

SATURDAY, MARCH 23, 2024 | THE PHOENICIAN

THRIVE

FRESH START

Gala



Gala

THE EVENT

FRESH START'S ANNUAL GALA on **March 23rd** is an inspiring and fabulous evening that fuels life-changing support for women on their journeys to self sufficiency. This magical evening will include Fresh Start's signature couture cocktail reception and fashion show, gourmet dinner in the Phoenician Grand Ballroom, music and dancing to The Hamptons, and so much more!

This year during our cocktail reception we are excited to announce...



Neiman Marcus

presents

CAROLINA HERRERA

with Creative Director Wes Gordon

OUR GOAL
\$2M+

YOUR SUPPORT WILL

- Help women achieve self-sufficiency and use their strength to THRIVE
- Provide access and resources to key drivers of economic mobility, including health, well-being, education and career pathways
- Disrupt cycles of generational poverty
- Build a brighter collective future for women, their children and our community



2024 GALA CHAIR



CINDY WATTS

COMMUNITY LEADER & PHILANTHROPIST

Cindy is well-known for making a meaningful difference across Arizona through her investments of time, talent, and treasure. Focusing on areas where she can impact change and contribute to a better future, Cindy believes people are our community's biggest asset and must be healthy and well to be self-sufficient and succeed. Through generous investments in the Watts Social Work Resource Center at Fresh Start, Cindy helped build a sustainable foundation for Fresh Start's Impact Program and expand the number of social workers available to serve women in need. She also helped design and launch a comprehensive internship program with the Watts

College of Public Service and Community Solutions at Arizona State University (ASU)—which houses a social work graduate program ranked in the top 10% in the country—and fuels a pipeline of social workers to support women on their journeys to self-sufficiency. Cindy and her husband Mike have supported ASU since 1988, making transformative investments in the university, including Watts College and wider surrounding communities. Cindy currently serves as Co-Chair of the Dean's Council for Watts College of Public Service and Community Solutions. In 2019, Cindy received the Fresh Start Founders' Award in honor of her significant community contributions and service.

"It is critical that women, particularly mothers facing significant challenges, have access to high quality social work services. Just imagine being an overwhelmed single mom escaping abuse with young children and limited resources. Most of the courageous women who come to Fresh Start have nowhere else to turn. They must be mentally, physically, and spiritually well before they can succeed in school or get a higher-paying job. Supporting these women on their heroic journeys to well-being and self-sufficiency—with a science-based and evidence-informed model—is critical to dismantling cycles of generational poverty in our community. Fresh Start's work positively changes generations and benefits us all."

THE IMPACT PROGRAM

Fresh Start's science-based and evidence-informed Impact Program helps women develop a personalized path across the Bridge to Self-Sufficiency. The model provides support and access to resources across five critical 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®



EMPOWERING ARIZONA'S WOMEN



Fresh Start™
EMPOWERING WOMEN TO SUCCEED

OUR MISSION

To provide access and resources that help women achieve self-sufficiency and use their strength to thrive.



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. They put their own health and well-being on hold to support their families, or they may deal with physical health issues but ignore mental health due to stigmas or lack of access to quality or culturally competent care.

THE WOMEN WE SERVE AT FRESH START



MORE THAN 4,000
WOMEN SERVED THIS YEAR



58%
single
mothers

66%
earn less
than \$25K

69%
domestic
violence survivors

The KEY to higher earnings is access to education, job skills and career opportunities, BUT for a woman to successfully take advantage of education opportunities, start a new job and grow in her career, she must be healthy and well—physically, mentally, and emotionally.

2024 FOUNDERS' CIRCLE HONOREE



MICHELLE KERRICK

FORMER MANAGING PARTNER & WEST REGION MARKET LEADER, DELOITTE

Michelle's service to Fresh Start spans more than 30 years, including chairing the Executive Board of Directors and three Gala events. She retired as a Deloitte partner in 2020, ending a career that began in 1985 as an accountant in Phoenix and concluded as Deloitte's West Region Market Leader and Managing Partner of the Los Angeles practice, one of the largest professional services firms in the world. Michelle was named one of the "Most Influential Women in Accounting" by the Los Angeles Business Journal and her community service over decades includes Barrow Women's Board, Arizona Community Foundation as well as helping to secure the

2022 Superbowl and 2028 Olympic Summer Games for the city of Los Angeles. Throughout her career and life, Michelle has been committed to lifting up women and helping them achieve success.

"I can appreciate the challenges single mothers face because I was one myself," Michelle explained. "It is hard enough being a mom all on your own but imagine not being able to afford your children's basic needs and the mental stress that comes with that. For our community's future, it is critical to support women's mental health and well-being, so they can thrive in their careers and lives!"

GALA : SATURDAY, MARCH 23, 2024

2024 GALA CHAIR



MARK EL-TAWIL

CHIEF FINANCIAL OFFICER
BLUE CROSS BLUE SHIELD OF ARIZONA

As Chief Financial Officer at Blue Cross Blue Shield of Arizona since 2018, a leader in the healthcare industry for more than 25 years, and an Arizona resident for more than 30 years, Mark is passionate about improving the quality of healthcare and life across our state. Research shows that both physical and mental health are as important to economic mobility as education and a good job. In direct response to increasing rates of depression, anxiety and suicide in Arizona, Blue Cross Blue Shield of Arizona launched a Behavioral Health Action Plan and it's Foundation for Community Health and Advancement named mental health its flagship focus. This focus includes enhancing availability of behavioral health services and treatment in Arizona and partnering with nonprofit organizations like Fresh Start to help raise awareness, remove stigma, and eliminate barriers to services and support.

"We are excited to partner with Fresh Start in supporting women on their journeys to health and well-being. We know that physical, mental, and emotional health are as critical on the journey to self-sufficiency as education, job training, and career pathways. If women are not well—physically, mentally, and emotionally—they will not be able to succeed and support themselves and their children. If we reduce stigmas and provide access to the resources and support women need to be healthy, transform their lives and to become sustainably self-sufficient, the positive impact is exponential, in their children's lives, and in Arizona's workforce, business, health, and wider community. At Blue Cross Blue Shield of Arizona, we are committed to helping remove economic and wider obstacles to health and well-being. We want women and all Arizonans to thrive!"

Health is a key driver of economic mobility. Women cannot achieve and sustain self-sufficiency and economic independence without first being healthy and well. NOW is a critical time to support women in Arizona.

NATIONALLY ARIZONA RANKS:

46th

for access & affordability
of healthcare

42nd

for access to
mental healthcare

38th

for lives lost
to suicide

28th

for frequent
mental distress

Your generous support will contribute to empowering women on their journeys to self-sufficiency and success, including critical and foundational support in the areas of health and well-being.

*America's Health Rankings 2022

"When women thrive, all of society benefits, and succeeding generations are given a better start in life."

– KOFI ANNAN, FORMER SECRETARY-GENERAL OF THE UNITED NATIONS

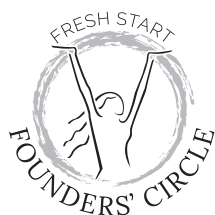
TRANSFORMING ARIZONA'S COMMUNITIES



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.

IN LOVING MEMORY

This year we pay tribute to our beloved Beverly, whose passion for helping women will always be remembered. She was a champion for others, giving generously of her heart and with great devotion to the mission we all serve.



MICHELLE KERRICK | 2024 Honoree
CARRIE HALL | 2023
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



Fresh Start
EMPOWERING WOMEN TO SUCCEED

■ THRIVE - \$150,000 (PRESENTING SPONSOR)

- Two premier tables for 10 (20 seats) with complimentary elevated wine at Gala
- 20 reserved front row seats for the Fashion Show
- VIP Meet and Greet for you and your table guests with Carolina Herrera Designer Wes Gordon
- Recognition as a Fresh Start Visionary, a remarkable group of supporters who have invested generously into Fresh Start
- Photo, logo and listing on Visionary Wall at Fresh Start
- Name a Fresh Start Program for one year
- Two full-page ads in Gala program
- Listed as "Presenting Sponsor" in the Gala program
- Company logo on Fresh Start's website Gala page
- Social media posts: 4 posts with company mention as the "Presenting Sponsor"
- Listing in media advisories and press releases as "Presenting Sponsor"
- Special "Thank You" and recognition in opening ballroom remarks at Gala
- Feature story of support in Fresh Start Annual Report
- Company logo included on screens during the evening program
- "Presenting Sponsor" deadline for invitation is December 1st

■ EMPOWER - \$100,000

- One premier table for 12 with complimentary elevated wine at Gala
- 12 Reserved Front Row Seats for the Fashion Show
- VIP Meet and Greet for you and your table guests with Carolina Herrera Designer Wes Gordon
- Recognition as a Fresh Start Visionary, a remarkable group of supporters who have invested generously into Fresh Start
- Photo, logo and listing on Visionary Wall at Fresh Start
- Two full-page ads in Gala program
- Listed as "Empower Sponsor" in Gala program
- Company logo on Fresh Start's website Gala page
- Social Media Posts: 3 posts with company mention as the "Empower 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 (10 seats) with complimentary elevated wine at Gala
- 10 reserved seats for the Fashion Show
- VIP Meet and Greet for you and your table guests with Carolina Herrera Designer Wes Gordon
- One full-page ad in Gala program
- Listed as "Transform Sponsor" in Gala program
- Company logo on Fresh Start's website Gala page
- Social Media Posts: 2 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) with complimentary elevated wine at Gala
- One full-page ad in Gala program
- Listed as "Flourish Sponsor" in Gala program
- Company logo on Fresh Start's website Gala page
- Recognition in Fresh Start Annual Report
- Company name included on screens during the evening program

■ CHAMPION - \$15,000

- One preferred table (10 seats) at Gala
- One half-page ad in Gala program
- Listed as "Champion Sponsor" in the Gala program
- Recognition in Fresh Start Annual Report
- Company name included on screens during the evening program

■ IMPACT - \$10,000

- One table (10 seats) at Gala
- One quarter page ad in Gala program
- Listed as "Impact Sponsor" in Gala program
- Recognition in Fresh Start Annual Report
- Company name included on screens during the evening program

■ ADVOCATE - \$3,000

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

■ INSPIRE - \$1,000 (INDIVIDUAL TICKET)

- One seat at Gala

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

COMMITMENT TO FRESH START

Company_____

Contact_____

Address_____

City, State, Zip_____

Phone Number _____ Cell Phone_____

Email_____

Preferred Listing for Recognition_____

SPONSORSHIP OPPORTUNITIES

Details on back

☐ **THRIVE/PRESENTING SPONSOR - \$150,000**

☐ **EMPOWER SPONSOR - \$100,000**

☐ **TRANSFORM SPONSOR - \$50,000**

☐ **FLOURISH SPONSOR - \$25,000**

☐ **CHAMPION SPONSOR - \$15,000**

☐ **IMPACT SPONSOR - \$10,000**

☐ **ADVOCATE SPONSOR - \$3,000**

☐ **INSPIRE SPONSOR - \$1,000**



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☐ 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

Credit Card Number_____ Expiration Date_____

Name as it appears on card_____ Security Code_____

Signature_____ Date _____

Billing address if different from above_____

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