

Gilda's Club **Southeastern Wisconsin** *an affiliate of the*



- Vision:** No one should have to face cancer alone
- Mission:** Ensure that all people impacted by cancer in Greater Milwaukee are empowered by knowledge, strengthened by action, and sustained by Community.
- Core Values:**
- Committed to evidenced based programming
 - Psychosocial support is an essential part of care
 - No fee for services to participants
 - Collective Wisdom and Individual Experience
 - Empowerment through Community
 - Respectful and Inclusive
- Goals:** Provide a free, accessible, decentralized cancer support program to people whose lives are impacted by cancer. Empower people affected by cancer by addressing their individual needs, linking them to a community of support and helping them to live better lives.

An affiliate of the Cancer Support Community, **Gilda's Club Southeastern Wisconsin** works to empower people whose lives are affected by cancer. By addressing their individual needs, linking them to a community of support and helping them to live better lives, we are advancing the central idea of the 2007 *Institute of Medicine* report *Cancer Care for the Whole Patient*: that social and emotional support are as important as medical care in the face of a cancer diagnosis .

Support Program

Support Groups are the cornerstone of our Support Program. These group meetings are facilitated by licensed mental health professionals and provide participants an opportunity to share and explore the emotional and social issues related to living with cancer.

Networking Groups are gatherings that bring together individuals with interests that may focus around specific cancer diagnoses and related topics.

Educational Seminars and Workshops on a myriad of topics provide the opportunity to acquire new skills and techniques to learn to live fully with cancer.

Social Connections within the cancer support community help relieve stresses associated with a cancer diagnosis.

Healthy Lifestyles provide focused activities related to nutrition, mind-body stress reduction, exercise and expressive arts.

Resources and Referrals make available critical information in the form of personalized assistance and referral to resources within the community and a resource library.

The Gilda's Club cancer support program is designed to help people identify and address their specific needs and concerns across the entire continuum of cancer - from diagnosis, treatment and post-treatment, to long-term survivorship and/or end of life. The program is offered free of charge to men, women and children whose lives have been touched by cancer.

Organization Funding

The annual operating budget of **Gilda's Club Southeastern Wisconsin** is approximately \$400,000. Charitable gifts from individuals, foundations, service organizations and corporations account for 100% of our income, which stays in the local community. Our annual license fee paid to the Cancer Support Community is 1% of our operating budget. Gilda's Club Southeastern Wisconsin is a proud member of Community Health Charities.



Background

1995

The first Gilda's Club was founded in memory of Gilda Radner, by Joanna Bull, Gene Wilder and supporters who envisioned a place where men, women and children touched by cancer could join together to form a community of support.

2004

Gilda's Club Southeastern Wisconsin opens its doors at 4050 N. Oakland Avenue in Shorewood.

2009

Gilda's Club Worldwide and The Wellness Community merge to become the Cancer Support Community, an organization providing psychological and social support through a network of more than 50 affiliate centers and more than 100 satellite locations worldwide.

2010

In July, area flooding damage to the Clubhouse and resulting financial issues bring about the closing of Gilda's Club Southeastern Wisconsin.

In September, with the receipt of a donation from area businessman Stanley Kass, Gilda's Club re-launches as *Gilda's on the Go™*, a trademarked name of Gilda's Clubs which operate under a decentralized model.

The new program delivers cancer support and education through healthcare providers, schools, places of worship, social service agencies and neighborhood organizations throughout Greater Milwaukee at no charge to participants.

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www.gildasclubsewi.org
414.962.8201

Service Outputs

- An average of 50 programs held each month.
- 500 total programs delivered annually.
- This equates to approximately 1,200 hours of free programming for our community.
- 2,546 individual participants in 2010 from seven counties in Southeastern Wisconsin.
- Since opening in 2004, more than 24,000 individuals have been touched by Gilda's Club message of hope.

Board of Directors

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Johnson Bank, Assistant Vice President

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