



A Home Where Women Can Grow

*ANNUAL  
REPORT  
2022*

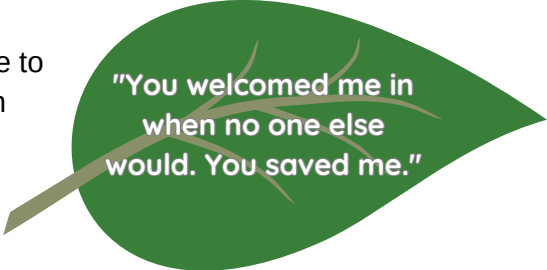
# FROM THE BOARD



As we reflect on the past year, two words come to my mind: gratitude and compassion. These are especially for the team at Fresh Start that lives our values everyday of Respect, Accountability, Individuality, Stability, and Empowerment. The dedication of this team has had such a positive impact in helping women overcome homelessness and finding purpose in their daily lives. Fresh Start has overcome challenges, especially coming out of COVID and refocusing on the strategic direction and growth.

Fresh Start leadership and board of directors completed our strategic plan in August of 2022 for the period of January 2023 through 2025. The board, with input from employees, was able to focus on (7) key pillars of People/Leadership, Finance/Fundraising, Facilities Innovation, Growth, Services, Programming, and Community Excellence.

Our focus on these seven initiatives will assure that Fresh Start will be able to thrive and continue to serve our mission and vision for years to come. I am excited for 2023 and what we will be able to accomplish, together.



"You welcomed me in when no one else would. You saved me."

## Tad Hunt

President of the 2022 Board of Directors



Leaves. They come in all different shapes and sizes. Some change colors and fall, some stay evergreen. Leaves can be a sign of growth, of moving and becoming something bigger than the past. Or, leaves can be a new beginning for the plant. You'll see leaves throughout this report. Each one will highlight something from 2022, such as quotes from our alumna or a statistic regarding services provided.

These "leaves" would not have grown without you. YOU, our donors and friends, are why we are able to offer our 24/7 residential program. You are how we are able to provide our case management program and the follow up services. Our amazing and dedicated staff would not be here without your support. Thank you for believing in our program and our mission in 2022. We look forward to working together again throughout 2023.

## Monica Zinke

Executive Director



54 women served



6,369 nights of service

## 2022 Board of Directors

### Officers

**Tad Hunt, President**

Huron Consulting Group

**Connie Benjamin, Vice President**

Retired Executive

**Tam Lawson, Secretary**

Crete Carrier Corporation

**Nicole Gohring, Treasurer**

UNL

**Amy Archuleta, Co-Treasurer**

NEBCO

### Members at Large

**Amber Bogle**

Mueller Robak

**Seth Hansen**

Employers Insurance

**Sara Hernandez**

Union Bank & Trust

**Melinda Kentfield**

Nebraska Methodist Health System

**Michelle Keogh**

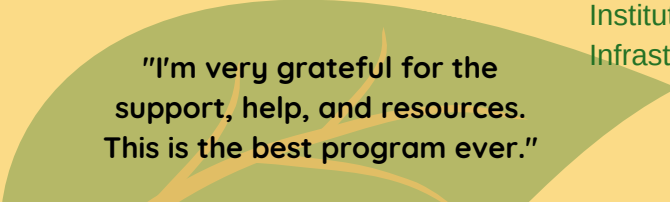
Hampton Enterprises

**Michael Reinmiller**

the AVDude

**Kristi Wamstad**

Institute for Sustainable Infrastructure



"I'm very grateful for the support, help, and resources. This is the best program ever."

# ALUMNA SPOTLIGHT: MULIJAH



Mulijah has a smile that lights up a room. It's contagious, you can't help but laugh and smile along with her. Mulijah is an upbeat, happy person overall.

Her life has not always given her a lot to smile about in the past. Struggles with sobriety, and not having enough of a positive support network in her life, resulted in job loss and housing insecurity. She worked hard, and was doing well for several years. Then, the disease of addiction caught up with her again.

"I relapsed last year and ended up homeless. I went to rehab and came to Fresh Start afterwards to get back on my feet. This is the most perfect place ever, where I can ever start my life over again."

While at Fresh Start, Mulijah worked on her sobriety. She's someone who is always helping others. This has often lead to people taking advantage of her kindness. While at Fresh Start, she was encouraged to focus on herself, and to build a stronger network of supportive people. A network of positive people with whom she could set boundaries.

"You help us get our lives back together."

"This is the best place to come. This is just perfect because we can learn to take care of ourselves. You aren't doing everything thing for us. We pay our way here, just like on the outside community. You help us save money. I I like everything about Fresh Start. I appreciate every single thing that's been given to me. My goal is to stay sober. That's my problem. If I can do that, then I won't have any other issues as far as living situations, work, or taking care of myself."

Mulijah found a new job, saved money, and moved into her own apartment. She continues to work with Fresh Start through our community services, which provides ongoing support after a participant leaves the shelter. What's her goal for Fresh Start? "I wish that Fresh Start will never go out of business. I wish that you get bigger, so that more women could come here."

Mulijah works to focus on the positive, on the good things around herself. She looks for things that will make her smile. In doing so, she is a cheerful positive force in her own life and in the lives of others around her. Now, that smile is shining even more brightly.

## 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

12th grade  
average  
education level

58%  
mothers

36 years  
average age

18% belonged to  
a racial or ethnic  
group

# 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 2022, the challenges faced, including those that caused or contributed to their homelessness included substance use (90%), mental health (84%), legal issues/reentry (66%), and domestic violence (56%). There were several (14%) who received disability. The COVID-19 pandemic continued to impact the program throughout the year in regards to both occupancy and groups and classes. Fresh Start continued to persevere and adapt. One on one services were available and staff remained dedicated to providing support, guidance, and assistance to women working to better their lives and become independent again.

41%  
employed at  
entry

82%  
employed at  
exit

76%  
started a  
savings fund

161 days  
average stay

19,107  
meals offered

"I was treated with dignity  
and respect. This place  
changed my life."

## 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 2022, 8 women participated.

## The Daisy



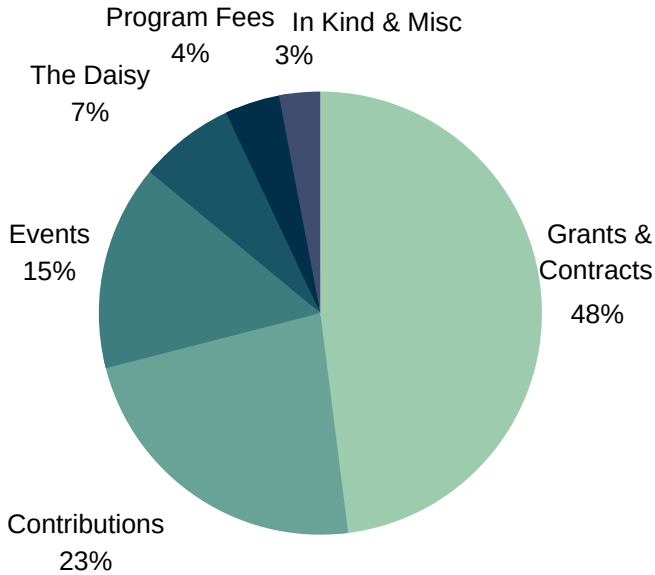
The Daisy celebrated 15 years of operation in 2022. The shop is completely run by volunteers, including shop managers Cindy Piester and Karen Lenzen. Thousands of hours have been provided by these two, and many other volunteers, since the store first opened in August 2017. Just in 2022 alone, volunteers donated 2,244 hours of their time.

In 2022, The Daisy raised \$48,930 through shop sales, consignment, and events. Since it opened, the Daisy has raised \$534,777 for Fresh Start! Expenses (not including sales tax) have been just \$23,871.

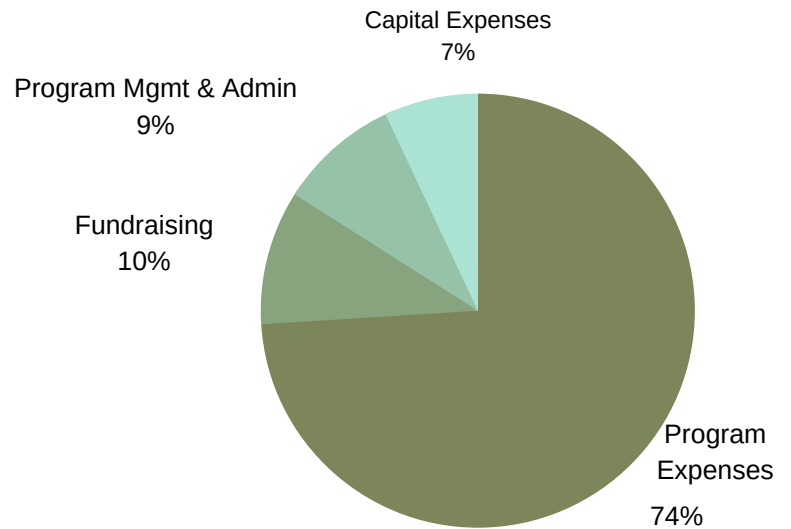


# FINANCIAL OVERVIEW

## Operating Revenue



## Operating Expenses



### Fresh Start received operating grants or contracts from:

City of Lincoln: Urban Development \* Cooper Foundation \* Emergency Food & Shelter Program \* Hampton Family Foundation \* Joint Budget Committee of Lincoln & Lancaster County \* KENO funds \* Lancaster County Community Corrections \* Lincoln Community Foundation \* Lincoln Housing Authority \* Nebraska Dept. of Corrections \*\* Nebraska State Probation \* Theresa Farnsworth Wittman Charitable Foundation \* United Way of Lincoln & Lancaster County \* Woods Charitable Fund \* Woods Bros Foundation

### Fresh Start received special projects funding from:

Cornhusker Bank \* Frontier Bank \* Hawks Foundation \* Miriam Moeller Charitable Trust \* Rogers Foundation \* Sid Dillon \* Sunderland Foundation \* City of Lincoln/Lancaster County ARPA Funds

"The staff really care about our wellbeing. You do everything you can to help us succeed."

## Fiscal Notes

Per person and per meal costs have been higher over the past few years. This primarily is attributed to reduced occupancy due to the COVID-19 pandemic health and safety measures. While occupancy was lower, many of the expenses remained the same (i.e. staffing) or increased (i.e. food costs). The cost per person per day in 2019 was \$75, in 2022 it was \$97. The monthly cost per person for food in 2019 was \$2,260 and in 2022 it was \$2,943.

Goals for 2022, included to maintain a three month operating reserve and also to address necessary equipment upgrades. Upgrades and renovations will continue to be a goal for 2023.

**\$97**  
cost per person  
per day

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

**\$0.63**  
meal cost per  
person



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

## Volunteer Highlights

Volunteers continued to support Fresh Start in 2022 through one day service projects, Sunday night suppers, sidewalk sales, events, and more! Two of them even patched a huge sink hole in the driveway. The Daisy also continued to operate with volunteer power, and many served on the Board of Directors and leadership committees. Volunteers provided 4,281 hours of service in 2022! This is the equivalent of \$128,216. Thank you!

