

ANNUAL REPORT 2021



**Providing a Home
Where Women Can
Grow Since 1991**

FROM THE BOARD



For starters, Fresh Start would not be the successful organization it is without the wonderful staff. I am inspired by their dedication to the mission and to the women they serve. Without the outstanding leadership and staff, Fresh Start would not be the thriving organization it is today.

2021 was not without its challenges. However, the past couple of years have taught us that new challenges can lead to innovative ideas and positive changes that we never thought possible. Fresh Start has embraced this and continued to grow.

We would like to thank all those who have supported Fresh Start. In addition to our wonderful ongoing supporters, we have seen an increase in donors and volunteers. It is inspiring to see both individuals and organizations recognize the important work of Fresh Start.

As we look forward, we plan to find more ways to connect with our supporters and our community, explore ways to enhance the services we provide, and, most importantly, continue to aid and empower the women at Fresh Start.

Nicole Gohring

President of the 2021 Board of Directors

We celebrated a milestone in 2021- our 30th Anniversary! Fresh Start was started with a wish. It was a wish that there could be fewer people experiencing homelessness in our community. A wish that something could be done, would be done to address this complicated issue.

Yes, the wish for a Fresh Start program came to be, but the wish to end homelessness in Lincoln- and to address its many factors- remains. We are honored and grateful to have your support as we continue to strive to make this wish of a safe home for everyone in our community come true.

Monica Zinke

Executive Director

60 women
in residence

6,009
nights of
service

137 days
average stay

*"Fresh Start
changed my life.
Absolutely."*

2021 Board of Directors

Officers

Nicole Gohring, President

UNL

Elizabeth Gebhart- Morgan,

Past President

DHHS

Emily Green, Vice President

DHHS

Kristi Wamstad, Secretary

Institute for Sustainable Infrastructure

Victoria Fertig, Treasurer

KPMG

Members at Large

Jenn Beebe

Relish Catering

Connie Benjamin

Retired Executive

Regina Flowers

UNL Libraries

Seth Hansen

Builders & Tradesman Insurance

Sara Hernandez

Union Bank & Trust

Margie Hobelman

WestGate Bank

Michelle Keogh

Hampton Enterprises

Vanessa Meinberg

Southeast Community College

Michael Reinmiller

the AVDude

Audrey Schaffer- Jackson

ServeNebraska

ALUMNA SPOTLIGHT: CARA

When I moved in, I had been sober a little over a month and really had nowhere else to go. I had no other ideas; it was either move in here or go die alone in my dad's basement wishing I could've done something different.

My first several weeks I did whatever I could. I went to as many 12 step meetings as I could get rides to and filled out job applications at anywhere and everywhere I could think of. I got a job and started to gain a little sanity back. I started going to work every day, I got honest with a sponsor, and got honest with staff at Fresh Start.



Alums Cara (right) and Meg

"I truly believed I was less than, that I wasn't worthy."

My first roommate hid food in the room which led to an ant infestation. I finally asked the staff if they had any Raid to deal with this problem. They were flabbergasted I had waited for so long. That was the thing, I didn't think my problems were deserving of attention, because I truly believed I was less than. The staff telling me I was worth the 3 minutes it took them to spray the room and remove the food was the beginning of breaking out of that shell of self-hate. It really started my journey into self-sufficiency. I was working a full-time job, still attending meetings and working the steps with a sponsor, I was learning how to be a human, hold boundaries and even learning how to save money. When I left Fresh Start 9 months later, I was able to buy myself a car, something I hadn't ever dreamed possible. I got promoted a few times while living at Fresh Start. Eventually, they had me in charge of the place. Fresh Start gave me the basic life skills to do those things. I had just enough structure to not totally fall off, but not so much that I couldn't develop a sturdy foundation for when I left. The staff helped me see my worth and taught me to nurture relationships. Fresh Start taught me to be okay with women, to love myself and most of all that we all are deserving of good things in life.

"I left more full of hope than I had been in 15 years."

Leaving Fresh Start, I felt a wave of gratitude. I was excited to go out on my own, terrified I would mess up and more full of hope than I had been in 15 years. I have been blessed with a second chance. I show up every day, grateful for the life I've been given and do everything in my power to be of service to the next human I meet. I came to Fresh Start, broken, homeless, hopeless and tearful with absolutely nothing to give. I left with confidence, hope, support and relationships with God and the people around me. Thanks Fresh Start for giving me my life back.

Cara

FreshStart Alumna

Guiding Statements

Mission Statement

Fresh Start is a transitional shelter that empowers women experiencing homelessness to change their lives by recognizing and using their strengths to overcome barriers to self-sufficiency.

Vision Statement

Fresh Start is a proactive agency focused on eradicating homelessness for women through quality services and expanded partnerships.

Fresh Start Core Values

Respect
Accountability
Individuality
Stability
Empowerment

25% belonged to a racial or ethnic group

43% mothers

40 years average age

PROGRAM HIGHLIGHTS

Residential Shelter Services

The core service of Fresh Start is to provide a safe, secure, and positive home environment where women can change their lives. Residents develop an individualized goal plan with a case manager who then advocates for them, holds them accountable, and celebrates successes with them. Staff is on-site 24 hours a day, 7 days a week, to provide assistance and support.

In 2021, the challenges faced, including those that caused or contributed to their homelessness included substance use (87%), mental health (77%), legal issues/reentry (45%), and domestic violence (40%). Fresh Start utilizes several modalities to address these issues. One is the whole health resiliency scale, which includes 10 factors such as health, stress, sense of meaning, and more. Residents self-report a score early in their program and then at set intervals. According to a data review of our program measures by UNL, Fresh Start has a statistically significant impact. Our program has a positive impact on the residents ability to overcome these challenges.

22%
employed at
entry

60%
employed at
exit

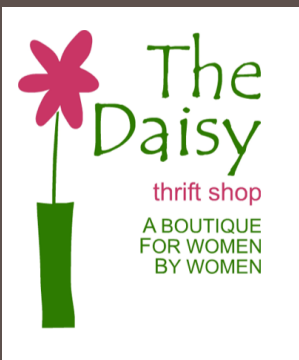
52%
started a
savings fund

"Fresh Start gave me a 2nd chance at life, and with my family."

Community Support Services

Community Support is offered to residents who successfully complete the residential program. This service involves ongoing support which includes monthly home visits, continued goal planning and assistance, baskets of food and household supplies, and telephone support. In 2021, 10 women participated.

The Daisy



In 2021, The Daisy Thrift Shop continued to raise funds for Fresh Start's essential services. This was through consignment, private shopping appointments, and store sales. The pandemic caused changes, such as temporary closures, limited shopping and increased cleaning and health protocols. Our dedicated volunteers stuck with us through it all.

The shop is operated by volunteers, who donated 2,972 hours of their time in 2021.

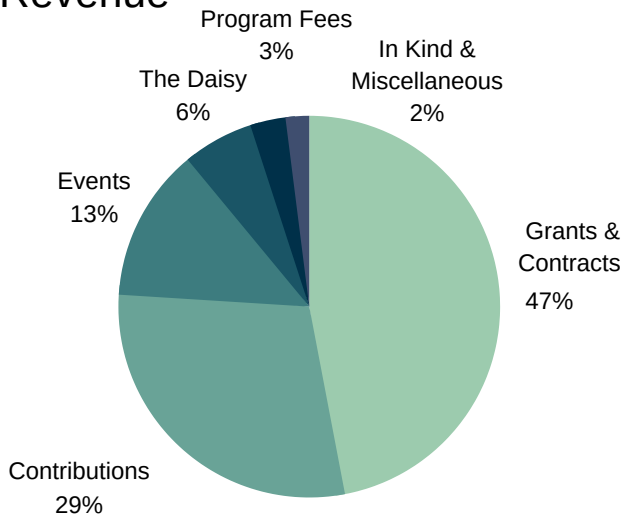
\$45,798 raised
by The Daisy



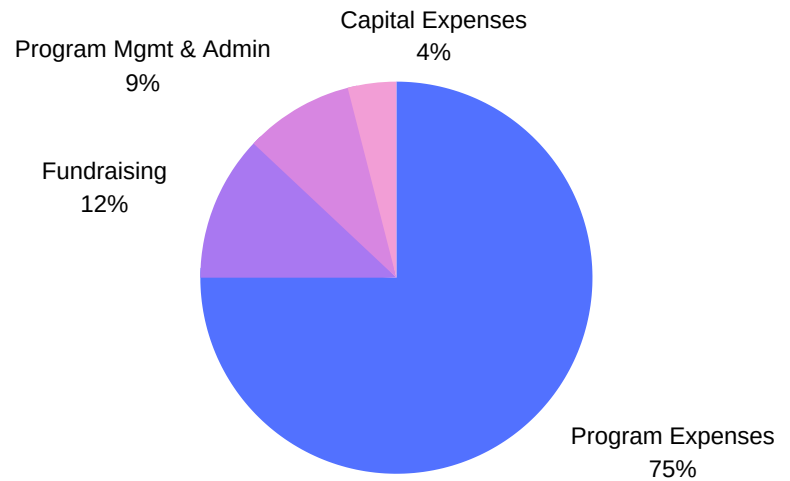
Volunteers Cindy and Jane welcome customers.

FINANCIAL OVERVIEW

Revenue



Expenses



Fresh Start received operating grants or contracts from:

City of Lincoln: Urban Development * Great Western Bank Foundation * Emergency Food & Shelter Program * Go Big Red Foundation * Hampton Family Foundation * Joint Budget Committee of Lincoln & Lancaster County * KENO funds * Kohl's Foundation * Lancaster County Community Corrections * Lincoln COVID-19 Relief Fund * Lincoln Housing Authority * Nebraska Dept. of Corrections * Nebraska Presbyterian Foundation * Nebraska State Probation * United Way of Lincoln & Lancaster County * Viking Foundation * Wells Fargo Foundation * Woods Charitable Fund

Fresh Start received special projects funding from:

Acklie Charitable Foundation * Ameritas * Cornhusker Bank * Goodyear Fitness Center * Imperial Foundation * May L. Flanagan Foundation * Union Bank & Trust * Sowers Foundation * West Gate Bank * WRK Family Foundation

\$87
cost per night
per person

18,027
meals
offered

Fiscal Notes

In 2021, Fresh Start was proud to retire the mortgage and become debt free! Thank you to the donors who made this possible.

\$0.63
meal cost
per person

"Fresh Start helped shape the successful person I am today."

Please remember Fresh Start in your charitable giving and estate planning. Fresh Start is a 501(c)(3) organization and contributions are tax deductible.

FRESH START: THROUGH THE YEARS

In 2021, Fresh Start was proud to celebrate our 30th anniversary!
Here are some highlights from our three decades of service.

"Fresh Start saved my life. I would have died alone under a tree without this place."

THE 1990S



Home #1 at 1809 Ryons Street



Founders Eleanor Enersen (above) and Sister Barbara Ann Braun (right)



Rev. Charles Stephen, one of our founders

"It used to be a real struggle to get through the day. Now I have a sense of motivation. Fresh Start was the biggest part of that change."

Celebrating the opening of the first home



There are only a few programs like Fresh Start in the country.



Home #2 at 2323 F Street

THROUGH THE YEARS

THE EARLY 2000S



Board members at an event in in 2004

Over 1,800 women have been served in our 30 years



Above: Volunteers running a rummage sale fundraiser.
Below: The Daisy opened in 2007.

2010- TODAY

"I didn't recognize the person in the mirror anymore. Now I do. Now I see me."



Former Board Presidents
Susan Scott and Cynthia Peterson.



Above: A design from Project Funway, which began in 2010



Board members at the 20th Anniversary celebration in 2011.



Above: Founder Joyce Burgess with former Board member Patty Bollinger

Over 170,000 nights of lodging provided



Home #3, the current location in Havelock



6433 Havelock Avenue
Lincoln NE 68507
(402)475-7777
www.FreshStartHome.org

Volunteer Highlights

Due to the pandemic, there were fewer volunteer opportunities at Fresh Start during 2021. Many groups and volunteers conducted donation drives instead of a service project at the shelter as a way to continue to support Fresh Start. Volunteers also continued to serve on the Board of Directors and committees, completed internships, provided office assistance, cooked Sunday night suppers, did yardwork, organized the storage area, and ran The Daisy.

Volunteers provided approximately 4,355 hours of service to Fresh Start in 2021! This is the equivalent of \$124,277. Thank you!

