

**It is more than just a story, it's personal; it's my story...**

I was born in 1963 here in Phoenix, AZ. I have been in and out of jail and prison many times. The last time I was released from prison was on or about 2/6/2008. I had very little money, no family and went to a half-way house in Mesa, AZ.

I knew I needed a job and to live a clean productive life. About 60 days after my release, I met someone named Bennie. I asked him for a job, letting him know that I had recently been released from prison. I asked him to please give me chance; that was just over 4 years ago. I have been there 7 days a week for 12-14 hours a day since the morning he gave me a chance. I have become 100% self-sufficient with no government assistance.

Now I feel that I want to give back and help others that need a chance because they want to make it on their own and live a clean productive life. I understand the desperation that is often felt by a newly released convict. Living in a half-way house with little job prospects or future opportunity. Is it any wonder so many fallback into behaviors that lead by to incarceration? This is why I have founded Fresh Start-New Beginning. To help others, knowing first-hand what is needed.



Leon Mikinka, CEO and Founder



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Bringing those with a troubled past to a **Bright Future**

employment  
 housing  
 healthcare  
 hope

Each year approximately 19,000 men and women go in and out of prison

For 70% of these, it is their second, third, fourth or even fifth time

With little opportunity upon leaving, many continue in a pattern of "recidivism\*"

Breaking this cycle helps the individual and our communities

\*Recidivism [ri-sid-uh-viz-uhm] - repeat of an undesirable behavior, as in crime. Often referring to re-arrest of an ex-convict.

11/27/12 - NEW BEGINNINGS

To Leon Minnick or associate:  
 My name is Matthew. I am an inmate in Douglas, AZ. (Gila Unit) # [redacted]. My charge that got me incarcerated was a Class 6 Felony: "solicitation to commit burglary" in which I received a one year sentence to be released on December 23, 2012. I also had a Class 4 Felony - "Possession of a Dangerous Drug" (Meth) in which I received two years of standard probation which starts on my Absolute Discharge from DEC. I will have no parole, straight to probation. I say this because that means that I do not have to have an approved address upon my release. With that being said, I have heard good things about you Mr. Minnick, from another inmate. I hear that you have been "down" before, and that you have successfully put yourself in such a favorable position in which you could help other inmates with shelter in a half-way house for \$125.00 a week. I understand that you also provide resources for employment also. I would be sincerely grateful if I could have the opportunity to be one of those newly released inmates that could be helped. I am looking forward to being a clean, productive and positive member of society upon my release. If you could help me out in this matter, it would be greatly appreciated and not taken lightly. I look forward to hearing from you. Thank you for your time & consideration in this matter.  
 Matthew

### A PATH FORWARD

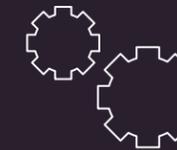
- AN ARIZONA DRIVER'S LICENSE
- STABLE EMPLOYMENT FROM DAY "1"
- SAFE AND PRIVATE HOUSING
- BANKING ASSISTANCE
- ASSIST IN CREDIT REPAIR
- SKILL AND EMPLOYMENT TRAINING
- HEALTH AND DENTAL CARE
- A RETIREMENT ACCOUNT AND PLAN
- COUNSELING AND COPING SKILLS
- HOPE FOR A POSITIVE FUTURE

## Meet who we help

### WE BEGIN WORKING WITH THE INMATE WHILE THEY ARE STILL IN PRISON

Counseling and initial screening for employment at our store will begin six months before their release from prison. Prisoners will be able to apply for our program and those accepted will begin in-depth interviews and pre-training prior to their release. Upon release from prison, participants will be given one-on-one mentoring and will immediately begin a job training program within our store. They will also have private and safe housing, which they pay for out of their salary.

Research, including that done by the Pew Study and MDRC, demonstrates that the causes of recidivism include the difficulty in finding employment, establishing credit, obtaining an education. Our goal is to provide a supportive community rather than leaving the ex-convict with no other choice but to return to the cycle of previous relationships and patterns which often lead directly back to a life of crime and further incarceration.



### WORK

A common ingredient among all successful people is an understanding of what constitutes paying the price of success. Basic in that formula of paying the price is an inner gift of determination that "I'll do whatever it takes." That means, "I'll work hard, with integrity, to achieve my goal."

## it is not a handout it is a hand up

### DOING AS WE ASK OF OTHERS

Fresh Start-New Beginnings is committed to utilizing the same workforce we ask our business partners to employ. With few exceptions, skill sets needed to operate will be drawn from the released convicts we serve. This includes:

- The Great Deals-AZ store
- Information Technology
- Logistical support and warehouse operations
- Call center operations
- Other business opportunities as they develop
- Building upkeep and maintenance

### BENEFITING OUR COMMUNITIES

Arizona has one of the highest rates of incarceration in the nation today with recidivists making up a large percentage of detainees. Housing an inmate can cost between \$40,000 and \$70,000 in tax money, further straining budgets. With the help of the coming programs of Fresh Start-New Beginning and the Greatwill-AZ Store, recidivism will decrease and the individuals that make up our communities will thrive.

### WE PROVIDE THE TOOLS TO HELP THEM BE SUCCESSFUL AND BECOME A BETTER PERSON

### ENDLESS POSSIBILITIES

Our initial program is about the basic opportunities that many of us take for granted. But as an associate in the program demonstrates determination and consistency,

we want to enable their dreams. More than just relegated to minimum wage, if someone has a talent or interest, we will help them develop it and start their own business which will help build upon and contribute to the success of another Fresh Start, a New Beginning.



- Partner with education institutions for training
- Provide business services under the FS-NB umbrella
- Open an auto repair shop
- Provide on-demand work crews for construction
- Revitalize undesirable real estate, and communities
- Mentor and counsel others
- Grow Fresh Start-New Beginning with the ideas of those it serves



### EDUCATION

We want to encourage an enthusiasm for learning. Education and knowledge open doors not just in opportunity, but in the mind of the student. We will provide mentoring and work to partner with local and state educational institutions.



### ESTABLISHING CREDIT

When you don't have a credit history, it can be difficult and frustrating when trying to obtain a credit card or other type of loan. A residence, job history and other parts of our program work to help in the establishing or repair of credit history.

