.org.

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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 FrysFood.com to locate the Community Rewards section and select Fresh Start (code 84235) as your community rewards organization.



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Fresh Start is grateful for our incredible and committed team who continue to embrace challenges as opportunities to evolve in support of the women we serve.

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