

Fresh Start's Signature Sip & Soirée Returns to the Valley

Written by Mallory Gleich
Thursday, 24 July 2025 13:18 -



Mark your calendars: **Sip & Soirée**, [Fresh Start Women's Foundation](#)'s signature fundraising event, is back and bolder than ever. Taking place on **September 13** at the newly renovated **JW Marriott Desert Ridge Resort & Spa**, this vibrant luncheon will unite the community in a celebration of women's empowerment, resilience, and sisterhood.

Hosted by **Fresh Start's Auxiliary Board**, the annual event supports the organization's mission to help women overcome challenges and build self-sufficient, fulfilling lives. Funds raised from Sip & Soirée fuel Fresh Start's comprehensive wraparound services, which include career training, education support, financial coaching, and more - resources that have supported **more than 60,000 women over the past 30 years**.

"For over three decades, Fresh Start has walked alongside women as they take bold steps toward brighter futures," President and CEO **Kim McWaters** said. "Sip & Soirée is a joyful way to honor those journeys and invite the community to be a part of lasting, meaningful change."



Highlights include:

- **Sip & Shop** – A shopping experience spotlighting local businesses, with engaging stations and refreshing beverages.

Fresh Start's Signature Sip & Soirée Returns to the Valley

Written by Mallory Gleich

Thursday, 24 July 2025 13:18 -

- **Seated Luncheon** – A delicious dining experience paired with uplifting entertainment and inspiring stories of transformation.
- **Handbag & Super Raffle** – Attendees can win exclusive prizes, including high-end handbags and premium gift packages.
- **Recognition** – Honors for volunteers, fundraising ambassadors, and partners who exemplify Fresh Start's mission.

"This event is more than a fundraiser, it's a movement," Co-Chair **Stephanie Saccente** said. "With a new brand and a stunning venue, we're creating an unforgettable experience that uplifts and inspires while making a real difference in women's lives."



This year's leading sponsors include **Valley Toyota Dealers, Phoenix Lending Group, UMB Bank, Waymo, and Phoenix Raceway**, along with longstanding partners such as **D.A.Ranch Estate Vineyards, Cushman & Wakefield Industrial Capital Markets, and Dorsey & Whitney, LLP**. Sponsorship packages are now available, offering businesses and individuals the opportunity to align with a mission-driven cause and make a direct impact on women in need. **Individual tickets are now on sale.** For more information, visit: freshstartwomen.org.