

Gilda's Club Madison 2015 Annual Report

Gilda's Club Madison provides cancer education, emotional support and hope to men, women and children affected by any type of cancer—all at no cost to them.

Our Mission

To ensure that all people impacted by cancer are empowered by knowledge, strengthened by action and sustained by community.



149
youth programs



6,147
hours volunteered



An Affiliate of the
CANCER SUPPORT COMMUNITY



2,833
members



438
support groups

FREQUENT PROFESSIONAL PRESENTERS

Richard Baker	Mary Mulkerin
Stan Corwin	Lydia Mulvihill
Dr. Lauren Cunningham	Kristin Scheeler, MSSW, APSW
Riddhi Gahndi	Jennifer Sluga
Mary Lieck	Betsy Waller
Amy Lord	Sarah Young
Madison Laughter Club	

"I could not imagine my family going through this without Gilda's. I recommend it to everyone I know. It's been amazing and is like an extended family."
-Gilda's Club Member



My name is **Kim Mickelson**. I'm 49 years old, a mother, wife, friend and **six-year cancer survivor**. I'm writing to share how Gilda's Club Madison helped me pursue my cancer path on my terms, with laughter and fun.

2015 RED DOOR SOCIETY MEMBERS



The Red Door Society was established to sustainably meet the need for expanded programs by providing a vehicle for advocates of Gilda's Club to make an ongoing financial commitment. Sustainable income is needed to ensure that Gilda's Club Madison continues to be able to offer all programs at no cost to individuals and families touched by cancer.

Five levels of support are suggested, but anyone pledging over \$250 per year for a minimum of three years will be recognized as a Red Door Society member. Please contact **Katie Knill at 608-828-8862** to learn more.

Fernando and Carla Alvarado	Joann and Patrick Hall	Tammie McKenzie	Elliott Ross
Richard Baker and Cindy Parisi	Tonya Hazen	James and Elaine McNeil	The Saucedo Family
Charles and Elizabeth Barnhill	Anne Hill Pientka	Michael and Sandra Mengar	The Schlageter Family
Robert and Irene Becker	Steve and Sue Hird	James and Lynn Metz	Cynthia Schlough
Kris and Ron Berman	David and Melissa Holman	Roy and Debbie Meyer	Emily Schweitzer
Nancy Doll and Michael Bernhard	Larry and Toni Holweger	Joelle Mortenson Hutter	Scott and Linda Severson
John and Christine Berthelsen	Keenan Jones	Kelly and Jon Mortrud	Joyce Siefering
Norman and Barbara Berven	Kathleen Kelm	Amy and Jerry Nickles	Michael and Linda Slepica
Jon and Donna Birschbach	The Klump Family	Barbara Peterman	Robert and Suzanne Smith
Chris and Mary Blum	Sid and Nancy Korn	Kristen Peterson	Randy Sproule
Cindy Cary	Ron and Deborah Krantz	John and Mandy Petree	Walter and Lannia Stenz
Kelly Christensen	Lois Krantz	Linda Pilmer	Thomas and Christine Thomsen
Jan and William DeAtley	Carol Krause	Jim and Lori Power	Douglas Van Horn
Richard and Vicky D'Orazio	Marty and Mary Krueger	Charles and Rose Marie Prestigiaco	Lisa Van Lieshout
Trish Doyle	Helen Lambron	Leanne Puglielli	Robert Weiss
Lindsey Duca and Steve Modahl	Gayle Langer	Brad and Shelley Raaths	Kathleen Wood
Judy Ebersole	Ginny and Bob Lee	Kathleen Rezin	Lance and Teri Woods
Jeanne Ferreira	Laura Liebe	J. Christian and Carol Rosenstock	Brian and Linda Zimdars
Darren Fortney	Marianne Madar		
Larry and Jill Franklin	Michael and Karen McGriff		

My family and I aren't the sort to wallow when dealing with tough stuff. For instance, when I was going through my breast cancer treatment and reconstruction surgery, my friends and family threw me a Bye-Bye Boobies Party, which included a cake. The night ended with my 89-year-old grandfather saying, "Good luck with your remodeling!"

Gilda's Club met me where I was, laughter and all. One of the best things my family learned at Gilda's was that there are real health benefits from laughing. Laughter Club is open to the public and I think everyone should try it.

I became a member because I had so many questions about cancer and treatment. I wanted support from others that had already gone through it. I'm still a member because I want to share the experiences I went through and pay it forward to new members.

A lot of people don't realize that ongoing support is important! Gilda's offered support not only for me, but my whole family.

On Tuesday evenings my then three-year-old and I would go to the family support night. We'd eat a great volunteer-made dinner, and then go to our own support groups. My group was for men and women dealing with any kind of cancer. My son would learn about cancer with other kids. Attending those groups helped us have some really important conversations.

Gilda's isn't just about support groups. I learned how to knit and crochet, which helped me pass the time after surgery and in waiting rooms. I also learned how to cook healthier, which my family really likes. My favorite skill, which I still use, is relaxation and guided imagery. I use it daily!

Why do I choose to tell my story? Not because I'm a great writer or because I like speaking in front of people. Sharing my story has been therapeutic for me and it's my hope others will learn from my experiences. Most of all, I want to make sure people know they don't have to go through cancer alone! Gilda's is my safe place, my home away from home – and it can be yours, too, if you need them.



95%
reduced fears
related to cancer



95%
reduced feelings
of loss



"This program has been a huge support for me and my girls! I tell everyone how great it is! At Gilda's we have laughed, cried and found new friends. My girls beg to come every week and we always feel surrounded by warmth, smiling faces and caring hearts!"

-Gilda's Club Member

2015 MAJOR CORPORATE PARTNERS

1847 at the Stamm House
3 Club Shamble Open Championship
43North
6AM Marketing
A Glass Act
Ace Hardware-Hilldale
Adrian b.fix Salon
Advanced Pain Management
Advantage Osborne, LLC
Affiliated Communications
Allen Foundation
AlphaGraphics
American Family Insurance
American Girl
American Transmission Company
Anytime Fitness
Aon Foundation
Ascendant Holdings, LLC
Ascensus, Inc.
Avanti Italian Steakhouse
AVID Risk Solutions
Axley Brynerson, LLP
Beacon Technologies, Inc.
Bilancio Eyewear
Bishops Bay Country Club
Bistro 101
Boys and Girls Club of Dane County
Brasserie V
Brat Fest, Inc.
Brava Magazine
The Bruce Company
The Buckingham Inn
Cambridge House Bed & Breakfast
Cancer Support Community
Capital Brewery Company, Inc.
The Capital Group @ Lincoln Financial
Advisors
Capital Newspapers
CapSpecialty, Inc.
CCMSI
Celebrations Entertainment
Centare
Chalet Landhaus Inn
Chocolate Shoppe Ice Cream
City of Monona
Clasen Quality Coatings
Cognizant Technology Solutions

Colony Brands Foundation, Inc.
The Coopers Tavern
The Community of Bishops Bay
Connie Mills Accessories
Cosmic Cookers
Costco
Cottonwood Tucson
Coyle Carpet One Floor & Home
Coyle Contract, LLP
Culver's of Middleton
CUNA
CUNA Mutual Group
D.L. and L.F. Ridders Family
Foundation, Inc.
Dane County Credit Union
Decision Point, Inc.
Dental Health Associates of
Madison, Ltd
DeWitt Ross & Stevens S.C.
Dickey's Barbecue Pit
Diesel Forward
Direct Electric, LLC
Divine Designs Custom Invitations
Douglas Art and Frame
Downtown Middleton Business
Association Inc.
Electronic Theatre Controls, Inc.
Elements Massage
Elkhart Lake's Road America, Inc.
Ella's Deli and Ice Cream Parlor
EMC Corporation
Employee Benefits Corporation
Eno Vino Wine Bar and Bistro
ESPN Madison
EverFlora, Chicago
Exact Sciences Corporation
Ferrari Club of America North Central
Region
Fleet Feet Sports
Fox World Travel
Frank Liquor Co, Inc.
Fresh Madison Market
Full Compass
Genesis Properties, Inc.
Gigi's Cupcakes
Gorman & Company, Inc.
Grand Appliance and TV

Granite City
The Great Dane Pub & Brewing Company
Green Bay Packers
Greenway Station
Growing Tree Academy LLC
Gruno's Diamonds
Gunderson Funeral and Cremation Care
The Hamilton Consulting Group LLC
Hannes Design
Harbor Athletic Club
Harmony Acupuncture & Herbal
Medicine
Hartford Union High School
Hausmann-Johnson Insurance
Hawks Landing Golf Club
Hawks Quindel S.C.
Hilldale Shopping Center
Home Health United
HotelRED
Hubbard Avenue Diner and Bakery
Huron Consulting Group
Hybrid Salon
I'm Board! Games & Family Fun
Insperty Services, L.P.
Italian-American Women's Club
Jake's Junction Pub
JCPenny Cares
JCPenney James Cash Penney Grant
Program
J.H. Findorff & Son, Inc.
Jodi Lou Lung Cancer Foundation, Inc.
Johnny's Italian Steakhouse
Johnson Bank
Joni's Food & Spirits
J.P. Cullen & Sons, Inc.
JPMorgan Chase & Co.
Kalscheur Family Foundation
Kelly Moss Motorsports
KMA Bodilly CPAs & Consultants, S. C.
Kowalski Family Law LLC
Lake Forest Sportscars
Lake Mills Cars and Coffee
Leukemia & Lymphoma Society
Levy Restaurants
Lexus Champions for Charity
Lexus of Madison
Liberty Mutual Insurance



Financial and in-kind corporate donations received in 2015 are listed below. Gilda's Club Madison is grateful for the support of these donors who truly make our work possible. If you wish to remain anonymous in future listings, please let us know at the time of your gift. We make every

effort to include every donor over \$100. However, if your company's gift was inadvertently omitted, or if you notice an error on our part, we sincerely apologize. Please contact Sandy Henshue at 608-828-8870 to provide an update for our records.

Liliana's Restaurant
Louisianne's Etc.
LSB Unlimited
M3 Insurance Solutions, Inc.
Mad-City Chefs
Mad City Techs
Madison Monona Lioness Club
Madison Avenue Worldwide
Madison Beard Wearer's Union
Local 608
Madison Mallards
Madison-Kipp Corporation
Madison Marriott West
Madtown Hockey, LLC
Mainstream Boutique of Madison
Maple Bluff Country Club
Marshfield Clinic
McFarland Lioness Club
McKesson Foundation
Meicher & Associates LLP
Metcalfe's
Mickey's Linen
Mid Town Pub
Mid-West Family Broadcasting
Middleton Art & Framing
Middleton Travel, Inc.
Milio's Sandwiches
Miller & Sons Supermarket
Modish Studios Salon
Monet to Gogh
Monona State Bank
Morgan Stanley
Mueller Sports Medicine, Inc.
Murphy Desmond Lawyers S.C.
Nakoma Golf Club
NAPA Auto Parts
National Guardian Life Insurance
Company
NBC 15
Network Engineering Technologies
Nevada Bob's Golf
New Tech Painting, LLC
Newman's Own Foundation
New Glarus-Monticello Youth
Football, Inc.
Next Door Brewing Company
Nine Springs Golf Course

North American Mechanical, Inc.
North Central Group Hotels
Oak Bank
Oliphant Golf, Inc.
Oliver's Public House
Olson Toon Landscaping, Inc.
Oscar Mayer
Overture Center Foundation
P.B.E. Jobbers Warehouse, Inc.
Pacific Cycle, Inc.
Park Bank
Paul Toepfer Photography
Pizza Hut of Southern Wisconsin
Pleasant View Golf Course
Princeton Club Madison West
Pontoon Porch
PPD Laboratories
Promega Corporation
Purple Cow Organics LLC
Radiance Skin Therapy & Laser Center
Recon Productions, Inc.
Rexnord Foundation, Inc.
Rippe Keane Marketing
River Valley Bank
Rocky Rococo Restaurants - West
Ruth's Chris Steak House
RVR Services
S&L Hospitality LLC
Safe Bridge Solutions, Inc.
Seneca Foods Foundation
Service Specialists
The Shoe Box, Ltd.
Shomos Family Foundation, Ltd.
Short Elliott Hendrickson, Inc.
SPEC, Inc.
Spectrum Brands
Sprecher's Restaurant & Pub
Springs Window Fashions LLC
Stampin Up!
Stark Company Realtors
State Bank of Cross Plains
State National
Sub-Zero and Wolf
Summit Credit Union
Sundara Inn & Spa
Sushi Muramoto
SVA

Syntel, Inc.
TASC Cares
TaylorMade - Golf Company, Inc.
TEMPO Madison
Terese Zache Designs
That's a Wrap!, Inc.
Thrivent Choice
Thrivent Financial for Lutherans
Foundation
Total Administrative Services
Corporation (TASC)
TRICOR Insurance
Turville Bay MRI & Radiation Oncology
Center
Uniek, Inc.
United Way of Dane County
UnityPoint Health - Meriter
Universal Home Protection LLC
The University Book Store
UPS
The UPS Foundation
University of Wisconsin Carbone Cancer
Center
University of Wisconsin Medical
Foundation
UW Madison Food Service -
The Meat Market
Vitense Catering & Grill
Vom Fass
Wegner CPAs LLP
West Bend Mutual Insurance Company
West Bend Mutual Insurance Company
Charitable Fund
Westside Christian School
Whitewater High School Girls Tennis
Wisconsin Bank & Trust
Wisconsin Brewing Company
Wisconsin Comprehensive Cancer
Control Program
Wisconsin Distributors
WKOW 27 News
Woodman's Markets
Zimbrick European





"Volunteering at Gilda's has given me some peace of mind since my dad passed away from lung cancer a little over three years ago. I only wish that my family had such a welcoming, comforting and knowledgeable place to come to every week to help guide us through the challenging and confusing journey that cancer sent us on."

-Volunteer



"I had a lot of support, GREAT support, from my husband, parents, other family and friends, but was without someone to talk to who had been there, knew how I was feeling, was afraid of the same things I was afraid of and could offer advice or information on my cancer. Gilda's Club filled that gap."

-Gilda's Club Member

100
HOUR VOLUNTEERS**

- | | |
|-----------------|----------------------|
| Faye Antolec | Claire Kerwin* |
| Richard Berling | Jamie Klump* |
| Joy Bjorklund | Ginny Lee* |
| Debby Deutsch* | Sally Mandell-Rosen* |
| Carl Gehrman* | Ginny Ragatz |
| Cindy Hausfeld | Paula Romeo |
| Toni Holweger | Walt Stacy |
| Terri Hubbard* | Audra Thompson |
| Bill Kerwin* | |

**This list reflects April '14-'15 based on volunteer appreciation month.
* Pictured

2015 BOARD OF DIRECTORS

Michael Schlageter, Board Chair

Brad Raaths, Vice Chair

Mary Krueger, Treasurer

Scott Ducke, Secretary

Sarah Condella

Vicky D'Orazio

Darren Fortney

Dave Holman

John Komosa

Nancy Maurer

Jim Power

Kathleen Rezin

Joyce Siefering

BOARD MEMBER EMERITUS

Cindy Alvarez

2015 STAFF

Lannia Stenz, Executive Director/CEO

Kirsten Norslien, LPC, Program Director

Sandy Henshue, Director of Events & Corporate Partnerships

Noelia Breitman, LMHC, LPC, Facilitator

Katelin DeGroot, MS, Facilitator

Debby Deutsch, Volunteer Coordinator

Jan Fulwiler, Ph.D., Facilitator

Nan Gardner, LMFT, Program Manager

Lisa Heinrichs, LCSW, Facilitator

Carissa Hodgson, LCSW, Program Manager

Kristina Krizan, Office Manager

Emily Link, CCMHC, Facilitator

Jamie Rindy, CCLS, Facilitator

Sara Tripalin, LMFT, Facilitator

Jennifer Yessa-Kast, LCSW, Facilitator

PROFESSIONAL ADVISORY COMMITTEE

Dr. Mark Albertini

Karen Allaire, RN

Joanne Becker, DCGC

Dr. David Bryce

Mindy Cardenas, LPC, ATR-BC

Lisa Dussault, OTR

Dr. Rebecca Georgia, ND

Sue Janty, RN

Dr. Sam Lubner

Cheri Milton, LMFT, CT

Jennifer Piccolo, PharmD

Dr. Sam Poore

Dr. Diane Puccetti

Kathy Rothering, RN

Dr. Hal Skinner

Jeanne Strickland, MA

Barbara Thiermann, MSHA, RT

Ridley Usherwood, M. Div.,

D. Min

Dr. Teresa Woods

98%

reduced
distress

"Last night one of the boys in Noogieland said, 'My momma died and I was scared.' Those are powerful words for a four-year-old who's experiencing some pretty emotional stuff. Almost immediately, another boy chimed in and said, 'I get scared too.' I was so moved by how these kids, young kids, could open up and connect with each other. It shows that we're really doing something great here."

—Noogieland Volunteer



470
volunteers who gave their time

STATEMENTS OF FINANCIAL POSITION

December 31, 2015 and 2014

	2015	2014
ASSETS		
Cash	\$417,476	\$493,151
Certificates of Deposit	600,894	496,166
Prepaid Expenses	12,329	9,279
Unconditional Promises to Give	94,094	74,177
Property & Equipment-net	2,653,060	2,820,278
Total Assets	\$3,877,853	\$3,893,051
LIABILITIES		
Accounts Payable	\$11,543	\$8,083
Accrued Payroll	16,907	17,486
Total Liabilities	\$28,450	\$25,569
NET ASSETS		
Unrestricted	\$3,733,684	\$3,773,363
Temporarily Restricted	115,719	94,119
Total Net Assets	\$3,849,403	\$3,867,482
Total Liabilities & Net Assets	\$3,877,853	\$3,893,051

EXPENSES: December 31, 2015

Program	\$483,927
Fundraising	\$143,810
Administration	\$91,045
Loss on non-collectable promises to give	\$0
Total Expenses	\$718,782

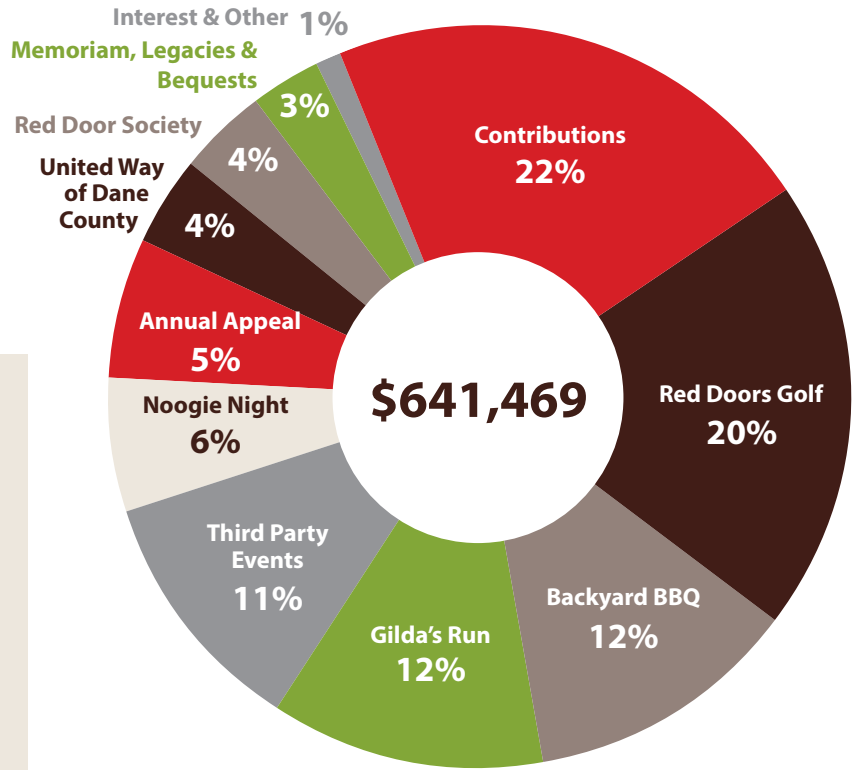
Change in unrestricted net assets: (\$18,079)

Gilda's Club Madison
7907 UW Health Court
Middleton, WI 53562
(608) 828-8880
GildasClubMadison.org



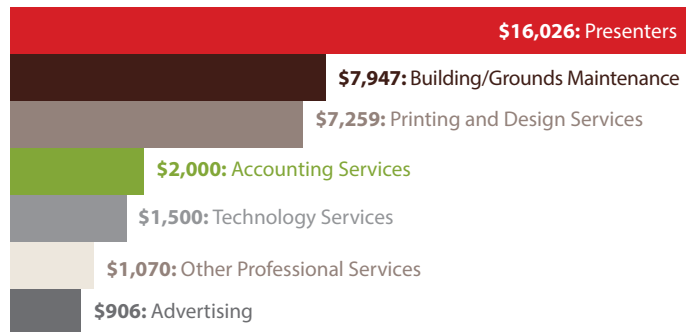
As a 501(c)(3) non-profit organization, Gilda's Club Madison free programs and services exist thanks to the support from individual donors, corporations, foundations and grants. Volunteer and funding opportunities are always available. Spanish translation services available.

INCOME



IN-KIND GIFTS

At Gilda's Club Madison, we strive to be diligent stewards of your financial gifts, while still ensuring the highest quality in programming. In 2015, in addition to thousands of volunteer hours and many thousands of dollars spent directly on our programs, we also received the generous gift of professional services. These services include everything from oncologists who share their expertise with our members to tech support and accounting services. The breakdown below shows the approximate value of these in-kind services.



This represents a total savings for Gilda's Club Madison of:

\$36,708