

# 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  
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Allen Foundation  
AlphaGraphics  
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American Transmission Company  
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Aon Foundation  
Ascendant Holdings, LLC  
Ascensus, Inc.  
Avanti Italian Steakhouse  
AVID Risk Solutions  
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Bilancio Eyewear  
Bishops Bay Country Club  
Bistro 101  
Boys and Girls Club of Dane County  
Brasserie V  
Brat Fest, Inc.  
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The Bruce Company  
The Buckingham Inn  
Cambridge House Bed & Breakfast  
Cancer Support Community  
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The Capital Group @ Lincoln Financial  
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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  
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CUNA Mutual Group  
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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  
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Douglas Art and Frame  
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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  
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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  
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Summit Credit Union  
Sundara Inn & Spa  
Sushi Muramoto  
SVA

Syntel, Inc.  
TASC Cares  
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TEMPO Madison  
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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
<b>ASSETS</b>		
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
<b>Total Assets</b>	<b>\$3,877,853</b>	<b>\$3,893,051</b>
<b>LIABILITIES</b>		
Accounts Payable	\$11,543	\$8,083
Accrued Payroll	16,907	17,486
<b>Total Liabilities</b>	<b>\$28,450</b>	<b>\$25,569</b>
<b>NET ASSETS</b>		
Unrestricted	\$3,733,684	\$3,773,363
Temporarily Restricted	115,719	94,119
<b>Total Net Assets</b>	<b>\$3,849,403</b>	<b>\$3,867,482</b>
<b>Total Liabilities &amp; Net Assets</b>	<b>\$3,877,853</b>	<b>\$3,893,051</b>

**EXPENSES:** December 31, 2015

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

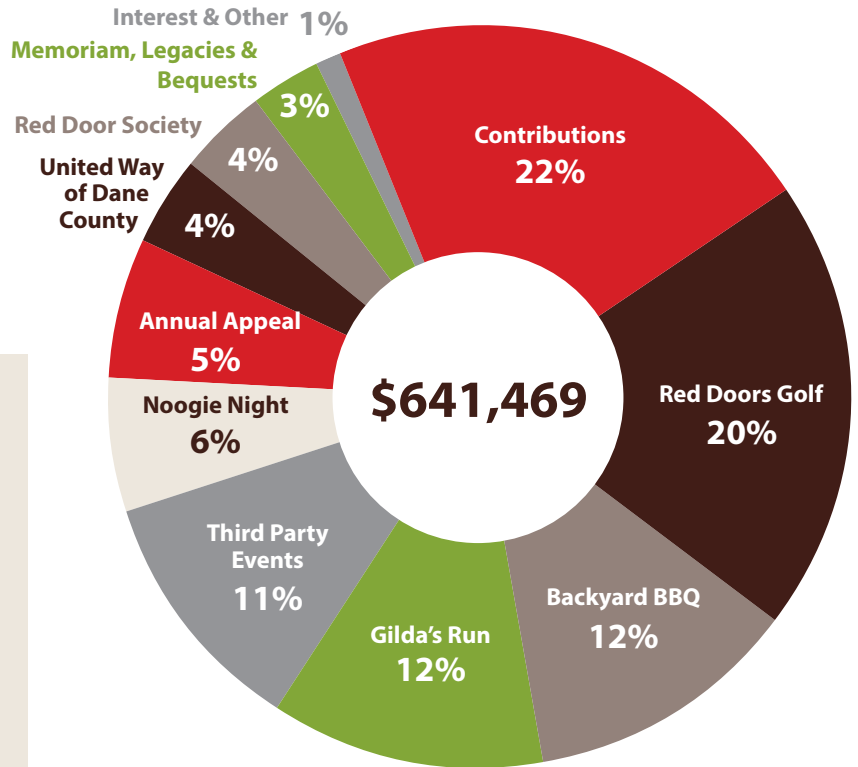
**Change in unrestricted net assets: (\$18,079)**

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



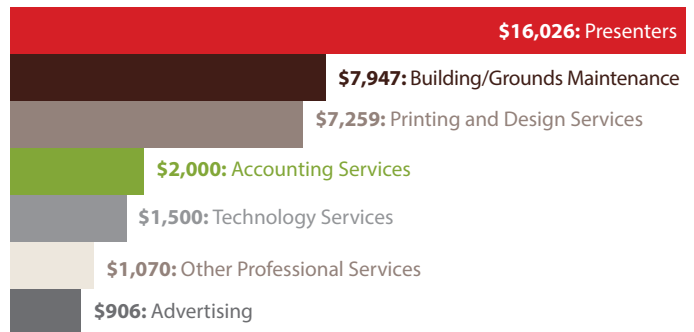
As a 501(c)(3) non-profit organization, Gilda's Club Madison free programs and services exist thanks to the support from individual donors, corporations, foundations and grants. Volunteer and funding opportunities are always available. Spanish translation services available.

**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**