



Fresh Start  
Women's Foundation

ANNUAL REPORT  
2014-2015





Dear Friends of Fresh Start,

For many of us, the year brought changes, some small and some significant. Many of our clients have faced changes, too, and have reached out to Fresh Start for support because they have found themselves in a state of transition—leaving an abusive relationship, reentering the workforce after several years, or embarking on a new path in life. And, each had the courage to ask for the support she needed.

2015 was an incredible year for Fresh Start. We introduced several new program models and invested significant time and resources into developing a clear and concise means of measuring our program outcomes. We are truly inspired by the life-changing effects that our programs and services have had on women, their families and our community.

The support from our partners and donors had an instrumental impact on our growth over the last year. We are proud to share the following accomplishments:

- During the Inspired Leadership Series, 899 women attended to learn from 10 phenomenal experts in diverse fields. The Series received a 96 percent satisfaction rating.
- Mentoring continues to be a flagship program offering and currently serves 25 matches between clients and professional businesswomen in our community. This past year, the mentoring program assisted 88 percent of mentees in achieving progress toward their SMART goals.
- Girls Thriving served 59 young women this year. This program is aimed at increasing a teenage girl's ability to make safe, healthy choices and to help her thrive academically and socially. Forty-nine girls benefitted from special Girls Thriving events and both the program and workshops reported a 100 percent satisfaction rating.
- Child Watch offers more services with a lesson plan for each hour of the day, involving the children in enriching, educational, nurturing and enjoyable activities while their mothers or guardians take courses at Fresh Start.
- Two new programs of studies were launched that have become the primary method for clients to move efficiently and optimally through the workshop catalog.

As our supporters, we need your help through your gifts, time, talent and advocacy to continue our life-changing programs and services that impact not only the women that walk through our doors, but their children, their families and the greater community.

We are truly grateful for your belief in our mission, and we strive each day to carry out the work with integrity, transparency and accountability. Each gift of money, volunteerism, or advocacy ensures that we are making a significant and lasting effect on our community.

On behalf of the Fresh Start family and every woman served, thank you.

Sincerely,



Joan Brubacher  
Board President



Susan Berman  
President & CEO, Fresh Start Women's Foundation



# financial statement

FISCAL YEAR JULY 1, 2014 – JUNE 30, 2015

Dear Friends of Fresh Start Women's Foundation,

Along with the tremendous success Fresh Start has achieved programmatically, we have had an equally remarkable year financially. We are proud to say that we received excellent Charity Navigator accolades and a gold participation level by GuideStar, representing our commitment to financial accountability and transparency.

Fresh Start's dedication to minimizing administrative and overhead expenses continues to ensure more than eighty percent of funds raised directly impact programs and services. In addition, we are proud of the following successes we have achieved in 22 years of operation:

- With the help of significant donors, we have been able to set aside more than \$2 million for our long-term sustainability and operating expenses.
- Contributions, grants and bequests accounted for \$1,273,377 of our total revenue - an increase of \$350,488 over last year.
- The Fresh Start Gala netted more than \$1 million.
- The annual Charity Golf Classic celebrated its 20th year raising an all-time high of more than \$335,000.
- Scholarships totaling \$98,559 were awarded to Fresh Start women in their pursuit of higher education.

It is my greatest pleasure to say that Fresh Start has never been as fiscally sound and responsible as it has been this past year. We have truly grown so much and feel encouraged that our future holds continued growth and prosperity with the help of our generous community members.

Sincerely,

A handwritten signature in black ink that reads "Katie M. Scardello". The signature is fluid and cursive, with the first name "Katie" and last name "Scardello" clearly legible, and a middle initial "M." in between.

Katie Scardello

Treasurer, Fresh Start Executive Board of Directors

# financial report

## Consolidated Statement of Financial Activities

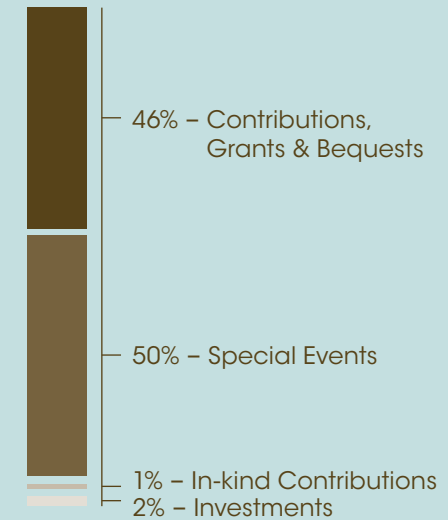
For the year ending June 30, 2015  
(with comparative totals for the year ended June 30, 2014)  
(before depreciation)

REVENUE	2015	2014
Contributions, Grants & Bequests	\$1,354,845	\$994,647
Special Events	1,463,962	1,302,839
Thrift Store Revenue, net	-	256,962
In-kind Contributions	40,589	26,882
Investments	62,211	243,698
Total Revenue	\$2,921,607	\$2,825,028

## EXPENDITURES

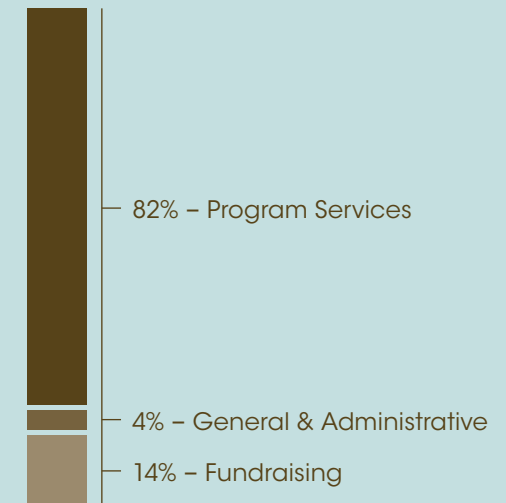
Program Services	1,857,799	1,810,787
General & Administrative	96,381	96,808
Fundraising	320,301	366,058
Total Expenditures	2,274,481	2,273,653
Loss on Uncollectable Pledges	-	-
Change in Net Assets	\$647,126	\$551,375

## 2015 REVENUE



## 2015 EXPENDITURES

\*includes loss on debt; excludes depreciation





1130

Jewell McFarland Lewis  
Fresh  
Start  
Women's  
Resource  
Center









# our numbers

2014-2015

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**23,177** Women's Resource Center visits

**2,399** One-on-one family law support sessions with a Certified Legal Document Preparer

**3,340** New Center visits

**699** Family law information sessions and specialty workshops

**86** Percentage of returning visits to the Center

**11,955** Volunteer hours utilized to support Fresh Start services

**10,663** E-learning Center visits

**3,770** Direct client contact and case management by master's level social workers and resource specialists (hours)

**356** Women provided with career, technical and financial one-on-one coaching

**467** Support group sessions

**1,583** Workshops offered

**3,265** Women served by a support group

**2,252** Children served by Child Watch

# programs and 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.

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

**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.

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

**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.

**Mentoring Program** – This unique 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.



**Online Resource Center** – Women can access Fresh Start courses and resources any time, anywhere at [freshstartwomen.org](http://freshstartwomen.org).

**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.

**Social Work Services** – Master’s level social workers help women prioritize their needs and create an action plan for overcoming life’s barriers, including workshops, referrals and one-on-one sessions.



*Once I was referred to Fresh Start, I immediately attended the Center orientation and the weeklong Jump Start program. Afterwards, I applied for the On-the-Job Training program and was accepted. I am whole again—mentally, physically and spiritually. Fresh Start helped me find the old me and merge it into the new me, a confident and strong woman. - Debbie*

# with gratitude

## FRESH START WOMEN'S FOUNDATION DONORS

Fresh Start Women's Foundation is grateful for the generous support of its donors. We recognize individual, corporate and foundation donors who have made single or multiple donations totaling at least \$250 in FY2015, July 1, 2014 – June 30, 2015.





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**\$250 – \$499**  
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 Deborah & Michael Barrett  
 Sherri Barry



*I have a bachelor's degree in communications, entrepreneurship and women's studies, but after the recession in 2008, business changed. I hoped to connect with available resources in the community that could help me navigate a new career, and that's when I found Fresh Start.*



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<sup>†</sup> Denotes deceased donor



*Even though I was a professional with a bachelor's degree in marketing, a master's degree in journalism and public relations and in education, I felt I hit bottom professionally and was not fulfilling my dream of owning a business. The stress was negatively affecting my health, and I was the sole support for my family. I had to make a choice between my health and well-being, my future and the life I wanted.*

# CORPORATIONS & FOUNDATIONS

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

## \$50,000 – \$99,999

Bank of America  
Pinal Feeding Company  
Swift Transportation Company  
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## \$20,000 – \$49,999

Arizona Public Service Company  
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# leadership

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empowering  
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transform their  
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Fresh Start  
Women's Foundation

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