

Changing
DESTINIES
Shaping the
FUTURE



FRESH START

Gala

SATURDAY MARCH 22, 2025
THE PHOENICIAN

Sponsorship LEVELS



Fresh Start™
EMPOWERING WOMEN TO SUCCEED

☐ **THRIVE | \$150,000 (PRESENTING SPONSOR)**

- Two premier tables for 10 (20 seats) with elevated wine at Gala
- 20 Reserved Front Row Seats for the Fashion Show
- Two full-page ads in the Gala program
- Listed as "Presenting Sponsor" in Gala program
- Company logo on Fresh Start's Gala website landing page and signage at the event
- Social media posts: 4 posts with company mention as the "Presenting Sponsor"
- Listing in media advisory and press release as presenting sponsor
- Special "thank you" and verbal recognition in opening ballroom remarks at Gala
- Feature story of support in Fresh Start's Annual Report
- Company logo included on screens during the evening program
- Listed as "Presenting Sponsor" on invitation (deadline is December 1)
- Recognition on our website, Annual Report, and Visionary Wall (digital board) in Fresh Start's lobby recognizing our dedicated supporters who invest generously into Fresh Start

☐ **EMPOWER | \$100,000**

- One premier table for 10 with elevated wine at Gala
- 10 Reserved Front Row Seats for the Fashion Show
- Two full-page ads in the Gala program
- Listed as "Empower Sponsor" in Gala program
- Company logo on Fresh Start's Gala website landing page
- Social media posts: 2 posts with company mention as the "Empower Sponsor"
- Special "thank you" and verbal recognition in opening ballroom remarks at Gala
- Company logo included on screens during the evening program
- Recognition on our website, Annual Report, and Visionary Wall (digital board) in Fresh Start's lobby recognizing our dedicated supporters who invest generously into Fresh Start

☐ **TRANSFORM | \$50,000**

- One premier table for 10 with elevated wine at Gala
- 10 Reserved Seats for the Fashion Show
- One full-page ad in the Gala program
- Listed as "Transform Sponsor" in Gala program
- Company logo on Fresh Start's Gala website landing page
- Social media posts: 1 post with company mention as the "Transform Sponsor"
- Company logo included on screens during the evening program
- Recognition in Fresh Start's Annual Report

☐ **FLOURISH | \$25,000**

- One premier table for 10 with elevated wine at Gala
- One full-page ad in the Gala program
- Listed as "Flourish Sponsor" in Gala program
- Company logo on Fresh Start's Gala website landing page
- Company name included on screens during the evening program
- Recognition in Fresh Start's Annual Report

☐ **CHAMPION | \$15,000**

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

☐ **IMPACT | \$10,000**

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

☐ **ADVOCATE | \$3,000**

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



Fresh Start
EMPOWERING WOMEN TO SUCCEED

Date

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

Gala

SATURDAY
MARCH 22, 2025

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

Name as it appears on card

Signature

Expiration Date

Security Code

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 Caitlin Goodman: 602.261.7169 | cgoodman@fswf.org

Gala

THE EVENT

FRESH START'S ANNUAL GALA on **MARCH 22ND** 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!



WE ARE THRILLED TO ANNOUNCE:

Neiman Marcus

PRESENTS

CAROLINA HERRERA

WITH CREATIVE DIRECTOR **WES GORDON**

Our Goal
\$2.5M

YOUR SUPPORT WILL

- Empower women to achieve self-sufficiency and use their strength to thrive
- Provide women with access and resources to key drivers of economic mobility, including education and career pathways in high-demand, high-growth fields
- Disrupt cycles of generational poverty
- Build a brighter collective future for women, their children and our community



**WE ARE THRILLED TO WELCOME LYDIA FENET
AS OUR GALA 2025 AUCTIONEER**

A globally recognized auctioneer, bestselling author, and public speaker, Lydia has spent over 20 years of her illustrious career breaking barriers for women in the auction industry. Her commitment to empowering women aligns closely with Fresh Start's mission to inspire women to become the architects of their own futures. We look forward to an impactful evening with Lydia at the helm, supporting the women we serve.

2025 Founders' Circle Honoree



COMMUNITY PHILANTHROPIST

KATIE MUELLER

Katie Mueller, a Phoenix native and one of five sisters, transformed personal adversity into a lifelong commitment to philanthropy. After her mother was widowed at 39 with 5 young daughters, Katie's resolve to support others in need was ignited. Her dedication to community service, coupled with her admiration for the strength of women, led her to become a mentor and advocate. Deeply connected with Fresh Start's mission, Katie has worked tirelessly to support their efforts and raise awareness. Beyond her involvement with Fresh Start, she has significantly contributed to the Arizona Science Center, TGen, Women's Board of Barrow Neurological Foundation, and Homeward Bound.

THE NEED IN ARIZONA

Without education or job training, women's career prospects and earning potential are greatly limited. As a result, they often land in low-wage roles that do not provide enough income. Many struggle to provide for themselves and their children, and the risky cycle of living paycheck to paycheck persists. In Arizona, nearly 6 in 10 minimum wage workers are women¹, and over 480,000 women are below the poverty line².

Working one—or several—minimum wage jobs is not a sustainable solution in an economy with rising living costs and an increasingly competitive job market. **The key to disrupting cycles of generational poverty and earning higher wages is access to education and career training opportunities.**

This is where **Fresh Start comes in with our unique, award-winning approach.**

THE WOMEN WE SERVE

5K+ women served this past fiscal year

62% are single mothers

67% make an annual income less than \$25k

68% are domestic violence survivors



IN HER OWN WORDS

“ Fresh Start helped me realize my potential & discover a passion for the tech field. This Intel apprenticeship offers me the chance to continue learning & start a career that inspires me. It's about breaking the cycle of living paycheck to paycheck & creating a brighter future for myself & my daughter.

Laura

a Fresh Start woman, Semiconductor graduate, and member of the first all-women Intel apprenticeship cohort



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.

OUR VISION To create unlimited opportunities for women.

With programs tailored to help women obtain stable careers in high-demand fields, Fresh Start is training the workforce of the future. From semiconductor manufacturing and cable harness wiring to banking, healthcare and more, our courses empower women with in-demand job skills, transferable experience, resume and interview expertise and the confidence to advocate for themselves.

Fresh Start collaborates with community, education and employer partners to provide these transformative opportunities. However, the scope of our work is not limited to career resources, and that's what makes our approach special. We also provide holistic services, including support groups, 1-on-1 coaching, workshops and more, that empower women to succeed across different areas of their lives.



Fresh Start's science-based and evidence-informed Impact Program helps women develop a personalized pathway across the Bridge to Self-Sufficiency®, developed by Economic Mobility Pathways and pictured below. Through this model, women receive comprehensive support across five key areas that personally and professionally empower women.



Having stability in every pillar of the Bridge is vital to achieve and maintain self-sufficiency. Yet, economic independence is simply not possible without a reliable source of income. **Investing in career services for women is critical** as the labor market changes and women, supporting themselves and their families, need training to secure dependable jobs. Whether they are unemployed, entering the workforce for the first time or planning a professional pivot, Fresh Start is here to offer wraparound services that help them set goals, pursue new opportunities and sustain positive change.

2025 Gala Chairs



TRUSTEE & BOARD MEMBER, T.W. LEWIS FOUNDATION

JAN LEWIS

Jan Lewis has a strong passion for local and national nonprofit work. She and her husband, Tom, co-founded the T.W. Lewis Foundation in 2001 to provide college scholarships to outstanding students with financial need. The T.W. Lewis Foundation currently supports a wide variety of nonprofit causes, including K-12 education and helping children and families in need. Her dedication to providing education and resources to families also drew her to Fresh Start for its multigenerational impact in the lives of women and their children. A long-time champion of Fresh Start's work, Jan was honored at the 2017 Gala and inducted into Fresh Start's esteemed Founders' Circle. She is chairing this year's Gala to help support Arizona women as they take charge of their future.

"Ensuring women can achieve economic self-sufficiency requires many types of support. This is where Fresh Start truly makes an impact, working one-on-one to create a personalized path to success through essential services in Family Stability, Health and Wellness, Financial Literacy, Education and Careers. When women become financially independent, they create a lasting legacy of opportunity and success for their children and generations to come."



PRESIDENT & CEO, ARIZONA TECHNOLOGY COUNCIL

STEVEN ZYLSTRA

As president and CEO of the Arizona Technology Council, Steven Zylstra is a vocal spokesman for the value technology can provide in raising social and economic standards in Arizona. He has served in numerous leadership and advisory roles to the Governor and currently serves on several association, industry and community boards. A high-profile figure who connects people and organizations, Steven has propelled Arizona's growth as a top state in the nation for the tech sector. His deep investment in improving our community's quality of life drew him to Fresh Start for the nonprofit's commitment to connecting women with top-demand career opportunities in industries like technology and manufacturing.

"When we invest in the success of women in our state, we are investing in the future of Arizona's families, workforce and economy. Fresh Start's innovative approach and critical resources are pivotal to help women pave the way forward for their children, live up to their own highest potential and drive our community's long-term growth."

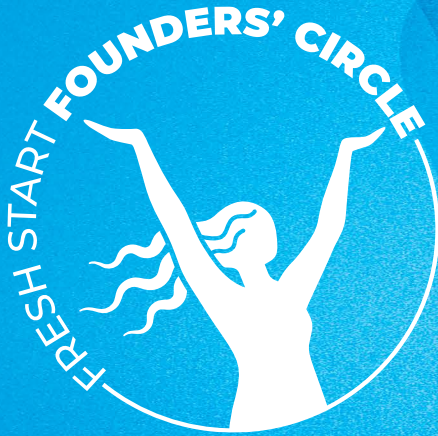
The well-being of women determines the well-being of our entire society. When a woman transforms her life, her actions impact generations to come. Arizona women deserve self-sufficient careers that break down barriers, fulfill their potential and help the economy flourish.

Together, we're *Changing* DESTINIES & *Shaping the* FUTURE



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*



Katie Mueller | 2025
Michelle Kerrick | 2024
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
Anne Mariucci & Kathy Munro | 2014
Carole Moreno | 2013
Pamela Overton Risoleo | 2012
Ina Manaster & Bill Post | 2011
Nadine Mathis Basha | 2010
Michelle Robson Worth | 2009
Cristina Carlino | 2008
Barbara Anderson | 2007

FRESH START
WOMEN'S FOUNDATION

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