



2025 ANNUAL REPORT



**GILDA'S CLUB
METRO DETROIT**

An Affiliate of the
CANCER SUPPORT COMMUNITY



**Together,
our Community is
Stronger
than Cancer.**

A letter from our CEO & Board Chair

Laura Varon Brown, CEO & Ellen Sherman, Board Chair

Dear Friends,

There isn't a year at Gilda's Club Metro Detroit where we don't have inspiration to share, and impact that changes the lives of those coming through our doors.

2025 was no different - although it certainly was a tricky one.

Our programming reached nearly 30% more families than the year prior. We also lost our rental space in St. Clair Shores, but landed beautifully at The War Memorial in Grosse Pointe. Through a generous grant, we were able to modify our Detroit location at the Durfee Innovation Society to better accommodate simultaneous programming. In Royal Oak, our flagship Clubhouse continued to exude warmth and meaning.

And, we've added an Around Town initiative with popup programming in areas we are needed.

We saw our three signature events flourish, and revenue for those rise. Our supporters are unmatched in stepping up to ensure we are funded and excitement fills the room.

We didn't finish financially where we planned but the year ended with momentum and optimism.

What matters most is our programming. We blanket metro Detroit through our three locations and our broad virtual footprint. Gilda's Club provides a soft landing spot when cancer comes, or excruciating losses need to be bared.

We are grateful for the embrace and the trust placed in all of us at Gilda's Club. That, we will never take lightly.

Warmly,

Laura & Ellen

Board of Directors

OFFICERS

Ellen Sherman, <i>Board Chair</i>	Ilene Beneson Bez, <i>Treasurer</i>
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Melissa Clark	James Scott
Jeanne Deneweth	Lisa Spreder
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Dr. Kevin Ginsburg	Ronald Weiner
Donald Hamilton	



Gilda's Club Metro Detroit was formed in 1995 through the efforts of eight amazing women, all impacted by cancer themselves, who believed in Gilda Radner's vision that no one should face cancer alone.

FOUNDERS

Bernice Gadon
Marsha Gershenson
Jackie Grekin
Ina Kadish
Geri Lester
Maureen Martinez
Sherry Medsker
Carol Silverman

Community is Stronger Than Cancer

The Gilda's Club Metro Detroit community is as unique and vibrant as the city we call home. Through partnerships with local hospitals and neighborhood centers, Gilda's Club Metro Detroit reaches diverse communities across Metro Detroit.

We know cancer doesn't discriminate, so Gilda's Club is for everyone impacted by cancer across gender identity, age, ethnicity, cancer type and religious belief.

In 2025, Gilda's Club served participants in **124** cities across Michigan.

A Year of Purpose

Unique Participants:

2,061 **+25%**

Total Attendance:

15,903 **+20%**

First Time Participants:

1,202 **+36%**

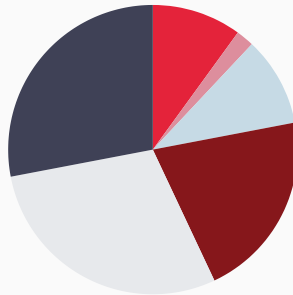
A look at those we serve:

60% Diagnosed

40% Support Person

Age
Break
Down:

- Under 18: **10%**
- 18-24: **2%**
- 25-39: **10%**
- 40-55: **21%**
- 56-69: **29%**
- 70+: **28%**



62% In-Person



38% Virtual



It Takes a *Village*



Individual Volunteers



Volunteer Hours

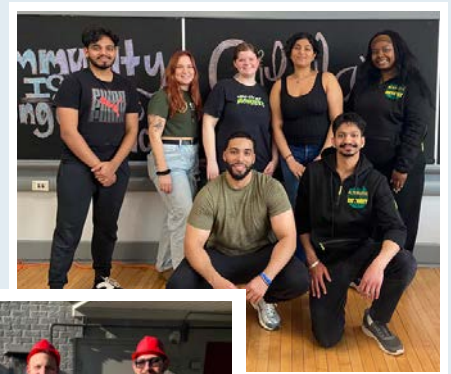
Gilda's Club is incredibly grateful for the compassion, generosity, and dedication of our volunteers who make a difference in our community. By sharing their time and talents, they provide meaningful support to those impacted by cancer.

From individuals to corporate groups, volunteers take on a variety of roles: facilitating workshops, providing program support, assisting with fundraising events, maintaining our gardens and more!



My volunteer work at Gilda's Club is deeply rewarding. Being able to contribute, even in small ways, to a place that offers comfort, connection, and hope to so many people is something I truly value. Every visit reminds me how special this community is and how grateful I am to be part of it.

Dave



What Community Makes Possible



Gilda's Club gives my family a place to heal and feel understood. No one fighting cancer should ever feel alone, and Gilda's makes sure we don't. This place is special, a space where hope is shared, and we lift each other up, one day at a time.

-Ty

96%

Agree they feel **more empowered to better navigate the complexities of a cancer diagnosis** after attending Gilda's Club



I cannot begin to explain the difference Gilda's has made in my life. I don't know where I'd be without it. The friends I have made through the organization are such an important part of my life now. This program is a lifeline to people experiencing grief. You have been integral to my healing and I can never thank you enough.

-Donna

97%

Feel **less alone after connecting with the Gilda's Club community**



Gilda's gave me a place where I could be open. A place to connect with others that understand what cancer does to your life. A place to learn and get help when I need it. Walking into my first support group was like coming home...what I truly needed was the confidence to be an advocate for myself, and I found that here. There have been so many days where I can't wait to get through the doors.

-Tiffany

99%

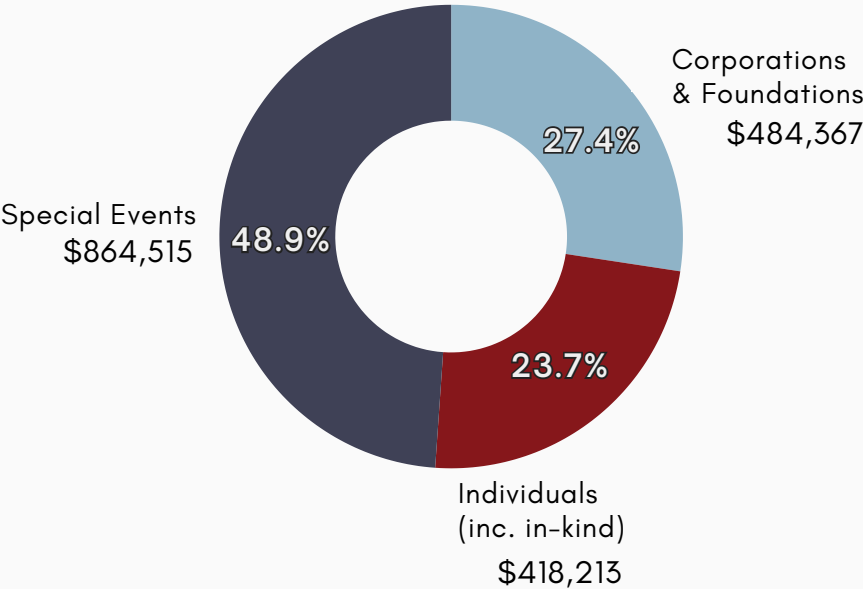
Would recommend Gilda's Club **to a family member or friend** facing a cancer diagnosis

Financials

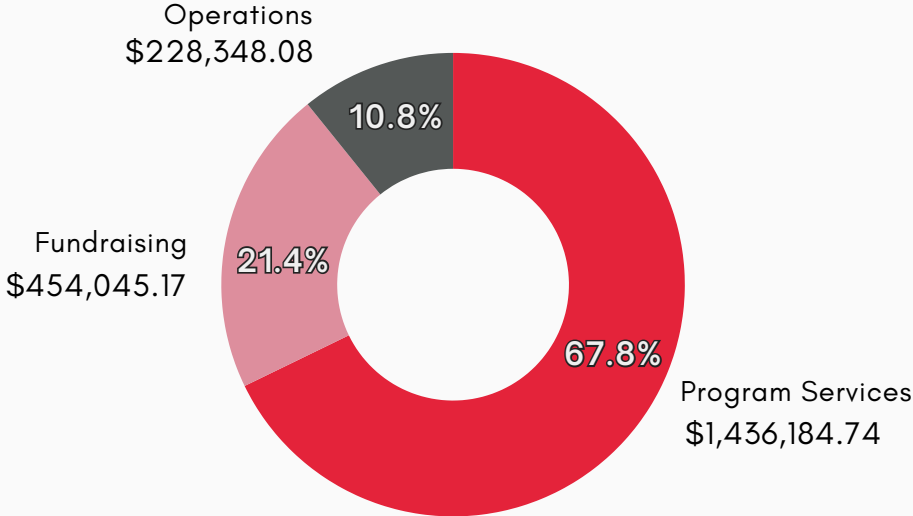
Gilda’s Club Metro Detroit is 100% funded by the community.

Generous individuals, local businesses, corporations and foundations are our partners in ensuring no one faces cancer alone.

2025 OPERATING INCOME*



2025 EXPENSES*



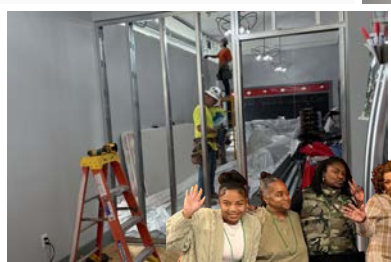
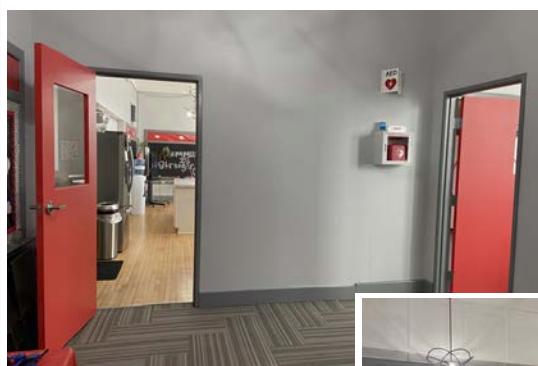
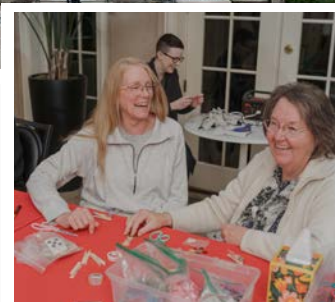
*Figures above have been prepared from preliminary financial statements for the year ending December 31, 2025.

New spaces, *same* mission.

Gilda's at THE WAR MEMORIAL

Following nine wonderful years in St. Clair Shores, Gilda's Club transitioned to a new satellite space at *The War Memorial* in Grosse Pointe.

This move ensures our community of care remains accessible to those facing cancer on the eastside and we are thrilled to partner with such a special, historic institution.



Gilda's at DURFEE INNOVATION SOCIETY

A thoughtful redesign of our Detroit space inside *Durfee Innovation Society* has added dedicated rooms and extended walls, creating a more versatile space for our growing Detroit community.

In 2025, our Detroit location held:

400 +59%
Programs

1902 +51%
Visits

Gilda's

AROUND TOWN PROGRAMMING

Identifying gaps in access, Gilda's Club has taken care *Around Town*.

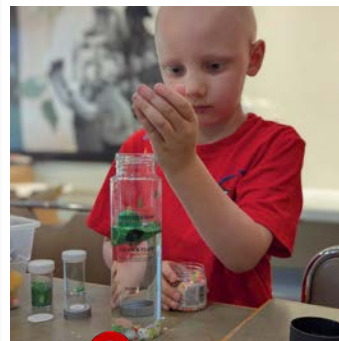
When a need is identified, we find a comfortable, convenient and accessible gathering place to bring our community together. The same clinical support, education, healthy lifestyle, resource sharing and social touches travel to meet people where they are.

No one should face cancer alone. Our program ensures that.



COMMUNITY BUILDING & ART THERAPY

*Affirmations LGBTQ+ Community Center -
Ferndale*



SENSORY BOTTLE WORKSHOP

*Children's Hospital of Michigan - Detroit
Corewell Health William Beaumont
University Hospital - Royal Oak*



WHEN CANCER COMES TO SCHOOL: HORSES IN THE HALLWAY PROGRAM

Winchester Elementary School - Northville

Does your community need help navigating a cancer diagnosis?

We would love to talk about how we can best support you, your loved one, neighbor, co-worker, parish or school.

Email info@gcmd.org to get connected.

Event Highlights



GILDA'S BIG NIGHT OUT

Gilda's Big Night Out celebrated the enduring legacy of Gilda Radner and the community that makes us so unique. We gathered at the Garden Theater in Detroit and enjoyed sketches on-stage and off, an inspiring program, and a grand Gilda wig entrance.

250+

Attendees

\$300,000+

Revenue



GILDA'S WALK & 5K RUN

Our 32nd Gilda's Walk & 5k Run was a success! This event got Gilda's off and running, even before we opened our doors in 1998. It continues to gather survivors and so many others who face cancer - *together*. This year featured a new route, but the same spirit! More than 1,000 participants and 100 volunteers came out to show that our community is stronger than cancer.

1,000+

Participants

\$210,000+

Revenue



BRAS FOR A CAUSE

Legacy. Hope. Courage. This event, founded by Shannon Watson and continued through the efforts and love of our community, leaves us full of inspiration year after year. We smashed our record with 47 breast cancer survivor models on stage and packed the Royal Oak Music Theatre with so much passion and energy.

700+

Attendees

\$200,000+

Revenue

Thank you, supporters

Our community is powered by giving individuals, businesses, schools, corporations and foundations that help us ensure no one faces cancer alone. Thank you for your belief in our mission and your commitment to making a difference in the lives of those impacted by cancer. Together, our community is stronger than cancer.

\$50,000 +

Thomas E. Allen
Boston Foundation
Howard Bryant
Donald Simon & Esther Simon Foundation
Pam and Ken Lester
Julie and Bill Pumphrey
Michael Radner

\$25,000 - \$49,999

Artichoke Garlic Foundation
iMPROve Michigan Peer Review Organization
Resa Jannett
Molinello Family Foundation
Princeton Management
Shauna and Richard Elias

\$10,000 - \$24,999

Talbert & Leota Abrams Foundation
Adient Foundation
Barton Malow Foundation
Chief Financial Credit Union
The Children's Foundation
Community Foundation For Southeastern MI
Lisa and Louis Corey
Margaret Dunning Foundation
Eagles for Children, Inc
Andy and Sarah Englehart
Grant A Wish Fund
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Red Wing For Em Club
Sinai Medical Staff Foundation
Karen and Joseph Slawek
Lula Wilson Trust
Burton A. Zipser and Sandra D. Zipser Foundation

\$5,000 - \$9,999

Stephanie and Louis Barkman
J.J. Barney Construction
Deborah Bickerstaff
Marlene and Randall Book
Bristol Myers Squibb
Pamela and Thomas Callan
Mike and Linda Coulter Family Foundation
DTE Foundation
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McKinsey & Company
MGM Dumpsters
PHINIA
Loraine & Melinese Reuter Foundation
Kelly and Tim Schornack
Ellen and David Sherman
Matthew and Mona Simoncini
David Smith
Totten Homes
Tournaments for Charity
Trinet Industries
The Village Club Foundation
Andreas and Kathryn Weller
Karen Colina Wilson Foundation

\$2,500 - \$4,999

Madeline Bialecki
Blue Cross Complete
Book Corp
Laura Varon Brown and Jeffrey Brown
BUILDAHOMELOAN.COM LLC
Allen & Franka Charlupski Fdn.

Thank you

\$2,500 - \$4,999 *(continued)*

Jeanne and Richard Deneweth
Detroit Improv Collective, Inc.
Ernst & Young
Stefany and Gary Freeman
Gardner-White
Joanne and Bruce Godfrey
David and Andrea Hamilton
Lisa and Bill Hanes
Bryan Hannan
Clarence & Jack Himmel Foundation
Carole Leigh Hutton
Integrated Charitable Fund
George Johnson & Company
Helen L. Kay Charitable Trust
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Plastipak Packaging, Inc
Plum Market
Schostak Bros. & Co.
SMZ
Julie Strasser
Team Rehabilitation
Robert Thal
Troy Youth Hockey Association
UHY Cares Michigan
Walmart

\$1,000 - \$2,499

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Gretchen and Thomas Anderson
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The Cold Heading Foundation
Mike and Jennifer Copioli
Lauren Czaplá

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Drusilla Farwell Foundation
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Flex-N-Gate
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Motor City CrossFit
Sylvia Stan Mulka Fund
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Betty Paquette
Nickie Perera and Dr. Kevin Ginsburg
Michael Pitt
Polish Muslims
Bobbi and Stephen Polk
Mary Ann Pusateri
Olivia Quinal
John and Shannon Quinn
Teresa and Ron Recinto

Thank you

\$1,000 - \$2,499 *(continued)*

Sue and Gary Rentrop
Michael Rowley
Royal Oak Fire Department
Wendy and Kevin Schnieders
Jane and Larry Sherman
Donna Silk
Beth and Todd Sinclair
Chris Stenback
Cindy Stewart
United Health Group
United Way for Southeastern Michigan
University of Liggett School
Kelly and Jeremy Ventura
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Amy and Ron Weiner
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Woll-Yellin Family Foundation
Omar Zrien

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Cara Kurtz
Fred Lamb
Lawton Family Fund
Grace and Tom Leone
Michael Lewis

Thank you

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Kim Marsh

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Haleigh Maurice

Sabrina Mayhew

Jamie McQueen

Miners Den

Carol Morton and David Robinson

Katherine Mueller

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Randy & Betty Paquette

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Roger Prisbe

Debra Pruent and Jeff VanHoome

Robert Rahaim

Dr. Michele and Dereck Raymond

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Royal Oak Schools

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Michael Williams

Ogechi and Paul Williams

Liz Winner

Colleen Woods

Patricia Woods

Sharyl and Steven Woronoff

Patricia Yee

Linda Zlotoff



Four locations. *One* mission.



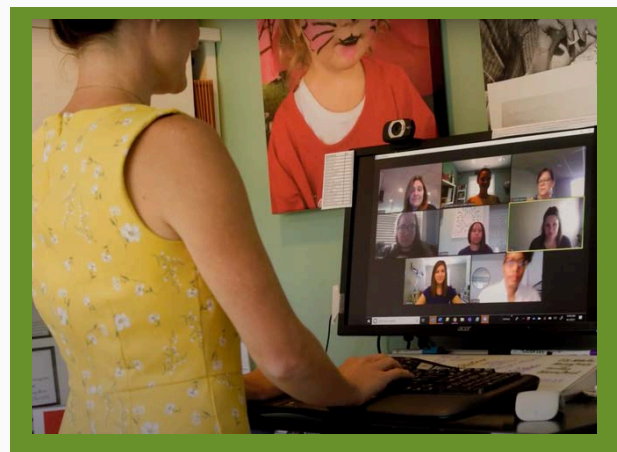
GILDA'S CLUBHOUSE
3517 Rochester Rd.
Royal Oak, MI 48073



GILDA'S AT DURFEE INNOVATION SOCIETY
2470 Collingwood St. Rooms 118 & 120
Detroit, MI 48206



GILDA'S AT THE WAR MEMORIAL
32 Lake Shore Dr.
Grosse Pointe Farms, MI 48236



GILDA'S VIRTUAL COMMUNITY
On a device near you



GILDA'S CLUB METRO DETROIT

An Affiliate of the
CANCER SUPPORT COMMUNITY

GILDA'S CLUB METRO DETROIT

3517 ROCHESTER RD
ROYAL OAK, MI 48073
248.577.0800

Our Mission

Gilda's Club uplifts and strengthens people impacted by cancer by providing support, fostering compassionate communities, and breaking down barriers to care.

Our Vision

Everyone impacted by cancer receives the support they want and need throughout their experience.