How Does Fresh Start Make a Difference?

Perhaps you are a recent college graduate, so you might already know this, but just in case you’ve lost touch with what it takes to walk across that stage, shake a hand and get your hard-earned diploma, take a look at these facts:

- The cost of college tuition/fees increased 7% from 2010-11 to 2012-13.*
- The average cost of in-state full-time tuition is $15,400/yr ($61,600 for 4 yrs).**
- 66% of new and replacement jobs in 2018 will require a college diploma.***
- The average salary for high school graduates is $25,000/year; for college graduates $45,000/year.****

Fresh Start scholars are well aware of these facts. They know the financial and emotional costs of earning that much sought-after diploma – especially as non-traditional students. But they also understand the benefits of managing both job and family in order to achieve academic success. They have dreams of a better job, a better lifestyle for themselves and their families. Our scholars are committed to fulfilling those dreams by making every effort to earn their degree in spite of the obstacles they face along the way.

So how do these women succeed in spite of the numerous life challenges they face as they return to college?

Enter the women of Fresh Start Scholarship Foundation.

Behind the scenes, these volunteers work tirelessly to generate tuition funding for their scholars to help relieve some of the financial burden of their college education. In addition, Fresh Start’s dedicated mentors provide guidance and encouragement to our scholars to help them stay focused on the long-term benefits rather than the short-term difficulties. Mentors regularly remind their scholars that the pride of their accomplishments will far outlast the difficult journey to achieve them. The result? The metric we are most proud of: our graduation rate! Since the inception of our Scholarship program, 73% of our scholars have crossed that stage to accept their college degree. The actual testimonials from our graduates prove we’ve made a difference and truly helped them get a fresh start!
"Without the caring and generous support of individuals, businesses and corporations, our scholars' dreams would most probably go unfulfilled."

After seventeen years at the helm of Fresh Start, it is with a great sense of pride in what we have accomplished together that I pass the gavel to Rita Wilkins, a woman who shares our passion for helping women in need.

This year we marked a major milestone in Fresh Start’s history. To date, we have awarded nearly half a million dollars to 128 women. But, our success is not measured in dollars alone. Rather, it is based on the impact we have had on the careers and the lives of our scholars and their families. Here is just one of many heartwarming stories of overcoming adversity:

Margo has been supported by Fresh Start for seven years. Why so long? Margo realized long ago that she didn’t want her past to dictate her future. She wanted a better life for herself, her husband and most especially, her four sons. She knew that education was her pathway to opportunity but her family income was barely enough to support family needs, let alone fund college tuition. Fresh Start came to her rescue. Without the added financial pressure of personally paying for college tuition, Margo was able to work the long hours at her job, manage family responsibilities and complete her course work – a few courses at a time. She never lost sight of her goal – a college degree, though many obstacles impeded her progress along the way. In May, she proudly walked across the stage to receive her BS in Nursing from Delaware State University. At the same time, Jevon Jr. received his high school diploma and – following in his mother’s footsteps – is off to Wilmington University where he will major in psychology.

Each scholar is unique in terms of her goals, skills and dreams, but what they have in common are limited resources, personal and family challenges and the determination to advance their position in life. Fresh Start provides each scholar with a mentor to support and encourage her while in school and help her network in the business community when she begins a job search after graduation.

Without the caring and generous support of individuals, businesses and corporations, our scholars’ dreams would most probably go unfulfilled. Our heartfelt thanks to you for giving them a fresh start in life!

Mary E. Maloney
President,
Fresh Start Scholarship Foundation
Ensuring the long term viability of Fresh Start

This year the Fresh Start Board undertook several initiatives to strengthen the organization and ensure the sustainability of Fresh Start as an all-volunteer organization in the years to come. Nancy Blumberg, Strategic Planning Chair, and Moira Donoghue, Governance Chair, led the board in revising the by-laws, more clearly defining the roles and responsibilities of board members and modifying the organization’s structure to strengthen the board, increase its diversity and provide for leadership succession.

In addition, Rita Wilkins, Vice President for Development, was named as the new president to succeed Mary Maloney effective July 1, 2013. Already planning for the future of the organization, Rita has identified three initiatives for expanding Fresh Start’s reach and enabling many more women to realize their goal of a college degree and a fresh start in life:

1. Build statewide visibility and support
   Develop a Fresh Start Awareness Campaign that shares our story so we can expand our donor base and continue to provide more scholarship opportunities for Delaware women in need.

2. Partner with like-minded organizations and corporations
   Partnerships will provide more exposure and resources for our scholarship and mentoring programs which will increase the impact and sustainability of our program.

3. Expand and strengthen our mentoring program
   Ensure that our scholars are supported through graduation and beyond by creating opportunities for enrichment programs to promote their personal and professional growth...and chances for success.

“Thanks for the investment in my future and the life of my family! As I pursue my Master’s degree this fall, I will certainly be reminded of the seed which was sown by Fresh Start.”

“i am inspired by our scholars who—despite tremendous financial and personal challenges—are determined to earn a college degree and I look forward to building on the very successful program that Mary Maloney has built over the last 17 years.”
Rita Wilkins
**GRANTS**

- **BTL Foundation** $500
- **Christiana Rotary** $800
- **Laffey McHugh Foundation** $5,000
- **Milton & Hattie Kutz Foundation** $3,600
- **West Legacy Trust** $5,308

**ANNUAL CAMPAIGN 2012-2013 DONORS**

(Shown from July 1, 2012 thru June 30, 2013)

- **PACESETTER $50,000+**
  - Wilmington University
- **Benefactor $1,000-$2,499**
  - Mary Maloney
  - Claire McElwee
  - Gregory & Ruth Lavelle
- **Patron $500-$999**
  - Barbara & Bill Buckley
  - Jeffrey Wolken
  - Marion Quirk
  - Clalbourn Smith
  - Jane Taylor
  - Echo Shi & Steven Volla
  - Rita Wilkins
- **Sponsor $250-$499**
  - Nancy Blumberg
  - Mark Desgroseillers
  - Moira Donoghue
  - Great Dames, Inc.
  - Jerome & Susan Grossman
  - Shakti Rouray Harris
  - Joyce Koria Hayes
  - Janice Jessup
  - John Reed & Anne North Reed
  - Showworks Audio/Visual
  - Valerie Woodruff
- **Supporter $100-$249**
  - Back to Basics
  - Learning Dynamics
  - Bernard & Helen Balicki
  - Andrea & Richard Barros
  - Geraldine Burke
  - Cheryl Camspear
  - Gail Chickersky
  - Jane & Henry Clintapp
  - Ronni Cohen

**Supporter, cont’d**

- Judy Czyzewski
- Hua Davis
- Nora Evans
- Richard Bender
- & Alison Frost
- Gemini Building Systems
- Peter Gillman
- Martha Gilman
- Deborah Grube
- Major & Loretta Hairston
- Kathleen Harrigan
- Claudia Hughes
- Marilyn Hyte
- Friends of Jazzercise
- Donna & Gene Julian
- Janis Julian
- Virginia Kucharaki
- Carol Lamborn
- Judy Lewis
- Harold Lynch
- Genevieve Marino
- Patricia McGee
- Bonnie Meszaros
- Claire R. Morse
- Sherry L. Mouser
- Yvonne Nass
- Tina Pilar
- Bonita Penn
- Michael & Brenda Pomicanski
- Patricia & Samuel Ponzo
- Judy Powell
- Joanne Scanlan Prestia
- Linda Ratchford
- Susan & Robert Riccardi
- Diane Richardson
- Nancy Rose
- Michelle Rowland
- Sandy Scheibe
- Harold Shaffer
- Suzanne Shealy
- Jean Sobonya

**Supporter, cont’d**

- A. Leslie Stanford
- Sandy Strine
- Dr. Jack Varsalona
- Peggy Vavalla
- Jennifer Watson
- Linda Whitehead
- Margery Windolph

**Friend up to $99**

- Kelley Andrews
- Sheila Boyer
- Angela Case
- Mike & Jane Castle
- Carol Doyle
- Anne Eidschun
- Philip Farber
- Dr. Alan & Mrs. Phyllis Fink
- Linda Hardy Fitch
- Jennifer Ford
- Pat Forester
- Tina & Ralph Goldrick
- Melissa Gouville
- Geor Grout, Inc.
- Deborah Horn
- Wendi Jacobs
- Marta Kessinger
- Julia Lamborn
- Jeanne Griffith Leslie
- Terri Lamborn Manning
- Gretchen Mayne
- Linda N. Outlaw
- Margarette Prueitt
- Meredith & Frederic Raper
- Sue Reardon
- Phyllis A. Shappard
- Brenn Shappard
- Jean Paul Stoila
- Ming & Rod Wallace
- Lisa Wanamaker
- Karen Weiner
- Helen Zumsteg

**Fresh Start Scholarship Foundation MISSION**

The Fresh Start Scholarship Foundation, Inc., a 501(c)(3) organization, is the charitable arm of Wilmington Women in Business, Inc. Our mission is to provide incentive to adult women who face, or have faced, personal and economic challenges, and are seeking to improve opportunities for themselves and their families through education.

**BOARD OF DIRECTORS**

- **President:** Mary E. Maloney
- **Vice President:** Barbara Buckley
- **Secretary:** Jennifer Watson
- **Treasurer:** Dee Richardson

**Directors Emeriti**

- Joyce Koria Hayes, Esq.
- Beverly Stewart

**Directors**

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- Moira Donoghue
- Karen Ingram
- Judith D. Powell
- Marion M. Quirk
- Sandra Scheibe
- Brenn Shappard
- Cindy Watts
- Andrea Williams

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- Sandy Hammonds
- Jan Jessup
- Janis L. Julian
- The Hon. Gregory F. Lavelle
- Claire F. McElwee
- Bonnie T. Meszaros
- Darrel Rice
- Csaba Smith
- Jack Varsalona
- Peggy Vavalla

**FINANCIAL STATEMENT JUNE 30, 2013**

**INCOME**

- Annual Campaign, net $25,893
- Signature Event, net $31,408
- Grants $15,208
- Investment income, net $12
- Other $1,600
- Total Operating Income $74,121

**EXPENSES**

- Program Services (Scholarships/Mentoring) $58,601
- Administrative Expenses (see Note 1) $1,763
- Total Expenses $60,364

**Net Operating Income** $13,757

**Beginning Net Assets** (exclusive of Endowment Fund, see Note 2) $43,101

**Beginning Endowment Fund balance** $152,416

**Endowment Fund earnings (6.8%)** $10,344

**Ending Net Assets** $219,618

**Net Assets Allocation**

- Unrestricted (3%) $6,589
- Board designated for scholarships (97%) $213,029
- Total Net Assets $219,618

**3% Administrative Expenses**

**97% Scholarship Program**

**NOTES**

1. Fresh Start's Board of Directors set a goal of keeping Administrative Expenses at or below 3% of Income. The table below shows that we achieved that goal in 2012-2013.

<table>
<thead>
<tr>
<th>Year</th>
<th>Administrative Expenses</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>2012-2013</td>
<td>$1,763</td>
<td>2.38%</td>
</tr>
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2. In 2009, the Board of Directors of Fresh Start set up an Endowment Fund using the GIFT (Global Investment Foundation for Tomorrow) model to assure the sustainability of our program well into the future. Earnings can be withdrawn starting in 2024.

3. In addition, Fresh Start collaborates with the Helen L. and Douglas C. Ellison Scholarship Fund at Delaware Community Foundation in managing four scholarships funded annually by this donor-advised fund. In 2012-2013, the value was $10,000.

**HOW YOU CAN HELP**

Scholarships are funded by corporate and individual contributions to the scholarship program, fundraising events, grants and bequests to our scholarship endowment fund with the Delaware Community Foundation. You can help by sharing information about this scholarship program with others, encouraging candidates to apply, attending fundraising events and making contributions to the scholarship fund. All contributions are tax deductible. Checks should be made payable to the Fresh Start Scholarship Foundation, Inc., and sent to:

Fresh Start Scholarship Foundation Inc.
Attention: Treasurer
P.O. Box 7784
Wilmington, DE 19803

302-397-3440 - www.wwb.org

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