

Fulfilling Our Mission
Through Collaboration and Partnerships.



Gilda's Desert Cities

2016 Annual Report

TABLE OF CONTENTS

2	Nuturing Body and Soul
3	Testimonial: Della Drake
4	Partnerships Enable Program Growth
4	Children's Program
5	Nutrition Program
5	Educational Lectures
5	Desert Oasis Healthcare
6	New Fundraising Event Debuts
6	Old Bags Luncheon
7	Testimonial: John Mello
8	Gilda's Gift of Giving
9	Girls Night Out
9	Backstage Trunk Show
10	Partners: Thank You For All That You Do!
11	Ways to Give
11	Gilda's Desert Cities Grants
12	Gilda's By the Numbers

OUR MISSION

The mission of Gilda's Desert Cities is to ensure that all people impacted by cancer are empowered by knowledge, strengthened by action and sustained by community.



MESSAGE FROM BOARD CHAIR AND PRESIDENT/CEO



The mission of Gilda's Desert Cities is a lofty one: to ensure that all people impacted by cancer are empowered by knowledge, strengthened by action, and sustained by community.

To achieve this, Gilda's offers all those living in the Coachella Valley a life-changing, professionally led program with three key components: emotional support in the form of support groups for cancer patients and their loved ones; educational lectures; and healthy lifestyle classes/ social events. They take place in the warm, nurturing environment of Gilda's, where everyone can feel safe and understood.

We know that if we can truly fulfill this mission, then no one in our community will ever have to face cancer alone.

Over the past 12 years since Gilda's first opened its signature red doors, we have made tremendous progress towards fulfilling our vital mission. But we have not done it alone. It's only possible when many come together in mutual support, and Gilda's has been exceptionally blessed to have so many willing collaborators and strong partners working side by side with us.

One of the most important mutual support systems has been the Better Together For Community cancer support collaborative we spearheaded. It's comprised of the American Cancer Society, Desert Cancer Foundation, Gilda's Desert Cities, the Pendleton Foundation, and Susan G. Komen Inland Empire. Each organization provides a different service, but we all work together to help people cope with cancer. Gilda's alone served close to 6,000 cancer patients and their loved ones in 2016. But through the Better Together coalition, more than 10,000 have been served—double the number we can provide for on our own.

Many other individuals, corporations and foundations partner with Gilda's as well, and help us thrive. Thanks to them, we can greatly increase the number of individuals and families who benefit each year from Gilda's nurturing environment and ever-growing program of emotional support. We are pleased to acknowledge these partners and collaborators throughout this report. Because it's through many of us working together, that we can make sure no one has to face cancer alone.

Thank you for joining us in fulfilling our mission!

Paul D. Golden
Board Chair

Maria Elena Geyer
President/CEO

Nurturing *Body and Soul*

Thanks to Gilda's, no one ever has to face cancer alone.

Named for the late Saturday Night Live comedienne Gilda Radner, who benefitted from support groups while battling ovarian cancer, Gilda's Desert Cities works in partnership with other nonprofit organizations and local businesses to offer emotional, social and educational support for anyone in the Coachella Valley who has been touched by cancer.

We welcome men, women, teens and children of all ages and with all types and stages of cancer. They, their friends, caregivers and loved ones can participate in any of our 19 cancer support groups, and in social activities, workshops, educational lectures and fitness, nutrition and expressive arts classes. All programs are offered at no cost to members in the desert communities.

More than just a place, Gilda's is a community, where people with cancer – together with their families and friends – learn, find support, give hope and empower each other throughout their cancer journey. Because good medical care is important, but it's not enough.

For a complete list of Gilda's programs and activities, visit www.gildasclubdesertcities.org.

Photo: Eating for Wellness, Gilda's new, hands-on nutrition class.



“Just Knowing Gilda’s is There for Me is Powerful Medicine”

“I don’t think I would have fared as well as I did through treatment without this group.”



When Della Drake was diagnosed with ovarian cancer shortly after her divorce in 2015, she was shocked and terrified. Her friends were fiercely supportive, but most didn’t truly understand what she was going through as she braved surgery and chemotherapy.

One friend told her about Gilda’s, and Della began attending the Living With Cancer support group. Now, a year later and in remission, Della said Gilda’s has made all the difference.

“I don’t think I would have fared as well as I did through treatment without this group,” she said. “You have a safe place to talk about anything, as well as share resources. I actually found my oncologist through another group member.

“We celebrate each other, encourage each other and give each other hope,” she continued. “I leave the meetings feeling validated, understood and confident. Just knowing Gilda’s is there for me is powerful medicine.”

Partnerships *Enable Program Growth*

Children's Program

Thanks to a generous grant from the Irene W. and Guy C. Anderson Children's Foundation, Gilda's Desert Cities is expanding our Noogieland program, which supports children and teens coping with cancer.

Named after the "noogies" that were given to Gilda Radner on Saturday Night Live, Noogieland is a dedicated space at Gilda's where children express their emotions through art and play. Age-appropriate support groups help teens and children sort through what they don't understand about cancer, and offer a "safe" place to talk with other kids who know what they are going through.

With the Anderson Children's Foundation's support, we're adding support groups and nutritional education to the Noogieland program. We're also working with counselors, social workers, administrators and faith leaders at local schools and places of worship to expand awareness of Noogieland among children and parents.



Nutrition Program

At Gilda's, we recognize the importance of good nutrition in cancer prevention, treatment and survivorship. We're grateful for the support of the H.N. and Frances C. Berger Foundation and other donors, who have enabled us to continue growing our nutrition program.

We've now partnered with certified nutritionist and holistic health practitioner Tiffany Dalton to offer "Eating for Wellness," a dynamic, hands-on nutrition education program. The six-month program provides not only an abundance of valuable information for every phase of cancer treatment, but recipes and cooking demonstrations as well. Session topics are flexible, empowering everyone to actively participate and learn.



Educational Lectures

Gilda's educational program, open to the public, gives individuals tools to help them manage their cancer treatment and recovery. In twice-monthly lectures and workshops, physicians and other health practitioners from throughout the Coachella Valley present up-to-date information on a wide range of topics related to cancer and overall health and wellness.

This year we're pleased to expand our educational lecture series even further through a new partnership with Desert Oasis Healthcare.

Desert Oasis Healthcare "Adopts" Gilda's as its *Charity of Choice*

Desert Oasis Healthcare has pledged its support to Gilda's and those touched by cancer.

Desert Oasis-affiliated physicians and health professionals will present lectures and workshops as part of Gilda's education programs, beginning in 2017. Desert Oasis was also a major sponsor of the 2016 Gilda's Gift of Giving luncheon and fashion show, and the Gilda's Gift of Giving pre-luncheon VIP reception.

Desert Oasis is a healthcare organization that contracts with a network of primary care physicians, specialists, hospitals, diagnostic centers and health care systems to provide care for residents in the Coachella Valley and in Riverside and San Bernardino counties.

"We're pleased and proud to partner with Gilda's," said Dr. Brian Hodgkins, Pharm.D., Executive Vice President of Clinical Operations for Desert Oasis Healthcare. "Working together, Desert Oasis and Gilda's can make a difference for thousands of people in our community."



“It Felt So Good to Trust and Share”

When John Mello lost his wife of 37 years to cancer in 2013, he felt utterly alone and empty. What made his loss even harder to bear was that it came amidst his own battle with prostate cancer. But with help from Gilda’s, and Gilda’s support group members, John was able to make it through the most difficult time of his life.

John discovered Gilda’s shortly after his diagnosis, from a nurse at his wife Eva’s nursing home in Indio. He began attending the Living With Cancer support group.

“It was so helpful,” he said. “The people going through the same situation as you are the ones who really understand.”

A few months later, with Eva still in the nursing home, John underwent successful surgery. Then, just two months after his surgery, Eva passed away. Vulnerable, grieving, and with no family except a sister on the East Coast, John felt empty and very much alone. Then he found himself battling multiple additional health issues unrelated to his cancer.

Thankfully, Gilda’s was there. John began attending both the Bereavement and the Life After Treatment support groups regularly.



*“Gilda’s gives you help
you didn’t even know
you needed. It makes
the journey easier.”*

“It felt so good to be able to trust and share,” he said.

“And because I was alone, I appreciated the social aspects of Gilda’s.” He began participating in several Healthy Lifestyle Program classes, including painting, yoga, stretching and meditation.

Today, cancer free, John is enjoying a blossoming relationship with a new woman in his life. He continues to attend classes at Gilda’s, and volunteers there periodically as well.

“Gilda’s gives you help you didn’t even know you needed,” he said. “It makes the journey easier.”

NEW *Fundraising Event Debuts*



On March 1, 2017, the Coachella Valley was introduced to an exciting new event that's full of fun and fashion: the desert's first-ever Old Bags Luncheon, held at La Quinta Country Club and benefitting Gilda's Desert Cities.

The Old Bags Luncheon is an international, trademarked fundraising event inaugurated 17 years ago in Palm Beach, Florida. It features a silent auction of new and gently used designer handbags. The bags are collected via gatherings, mostly in people's homes, over lunch or cocktails. Others are donated by designers and retail stores. Here, Saks Fifth Avenue Palm Desert will be among the contributors.

The event is now held in many cities around the country, including Fort Worth, Texas; St. Louis, Missouri; Naples, Florida; Greenwich, Connecticut; Tulsa, Oklahoma; and Phoenix, Arizona. But only one Old Bags Luncheon is licensed in a geographic area, and Gilda's is very pleased to be our area's exclusive licensee.



Gilda's *Gift of Giving*

Fabulous Fashions and Heartfelt Thanks

The work of Gilda's would not be possible without the generous support of partners and donors who share our vision of hope and empowerment. Nowhere is this more evident than at the annual Gift of Giving Luncheon, Boutique and Fashion Show, our largest fundraising event of the year.

The luncheon, accompanied by a dazzling fashion show and fun shopping boutique, brings together individuals and organizations from throughout the community, honoring those who have made particular contributions to Gilda's. The huge attendance at this event demonstrates the passion donors have for the work Gilda's does.



Honoree Peter J. Wasserman (right) receives his award from Board member Charles Riach



Backstage Trunk Show

Another exciting addition to the Gift of Giving Luncheon this year was a fashion “trunk show,” held backstage directly after the event. Attendees met Los Angeles-based designer Margi Kent, whose creations were modeled during the fashion show, and purchased many of the garments direct from the runway.



Left to Right:
GNO Co-Chairs
Lori Romania
and Karen Bell



GNO

GIRLS NIGHT OUT

New to the Gift of Giving event in 2016 was Girl's Night Out, an evening of music, wine, appetizers and shopping with friends at the 29-vendor Gift of Giving Boutique. Held the night before the Gift of Giving luncheon, the sold-out event introduced more than 200 women to what Gilda's is all about.



Thank You, Partners, *For All That You Do!*

Circle of Life Society

*Cumulative Giving of \$25,000
or more Thru 6/30/2016*

Agua Caliente Band of Cahuilla Indians
Anita B. and Howard S. Richmond Foundation
The Auen Foundation
Ms. Loni Bader Argovitz
Mrs. Paula Berke
Ms. Annette Bloch
Mr. and Mrs. Charles and Karlyn Boppell
Mr. and Mrs. Robert and Joyce Browne
The California Wellness Foundation
Cancer Support Community
The Champions Volunteer Foundation
Charles B Gouert, Jr. Trust
City of Indian Wells
City of Rancho Mirage
Mr. and Mrs. Robert H. Clark Foundation
Coachella Valley Wellness Foundation
The Coeta and Donald Barker Foundation
The Community Foundation
Ms. Andrae Corrigan
Mr. and Mrs. Gerald and Donna Dunn
Dusty Wings of The Desert, Inc.
Mr. and Mrs. Larry and Ceil Feldman
Forest Lawn Foundation
Mr. and Mrs. Bert and Elaine Garland

Mr. Paul D. Golden
Mr. and Mrs. Ronald and Sylvia Gregoire
H.N. and Frances C. Berger Foundation
Mr. and Mrs. James and Jackie Lee Houston
Joseph Drown Foundation
Kaiser Permanente
Mr. and Mrs. Soron and Judie Litman
Manilow Fund For Health and Hope
Mr. Francis Markley
Mr. Harold Matzner
Mr. and Mrs. Robert and Sharon Miller
Morongo Band of Mission Indians
Ms. Sally Nordstrom
Ms. Miriam Nugit
Mr. and Mrs. Marvin and Lynn Pearlman
Pearlman, Borska and Wax
Prime Time Sales, LLC.
Mr. Gordon Rees
Regional Access Project Foundation
Mr. and Mrs. Charles and Carleen Riach
Riverside County Dept. of Mental Health
Saks Fifth Avenue
Margot E. Spence Trust
Mr. and Mrs. Bertram and Dorothy Steinman
Susan G. Komen Breast Cancer Foundation
Toys R Us Children's Fund
Mr. and Mrs. Peter and Judi Wasserman
The Weingart Foundation

Contributions

7/1/2015 thru 6/30/2016

\$25,000 to \$99,999

The Auen Foundation
Charles B Gouert, Jr. Trust
Ms. Andrae Corrigan
H.N. and Frances C. Berger Foundation
Mr. Harold Matzner
Mr. and Mrs. Robert and Sharon Miller
The Wasserman Foundation

\$10,000 to \$24,999

Mr. Robert Clark
Coachella Valley Wellness Foundation
The Coeta and Donald Barker Foundation
Dusty Wings of The Desert, Inc.
Mr. Paul D. Golden
Joseph Drown Foundation
Manilow Fund For Health and Hope
Mr. Francis Markley
Mr. Timothy Neuman
Ms. Sally Nordstrom
Mr. and Mrs. Barry Pearlman
Mr. and Mrs. Mitchell Pearlman
Mr. Ross Pearlman
Regional Access Project Foundation

\$2,500 to \$9,999

Agua Caliente Band of Cahuilla Indians
Ms. Karen Bell
Ms. Annette Bloch
The California Wellness Foundation
Cancer Support Community
The Champions Volunteer Foundation
Comprehensive Cancer Center
Mr. and Mrs. Gerald and Donna Dunn
Mr. and Mrs. Bert and Elaine Garland
The Garland Commercial Group LLC
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Ms. Susan Nober
Pearlman, Borska and Wax
Prime Time Sales, LLC.
Mr. and Mrs. Charles and Carleen Riach
Ms. Jacqueline Rudman
Mr. and Mrs. Sue and Terry Shankman
Mr. and Mrs. Gregory Simon
Mr. and Mrs. A.C. Warnack

\$1,000 to \$2,499

Mrs. Paula Berke
Mr. Jeffrey Bradley
City of Rancho Mirage
Contour Dermatology & Cosmetic Surgery
Mr. and Mrs. Jeff Daube

Ways to Give

There are many ways to support Gilda's. An exciting, new opportunity available for 2017 is the naming of Gilda's Community Room. The Coeta and Donald Barker Foundation is our first lead donor; four more naming opportunities remain.

Every gift to Gilda's is important. For more information on all the ways to give, and the Community Room naming opportunities, please contact President & CEO Maria Elena Geyer at 760.770.5678.

Ms. Linda Delodovici
Mr. and Mrs. Robert Fey
Mrs. Phyllis Greene
Mr. and Mrs. Jerold Heisler
Ms. Mary Henry
Dr. & Mrs. Paul Hinkes
Ms. Gayle Hodges
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National Charity League Inc. Coachella
Patios Plus, Inc.
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Mr. and Mrs. Maxwell Stern
Ms. Dee Strecker
Mr. and Mrs. Daniel Ticknor
United Way of the Inland Valleys
Walmart
Walter Clark Legal Group
Mr. and Mrs. Alan Wohl



Gilda's Desert Cities Grants

July 1, 2015 thru June 30, 2016

**The Auen Foundation
The California Wellness Foundation
Cancer Support Community
The Champions Volunteer Foundation
City of Rancho Mirage
Coachella Valley Wellness Foundation
The Coeta and Donald Barker Foundation
H.N. and Frances C. Berger Foundation
Irene W. and Guy C. Anderson
Children's Fund
Joseph Drown Foundation
Palm Desert Presbyterian Community Church
Regional Access Project Foundation
Walmart**

Gilda's *by the Numbers*

A 501(c)(3) nonprofit organization, Gilda's Desert Cities is supported by contributions from individuals, as well as sponsorships and grants from corporations and foundations. All donations stay in the Desert Communities. Various fundraising events are also held each year in support of the Gilda's mission.

Fiscal Year 2015-2016 Program Achievements

- 6,000 people made 8,000 visits to Gilda's programs
- Gilda's held 613 support group sessions, 32 lectures and 302 Healthy Lifestyle Program classes
- 206 people joined Gilda's, an average of 18 new member per month
- More than 160 volunteers contributed more than 9,000 hours of service

Revenues and Expenses

Revenues

Contributions	167,280
Grants and Pledges	361,600
Special Events (Gross)	449,496
Income on Investments	79

Total Revenue \$ 978,455

Expenses

Wages and Benefits	454,838
Contractors	35,215
Special Events	216,910
Advertising and Promotion	7,113
Materials and Supplies	22,734
Insurance	16,968
Interest	73,042
Professional Fees	30,679
Printing and Postage	1,143
R & M	13,162
Telephone and Utilities	19,007
Office Expense	6,480
Other	32,472
Depreciation	37,243

Total Expenses \$ 967,006

Report of Assets and Liabilities of Gilda's Desert Cities

For the Fiscal Year Ended June 30, 2016 (Audited)

Assets

Cash and Cash Equivalents	\$ 83,198
Other Assets	37,293
Land, building and equipment, net	1,350,539
Intangibles, net	24,943

Total Assets \$ 1,495,973

Liabilities

Accounts Payable	\$ 5,947
Accrued Liabilities	27,179
Deferred Revenue	38,351
Interest Payable	14,200
Notes Payable (Building)	\$ 1,039,705

Total Liabilities \$ 1,125,382

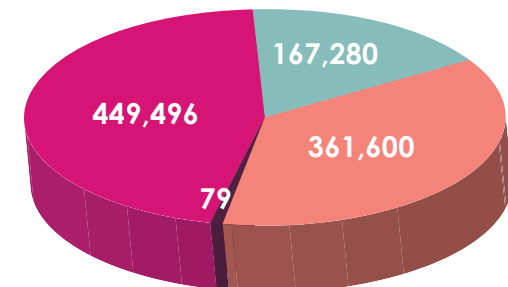
Net Assets

Unrestricted net assets	346,979
Unrestricted - board designated	23,612

Total Net Assets \$ 370,591

Total Liabilities and Net Assets \$ 1,495,973

Revenues and Support • \$978,455



- Contributions
- Special Events (Gross)
- Grants and Pledges
- Income on Investments

Gilda's Desert Cities

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Lance Walsh, MD, PhD

PHOTO: Seated, left to right: Paula Berke; Jerold Heisler; President/CEO Maria Elena Geyer; Board Chair Paul D. Golden; Margie Taft; Charles Riach. Standing, left to right: Susan Lauer Shankman; Paul Hinkes, MD; Phyllis Greene; Peter J. Wasserman; MRC Chair Janet K. Ihde, MD; Bert Garland; Diane Haaga; Maxwell Stern; Donna Dunn. Not pictured: Michael Mathews.



Gilda's Desert Cities
is an affiliate of The Cancer
Support Community, the largest
professionally-led nonprofit network
of cancer support worldwide, providing
cancer support services at no cost
throughout the United States and
worldwide for more than 30 years.

GILDA'S

GILDA'S DESERT CITIES

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Palm Desert, CA 92260

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