

# GILDA GRAM

News About Gilda's Club Middle Tennessee - Free Support for Anyone Impacted by Cancer

## Executing On Our Strategic Priorities

In September 2019, when I began my new position as president and CEO of Gilda's Club, I was given the organization's recently completed strategic plan. What a gift to a new leader that our board, staff, volunteers, and community stakeholders had already identified a clear direction forward: financial sustainability, program accessibility, and increased awareness. My sincere thanks to Immediate Past Board Chair Jim Brown, current Board Chair Jim Corum, and Interim CEO Denise Alper for their roles in this process.



Harriet Schiftan,  
MSW, MAJCS

We have achieved so much in these three priority areas in the past fiscal year, and we will remain focused on all three in the year ahead.

### Financial Sustainability

- This year, we expanded our Advisory Board to include all past board chairs and key founders. These seasoned Gilda's Club leaders embraced new avenues to support us through planned giving, annual support, corporate sponsorships, and lending expertise.
- Under the leadership of former Board Chair Harriet Karro and Board Member Denise Alper, we renewed our focus on legacy giving to secure Gilda's Club's financial health now and in the future. Thank you to Denise and Harriet!
- Through your support in annual giving, foundation grants, and events, **we had a record-setting year!** Our development team and committee deserve our thanks - as do all of our donors who made this achievement possible. Check out our year-end financials in the next pages.

### Program Accessibility

- Our two-year expansion into Williamson County enabled us

to serve more members who live greater distances from our Midtown Clubhouse. Nine cancer support groups from our Franklin location continue to meet virtually.

- We taught hundreds of emerging doctors about the benefits of evidence-based psychosocial support at Meharry Medical College and Vanderbilt University School of Medicine.
- In the first four months of the pandemic, we received a typical year's worth of requests for resources and support. The Virtual Self-Care Resource Guide, created by our program team and updated monthly on our website, was sent to hundreds of members and community healthcare and mental health partners.
- The COVID-19 redesign of our entire cancer support program to online platforms was a feat of heroics by our program team, which never missed a day of providing cancer support to our members.

### Awareness Building

- The 21 members, donors, and volunteers who in the spirit of Gilda's Club shared their true and honest cancer experiences in "Everyone Has A Cancer Story" will inspire so many to reach out for support. This campaign, designed by our marketing director, can be found on our website and social media channels, and is being used in our brochures.
- *NFocus* gave our annual Red Door Bash fundraiser two "Best Of" awards, which inspired the Omni Nashville Hotel to celebrate Gilda's Club with a full-page ad. What great community partners!

We cannot fit all of our year-end achievements here, nor can we adequately express our thanks and gratitude for the community that makes Gilda's Club possible. Thank you! We hope to continue to exceed your expectations.



# 21 Years Support Community Hope

July 2019-June 2020 Community Impact and Annual Report

Individuals Served : New Members  
**4,506** : **319**



**11,658** Visits to a Gilda's Club Middle Tennessee location  
**7,117** Support group, counseling, distress screening, health & parent coaching, and resource support sessions  
**543** Healthy lifestyle & movement classes

## Fundraising

Individual Giving

**\$354,866**



2019 Red Door Bash

Foundation Giving

**\$310,760**



2020 Virtual Songwriters Night

Special Events

**\$375,757**



2019 Gilda's Club Golf Classic

COVID Assistance

**\$149,764**

**TOTAL Annual Revenue**

**\$1,191,147**

## SUPPORT IN THE FACE OF A PANDEMIC Apr-July 2020



**1,123\***

Responses to Participation & Resource Requests

**190\***

Virtual Support Groups

**120\***

New Member Inquiries/Customized Support Plans

**73\***

Virtual Mind/Body Classes

*"Even though I am technically alone right now, I don't feel alone, because my Gilda's Club family is still here for me right on the other side of the screen."*

\*Impact over a four-month period.

### REVENUE

Individual Giving	\$ 354,866.12
GildaGram Support	
Monthly Sustainers	
Red Door Society	
Will Power Society	
Foundation Giving	\$ 310,760.00
HCA Foundation	
Nashville Wine Auction	
Memorial Foundation	
And many more!	
Special Events	\$ 375,757.31
Songwriters Night	
Red Door Bash	
Gilda's Club Golf Classic	
Third-Party Fundraisers	
Covid-19 Funding	\$ 149,764.52
PPP Forgivable Loan	
<b>TOTAL REVENUE</b>	<b>\$1,191,147.95*</b>

### EXPENSE

Program	\$ 51,800.38
Counseling and Health Coaching	
Support Groups	
Workshops and Classes	
Program Calendar and Outreach	
Development	\$ 93,692.46
Year-End Campaign	
Songwriters Night	
Red Door Bash	
Gilda's Club Golf Classic	
Marketing	\$ 20,060.25
Gilda Gram	
Digital Communications	
Community Outreach	
Operations	\$ 87,630.54
Facilities/Equipment	\$ 79,063.53
Personnel Costs	\$ 816,254.33
<b>TOTAL EXPENSE</b>	<b>\$1,148,501.49*</b>

\*Operations budget unaudited

# A Special Thank You to Our Volunteer Partners...



Volunteer Visits in 2019/20

# 1,460

2019/20 COMMUNITY IMPACT REPORT



1707 Division Street  
Nashville, TN 37203

## Be a Part of Gilda's Club's Will Power Society

The newly-named Will Power Society honors those whose deep commitment to Gilda's has inspired them to include Gilda's Club in their estate planning. Whether you want to put your donation to work today or benefit Gilda's after your lifetime, we can help you find a charitable plan that aligns with your philanthropic priorities.

How leaving a planned gift benefits you:

- Creates a permanent legacy
- Saves on taxes
- Supports what you believe in in an enduring way

To learn more, contact Development Director Hayley Levy at 615-329-1124 or [hayley@gildasclubmiddletn.org](mailto:hayley@gildasclubmiddletn.org).



"I've witnessed the extraordinary difference Gilda's Club has made in the lives of people dealing with cancer. Now during this pandemic, Gilda's services have literally served as a lifeline for our members who are particularly vulnerable and must isolate at home. A planned gift, which can come in different shapes and sizes, will help this incredible organization continue to thrive and innovate for future generations to come."

- Denise Alper, Will Power Co-Chair



"A planned gift is a way to ensure your philanthropy and memory live on for years to come. We've come together to start the Gilda's Club Will Power Society to create a lasting legacy that provides free cancer support in Middle Tennessee, and I hope you will consider joining us."

- Harriet Karro, Will Power Co-Chair