



Gilda's Club NYC

Corporate Program Support & Sponsorship Opportunities



About Gilda's Club

Our Mission: To Support, Educate, and Empower Cancer Patients and Their Families

Gilda's Club NYC (GCNYC) was founded in 1995 in memory of Gilda Radner, the talented comedian and original cast member of Saturday Night Live who passed away in 1989 from ovarian cancer. GCNYC's mission is to support, educate and empower cancer patients and their families. A cancer diagnosis can be an isolating experience which triggers many emotions including fear, anger, depression and an overwhelming sense of helplessness. Men, women, teens, and children attend support groups, educational lectures and workshops at the West Village clubhouse and at hospital and community partners in the Bronx, Brooklyn, Manhattan, and Queens – free of charge.



At Gilda's Club NYC, we believe no one should face cancer alone

Who We Serve

People Living With Cancer

- *From the moment you first find out you have cancer, through treatment, and post-treatment, your cancer diagnosis will have both a profound physical, emotional, and social impact. Joining a community of people who have experienced cancer firsthand can help to decrease your sense of isolation, provide support and education to empower you as you learn how to live with cancer – whatever the outcome.*

Family & Friends

- *The impact of cancer extends beyond the person who has been diagnosed to family members and friends. Learning to balance the need to provide care and support with everyday responsibilities is something no one should have to face alone.*

People Who Are Grieving

- *When a loved one dies, communicating feelings of grief and loss can be very difficult. Talking with others who have been through the grieving process is often beneficial.*

Children & Teens

- *Noogieland and Teens Connect provide children and teens affected by cancer a place where they can express their feelings in a friendly, facilitated play environment.*



Our Reach

- *More than 20,000 individuals are reached each year.*
- *We provide our program at our Clubhouse on West Houston Street and off-site at hospital partners in the Bronx, Brooklyn, Manhattan, and Queens.*
- *In the last year, GCNYC offered:*



1200 Support Groups

- *Support groups are at the core of what we offer to GC patients and their families. The groups are facilitated by licensed mental health professionals and provide an opportunity to meet with others and to share wisdom and firsthand experiences.*



600 Workshops and Educational Lectures

- *Workshops and lectures provide our members with valuable information including medical, legal, financial, and other cancer specific topics to enrich our members' well-being and promote self-discovery.*



28 Social Events

- *We host social events throughout the year which help our members celebrate our special community.*



Opportunities for Program Support – Social Events

MAY - *Fiesta Day*

- *Celebrating Spring, the event includes food, beverage, entertainment, and decorations*
- *Estimated budget: \$1000*
- *Attendance expected: 45*
- *Volunteers needs: 10+ for decorating the evening before or day of, and/or helping during the event*

JUNE - *Birthday Celebration*

- *In June we celebrate the founding of our Clubhouse (which also corresponds with Gilda Radner's birthday) and celebrate with cake, beverage, entertainment, and decorations*
- *Estimated budget: \$300*
- *Attendance expected: 80-100*
- *Volunteer needs: 5-10 for decorating and at event*

SEPTEMBER - *A Celebration of our Members (National Cancer Survivors' Month) English & Spanish*

- *Every member who is living with a cancer diagnosis, post treatment, caregiving or grieving has a vital role in building and creating our unique community. Panel discussion. Open to members, their families and friends..*
- *Estimated budget: \$500 x 2 = \$1,000 (annually)*
- *Attendance expected: 40*
- *Volunteer needs: 5 during the event*



Opportunities for Program Support – Internal Social Events

OCTOBER - *Noogiefest Annual Halloween Party*

- *We turn our Clubhouse into a Halloween spooktacular complete with games and prizes, entertainment, food and beverage, and fun decorations.*
- *Estimated budget: \$2000*
- *Attendance expected: 125*
- *Volunteer needs: 10 for decorating the evening before and 25 during the event*

DECEMBER - *Winter Wonderland*

- *A fun celebration to kick-off the holidays. The event includes decorations, entertainment, food and beverage, gifts for the children, paper goods, and table and chair rentals.*
- *Estimated budget: \$3500*
- *Attendance expected: 150*
- *Volunteer needs: 10-15 for decorating day of as well as helping with the event*

2017 Social Events Calendar

Social events are from 5:30PM - 7:30PM

- *February 22* *Remembrance Day*
- *April 27* *Volunteer Appreciation*
- *May 5* *Fiesta Day*
- *June 16* *Gilda's Club Birthday Celebration*
- *September 15* *A Celebration of Our Members*
- *October 26* *Noogiefest Decorating*
- *October 27* *Noogiefest*
- *December 8* *Winter Wonderland Decorating*
- *December 9* *Winter Wonderland Celebration*

Ongoing Program Support : Social Dinners

- **Teens Connect Monthly Dinner:**
 - \$2,000 annually or approximately \$170 per month
 - As part of our teen support group, we provide pizza and beverages . \$2000 would cover this cost for one year; **however, to provide a healthier alternative, we could provide a new budget with estimated annual costs @ \$4000.**
- **Quarterly Family Movie Night (held on a Friday):**
 - \$2,000 annually or \$500 per quarter
 - Every quarter we provide an opportunity for our families to enjoy an evening together which includes a family friendly movie, pizza, and popcorn. **We could provide a healthier alternative to pizza and/or we could offer our Family Movie Night more frequently, with additional funding.**

Other Funding Needs: Team Gilda

- **TCS NYC Marathon: Sponsor a Runner**
 - Since 2009, Gilda's Club has been a Bronze Charity Partner of the NYC marathon and has raised nearly \$700,000. As a Charity Partner, we are required to raise a minimum of \$2500 for every spot the Road Runners Club allots to our organization. This year Gilda's Club has been allotted 10 guaranteed spots. Corporate support is needed to help fill our team with runners, and/or to underwrite their fundraising goal of \$2500 per runner, or underwrite the costs of our team shirt. Branding opportunities are available for sponsoring 5 runners or more and would include your corporate logo on the team shirts. Your corporation will also be featured as a Gilda's Club team sponsor on our website. Corporate volunteers are also needed to cheer our team along the route at designated cheering spots.
- **TD Bike Boro Tour: Sponsor a Biker**
 - Since 2011, Gilda's Club has been a Charity Partner and has raised more than \$150,000. As a Charity Partner, we are required to raise a minimum of \$1000 for every spot that we have been allotted for our organization. Corporate support is needed to help fill our team with bikers and/or to underwrite their fundraising goal of \$1000 per biker, or underwrite the costs of our team shirt. Branding opportunities are available for sponsoring 5 bikers or more and include your corporate logo on the team shirt. Your corporation will also be featured as a Gilda's Club team sponsor on our website.



Fundraising Events Sponsor & Volunteer Opportunities

Signature Benefit Gala (November)

- Our signature event is our largest annual fundraiser and attracts over 450 supporters from major corporations from a wide array of industries including pharmaceutical, banking, accounting, advertising, and media communications, as well as philanthropic individuals. Each year we honor individuals and corporations who are dedicated to improving the quality of life of cancer patients and their families. In 2015, we raised over \$1.7 million.
- Opportunities for support include: table sponsors, invitation sponsor, journal sponsor, individual tickets, journal ads, auction donations, and after party sponsor.

Celebrating Women Working & Living with Cancer Benefit Luncheon (May)

- This event recognizes the issues facing women living with cancer and honors those women who have made an impact in research and/or have advocated for cancer awareness, research, and education. More than 300 women and men from the biopharmaceutical, banking, legal, advertising, and cosmetic industries, among others, attend our luncheon and raise more than \$300,000 for our free cancer support program.
- Opportunities for support include: table sponsors, invitation sponsor, program sponsor, individual tickets, and raffle donations.

Gildafest

- Our annual comedy event honors a female comedian who embodies the comedic genius of Gilda Radner. The event features performances by top stand-up comics, a live auction, and an awards presentation. Past honorees include Amy Poehler and Melissa McCarthy. The event raises \$150,000. Sponsorships and funding opportunities include: event sponsor, table sponsor, individual tickets, program sponsor, and goody bags or swag bags.

The Gildie Awards (Spring)

- This annual Spring event is hosted by our young professionals' Associate Board. More than 200 guests enjoy an evening of music, food and beverages and celebrate individuals who have made a difference in the cancer community. The event raises more than \$45,000. Opportunities for support include: event sponsor, individual tickets, raffle donations, liquor sponsors, and catering sponsor.



Contact Us



For more information about becoming a Corporate Partner, contact:

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