

ANNUAL REPORT 2016-2017



Fresh Start
Women's Foundation

FACES YOU SHOULD KNOW AT FRESH START



SUSAN BERMAN
President and CEO



TINA DENICOLE
CFO



CATHY KLEEMAN
VP of Development



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AND PAT PETZNICK**
Co-Founders



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Auxiliary Board Chair



BRETT ANGNER
Men's Board Chair



TERRY ROMAN
Executive Board Chair

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

DEAR FRIENDS, SUPPORTERS AND ALLIES,

Every woman comes to Fresh Start on her own journey. For many, making the decision to visit our Center and walking through our doors is difficult and often times frightening. As an organization, it is our responsibility to welcome each woman with a smile, kind words and sensitivity.

Over the years, we have seen firsthand that any woman at any stage in her life can benefit from our services. Whether pursuing educational opportunities, seeking legal advice, transitioning out of a domestic violence shelter, reentering the workforce, or looking for career services, Fresh Start is here for every woman. It is our mission to provide education, resources and support for women to positively transform their lives and strengthen our community.

We are a place of hope, safety and inspiration for women. When women come to the Resource Center for the first time, they are amazed by the beauty and dignity of the space. We have created an atmosphere of love, respect and understanding which makes our clients feel at home. This feeling extends beyond ourselves and is a reflection of the community support around us.

Fresh Start services surround a client with options, opportunities, support and genuine positive regard. Our approach allows clients to prepare themselves for change and encourages them to accomplish goals that may have seemed impossible. Through each individual journey, our clients graduate various programs, make new friends and experience success. We have seen Fresh Start women grow and become resilient. Our clients undergo a transformation that allows them to support families emotionally and economically. We help women learn to thrive.

**"Fresh Start
is the most
positive thing in
my life. It feels
like home here."**

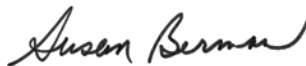
- NATASHA

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

Thank you for your support.



Terry Roman
EXECUTIVE BOARD CHAIR



Susan Berman
PRESIDENT AND CEO



LEADERSHIP

CO-FOUNDERS

Pat Petznick and Beverly Stewart

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FRESH START SUCCESS



"When I walked through the doors at Fresh Start, I was immediately taken aback by the story of how Fresh Start started. I became teary eyed and all I could think about while I sat in the lobby was that someday I wanted to be a business owner so that I could come and give back."

Tonya (Fresh Start Client + Business Owner)

"I always tell people that Fresh Start saved my life. For me it changed everything about me. Not only did I do my work and heal myself, but I became an advocate for other women."

Marci (Community Advocate + Fresh Start Client)



"As Fresh Start Social Workers, we act as a mirror for the client. She has all the answers inside of herself, and we help by reflecting things back so she can find her own truths."

Rebecca – Social Work Manager at Fresh Start

PROGRAMS AND SERVICES

THESE NUMBERS ARE REFLECTIVE OF FISCAL YEAR 2017 (JULY 1, 2016 - JUNE 30, 2017)



OPENING DOORS TO THE COMMUNITY

Since the doors to the Jewell McFarland Lewis Fresh Start Women's Resource Center opened in 2002, we have been welcoming women from the community with a smile, extended hand and path forward. Each year, we continue to grow our outreach efforts to bring more women into the Center to give them the education, resources and support they are looking for.

17,873 VISITS TO
THE CENTER

2,746 NEW CLIENTS



REBUILDING SELF WORTH & INSTILLING DIGNITY

Not only do we have social workers in-house to connect women with social services, but we also have a resource specialist who will work with women to create a Fresh Start plan based on their goals. We also have group sessions that offer a built-in support network with women going through similar life changes.

Our unique Mentoring program provides one-on-one caring support and direction from successful women in the community who volunteer to encourage other women to reach their educational and career goals.

2,069 SOCIAL WORK
SESSIONS CONDUCTED

516 SUPPORT GROUPS
OFFERED

48 MENTORING
MATCHES



PLANTING THE SEEDS OF EDUCATION

Education opens doors, and Fresh Start gives women the tools they need to educate themselves. Education scholarships provide financial assistance for women completing a degree at a two-year or four-year institution or achieving certification at a vocational school.

91 CAREER & EDUCATION
SCHOLARSHIPS AWARDED

\$294,784.38 AWARDED IN CAREER
& EDUCATION
SCHOLARSHIPS

PROGRAMS AND SERVICES

THESE NUMBERS ARE REFLECTIVE OF FISCAL YEAR 2017 (JULY 1, 2016 - JUNE 30, 2017)



HELPING WOMEN ADVANCE IN THE WORK PLACE

Whether reentering the workforce, starting a new career, or looking to brush up on professional skills, Fresh Start has the programs, workshops and tools necessary to help women grow professionally. Career workshop offerings include: Career Exploration; Career Coaching; Mock Interviews; Resume Training; Entrepreneur 101 and more.

Entrepreneurial services such as the Small Business Start-Up in partnership with Paradise Valley Community College and DreamBuilder help women pursue their dreams of owning their own business.

75

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

1,682

JOB PLACEMENTS

6,076

VISITS TO THE
E-LEARNING CENTER



MOBILIZING THE COMMUNITY

Fresh start is incredibly lucky to have access to a large number of volunteers who offer hands on support at the Jewell McFarland Lewis Fresh Start Women's Resource Center. Our incredible volunteers fill many roles within the organization including teaching workshops, helping clients in the Treasures Within Boutique, assisting at our annual events and much more.

415

VOLUNTEERS

28,088

TOTAL VOLUNTEER HOURS INCLUDING
OUR COMMUNITY PARTNERS, INTERNS
AND ENCORE FELLOWS



EMPOWERING WOMEN WITH KNOWLEDGE OF THE COURT SYSTEM

Family Law Support services include information sessions and workshops presented by legal professionals. Certified legal document preparers are available to draw up family court documents at a significantly reduced fee.

1,942

FAMILY LAW SUPPORT
SESSIONS COMPLETED

177

LAW WORKSHOP ATTENDEES

97

LAW DAY ATTENDEES

FINANCIAL REPORT

Consolidated Statement of Financial Activities

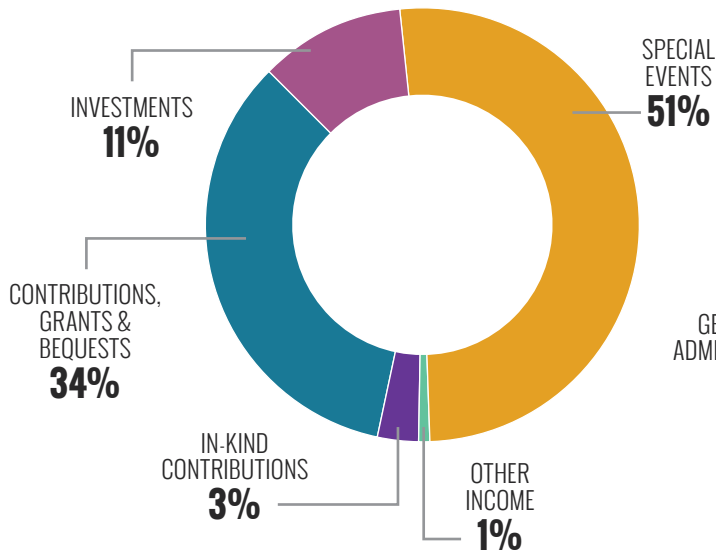
For the year ending June 30, 2017

(with comparative totals for the year ended June 30, 2016)
(before depreciation)

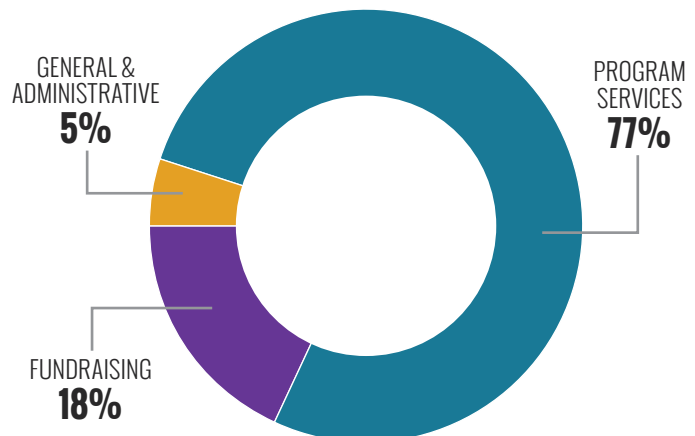
REVENUE	2017	2016
Contributions, Grants & Bequests	\$935,091	\$1,130,914
Special Events	1,409,949	1,679,815
In-kind Contributions	91,517	13,815
Investments	305,937	<72,329>
Other Income	24,246	13,914
Total Revenue	\$2,766,740	\$2,766,129

EXPENDITURES	2017	2016
Program & Services	\$1,921,083	1,952,260
General & Administrative	\$112,400	105,194
Fundraising	454,897	393,735
Total Expenditures	\$2,488,380	2,451,189
Loss on Disposition of Property & Equipment	18,025	-
Change in Net Assets	\$260,335	\$314,940

2017 REVENUE PERCENTAGES



2017 EXPENDITURES





"The best way I can describe it is being out in the sea where the water isn't clear. You are at your last breath and you don't think you can make it, when somebody suddenly puts an oxygen mask over your face and you can breathe again."

DONOR HIGHLIGHT: JIM AND PAM RISOLEO



“We always knew there was a significant need in the community for quality programs and services, but to witness the overwhelming response by women to Fresh Start has been very rewarding.”

- PAM OVERTON RISOLEO

PAM OVERTON RISOLEO

*Shareholder Greenberg Traurig and
Fresh Start Women's Foundation Founding Board Member*

As one of the founding board members of Fresh Start, it is both exciting and astounding to see what Fresh Start has become after 25 years. We always knew there was a significant need in the community for quality programs and services, but to witness the overwhelming response by women to Fresh Start has been very rewarding.

Today, Fresh Start is connected with over 180 agencies in the Valley, creating a network for clients to get back on their feet. Whether a woman is leaving temporary crisis housing, domestic violence shelters or rehab facilities, Fresh Start is able to get them the services they need either at the Fresh Start Women's Resource Center or through a partner agency.

Last year alone, the Resource Center had over 17,000 visits and welcomed almost 3,000 new clients. When we first opened the Resource Center, we knew we would offer classes, legal services, and have professional social workers available for our clients, but to see Fresh Start expand to offer 18 monthly computer classes and award 91 scholarships last year illustrates the growth the agency has experienced.

As an attorney, I personally feel a connection to the family law support services Fresh Start is able to offer the clients. Last year the Resource Center held over 1,900 law sessions to help women get their legal affairs in order. This is critical in that it is one of the first steps in achieving financial independence.

JIM RISOLEO

President and CEO Host Hotels & Resorts

Pam and I have loved supporting Fresh Start and feel personally connected to their work in the community. I have spent many years of my career working in the hospitality industry and know firsthand that women play an important role in the workforce. Therefore, critical services that Fresh Start offers are vital in giving women the skills they need to thrive in their careers. Fresh Start sets itself apart in their service to women in the Valley. Not only do they give women the skills, job training and education they need, but they also offer the emotional and personal support to help women build healthier families. I am proud to offer my support to Fresh Start.

EVENT OVERVIEW



21ST ANNUAL FRESH START GALA

The 21st Annual Fresh Start Gala, was held Saturday, March 4th at The Phoenician and was presented by Bank of America | Merrill Lynch | U.S. Trust. Dedicated community philanthropist, Amanda Garmany; Arizona corporate banking leader, Annette Musa; and, Amy Videan, fashion industry icon, chaired the event. The prestigious Founders' Award was presented to Jan Lewis. The black-tie Gala raised more than \$1.2 million with proceeds benefiting the life-changing programs and services for women offered at Fresh Start Women's Foundation and treated more than 720 guests to an inspiring evening.

THIRD ANNUAL WAKE, SHAKE AND MINGLE

The Third Annual Wake, Shake and Mingle event, hosted by the Fresh Start Auxiliary Board, was held on Saturday April 29 at Boondocks Patio & Grill. Participants danced together during 100 minutes of fun and fitness through expert-led sessions with noted Valley fitness instructors. Dancers also enjoyed healthy bites, fun music, goodie bags and great raffle items. In total the event raised \$36,872 to benefit the programs and services offered at Fresh Start.



22ND ANNUAL FRESH START CHARITY GOLF CLASSIC

More than 230 golfers teed off at the 22nd Annual Fresh Start Charity Golf Classic presented by Valley Toyota Dealers November 4th at Kierland Golf Course. The fundraising event raised more than \$375,000, with proceeds benefiting programs and services offered at Fresh Start Women's Foundation.

SAVE THE DATE! UPCOMING FRESH START EVENTS:

SEPT 15, 2018

**WINE, WOMEN
& SHOES**

Chateau Luxe

NOV 2, 2018

**MEN'S BOARD CHARITY
GOLF CLASSIC**

Kierland Golf Course

MAR 9, 2019

**23RD ANNUAL
FRESH START GALA**

The Phoenician

WHERE ARE WE GOING IN FISCAL YEAR 2018?

In Fiscal year 2016, our client needs assessment revealed that many of our clients were lacking necessary computer skills to navigate technology for job hunting and real-world application in the workplace.

In addition, over **50%** of Fresh Start clients are between the ages of **40-65**. Many of them report limited familiarity with technology. Some are returning to the workforce after having served as caregivers or after having left the workforce before technology skills became so essential. The rapid technological advances in the workforce have left many of them unqualified for most of today's jobs and that problem will continue to increase exponentially.

As a result, Fresh Start has built a Computer Literacy program from the ground up that teaches women computer skills ranging from basic to advanced, in order to enable women to use technology for employment opportunities, career readiness and education.

ATTENDANCE FOR OUR COMPUTER WORKSHOPS
HAS SKYROCKETED:

227
FISCAL 2017

794
FISCAL 2018
(FIRST 9 MONTHS)



3,462 WOMEN FRESH START
SERVED IN FY2017

53%

UNEMPLOYED

13%

PART-TIME

Advancing their computer skills at any level will improve their job prospects and earning potential.

TECHNOLOGY
HAS DRASTICALLY
CHANGED TODAY'S
JOB MARKET AND
WILL CONTINUE
TO CHANGE THE
JOB MARKET OF
TOMORROW.

In December 2017, Fresh Start was pleased to announce their receipt of a grant totaling \$149,000 from the Nina Mason Pulliam Charitable Trust. This grant extends across a three-year period with \$74,000 being awarded during the first year of funding.

"Fresh Start is thrilled to receive this grant from The Nina Mason Pulliam Charitable Trust," says President Susan Berman. "These much-needed dollars will support our computer training program which is designed to provide our clients with in-depth computer literacy services."

OVER
50%
OF TODAY'S JOBS
REQUIRE SOME DEGREE
OF TECHNOLOGY SKILLS*

WILL RISE TO
77%

OF JOBS IN THE
NEXT DECADE*

*U.S. Bureau of Labor Statistics

WAYS TO GET INVOLVED

Jewels Giving Circle

By contributing to the Jewels Giving Circle, you are helping to ensure that Fresh Start will continue to make a difference for generations of women to come. The programs and services offered at Fresh Start are creating stronger families and communities, one woman at a time. As an independently funded non-profit organization, your individual support is critical to providing services to the women of our community.

Please visit freshstartwomen.org/donate to become a member of the Jewels Giving Circle

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Arizona Tax Credit

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

Did you know...

- No need to itemize your taxes
- Donate to this **AND** to the public school, private school, foster agencies, and other tax credits
- Use the same donation as a deduction on your federal return

Visit freshstartwomen.org/taxcredit for details.

United Way

For participating employers, you can designate a portion of each paycheck to be donated to the registered charitable organization of your choice. Just simply write in **Fresh Start Women's Foundation** on your United Way campaign paperwork provided by your company's Human Resources department.

Fry's Community Rewards program

Support Fresh Start, at no cost to you, just by shopping and using your Fry's VIP card when you shop. If you already have a VIP card, sign-in to your account online and select Fresh Start using code **84235**. If you do not have a VIP card yet, you can sign up for one and enroll in their Community Rewards program. Visit FrysFoods.com to select Fresh Start (code 84235) as your community rewards organization.

AmazonSmile

A simple and automatic way for you to support Fresh Start every time you shop online, at no cost to you. When you shop at smile.amazon.com, you'll have the same shopping experience as amazon.com, but with the added bonus that a percentage of each purchase will be donated to Fresh Start.

Visit smile.amazon.com to select Fresh Start Women's Foundation as your charity and start shopping.

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Share our Services with a Friend

We love when our supporters refer a friend or relative to Fresh Start. Offering a large number of programs and workshops allows us to serve a variety of women from all walks of life.

Explore our catalog at freshstartwomen.org/event-list.

Purchase a Commemorative Brick

Honor an inspiring person in your life while supporting Fresh Start. Purchase an engraved commemorative brick to be displayed in the courtyard of the Jewell McFarland Lewis Fresh Start Women's Resource Center.

Visit freshstartwomen.org/volunteer-and-support for details.

Become a Volunteer at Fresh Start Women's Foundation

Volunteers are the lifeblood of our organization. We rely on the talent and time donated by members of our community to help us accomplish our mission.

To learn more about becoming a volunteer visit freshstartwomen.org/volunteer-and-support.



WITH GRATITUDE

Fresh Start Women's Foundation is grateful for the generous support of its donors. We recognize individuals, corporations and foundations who have made single or multiple donations totaling at least \$250 in FY 2017 (July 1, 2016 – June 30, 2017)

\$100,000+

Barbara Anderson

\$25,000 – \$99,999

Jacquelynn and Bennett Dorrance
Nancy Hanley
Heather and Delbert Lewis
Carole and Arte Moreno
Belle and Olen Petznick
Melinda and Earl Petznick
Pat and Earl Petznick
Beverly and Gary Stewart[†]

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Amanda and Dana Garmany
Sue Clark-Johnson[†] and
Brooks Johnson[†]
Jane and Malcom Jozoff
Kim and Robert Kiyosaki
Nancy and Mark Loftin

\$5,000 – \$9,999

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Carol and David Brown[†]
Mary and Chris Gale
Mary Gay and Woody Harrah
Wally Henkel
Tracy Katz
Debbie and Kerry Klimes
John Laughlin
Hope and Steve Leibsohn
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Jacki and Phil Tatman
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Patricia and Mark Tucker
Mary and James Upchurch[†]
Cindy and Michael Watts
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\$2,500 – \$4,999

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Kathy and Dan Grubb
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Amy Hysell
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William Jacobsen
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Cathy and Jim Kleeman
Gregg Knudten
Edith and Donald Kunz
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Rochelle and Brian Lee
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Jared Lively
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 Steven Parks
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 Manjula Perera
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 Aparajitha and Sean Reger-Flores
 David Rousseau
 Cheryl Ruggiero
 Janet and Daniel Rush
 Rekha Reddy-Sareen and
 Neil Sareen
 Jeffrey Scudder
 Kay and William Shover
 James Sikora
 Deborah and Chris Stamets
 Michael Stevens
 Brian Swanson
 Amy and John Videa
 Vicki and Vernon Vaughn
 Larry Yount
 Sheila and Michael Zuieback

\$500 – \$999

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 Natalie and Michael Gusich
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 Charles Hale
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 Penny Heinz
 Marcia and James Henika
 Ida and John Hester
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 Linda and Bill Hunt
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 Mikele and John Jennings
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 Bret McLeod
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 Marcus Montoya
 Allison Mullins
 Paul Neuman
 Kathleen Norman
 Keri and William Nutting
 Carolyn and Mark O'Malley
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 Deborah and Darry Pearson
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 Helen and Dan Pries
 Charlene and David Pries
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 Shelly and Brendan Riccobene
 Christine and Nick Rizzo
 Lia Rowland
 Tammy and Mike Ryan
 Sheree Rybak
 Sarah Salzenberg
 William Sandstedt
 Patti and Michael Sapp

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 Mara Weber
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 Eileen and Anthony Yeung
 Kristy and George Young
 Kelly and Justin Young
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\$250 – \$499

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 Ken Alexander
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 Brian Beard
 Stacy Benson
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 Kate and John Birchler
 Madison Blean
 Greg Borden
 Sri Ranga Sai Boyapati
 Joe Carlon
 Tracy Celaya

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 Merle Salus-Herbig and
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