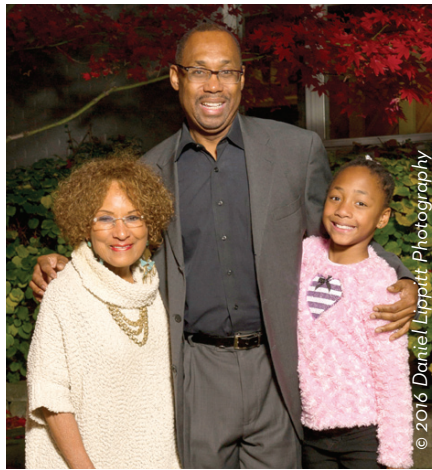




An Affiliate of the
CANCER SUPPORT COMMUNITY



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

2016



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

...All of us at Gilda's Club are forever mindful of what our visionary Gilda Radner believed. Everyone needs a place...



Dear Friends,

2016 was a year of such purposeful momentum. This was the year we stopped looking back at brutal economics, putting setbacks in the rearview mirror.

We paid off more than three quarters of our \$500,000 mortgage with the full payoff just months ahead. Our "Burn the Mortgage" campaign began with the expression of a dream and quickly became a passion that was embraced by our wonderful volunteer Board of Directors, business and community leaders, members and staff.

The most important measurement of course is who we serve. **The number of new members coming through our doors increases each year - and with them, unique and changing needs.** As our members evolve, so does our programming at Gilda's Club Metro Detroit. Our focus on wellness and healthy lifestyle options has been sharp and rewarding.

I feel such gratitude to lead our work at Gilda's. We continue to be the premier provider of psychosocial support for anyone facing cancer in southeast Michigan. Gilda's is an affiliate of the Cancer Support Community, a global network dedicated to providing education, support and wellness to anyone facing cancer..

Our more than 150 unique options for men, women and children facing cancer or supporting a loved one or friend, continues to be no cost to them. **All of us at Gilda's Club are forever mindful of what our visionary Gilda Radner believed. Everyone needs a place... That's what Gilda said when facing an insurmountable diagnosis.**

Gilda's Club Metro Detroit is that place, so no one faces cancer alone. We think Gilda would be proud.

With gratitude for your support,

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

2012 THROUGH 2015

2012 Revenue

Corporations and Foundations:

\$99,266 (17%)

Special Events:

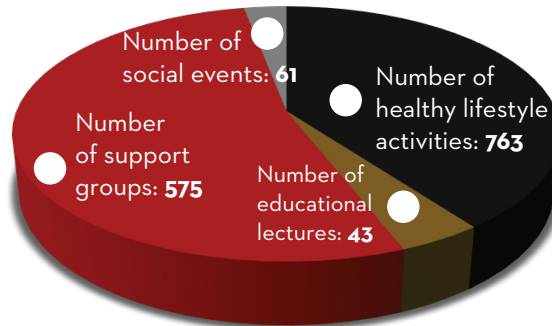
\$286,592 (50%)

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:

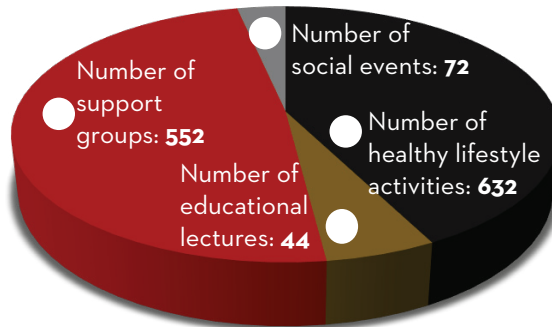
\$412,024 (68%)

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:

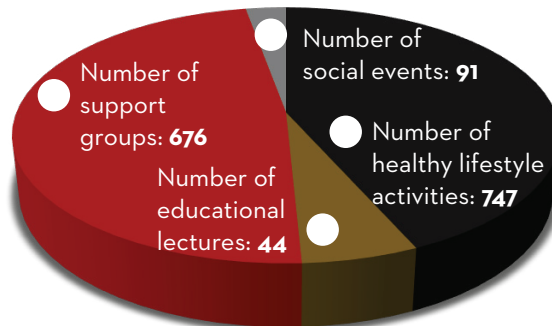
\$474,563 (36%)

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

2015 Revenue

Corporations and Foundations:

\$135,042 (16%)

Special Events:

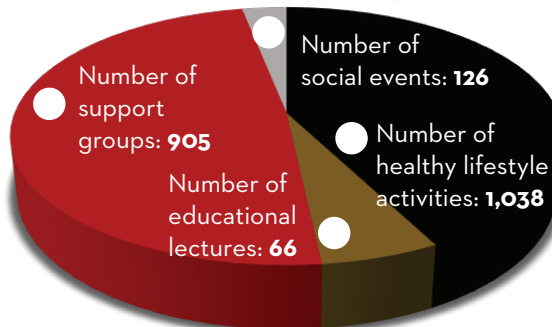
\$430,946 (51%)

Contributions:

\$277,704 (33%)

Total: \$843,692

2015 Allocation of Program Services



**2015 Total
Clubhouse Visits**

11,712

Program Highlights

In 2016, we held

11,759

clubhouse visits

918

support groups

69

educational lectures

118

social events

1,060

healthy lifestyle activities

Additionally

New members welcomed

299

Currently support more than

1,750

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 2016, we continued our strong offsite partnership with Beaumont - Farmington Hills and Beaumont Dearborn. Our programs at Beaumont - Farmington Hills consist of a weekly 'Life After Treatment' support group, a weekly yoga workshop, and a weekly art therapy workshop. Our weekly rotating programs at Beaumont - Dearborn consist of a yoga workshop, an art therapy workshop, a tai chi workshop and a 'living with cancer' support group. We are thrilled to be able to serve members in the community who may not be able to get to our clubhouse.

In 2016, we served 594 participants at our offsite locations. We welcomed 67 new cancer patients. We held 64 support group sessions and 180 workshops.

594

participants
at our offsite
locations

67

new
cancer
patients

64

support
group
sessions

180

workshops

Other valued partners

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

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 350 volunteers provide 3,000 hours of service. They help to support our program through organizing workshops, assisting at events, outreach and administrative help.



350
volunteers

3,000 hours
of service

© Rena Lavery Photography

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

Breast cancer survivors took to the runway for the 8th annual Bras for a Cause on October 1, 2016. This incredibly inspiring event began with the vision of Shannon Watson who sought to empower survivors to walk the runway with pride and purpose. The event continues in Shannon's memory and in 2016 raised more than \$125,000. Decorative and creative art bras are the centerpiece of the auction as guests enjoy entertainment and a strolling dinner. The evening leads up to the spectacular runway, all at the Royal Oak Music Theatre.

More than
\$125,000
raised in 2016

313-222-6610 kristenforfreedom.com www.freedom.com Sunday, October 16, 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 in 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!" it couldn't be cancer, said 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, 30s, said Dr. Otis Bransley, 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 Bransley, who grew up on 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

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"Sometimes, doctors will have a patient who has a

Breast cancer survivors

Alexandra Miller, 23, right, and Samantha Stockloff, 31, at Bras for a Cause. Miller designed a University of Michigan-themed bra, honoring her school. Stockloff created a Detroit Tigers-themed bra.

SYMPTOMS OF BREAST CANCER, ZE

BREAST CANCER DOES NOT DISCRIMINATE

While rare, a diagnosis in 20s or 30s brings a whole different set of challenges

2016 Events

March – Donor Appreciation Reception



Each year a Gratitude Reception honors donors who are instrumental in keeping our welcoming red doors open. The reception provides the opportunity for supporters to experience the Clubhouse in person, meet staff and volunteers in a setting of friendship and gratitude. This is truly a special evening at Gilda's Club.

May – Gilda's Big Night Out

This row: © 2016 Rena Lavety Photography and Design



The signature gala, Gilda's Big Night Out was spectacular beyond imagination in 2016. We were proud to recognize Team Schostak and the Schostak family with the Founders Award. Dr. Craig Cole received the Program Support award and Chris Moody received the Volunteer Award. The Detroit Free Press received the Media Award. A highlight for the night was the kickoff of the "Burn the Mortgage" campaign. This purposeful effort continued throughout 2016. **The event raised more than \$178,000 for Gilda's Club programming and an additional \$300,000 to the effort to pay off the Clubhouse mortgage.**

September – Gilda's Walk & 5K Run

This row: © 2016 Brian Sevald Photography

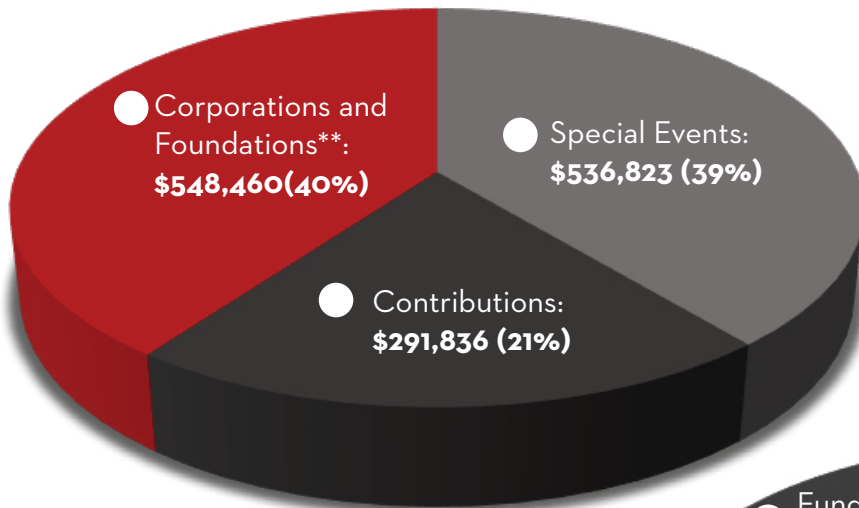


Gilda's Family Walk & 5K Run is a special morning for supporters and families as the event goes past (and through) Gilda's Club – allowing participants to experience the Clubhouse and grounds as they enjoy the neighborhood surrounding Gilda's Club. **Raising more than \$160,000**, fundraising by the walkers and runners are crucial and build engagement from friends and family.

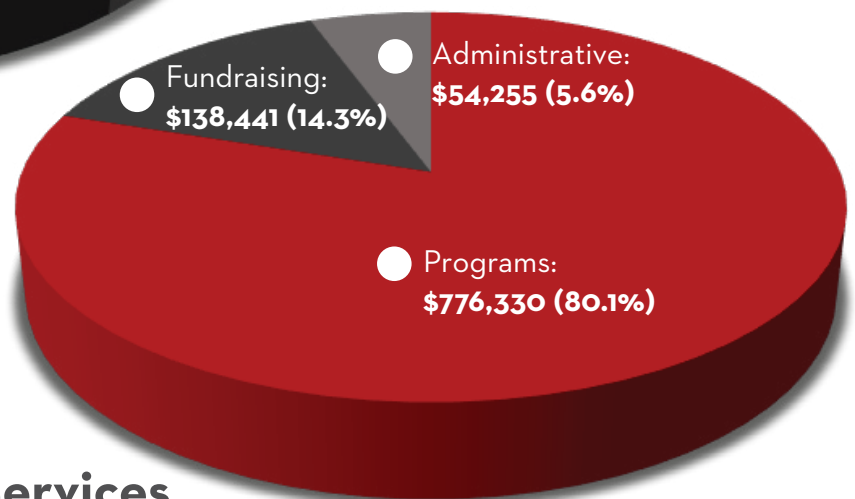
2016* Financial Overview

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. **More than 80% of the dollars spent are directed to program services.**

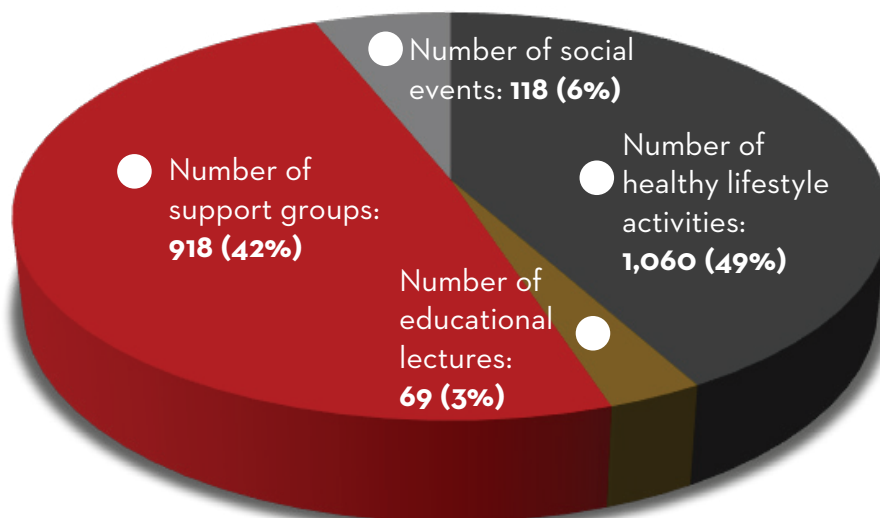
2016 Revenue



2016 Expenses



Allocation of Program Services



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

*unaudited financials

**2016 Corporations and Foundations includes the "Burn the Mortgage" campaign of \$385,250

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."

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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, 2016

\$50,000 +

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Pamela & Kenneth Lester

\$25,000 - \$49,999

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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.