



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



Ensuring no one faces cancer alone.



"Everyone needs a place." That's what Detroiter and comedienne Gilda Radner said when she was facing a cancer diagnosis that seemed insurmountable. Gilda's Club Metro Detroit is that place.

"All those people who have become friends, all different ages, all at different stages of cancer, all fighting. How brave we all are together. I just felt them all around me, and it made me be braver. The same way people in gangs can do things that the individual could never do alone, the gang of us fighting cancer makes us all stronger."

Gilda Radner, our namesake and SNL comedienne

“...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



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Snapshot

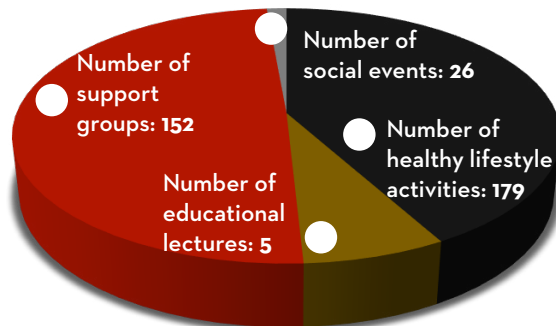
2011 THROUGH 2014

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**

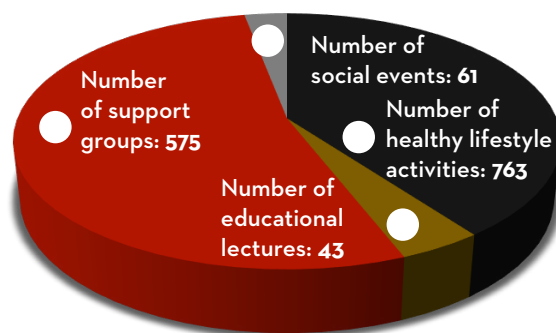
8,102

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**

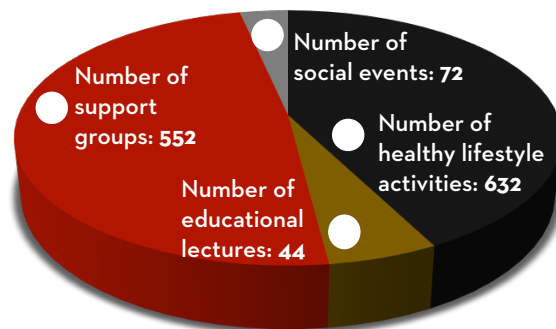
8,742

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**

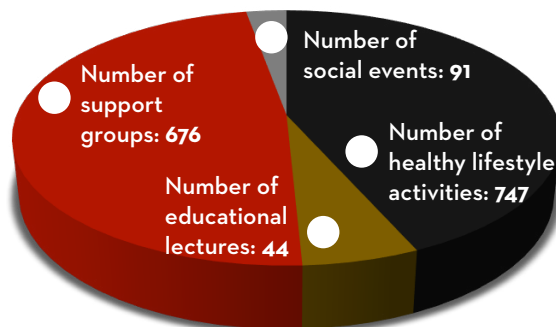
10,529

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



MEET

Sharde

Gilda's Club member



In 2009, Sharde was in college, working full time, all while pursuing her passion for a professional dance career. That October, she was diagnosed with Non-Hodgkin's Lymphoma. Her whole life came to an abrupt stop. Recovery became everything. During treatment she was at home with her mother, ostracized from the world. She felt alone, like everything was moving on without her. She was lost and desperately needed something to connect to.

"All my options for support were for people much older or younger than me. Or they weren't in Michigan. Or they only existed on the internet," she said.

Sharde is a social butterfly. She needed to be around people. And she needed these people to know the impact of everything she was going through. She was up and down physically and mentally. And, up and down spiritually.

She found the website for Gilda's Club Metro Detroit because they offered a support group for young adults. "I found a place to feel safe, to feel

uplifted and understood. I found a place to wear a happy face or an angry face. Whichever one was real today," she said.

It was February of 2011 and she received a bone marrow transplant. She spent this year and the next recuperating from it and the many side effects.

"I am blessed and grateful to be cancer free today but anyone who has experienced cancer or been close to it will tell you that its impact on you lasts much longer than a few years of clean scans. It's more of a reverberation in life that ripples till it reaches the shore."

"I'm being honest when I say that Gilda's Club is irreplaceable. It's hard for me to imagine making it through all these years without the support I've found here. Joining is one of the best decisions I've ever made and I thank God for everyone who has contributed to keeping the lights on in the beautiful clubhouse."

"I'm being honest when I say that Gilda's Club is irreplaceable. It's hard for me to imagine making it through all these years without the support I've found here..."

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.





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
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locations

56

new
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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

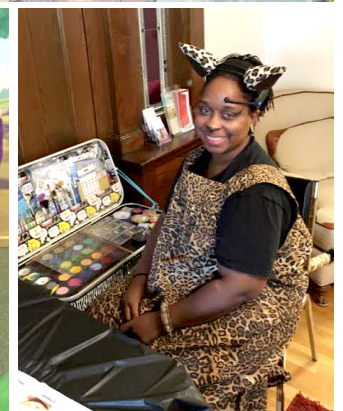
Gilda's Club Metro Detroit volunteers are generous, compassionate and hard-working. Thank you to all the people who generously give of their time, talents and resources to help support those touched by cancer.

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



MEET

Bethanie

Gilda's Club member



Bethanie first came to Gilda's Club three months after she graduated college, with a diagnosis of Hodgkin's Lymphoma. She drove from Shelby Township to attend the Look Good... Feel Better program with another cancer patient she had met at the doctor's office.

Bethanie joined Gilda's Club and regularly attended the Young Adults Support Group. It was in this group that she found her new normal and her new family.

"Gilda's Club is there for the newly diagnosed who just want someone who understands the lingo of the world they have been thrown into," Bethanie said. "It's for the survivor who is struggling to find their new normal after treatment and find a sense of comfort inside the red doors." Bethanie can't imagine her life without the Gilda's community. She has been a member for eleven years and now her family of four attends the Family Fun Days and her son and daughter participate in the children's creative

writing and dance workshops, the Open Play for Toddlers and Camp Sparkle.

"Gilda's Club means everything to me," Bethanie said. Bethanie feels that Gilda's Club has helped her children to become compassionate as well. "The support has been invaluable for my children," Bethanie said. "They have been exposed to Gilda's Club and the world of cancer since day one."

Bethanie gives back to Gilda's Club by chairing and participating in a large fundraising event – Bras for a Cause. She loves how the Art Bra Models, all breast cancer survivors, become empowered while on stage.

"Every dollar raised from the amazing Bras for a Cause event goes to keep those red doors open at Gilda's Club Metro Detroit. Because of our founder and my dear friend Shannon Lezzi's vision, the event has raised more than a half a million dollars."

...“Gilda's Club means everything to me,” Bethanie said. Bethanie feels that Gilda's Club has helped her children to become compassionate as well. ...



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

313.222.6670 features@progress.com www.progress.com Sunday, October 18, 2015 Detroit Free Press

MiBestLife

BREAST CANCER AWARENESS SPECIAL SECTION

The pain nagged at Alexandra Miller. Then, she found a lump. When Miller, then a 22-year-old chemical engineering student at the University of Michigan, talked to her doctor about the symptoms in her right breast to June 2014, she was assured it was probably nothing. She had an ultrasound to be certain, the test picked up nothing, and yet, as the summer marched on, Miller knew that what she felt was anything but normal.

Her right breast "was red, and swollen and hard, and about double the size of my left," she said. "All of the lymph nodes under my arm were huge. I couldn't even put my arm down without it hurting, really."

She went back to the doctor and saw a breast surgeon, but was universally dismissed — despite a family history of breast cancer.

"They were like almost mocking me and laughing at me, saying I was being ridiculous because I was so young," Miller, who grew up in Macomb Township, "They made me cry. I just knew something wasn't right."

By the time she finally was diagnosed with inflammatory breast cancer in October 2014, it had advanced to stage 3 and had spread to her lymph nodes.

Having breast cancer at such a young age brings a unique set of challenges, and among the first of many hurdles Miller and other women have to jump is simply getting a diagnosis.

Statistically rare
Statistically, it is very rare for a woman to develop breast cancer in her 20s, said Dr. Ois Brasley, chief medical officer for the American Cancer Society and a professor at Emory University in Atlanta.

For women Miller's age, just 1.4 in 100,000 annually will be diagnosed with breast cancer in the U.S., said Brasley, who grew up in Detroit's west side and is a member of the Centers for Disease Control and Prevention's Advisory Committee on Breast Cancer in Young Women.

"Sometimes doctors will have a patient who has a

KRISTEN JORDAN SHAMUS
"They were like almost mocking me and laughing at me, saying I was being ridiculous because I was so young," Miller, who grew up in Macomb Township, "They made me cry. I just knew something wasn't right."

SYMPTOMS OF BREAST CANCER, 2E.

Breast cancer survivors Alexandra Miller, 21, right, and Samantha Stockloff, 24, left, Bras for a Cause Miller designed a University of Michigan-themed bra, honoring her school. Stockloff created a Detroit Tigers-themed bra.

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

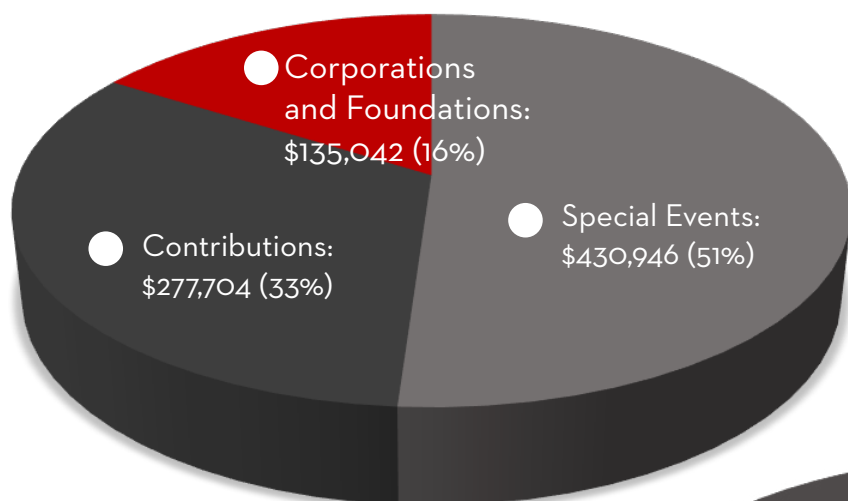


The 22nd Annual Gilda's Family Walk & 5K Run featured a beautiful walk and certified 5K run through Royal Oak that had a special stop along the way – Gilda's Club! In 2015, we celebrated more than **1,000 participants raising more than \$150,000!**

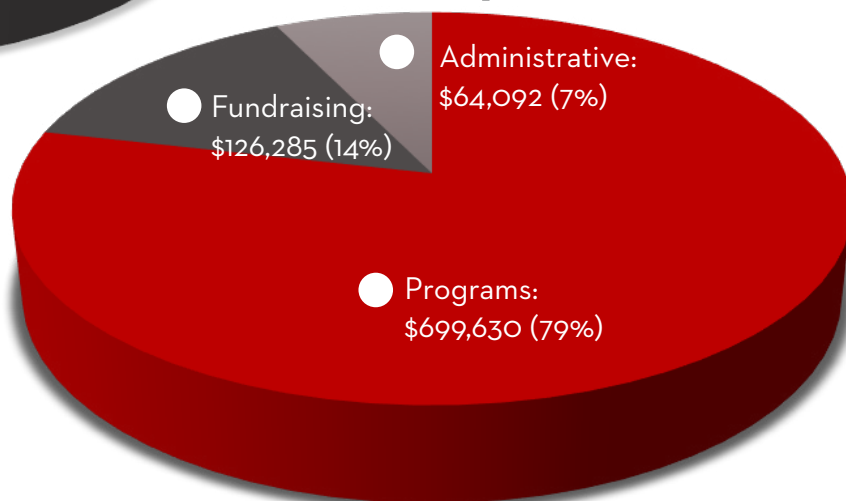
2015 Financial Overview

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.**

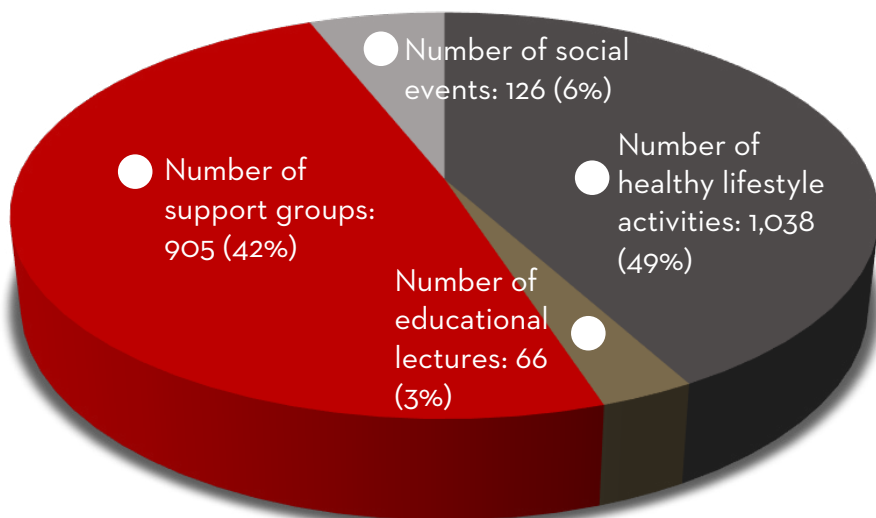
2015 Revenue



2015 Expenses



Allocation of Program Services



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

MEET

John

Gilda's Club member



John became a member of Gilda's Club Metro Detroit in August of 2000, two months after he received the diagnosis of Multiple Myeloma. Since that time he has become very active within the clubhouse, becoming a leader in his networking group, a board member, and one of the top fundraisers for Gilda's Family Walk and Run. "Over the 12 years that I have been doing the walk, our teams have raised around \$80,000."

John first started his team as a way to thank Gilda's for the support that he had received from within the clubhouse. "It's all a giveback for what Gilda's has done for Jan (his wife) and I, and our family." In fact, his family has become a crucial part of his team, recruiting more members, as well as donating money themselves. John has successfully been able to grow his team by getting family and friends excited about

the annual walk through word of mouth. He has also recruited his other Multiple Myeloma networking group members to join. "The first year my team was three or four people, and last year we had more than 100 people on our team." Having a core group of individuals to help with networking is also beneficial.

John's passion for Gilda's Club relates back to what he has received from his membership here. "My group is a constant source of information. Knowledge is power and it takes away the feelings of apprehension." He finds that what he learns in group prepares him for upcoming doctor appointments as well as inspires him. "It's great to see new people come to the group nervous and within a few months they become mentors for newer members."

John's passion for Gilda's Club relates back to what he has received from his membership here. "My group is a constant source of information. Knowledge is power and it takes away the feelings of apprehension."

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

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Cancer support for the whole family. The whole time.

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Grace Leone
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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.