



Gilda's Club New York City

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 12,000 are served annually through support groups, educational programs, and referrals.
- 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

Please note that your organization does not need to provide all of the volunteers needed. We are able to supplement with our volunteer pool.

2018 events are 5:30 – 7:30 PM unless otherwise noted

MAY 17 - *Una Celebracion Para Nuestra Comunidad Latina*

- 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
- Attendance expected: 20
- Volunteer Needs: 3 (Bi-lingual)

MAY 18 - *Family Fun Night (also offered on Sept. 21) 5:30 – 8PM*

- 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**
- Estimated budget: \$175 per event
- Attendance expected: 15
- Volunteer Needs: 2

JUNE 15 - *Birthday Celebration*

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



Opportunities for Support – Internal Social Events

JULY 9 -13, AUGUST 13-17 - *Club Sparkle*

- This very special program provides week-long sessions of fun themes, specialized workshops, field trips and lots of laughter during periods throughout the year when school is not in session (mid-winter recess, spring break, summer vacation). There is no fee for camp, which includes all activities, lunch, and snacks for all camp
- Estimated budget: \$8,000 per week
- Attendance expected: 20
- Volunteer needs: 2 for only 2 full days of each week

SEPTEMBER 28 - *A Celebration of our Members (National Cancer Survivors' Month)*

- 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
- Attendance expected: 40
- Volunteer needs: 5

OCTOBER 12 - *Teen Social Event*

- Pizza and a movie for our teens
- Estimated budget: \$200
- Attendance expected: 20
- Volunteer needs: 2

Opportunities for Support – Internal Social Events

OCTOBER 18 - *Noogiefest Annual Halloween Party (Corporate Sponsor identified)*

- We turn our Clubhouse into a Halloween spooktacular complete with games and prizes, entertainment, food and beverage, and fun decorations.
- Estimated budget: \$4000
- Attendance expected: 125
- Volunteer needs: 10 for decorating the evening before and 25 during the event

DECEMBER - *Winter Wonderland (Corporate Sponsor 2018 identified)*

- 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

JAN – MARCH 2019 *Specific dates for event TBD*

January – *Family Fun Night*

February – *Remembrance Gathering*



May – Dec 2018 Comprehensive Calendar

Social events are from 5:30PM - 7:30PM (unless otherwise noted). Fundraisers times are specific to event.

- **May 6 – TD Five Boro Bike Tour (fundraiser – join our team)**
- **May 9 - Celebrating Women Luncheon, Metropolitan Club (fundraiser)**
- **May 17 - Una Celebracion Para Nuestra Comunidad Latina**
- **May 18 - Family Fun Night**
- **June 6 – The Gildie Awards, City Winery (Associate Board fundraiser)**
- **June 15 - Birthday Celebration**
- **September 21 – Family Fun Night**
- **September 28 – Celebration of Our Members**
- **October 12 – Teen Social Night**
- **October 19 – Noogiefest**
- **November 4 – TCS NYC Marathon (fundraiser - join our team)**
- **November 8 – 23rd Annual Benefit Gala, Gotham Hall (fundraiser)**
- **December 7 – Winter Wonderland**



Sample Activity Clubhouse Activity Calendar www.gildasclubnyc.org/calendar

GILDA'S CLUB NEW YORK CITY Program Calendar					September 2018
MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	
<p>RESERVATION POLICY If we do not have the minimum number of reservations 48 hours prior to an activity, it will be cancelled. It's important to register for all activities so that we can best communicate any changes in our schedule. If you are unable to attend an activity, please cancel your reservation as soon as possible by calling 212-647-9700.</p>	<p>Reminder: If you have a cold or any contagious illness, we ask that you be considerate of fellow members whose immune systems may be compromised and visit the clubhouse when you feel better. Additionally, please be sensitive to individuals who have a heightened sense of smell due to treatment. Please avoid wearing cologne and perfume at Gilda's Club New York City. Thank you.</p>				
<p>3</p> <p>CLUBHOUSE CLOSED IN OBSERVANCE OF LABOR DAY</p>	<p>4</p> <p>11AM-12:30PM—Gentle Yoga 12:30-2PM—Mujeres Unidas Grupo de Apoyo 3-4PM—Seated Yoga 5-6pm—Belly Dancing 6-8PM—Reiki 6:30-7:30PM— Qi (Chi) Gong</p>	<p>5</p> <p>10-11AM—Qi (Chi) Gong 1-2:30PM—New! Breath & Release: An Introduction to Connected Breathwork 6-7:30PM—Yoga: Refresh and Revitalize</p>	<p>6</p> <p>3:30-5PM—Lecture: Protein: Getting to the Meat of the Matter 6-7:30PM—Living with Advanced or Metastatic Cancer Group 6-8PM—Post-Treatment Group 6:30-7:30PM— Zumba</p>	<p>7</p> <p>10AM-3PM— New! Zentangle *Please contact The Creative Center at 646-465-5313 for reservations.</p>	
<p>10</p> <p>3:45-5PM—Moving For Life: Gentle Aerobics 6:30-7:30PM—Vinyasa Yoga</p>	<p>11</p> <p>11AM-12:30PM—Gentle Yoga 2-3:30PM—Wellness Group 4-5:30PM—Yoga Dance 6-7:30PM— A Room of One's Own: Meditation & Art 6:30-8PM— Aikido</p>	<p>12</p> <p>1-2:30PM—Living with Loss Group 3-4:30PM—Imagine Peace, Practice Peace: Meditation as a Still Point 6-7:30PM—Living With Gynecological Cancer Group</p>	<p>13</p> <p>4-5PM— Letting Go through Laughter Yoga 5-6PM— Movement Meditation 6-7:30PM—Caregiver Group 6-7:30PM—Improving Your Mood Through Hypnosis 6-7:30PM—Young Adult Bereavement Group 6:30-8M—Art Projects</p>	<p>14</p> <p>5:30-8pm—Noogie & Teen Family Fun Night</p>	
<p>17</p> <p>3:45-5PM—Moving For Life: Gentle Aerobics 6-8PM—Living With Prostate Cancer Group 6:30-7:30PM—Vinyasa Yoga</p>	<p>18</p> <p>11AM-12:30PM—Gentle Yoga 3-4PM—Seated Yoga 6:30-7:30PM—Letting Go Through Laughter Yoga</p>	<p>19</p> <p>10-11AM—Qi (Chi) Gong 5-5:50 PM—Gilda's Study Corner 6-8PM—Living with Loss Group</p>	<p>20</p> <p>11AM-12:30PM—Post-Treatment Group 11AM-12:30PM— Charla:"Super-alimentos" para el Sistema Inmunológico 5-5:50 PM—Gilda's Study Corner 5:30-8PM—Lecture: Shining the Light On Myeloproliferative Neoplasms 6-7:30PM—Young Adults Living with Cancer Group 6-8PM—Reiki</p>	<p>21</p> <p>2-3pm—Mask Making</p>	
<p>24</p> <p>3:45-5PM—Moving For Life: Gentle Aerobics 6:30-7:30PM—Vinyasa Yoga</p>	<p>25</p> <p>11AM-12:30PM—Gentle Yoga 1-3PM—Storytelling 3-4pm—New! Pilates Mat 5-5:50 PM—Gilda's Study Corner 6-7:30PM—A Room of One's Own: Meditation & Art 6-8PM—Reiki 6:30-8PM—John Lennon Real Love Project: A Song Writing Project</p>	<p>26</p> <p>10-11AM—Qi (Chi) Gong 3-5PM—Easy Self-Hypnosis for Life 5-5:50 PM—Gilda's Study Corner 6-7:30PM—Yoga: Refresh and Revitalize</p>	<p>27</p> <p>5-5:50 PM—Gilda's Study Corner 5-6PM— Movement Meditation 6-7:30PM—Lecture: Medical Cannabis: Cancer Pain Management and More 6-8PM— Living with Blood Cancer Group</p>	<p>28</p> <p>5:30-7:30PM—Special Event: Celebration of Our Members</p>	

Other Funding Needs: Team Gilda

▪ *TCS NYC Marathon: Join our Team or Sponsor a Runner*

- Since 2009, Gilda's Club has been a 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.
- Individuals are needed to join the team

▪ *TD Bike Boro Tour: Sponsor a Biker (May 6, 2018)*

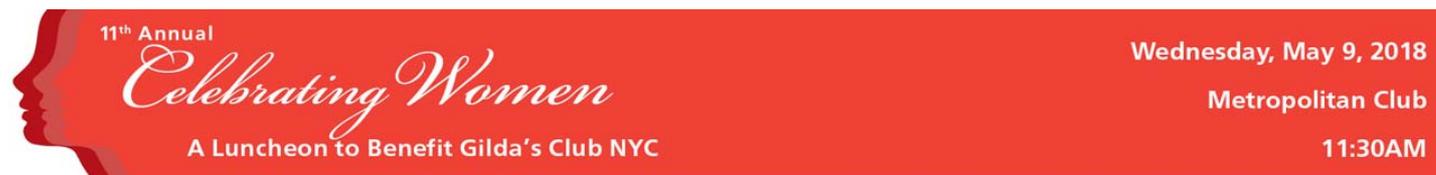
- Since 2011, Gilda's Club has been a Charity Partner and has raised more than \$150,000. As a Charity Partner, we are required to raise a minimum of \$1000 for every spot that we have been allotted for our organization. Corporate support is needed to help fill our team with bikers and/or to underwrite 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.
- Individuals are needed to join the team



Special Events Sponsorship Opportunities

Celebrating Women Benefit Luncheon *May 9, 2018, Metropolitan Club*

- 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.



11th Annual
Celebrating Women
A Luncheon to Benefit Gilda's Club NYC

Wednesday, May 9, 2018
Metropolitan Club
11:30AM

Keynote Speaker



Lisa D'Apolito
Filmmaker, Director/Producer of
Documentary Film *Love, Gilda*
Featured Opening Film of the
2018 Tribeca Film Festival

Red Door Award for Leadership



Michelle Freyre
President
US Beauty
Johnson & Johnson Consumer Inc

Red Door Award for Advances in Cancer Research



Alise Reicin, MD
Senior Vice President
Head of Global Clinical Development
Merck, KGaA, Darmstadt, Germany

Host



Gerri Willis
Anchor and Correspondent
Fox Business Network

Special Events Sponsorship Opportunities

The Gildie Awards *June 6, 2018, City Winery*

- This annual event is hosted by our young professionals' Associate Board. More than 250 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 and other sponsor opportunities, individual tickets, and silent auction donations.



HONOREE



Krysta Rodriguez

HOST



Elyn Marsh

MUSIC BY



DJ Vida



Alex Simon



Special Event Sponsor Opportunities

Signature Benefit Gala (November 8, 2018, Gotham Hall)

- 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.
- www.gildasclubnyc.org/gala2018

Gildafest (TBD)

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.



Contact Us



For more information about becoming a Corporate Partner, contact:

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