

Gilda's Club New York City

2016 ANNUAL REPORT



No One
Should Face
Cancer Alone

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Leadership Message

From the CEO and the Chairman of the Board of Directors

**Dear Friends of
Gilda's Club New York City,**

Now in our 21st year of providing free cancer support, we are proud to report that we have continued our double-digit growth rate of over 30%. This growth rate has been



Laura J. Bartlett
Chairman of the Board of
Directors

fueled by our focus to reach beyond our Clubhouse to the underserved communities of New York City. In addition, our ability to provide our free cancer support program in both Spanish and English, has helped to increase our presence in the Latino community, one of the largest ethnic communities in New York City.

Over the years, we have learned that in order to serve the population that needs us the most, we must bring our program to them – our *Gilda Comes To You* offsite program is thriving. The addition of bilingual Patient Navigators at our hospital partners has been an integral part of our success. By providing information on our program that is available at their hospital, in both Spanish and English, more cancer patients have been participating in our workshops, support groups and educational lectures.

This year, through additional funding, we have launched a new support program at our hospital partners – Open to Options (O2O). This new program addresses the critical need for cancer patients to have more information and assistance in decision making from the moment of diagnosis. Cancer patients now have the opportunity to meet with a

trained O2O counselor to prepare for their next doctor's appointment. Evidence-based research has shown that patients who report a good communication with their healthcare providers have a better quality of life, lower distress and are more satisfied with their treatment.

Of course, none of this could be done without the extraordinary support we receive from you – our

most generous donors. This year 99% of our funding was private – from corporations, foundations, and individual donors. We have been fortunate to develop a community that truly believes in the importance of our mission to support, educate and empower cancer patients and their families. We believe that no one should face cancer alone. It is your support that has truly made a difference in the thousands of New Yorkers living with cancer. Thank you so much for your continued commitment to Gilda's Club New York City.

Sincerely,
Laura J. Bartlett

Chairman of the Board of Directors

Lily Safani
CEO



Lily Safani
CEO



Mission Statement:

To Support, Educate, and Empower Cancer Patients and their Families

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



2016

In Review

Serving more New Yorkers living with cancer every year

Each year there are over 39,000 New Yorkers newly diagnosed with cancer – that’s over 100 New Yorkers every day. This number is growing every year and does not include those who are currently living with their cancer diagnosis. Gilda’s Club NYC strives to meet the growing needs of the many women, men, children and teens who are impacted by a cancer diagnosis.

In 2016, we served over 12,000 New Yorkers and reached more than 20,000 people living with cancer.

**We believe
that no one
should face
cancer alone.**

We are reaching more people who need our free cancer support program.



This year our reach continued to grow at a double-digit rate of 30%. This was due to an increase in the number of people participating in our program at our Clubhouse in the West

Village as well as at our hospital partners, where we have focused in reaching the underserved and uninsured through our *Gilda Comes to You* program.

We are delivering more services than ever before – Always 100% free of charge.

This year we provided **1,200** support groups, over **600** healthy lifestyle workshops, and more than **50** educational lectures. We are proud to report that our Spanish-bilingual programming has expanded by 15%, and 20% of our program is delivered at our hospital partners throughout the city—continuing our

vision of providing more New Yorkers access to supportive care.

Our social events and activities at our Clubhouse and at our hospital partners remain as popular as ever. Noogiefest, our Halloween spooktacular, and Winter Wonderland attracted more than 250 friends and families.

We know we are making an impact with cancer patients and their families.

Both the 2007 and 2013 Institute of Medicine (IOM) reports have supported what we at Gilda's Club have always known – comprehensive medical care for cancer patients must include psychosocial support for both the patient and family members.

The latest IOM report proposes a new model of patient-centered care, when cancer is diagnosed, where the needs and concerns of the patients are first and foremost to promote better outcomes. In addition, the patient's team of professionals must always include a social worker to provide support and education to the patient and family members.

We know cancer is not going away. The IOM is reporting that by 2022, there will be a 45% increase in cancer incidence and a 30% increase in cancer survivors.

Gilda's Club will continue to play an important role in helping cancer patients and their families with the support they need. Our members understand the value of our program – 92% of our members report that we are "good to very good" at addressing their needs and 95% would recommend us to others living with cancer.



**Our Program
Continues to Make
an Impact...**

On the Latina Community Living With Cancer

Latina breast cancer survivors & their caregivers

In collaboration with Georgetown University and PCORI*, Gilda's Club participated in a research project to evaluate the impact of an 8-week educational program for Latina breast cancer survivors and their caregivers. A total of 30 cancer patients and their caregivers participated in this study at our Clubhouse for three consecutive years, ending in June 2016.

Although the final report is soon to be published, we can report that the women diagnosed with cancer went from passive participants in their cancer care to advocates, and caregivers went from dismissing the impact of caregiving to requesting additional self-care resources. Our hope is to identify additional funding so that we can continue this important educational finding.

30 cancer patients participated in the study

Bilingual Support

New York State Department of Health has renewed our grant for Spanish-bilingual breast cancer support, and extended it from 3 to 5 years. This grant supports our commitment to the Latina population and our understanding that breast cancer is the leading cause of cancer deaths among Latinas. Spanish is the second most popular language spoken at home in the USA and language barriers are one of the contributing factors to health disparities.

*PCORI (Patient-Centered Outcomes Research Institute) Research



“Can Gilda’s Club be my happy space?”

On Children Living With Cancer

Cancer affects the whole family and providing support for children who have cancer or whose parent or loved one has been affected by cancer, is what makes Gilda's Club stand apart from other support services. Camp

Sparkle's program provides any family impacted by cancer a place where their children (ages 5–12) can enjoy interactive workshops, field trips, support, and meals together.

During Camp Sparkle this past year, a yoga workshop was implemented and the facilitator instructed the children to roll out their yoga mats and close their eyes and to think of a happy place; a space where they felt safe and no fear. One of the youngest campers got up from her mat walked over to the facilitator and whispered in her ear, “Can Gilda’s Club be my happy space?”

Camp Sparkle is a week long program for children living with a parent diagnosed with cancer or who have lost a parent to cancer. It is offered when school is not in session.

2016 Select Program Highlights

Gilda's Club offers many activities and events at our Clubhouse on a daily, weekly, and monthly basis. Below are a few highlights of new additions to our program we offered for our children, youth, and adults.

Lecture Series

Two new educational lecture series, open to the public for parents, guardians, and professionals:

1. Ask a Doctor: Updates on Lymphoma and Treatment Options for Adolescents and Young Adults
2. Living with Grief: Helping Children & Teens Cope with Loss

For Families

For our families with children and teens:

1. Family Yoga Event in collaboration with "I Am More" Foundation
2. Cancer survivor and boxer, Daniel Jacobs, in collaboration with Get in the Ring Foundation provided an evening of fun for our teens

Networking for Adults

Three new monthly networking groups for adults:

1. Evening Post-Treatment Group
2. Caregiver Group
3. Daytime Bereavement Group





Gilda Comes To You – at Select Hospital Partners around NYC

Since 2007, through *Gilda Comes to You*, we have delivered our program where it is needed most – in the underserved neighborhoods of NYC. Evidence-based research has proven that it is these populations that face the greatest health disparities, poor outcomes and higher mortality rates with a cancer diagnosis.

In order to reach these cancer patients, we hired Patient Navigators to refer and educate

the patients on the resources we offer on site, both in English and Spanish.

As a result, our *Gilda Comes to You* program has shown an increase in participation by 30% and now represents 20% of our overall cancer support program.

Gilda Comes to You has become an integral part of who we are.

20%
of our overall
cancer support
program.

***Gilda Comes
to You* has become
an integral part
of who we are.**

Open to Options

Launched in 2016, this new support program offered at our hospital partners, provides cancer patients an opportunity to meet one-on-one with a trained Open to Options (O₂O) counselor to prepare them for their next doctor's appointment. Together with their counselor they will develop a list of questions and concerns in anticipation of upcoming decisions with their doctors. A follow-up post-doctor appointment with the counselor ensures that the meeting went as planned. This is critical as cancer patients report needing more information and assistance in making a decision from the moment of diagnosis. O₂O was developed by the Research and Training Institute of the Cancer Support Community, who identified that patients who report good communication with their healthcare providers have better quality of life, lower distress and are more satisfied with their treatment. Understanding the quality of the communication with healthcare providers

from the perspective of the patient is even more vital with the evolution of personalized medicine.

O₂O works. Patients report feeling less anxious about their consultation and more confident walking in with a list of questions. Healthcare providers report that their patients walk in more prepared. This has improved the quality of the consultation.

In 2016, we facilitated 60 O₂O. Through additional funding, our goal would be to offer O₂O at both our Clubhouse and hospital partners.

Patients report feeling less anxious about their consultation and more confident walking in with a list of questions.



Member Story



I am a mother, teacher, wife and friend. Hello, my name is Nancy Strauss Ireland. I am not a stranger to cancer. I have also been a caregiver, griever, in treatment and at times, in remission. I am living with, and one of the faces of cancer.

Unfortunately I am not truly unique but have faced my own battles in my own way. I sometimes see myself as the hamster on the wheel – deciding to continue to work through my treatment, raise our teenage children, Bryan and Sydney, along with my partner, Gary,

Yes there are times when I feel defeated but that's my tiredness and "the steroids" talking.

talking. I prefer to see my life in humor and to be positive. For example, when I was asked by an integrative health doctor if I am I depressed, I replied, "Well other than having cancer I am in great spirits – and you?"

I have to say, I think that my involvement with Gilda's Club has been part of my elixir. I did not come to Gilda's as soon as I got my diagnosis over 2 years ago. At that point, I was in full-blown chemo treatment for Stage 3 peritoneal, ovarian-based cancer. Let me back up – here's my quick story: 5 years previously I had

and as of recent, train a puppy. I am not one of these people that sit back and say, "woe is me." Yes there are times when I feel defeated but that's my tiredness and "the steroids"

electively underwent surgery to remove my ovaries and tubes after my younger sister was diagnosed with stage 4 ovarian cancer. P.S. My sister and I also tested BRACA 2 positive after our mother died from metastatic breast cancer, so I have been around cancer for a long time.

So back to my explanation of how I got to Gilda's: Back in 2015, I was supporting and caring for my sister who had got a secondary cancer—leukemia, going through my own treatment, working as a Special Educator, taking care of my kids and visiting my sister in ICU and in the emergency rooms. During this time, I did not have time to think. I was literally running away from the disease as fast as I could and my sister and I were our mutual support team.

However, after my sister passed that late October and my short remission ended in January 2016, I woke up one morning and literally cried for help. My worlds were colliding and I did not know what to do. I was walking to the subway a cold January morning on my way to work and could not move, bawling, in front of the Associated Supermarket on 14th street. Between my tears, I googled cancer support groups. Gilda's Club was a familiar name. We had driven past the red door some weekends on the way to the Holland Tunnel, even stopping a few times, but it was a Saturday. On this Monday morning, I made the call and explained that I needed to speak with someone. I then made another call to my work and explained to my supervisor that I was not feeling well – my grief and feelings of my

own self-pity were real. Instead of going to work, I went to Gilda's Club and just sat in the reception area in a well-worn oversized cushy chair feeling safe and calm, like in the arms of Roseanne Roseannadanna saying "It's like my father always said to me, he said 'Roseanne Roseannadanna , it's

always something. If it isn't one thing-it's another! It's always something," knowing that this would make me smile and forget myself for a minute or two. This was a place that allowed me to feel what I felt and that it was okay to be there. I knew immediately that I had found a very special place.

I started a weekly group about a week later, meeting exceptional people with interesting lives with similar thoughts and struggles like me, but unique in their own way. On Wednesday nights our talks are at times lively; we laugh, share and are sometimes quiet when we don't know what to say. We talk about new nutrition – someone bringing in their bean sprouter, sharing tea bags of mushroom or bamboo tea, talking about the latest herbs, the benefits of turmeric and how much we need to eat of it! And sharing about how we feel – sad, angry, or frustrated – unique to us but different nonetheless.

After I leave group on Wednesday nights, I feel energized, joining a few walking to the subway where we part with hugs after the turnstiles, a couple going downtown and me going uptown.

I am a fighter and will not slow down – it was not my nature before cancer and certainly is not part of my being now. I will continue to work, support my family and represent who

I am – just a person who happens to have a chronic disease. When I ask my doctor what else can I do, he tells me to just keep doing what I am doing and keep moving!

Gilda's Club has been a lifesaver for me. It has given me strength when my body felt weak.

I woke up one morning and literally cried for help. My worlds were colliding and I did not know what to do.

It has given me a place where I can be me and everyone understands. It has also fortified my body and soul through nutrition and wellness lectures, reiki and exercise classes, and just welcoming couches where a fellow group member and I lay across from each other before group begins. Gilda's Club does not judge who we

are – we are all just people who are affected by cancer in some way. It teaches us to treat others the same way as well – cancer does not discriminate. Gilda's Club is open to all.

Last month during a small group session, it was shared that people who belong to support groups may have a life benefit. Hey, I will take it! And thank Gilda's Club and the many people who selflessly volunteer and support us, the faces of cancer every day.

The way I approach my cancer is that I made a commitment to keep on going to do what I always do, keep on working, supporting the children and families I work with, being the best mother to my amazing children and caring and being the best partner I can be.

Thank you for all your support of Gilda's Club and allowing me to be one of the voices of Gilda's and giving us a place to be who we are and understand what we have.

Cancer Projections

39,000 per year

Every year there are over 39,000 New York City residents who are told they have cancer – over 100 people a day – and sadly, that number is growing.

Our Focus

MOVING FORWARD

The greatest need for our free cancer support program and therefore the greatest growth will come from an increased presence at hospitals around the city. Currently, we are on-site one day a week at four medical centers located in Brooklyn, the Bronx, Manhattan and Queens.

In 2017, we would like to deepen our relationships with those hospitals, and with their cancer patients, by expanding our program and increasing our presence.

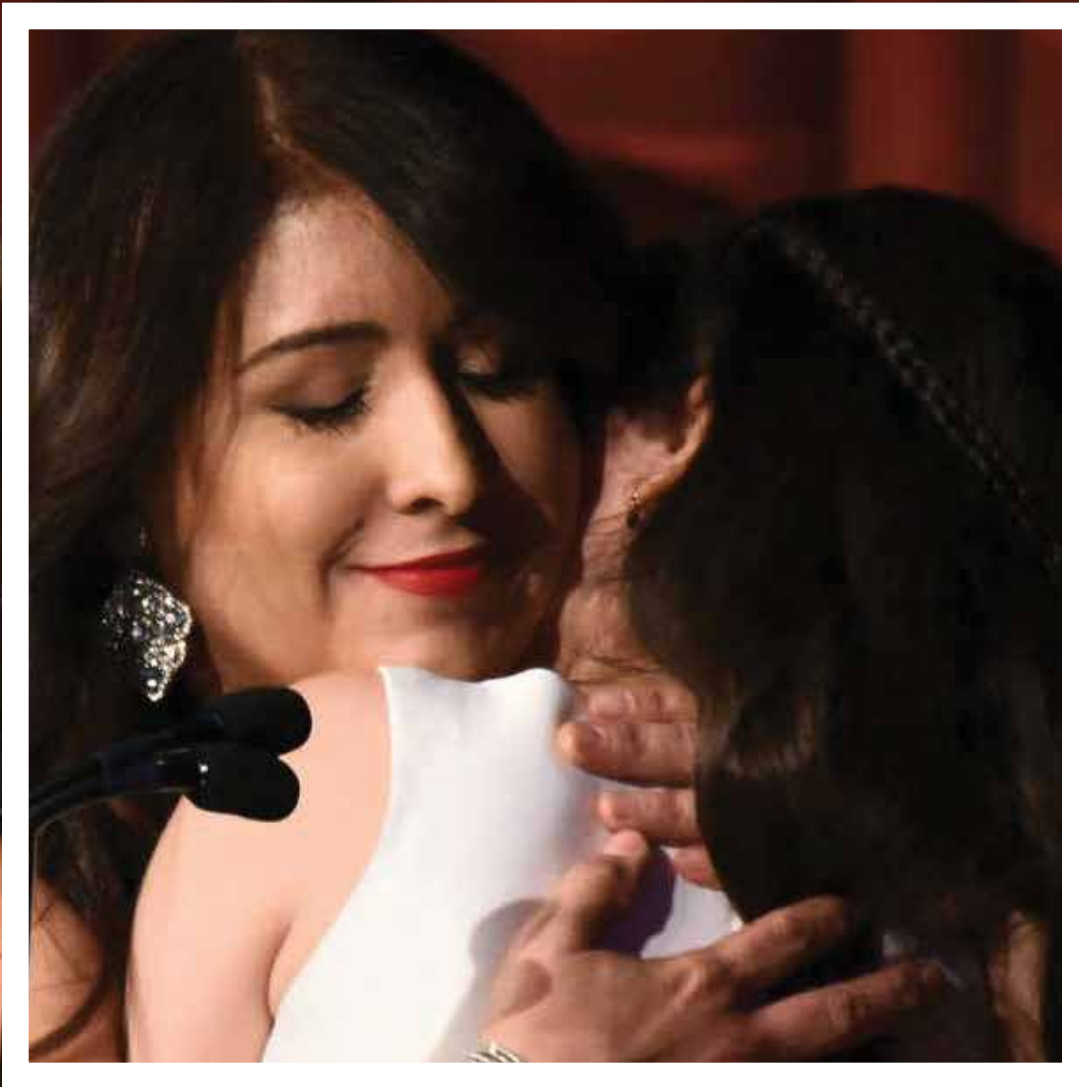
This will be accomplished by hiring more Patient Navigators and more mental health professionals to deliver our comprehensive support program.

We will also be launching a new distress screening tool specifically for caregivers, which is an often underserved and overlooked population.

In 2017 we plan to increase our presence at hospitals located in

Brooklyn
Manhattan
Queens **Bronx**

**We celebrated those
making a difference...**





The Gildie Awards, April 16

Our emerging philanthropists group, the Associate Board, hosted their 5th annual Gildie Awards at Webster Hall. Alex Brody of RED, a SONY Music Entertainment Company, was honored for his efforts with the Ten Bands One Cause initiative which has raised over \$65,000 in two years for Gilda’s Club NYC. Also honored was Suleika Jaouad, NY Times Well Columnist & Cancer Survivor for her fierce advocacy for those living with cancer and other chronic illnesses through her writing, wellness workshops and public speaking. 250 guests celebrated and listened to the sounds of DJ Vida and band, Temporary Grace.



Gildafest’16, July 12

Gildafest’16 honored the indomitable Melissa McCarthy with *The Gilda Radner Award for Innovation in Comedy*. Special guests included Kristen Wiig, Alan Zweibel, Sarah Baker, Michael Che, Marina Franklin, Lynne Koplitz, Matteo Lane, Carmen Lynch, Emma Willmann, and Michelle Wolff. 200 guests attended the event at Carolines on Broadway, and helped to raise more than \$145,000



Celebrating Women Working & Living with Cancer Benefit Luncheon, May 11

Our annual luncheon, held at the Metropolitan Club, recognizes women who have made an impact in research and/or have advocated for cancer awareness, research, and education. The event honored: Bahija Jallal, PhD, Executive Vice President, AstraZeneca and Head of MedImmune; and Amy Abernethy, MD, PhD, Chief Medical Officer & SVP – Oncology, Flatiron Health. 300 guests attended and raised more than \$320,000.



21st Annual Benefit Gala, November 10

The 21st Annual Benefit Gala was celebrated once again, at the Pierre Hotel. More than 375 guests attended and helped raise more than \$1.3 million for our program.

Honorees included: Ivan Cheung, Chairman & CEO, Eisai, Inc; Jerome B. Zeldis, MD, PhD, Chief Medical Officer, Celgene Corporation & CEO, Celgene Global Health; and Robert J. Easton, GCNYC Immediate Past Chair and Co-Chairman of BIONEST Partners.

Support Gilda's Club NYC

Here are some of the ways you can show your support of Gilda's Club NYC.

“I know how incredibly important and unique Gilda's Club is – providing a 100% free program of support to cancer patients, and to their family and friends. I personally experienced this as my brother, Jay, and I became members when cancer invaded our family. That was 15 years ago and the spirit of Gilda's Club remains in my grateful heart. I continue to donate to help ensure that Gilda's will always be there for every person in need of a safe haven.”

~Hope Chasin, Donor since 1993

1

Make A Donation

Your gift can be annual or recurring. Gifts \$2,500 and over are recognized on our Donor Wall.

2

Double Your Gift

Matching Gifts are often offered by places of employment. Check with your employer and your gift can have a double impact.

3

Support A GCNYC Event

Attend or sponsor one of our signature fundraising events. Encourage your friends to make a gift or attend an event.

4

Hold A Fundraiser

You can host or sponsor your own event and help raise much needed funds for GCNYC.

5

Join A Team!

Take to the streets on bike or on foot and join our TD 5 Boro Bike Tour or TCS NYC Marathon teams.

6

Become A Volunteer

Volunteers are the core of GCNYC and we would not be able to offer our free program to cancer patients and their families today without the time, energy, and commitment of our volunteers.

7

Become A Corporate Partner

Corporate partners provide needed volunteers and financial support for our social events, participate on our teams, or help sponsor our fundraising events.

8

Join Our Legacy Society

Leaving GCNYC in your will or as a beneficiary in your estate plans, ensures that GCNYC will be around to help others living with cancer.

9

Follow Us On Social Media!



Our Supporters

The Legacy Society

The Legacy Society is composed of generous and forward-thinking donors who choose to support our long-term success through a planned gift.



"We have designated Gilda's Club NYC as one beneficiary of an Easton Family Charitable Trust. Through almost 15 years of Board work for Gilda I have learned how important the Club's services are to people touched by cancer. And I have seen how efficiently and professionally the Gilda Club NYC staff runs the operation. GCNYC does great work and does it well, and thus deserves community support. Joan and I are pleased and proud to do this to help assure that the GCNYC mission continues strong for many years into the future."

**Robert J. Easton, Immediate Past Chairman,
Board of Directors**

The Red Door Society

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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GILDA'S CLUB NEW YORK CITY

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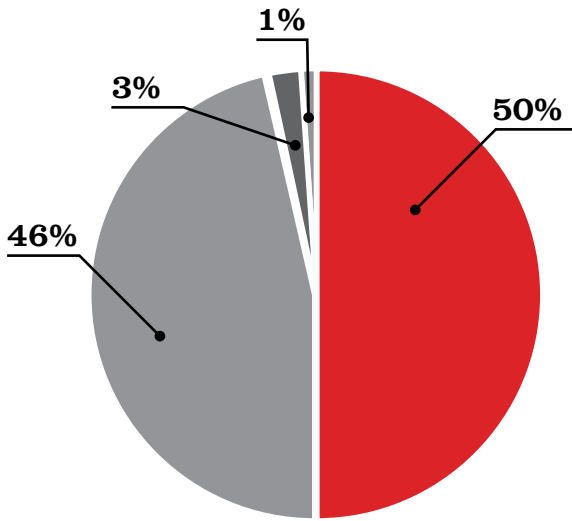
TEN BANDS
ONE CAUSE

Financials

Gilda's Club New York City, Inc.

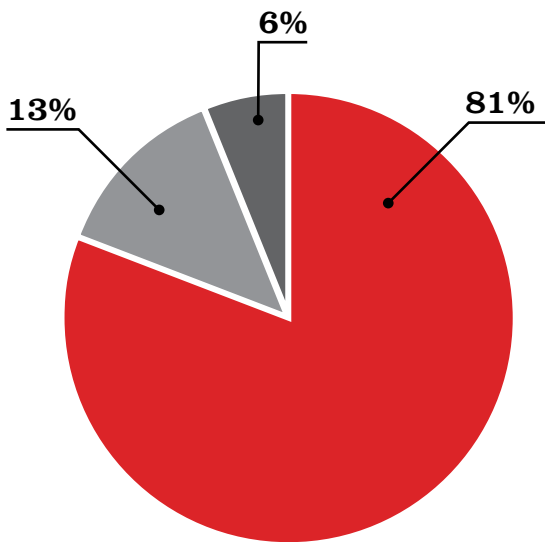
Statements of Activities Years Ended June 30, 2016 And 2015

	2016			2015		
	Unrestricted	Temporarily Restricted	Total	Unrestricted	Temporarily Restricted	Total
Changes in Net Assets						
Revenue and Other Support						
Contributions	\$606,044	\$46,316	\$652,360	\$635,122	\$49,658	\$684,780
Government grant	\$11,572	–	\$11,572	\$8,800	\$50,619	\$59,419
Special events income	\$2,027,449	–	\$2,027,449	\$1,496,952	–	\$1,496,952
Less: Direct expenses	(\$211,713)	–	(\$211,713)	(\$199,135)	–	(\$199,135)
Donated materials	\$1,538	–	\$1,538	\$1,864	–	\$1,864
Other income (loss)	\$2,199	–	\$2,199	(\$107)	–	(\$107)
	\$2,437,089	\$46,316	\$2,483,405	\$1,943,496	\$100,277	\$2,043,773
Net assets released from restrictions	\$231,260	(\$231,260)	–	\$204,235	(\$204,235)	–
Total Revenue and Other Support	\$2,668,349	(\$184,944)	\$2,483,405	\$2,147,731	(\$103,958)	\$2,043,773
Expenses						
Program Services	\$1,803,137	–	\$1,803,137	\$1,722,676	–	\$1,722,676
Supporting Services						
Management and general	\$135,723	–	\$135,723	\$130,073	–	\$130,073
Fundraising	\$295,272	–	\$295,272	\$277,178	–	\$277,178
Total Supporting Services	\$430,995	–	\$430,995	\$407,251	–	\$407,251
Total Expenses	\$2,234,132	–	\$2,234,132	\$2,129,927	–	\$2,129,927
Increase (decrease) in net assets	\$434,217	(\$184,944)	\$249,273	\$17,804	(\$103,958)	(\$86,154)
Net assets, beginning of year	\$1,068,728	\$236,625	\$1,305,353	\$1,050,924	\$340,583	\$1,391,507
Net Assets, End of Year	\$1,502,945	\$51,681	\$1,554,626	\$1,068,728	\$236,625	\$1,305,353



FY16 Sources of Revenue

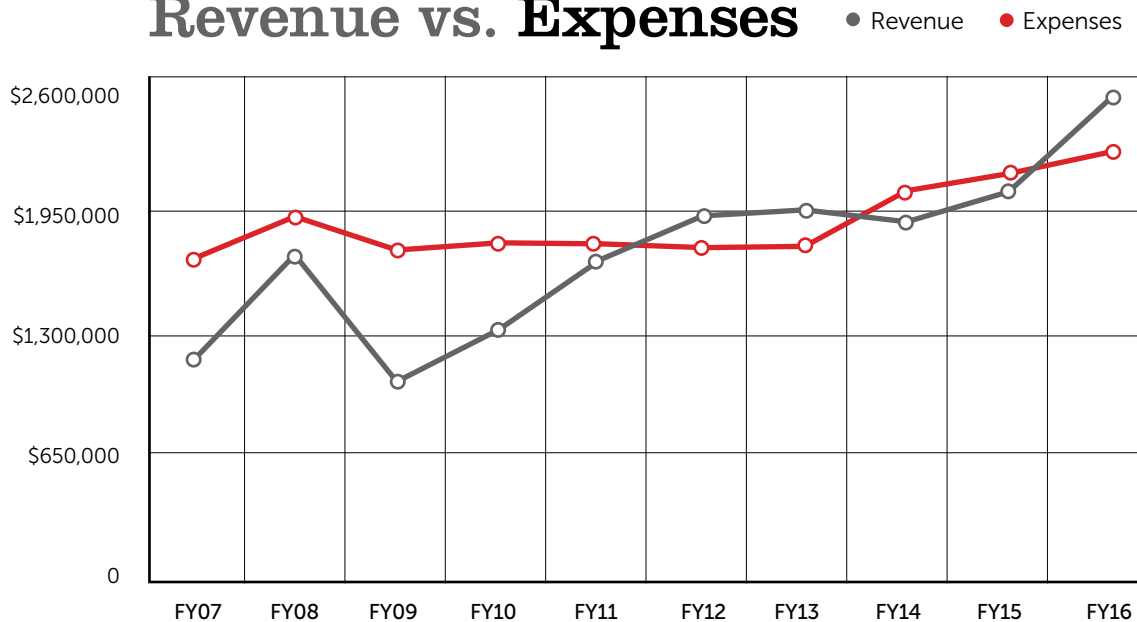
- + 50% Corporation
- + 46% Individual
- + 3% Government
- + 1% Foundation



FY16 Allocation of Resources

- + 81% Program
- + 13% Fundraising
- + 6% Administration

Revenue vs. Expenses



Volunteers

Volunteers are the core of Gilda's Club NYC and we would not be able to offer our free program without their time, energy, and commitment. More than 250 volunteers in 2016 supported our program as workshop facilitators, new member meeting facilitators, Noogieland support, administrative help, and event support. Also included in our volunteers are our Board of Directors and Associate Board. We would not be able to accomplish the work we do and provide outreach without their support. 3,465 hours equals an \$81,565 savings to Gilda's Club!

A photograph of two women in a room decorated for a holiday event. The woman on the left is wearing a dark brown button-down shirt and has her right arm raised. The woman on the right is wearing a light-colored top and glasses, and is gesturing towards the first woman. The room is decorated with red tinsel curtains and colorful string lights hanging from the ceiling. In the background, there is a table with various items, including a bag of snacks and a box.

3,465 Hours

Equals \$81,565 in savings

Corporate Partners

Our corporate partners are an engaged group of companies who believe in giving back – both in volunteering and in helping to support our program. In 2016 we thank the following for their generous support of GCNYC:



Juice Generation
RBC
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Bunny Bunny Society – Our Recurring Giving Society

Donors who commit to monthly giving provide Gilda's Club with a reliable stream of revenue.

Bunny Bunny
society

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TCS NYC Marathon



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Nina Bolka	Caitlin Leffel
Caitlyn Lash Bower	Robert Libetti
Katie Crawford	April McKenzie
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In-Kind donors provide us with donations that help us to raise revenue or provide services that GCNYC may not otherwise be able to afford.



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