

IMPACT REPORT FY 2024-2025



PHOTO: VIVIENDAS ASISTENCIALES

PREPARED BY:

LISHA R. TALLMAN, CEO



PRIMAVERA
FOUNDATION

A Word From the CEO & BOARD PRESIDENT

This past fiscal year marked 43 years of service in Southern Arizona. It is our great privilege to continue to serve.

We added 75 units to the community-wide gap in shelter and affordable housing. We nearly doubled the number of units in the women's shelter, Casa Paloma. We are in the process of renovating Paradise Hotel in South Tucson, adding 36 units for families and individuals. In addition, Pima County granted us Viviendas Asistenciales, a facility of 31 units that house our elders.

Most recently, in collaboration with the City of Tucson and Old Pueblo Community Services, we launched STAR Village. STAR provides safe outdoor sleeping space for up to twenty-five women in a one-year pilot project. The women are provided with case management and services to assist in stabilizing their finances and housing.

Recognizing the need to strengthen partnerships and leverage resources, we solidified existing relationships and forged new ones. We are particularly proud of our ability to be a part of a pilot project called H2O, Health to Housing Opportunities. Primavera is one of about eight organizations statewide to participate in this program that provides housing-related services and supports to certain Medicaid members experiencing homelessness or at risk of becoming unhoused.

This year we also embarked on a six-month process of strategic planning for the next two years. After engaging and receiving input from stakeholders, community members, advisory council members with lived experience, the board of directors, and Primavera officers and directors, we have identified the following three priorities:

1. Contribute more beds to the system-wide need for additional housing.
2. Promote accessibility to services, leverage collaboration, and create additional efficiencies in services.
3. Enhance comprehensive community development and outreach.

We continue to hold space for convenings across organizations in housing, workforce development and more. We also held a cross-sector convening that is still creating new projects for us all to participate and collaborate.

There is much to be done. It will take each and every one of us to face the challenges ahead and be a part of decreasing poverty and alleviating homelessness in our community. Together, we can achieve much!



Tisha R. Tallman
Chief Executive Officer



Andy Rouse
Board President

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OUR WORK

**~56,000
Touches**



Primavera Board Members - Paul Koss, Bobby Burns, Kimberley Hoffman, Nancy Sharkey, Anna Griessel, Andy Rouse, Nancy Bissell (co-founder)

What We Do



In community, we co-create programs and services that further economic stability, addressing Maslow's hierarchy of needs from physiological needs to safety, love and belonging, self-esteem, and self-actualization.

Mission

Co-creating pathways out of poverty through outreach, housing, workforce development, comprehensive community development, and homeownership and financial education.

Principles



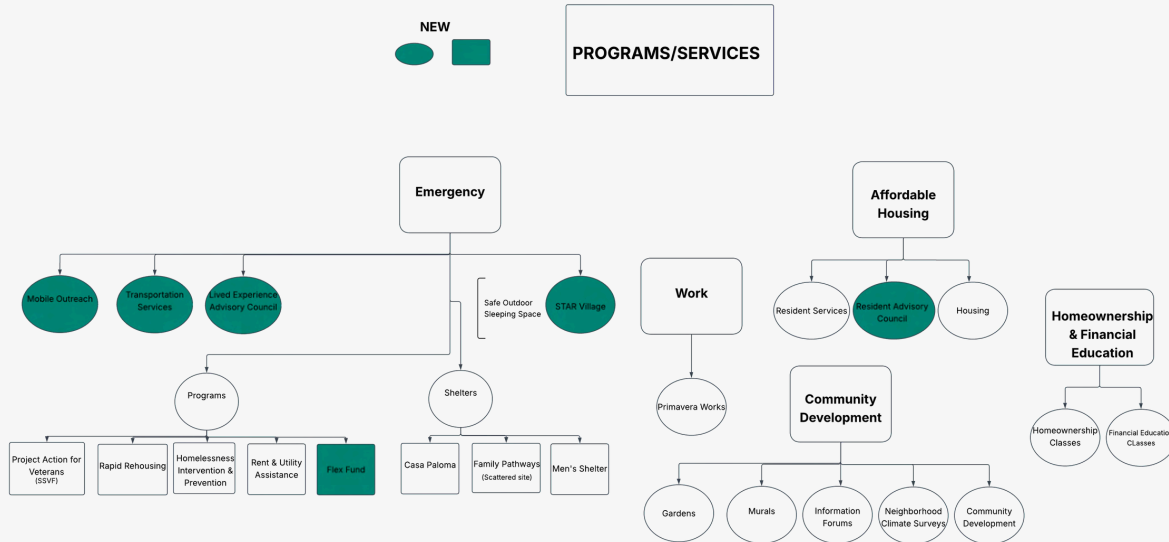
Vision

To promote social and economic well-being, while working to build a future in which all people are ensured basic human rights, a livable wage, and safe, affordable housing.

OUR WORK

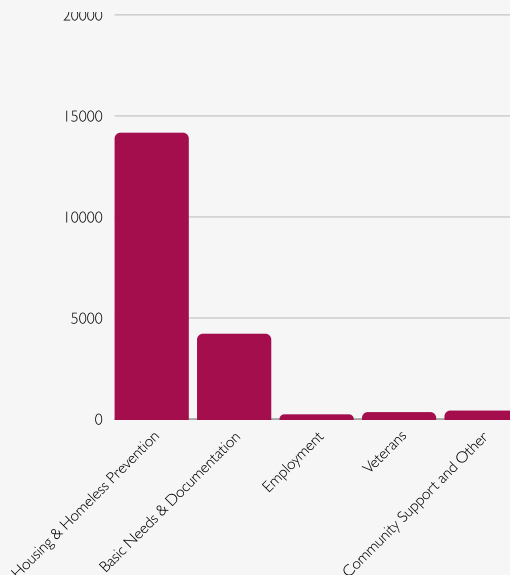
Primavera operates emergency services, programs, and shelters, which include mobile outreach and transportation services, as well as prevention initiatives. We hold the support services contract with the Veterans Administration for Southern Arizona.

In addition, we provide work opportunities and training, safe and affordable housing, homeownership and financial education, and comprehensive community development.

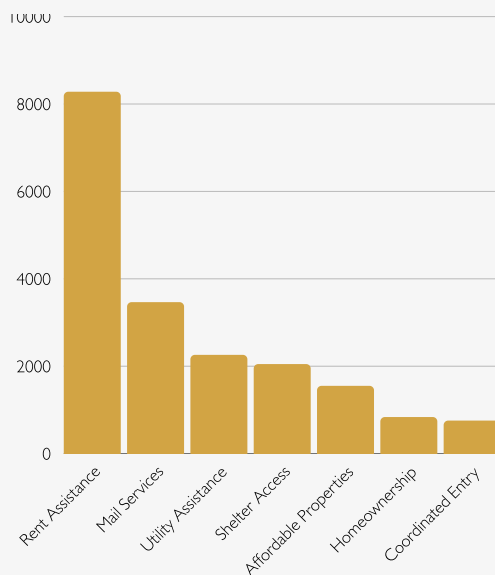


In addition to our work, we make many referrals and provide a wealth of information to individuals who call us. This past year we answered more than 21,437 calls.

Major Categories of Calls



Top Call Types



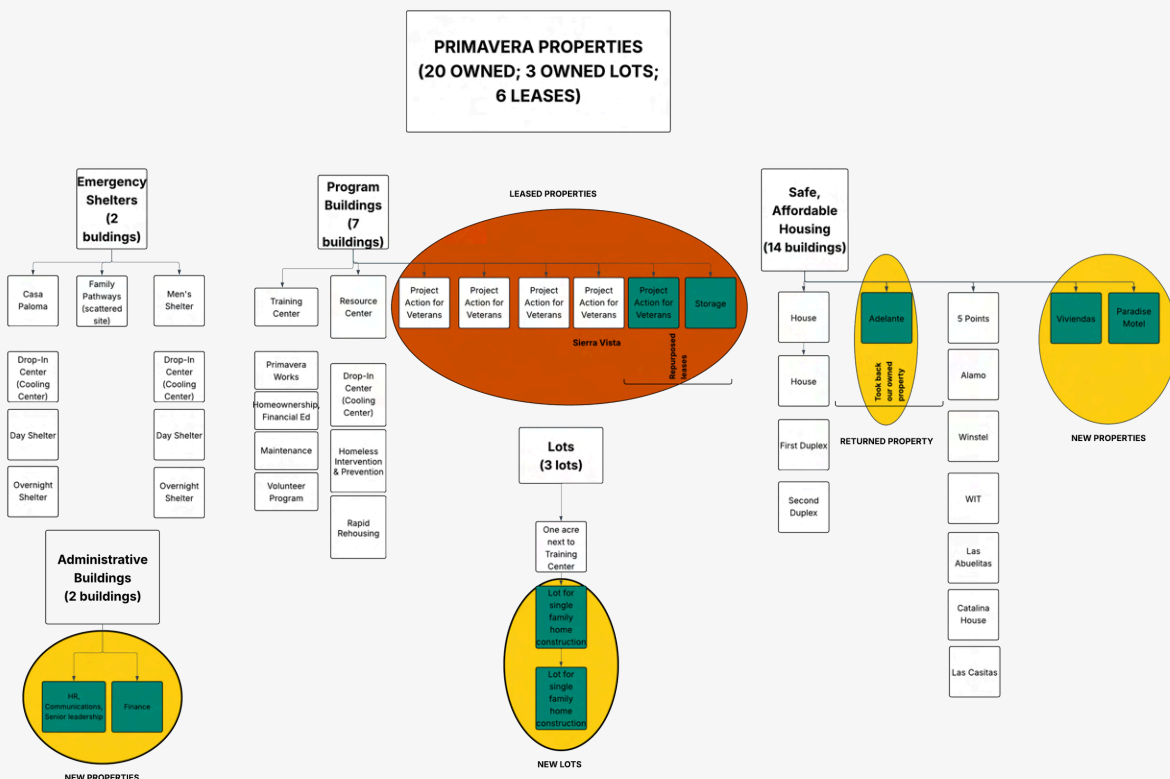
21,437
Calls

OUR WORK

Primavera is located throughout Tucson and South Tucson at 20 different locations. The buildings include: 12 buildings for safe affordable housing units; two emergency shelters; 4 leased office unit spaces for the veterans program in Tucson and one in Sierra Vista; a leased space for storage; a workforce development training center that houses Primavera Works, a temporary staffing agency; and two administrative buildings.

We own three lots we hope to develop within the next two years. One site will be multi-family housing and the other two for single-family homes. In late 2025, we regained one of our own properties. This addition will increase our housing units by 17.

We acquired two additional buildings for more housing. One is currently being renovated for 36 additional units, and the other houses 31 community elders. In total, we gained approximately 75 units for housing this past fiscal year.



Primavera also owns 20 vehicles, including two new EV SUVs added with a TEP grant. We also own 9 trailers. These are all used for Transportation Services Program and Primavera Works.

EMERGENCY SERVICES — OUTREACH

Mobile Outreach & Transportation Services

In 2024, Primavera began a mobile outreach program to “meet people where they are.” To service our emergency shelter needs and the mobile outreach program, we also began transportation services. We have gone from 2 vehicles to 4 this past fiscal year. With the largesse of TEP, we added two EVs.

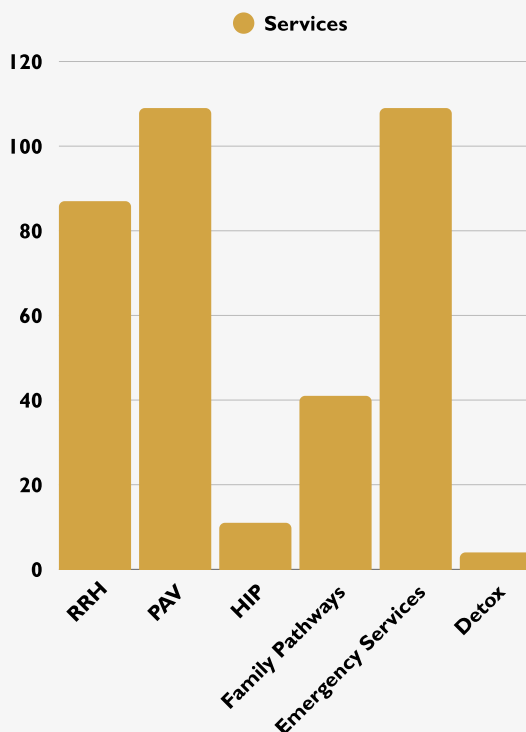
Tracy Weiler lost her housing in 2021. In 2024, she came to Primavera and completed a housing assessment. When her housing was available, she could not be located. The mobile outreach team looked for her for three weeks before finding her. As a result, she is now housed, has secured a part-time job. She sent a note to Primavera rapid rehousing staff in January, stating:



Tracy Weiler
in her new
housing

“I got a job, and I wanted to share with you that it feels good to get back into life again. I feel renewed, full of energy and ready to live my life again sober and happy and be a huge part of my children’s life again. I could not even begin to tell you how appreciative and thankful for all you and Primavera have done for me with your help at getting my life back.”

Transport Services



Awarded 2 EV SUVs from TEP

199
Transports
in 8
months

EMERGENCY SERVICES — OUTREACH

Mobile Outreach & Transportation Services

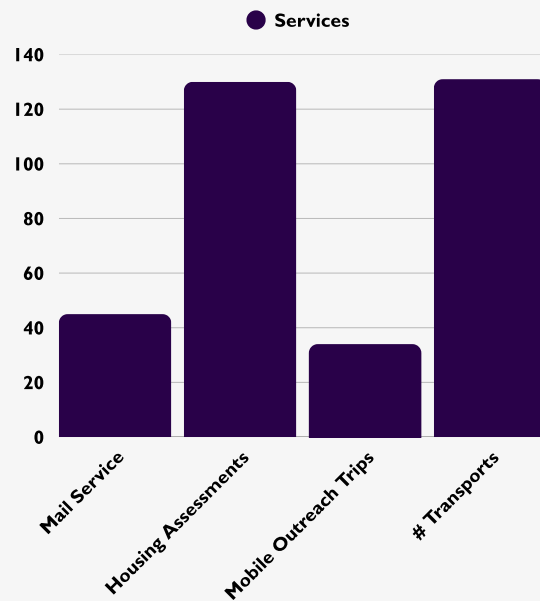
The outreach team also assists with the City of Tucson outreach team, H2O pilot project, STAR Village, and the Sun Tran outreach project for the City of Tucson. In just eight months, the team has completed the following:



1,038
Served in
8 months

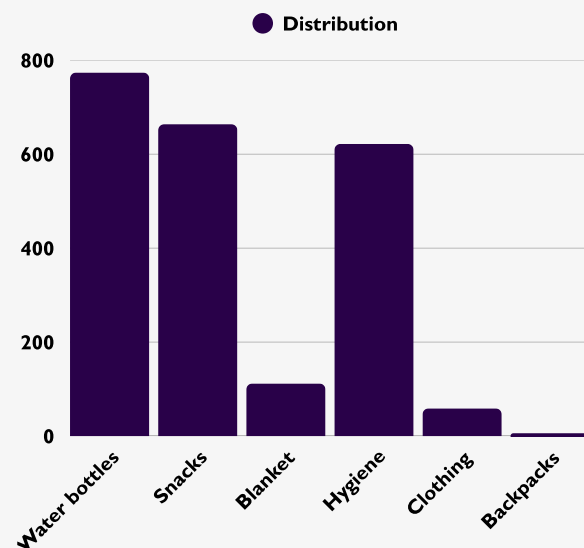
+685
Served in
6 months
with City
Outreach

Outreach Services



Primavera Mobile Outreach and H2O Teams

Supplies Distributed



EMERGENCY SERVICES — OUTREACH

STAR Village

In collaboration with the City of Tucson and Old Pueblo Community Services, on October 15, 2025, Primavera started operating Tucson's first safe outdoor sleeping space for 25 women. STAR Village is designed as a harm-reduction, trauma-informed refuge for women experiencing homelessness. A resident lived experience advisory council was formed and continues to meet. The one-year pilot program centers on safety and healing. For more information or to donate, please go to: primavera.org/star-village/



Primavera Emeritus Board Member Debbie Wong with Primavera CEO Tisha Tallman at STAR Village.



The STAR Village leadership team - City Councilmember Lane Santa Cruz, City Councilmember Karin Uhlich, Mayor Regina Romero, Primavera CEO Tisha Tallman, OPCS CEO Tom Litwicki.



Partial view of STAR Village



Primavera Mobile Showers providing showers at STAR Village

EMERGENCY SERVICES — INTERVENTION AND PREVENTION

Homelessness Intervention & Prevention and Drop-In Center

Opened in 2021, the Primavera Resource Center is a drop-in center offering respite and Homelessness Intervention and Prevention Program emergency services, including rapid rehousing. It is also a designated in-person coordinated entry site.

~ 33K
Touches
Emergency Services



Free food at Drop-In



Resource Center during drop-in hours



Free haircuts by Serve Society

The following are provided at the Resource Center:

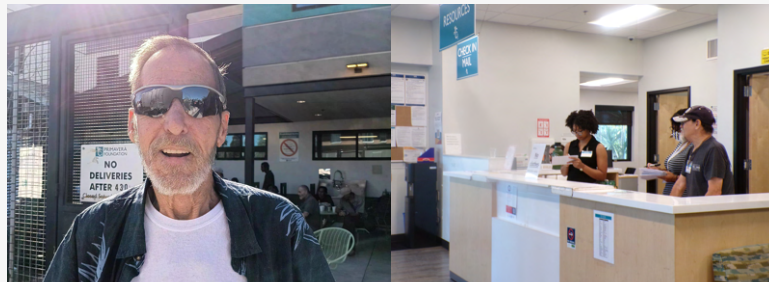
- Respite with food, water, snacks
- Place to gather in community
- Mail services
- Cooling day shelter in the summer
- Housing assessments and follow-up case management
- Rent, utility, flex funds, deposits
- Information & referrals
- Medical & behavioral health care in-house through El Rio Mobile Outreach
- ID & birth certificate services
- Computer, internet, phone access
- Community meeting rooms
- Bathrooms
- Mobile Showers
- Temporary job opportunities
- Pet food & supplies
- Hygiene products
- Clothing, backpacks, blankets
- First aid kits
- Food truck
- Haircuts
- Wash bins
- Bike storage
- Benefits specialist
- Lived Experience Advisory

EMERGENCY SERVICES — INTERVENTION AND PREVENTION

Homelessness Intervention & Prevention and Drop-In Center

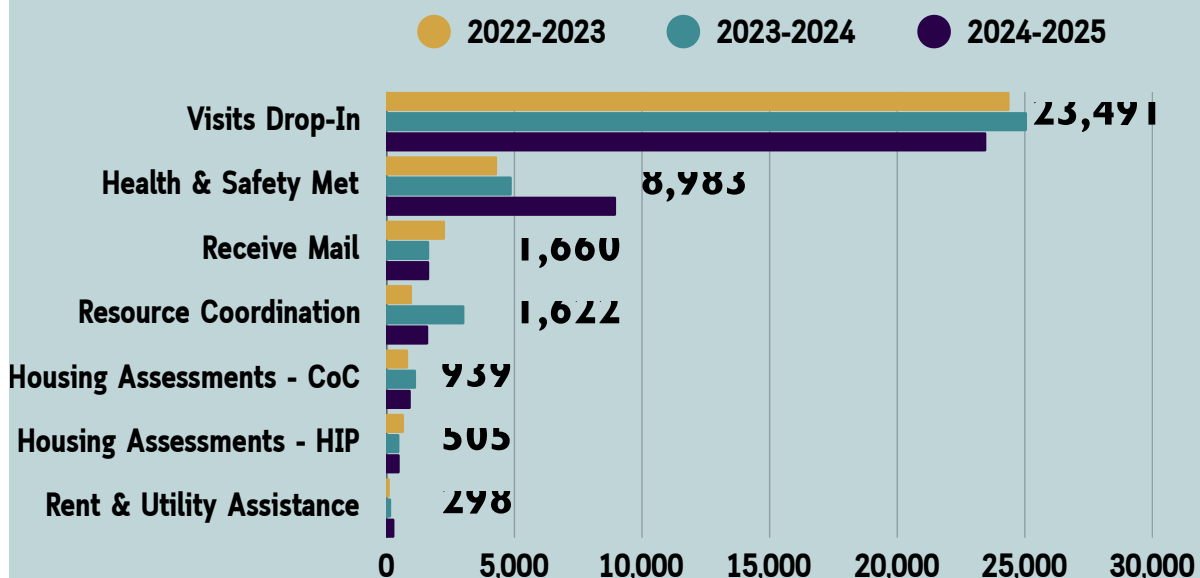
Rapid re-housing more than tripled in size for a portion of the past fiscal year and into the next. In addition, with the assistance of private funding, we doubled the rent, utility, and flex funding available to disseminate to individuals and families, preventing their evictions.

Bradley Morgan had been on and off the streets for nearly 20 years. He nearly gave up before obtaining housing. On that day, he kept saying “Is this real?” He has been housed now for three years. He stopped by Primavera recently to share some good news - he now has new dentures.



Bradley Morgan showing us his new pearly whites!

Primavera staff during drop-in center hours



EMERGENCY SERVICES —

Lived Experience Advisory Council

Established in 2024, the Lived Experience Advisory Council (LEAC) meets regularly, providing input into Primavera's programming and services. This past fiscal year, they also participated in a meeting with a City Councilmember, participated in a speaking event, participated in Toastmasters with Primavera's Resident Advisory Council (RAC), and two of the LEAC members were inducted into the Salvation Army.



LEAC and RAC members at Toastmasters



LEAC member Barbara Abbott at Speaking Event - Community Solutions Forum



LEAC members Carroll Bowman and Caroline Gardner were inducted into The Salvation Army. Carroll as a Corps Welcome Sergeant and Caroline as an Evangelism Sergeant.



Lived Experience Advisory Council (LEAC)

EMERGENCY SERVICES —

SHELTERS

1,065
Served

Men's Shelter

The emergency shelter includes: case management; jobs; medical care; substance abuse; behavioral and medical health; goal setting; laundry; meals; showers; hygiene supplies; clothing; and referrals. A GED program was started in 2024. Casa Paloma residents are also welcome to the GED program. The shelter was added as a cooling center and day shelter this past year. We renovated by adding pony walls for more privacy.



Men's Shelter residents with Lucky the cat.

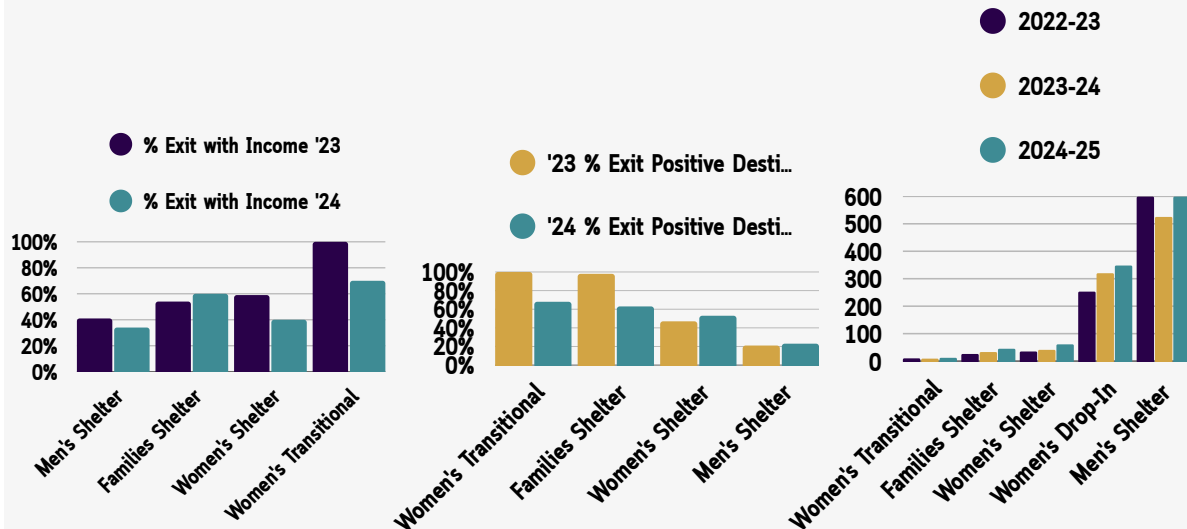
Family Pathways

Family Pathways is a scattered-site emergency shelter program for families of any configuration with minor children who are currently experiencing homelessness.

Casa Paloma & Hospitality Center

Casa Paloma includes emergency shelter, transitional housing, and a hospitality center for unaccompanied women. The center includes laundry, meals, showers, hygiene supplies, jewelry & clothes closet, referrals, job opportunities, and respite. The shelter includes case management, goal setting, educational opportunities, medical appointments, and a community garden. Art and creative movement continue for well-being, belonging, and social connection. We also added a day shelter this past year.

Number Served



Number of individuals served has increased across all shelters.

EMERGENCY SERVICES —

Men's Shelter

Renovations were completed. The Men's Shelter also now serves as both a year-round day center and a summer cooling center.

Before Renovations



After Renovations



Pony walls were erected to create more privacy. Some of the bunk beds still exist. We also have an area for more bunk beds in emergency scenarios to account for greater demand.

EMERGENCY SERVICES —

Casa Paloma & Hospitality Center

We added shading to the outdoor space this past fiscal year. We also increased capacity from 9 beds to 17. In addition, to create home and community and begin a healing journey, the women at the Casa Paloma shelter have the opportunity to make art and jewelry in partnership with the Splinter Collective. In late 2025, the women began training through Eponaquest to assist with trauma and establishing a healing path forward.

The following are provided:

- Respite
- Cooling Center
- Overnight Shelter
- Meals
- Showers & Bathrooms
- Laundry
- Jobs
- Clothes & Jewelry
- Eponaquest
- Art
- Jewelry making
- Case management
- Service providers



New shaded space



Eponaquest Trainer and Author, Linda Kohanov

Creativity adds to the women's well-being, belonging, and social connection.



EMERGENCY SERVICES — VETERANS

Project Action for Veterans

Project Action for Veterans (PAV) provides mobile outreach, housing supportive services, and temporary financial assistance to veterans and their families who are facing eviction or homelessness. Service areas include the following counties: Pima, Graham, Greenlee, Santa Cruz, and Cochise. Offices are located in Pima and Cochise counties.

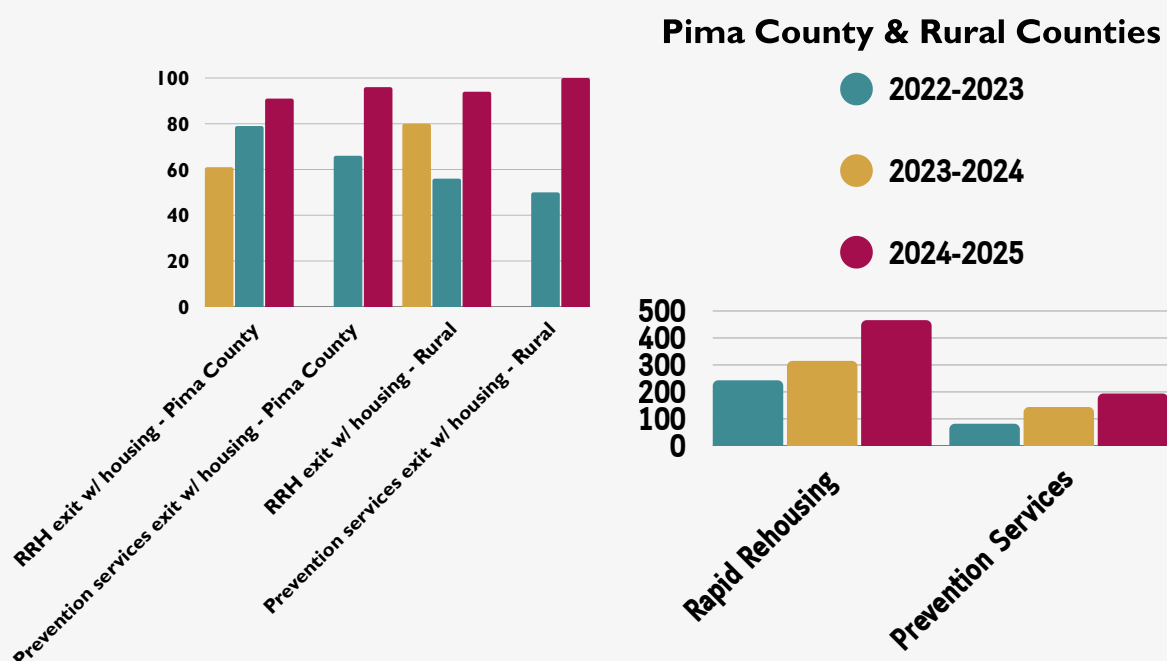
Services include providing or referring the following: VA benefits; job training assistance; healthcare services; daily living services; personal financial planning; income support; fiduciary and representative payee services; legal assistance; and, childcare. Temporary financial assistance is also provided in the form of rent and utilities, deposits, transportation and moving.

660
Served



PAV staff at a tabling event

PAV served more this past fiscal year while maintaining better outcomes than in previous fiscal years. More served with more successful outcomes percentages for sustainable housing exits in Pima County and four rural counties.



WORKFORCE DEVELOPMENT

Established in 1996, Primavera Works provides affordable staffing services for residential and business needs in various industries. It is a low-barrier employment opportunity that also assists with permanent job placement. Case management is provided by a resource specialist.

This past year, we were fortunate to obtain a contract with Ward 6 to assist in clean-ups. We served 268 individuals, of whom 58% left with employment, 59% received a pay increase, and 53% left the program with stable housing. In addition, 26 water harvesting systems were installed by our workers, which had a collection capacity of 45,800 gallons of water.

We added additional job sectors, including pest control and janitorial services.

From May 5, 2025 Ward VI Newsletter:

Neighborhood Clean Up in Partnership with Primavera Works

The Ward 6 Council Office is partnering with Primavera Works to clean up several hotspot areas throughout our community. Primavera Works hires individuals who face significant barriers to employment, such as homelessness, incarceration, or other life challenges. They began the clean up at end of April, and pictures below show some of their recent work. We are proud of this partnership and grateful to Primavera Works for their help in making our neighborhood cleaner!



268

Participants enrolled in work experience/classes and case management.

58%

of participants left the program with employment

53%

of participants left the program to stable housing

59%

of participants left the program to a job with increased wages.



Primavera staff Karen Caldwell and Lupita Rodriguez at the Second Chance Job & Resource Fair

Ward 6
newsletter
highlighting
our work

SAFE, AFFORDABLE HOUSING

We completed renovations at Five Points & Alamo properties. We started renovations at Paradise Motel. We took back **an owned property** from a leasing non-profit to increase our housing units by 17 additional units.

Primavera owns 12 permanent, safe and affordable rental properties. Eight of the properties are multi-family complexes. This includes 145 units that house about 205 individuals and 151 heads of household.

Resident Services support individuals through goal setting and personalized resource plans. The rental properties include rental homes and rental apartments. The following are Primavera properties:

- Catalina House
- Alamo Apartments (common space remodel)
- Adelante (took back the property)
- Five Points (common space remodel)
- Las Casitas Apartments
- Las Abuelitas Family Housing & Community Center
- WIT House
- Winstel Terrace Apartments
- Two homes
- Duplex

Resident offerings/services include:

- Communication (email and phone issues)
- Education
- Employment
- Family Relations
- Financial Stability
- Health
- Housing
- Interpersonal Relations
- Legal
- Material Assistance
- Personal Identification
- Public Assistance
- Substance Abuse Treatment
- Transportation



Resident Advisory Council meeting

The Resident Advisory Council, which started in 2024, continues to meet. They completed Toastmasters and continue to self-advocate for services and programs on behalf of all residents. They provide invaluable feedback and input, and assist in co-creating future programming.

\$547.07/ month

Average
Primavera monthly rent across all
properties

The average Tucson rent per month is \$1,597. The average South Tucson rent per month is \$980.

SAFE, AFFORDABLE HOUSING

Five Points and Alamo Renovations Completed

Five Points and Alamo renovations are complete. The renovations include a shared kitchen and community space.

Before Renovations



After Renovations



Updated and modernized for resident convenience and comfort.

SAFE, AFFORDABLE HOUSING

Paradise Motel Renovations

Paradise was purchased in 2023 with a grant from the Bezos Day 1 Families Fund. Renovations continue. The 41-unit building is being redesigned to house 30 families and 6 individuals. Renovation will continue into the coming fiscal year.

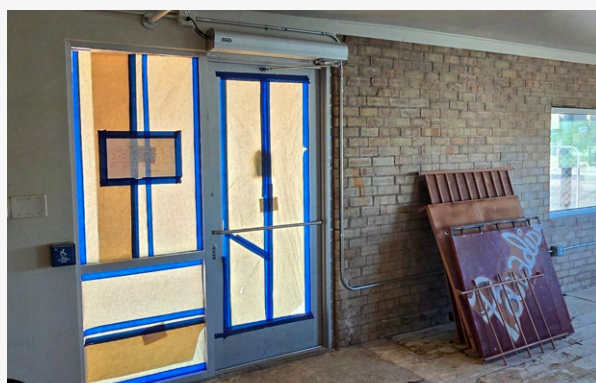


Mini splits added

The main awning and the non-functioning and dilapidated fountain were removed. This improved the property's watershed. The main office was overhauled with flooring and wall removal. The cooling system was replaced. A sprinkler system was added throughout. An ADA compliant storefront was added. Utilities were modernized and the hot and cold water lines were replumbed. New windows were installed throughout the property.



Sprinkler system installed



Office renovations

COMPREHENSIVE COMMUNITY DEVELOPMENT -

Recognition

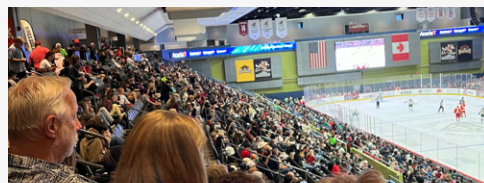
Primavera's approach to comprehensive community development involves community service and engagement on a number of levels. This past fiscal year, we were involved with over 200 events, tripling previous engagement. It included being involved in recognitions, Cafecitos, coalition meetings, convening coalition meetings, neighborhood fairs, job fairs, cultural celebrations, partnership development, health screenings, workforce development workshops, faith-based speaking events, interviews, and much more.



NW Tucson Multi-Faith Fellowship - Primavera was one of five nonprofits recognized.



Primavera was named nonprofit of the month at Lutheran Church of the Foothills



Primavera was nominated by our peers as Favorite Nonprofit - Tucson Roadrunners. Primavera was also chosen at the Charity of Choice for the El Lasso Night for the Tucson Roadrunners.

COMPREHENSIVE COMMUNITY DEVELOPMENT -

Special Projects

AHCCCS H2O (Housing and Health Opportunities) Pilot Project - Primavera is one of about eight organizations statewide to participate in this program that provides housing-related services and supports to certain Medicaid members experiencing homelessness or at risk of becoming unhoused.



Primavera Mobile Outreach team conducted information outreach to the **Sun Tran** riders at all three transit centers and 20 bus stop locations. Outreach efforts were funded by the City of Tucson.

In 2025, a LIHTC project, **Belvedere Terrace**, will have 72 units for 55+ individuals. Primavera will refer and case manage for 22 of the units.

Primavera CEO Tisha Tallman presents the results of the **Community Improvement Measurement Survey** to the City of South Tucson City Council.

Primavera has administered the resident climate survey every three years since 2013.



President of Newport SW David Wohl and Primavera CEO Tisha Tallman



Primavera CEO Tisha Tallman addressing the City of South Tucson City Council

COMPREHENSIVE COMMUNITY DEVELOPMENT -

A critical approach to community outreach and engagement involves our faith-based community. Primavera engages with approximately 30 churches annually. They are vital to our meals team program at our Men's Shelter and so much more. We also engage the broader community in cross-sector collaborations, information, and coalition meetings with other nonprofits.

FAITH-BASED



Community Convenings



PRIMAVERA PRESENTS
Community Solutions on Housing and Homelessness
A cross-sector collaborative convening

Cafe Santa Rosa Banquet Room
2615 S 6th Ave, Tucson, AZ 85713

Tuesday, May 13
8:30 am - 12 pm



To RSVP, please scan this QR code or use the link:



Agenda:
8:30 - 8:45: Light breakfast
8:45 - 10:30: Homelessness and Housing expert panel
10:30 - 10:45: Break
10:45 - Noon: Breakouts

Expected Outcomes: You will leave the event with tangible ways YOU can contribute to the reduction of poverty in Tucson.

To request an accommodation or for inquiries about accessibility, please contact anguyen@primavera.org.



COMPREHENSIVE COMMUNITY DEVELOPMENT -

Being in community, by providing information, support, and engagement, where we are invited.

TABLING



League of Women Voters



Tucson Book Festival



Cyclovia



Career Fair - U of Arizona



Hope at the Park



EVENTS



Veterans 5k



La Capilla Garden



Annual Homeless Memorial



Annual Primavera Invitational Golf Tournament

HOMEOWNERSHIP AND FINANCIAL EDUCATION

HUD-certified staff members provide one-on-one counseling, information, and educational workshops to help build savings, get out of debt, improve credit scores, and achieve homeownership. Both financial education and homeownership classes are provided in English and Spanish. This past fiscal year, we almost tripled the number of homes closed by families using our services, going from 10 to 27 homes purchased for an economic impact of \$6.3 million.

The Montoyas, first-time home buyers



"I don't even know where to begin to express my gratitude for everything you've done to make this dream of ours come true. . . Thank you for making this small family's dream come true of owning a home."

391

Total number of participants enrolled in financial capability training and coaching.



Ms. Parra, first-time home buyer

211

Total number of participants enrolled in homeownership outreach, counseling, and training.

21

Total number of families who purchased homes

\$6.3 MILLION

Economic impact of 27 purchased homes.

FUNDRAISERS

We feel especially blessed for all the donations and events that commemorate the lives touched. Thank you for your gifts!

Jim Click Raffle

Giving Tuesday

**Tucson Rotary Club
Classic Car Raffle**

Arizona Gives Day

**Business Percentage
Nights**

Year End Campaigns

Yogi -
Margarita Bauza, COO



T-shirt Sales



EveryoneRuns 5K



Operation Food Security



Holiday Music



Water. Rest. Shade Campaign



DONATIONS

We feel especially blessed by all the donations. Thank you for your gifts!

We are thankful for our nearly 800 individual donors; numerous private and family foundation grantors; corporate grantors; and federal, state, and local government grantors.

We could not serve our community without all of you!!



Arizona Bowl



Vantage West



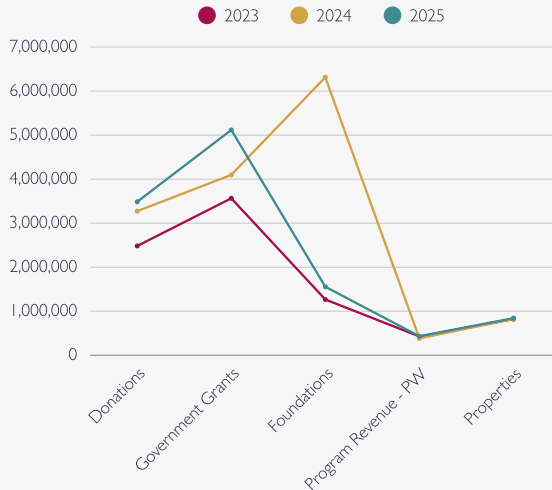
Holiday Donations for HIP



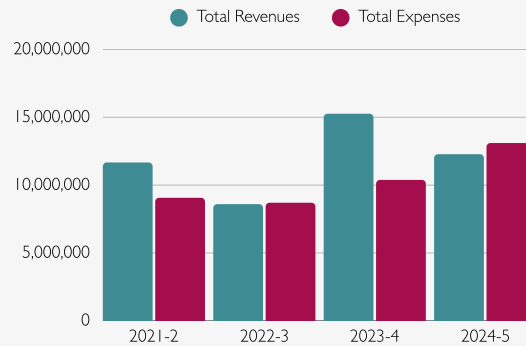
Streams Charity Bridge Club

FINANCIAL HIGHLIGHTS

3 YEARS OF REVENUES

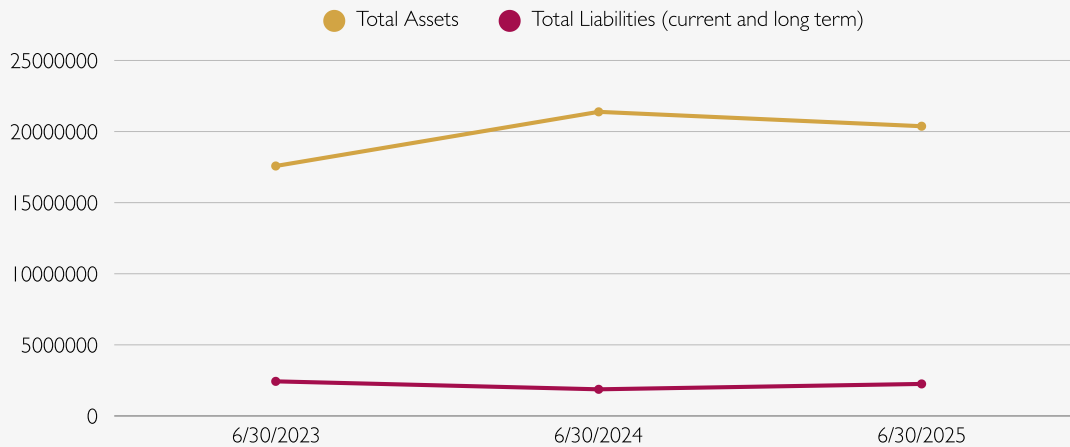


3 YEARS REVENUES VS. EXPENSES



- Revenue is higher in donations and government grants. Revenue is slightly higher in Primavera Works and properties.
- Private foundation grants came down from the large \$5 million grant received in a lump sum in 2024. Overall, grant funds slightly increased aside from that gift.
- Revenues did not exceed expenses this past year due to previous year recognition of revenue from a private foundation grant received in FY 2023-2024.

3 YEARS ASSETS VS. LIABILITIES



- Total Assets far exceed liabilities (current and long term combined)
- As of 6/30/2025 Assets were \$20,375,426.35 and Liabilities were \$2,252,347.86.

STAFF

With 110 Primavera employees, we can carry out the depth and breadth of our programming and services.

A Human Resource Department was created in 2022. It has expanded to include benefits, payroll, training, and a professional development department. We pride ourselves on the packages offered to our employees and the opportunity for advancement with the addition of layered promotions in 2023 and 2024.

With an increased need for development and training, given the vulnerable population we serve and the increased violence in our communities, we created an in-house training opportunity for all employees. Because our trainer has a masters in social work (MSW), we can provide internships to MSW candidates. As such, we added an MSW candidate internship, starting with 7 interns from ASU.

In 2024, some of the officers and directors participated in leadership training called Eponaquest. The training is conducted by the author and trainer, Linda Kohanov. The horses are used in a portion of the training to assist in trauma-informed care of our participants.

In 2026, all employees will have access to an additional educational platform - Relias.

Staff benefits:

- Health insurance
- 401(k)
- Education & Professional development (degrees, certifications, conferences) reimbursements
- Relias platform access
- In-house training
- Night shift differentials
- Haz pay for direct services
- Internal peer awards
- Internal communications newsletters and communications hub

In-house training:

- Burnout Prevention
- Non-Violent Crisis Intervention
- Trauma-Informed Care
- Motivational Interviewing
- Case Management
- CPR/1st Aid
- Aiming for Allyship Training Series
- Eponaquest Managing Emotions
- Eponaquest Advanced Social Intelligence
- Eponaquest: The Five Roles of the Master Herder
- Financial Trauma
- Human Trafficking 101
- QPR Gatekeep Training (Suicide Prevention)
- Suicide Prevention for Veterans
- Transitioning from Peer to Boss
- Mental Health First Aid



Primavera staff Karen Caldwell at Eponaquest - leadership training that uses horses. The training was conducted by Linda Kohanov, author and trainer.



Staff Training



Staff Appreciation Party

VOLUNTEERS

Volunteers are an integral part of us. Our reach is expanded with 120 volunteers and approximately 30 churches.

We appreciate the assistance... handmade items, meal service, meal preparation, meal and snack lunch donation, clothes donations, assistance at all our facilities, and more.

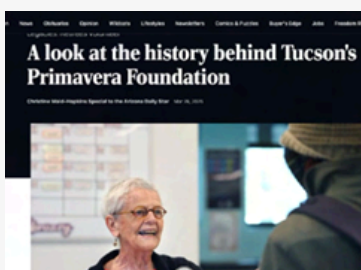
THANK YOU!



Volunteers and Primavera staff at Appreciation Party, including Susan Tarrence, Primavera Board of Directors member



Co-founder Nancy Bissell with former Primavera Board member Holly Lachowicz



Sunflower Community Finds Purpose in Giving



When Sunflower community residents Maria and Mounen Shalga first arrived in Arizona in December 2018, they were looking for ways to give back.

They learned about the Primavera Foundation through an ad in the local newspaper and within days, assembled 10 bags with winter hats, jackets, McDonald's gift cards, and other small items for Primavera participants. This gesture had a direct, positive impact on Primavera participants and inspired the Shalgas to recruit others in their 500-member community.

BBQ chicken dinner leads to years of service for this Primavera volunteer



St. John on the Desert Donates Critical Items to Primavera



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Primavera staff Lupita Rodriguez and Kristina Abril out in the community.



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www.primavera.org

Primavera is co-creating pathways out of poverty through outreach, housing, workforce development, comprehensive community development, and homeownership and financial education.

Read more about us at

PRIMAVERA.ORG
