

FRESH START

Gala

Where Possibility Takes Flight

Saturday, March 13, 2027
The Phoenician





MARCH 13, 2027 | 6PM | THE PHOENICIAN

Join us for an unforgettable evening where fashion, inspiration, and purpose come together.

Couture Cocktail Reception | Carolina Herrera Fashion Show | Dinner | Dancing with The Hamptons

OUR GOAL

\$3M

ONE ACT OF GENEROSITY LEADS TO EXTRAORDINARY OUTCOMES

For Arizona women, their families, and our future.

YOUR SUPPORT WILL

- Expand access to education
- Provide workforce training
- Open career pathways
- Remove barriers to success

THAT IS THE FRESH START EFFECT™

2027 FASHION SHOW PARTNERS

WE ARE THRILLED TO ANNOUNCE
THEIR RETURN

Neiman Marcus

PRESENTS

CAROLINA HERRERA
SPRING 2027 COLLECTION



WHY WOMEN, WHY WORKFORCE, WHY NOW?

A MESSAGE FROM OUR 2027 GALA CHAIRS

We are honored to invite you to join us for this year's Gala, celebrating Arizona women and all that becomes possible when they have access to opportunity and the resources to pursue it.

Throughout our careers, we have seen how education, training, and jobs skills create pathways to economic mobility. Arizona is projected to add more than 454,000 jobs by 2034, creating tremendous opportunity and an urgent need for skilled talent.

Arizona's economic future depends on ensuring women are part of that opportunity. Yet barriers such as childcare, transportation, and financial instability can stand between a woman and a career. Fresh Start helps change those conditions, providing access to education, career training, and the support women need to succeed.

As current and former Chairs of Fresh Start's Executive Board of Directors, we have seen firsthand what becomes possible when women have the opportunity to build more secure futures for themselves and their families.

A woman's economic mobility becomes a family's stability, a child's possibility, and a stronger Arizona. That is the Fresh Start Effect and the promise behind "Where Possibility Takes Flight."



RHONDA BUSEMAN

Chief Human Resources Officer
at Benchmark Electronics



ADRIANNE WRIGHT

Retired Senior Human Resources
Executive at PepsiCo

PATHWAYS TO POSSIBILITY

PREPARING WOMEN FOR CAREERS WITH SUSTAINABLE WAGES IN HIGH-DEMAND INDUSTRIES.

PROJECTED JOB GROWTH BY 2034:



Source: Arizona Office of Economic Opportunity, 2024–2034 Employment Projections, November 2025.

THE FRESH START EFFECT

WHERE POSSIBILITY TAKES FLIGHT

Like the butterfly effect, the Fresh Start Effect™ is the idea that even small changes, given the right conditions, can lead to extraordinary outcomes.

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.

WHO WE SERVE

5,700+ women served in FY26:

- **75%** mothers, with **+50%** single mothers
- **70%** earn less than \$25K annually
- **73%** survivors of domestic violence
- **100%** courageous and resilient.

CHANGING CONDITIONS, CREATING IMPACT

Her life is interconnected. So is our approach.

Opportunity exists, but access alone doesn't guarantee success. Fresh Start changes the conditions for success, helping women overcome barriers, build skills, and seize opportunities that lead to self-sufficiency.

Through resources and support across five key areas, each woman is empowered to navigate the challenges in her path and build the stability, skills, and confidence needed to move forward.

By changing the conditions for success, possibility takes flight. And the impact is exponential.

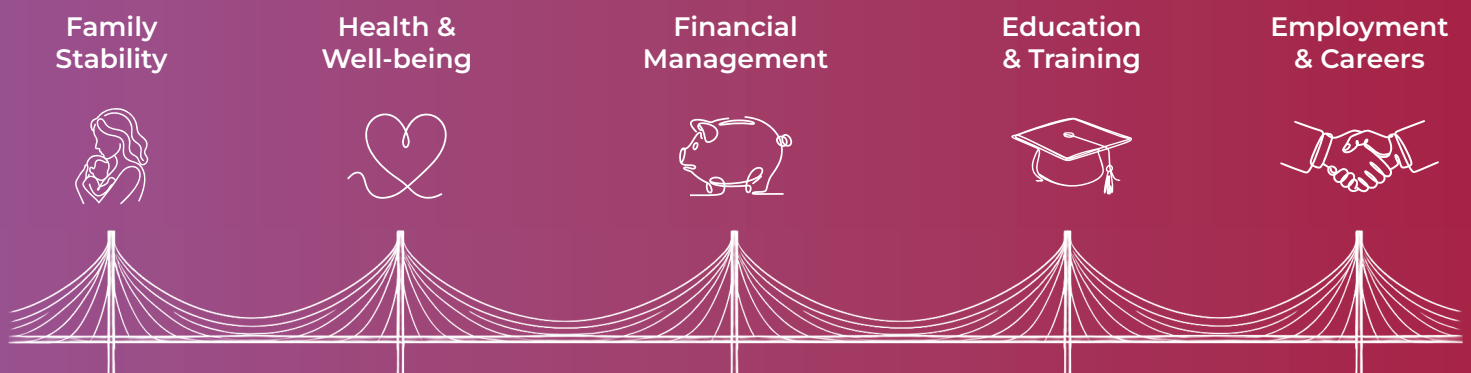
One woman's progress creates greater stability for her family, expands possibilities for the next generation, and strengthens Arizona's communities and workforce.



THE BRIDGE TO SELF-SUFFICIENCY®

WHEN ALL FIVE PILLARS ARE STRONG, POSSIBILITIES BECOME REAL.

Stability grows. Confidence grows. Career opportunities open. Futures change. And progress becomes possible.



A WOMAN'S FRESH START IS A FAMILY'S FRESH START

A MESSAGE FROM OUR 2027 FOUNDERS' AWARD HONOREE

I have always believed in the power of education to change the trajectory of a life. I am especially passionate about expanding opportunities for women and families, and Gala presents a profound moment for our community to invest in their success.

Throughout my philanthropic work, I have also learned that access alone is not always enough. A woman may have the determination to pursue an education or a new career, but if she is worried about putting food on the table, getting to work, or providing a stable home for her children, opportunity can remain out of reach.

That is what makes Fresh Start's approach so meaningful to me. Lasting change requires more than opening a door. It requires creating the conditions for success, helping a woman build stability while connecting her to the education, skills, and training that can lead to a more secure future.

When a mother achieves greater economic mobility, she not only creates a more secure future for her family but becomes a powerful role model for her children. Her success expands their sense of what is possible, inspiring them to pursue their own education, ambitions and dreams. The impact of empowering one woman can carry forward for generations.

A woman's Fresh Start can become a family's Fresh Start and create possibility that carries forward for generations.

That is why I am so proud to support Fresh Start and the women whose strength, determination, and potential inspire us all.

DIONNE NAJAFI

Community Philanthropist

"Lasting change requires more than opening a door. It requires creating the conditions for success, helping a woman build stability while connecting her to the education, skills, and training that can lead to a more secure future."



THE CONDITIONS FOR SUCCESS MATTER

THE COST OF PURSUING EDUCATION & TRAINING IS MORE THAN TUITION.



HOUSING

82%

Low-income renters spend more than half their income on housing



CHILDCARE

\$15.8K

Per year for one infant



TRANSPORTATION

40%

Low-income households cannot afford reliable transportation



TUITION + FEES

\$2,910

Annual tuition at community college



FOUNDERS' CIRCLE

Fresh Start established the Founders' Award in 2007, naming this prestigious recognition in honor of our co-founders and sisters, **Pat Petznick and Beverly Stewart***, whose vision, determination, and belief in the potential of women led them to create our organization.

Since that time, exceptional leaders who have demonstrated long-term commitment to philanthropy, service, and community impact have been welcomed into the Founders' Circle and celebrated at our annual Gala.



DIONNE NAJAFI 2027
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
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

We are deeply grateful for the continued leadership, advocacy, and commitment of our Founders' Circle members, whose influence and support help carry Pat and Bev's vision forward and advance Fresh Start's mission to empower women.

**In loving memory*

FRESH START WOMEN'S FOUNDATION

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

SPONSORSHIP LEVELS



Fresh Start™
EMPOWERING WOMEN TO SUCCEED

PREMIER OPPORTUNITIES

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

EMPOWER | \$100,000

- Premier table placement for 10 with complimentary elevated wine.
- Reserved fashion show seating for 10.
- One full-page ad 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.

CATALYST FOR CHANGE | \$500,000 PRESENTING SPONSOR

- Platinum table placement for 20 with complimentary elevated wine.
- Reserved fashion show seating for 20.
- Champagne table service.
- Two full-page ads in the Gala program.
- Your company name recognized in one Gala social media post.
- Recognition in opening remarks.
- Exclusive recognition as Visionaries, a group of our most dedicated supporters, on our website and digital board in Fresh Start's lobby.

TRANSFORM | \$50,000

- Premier table placement for 10 with complimentary elevated wine.
- Reserved fashion show seating for 10.
- One full-page ad in the Gala program.

FLOURISH | \$30,000

- Premier table placement for 10 with complimentary elevated wine.
- One full-page ad in the Gala program.

INNOVATE | \$250,000

- Premier table placement for 10 with complimentary elevated wine.
- Reserved fashion show seating for 10.
- Champagne table service.
- One full-page ad in the Gala program.
- Your company name recognized in one Gala social media post.
- Recognition in opening remarks.
- Exclusive recognition as Visionaries, a group of our most dedicated supporters, on our website and digital board in Fresh Start's lobby.

FEATURE OPPORTUNITIES

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

CHAMPION | \$20,000

- Preferred table placement for 10.
- One half-page ad in the Gala program.

IMPACT | \$10,000

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

ADVOCATE | \$3,000

- Preferred seating for two.

INSPIRE | \$1,000

- Seating for one.

THRIVE | \$150,000

- Premier table placement for 10 with complimentary elevated wine.
- Reserved fashion show seating for 10.
- Champagne table service.
- One full-page ad 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.

UNDERWRITING OPPORTUNITIES

Exclusively underwrite one of the event features below; only one of each opportunity is available. All underwriting opportunities include your company name listed in our Gala program and onscreen presentation, recognition in our Annual Impact Report, and your company logo displayed on our Fresh Start Gala website.

FASHION SHOW* | \$75,000

*Branding opportunities available

COCKTAIL RECEPTION | \$50,000

BALLROOM ENTERTAINMENT | \$35,000

PROGRAM | \$25,000

VALET | \$20,000

PHOTO WALL | \$15,000

COCKTAIL HOUR ENTERTAINMENT | \$10,000

**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.



Fresh Start™
EMPOWERING WOMEN TO SUCCEED



COMMITMENT TO FRESH START



Fresh Start™
EMPOWERING WOMEN TO SUCCEED

DATE

COMPANY NAME

CONTACT

ADDRESS

CITY, STATE, ZIP

PHONE NUMBER

CELL PHONE

EMAIL

PREFERRED LISTING FOR RECOGNITION

EVENT SPONSORSHIP OPPORTUNITIES

- ☐ CATALYST FOR CHANGE | \$500,000
- ☐ INNOVATE | \$250,000
- ☐ THRIVE | \$150,000
- ☐ EMPOWER | \$100,000
- ☐ TRANSFORM | \$50,000
- ☐ FLOURISH | \$30,000
- ☐ CHAMPION | \$20,000
- ☐ IMPACT | \$10,000
- ☐ ADVOCATE | \$3,000
- ☐ INSPIRE | \$1,000

UNDERWRITING OPPORTUNITIES

- ☐ FASHION SHOW | \$75,000
- ☐ COCKTAIL RECEPTION | \$50,000
- ☐ BALLROOM ENTERTAINMENT | \$35,000
- ☐ PROGRAM | \$25,000
- ☐ VALET | \$20,000
- ☐ PHOTO WALL | \$15,000
- ☐ COCKTAIL HOUR ENTERTAINMENT | \$10,000

☐ I would like a member of Fresh Start's team to contact me about customizing my own sponsorship.

☐ 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

☐ I would like to opt in to make an additional donation to cover the 3.7% credit card processing fees on this transaction.

CARD NUMBER

CVV

EXPIRES

NAME ON CARD

SIGNATURE

DATE

BILLING ADDRESS *If different from above*

THANK YOU FOR YOUR GENEROUS COMMITMENT.

PLEASE RETURN YOUR SPONSORSHIP FORM TO

Fresh Start | Attn: Gala | 1130 E. McDowell Rd, Phoenix, AZ 85006

FOR MORE INFORMATION contact Camey Maldonado at cmaldonado@fswf.org.