



An Affiliate of the
CANCER SUPPORT COMMUNITY



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Empowered by **Knowledge**,
strengthened by **Action**,
sustained by **Community**

“...Each decision we face, we ask ourselves: Does this help and move forward our work on behalf of families facing cancer?...”



Laura Varon Brown

Dear Friends,

Reflecting on the past few years, **I feel such gratitude for the support, hard work, discipline and commitment it has taken to position Gilda's Club Metro Detroit as the premier provider of psychosocial support for anyone facing cancer in southeast Michigan.**

An affiliate of the Cancer Support Community, a global network dedicated to providing education, support and wellness options, Gilda's Club Metro Detroit is steadfast in the commitment that no one faces cancer alone. And equally determined that our program continues to be no cost to anyone we serve.

The past few years have not been easy. As our supporters were emerging from the economic downturn, and working to shore up their own financials, Gilda's Club did the same. With the challenges and changes these difficult years brought, we emerged stronger and more determined. We became laser-focused on those we serve. **Each decision we face, we ask ourselves: Does this help and move forward our work on behalf of families facing cancer?**

Our purposeful volunteer Board of Directors, staff and volunteers circled the wagons with grit and an approach that embraced positive and meaningful relationships, partnerships and lasting friendships. Our resolve has brought structure and planted seeds that will grow beautifully for years to come.

We are strong and getting stronger. Our program offers more than 150 options for families facing cancer. Whether you are diagnosed or the family member, child or friend of someone in this fierce fight. **Gilda's Club Metro Detroit** provides the tools and warm embrace to build confidence to face cancer head on. The confidence to carry your own families through this battleground. With a powerful research institute at our side, our work is based on real data, real results and immeasurable impact.

This impact is profound. We see it every day.

With gratitude for your role,

A handwritten signature in black ink that reads "Laura".

Laura Varon Brown
Executive Director & CEO
Gilda's Club Metro Detroit

Cancer support for the whole family. The whole time.

Our Board of Directors



Board of Directors

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*2016 Board of Directors

Snapshot

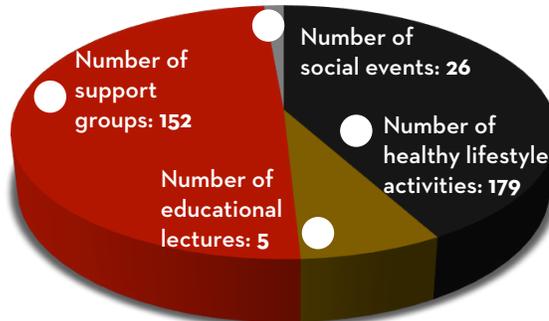
2011 THROUGH 2014

2011 Revenue

Corporations and Foundations:
\$83,822 (18%)
Special Events:
\$272,238 (58%)
Contributions:
\$115,933 (24%)

Total: \$471,993

2011 Allocation of Program Services



2011 Total Clubhouse Visits

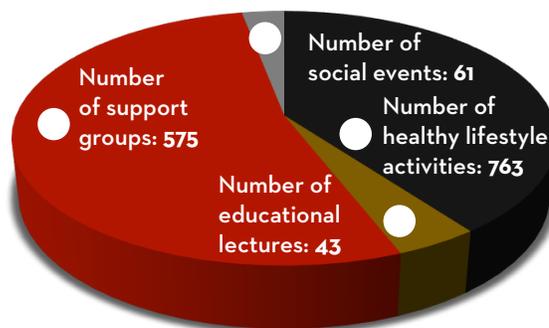
8,102

2012 Revenue

Corporations and Foundations:
\$99,266 (17%)
Special Events:
\$286,592 (50%)
Contributions:
\$192,603 (33%)

Total: \$578,461

2012 Allocation of Program Services



2012 Total Clubhouse Visits

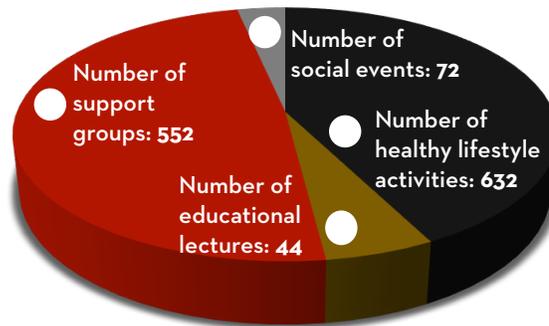
8,742

2013 Revenue

Corporations and Foundations:
\$87,191 (14%)
Special Events:
\$412,024 (68%)
Contributions:
\$106,027 (18%)

Total: \$605,242

2013 Allocation of Program Services



2013 Total Clubhouse Visits

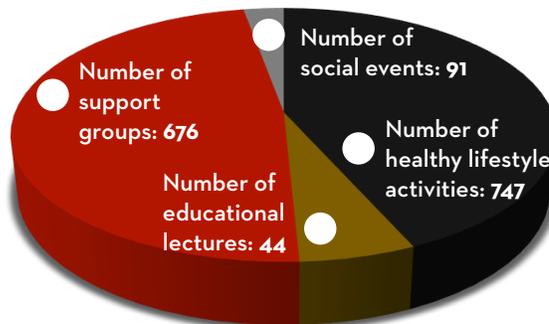
10,529

2014 Revenue

Corporations and Foundations:
\$207,047 (15%)
Special Events:
\$474,563 (36%)
Contributions:
\$650,568 (49%)

Total: \$1,332,178

2014 Allocation of Program Services



2014 Total Clubhouse Visits

11,638

*2014 contributions revenue includes \$430,514 insurance flood reimbursement revenue

Program Highlights

In 2015, we held

905

support groups

66

educational lectures

126

social events

1,038

healthy lifestyle activities

Additionally

Total clubhouse visits

8% +

Program offerings

14.2% +

New members welcomed

280

Currently support more than

1,500

active participants



Club Red

Our Club Red Youth Council is a group of teens from the surrounding community, who meet once a month to discuss volunteer opportunities in the clubhouse and plan special community events for our members. Every summer, they also help host our annual Camp Sparkle for children touched by cancer in anyway - either diagnosed themselves, have a loved one diagnosed or who have lost someone to cancer.

They volunteer at various lectures, holidays and family events throughout the year, which really allows them to make an impact on our community while experiencing the true value in philanthropy as young adults.





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Hospital Partnerships

Beaumont

In 2015, we continued our strong offsite partnership with Beaumont - Farmington Hills (formerly Botsford Cancer Center). Our program there consists of a weekly 'Life After Treatment' support group, a weekly yoga workshop and a weekly art therapy workshop. We are thrilled to be able to serve members in the community who may not be able to get to our clubhouse.

In 2015, we served 561 participants at our offsite locations. We welcomed 56 new cancer patients. We held 52 support group sessions and 104 workshops.

561

participants
at our offsite
locations

56

new
cancer
patients

52

support
group
sessions

104

workshops

Other valued partners

- DMC Children's Hospital of Michigan - Detroit
- Van Elslander Cancer Center - Grosse Pointe Woods
- Beaumont - Dearborn

Our Volunteers

Gilda's Club Metro Detroit volunteers are generous, compassionate and hard-working. Thank you to all the people who generously give of their time, talents and resources to help support those touched by cancer.

More than 200 volunteers provide 1,313 hours of service. They help to support our program through organizing workshops, assisting at events, outreach and administrative help.



200
volunteers

1,313 hours
of service



Bras for a Cause

Gilda's Club Metro Detroit celebrated our amazing cancer survivors during the 7th annual Bras for a Cause on October 3, 2015 at the Royal Oak Music Theatre.

More than 400 guests sampled delicious cuisine from many local restaurants, listened to music, bid on amazing silent and live auction items and the highlight of the evening was watching our amazing breast cancer survivors strut their stuff on the runway. The fun-filled evening raised nearly \$89,000 for the cancer support program at Gilda's Club.

nearly
\$89,000
 raised in 2015



BREAST CANCER DOES NOT DISCRIMINATE
 While rare, a diagnosis in 20s or 30s brings a whole different set of challenges

2015 Events

March - Donor Appreciation Reception



Our annual celebration at Gilda's Club that welcomed new friends and honored those who have played a heartfelt role in support of our mission. Donors got to see firsthand how their investment in our community is changing lives.

May - Gilda's Big Night Out



Gilda's Big Night Out **raised more than \$125,000** for Gilda's Club and our courageous cancer community! We couldn't have asked for a better night as nearly **450 attendees supported our event**. We were proud to pay special recognition to Chief Financial Credit Union who was presented with the 2015 Founders Award. The Cleaning Authority received the 2015 Program Support Award. Lynn Koch was presented with the 2015 Volunteer Award. The 2015 Media Award was given to Julie Yolles. (c) 2015 Rena Laverty Photography

September - Gilda's Walk & 5K Run

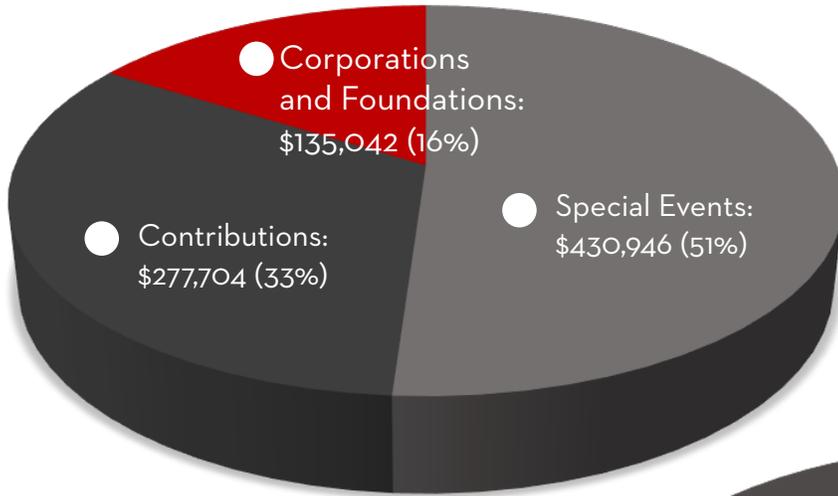


The 22nd Annual Gilda's Family Walk & 5K Run featured a beautiful walk and certified 5K run through Royal Oak that had a special stop along the way - Gilda's Club! In 2015, we celebrated more than **1,000 participants raising more than \$150,000!**

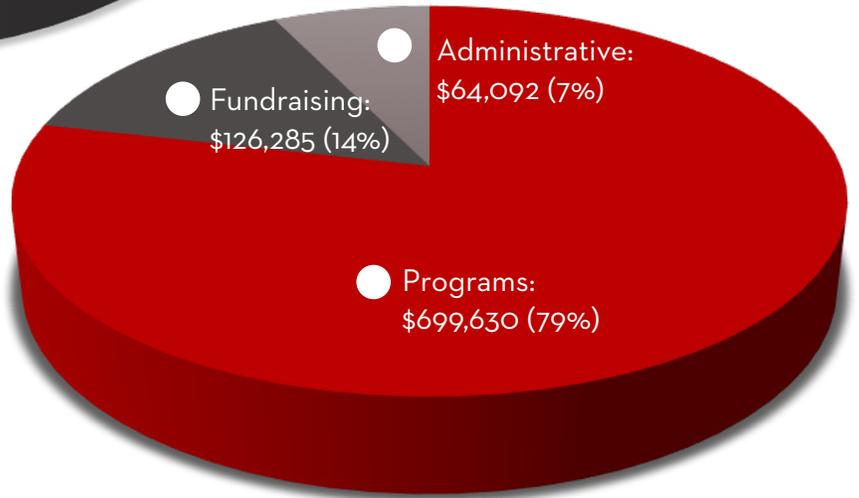
2015 Financial Overview

Gilda's Club relies on the metro Detroit community for support. All programs are free. Gilda's Club Metro Detroit is proud of the way it manages and safeguards the general contributions we receive from individual donors, corporations and other organizations. **Nearly 80% of the dollars spent are directed to program services.**

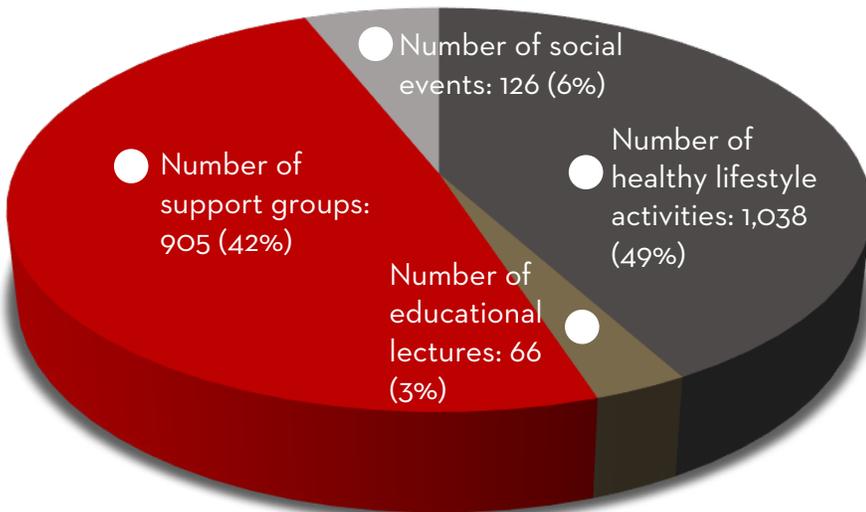
2015 Revenue



2015 Expenses



Allocation of Program Services



Nearly
80%
of the dollars spent are directed to program services.

Gratitude to our donors

The following individuals, corporations and foundations and organizations generously donated \$250 or more during the calendar year January 1 - December 31, 2015

\$50,000 +

Artichoke Garlic Foundation
Pam & Kenneth Lester

\$25,000 - \$49,999

Cooper Standard Foundation, Inc.
Molinello Family Foundation
Princeton Management and
Nicole & Matt Lester

\$10,000- \$24,999

Cancer Treatment Center of America
Jennifer Lester and Kim LeMaire
Live Nation Worldwide Inc.
Sinai Medical Staff Foundation

\$5,000- \$9,999

Albert & Doris Pitt Foundation
AXA Foundation
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The Cancer Support Community
Detroit Red Wings Foundation
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Tracey & Al Papa
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\$2,500- \$4,999

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Van Elslander Cancer Center
Loree & Rodger Wasserman
Amy & Ron Weiner

Gratitude to our donors

continued

\$500-\$999

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Gratitude to our donors

continued

\$250-\$499

continued

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Ronald Yolles
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*All of our donors are valuable to our mission; we apologize for any omissions or errors in this list. If we have inadvertently omitted or misspelled your name, please let us know so we can make the correction.



Cancer support for the whole family. The whole time.

Gilda's Club Metro Detroit Staff

Laura Varon Brown
Executive Director & CEO

Kim Colley, LLMSW
Program & Community
Outreach Manager, PT

Meghan Mair Crosslin
Director of Marketing & Events

Liz Femminio
Program & Volunteer Manager

Grace Leone
Director of Finance & Operations, PT

Meghann McEvoy
Development Manager, PT

Erica McNeely, LMSW
Program Director

Megan Nikolich, LLPC
Program & Family Initiatives Manager

Sharon Transit
Administrative Assistant, PT

Laura Wakefield
Development Associate, PT



An Affiliate of the
CANCER SUPPORT COMMUNITY
A Global Network of Education and Hope

So no one faces cancer alone

Gilda's Club Metro Detroit

3517 Rochester Road., Royal Oak, MI 48073

Phone: 248.577.0800

www.gildasclubdetroit.org

Our Mission: Gilda's Club Metro Detroit ensures that all people impacted by cancer are empowered by knowledge, strengthened by action and sustained by community. Our organization creates welcoming communities of free support for everyone living with cancer – men, women, teens and children – along with their families and friends.