

Celebrating 30 Years

Fresh Start

# Gala

**SATURDAY**  
MARCH 21, 2026  
THE PHOENICIAN

A Legacy of Impact,  
A Future of Possibility



# Gala

## THE EVENT

Fresh Start's 30<sup>th</sup> Annual Gala on March 21, 2026 is an inspiring and fabulous event 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!

*Our Goal*  
**\$3M**

## 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

## *Fashioning Change for 30 Years*

**GIVING IS ALWAYS IN STYLE**

Gala stands out in the Valley fundraising scene for its unparalleled elegance and creative, cross-industry collaborations. Saks Fifth Avenue, Neiman Marcus, and Carolina Herrera are some of our most transformative partners.

For 30 years, Fresh Start Gala has raised over **\$33 million** to empower **65,000+ women** on the path to self-sufficiency.



**WE'RE THRILLED TO  
ANNOUNCE THEIR RETURN**

*Neiman Marcus*

PRESENTS

**CAROLINA HERRERA**

WITH CREATIVE DIRECTOR

**WES GORDON**



## *Gala Chairs*

### **CARRIE HALL**

Founder, Carrie Hall & Associates

### **KATHY MUNSON**

Community Philanthropist

Carrie Hall and Kathy Munson are renowned business leaders and role models who have long championed women in Arizona. After years of working side-by-side to spotlight causes close to their hearts, they bring their shared passion, leadership, and deep roots in the Phoenix philanthropic community to Fresh Start's 30<sup>th</sup> Annual Gala.



**"This year's Gala is more than a celebration of 30 years of impact—it marks the beginning of the next 30 as Fresh Start continues to transform lives and strengthen families across Arizona. We believe in Fresh Start's mission because it delivers lasting change, preparing women as a skilled workforce for our state's employers. Funds raised at the Gala are vital to making that transformation possible, and we are honored to help carry that torch forward. We are especially thrilled to celebrate Alicia Harrison as the 2026 Founders' Circle Honoree—a dazzling example of female leadership and a visionary that inspires us all."**

## *Founders' Circle Honoree*

### **ALICIA K. HARRISON**

Community Philanthropist

Alicia's commitment to Fresh Start began on our Executive Board (2001-2011), where she played a key role in early fundraising for the Women's Resource Center. Her distinguished career in banking culminated in 2012 with her retirement as Executive Vice President of Wells Fargo's Southwest Regional Commercial Banking Office—an institution that continues to champion Fresh Start today. A visionary leader, Alicia has also served on the ASU Foundation, Greater Phoenix Economic Council, and most recently, Paradise Valley Country Club.



**"I support Fresh Start because I believe all individuals can achieve their full potential when they have the tools to overcome obstacles. It is incredibly rewarding to be part of the transformative impact Fresh Start has on women, their families, and their futures."**



**Fresh Start™**  
EMPOWERING WOMEN TO SUCCEED

*Our Mission* is to provide access and resources that help women achieve self-sufficiency and use their strength to thrive.



## THE NEED

Too many women face barriers that make self-sufficiency seem out of reach, ranging from low-wage jobs and limited education to a lack of support—all of which prevent them from achieving stability. Fresh Start provides the tools and resources women need to break cycles of poverty, achieve independence, and build brighter futures for their families.

## OF THE 5,000+ WOMEN WE SERVE

**60%**  
are single  
moms

**67%**  
make less  
than \$25k

**72%**  
are domestic  
violence survivors

**100%**  
are courageous  
and resilient



Through training, education, and employer partnerships, Fresh Start connects women to high-growth careers while offering wraparound support like legal help, financial coaching, and health / wellness resources. Our signature Impact Program provides services across five key areas, or "pillars," offering a framework that helps women achieve goals and develop sustained behavioral changes for long-term success.

## THE BRIDGE TO SELF-SUFFICIENCY®

**PILLAR ONE**  
Family  
Stability



**PILLAR TWO**  
Health &  
Well-being



**PILLAR THREE**  
Financial  
Management



**PILLAR FOUR**  
Education &  
Training



**PILLAR FIVE**  
Careers



# A LEGACY OF IMPACT, A FUTURE OF POSSIBILITY

When women gain the skills to step into Arizona's fastest-growing careers, the return is powerful: families are lifted, employers gain talent, and our entire community grows stronger.

**\$1,500** helps one woman get the training and job she needs to earn a sustainable wage



**\$1.5M**  
back into our  
Arizona economy

**30** women employed at a self-sufficient wage adds

Patricia Baltazar came to Fresh Start at one of the lowest points in her life—recovering from a traumatic car accident and leaving a dead-end, low-paying job. Unsure of what her future could hold, she turned to Fresh Start.

After completing the Women in Finance program, she was hired by BMO bank, quickly promoted from teller to banker, and is now on the path to becoming a financial advisor.



## IN HER WORDS

"My self-esteem was so low when I came to Fresh Start. I had hit rock bottom, but I took a chance on myself because I wanted my daughter to see me be strong and succeed. Fresh Start gave me hope. I learned how to have confidence. I was given the tools and knowledge to build a new career. I love my job, and the sky is the limit!"

### PATRICIA

*A Fresh Start woman and Women in Finance graduate*

# Founders' Circle



Sisters Pat Petznick and Beverly Stewart\* 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

Alicia Harrison 2026  
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



2015 Kim McWaters  
2014 Anne Mariucci & Kathy Munro  
2013 Carole Moreno  
2012 Pamela Overton Risoleo  
2011 Ina Manaster & Bill Post  
2010 Nadine Mathis Basha  
2009 Michelle Robson Worth  
2008 Cristina Carlino  
2007 Barbara Anderson

## In Recognition

of the incredible people who have helped carry Gala to this 30<sup>th</sup> anniversary milestone.

Lynn Agnello | Rebecca Ailes-Fine | Lisa Stevens Anderson | Tracy Bame | Hank Barnes\*  
Gena Bonsall | Jude Miller Burke | Herman Chanen | Sue Clark-Johnson\* | Marlene Klotz-Collins  
Carol Cook | Heidi Coupland | Sandy Cowen | Karen Crotchfelt | Mark El-Tawil | Erin Essert  
Michele Laven Feldmann | Peter S. Fine | Amanda Garmany | Meghan Grabel | Christine Gustafson  
Joelle Hadley-Alexander | Jeanne Herberger | Amy Joffe | Michelle Kerrick | Leezie Kim  
Cathy Kleeman | Jan Lewis | Jewell & Del Lewis\* | Tess Loo | Betty McRae | Kim McWaters  
Ina & Murray Manaster | Anne Mariucci | Katie Mueller | Annette Musa | Sally Odegard  
Andrea Katsenes Pappas | Karlene Keogh Parks | Belle Petznick | Melinda Petznick | Pat Petznick Wick  
Bill Post | Helene Presutti | Barbara Ralston\* | Beth Reynolds | Pam & Jim Risoleo  
Terry Roman | Katie Scardello | Debbie Simons | Ann Siner | Beverly Stewart\* | Jacki Tatman  
Joe Torre | Mary Pahissa Upchurch | Amy Videan | Cindy Watts | Steven Zylstra

\*In loving memory

We also extend our deep gratitude to the many organizations, foundations, and partners who have supported Gala over the years.

### FRESH START WOMEN'S FOUNDATION

1130 E McDowell Rd, Phoenix, AZ 85006 | [FreshStartWomen.org](http://FreshStartWomen.org) | [@FreshStartWomen](https://www.instagram.com/FreshStartWomen)

# Sponsorship Levels



## ★ PREMIER OPPORTUNITIES

These sponsorships include your company name listed in the Gala program and onscreen presentation, recognition in our Annual Impact Report, and your company logo displayed on our Gala website landing page.

### ☐ **THRIVE** | \$150,000 ★

Provide 100 women with the knowledge and support they need to secure stable employment and build financial independence.

- Two premier tables for 10 (20 seats) with complimentary elevated wine
- 20 Reserved Front Row Seats for the Fashion Show
- Two full-page ads in the Gala program
- Exclusive recognition as Visionaries, a group of our most dedicated supporters, on our website and digital board in Fresh Start's lobby
- Your company name recognized in two Gala social media posts
- Recognition during Gala opening remarks

### ☐ **EMPOWER** | \$100,000 ★

Empower 65 women with the resources they need to provide for themselves and their families.

- One premier table for 10 with complimentary elevated wine
- 10 Reserved Front Row Seats for the Fashion Show
- Two full-page ads in the Gala program
- Exclusive recognition as Visionaries, a group of our most dedicated supporters, on our website and digital board in Fresh Start's lobby
- Your company name recognized in two Gala social media posts

### ☐ **TRANSFORM** | \$50,000 ★

Equip 30 women for an entry level role in fastgrowing fields.

- One premier table for 10 with complimentary elevated wine
- 10 Reserved Front Row Seats for the Fashion Show
- One full-page ad in the Gala program
- Your company name recognized in one Gala social media post

### **COMMEMORATE 30 YEARS OF GALA**

### ☐ **FLOURISH** | \$30,000 ★

Celebrate 30 years of Fresh Start's Gala by helping 20 women launch thriving careers.

- One premier table for 10 with complimentary elevated wine
- 10 Reserved Seats for the Fashion Show
- One full-page ad in the Gala program
- Recognition as a 30th Anniversary Commemorative Sponsor in Gala materials.
- Two complimentary bottles of champagne to toast 30 years of Gala

## FEATURE OPPORTUNITIES

These sponsorships include your company name listed in the Gala program and onscreen presentation and recognition in our Annual Impact Report.

### ☐ **CHAMPION** | \$20,000

Train 12 women in workforce programs where they will gain sought-after skills

- One preferred table for 10
- One half-page ad in the Gala program

### ☐ **IMPACT** | \$10,000

Enable Fresh Start to offer financial management classes to women so they can sustainably budget their income

- One table for 10
- One quarter page ad in the Gala program

### ☐ **ADVOCATE** | \$3,000

Empower women with one-on-one success coaching alongside a licensed social worker so she can learn healthy behavioral changes on the path to stability

- Preferred seating for two

## INDIVIDUAL OPPORTUNITY

### ☐ **INSPIRE** | \$1,000

Provide women access to personalized Family Law support through our Impact Program

- Seating for one

## WE INVITE YOU TO PARTNER WITH US IN THIS PIVOTAL MOMENT

Funds raised through our Annual Gala provide more than a third of Fresh Start's operating budget, allowing us to continue offering critical support to the women we serve.

Date

Company

Contact

Address

City, State, Zip

Phone Number

Cell Phone

Email

Preferred Listing for Recognition

## **SPONSORSHIP OPPORTUNITIES** *Details on back*

- ☐ **THRIVE** | \$150,000
- ☐ **EMPOWER** | \$100,000
- ☐ **TRANSFORM** | \$50,000
- ☐ **FLOURISH** | \$30,000
- ☐ **CHAMPION** | \$20,000
- ☐ **IMPACT** | \$10,000
- ☐ **ADVOCATE** | \$3,000
- ☐ **INSPIRE** | \$1,000



☐ 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: ☐ Check ☐ Visa ☐ Mastercard ☐ Discover ☐ Amex

Card #

Expires

CVV

Name on card

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