

EMPOWER

SATURDAY, MARCH 18, 2023 | THE PHOENICIAN

FRESH START

Gala

**A SENSATIONAL EVENING
FILLED WITH INSPIRATION
AND IMPACT**

**GALA CO-CHAIRS
KATIE MUELLER
HELENE PRESUTTI**

**FRESH START
FOUNDERS' CIRCLE
2023 HONOREE
CARRIE HALL**



THE EVENT

Fresh Start's annual Gala is an inspiring, fun, and fabulous party that fuels life-changing support of at-risk women on their journeys to empowerment and self-sufficiency. The **March 18** event is a high energy evening, including Fresh Start's signature couture cocktail reception, a runway fashion show, gourmet dinner, music and dancing to The Hamptons.



***"Empowering women
is key to building a future we want."***

- AMARTYA SEN, NOBEL PRIZE WINNING ECONOMIST

OUR GOAL
\$2M+

**Help at-risk women
achieve self-
sufficiency** and go to
work in rewarding careers

Disrupt cycles of
intergenerational poverty

**Build a brighter
collective future** for
women, their children
and our community



GALA CO-CHAIRS

Longtime Valley residents, **Katie Mueller** and **Helene Presutti** are known powerhouses at bringing people together for the greater good. As former successful executives in the cosmetic and technology industries, they understand the power of hard work, mentorship and support.

"Coming together to chair Gala 2023 and create greater awareness of all Fresh Start has to offer is an exciting opportunity for us. None of us know when something might happen to upend our lives. At these times, Fresh Start surrounds women with support and helps them build the skills and confidence needed to move into self-sufficiency and well paying careers. In doing so, Fresh Start changes the lives of not only mothers, but their children and generations to come. This organization can truly change our collective futures. Please join us in giving women a hand up at this critical time."



FRESH START FOUNDERS' CIRCLE 2023 HONOREE

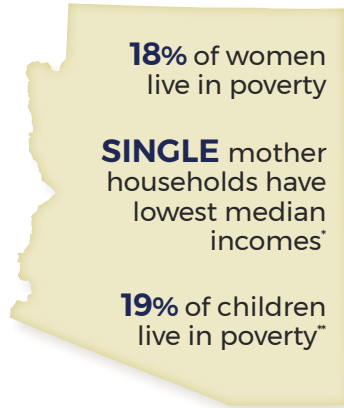
Carrie Hall is a third generation Arizonan and the daughter of a single working mom. Carrie launched her business, Carrie Hall and Associates, a premier estate planning and wealth management firm, in 1985. Carrie is known for advising her clients to focus their estate planning on their family's values, the impact they can have on future generations and on the wider community. Carrie is generous in her support and service to organizations in our community, including the Women's Board of the Barrow Neurological Foundation, Arizona Women's Board Supporting Kidney Health, Arizona Community Foundation, and the Brophy Foundation. Carrie and her husband Brian have two children, Max and Windsor.



Fresh Start
EMPOWERING WOMEN TO SUCCEED

Fresh Start's **MISSION** is to provide access and resources that help women achieve self-sufficiency and use their strength to thrive. We do this work in pursuit of our **ultimate VISION** – to create unlimited opportunities for women.

The Need in Arizona



The women we serve work in low-wage jobs without financial stability, struggle to care for their children and to cover basic needs like food and housing.

86% Mothers **58%** Single mothers **66%** Household income less than \$25K

69% Domestic violence survivors **62%** Unemployed or underemployed

We give women access to quality education and job training in the fastest growing sectors of Arizona's economy where there is strong demand for qualified skilled workers and significantly higher earning potential.

The Impact Program

Fresh Start's Impact Program helps women develop a personalized path out of poverty and across the Bridge to Self-Sufficiency®. The model provides wrap-around services across five key pillars of a woman's life and empowers her to achieve goals and behavioral changes necessary to reach and sustain economic independence.

Pillars on the Bridge to Self-Sufficiency®



Fresh Start's Impact Program in Action

Meet Lisa Strothers, a single Mom with an eight-year-old daughter. In June 2022, Lisa was in the first Fresh Start all-women cohort to complete the Semiconductor Technician Quick Start program, funded by Intel at Mesa Community College.

- Before the program, Lisa was unemployed with no income.
- In August 2022, Lisa began her new job at Intel as a Processing Technician.
- Entry-level starting wage: \$23 per hour plus a signing bonus.

"We know that when you lift a woman out of poverty by giving her access to education and skills training that allow her to earn self-sufficient wages, you change her life, her children, and generations to come."

- Kim McWaters, President and CEO Fresh Start

SELF-SUFFICIENT WAGE

For a single mom with an infant to meet basic needs without assistance = **\$23.99 per hour**

Minimum wage in AZ = **\$12.55 per hour**

KEY to higher earnings = access to education and careers

*womengiving.org: Relationship of Economic Independence and Access to Childcare for Single Moms, University of Arizona and Women's Foundation for the State of Arizona.

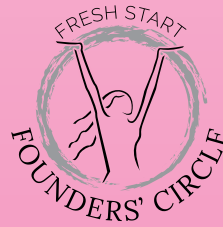
**talkpoverty.org.

**“NEVER DOUBT THAT A GROUP OF
THOUGHTFUL COMMITTED CITIZENS
CAN CHANGE THE WORLD; INDEED, IT’S
THE ONLY THING THAT EVER HAS.”**

- MARGARET MEAD



Sisters Beverly Stewart and Pat Petznick founded Fresh Start Women's Foundation in 1992. The Founders' Award is named in their honor and recognizes recipients for their exceptional, long-term commitment to our community.



CARRIE HALL | 2023 Honoree
AMY THURSTON | 2022
ANN SINER | 2020
CINDY WATTS | 2019
JACQUIE DORRANCE | 2018
JAN LEWIS | 2017
NANCY HANLEY ERIKSSON | 2016
KIM MCWATERS | 2015
KATHY MUNRO & ANNE MARIUCCI | 2014
CAROLE MORENO | 2013
PAMELA OVERTON RISOLEO | 2012
INA MANASTER & BILL POST | 2011
NADINE MATHIS BASHA | 2010
MICHELLE KING ROBSON | 2009
CRISTINA CARLINO | 2008
BARBARA ANDERSON | 2007

FRESH START
1130 East McDowell Road
Phoenix, AZ 85006
freshstartwomen.org



SPONSORSHIP LEVELS

❑ EMPOWER - \$100,000 (PRESENTING SPONSOR)

- Two premier tables for 10 (20 seats) at the Gala
- Listed as “Presenting Sponsor” in the event invitation (Deadline Nov. 15); print program; evening slide show.
- Company logo on Gala website
- Two full-page ads in the Gala program
- Social Media Posts: 8 posts with company mention as the “Presenting Sponsor”
- Listing in media advisories and press releases as presenting sponsor
- Special “Thank You” and verbal recognition in opening remarks at Gala
- Recognition in Fresh Start Annual Report
- Company logo included on screens during the evening program

❑ TRANSFORM - \$50,000

- One premier table (12 seats) at the Gala
- Listed as “Transform” sponsor in the Gala program
- Company logo on Gala website
- Two full-page ads in the Gala program
- Social Media Posts: 5 posts with company mention as the “Transform Sponsor”
- Recognition in Fresh Start Annual Report
- Company logo included on screens during the evening program

❑ FLOURISH - \$25,000

- One premier table (10 seats) at the Gala
- Listed as “Flourish” sponsor in the Gala program
- Company logo on Gala website
- One full-page ad in the Gala program
- Recognition in Fresh Start Annual Report
- Company name included on screens during the evening program

❑ THRIVE - \$15,000

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

❑ IMPACT - \$10,000

- One select table (10 seats) at the Gala
- Listed as “Impact” sponsor in the Gala program
- One half-page ad in the Gala program
- Recognition in Fresh Start Annual Report
- Company name included on screens during the evening program

❑ CHAMPION - \$7,000

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

❑ ADVOCATE - \$2,000 (PREMIER COUPLE)

- Preferred seating for two at the Gala
- Listed as “Advocate” in the Gala program
- Name included on screens during the evening program

❑ INSPIRE - \$700 (INDIVIDUAL TICKET)

- One seat at the Gala

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



Fresh Start™
EMPOWERING WOMEN TO SUCCEED



COMMITMENT TO FRESH START

Company_____

Contact_____

Address_____

City,State,Zip_____

PhoneNumber_____CellPhone_____

Email_____

PreferredListingforRecognition_____

SPONSORSHIP OPPORTUNITIES

Details on back

☐ **EMPOWER/PRESENTING SPONSOR - \$100,000**

☐ **TRANSFORM SPONSOR - \$50,000**

☐ **FLOURISH SPONSOR - \$25,000**

☐ **THRIVE SPONSOR - \$15,000**

☐ **IMPACT SPONSOR - \$10,000**

☐ **CHAMPION SPONSOR - \$7,000**

☐ **ADVOCATE SPONSOR - \$2,000**

☐ **INSPIRE SPONSOR - \$700**



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THE PHOENICIAN**

☐ I am unable to participate, but please accept my 100% tax-deductible donation of \$_____

☐ Enclosed is my check in the amount of \$_____.

Please charge my: ☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

CreditCardNumber_____ExpirationDate_____

Nameasitappearsoncard_____SecurityCode_____

Signature_____Date_____

Billingaddressifdifferentfromabove_____

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

