

Fresh Start Women's Foundation

Programs and Services Report

July 1st 2020 – June 30th 2021





Fresh Start Women's Foundation: Programs and Services Report July 1st – June 30th 2021

Introduction to Fresh Start Women's Foundation

Our Mission

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

Our Vision

Since 1992, Fresh Start Women's Foundation has been on a mission to provide education, resources, and support for women to positively transform their lives and strengthen our community. We envision a community where every woman reaches her full potential through achieving personal empowerment and financial self-sufficiency.

Our nonprofit organization helps women 18 and up focus on key areas of their lives, with a wide range of services, classes, and workshops designed to teach self-confidence, life skills, and career development.

Women come to us from a number of different situations. Some are recently divorced or separated. Others are unemployed, or simply looking for a new start on life. They're looking for a friendly face, helpful guidance, and a chance to become the woman they know they can be—all in a place where they can feel safe. And that's why we're here.

Meet Pat and Beverly



Fresh Start is all about women helping women, and it's been a true passion project for founders and sisters, Pat Petznick and Beverly Stewart. Pat and Beverly watched their grandmother become the sole support of their family and vowed to one day support women who found themselves in similar circumstances.

Over the years, the Arizona natives became ardent community activists on behalf of women. In 1992, Pat and Beverly were in a position to personally and professionally reach out to women in need and initially offered a day of pampering each month at the salon they co-owned, inviting 20 women to boost their confidence and self-esteem. Later that year, Fresh Start Women's Foundation was officially born.



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TOTAL SERVICES PROVIDED
15,213



UNIQUE WOMEN SERVED
3,304



NEW WOMEN SERVED
2,627



WORKSHOP ATTENDEES
6,762



FAMILY LAW SESSIONS
2,268



SOCIAL WORK SESSIONS
721



COMPUTER SERVICES
779



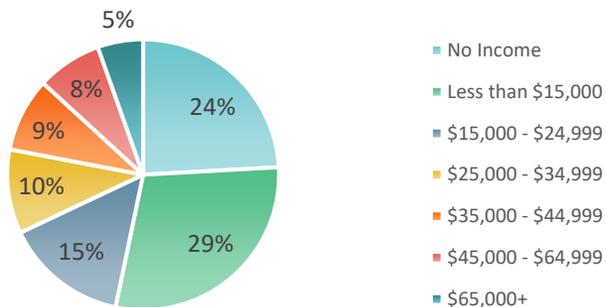
SCHOLARSHIPS AWARDED
\$23,059



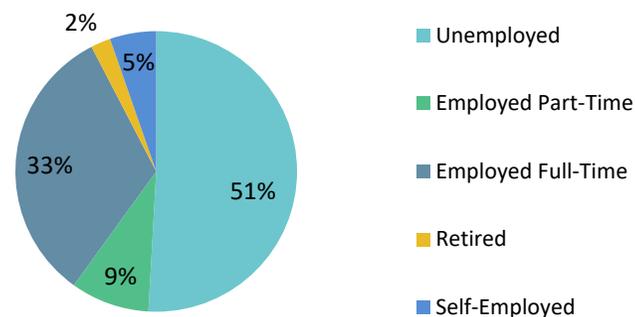
VOLUNTEER IMPACT
\$103,258



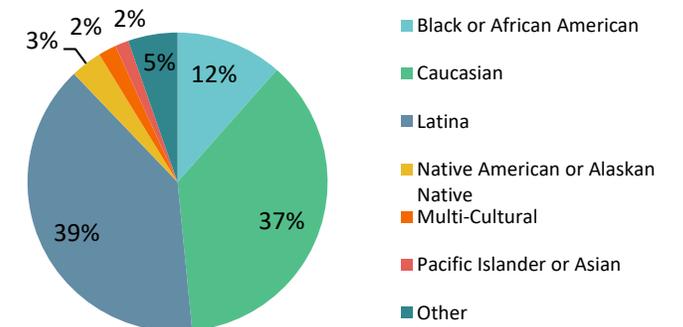
Household Income Level



Employment Status



Race & Ethnicity

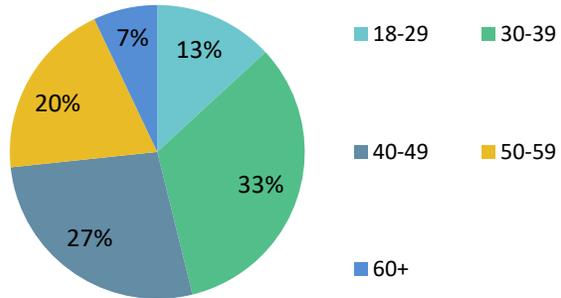




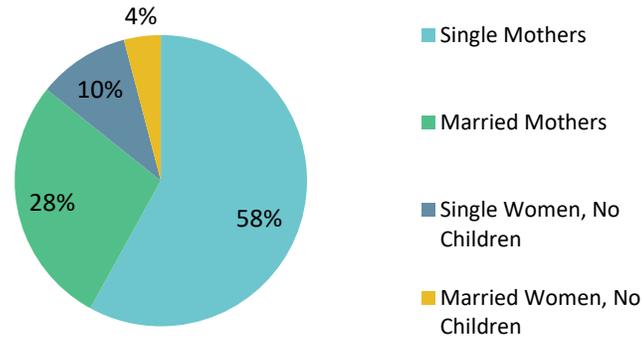
Fresh Start Women's Foundation: Programs and Services Report July 1st – June 30th 2021



Age



Family & Household Structure



The pandemic's effect on women:



96%
Respondents reported being **financially impacted**



88%
Respondents reported experiencing **job loss**



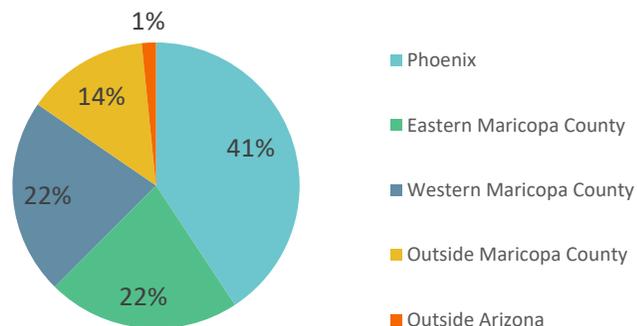
32%
Respondents reported being **unable to pay rent or housing bills**



46%
Respondents reported being **in need of food assistance**



Location



Additional Demographics

- 69% have experienced Domestic Violence
- 24% are disabled
- 12% are homeless
- 11% identify as LGBTQ+
- 10% are veterans



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Career Services



Career Services

Purpose:

Career Services provides a number of resources that work together to ensure that our clients reach their career goals. These services include career coaching and workshops, as well as practice and access to the Arizona Career Readiness Credential. These offerings provide women with the opportunity to bolster their employment qualifications and establish career goals, ultimately setting them up for success.

Goals:

- ❖ To support and guide clients in discovering and pursuing their career goals.
- ❖ To equip clients with the tools and confidence needed to be the most competitive workforce candidates they can be.

The Need: *Career Success*

It is imperative that we help clients reach their career goals by providing them with the resources and holistic forms of support that set them up for success.

- ❖ In 2014, Kuder conducted two formal research studies to investigate the effectiveness of individualized career coaching sessions. The following themes were noted: clients viewed career coaches as a partner and career coaching provides concrete direction, encouragement, and the means to take action.
- ❖ In “Certified Value: When do Adults Without Degrees Benefit From Earning Certificates and Certifications?”, researchers found:
 - ❖ Adults with a short-term certificate or industry-based certification were more likely to be employed (85%) than adults without such credentials (78%).
 - Adults holding certificates reported their median annual income to be \$45,000, compared to \$30,000 for adults without any certificates.

Program Strategies:

In 2014, Kuder conducted two research studies which showed that clients viewed career coaches as a partner and that career coaching provides concrete direction, encouragement, and the means to take action. Career coaches are an invaluable component of the support we provide to our Career Services clients. At Fresh Start, our career coaches consist of professionals eager to support and work with our clients. Many of our coaches have backgrounds in fields such as human resources, hiring, and recruiting, and provide valuable insight into what makes candidates most marketable.

Researchers also found that adults with short-term certificate or industry-based certification were more likely to be employed and make a higher annual income compared to adults who didn't. The Arizona Career Readiness Credential is recognized throughout the state and shows employers that you possess the soft skills and knowledge to do the job. Fresh Start ensures access to this exam by being an official proctoring site and provides preparation for it



Fresh Start Women's Foundation: Programs and Services Report July 1st – June 30th 2021 Career Services



Career Services

Theory Connection:

Career Services is built on Fresh Start's theories for change. The design of Career Services is informed by our Empowerment Model. We empower women through coaching and professional development opportunities by ensuring that we recognize their strengths, activate resources, and help them find their voice along the way. Through our Ecological Systems theory, we recognize that a woman advancing her career has the potential to positively affect not just herself, but other networks in her life, like her family and our Phoenix community.

Client Story:

When Rotasha entered Upward Mobility and Career Services, she had a difficult time believing in her abilities. Her support system was not well-defined and she struggled finding suitable employment due to her lack of a high school diploma. She was motivated by her daughter, Rotasha, and wanted to make a change to improve their overall situation. During check-ins, Rotasha expressed her fears regarding her rocky support system and her struggles with GED math testing, which she had attempted multiple times. Despite these past challenges, after a few check-ins and GED math tutoring sessions, career coaching, computer and financial literacy courses, Rotasha officially passed her GED and is now enrolled at Phoenix College in their Medical Administrative Assistant Program with WIOA funds. Even more impressive, she was chosen as the graduate speaker for her GED course.

"Upward Mobility 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 just want to say thank you to my career coaches who took time to sit and talk with me, helped me on my journey, and encouraged me. The programs are a wonderful and I learned a lot of information that I did not know by taking some classes. I learned a lot, and I am going to take the information I learned and keep apply it to my life and work areas".





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Career Services



CAREER WORKSHOP ATTENDEES

613



ACRC INFO SESSIONS

63

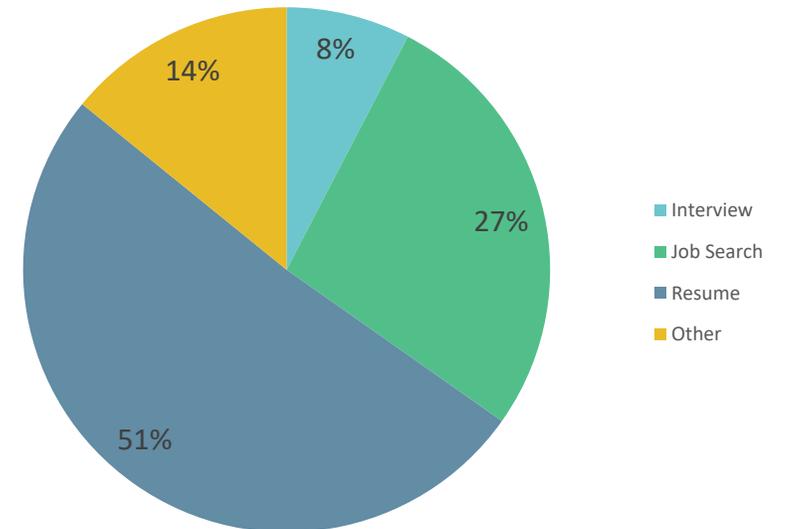


CAREER COACHING SESSIONS

162



Purpose of Career Coaching Visit





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Career Services

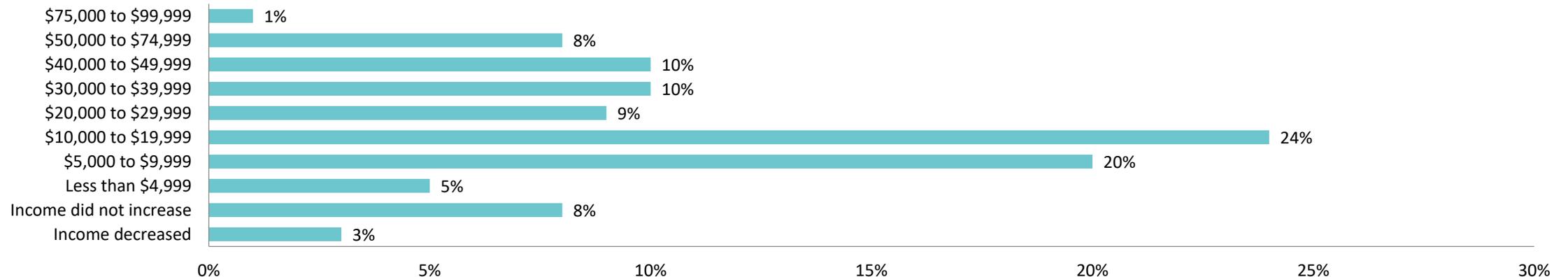


Long-term Outcomes (3 years)

- Of the respondents, 64% are employed full-time compared to the 35% of Fresh Start Women's Foundation client population.
- 89% of respondents saw an income increase after utilizing career services.
- 83% of respondents found Fresh Start Women's Foundation moderately to extremely useful in helping her increase her income.
- 92% of respondents found Fresh Start Women's Foundation moderately to extremely useful in helping her overcome her barriers to self-sufficiency.
- 95% of respondents would recommend Fresh Start Women's Foundation Career Services to other women.
- 63% of respondents continue to utilize Fresh Start Women's Foundation, 58% as participants and 5% as volunteers.
- 83% of respondents were able to identify their top two strengths and how they are important in accomplishing her goals.
- 87% of respondents found Fresh Start Women's Foundation moderately to extremely useful in helping her identify her strengths and setting goals.



Income Increase (3 years)





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Community Services



COMMUNITY SERVICES

Purpose:

Community Services keeps Fresh Start and our community connected. Community Services is responsible for community events available to both clients as well as the broader community. These events include Room Rentals and Reservations for outside agencies; Community Partner Breakfasts and Resource Fairs; and jointly collaborative events with community partners. Community Services also provides volunteer opportunities that align the goals of volunteers to the specific need of Fresh Start clients.

Goals:

- ❖ Engage our broader community, effectively creating and maintaining partnerships
- ❖ Promote awareness of the services and events available at Fresh Start
- ❖ Match volunteer goals and client needs in order to create positive and useful experiences for all parties

The Need: *Community Engagement*

In order to support this mission and our efforts, it is imperative that Fresh Start is well connected to the community around us by creating partnerships, engaging volunteers, and promoting awareness.

- ❖ According to “Trickle Effects of Cross-Sector Social Partnerships,” companies can profit via higher sales and a better reputation vis-à-vis employees and consumers. For example, nonprofit partners may get access to more funding and increased visibility of the causes they care about.
- ❖ VolunteerHub finds that, on average, individuals spend 50 hours/year donating their time. Additionally, volunteers are 66% more likely to donate financially to the organization they support than to those who do not volunteer time.

Program Strategies:

Community Services effectively engages our clients and communities in a number of ways. “Trickle Effects of Cross-Sector Social Partnerships” demonstrates the importance of strong partnerships within communities in order to heighten visibility and broaden reach. Events like Fresh Start’s Community Partner Breakfasts and Resource Fairs do just this, connecting Fresh Start and our clients to other agencies in the area. Our volunteers are another key component of our community engagement. Volunteers present personal and professional development workshops based on their area of expertise, or assist the front desk.



Fresh Start Women's Foundation: Programs and Services Report July 1st – June 30th 2021 Community Services

COMMUNITY SERVICES

Theory Connection:

Community Services is built on our Ecological Systems Theory. The theory posits that people operate as part of wider networks or “systems”. Community Services recognizes this and creates opportunities for Fresh Start to widen its network, along with that of our clients’. The broadening of these networks leads to positive change and adaptation for Fresh Start and our Phoenix community. We apply our Strengths Perspective to not only our clients, but our volunteers as well. We work to empower our volunteers by ensuring they have a meaningful and rewarding experience working in areas they feel confident in. Volunteer Services utilizes our Resilience Theory by creating an experience that requires commitment, boundary setting, and social support, all of which are critical components of this theory.

Partnership Story:

Fresh Start Community Services ensures that we as an organization are able to take full advantage of the resources in our community to further support the women we serve. Peter Scatena is one of those wonderful resources that we'd like to highlight. Scatena comes to volunteer with over 25 years of professional experience in executive search, a role that allowed him to work with major corporations to find people and talent around the globe for critical openings. Peter is highly skilled in resumes, job interviews, coaching, and mentoring. Peter joined Fresh Start at the peak of the Covid-19 pandemic, jumping right in and taking on almost every Tuesday Career Coaching opening where he supports 2-3 women each week in job searching and resume building. Many clients who have worked with Peter have set up second and third sessions to follow up and prepare for interviews. A handful of women have confirmed gaining employment due in large part to Career Coaching and Peter's support. Skilled volunteers like Peter make services like Career Coaching an outstanding resource.





Fresh Start Women's Foundation: Programs and Services Report July 1st – June 30th 2021 Community Services



ACTIVE VOLUNTEERS

289



TOTAL VOLUNTEER HOURS

3,618



VOLUNTEER FINANCIAL IMPACT*

\$103,258



ACTIVE COMMUNITY PARTNERS

99



OUTREACH EVENTS

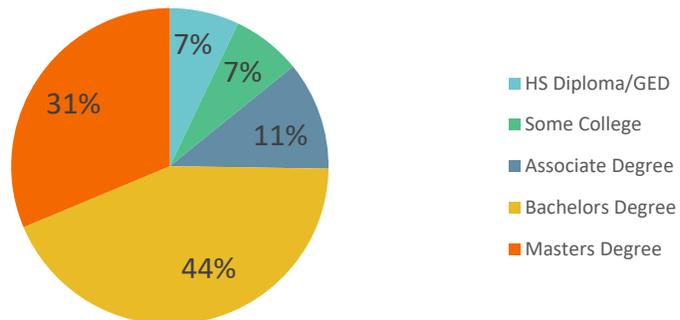
149



COMMUNITY SERVICE VISITS

501

Volunteer Education Level



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



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Computer Literacy



Computer Literacy

Purpose:

The Computer Literacy Program serves to teach women the computer skills necessary to secure employment and advance in the workplace, as well as how to effectively utilize computers to support their business and personal goals. Beyond teaching the functional “how-to’s” of using a computer, alleviating participant fears and increasing each person’s confidence in their ability to learn new skills are crucial program objectives.

Goals:

- ❖ Create an environment where women can learn the computer skills necessary to secure a job using modern technology
- ❖ Enable women to build confidence in using a computer for personal, social, and professional use

The Need: *The Changing Workforce*

This program is critical to Fresh Start's mission to empower women with education, resources, and the skills to reach their personal and professional goals. Digital literacy is required to successfully navigate not only employment and school, but also daily life—and there doesn't seem to be any slowing of these changes. It is imperative that we can help clients feel confident in using computers and staying on top of the ever-changing employment landscape. Bolstering this point:

- ❖ The U.S. Bureau of Labor Statistics estimates over 50% of today’s jobs require some degree of technology skills and that percentage will rise to 77% within the next decade.
- ❖ IT-specific careers are some of the most in-demand and high-paying jobs today, even for those without post-secondary degrees. In fact, Burning Glass Technologies reports that only 31% of IT job postings in the U.S. last year required post-secondary or associates degrees.

Program Strategies:

All the key factors of an effective learning approach are present in the design of Fresh Start's Computer Literacy Program: 1) Instructors model the knowledge, skills, and behaviors learners are expected to absorb; 2) Instruction helps people see that learning leads to personally valued or important outcomes and emphasizes real-world applications; 3) Instruction goals are attainable with moderate levels of effort; 4) Instruction is designed to help learners develop and sustain self-efficacy; and 5) Students are supported in their efforts to be self-regulated learners through opportunities to continue learning outside of the classroom.

In a study titled, "Exploring Adult Digital Literacy Using Learners' and Educators' Perceptions and Experiences: The Case of Second Chance Schools in Greece", researchers found, in addition to being able to use word-processing, presentation, and spreadsheet programs as well as the internet and email, learners also gained philosophical knowledge on topics like being persistent, patient, open and receptive. Learners who successfully completed the program reported they were able to work out their doubts and fears.



Fresh Start Women's Foundation: Programs and Services Report July 1st – June 30th 2021 Computer Literacy



Computer Literacy

Theory Connection:

The Computer Literacy Program is built on Fresh Start's theories for change. Our strengths-based perspective means that we believe all people have the capacity for growth and improvement. Improving clients' digital literacy is no exception. Using our Empowerment Model, the Computer Literacy Program's design empowers clients to create change for themselves by providing the tools and knowledge necessary to bolster their confidence moving forward.

Client Story:

"Hola Rocio, I want to thank you and Fresh Start for the opportunity to allow me to keep learning and to keep growing. I took computer classes to better myself in my current job. I work encouraging women and these courses allowed me to teach them the basics of computers. Therefore, you are not only helping me, but your support expands to help other women. Now, they are a little bit more knowledgeable in computers and are able to support their kids with school work. Thank you again and God bless!"

Computer Literacy at Fresh Start helped Evelyn work through the insecurity and fear that was holding her back from gaining the essential computer skills she was missing. Now, more confident than ever, Evelyn is ready to support her children and herself in a way she couldn't before.





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Computer Literacy



COMPUTER WORKSHOP ATTENDANCE

779



UNIQUE WOMEN

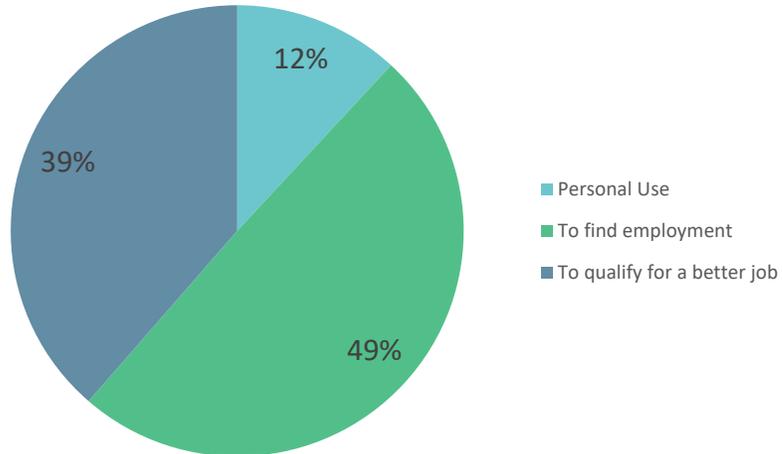
230



GOOGLE IT PROGRAM

21

Motivation for improving computer skills





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Entrepreneur Services

Entrepreneur Services

Purpose:

Entrepreneur Services aim to provide education-based preparation to current and future business owners through workshops, events, and programs that are designed to assist in starting and growing of small businesses. DreamBuilder, in collaboration with Thunderbird School of Global Management and Freeport-McMoRan, is a free, online business skills and certification course that assists women in the development of foundational business plans. The Small Business Start-Up Certificate of Completion, in collaboration with Paradise Valley Community College, is a 13-credit, six course, accelerated, hybrid program that prepares women to write and present a strong business plan.

Goals:

- ❖ Support entrepreneurial women with the education and certification necessary to ensure they succeed in their business pursuits
- ❖ Provide women with other professional development opportunities to supplement their education

The Need: Education-based Preparation

Fresh Start aims to provide entrepreneurial women with access to quality training programs. Our goal is to empower women to become successful in the small business industry.

- ❖ In “Minority and Women Entrepreneurs: Building Capital, Networks, and Skills,” Michael Barr finds that the education level of a business owner is consistently, positively correlated with entrepreneurship and entrepreneurial success.

Program Strategies:

Entrepreneur Services knows that women in business succeed when they have the appropriate education to support their business goals. According to “Minority and Women Entrepreneurs: Building Capital, Networks, and Skills,” the education level of a business owner is consistently, positively correlated with entrepreneurship and entrepreneurial success. The DreamBuilder and Small Business Start-Up programs that Fresh Start offers provide those critical credentials that eventually turn plans into actions. In fact, 86% of program participants report that they are in the process of starting a business two years after program completion.





Entrepreneur Services

Theory Connection:

Entrepreneur Services is built on Fresh Start's theories for change. Our Resilience Theory is critical to everything we do. Resilience is a process of growth and adaptation that, with time and practice, can be improved. The design of our Entrepreneur Services fosters the initiative and commitment necessary in improving clients' resiliency. The design of Entrepreneur Services is also informed by our Empowerment Model. We empower women through accessible education by ensuring that we recognize their strengths, activate resources, and help them find a voice along the way. Empowerment is a process and an outcome.

Client Story:

Nicole found Fresh Start Women's Foundation last year while embarking on a new chapter in her life. Recently relocating to Arizona while going through a divorce, Nicole was researching opportunities to support her mental health during big transitions in her life. This when she stumbled upon Fresh Start. Nicole says that she saw that Fresh Start was different than other spaces she'd discovered in her research, noting that the organization was "really doing the work and providing the avenues for empowerment".

After discovering Fresh Start and defining her goals for herself, Nicole decided to pursue the Small Business Start-Up program offered in partnership with Paradise Valley Community College. Nicole applied to the program with the hope of learning how to start her own business—she wanted to utilize her years of experience in the beauty industry, along with her passion for specializing in niche brands for specific populations with unique skin care needs. Her long-term goal is to establish a successful business that gives her the opportunity to use her skills and passions so she can eventually pass them on to her future family.

Nicole was accepted into the 2020-2021 Cohort for the Small Business Start-Up program and hit the ground running. Despite the challenges of the program having to transition entirely online due to Covid-19, Nicole took advantage of every opportunity to be successful. She earned straight A's in every course throughout the program and earned her Certificate of Completion. She also participated in extra opportunities outside of the classroom, including two separate pitch contests. The first contest was offered virtually through DreamBuilder and included participants from four states. Nicole came in 3rd place out of all the participants and was awarded a \$500 prize that she used to open a bank account for her business. Paradise Valley Community College hosts an annual Innovation Challenge which Nicole also participated in and was able to win 2nd place, an additional \$600 award that she also invested towards her goal of launching her business.

Nicole is an excellent example of a Fresh Start woman who has faced the transitions in her life with resilience, grace, and strength to move forward towards her goals. We are so proud of Nicole's efforts in the Small Business Start-Up program this year and celebrate her accomplishments.



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Entrepreneur Services



DREAMBUILDER PARTICIPANTS

48



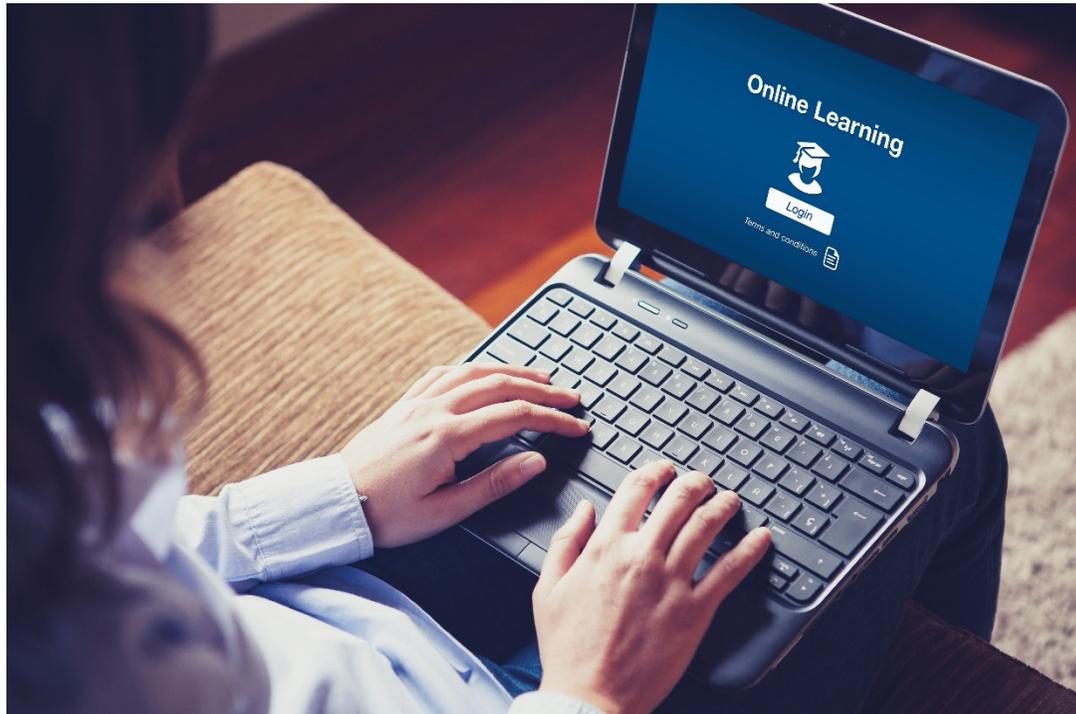
SMALL BUSINESS START-UP CERTIFICATE

13



FLORINE JACKSON SCHOLARSHIPS

\$19,718



Long-term Outcomes (2 years)

- 74% of survey respondents report an increase in her earnings post program completion.
- 86% of respondents are operating a business or in the process of starting a business within 2 years of program completion.
- 100% of respondents feel that they have the information and resources from the program to successfully start a business.
- 95% of respondents feel that they have the support necessary from the program to successfully start a business.



Fresh Start Women's Foundation: Programs and Services Report

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Family Law Support Services



Family Law Support Services

Purpose:

Navigating the court system in Arizona can often be a confusing and difficult process, especially when seeking to figure it out on one's own. Family Law Support believes knowledge is power, and works to ensure each woman has the necessary legal understanding to advocate for themselves and prepare for family court. Fresh Start offers legal information sessions, special topics classes, and document preparation services by a Certified Legal Document Preparer.

Goals:

- ❖ Provide women with the knowledge and tools necessary to prepare for court and advocate for themselves
- ❖ Equip women with the appropriate support and education so they can confidently navigate the court system and process

The Need: *Legal Support*

Legal support is critical for women facing legal issues. Alone, navigating court matters can be a difficult and overwhelming process. Access to legal support resources, specifically family law resources, is critical for the well-being and future of our clients.

- ❖ "Context and Collaboration: Family Law Innovation and Professional Autonomy" states that low-income families are the largest group left out of access to law; family law services are the most needed, yet the least available.
- ❖ The Arizona Institute for Court Management reports that over 80% of women in the Phoenix Metro area go to Family Court unrepresented, ill-equipped, and uninformed of the law, not supported, and find the results are less than adequate.

Program Strategies:

Fresh Start Family Law Support ensures access by providing document preparation, as well as events and workshops such as Law Day, where lawyers from the community give their time point women in the direction of their next steps.

Family Law Support also equips women with legal knowledge and skills to advocate for themselves and understand the issues and processes facing them. "The dilemma of self-advocacy for women: another case of blaming the victim?" finds that self-advocacy and negotiation are uncomfortable skills for women to harness. Unlike many document preparers who take control of the preparation, filing, and serving, clients actively participate in all steps in order to have an active voice in the process and become familiar with the Family Court System.



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Family Law Support Services



Family Law Support Services

Theory Connection:

Using our Empowerment Model, Family Law Support empowers clients to create change for themselves by providing the tools and knowledge necessary to bolster their confidence as they move through the legal process. This program recognizes that proving a support network is essential for building the resilience necessary in times of adversity, and is committed to providing that network. Family Law Support clients have access to professionals and an abundance of resources to ensure needs are met.

Client Story:

After being separated from her husband for nearly two years with attempts to reconcile but no change, Shay made the brave decision to file for divorce. She received very little financial support from her husband during their marriage and he took everything they had accumulated over the 11 years together when they separated. With nowhere to go, she lived with a relative and worked three separate jobs to pay her bills and support herself.

Shay reached out to Fresh Start Family Law Support by completing an intake to seek support with her divorce process. Leslie connected with her to explain the services and share how Fresh Start could support her. With the help of Family Law Support, Shay filed for divorce in July of 2020 with the hope of finalizing her court matter by the end of the year. But the following day, she notified us that she had to leave the country to Zimbabwe to address an urgent medical matter involving a family member.

After being away for over six months, in January of 2021, Shay emailed that she had returned from Zimbabwe after addressing dire circumstances involving her family. Upon her return, we informed her that her matter was dismissed and assured her that we would do what we could to support her in the process of reinstating her case. After preparing her motion and explaining to the court the circumstances leading to the dismissal, the Court granted her request to reinstate the case, allowing us to proceed. After several attempts to serve the other party, her estranged partner finally agreed to meet the process server, ensuring this case would not be dismissed to lack of service. After months of uncertainty and providing support to Shay overseas for over six months, Shay was granted her divorce in June 2021.

Throughout the process, Shay expressed her deepest appreciation for the support she has received from Fresh Start and our Family Law Support Services team.



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Family Law Support Services



FAMILY LAW SUPPORT SESSIONS

2,268



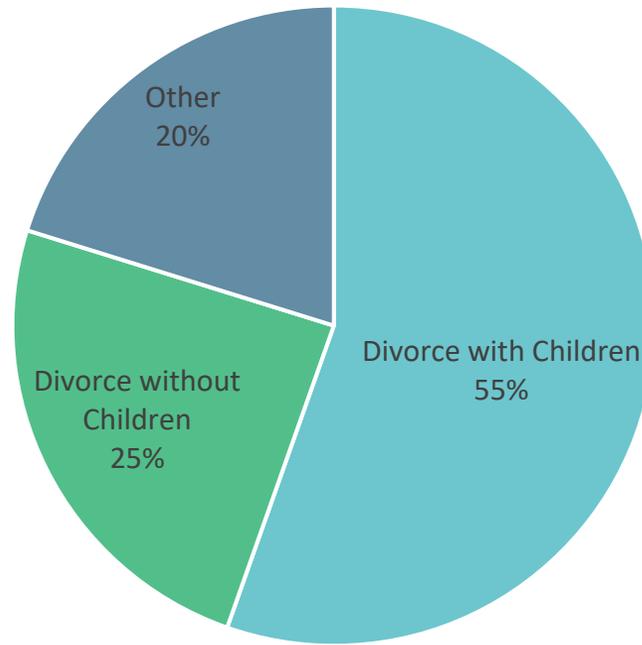
UNIQUE WOMEN

588



FAMILY LAW WORKSHOP ATTENDEES

122





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Mentoring Program

Mentoring Program

Purpose:

Fresh Start's Mentoring Program provides women with the opportunity to receive long-standing and committed support from professional women and their peers, both in one-on-one and group support environments. The Mentoring Program allows each woman to receive the support she needs to be able to identify, work through, and achieve the personal and professional goals that are most important to her. The mentoring model for support assists each woman in achieving her own long-term success and empowers her to provide the same support to her family and community.

Goals:

- ❖ Enable women to create a plan for achieving their goals, with the support of professionals to guide them
- ❖ Support personal development and growth in the areas of professionalism, communication, and leadership

The Need: *Professional Guidance*

Mentorship is an invaluable asset when navigating personal and professional life. The support of a mentor provides confidence, accountability, and serves as a driving motivator in achieving one's goals despite obstacles.

- ❖ According to "Career benefits associated with mentoring for protégée: a meta-analysis," mentored employees compared to non-mentored employees receive higher compensation, a greater number of promotions, feel more satisfied to their career, more committed to their career, and are more likely to believe they will advance in their career.
- ❖ Hundreds of experimental and correlational studies show evidence that setting goals increases success rates in various settings, according to a study published by Lathan, G.P. & Locke, E.A. (2007).

Program Strategies:

In "The Foundation of the Resiliency Framework," research suggests that social support is a major component in the development of resilience. Those who have a social support network are better able to cope with various stressors, including homelessness, job loss, domestic violence, illness, and sexual assault. Fresh Start's Mentorship program is a form of social support that builds resiliency against these stressors: 1) Mentors model knowledge, skills, and behaviors mentees can learn from and implement in their own lives; 2) Mentors offer positive examples of success and growth; 3) Monthly check-ins between mentors and mentees provide consistent time dedicated to building their relationship and addressing any stressors that arise.



Fresh Start Women's Foundation: Programs and Services Report

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Mentoring Program



Mentoring Program



Theory Connection:

The Mentoring Program is built on Fresh Start's theories for change. The Ecological Systems Theory posits that people operate as part of wider networks or "systems," and that connection to a network environment leads to positive change and adaptation. This program expands the participants network with positive and empowering influencers. Mentees report an increased ability to build and maintain strong, positive relationships with peers and mentors. Additionally, our Resilience Theory is a critical facet of this program. Mentorship and goal setting fosters the social support, initiative, and commitment critical to building lasting resiliency according to this theory. In fact, participants report an increase in resiliency coping strategies at program completion.

Client Story:

Fresh Start's focus on the whole person was a perfect fit for the kind of support Audree desired. Due to career setbacks, a big move to Phoenix, and financial situation in need of improvement, Audree wanted to regain her financial footing and improve her financial stability to where it used to be. With career goals and mind, as well as the desire to expand her social support network, the Mentoring program has provided Audree with exactly what she was looking for. "My Mentor would give me some great insight in how to make the most of a difficult situation at work, by offering specific advice, by listening and responding to my concerns. Jennifer, our last two sessions have been worth a lot to me, candidly, I wish I had access to a Mentoring Program like this earlier in my career as it would have spared me a lot of headaches. Thanks again for all that you do." She has now participated in the One-on-One Mentoring Program as well as the Peer Mentoring program, making great strides in her professional life as well as personal. Audree also sought to change her lifestyle, determined to practice more self-care practices in order to prioritize her health. Alongside Mentoring, health and wellness workshops helped her make this change. "Without the support and encouragement of my Mentor and Peer Mentees, I do not think I would have accomplished the following: I have taken the ACRC and tested out at Platinum Level. I have also passed the Certified Paralegal Program through the National Association of Legal Assistants. I have applied for and was accepted for the Jean Goulet Upward Mobility scholarship and will be commencing a certification program in Project Management at ASU next month."



Fresh Start Women's Foundation: Programs and Services Report July 1st – June 30th 2021 Mentoring Program



MENTEES

89



COMPLETION RATE

91%



PROFESSIONAL SUPPORT ATTENDEES

129



Program Outcomes

- 92% of mentees report they were able to identify their top two strengths and how they are useful in goal achievement.
- 92% of mentees report an increase in resiliency coping strategies at the mid program checkpoint.
- 96% of mentees report an increased support network at the mid program checkpoint.
- 85% of mentees report an increased ability to build and maintain strong, positive relationships with peers and mentors at program completion.
- 91% of mentees report an increase in resiliency coping strategies at program completion.





Fresh Start Women's Foundation: Programs and Services Report July 1st – June 30th 2021 Mentoring Program

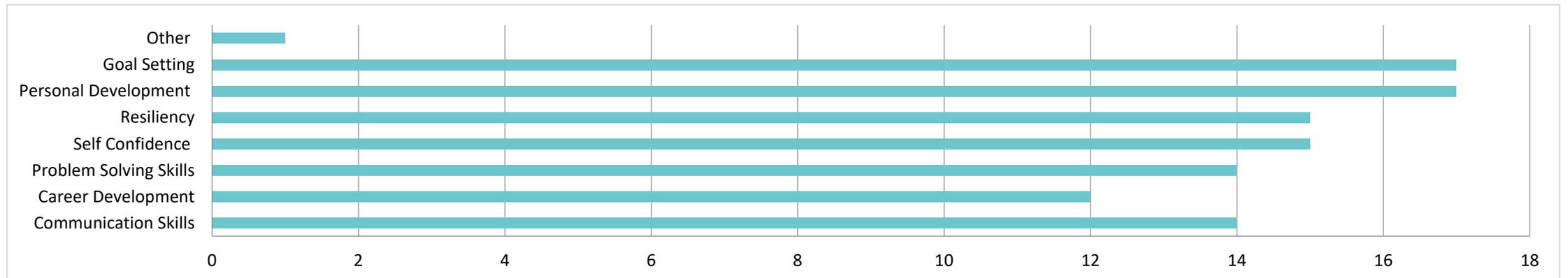


Long-term Outcomes (3 years)

- Of respondents, 61% are employed full-time compared to the 35% of Fresh Start Women's Foundation client population.
- 94% of respondents have been able to utilize SMART goal setting in their lives.
- 94% of respondents are able to identify their top two strengths and how they are important in accomplishing her goals.
- 94% of respondents found Fresh Start Women's Foundation useful in helping identify strengths and with setting goals.
- 94% of respondents would recommend the Fresh Start Women's Foundation Mentoring Program to other women.
- 55% of respondents have been involved in additional mentoring programs since graduating, 33% as a mentee and 22% as a mentor.
- 78% of respondents continue to utilize Fresh Start Women's Foundation, 67% as clients and 11% as volunteers.
- 56% of respondents have stayed in contact with their Mentoring cohort, and 50% of respondents have stayed in contact with their Mentor.



Mentoring Impact on Mentee Life Skills





Fresh Start Women's Foundation: Programs and Services Report

July 1st – June 30th 2021

Personal and Professional Development



PERSONAL AND PROFESSIONAL DEVELOPMENT

Purpose:

Personal and Professional Development consists of four programs: Jump Start, Kick Start, the Fast-Track Foundation Series, and the SpeakHer Series. These programs are interwoven and allow a flexible path forward for women to access the services they need. Jump Start is a weeklong series that helps women build a new social support network and focus on self-reflection, personal, and professional development skills. Kick Start is a modified, self-paced alternative to Jump Start that offers women an equivalent pathway through their own selection of workshops, during evenings and Saturdays. The Fast-Track Foundation Series delivers similar content, but allows women to maximize their time getting started with us. Lastly, SpeakHER equips women with the tools and techniques necessary to step into their public speaking power.

Goals:

- ❖ Provide women with the tools and information necessary for personal and professional development and growth
- ❖ Remove structural barriers and ensure all women have access to a program pathway that works for them

The Need: *Personal and Professional Development*

Personal and professional development are central to Fresh Start's mission and bolster all other programs by providing women with career competencies and confidence.

- ❖ Muller (1992) studied the effects of personal development courses on unemployed women's level of self-esteem and depression and found that participants improved significantly more on both than the control group.
- ❖ According to Dom Barnard of VirtualSpeech, effective public speaking skills can help with career advancement, as they indicate creativity, critical thinking skills, leadership abilities, poise, and professionalism—all qualities which are very valuable for the job market.

Program Strategies:

Fresh Start's Personal and Professional programs provide holistic education that fosters personal confidence and career competencies. Women who attend these programs are looking to raise their self-esteem and income, or are unemployed. Fresh Start recognizes that low self-esteem is both a product of unemployment and a barrier to employment.

Muller (1992) proves that personal development courses positively affect unemployed women's level of self-esteem and depression.



Fresh Start Women's Foundation: Programs and Services Report July 1st – June 30th 2021 Personal and Professional Development



PERSONAL AND PROFESSIONAL DEVELOPMENT

Theory Connection:

Our strengths-based perspective means that we believe all people have the capacity for growth and improvement. We provide opportunities for growth and improvement by offering an array of workshops that facilitate personal and professional development. Additionally, our Empowerment Model is embedded within the fabric of these programs. Using this model, we recognize that personal transformation can lead to system-level change. We empower our clients to create change for themselves by providing them with the knowledge and tools necessary to spark this transformation on their own terms.

Client Story:

On the first day of Jump Start, Sharon was quiet, unsure, and hesitant as to whether or not this program was the fit for her. By the last day of JumpStart, however, Sharon made a pitch to the rest of the group proposing that they have a daily meeting where they could support one another, share ideas, brainstorm, and continue to hold space for one another. Sharon is currently looking for work and support, and after her powerful experience with Jump Start, she is excited to pursue Career Service programs at Fresh Start. She is also pursuing plans to build her consulting business. Jump Start helped her build out this plan even further, providing valuable inspiration, resources, and working partners. She also left the program with a resume that truly represented her experience and skills. *“Many of the six in my group have attended fairly regular zoom meetings, and the meetings are still ongoing after picking up a few other participants along the way. The zoom meetings have morphed into something of an “accountability group” where we share our daily goals and report on our progress from the previous days. It’s been the greatest thing ever for me, as it added some structure to my day, and it’s been inspiring to see how the group members have helped and supported each other. A number of us have met up outside of the daily meetings to work together on various items of import to the individual members...I am so grateful for what investing a week in my life has caused.”*





Fresh Start Women's Foundation: Programs and Services Report
July 1st – June 30th 2021
Personal and Professional Development



JUMP START WOMEN

81



JUMP START COMPLETION

89%



KICK START WOMEN

27



SPEAKHER WOMEN

52



Jump Start Outcomes

- 94% of women state that they feel more confident in obtaining a job or pursuing personal goals as a result of Jump Start.
- 92% of women state that Jump Start helped her with her goals.
- 96% of women report an increase in their knowledge of resiliency coping strategies after completing Jump Start.
- 91% of women note that they were able to identify their top two strengths after completing Jump Start.
- 94% of women have applied the skills learned in Jump Start to their lives (3 months post-program).
- 97% of women complete at least one action step towards her goals (3 months post-program).



Kick Start Outcomes

- 94% of women have a 50% or higher knowledge gain through Kick Start.
- 97% of women have applied the skills learned in Kick Start to their lives (3 months post program).



SpeakHER Outcomes

- 97% of women state that they feel more confident in public speaking ability/confidence as a result of SpeakHER.
- 94% of women report an increase in their knowledge of resiliency coping strategies post SpeakHER.
- 91% of women are able to identify their top two strengths post SpeakHER.



Fresh Start Women's Foundation: Programs and Services Report

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Personal and Professional Development

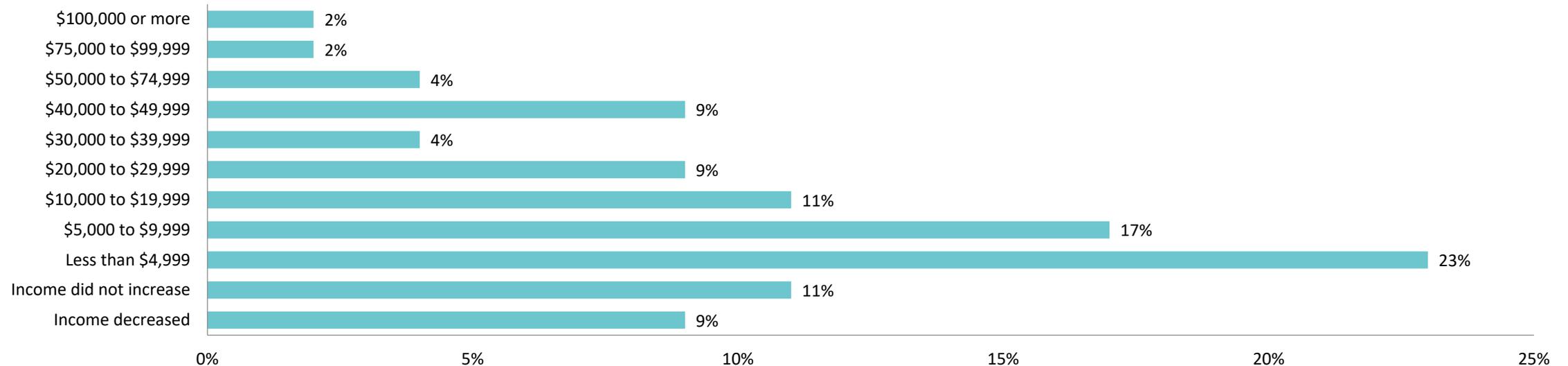


Long-term Outcomes (3 years)

- Of respondents, 62% are employed full-time compared to the 35% of Fresh Start Women's Foundation client population.
- 80% of respondents saw an income increase since attending Jump Start.
- 96% of respondents have been able to utilize SMART goal setting in their lives.
- 96% of respondents were able to identify her top two strengths and how they are important in accomplishing her goals.
- 94% of respondents would recommend the Fresh Start Women's Foundation Jump Start Program to other women.
- 65% of respondents continue to utilize Fresh Start Women's Foundation, 57% as clients and 8% as volunteers.
- 94% of respondents found Fresh Start Women's Foundation moderately to extremely useful in helping her overcome her barriers to self-sufficiency .



Income Increase (3 years post Jump Start)





Fresh Start Women's Foundation: Programs and Services Report

July 1st – June 30th 2021

Social Work



SOCIAL WORK

Purpose:

Fresh Start's social work team is responsible for providing clients with personalized, one-on-one support as they work to make changes in their lives. Social workers assist clients with prioritizing their current needs and connecting them to both Fresh Start and community resources to help them meet those needs. Beyond addressing immediate needs, clients also receive resource coaching; guidance in identifying personal barriers and growth opportunities; and assistance with goal-setting.

Goals:

- ❖ Provide women with the emotional and social support necessary to help them set and meet their goals
- ❖ Connect women to the appropriate resources in order to meet their specific needs

The Need: *Personal Support*

Our social work team ensures clients are making the most of their experience by helping them with their next steps and supporting them through their personal transformation.

- ❖ The study "Effectiveness of social work intervention research: Internal versus external evaluations" looked at 88 independent studies of the effectiveness of social work interventions and found that overall, social work interventions are effective; three-quarters of the clients who participate in social work interventions do better than the average client who does not.
- ❖ In "Establishing Individualized Goals in a Supported Education Intervention: Program Influences on Goal-Setting and Attainment," researchers found that for clients who received interventions, goal identification became more specific, demonstrating that interventions can influence the goals that are set by individuals. Researchers urge special attention to the power of goal-setting support to enact growth and change.

Program Strategies:

Our Social Work Services are available to every Fresh Start women so that she can be further supported in addressing her goals and needs. Appointments can be scheduled to accommodate client's schedules, and there are consistent walk-in hours for resource coaching. To ensure Fresh Start utilizes a wide variety of intervention strategies, Social Work Services also hosts open and closed support groups to create a sense of community for women struggling with similar issues.

Researchers found that for clients who received interventions, their goal identification became more specific, demonstrating that interventions can influence the goals that are set by individuals. Goal setting along with their specific training in motivational interviewing, are forms of intervention that Social Work Services utilizes, helping clients make the most of their experience at Fresh Start and beyond.



Fresh Start Women's Foundation: Programs and Services Report July 1st – June 30th 2021 Social Work



SOCIAL WORK



Theory Connection:

Major components of resilience include social support and insight, which Social Work Services fosters through individual and group sessions. Social Work Services also utilizes the Ecological Systems Theory by tapping into the core of clients' experiences and proceeding with the understanding that there are various, interconnected systems and environments that shape those experiences. According to our Empowerment Model, our Social Work service providers empower individuals to create change on their own behalf; take personal responsibility for change by identifying personal strengths; and identify and remove structural barriers.

Client Story:

Kathy: Fresh Start begins making a difference for women the first time they walk through our doors. This was certainly true for Kathy, who came to Fresh Start in 2018 with the hopes of charting her path forward as a newly-divorced woman with ambitious career goals. *"Because of the intake, I was able to put my life into perspective and make goals for myself. I am now a realtor and about to close on three houses. I know how to manage my ex-husband and have learned to disassociate from him and not get involved in his drama. I am so grateful for agencies like yours and I am looking for ways to pay it forward."* Her intake connected her to other services at Fresh Start, like Social Work and a Healing Journey workshop that helped lay the foundation for her success.

Elizabeth: Social Work services are supporting Elizabeth as she works through Fresh Start Mentoring and Career Services. The Covid-19 pandemic hit Elizabeth with great obstacles—namely, a major loss of income. Since beginning with Social Work, she has been guided to the right resources and has set goals for her new path forward. Since starting with Social Work, she has grown her support network and began building her client base within the field of massage therapy. Next, she plans on becoming a nurse. Elizabeth will start at Arizona State University this upcoming fall to pursue her nursing degree and thanks her social worker saying, *"I want to thank you for all your professional expertise. You have been instrumental in assisting me to move forward with my goals. You have been an inspiration in giving me the determination and courage to work thru my challenges. Your ingenuity and your willingness to provide information has always been received with such gratitude. You exhibit kindness and empathy with each encounter. I am grateful to have you as my social worker."*



Fresh Start Women's Foundation: Programs and Services Report
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Social Work Services



SOCIAL WORK SESSIONS

721



UNIQUE WOMEN

1,218



SOCIAL WORK SUPPORT CALLS

701



RESOURCE COACHING

2,299



SOCIAL WORK GROUP ATTENDEES

465



Social Work Outcomes

- 83% of women work to complete an action step between social work sessions.
- 82% of women note that they have made significant progress toward their goals.
- 95% of women report they were able to identify their top two strengths and how they are useful in goal achievement.
- 91% of women have been able to utilize SMART goal setting in their lives as a result of receiving Social Work services. (3 years post-program)
- 90% of women found Social Works services moderately to extremely useful in helping her overcome her barriers to self-sufficiency. (3 years post-program)

858





Fresh Start Women's Foundation: Programs and Services Report July 1st – June 30th 2021 Upward Mobility

UPWARD MOBILITY (transitioning to the IMPACT Program)

Purpose:

The Upward Mobility Program provides opportunities for women to become more resilient and career ready. Clients are connected to training, education, and networking opportunities that foster a self-sufficient and growth-oriented career track. Upward Mobility creates a personalized pathway through Fresh Start services, including a number of valuable opportunities such as access to the Mentoring program, Small Business Program, and Arizona Career Readiness Credential.

Goals:

- ❖ Provide women with holistic support and opportunities for professional development to discover and pursue their career goals
- ❖ Equip women with the tools and resources necessary to advance their career goals

The Need: *Upwardly Mobile Career Track*

This program is critical to Fresh Start's mission to empower women with education, resources, and the skills to reach their personal and professional goals. It is imperative that we help clients reach new professional and career goals by providing them with holistic forms of support that set them up for an upwardly mobile career track.

- ❖ According to “Career benefits associated with mentoring for protégée: a meta-analysis,” mentored employees compared to non-mentored employees receive a variety of benefits.
- ❖ In “Certified Value: When do Adults Without Degrees Benefit From Earning Certificates and Certifications?,” researchers found that adults holding certificates reported their median annual income to be \$45,000, compared to \$30,000 for adults without any certificates.

Program Strategies:

Upward Mobility utilizes a variety of opportunities to help women reach their goals and develop professionally, ultimately resulting in upward mobility. One of the program strategies to achieve this is through mentoring. According to “Career benefits associated with mentoring for protégée: a meta-analysis,” mentored employees compared to non-mentored employees receive higher compensation; a greater number of promotions; feel more satisfied within their career; are more committed to their career; and are more likely to believe they will advance in their career.

Fresh Start is an official proctoring site for the Arizona Career Readiness Credential. Upward Mobility utilizes this important career advancing opportunity by ensuring access to the exam and providing preparation for it. The Arizona Career Readiness Credential is recognized throughout the state and shows employers that you possess the soft skills and knowledge to do the job.



Fresh Start Women's Foundation: Programs and Services Report

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Upward Mobility



UPWARD MOBILITY

Theory Connection:

The design of Upward Mobility is informed by our Empowerment Model. We empower women through mentoring and professional development opportunities by ensuring we recognize their strengths and active resources, and help them as they find a voice along the way. Additionally, our Resilience Theory is critical to everything Fresh Start does. Mentorship and goal-setting fosters the social support, initiative, and commitment critical to building lasting resiliency according to this theory.

Client Story:

“Due to personal challenges, I had to make a career change in my mid-forties. I had struggled with rheumatoid arthritis since I was 30 yrs old and this made my job as an early childhood educator physically challenging for me. Additionally, the caregiver stress of having a child with autism was taking its toll as well. I needed a change, yet did not have the skillset, confidence, or financial ability to branch into a new career that would be sustainable given my challenges. Furthermore, having a long history of victimization from sexual assault, I was struggling with self-esteem and feelings of self-worth. That is when I reached out to FSWF.”

Since joining Fresh Start in 2017, Candice has made major strides toward reaching her career goals through the Upward Mobility program. Her ultimate goal was to blend her computer technical skills with her knowledge of special education, all towards the hope that her artistic talent would allow her to create a career in user interface design and assistive technology. To reach that goal, she worked to complete the Techie Lab program with AZStrut, finished three college courses in IT through Paradise Valley Community College, and received a Google IT Support Specialist Certificate through Coursera. Additionally, she benefitted from participating in the mentorship program and attended various workshops on personal finance and personal development. Candice is grateful for the support Upward Mobility has provided, sharing, *“I’ve realized that reaching out, having female friends and interacting with a supportive group of like-minded women is essential to realizing my dreams. Setting goals and having the support to reach those goals has been paramount to my personal and professional growth at Fresh Start.”* Candice currently provides chat-based technical support for Apple consumers as a Tier I Technical Support Specialist and we can’t wait to see what she does next.



Fresh Start Women's Foundation: Programs and Services Report
July 1st – June 30th 2021
Upward Mobility



UPWARD MOBILITY: GENERAL TRACK

60



UPWARD MOBILITY: SMALL BUSINESS

13



UPWARD MOBILITY: WOMEN IN IT

21



UPWARD MOBILITY TOTAL

94



COMPLETED ACHIEVER LEVEL

28



E. JEAN GOULET SCHOLARSHIPS

\$3,341



Upward Mobility Outcomes

- 93% complete an action step between social work full sessions and 91% make significant progress to goals through working with Social Work.
- 94% of mentees have been able to identify their top two strengths and 95% report an increased ability to build and maintain strong, positive relationships with peers and mentors at completion of mentoring.





Fresh Start Women's Foundation: Programs and Services Report

July 1st – June 30th 2021

Workshops



WORKSHOPS

Purpose:

Fresh Start's workshops and webinars touch on a range of topics including financial literacy; personal and professional development; and stress management. These accessible workshops help women on their journeys to becoming financially independent, resilient, and confident. Our many workshops include: Professionalism in the Workplace, Setting Boundaries, Interview Techniques, Yoga, and Resume Review and Instruction.

Goals:

- ❖ Provide women with the tools and information necessary for personal and professional development and growth.
- ❖ Connect women with professionals and experts on a variety of topics.

The Need: *Resources for Growth*

Workshops are critical to Fresh Start's mission to empower women with education, resources, and the skills needed to reach their personal and professional goals. Our workshops are supplemental to many of the programs we offer and are key to aiding women on their journey to self-sufficiency, confidence, and improved health.

- ❖ Muller (1992) studied the effects of personal development courses on unemployed women's level of self-esteem and depression, and found that participants improved significantly more in both areas than in the control group.

Program Strategies:

Workshops are taught by our experienced staff, along with professionals and experts of the community who are eager to share their knowledge with clients. Subjects of the workshops change depending on the needs of clients and the ever-growing community partnerships we build. We have recently begun offering a selection of webinars in Spanish to ensure accessibility for our clients.

Many women who attend these webinars are looking to raise their self-esteem and income, or are unemployed. Muller (1992) notes that personal development courses positively affect unemployed women's level of self-esteem and depression. In addition to increasing self-confidence, women also attend our workshops for relaxation and stress management purposes, where they can find yoga and stress management workshops, taught by yoga instructors and trained staff. Our community partners also provide volunteers well-versed in topics such as financial literacy and insurance. Fresh Start's workshops are accessible, relevant, and offer a unique opportunity for women to learn.



Fresh Start Women's Foundation: Programs and Services Report

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Workshops



WORKSHOPS

Theory Connection:

Our strengths-based perspective means that we believe all people have the capacity for growth and improvement. We provide opportunities for growth and improvement by offering an array of workshops that facilitate personal and professional development. Additionally, our Empowerment Model is embedded within the fabric of these offerings. Using this model, we empower our clients to create change for themselves by providing them with the knowledge and tools necessary to spark this transformation on their own terms.

Client Quotes:

The pandemic has brought unprecedented changes to the way that Fresh Start meets women where they are. Nevertheless, our efforts to provide learning opportunities through engaging workshops in many subject areas persist. Prior to COVID-19, workshop opportunities were only offered in-person at the Women's Resource Center. Yet when our community faced limited access to these resources due to the pandemic lockdown, Fresh Start rose to the occasion, quickly working to find solutions that enabled us to continue offering the support that Fresh Start provides for women readily available.

Having never offered Virtual Services before, we had a lot of work to do. Fresh Start program staff took on the challenge to dive into the deep-end to discover new ways of service delivery. Just as our clients invest in their own resiliency through exploration, discovery, and building new skills to move forward, we looked at our new challenge through the same lens. Keeping the Fresh Start mission and vision at the forefront of our minds, we built the tools needed to successfully transition our in-person workshops to virtual Zoom webinars. Once we embarked in launching virtual services, we quickly found that women were still connecting, learning, and investing in themselves just as they always had in our Women's Resource Center. Now, as our community is in the process of moving back towards the pre-pandemic "normal," Fresh Start's commitment to women continues with even more opportunity for us to meet women where they are through our learning opportunities.

This is a comment from a woman who recently attended one of our Computer Literacy virtual Zoom webinars: *"I want to take the opportunity to express how grateful and appreciative that these webinars are available and that people like the volunteer facilitator share their time with us to teach us about the importance of technology. Thank you for your time and dedication and ALWAYS going above and beyond in all the computer literacy classes... Thank you Fresh Start for having all of these wonderful services/webinars available to women that want to better themselves in the community. I have taken almost all of them and I enjoy every single one of them every time I take them. I am extremely grateful."*



Fresh Start Women's Foundation: Programs and Services Report July 1st – June 30th 2021 Workshops



WORKSHOPS OFFERED

1,460



WORKSHOP ATTENDANCE

6,762



AVERAGE PER WORKSHOP

5



Workshop satisfaction rate

94%



Workshop Outcomes

- 92% of women report that because of Fresh Start, they feel less alone during this difficult time.
- 94% of women report that because of Fresh Start, they feel more supported and equipped to face her current circumstances.
- 91% of women report that because of Fresh Start, they are able to stay on track to complete her goals.
- 96% of women report that they feel satisfied with what they learned in workshops.
- 95% of women report at least a 50% knowledge-gain after participating within workshop.



Workshop Attendance by Topic

