

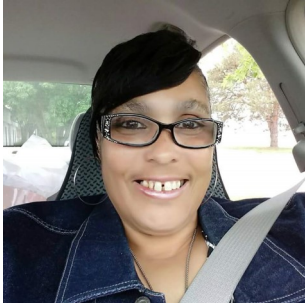
2017



# Annual Report

***Fresh Start:***  
***A home where women can grow***

## Wanting a Change



*Meko, Fresh Start Alum*

Meko came to Fresh Start after fleeing a domestic violence situation. After leaving everything behind, Meko felt hopeless and depressed. Fresh Start provided a healthy living environment, safety and security, and basic needs such as food, clothing and hygiene products. Fresh Start also provided advocacy, case management, and emotional support. Meko attended the workshops focusing on self-esteem, body image, and self-shaming. A support system was provided by both Fresh Start staff and her peers. Meko has been employed by the same company for 30 years. She continued to maintain that full-time job, while processing her past relationship. She made it a priority to meet with her case manager weekly. During one of her meetings she created a savings plan and budgeting skills were implemented. Meko paid off several debts, including medical bills, and set up payment plans for the remainder. She paid off a local mechanic, who trusted Meko to make monthly payments after he fixed her vehicle. Over time, she became almost debt free! Meko is a cancer survivor, and while a resident at Fresh Start she was able to seek medical attention for her current health concerns. Referrals to medical services were offered, co-pay vouchers for prescriptions, and gas cards to get her to and from doctor appointments in Omaha were provided. While at Fresh Start, Meko saved enough money for a deposit and an apartment of her own.

One of the most important things to Meko was reconnecting with her extended family in Kansas. She also developed a wonderful relationship with her granddaughter. Meko babysat her granddaughter twice a week while the mother worked late. During her stay at Fresh Start she was able to travel home for Christmas to see her mother for the first time in years. She also planned a surprise that involved all of her siblings at their mother's house for a visit at the same time.

*"The Fresh Start program is awesome. If you truly want to change your life, it's a great place to start a new beginning."*

*Meko, Fresh Start Alum*

Throughout her stay at Fresh Start, Meko grew confident in her ability to provide for herself and built a community of support. Meko was an inspiration to her peers, and a role model for women living at Fresh Start. She has become a stronger, independent woman who has learned to utilize her strengths. Meko was not afraid to hold others accountable and also gained a reputation for being loving, upfront, and honest with her peers. Meko continues to work, care for her granddaughter, and attend doctor's appointments. She is continuing to be a productive citizen in our society. Before coming to Fresh Start she felt hopeless and unable to care for herself. Upon leaving, not only was she more economically stable, she had a positive support system, and acquired some great skills to assist her in the future. Great job, Meko!

## Zinke Named Executive of the Year

Congratulations to Monica Zinke, who was selected as 2017 Executive of the Year by the Association of Nonprofit Executives. Zinke has been the Executive Director of Fresh Start since May 2008 and dedicated the award to all of the women who have participated in the Fresh Start program. Interesting, Mala Deberg, the first Executive Director of Fresh Start, received the award twenty years earlier, in 1998. Monica is known for her passion for assisting others, working together, and being a voice for women in need, just as Mala was back then. Although much has changed, passionate and engaged Fresh Start staff remain committed to improving our community, and making its citizens' stronger, one woman at a time.



## 2017 Board of Directors

### Officers

**Lina Bostwick,**  
President  
Bryan College of Nursing

**Cynthia Peterson,**  
Past President  
Consultant

**Kari Schmitz**  
Vice President  
Community Volunteer

**Liz Gebhart**  
Secretary  
NDHHS

**Nick Ludwig**  
Treasurer  
Union Bank & Trust

### Members

**Chad Bennett**  
IBM/Kenexa

**Olivia Bond**  
UNL COB Student

**Christine Dahl**  
Kohll's Pharmacy

**Nikki Gohring**  
NDHHS

**Emily Green**  
NDHHS

**Ann Kontor**  
City of Lincoln

**Tari Miller**  
NDHHS

**Chris Peterson**  
Wolfe, Snowden, Hurd,  
Luers & Ahl, LLP

**Michael Reinmiller**  
UNL

**Denise Robeson**  
Community Volunteer

**Krista Vogel**  
Spreetail

**Bub Windle**  
Mueller Robak, LLC

**Sue Wortmann**  
Nebraska Wesleyan Univ.

### Message from the President

Lina Bostwick 2016 President of the Board of Directors

Please allow me, to first of all, thank Fresh Start's Executive Director, Monica Zinke, all the staff of whom are vital to the success of women on a daily basis, the team of dedicated volunteers, to our in-kind and financial supporters, the current board of directors, and the board of directors from the past for having paved a strong path for this remarkable nonprofit organization. For nearly 26 years now, Fresh Start has supported the development needs of women that have found themselves in vulnerable situations. On multiple occasions over the past 10 years, as both a volunteer and as a board member, I have witnessed success and lives that have changed for the better.

It will be important for all of us, in whatever capacity we serve, to continue to work closely together to avoid critical resourcing gaps. I am speaking of gaps that sometimes force a reduction in the level of assistance provided or—in a worst case scenario—to suspend it altogether. Fresh Start participants face many barriers as a result of those gaps, from transportation issues to healthcare needs and more. Fresh Start is limited in what we can do, due to our own "gaps."

As outgoing President, I urge each of you to reflect on what you might be able to do for Fresh Start, and for our community. There are many opportunities to both contribute financially and as volunteer. Together, we can close these gaps, and aid Fresh Start in the efforts to end homelessness in Lincoln.



### The Daisy Celebrates Ten Years



*Shop Managers Cindy Piester and Karen Lenzen have been involved since the beginning.*

The Daisy celebrated a milestone in 2017, 10 years in operation! There were a series of special deals and events throughout the month of August to mark the occasion. The shop first opened for only 4 hours, from 10am-2pm, once a week, then expanded to two days, Fridays and Saturdays. Currently, The Daisy is open every Friday and Saturday from 10am-4pm, and the 3rd Thursday of the month from 4-7pm. Shop proceeds for the first year were approximately \$11,000, and for 2017 were approx. \$43,000.

Clothing donations are first made available to Fresh Start residents, then sorted for the shop. This goes with the mission of The Daisy, which is to first aid the residents, and secondly offer high quality, gently used clothing to the public. The Daisy is completely run by volunteers, and Fresh Start cannot thank them enough. For many, The Daisy is more than a shop; it's another family. This is true for both the volunteers and the regular customers.



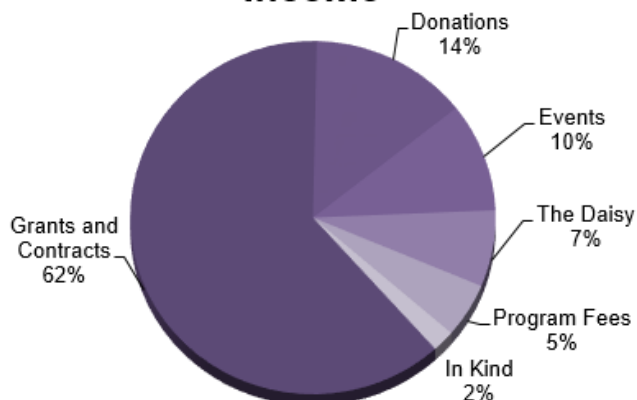
*Shop Volunteers Lisa Weathermon, Lalanne Drake, and Arlene Buresh reconnect during the celebration.*

*"One memory from when we were initially setting up the shop is that I was liking so many of the items that I was thinking 'uh-oh, I'm going to be in trouble (with my budget) if all of our stuff is this great all of the time!'"*

*- Lisa, volunteer*

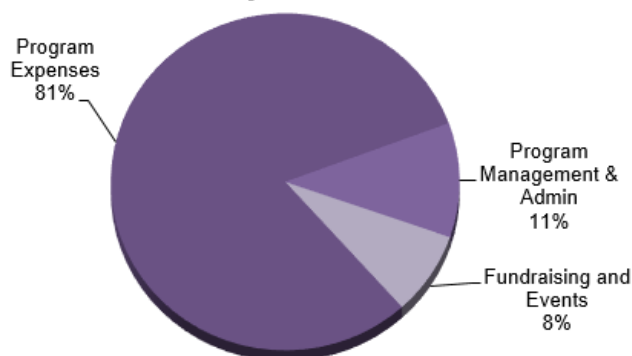
## Revenue and Expenses

### Income



In-kind services were received from: Energy Pros, Pioneer Printing, St. Elizabeth Regional Medical Center, and Thomas, Kunc & Black. The total value was \$13,930.75. Revenue less in kind was \$624,346.

### Expenses



*"Fresh Start is amazing, beyond words I can express!"*

*-Fresh Start resident*

*"Staying at Fresh Start has helped me in a positive way, with money and staying on track for what I need to do for myself."*

*- Fresh Start Alumna*

Financials reported are based on the independent audit conducted by Thomas, Kunc, & Black.

## Grants and Contracts

The following organizations provided grants or contracts to Fresh Start during 2017:

- ◆ Abel Foundation
- ◆ Community Health Endowment
- ◆ Emergency Food and Shelter Program
- ◆ Joint Budget Committee of Lincoln & Lancaster County
- ◆ Lancaster County Community Corrections
- ◆ Lincoln Community Foundation
- ◆ Lincoln Housing Authority
- ◆ City of Lincoln Urban Development
- ◆ Nebraska State Probation
- ◆ Peter Kiewit Foundation
- ◆ Rogers Foundation
- ◆ United Way of Lincoln & Lancaster County
- ◆ U.S. Department of Justice's Office on Violence Against Women Transitional Housing Assistance Program
- ◆ Viking Foundation

## 2017 Statistics

**89** Residential stays

**88** women received shelter services (unduplicated count)

**37 years** - Average age of residential clients

**12 years** - Average education level attained

**47%** of the residents were mothers

**26%** racial/ethnic group

**58%** involved with legal system

**69%** reported substance addiction

**40%** reported history of domestic violence

**46%** reported mental health conditions

**11%** received disability

**57%** physical health issues

**23%** employed at entry

**42%** employed at exit

**7,213** nights of lodging

**21,639** meals available

**730** case management meetings

**2,020** instances of clothing or personal care items

**120** offerings of workshops or recovery meetings

**7** women participated in community support

**20** women participated in community housing



*A home where women can grow*

6433 Havelock Ave  
Lincoln, NE 68507  
402-475-7777  
[www.FreshStartHome.org](http://www.FreshStartHome.org)

**Return Service Requested**

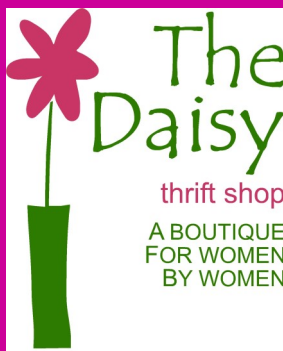
Fresh Start is a proud  
partner of the



Nonprofit org  
presorted

US Postage  
Paid

Lincoln NE  
Permit 1486



*High on  
Quality,  
Low on  
Price*

The Daisy offers high quality women's clothing, accessories and home décor. Proceeds from The Daisy benefit Fresh Start.

The Daisy is open:  
Fridays & Saturdays  
10AM – 4PM

Third Thursday of the month  
4-7PM

Clothing donations received are first made available to residents of Fresh Start. Donations are accepted Mondays & Thursdays, 10AM–1PM, and by appointment.

## The Fresh Start Program

Fresh Start is a transitional goals program for women who are homeless and without children in their custody. A hybrid of a community shelter and a transitional program, Fresh Start offers a stay of up to one year, in a communal living setting. Women may be homeless for any reason, and typically are addressing multiple challenges such as substance abuse, physical and mental health conditions, domestic violence, and employment. While at Fresh Start, a caring team of staff assist them with their efforts to make positive changes in their lives. During this time, all basic needs are provided, along with advocacy, case management, and support. Staff is onsite 24 hours a day, 7 days a week to offer help and guidance. Community support services are offered to women who complete their residential stay and who would like ongoing support. The home visits, food pantries, and telephone support are geared towards helping each woman maintain her self-sufficiency and are available for up to two years.

## Helping Hands

In 2017, volunteers provided approximately 5,614.75 hours of service to Fresh Start. We couldn't do it with you! In addition to serving on the Board of Directors, these community members assisted with running The Daisy, providing Sunday night suppers, one day service projects, and event planning. IndependentSector.org states an hour of volunteer service is worth \$24.14, signifying a value of \$135,540 for the time donated. If your church, business, or organization is interested in supporting Fresh Start, please call 402-475-7777.

***Find more information about Fresh Start, The Daisy, and upcoming events visit [www.FreshStartHome.org](http://www.FreshStartHome.org), the Fresh Start Lincoln Facebook page, or call us at 402-475-7777.***