



GILDA'S CLUB

New York City

2017 IMPACT REPORT



An Affiliate of the
CANCER SUPPORT COMMUNITY



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Our Mission:
To Support, Educate, and Empower
Cancer Patients and Their Families



LEADERSHIP *message*

Dear Friends of Gilda's Club,

For 22 years we have been providing our free comprehensive cancer support program to cancer patients and their families to help them navigate their cancer journey – whatever the outcome. We are proud to report an impressive year of growth at 24%, reaching over 12,000 cancer patients and their families in 2017.



Laura J. Bartlett

It is **your generosity** that has enabled us to reach our goals, enrich our cancer support programs at both our signature Clubhouse and hospital partners, expand our support to the Latino community in New York City, renovate our entire 2nd floor including our four support group rooms, and implement new diagnostic and measurement tools to quantify the impact we are making on the lives of cancer patients and their caregivers.

In their latest report, *Delivering High-Quality Cancer Care*, the Institute of Medicine (IOM) projects that by 2022 the number of cancer survivors will increase by 30% and by 2030, the incidence of cancer will increase by 45%. Further, they confirm what we at Gilda's Club have always known – from the moment a patient is diagnosed, psychosocial support for both the patient and their family must be a major component of their medical care. With the rising prevalence of cancer, it is imperative that we continue to grow to support this need for our program in the cancer community.



Lily Safani

Your generous support has been an integral part of our ability to serve women, men, teens and children living with cancer in New York City. It is your funding that enables us to offer support groups, educational lectures, healthy lifestyle workshops and social activities **100% free of charge**. As our valued donors, you have truly helped to make a difference for thousands of people living with cancer. We believe no one should face cancer alone. Thank you so much for your continued commitment to Gilda's Club New York City.

Laura J. Bartlett

Chair of the Board of Directors

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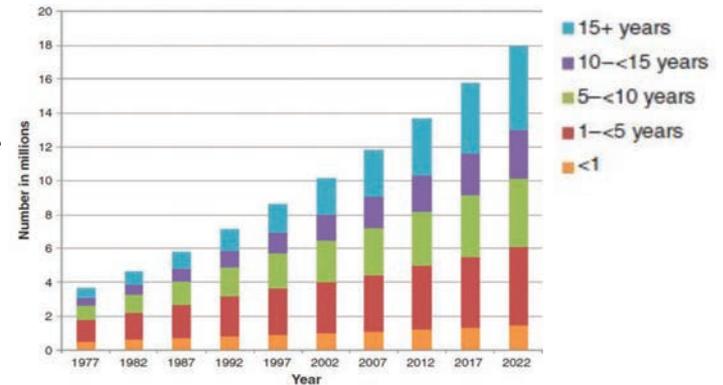
THE NEED FOR *our services*

Living with Cancer

The latest Institute of Medicine (IOM) *Report Delivering High-Quality Cancer Care: Charting a New Course for a System in Crisis* provides stark information on why the need for Gilda's Club NYC will continue to grow. In particular, the IOM reports that we will continue to see both an increasing number of cancer survivors and a steep increase in the incidence of cancer through 2030.

- By 2022 there will be a 30% increase in cancer survivors
- By 2030 the incidence of cancer will increase by 40%

The good news is we are living longer with cancer, the bad news is that more people will be diagnosed with cancer in the coming years.



18 Million Cancer Survivors
Projected in 2022
From Institute of Medicine



Margie

“I came to Gilda’s because I didn’t know anyone that was going through cancer or had been through cancer. My family and friends were and have been supportive but I needed to be understood. **Gilda’s Club is a safe haven.**”

THE NEED FOR *our services*

What's Most Important in Cancer Care

3

The IOM identified 5 key areas that are important from the moment a patient is diagnosed with cancer:

- Care Planning
- Psychosocial Support
- Prevention and Management of Long Term and Late Effects
- Family Caregiver Support
- Palliative Care

Gilda's Club plays an important role in the cancer care continuum for both cancer patients and their families. We provide psychosocial support for the entire family through support groups, educational lectures, and healthy lifestyle workshops. At every stage of an individual's cancer journey, GCNYC is a cancer resource that is available to them.

At Gilda's Club we believe no one should face cancer alone.

Laurie

"When I was diagnosed, I knew I needed a support group because my head was spinning with information overload. Now my weekly Wellness Group is support, comfort and family. **We encourage each other every step of the way.**"



Connect4

Connect4, a cloudbased member data base and registration system, was introduced in November to ease data entry, check-in process, registration of classes, and most importantly, to improve tracking and reporting of our members.



Jessilyn

"As Gilda's Club receptionist, Connect4 allows me to be more efficient and productive. Now I can accurately collect, track and report on member level of activity. **Also, members have expressed a higher level of engagement with program activities due to being able to independently navigate the member portal online.**"

Cancer Support Source

Gilda's Club NYC now offers a distress screener as part of the membership process for cancer patients and caregivers.

The Need

- More than half of those diagnosed with cancer report psychosocial distress
- Four in ten cancer caregivers want more help to manage their own emotional and physical stress

In 2016, GCNYC piloted the CancerSupportSource® distress screener for cancer patients and in 2017, launched a distress screener for caregivers, an underserved population.

Evidence-based research of early identification of emotional stress and follow-up treatment for patients and caregivers has indicated:

- Decrease in depression
- Decrease in mood disturbance and psychiatric symptoms
- Improvement in coping, cognitive and emotional outcomes
- Improvement in quality of life

Migdalia

"The CancerSupportSource® not only identifies level of distress, it also provides information and resources **to help people reduce the distress that cancer brings into their lives.**"



COMMUNITY *of caring*

Our FREE comprehensive cancer program includes support groups, educational lectures and healthy lifestyle workshops for everyone impacted by cancer – men, women, teens and children.



Lilliana & Catalina

“The first word that comes to mind when I think of Gilda’s Club is joy, and the joy that I see through my child. She’s here bouncing and talking and being a little silly, but that’s part of her joy of being part of a community that understands her; with people that have gone through similar situations and kids that have been in similar situations.”

COMMUNITY *of caring*

Support Groups, Healthy Lifestyle Workshops, Educational Lectures

Support Groups are facilitated by licensed mental health professionals and provide an opportunity to meet with others, and share wisdom and firsthand experiences. We offer a range of groups to meet the specific needs of our members. Healthy lifestyle workshops in stress reduction, body movement and creative expression are offered to enrich well-being and promote self-discovery. Educational lectures provide access to valuable information including medical, legal, financial, and other cancer specific topics.

796

annual support
groups

565

annual
workshops

34

lectures

Harvey

"Anyone who is diagnosed with cancer – I don't care what the age is – it affects you emotionally like you can't believe. My friends at Gilda's Club better understand what I'm going through, how I'm dealing with it. **I don't know how I could have survived without Gilda's Club.**"



COMMUNITY *of caring* | Gilda Comes to You

In order to reach more New Yorkers affected by cancer, GCNYC provides cancer support programming at select medical centers throughout New York City. This way, cancer patients can get their medical treatment and have access to our free cancer support program all in one place without having to travel.



192
support groups

75
workshops/
lectures



Margarita

"The group that I'm in [at Kings County Hospital Center], a lot of the people are not from here – they come from different countries and they are only here because of the treatments. And some of them really don't have ways to pay for this service. **And thank God this is going on because a lot of people would not be able to take advantage of this.**"

COMMUNITY *of caring* | For Children & Teens

Ages 5-12 and Teens 13-17

Our program for children and teens continues to grow and reach new families who have been impacted by cancer. In addition to our weekly Noogieland (support) program for children ages 5-12, Club Sparkle increased programming from half-day week long sessions to full-day sessions in April, July and August.



Spotlight: Kids' Bereavement

Kids' Bereavement was a 10-week program offered in June thanks to a grant from RBC Capital Markets. Thirteen children between the ages of 5-12 who were grieving the death of a loved one to cancer participated in the program. **Kids' Bereavement utilized bibliotherapy, psychoeducation, discussion, art & other expressive activities to help children feel safe to ask questions, express difficult feelings, and share common experiences around cancer & death.**

At the close of the ten weeks, the children opted to join our weekly Noogie Night, an ongoing Bereavement Support Group for children offered at Gilda's Club NYC, to continue receiving support.



COMMUNITY *of caring* | Amigos Unidos

For over 15 years, GCNYC has been providing support to the Latino community. More recently, our commitment has grown and our Spanish support program has expanded to meet the needs of this community.

- We hired bilingual staff – from our receptionists that speak Spanish to our mental health professionals that deliver our program, and our patient navigators at our hospital partners.

8 annual educational lectures



Eldy

“Hay muchas dudas a veces en nuestras mentes, muchas preguntas, de hechos que no conocemos y a través de estas lecturas educativas nos ayudan a contestar estas preguntas y dudas. **La información que nos dieron no solo me va a ayudar a mí, sino que yo voy a poder ayudar a otros.**”

“There are many doubts at times in our minds – many questions and facts we don’t know – and these educational lectures help us to answer these questions and doubts. **This information won’t just help me, but it will help me to help others as well.**”

- With increased government funding, we have been able to expand our Spanish programming to include weekly and monthly support groups, eight educational lectures, and ten healthy lifestyle workshops – at our Clubhouse and our hospital partners.
- We now offer a comprehensive cancer support program that is culturally sensitive to the unique needs of the Latino community including an educational series on topics ranging from “Legal Rights” and “Spirituality and Cancer” to “Every Bite Counts” and “How to Apply for Emergency Medicaid.”



Shirlene

“Estoy agradecida por este taller hoy porque me ayuda mucho entender la ayuda que pueden darme en mi situación con mis biles médicos y mi situación con mi cuenta de crédito en el tiempo de mi diagnóstico de cáncer.”

“I am grateful for the workshop today because it helped me to understand the help they can give me with my medical bills and my situation with my credit in the time since my diagnosis of cancer.”



COMMUNITY *of supporters*

**Our programs are 100% free thanks
to you, our generous donors.**



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The Red Door Society honors major gift donors who contribute \$2,500 or greater, during the calendar year (January 1 – December 31).

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22nd Anniversary Benefit Gala November 9, 2017, The Pierre Hotel

400 distinguished guests attended our annual Benefit Gala at the Pierre Hotel and honored Robert J. Hariri, MD, PhD, Founder, Chairman & Chief Executive Officer, Celularity, Inc.; Troy Cox, Chief Executive Officer, Foundation Medicine, Inc.; and our community partner NYC Health + Hospitals/Kings County.

“Gilda’s Club is 95% dependent on private funding and our Gala is critically important to our members. By attending this event, you help make it possible for Gilda’s Club to provide our services 100% free of charge.”

– Laura Bartlett, Chair of Board of Directors



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\$1.2M

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\$313K

10th Annual Celebrating Women Luncheon

May 10, 2017, The Metropolitan Club

Our annual luncheon featured Keynote Speaker, Gerri Willis, Fox Business Network Anchor and Personal Finance Reporter, and cancer survivor. Honored were Dr. Vicki Goodman, VP & Developmental Lead for Opdivo/Yervoy, BristolMyers Squibb and Beth Meagher, Principal & Leader, Federal Strategy, Translational Medicine and Health Non-Profit Practices, Deloitte Consulting LLP, for their outstanding work in the cancer community.

"I have been Luncheon Chair for the past seven years and it has been an honor to participate in this event and meet so many accomplished women."

– **Jami Rubin** (left), Luncheon Chair

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The Gildie Awards March 30, 2017, Webster Hall

The Associate Board held its annual fundraiser at Webster Hall with more than 250 guests enjoying an evening of silent auction, raffles, food by Pinch Food Design, open bar, and music by DJ Vida and Temporary Grace. Cristina Cote, graciously hosted the event. Honorees included Mailet Lopez, CEO & Founder, IHadCancer.com and Co-Founder & Managing Director, Squeaky and, posthumously, iconic lead singer, Sharon Jones, of Sharon Jones & the Dap-Kings.

“Events like The Gildie Awards are a great reminder that hundreds of young people in New York are passionate about things so much bigger than they are as individuals, and help prove that the power of many is greater than the power of one.”

– **Neil Heckman** (right), Associate Board Chair



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“My mother died in 2009 from cervical cancer, and because the Bike Tour always takes place one week prior to Mother’s Day, being a member of Gilda’s Bike Team has helped turn what could be a sad time for me into something positive for others.”

– Krista Gunderson



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 Mario Rodriguez • Carla Schnakenberg • Paul Takats

"I joined the Gilda's Club Marathon team in 2009 in memory of my mom, Diane, and I continue to run for them each year. The nurturing and support you receive at Gilda's Club is vital, not only to people living with cancer, but also to their loved ones and caregivers and to those suffering a loss. The medical community does a phenomenal job treating the disease. Gilda's Club focuses on healing the soul."

– Tracey Doolin



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\$55,646

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"I'm a Reiki practitioner, and I can say there is nothing better to see people leave their sessions more relaxed, more joyful, with less pain perhaps, and with a greater connection to their core and life mission beyond their present struggles and obstacles.

Their journey is our journey.

Healing is about giving and receiving, and we as volunteers are so lucky and grateful to be on both sides of that coin."

– Pamela Bloom, Workshop Volunteer



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\$85,745 IN
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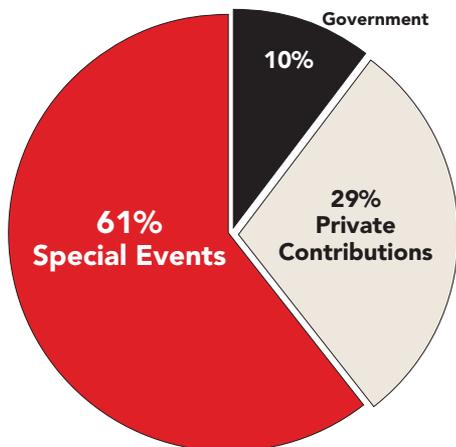
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We are grateful for the diversified support from generous individuals, foundations, corporations, and government sources and work hard to guarantee that these valuable contributions are used to support our members.

In FY2017 80% of all revenue went directly to our program.

REVENUE

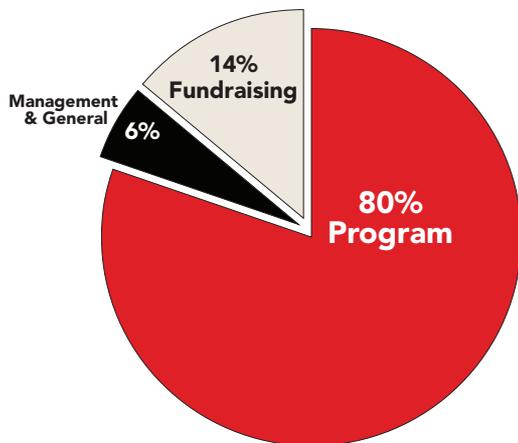


REVENUE

Government	\$ 247,671
Private Contributions*	\$ 687,871
Special Events	\$1,431,441
TOTAL	\$2,365,983

* Private contributions include individuals, foundations and corporations

EXPENSES



EXPENSES

Program	\$1,797,265
Management & General	\$ 129,630
Fundraising (incl. events)	\$ 308,939
TOTAL	\$2,235,834

STATEMENT OF ACTIVITIES

Revenue	\$2,365,983
Expenses	\$2,235,834
Operating Surplus	\$ 130,149
Net Assets Beginning of the Year	\$1,554,626
Net Assets End of the year	\$1,684,775

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