



Fresh Start
Women's Foundation

helping women
help themselves

C E L E B R A T I N G 2 0 Y E A R S

Dear Friends of Fresh Start,

Fresh Start Women's Foundation is celebrating 20 years of service this year. It was 20 years ago that our amazing co-founders began their vision of a place where women could come to feel empowered and supported. We are both so proud to be leading Fresh Start at the time of this milestone.

We have made great strides over this past year, and we are so proud of the staff for their hard work and dedication. Among our accomplishments:

- We have thoroughly analyzed and reviewed the quality and effectiveness of our programs and services; introduced a new strategic program delivery model; implemented an efficient tracking and reporting system; and will continue to report our positive outcomes and successes related to our client services.
- Our Board has expanded its work in the Committee structure to include:
 - A newly formed and robust Human Resources Committee who have done a remarkable job of reviewing and updating all of our processes and employee handbook.
 - We have a new Marketing Committee that has taken on the task of encapsulating our bridge statement and our "elevator speech" to be concise and descriptive.
 - The Finance Committee worked diligently to create a sustainable and manageable operational budget.
 - The Scholarship Committee successfully funded over \$100,000 in scholarships that will greatly enhance our clients' employability opportunities.
- The On-the-Job Training program is in its second year with a success rate of over 85% job placement for participants.
- We are completing a yearlong project of merging our National website with our local website to gain efficiencies, make it more client-centric focusing on information, resources, and referrals, and provide a variety of quality services to our clients anywhere anytime.
- The Mentoring program went through an extensive internal audit resulting in subsequent improvements and modifications to ensure each client continues to grow and flourish.
- We have forged numerous successful and collaborative partnerships with local organizations such as Goodwill, Chrysalis, YWCA, Florence Crittenton and UMOM to expand our reach and find synergies of service delivery within our community.

Thank you for your support of Fresh Start. Our dedicated staff, board members, volunteers and donors make it possible for us to help women thrive every day. We look forward to another 20 years providing quality services to women who want to thrive.

Sincerely,



Mary Martuscelli
Chair Fresh Start Board of Directors



Susan Berman
Fresh Start President & CEO

a great
year



A white sculpture of a woman with her arms raised high, standing on a stone pedestal. The sculpture is positioned in front of a brick building with large windows. The building has a red brick upper section and a light-colored stone lower section. The sculpture is surrounded by a circular hedge.

financial statement

FISCAL YEAR JULY 1, 2012 – JUNE 30, 2013

Financial Report

2013 Financial Highlights

July 1, 2012 - June 30, 2013

Dear Friends of Fresh Start Women's Foundation,

In our 20th year of operation, the overall financial position was positive. In general, this was due to a larger donor base, an increase in grant awards, positive investment performance, lower administrative and fundraising costs, and increased revenue from Fresh Start Treasures, a thrift boutique benefitting Fresh Start. Total revenue was \$3,335,563 and net income from all sources, less operating expenses was \$887,847 (this amount includes restricted grants for future projects and excludes depreciation).

FY2013 Highlights:

- Grant awards rose 108% as compared to FY2012.
- Fresh Start Treasures revenue rose by 105% as compared to FY2012.
- With fundraising and administrative costs significantly reduced, we were able to move the funding over to the design and implementation of a streamlined program delivery method. As a result, 84% of funds supported direct services.
- With the increase in contributions and bequests, we supported 32 women in the On-the-Job Training Program.
- Scholarships totaling \$103,751 were awarded to Fresh Start women for pursuing higher education.

This year, we maintained an environment of financial and programmatic transparency between staff, the Finance Team and the Executive Board. This transparency will continue in upcoming years as well.

The financial statements on the following pages are for FY2013, ending June 30, 2013.

With new donors, sponsors and grantors, Fresh Start will continue to grow in 2014. If you have any questions, please call me at 623-388-8256.

Sincerely,



Christine Schaefer Kline

Treasurer, Executive Board

financial report

Consolidated Statement of Financial Activities

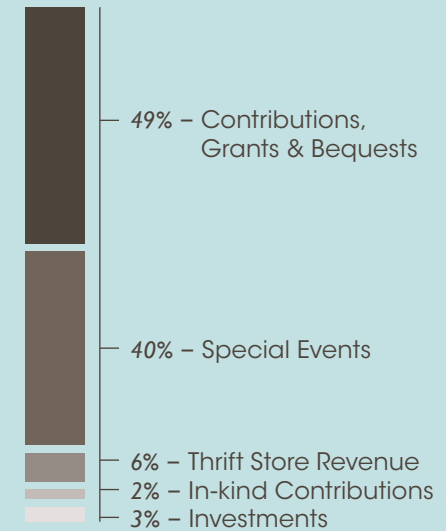
For the year ended June 30, 2013
(with comparative totals for the year ended June 30, 2012)
(before depreciation)

REVENUE	2013	2012
Contributions, Grants & Bequests	\$1,645,065	\$947,933
Special Events	1,325,821	1,343,564
Thrift Store Revenue, net	200,917	98,032
In-kind Contributions	73,641	324,251
Investments	90,119	49,305
Total Revenue	\$3,335,563	\$2,763,085

EXPENDITURES

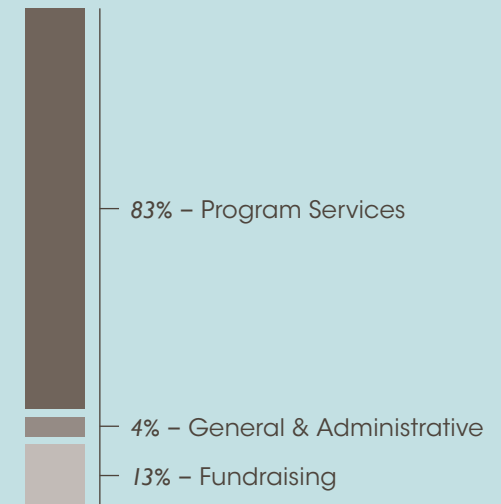
Program Services	\$2,008,322	\$2,003,675
General & Administrative	96,367	136,267
Fundraising	319,973	478,186
Total Expenditures	2,424,662	2,618,128
Loss on Uncollectable Pledges	23,054	69,700
Change in Net Assets	\$887,847	\$75,257

2013 REVENUE



2013 EXPENDITURES

*includes loss on debt; excludes depreciation



1130

Jewell McFarland Lewis
Fresh
Start
Women's
Resource
Center





our numbers

2012-2013

Women's Resource Center visits	27,370
New Center visits	4,344
Clients who attend an orientation	3,386
Resource Center Library visits	14,426
Computer Usage by clients (hours)	13,822
Documents prepared/reviewed by Certified Legal Document Preparers	4,778
Domestic violence victims served	551

Workshops

Workshops offered	836
Workshop attendees	3,244

Volunteers

Individuals	350
Mentors	15
Community Organizations and Corporations	12

Staff

Full-time	20
Part-time and consulting	9

programs and services

Social Work Services – Master's Level Social Workers help women prioritize their needs and create an action plan for overcoming life's barriers, including classes, referrals, counseling and support.

Family Law Support – Services include legal information sessions, workshops, and seminars presented by legal professionals. Certified Legal Document preparers are available to provide preparation of family court documents at a significantly reduced fee.

Personal Development Services – Individualized assistance and workshops created to enhance women's confidence and self-esteem through professional wardrobing choices, hair and make-up application, and stress-relief techniques.

Education – A variety of workshops, seminars and support groups offer concrete practical advice on an ongoing basis facilitated by leading professionals on such topics as finance, parenting and interviewing skills.

Mentoring Program – This unique program provides personal, caring support, and direction from successful women in the community who volunteer to guide and encourage other women towards reaching their educational and career goals.

Child Watch – Child care services are available on site for women who are attending classes or utilizing the center's services.

Career Services – Career coaches work one-on-one with clients helping them to develop a career and education plan and write their resumes. A self-service computer center is available to help women search for positions in a variety of career fields.

E-Learning Center – Computer-equipped, internet-accessible library, specializing in self-help and women's issues with a collection of 8,000 books, media and periodicals.

Online Resource Center – Women can access Fresh Start courses and resources anytime, anywhere at www.freshstartwomen.org



"In 2009, I lost my job and fell into a serious depression. With nowhere to go, a friend directed me to Fresh Start. At the Fresh Start Women's Resource Center, I connected with a social worker, took a "Developing Boundaries" course, started goal planning, and decided to go back to school. I now have a master's degree, a job, and a clear direction and focus in my life!"

— Brandi, Fresh Start client

program partners and collaborators



ARIZONA HUMANE SOCIETY

Arizona Humane Society
Thrift Stores providing in-depth
evaluation of the Treasure
Second Hand store operations

AZ STATE CCEP

AZ State CCEP program
providing older worker
programming



ASU School of Social Work
providing MSW internships



chrysalis

Chrysalis operates a residential
shelter for crisis housing along
with transitional housing



Community Kitchen providing
food preparation classes and
certification



Florence Crittenton
Where Hope Comes to Life

Florence Crittenton providing
shelter and services to at-risk
girls age 10 to 21



Freeport McMoRan Dream
Builder project providing
entrepreneurial training to
Spanish-speaking women



Goodwill of AZ Career services providing space in the East Valley Career Center in Chandler and providing 2 FT staff for our computer lab. Goodwill of AZ Workforce Development conducting on-site job fairs and job placement services



Jewish Family & Children's Service providing on-site psycho-educational support groups



Sorooptimist of Phoenix providing GED classes and mentoring support



Halle Foundation providing individualized assistance to those who are in a domestic violence circumstance



Midwestern University Psychology Department providing on-site behavioral health counseling



Southwest Behavioral providing parenting classes for parent and child



Helping Hands for Single Moms scholarship support program



Paradise Valley Community College providing Entrepreneurial Training



UMOM homeless shelter provides safe shelter and supportive services, along with affordable housing



Intel Basic Computer literacy classes in the East Valley and Women's Resource Center

Intel and Girl Rising Effort empowering girls by encouraging education



Phoenix Children's Hospital providing car seats and car seat placement services



YWCA - OWN IT home ownership workshop and assistance to female homeless veterans

with heartfelt thanks

FRESH START WOMEN'S FOUNDATION DONORS

Fresh Start Women's Foundation is grateful for the generosity of its donors.

We recognize individual, corporate and foundation donors who have made single or multiple donations totaling at least \$250 in FY 2013, July 1, 2012 – June 30, 2013.

\$100,000+

Pat & Earl Petznick, Sr.
Beverly & Gary Stewart
Barbara Anderson-Stoiber
& Fred Stoiber

\$25,000 – \$99,999

Kim & Robert Kiyosaki
Heather & Delbert Lewis, Jr.
Melinda & Earl Petznick, Jr.
Belle & Olen Petznick

\$10,000 – \$24,999

Erin & Jim Essert
Leah L. Lewis
Carole Ellison & Robert Cremer
Anne Mariucci

\$5,000 – \$9,999

Ann & Keith Cayton
Jacquie & Bennett Dorrance
Sue Clark Johnson
& Brooks Johnson
Mary & Chris Gale
Mary Gay & Woody Harrah
Kara Lewis
Nancy & Mark Loftin
Mary & Rick Martuscelli
Jude Miller-Burke
Kathy & Tom Munro

Michael Rapier
Lauren Rautbord

\$2,500 – \$4,999

Rosa & Benito Almanza
Milena & Tony Astorga
Tracy Bame & Jeff Abernathy
Nathan Beget
Betsy Boich
Rick Crutchley
Kim & Rod Cullum
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& Robert Siegel
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\$1,000 – \$2,499

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Megan & Brett Angner
Rudy Apodaca
Beverly Arrington
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Nicole & Bill Bidwill, Jr.
Kristin Bloomquist & Bill Shrader
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Barbara Dawson
Stephanie Dowling
& Chad Eschmeyer
Karen Draeger
Elena Flores-Breese
& Jeffrey Breese
Susan Freeman
E. K. Gaylord
Sheila Geiman
John Gordon
Deborah & Wes Gullett

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Linda Hayes
Maria Hesse
Sheryl Hildebrand
Lucia & Wayne Howard
Char & Bill Hubble
John Jenson
Karlene Keogh-Parks
& Steven Parks
Janet & Mark Kizziar
Melinda & Michael Kroplin
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Hugo Lazcano
Joseph Long
Lynne Love
Julia & Thomas Marreel
Magaly Masci
Laura & Ken McElroy
Joyce McKinney
Jeffrey Muecke
Gary Naamoto
Kathryne & Daniel Nason
Molly Nesline
Richard Nickel
Aleka & Tim O'Neil
Jeffrey Pino
Linda & Bill Pope
Terry & Steve Roman



"After leaving an abusive relationship and losing my job and home during the recession, I came to Fresh Start and took every class I could. I quickly moved into the Mentoring Program and was eventually accepted into the On-the-Job Training program, learning and growing every step of the way. I am currently looking for the right fit for my career, but I feel strongly that with the background and encouragement I received from FS, I have the confidence to excel at something I truly love."

— Marcy, Fresh Start client

Katherine & Stephen Scardello
Ann Siner
Niki & Mark Tarbell
Heidi Teets
Mike Thomas
Marie Torres
Melissa Vandolah
Audrey White
Michael Wilson
Susan & Ray York

\$500 – \$999

Ann Adams
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Donna Benjamin
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Lorraine Field
Michelle Gere
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Gail Grace
Harold Gries
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Joan Saba
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Nicole Sornsin
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Cherie & John Ward
Mara Weber
Eileen & Anthony Yeung

\$250 – \$499

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Matthew Armistead
Julie & Doug Auer
Thomas Bambury
Stan Barnes, Jr.
Deborah & Michael Barrett
Taffee & Barry Becker
Jeff Benge
Steve Berg
Robert Bergman
Kate & John Birchler
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Kim & Gary Brown
Debbie & Paul Brunofonte
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Heather & Andy Dunn
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Kaja-Anne Jezycki
Adam Kline
Paul Kogan
Angela & Luke Kory
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Donna Lamar
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Karen & Dale Litton
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Bill Sawyer
James Smith
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Kathy Tilque
Amy & John Videan
Brandy Wells
Corinne Weyhrich
Glen Wilk
Cheri & Donald Wilson
Neva Zollinger

CORPORATIONS & FOUNDATIONS

Fresh Start is proud to have the support of the following businesses and foundations

\$100,000+

Pinal Feeding Company

\$50,000 – \$99,999

Arizona Republic

Freeport-McMoRan
Copper & Gold, Inc

Kemper & Ethel Marley Foundation

Northside Hay Company, Inc

Walmart Foundation

\$20,000 – \$49,999

American Express
Charitable Fund

Arizona Public Service Company

Bank of America

Blue Cross Blue Shield of Arizona

Dorrance Family Foundation

Greenberg Traurig

JP Morgan Chase Foundation

Moreno Family Foundation

Universal Technical Institute

\$10,000 – \$19,999

Comerica Bank

Cullum Homes

Diane and Bruce Halle Foundation

Intel Corporation

Macerich Management Company

Penske Auto Group Arizona

PetSmart

Phoenix Suns

Private Client Reserve
of U.S. Bank

Saks Fifth Avenue

Salt River Project

Snell & Wilmer, L.L.P.

Soroptimist International
of Phoenix, Inc.

St. Joseph's Hospital
and Medical Center

Todd Thomas Foundation

\$5,000 – \$9,999

Animal Health International

Arizona Grain

Arizona Spa Girls

AZEAC

C. Paul Johnson Family Foundation

Cardinals Charities

Cargill Inc.

Cramer-Krasselt

Dignity Health

Discount Tire Co. Inc.

Elanco Animal Hospital

Flores Wealth Management

Fry Laboratories

General Dynamics

Henkel Consumer Goods Inc.

Henry & Horne, LLC

Laird Manufacturing

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Northern Trust Bank

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Resolute Commerical
Services, LLC

Steele Family Foundation

Taft Stettinius & Hollister

Tri West Healthcare Alliance

USAA United Services
Automobile Association

Valley Toyota Dealer
Advertising Association

Wells Fargo

Wespac Construction Inc.

William Perry Farms

Wiseman & Gale Interiors

\$2,500 – \$4,999

A.R. Mays Construction

American Fence and Security

Arizona Ag Marketing
& Consulting Group, Inc

Arizona Diamondbacks

Arizona State Library,
Archives and Public Records

Auza Ranches, LLC

BBVA Compass Bank

Border States Electric

Bryan Cave, LLP

Calfttech Corporation

CB Richard Ellis, Inc.

CG Commodities

Crescent Crown Distributing, LLC

D.J. Livestock LLC

Dermalogica

Empire Southwest, LLC

Executive Council Charities

Goodman's Interior Structures

Great American Title Agency

Gust Rosenfeld, PLC

Hickman's Family Farms

Leidan Mitchell Salon & Spa

O & E Farms

Paradiso Development Corp
 Rich Dad Operating Company, LLC
 Rudge Foundation
 Ryley, Carlock and Applewhite
 Southwest Risk Management
 Sundt Foundation
 U.S. Trust
 Weber Water Resources

\$1,000 – \$2,499

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 of Health Development
 Academy Mortgage Corporation
 Alex G. Nason Foundation Inc
 AmeriPark LLC
 Arizona Community Foundation
 Arizona Pain Foundation
 Arrowhead Health Center
 Beckett Consulting Services, Inc.
 Caliente Construction, Inc.
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 Chandler-Gilbert
 Community College
 Chandler-Gilbert Medical Center
 Clean Air Cab
 Deloitte
 DMB Associates, Inc.
 Fairmont Hotels & Resorts
 Flanagan Family Trust

Freddie Mac Foundation
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 GJJAMS Foundation
 H-Four Farms III
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\$250 – \$999

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 San Tan Village
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 Truist
 Western Feeders
 Westin Kierland Resort & Spa
 Wingfield Livestock
 Transportation, Inc.



"Fresh Start helped keep me going through all of the ups and downs of the last few years. It was difficult to not get dragged down by the negativity, but no matter what I was facing, there was always a course at Fresh Start that would help me through."

— Jenine, Fresh Start client

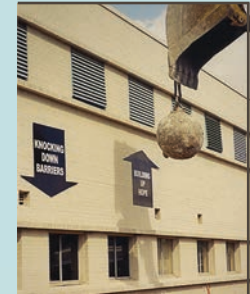
celebrating 20 years



Fresh Start Women's Foundation is founded by Pat Petznick & Beverly Stewart



The Men's Council is formed to raise money for Fresh Start through the annual Charity Golf Classic



Construction begins on the 22,000-square-foot facility in November

1992

1993

1994

1995

1996

1997

1998

1999

2000

2001

Board of Directors is established

Meet Me in the Alley, a bowling event, begins raising money for Fresh Start

The Auxiliary Board is formed

The Fresh Start Mentoring Program begins, sponsored by Bank One and Nina Mason Pulliam Charitable Trust

Fresh Start launches a \$7.1 million capital campaign to build a women's resource center in Phoenix





The Jewell McFarland Lewis - Fresh Start Women's Resource Center opens in October



The Annual Fashion Gala raises over \$1 million in support of Fresh Start programs and services



Fresh Start Treasures Resale Boutique opens at 40th St. and Thomas Rd.

2002

2003

2004

2005

2006

2007

2008

2009

2010

2011

2012

First meeting of Spanish-speaking support group



Fresh Start launches national website

leadership

EXECUTIVE BOARD OF DIRECTORS

Mary Martuscelli, Chair

Joan Brubacher, Vice-Chair

Teri Vella, Secretary

Christine Schaefer Kline, Treasurer/Finance

Barbara Anderson-Stoiber

Lynn Agnello

Tracy Bame

Deborah Bateman

Betsy Bayless

Kristin Bloomquist

Renee Castillo

Lorraine Field

Mary L. Gillmore

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Barbara M. Hoffnagle

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Karlene Keogh Parks

Leezie Kim

Kim Kiyosaki

Janet Kizziar

Eleanore Kleine

Marlene Klotz-Collins

Leah Lewis

Nancy Loftin

Fran Mallace

Jude Miller-Burke

Leslie Motter

Anette G. Musa

Jodi Noble

Sally Odegard

Pamela Overton

Pat Petznick

Kathy Player

Terry Roman

Katie Scardello

Christine Schaefer Kline

Susan Segal

Ann Siner

Beverly Stewart

Jacki Tatman

Barb Tripp

Mary Upchurch

Theresa H. Vella

Patty White

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Brett Angner, Vice Chair

Brian Campbell

Justin Gillham

Nathan Mitchler

Rick Rosenquist

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Scott Harrison

Bryan Moreno

Brian Swanson

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Luke Walker

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Jeff Jergenson

Mike Palomino

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Ryan Lorenz

Brendon Riley

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Nicole Sornsin

Maribel Barrios

Kirsten Johnson

Jamie Relei

Alexis Suarez

Deborah Barrett

Angie Kory

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Karilyn Van Oosten

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Dena Roché

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Kendra Miller

Julie Romero

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Fresh Start
Women's Foundation

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