Empowered by Knowledge, strengthened by Action, sustained by Community

2017
“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
Dear Friends,

In 2017 we completed our “Burn the Mortgage” campaign with the full payoff of our beautiful Clubhouse. The effort was a combination of passion, purpose and a team of people who simply would not give up on a dream. The elimination of our mortgage allows us flexibility for growth and ensures that no matter the economics that surround us, our Clubhouse is ours to serve.

The Royal Oak Clubhouse has been the permanent home for 19 of our 24 years. Within these walls, thousands of individuals and families have trusted us to walk beside them during some of their most challenging days. That is a privilege for all of us at Gilda’s Club Metro Detroit.

2017 was also a year of program growth. Recognizing the importance of wellness education, we added to and enhanced our healthy lifestyle programming. Nutrition is woven into our gardening workshops and cooking demos as professionals volunteer their time to ensure healthy eating options are available to our members.

We added additional support groups and supplemented many of them with health professionals coming to speak to the groups to address concerns and needs the group deem vital to their recovery and the fitness of their families.

In 2017 our offsite programming expanded to Beaumont Dearborn where we offer several programs at the Cancer Center. Our Farmington Hills offsite programming and our Dearborn program extend the important footprint of care throughout the region.

Gilda’s Club Metro Detroit continues 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 options.

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
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Program Highlights

In 2017, we held

12,614 clubhouse visits

698 support groups

51 educational lectures

59 social events

1,005 healthy lifestyle activities

Additionally

New members welcomed

334

Currently support more than

1,500 active participants
In 2017 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, and a tai chi workshop. We are thrilled to be able to serve members in the community who may not be able to get to our clubhouse.

In 2017, we served 711 participants at our offsite locations. We held 56 support group sessions and 156 workshops.

711 participants at our offsite locations
56 support group sessions
156 workshops

Other valued partners
• Karmanos Cancer Institute
Our Volunteers

Gilda’s Club Metro Detroit appreciates the dedication and compassion of our volunteers. These hard-working individuals give of their time and talents to support those touched by cancer.

Gilda’s Club Metro Detroit volunteers provide more than 2,000 volunteer hours supporting our workshops, Clubhouse events, fundraising events, and programs.
May – Gilda’s Big Night Out

The signature gala, Gilda’s Big Night Out was spectacular beyond imagination in 2017. We were proud to recognize the Red Wings For’ em with the Founders Award. Dr. Michael Dorman received the Program Support award and Michelle Maher received the Volunteer Award. Keith Famie received the Media Award. The event raised more than $260,000 for Gilda’s Club.

September – Gilda’s Walk & 5K Run

Gilda’s Family Walk & 5K Run was a special morning for supporters and families. 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. We raised more than $165,000. Fundraising by the walkers and runners are crucial and build engagement from friends and family.

October – Bras for a Cause

This incredibly inspiring event began with the vision of Shannon Watson who sought to empower breast cancer survivors to walk the runway with pride and purpose. The event continues in Shannon’s memory and in 2017 raised more than $135,000. 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.
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.

### 2017 Revenue

- **Contributions**: $301,701 (22.1%)
- **Corporations and Foundations**: $475,077 (34.8%)
- **Special Events**: $588,306 (43.1%)

### 2017 Expenses

- **Programs**: $852,302 (81.6%)
- **Administrative**: $74,167 (7.1%)
- **Fundraising**: $117,812 (11.3%)

### Allocation of Program Services

- **Support Groups**: 698 (38%)
- **Educational Lectures**: 51 (3%)
- **Social Events**: 59 (4%)
- **Healthy Lifestyle Activities**: 1,005 (55%)

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

*2017 Contributions includes in-kind*
### $50,000 +
- Artichoke Garlic Foundation
- Cooper Standard Foundation
- Pamela & Kenneth Lester
- William G. and Myrtle E. Hess Charitable Trust

### $25,000 - $49,999
- Beaumont Health Cancer Center
- Chemical Bank
- Detroit Red Wings Foundation
- Julie and Bill Pumphrey Molinello Family Foundation

### $10,000 - $24,999
- Beaumont Health - Dearborn Cancer Treatment Center of America
- Chief Financial Credit Union
- Eagles for Children, Inc
- Elizabeth and Jeffrey Edwards
- Ford Motor Company Fund Genentech, Inc.
- Hamilton Chevrolet
- JoAnn Mok Lear Corporation
- Live Nation Worldwide Inc.
- Louise Tuller Miller Trust
- Meridian Health Plan of Michigan
- Michael Radner
- Pamela and Thomas Callan Princeton Enterprises, LLC
- Sinai Medical Staff Foundation
- Superior Industries
- Tracey and Al Papa
- Walnut Creek Country Club

### $5,000 - $9,999
- Albert & Doris Pitt Foundation
- Arts, Beats & Eats Foundation
- Donetta and Ted Behen Fraternal Order of Eagles Aux 2092
- Gilead Sciences, Inc.
- Goodman Family Charitable Trusts
- John D. and Jean E. Dinan Fdn.
- Krabby Painters
- Meg Guillaumin and Catherine Zakens
- Meghan and David Crosslin Metalbuild LLC
- Michelle and Mike Maher
- Mike Green
- Nordstrom, Inc.
- OUR Credit Union
- Pacific Life Foundation
- Pfizer Inc
- The Harry and Margaret D. Towsley Foundation
- UHY Advisors

### $2,500 - $4,999
- Annette and Jack Aronson
- Beth and Todd Sinclair
- Cancer Support Community
- Cathy and John Dillon
- Crestmark Bank
- Cristina and Steven Reap
- Dr. Mel Lester
- Elizabeth Allen
- Ellen and David Sherman
- Gail and Joseph Gadon
- Holiday Market
- J.J. Barney Construction
- Jeanne and Richard Deneweth

### $1,000 - $2,499
- Julie Strasser
- Kathleen Mihelick
- Katy and David Knowles
- Laura Varon Brown and Jeffrey Brown
- MacLean-Fogg
- Midas Foods
- Will Thomas
- Janelle Gunn
- Victoria Trabucchi
- Norma and Dr. Michael Dorman
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- Tina and Tim Wheeler Tournaments for Charity
- Walmart
- Wende Bakeman

### $1,000 - $2,499
- Clarence & Jack Himmel Foundation
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- Go Comedy!
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- Marcia Negro
- Marlene and Randall Book
- Melanie and Fidel Mena
- Michelle and Willy Halpin
- Mitch Metzger

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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, 2017
Gratitude to our donors continued

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Mr. Derrick Myers
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Gilda’s Club. Cancer support for the whole family. The whole time.
So no one faces cancer alone