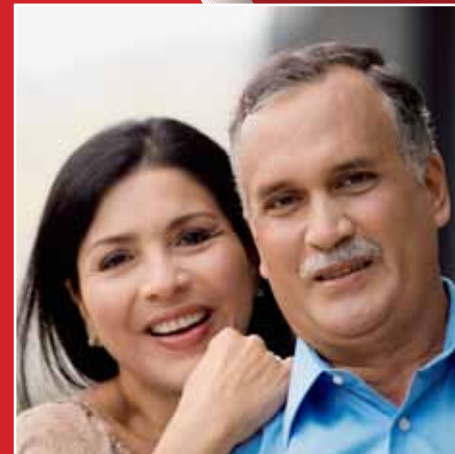


# Gilda's Desert Cities



Because no one should have to face cancer alone

## A Message from the Board Chair



It's been a year of transition and new vision at Gilda's, and the Board and I are very proud of what's been achieved. The most satisfying for me was the completion of our clubhouse improvements, including enlargement of our children's area, upgrading three handicapped-accessible bathrooms and the expansion and modernization of our kitchen. Fundraising was spearheaded by Gayle Hodges and Primetime International in loving memory of her husband Chuck Hodges. This project had incredible support from many partners, and we're grateful to all who took part.

With our new kitchen, we're adding nutrition to our Healthy Lifestyle Program in 2016. This meets a huge health need – how to eat right throughout the cancer journey. It will be named the Pearlman Nutrition Program in honor of the Pearlman Family for their generous contribution.

In other endeavors, we met the goals of our strategic plan for fiscal year 2015 and completed the year with no debt, while retaining cash on hand to fund a full year of programs. We also welcomed new President and CEO Maria Elena Geyer, whose vision, passion and energy are moving us quickly forward.

None of this would have been possible without the wonderful support of our many donors, volunteers, partners and community. Thank you for your generosity and commitment to our mission.

*Paul D. Golden*

## A Message from the President/CEO



2015 was an exciting year for Gilda's. We're growing and thriving in new ways that will help us make an even bigger difference in the lives of those touched by cancer.

A wonderful example is the collaborative we have formed called Better Together for Community.

This group of nonprofit Coachella Valley organizations – Gilda's, the Desert Cancer Foundation, the Pendleton Foundation, Susan G. Komen Inland Empire and the American Cancer Society – works together to increase awareness of the free support services we each provide.

Gilda's is thrilled to have been awarded a grant from the Regional Access Project Foundation on behalf of Better Together for Community. This makes us the first nonprofit collaborative in our region to be grant supported. The funds will be used jointly to promote awareness of the mental health needs associated with cancer and available support services, while reducing the negative stigma often attached to mental health.

When we give our time or financial support in partnership to support a common goal, we can achieve so much, and I thank you for your support.

*Maria Elena Geyer*

# Gilda's Desert Cities

# providing hope,

# support and inspiration



Beyond hospital visits and medical treatments there is Gilda's. Named for zany Saturday Night Live comedienne Gilda Radner, who benefitted from cancer support groups while battling ovarian cancer, Gilda's offers emotional, social and educational encouragement for anyone touched by cancer.

In 2007 the Institute of Medicine determined that social and emotional support are as vital as medical treatment for those fighting cancer. By offering these services, Gilda's provides an essential component of cancer care.

Gilda's welcomes men, women and children throughout the Coachella Valley, of any age and with any type or stage of cancer. Here, they find a nurturing, home-like environment where they and their friends, caregivers and loved ones can participate in 19 different cancer support groups, as well as fitness, nutrition and expressive arts classes, educational lectures, workshops and social activities — all at no cost.

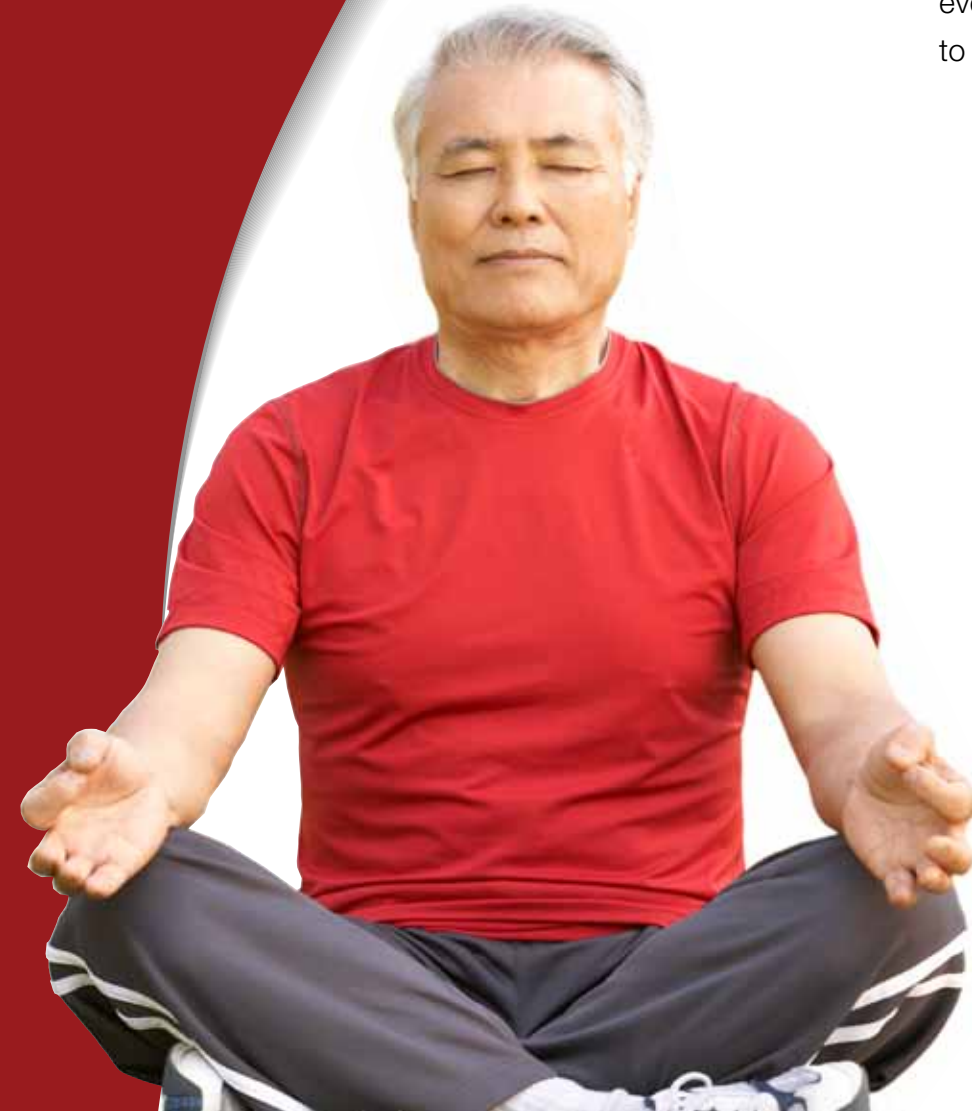
**Thanks to Gilda's, no one ever has to face cancer alone.**

With 200 volunteers and a community of partners with a common vision, Gilda's is truly a beautiful and welcoming place.

# embracing everyone

## touched by cancer

Gilda's addresses the shared emotional journey experienced by everyone touched by cancer. All programs are offered at no cost to members from the desert communities.



Gilda's educational programs, like this Spanish-language lecture, address a wide range of health and wellness topics.



Support groups are a core component of Gilda's Desert Cities.



### SUPPORT GROUPS

*Gilda's offers 19 professionally-led support groups:*

- For the newly diagnosed
- For those living long-term with cancer
- For people no longer in treatment
- For those who have lost someone to cancer
- Caregiver groups for family members
- Groups in Spanish
- Special groups for children and teens
- Evening groups
- Groups off-site, so even those living at a distance can benefit

### EDUCATIONAL, WELLNESS AND SOCIAL ACTIVITIES

*Gilda's nurtures the soul as well as the body, with:*

- Educational lectures and workshops presented by physicians and other healthcare professionals
- Healthy Lifestyle Programs emphasizing the mind-body connection and stress reduction
  - Tai Chi, meditation and yoga
  - Expressive arts such as painting, crafts and theater
  - Nutrition classes
- Potlucks, parties, meals, family activities, entertainment, special events

## “The Emotional Saving Is Just As Important”



Kippy Flur and founder Paula Berke

**“Being able to share your feelings and know you’re going to be understood is the greatest therapy you can give someone who’s going through cancer,” said Paula Berke, whose first exposure to a Gilda’s Club came 17 years ago in Nashville. Paula attended support groups at a Gilda’s there with her daughter Beth Horton, who was newly diagnosed with cancer.**

**Paula was so grateful for Gilda’s support that when she returned home to Palm Desert she inspired friends to found Gilda’s Club Desert Cities in the year 2000.**

**“When you’re battling cancer, you’re in the hospital a lot — and it’s not your favorite place to be,” Paula said. “Gilda’s provides a completely different environment. People feel very safe.”**

**Today, Paula’s other daughter, Kippy Flur, is carrying on the family connection to Gilda’s. First a volunteer, Kippy now handles Gilda’s digital communications.**

**“The emotional saving is just as important as the physical saving,” Kippy said. “Even when the crisis is over and families are back on their feet they stay connected to Gilda’s, often as volunteers.”**

# “You don’t have to go through cancer alone”

“At Gilda’s, I finally had a place where I could talk to people who understood what I was going through. You don’t have to face cancer alone.”



Tim Neuman

Tim Neuman was no stranger to cancer. He battled back from Stage 3 testicular cancer in 2000. But in 2008, he was shocked when a routine doctor’s visit revealed that he now also had another, rare form of cancer—and told he had just three months to live.

Tim’s family and friends had helped him through his first diagnosis. But having just moved to Palm Springs, he now needed other support. Tim had driven by Gilda’s many times but thought it might be only for women. One day he took a chance and stopped in.

“The instant I walked through the door, it was like a breath of fresh air hit me,” Tim said. “It was like all my burdens had been lifted.”

Tim outlived that second diagnosis by seven years. During this time, he attended Gilda’s support groups and gave back by volunteering: he taught art classes, helped with special events and served as a peer facilitator for a men’s networking group.

Last fall, just months before passing away on December 12, 2015, Tim made a very special gift. Even in a weakened state, he funded and redesigned the art room at Gilda’s into a creative space for inspiration and contemplation. It was a truly remarkable legacy.

“Gilda’s changed my life,” Tim Neuman always said. “At Gilda’s, I finally had a place where I could talk to people who understood what I was going through. You don’t have to face cancer alone.”



Sons Mitch, Ross and Barry Pearlman with Gilda’s plaque in memory of their parents Lynn and Marvin Pearlman

## The Pearlman Nutrition Program

Nutrition is a top concern for those undergoing cancer treatments. Some treatments can affect the desire to eat and the ability to swallow or digest certain foods, at a time when maintaining emotional and physical strength is imperative.

Gilda’s is pleased to add the Pearlman Nutrition Program to its Healthy Lifestyle Program in 2016. It is being named in honor of Lynn and Marvin Pearlman, two giving, caring people who supported Gilda’s as much as it supported them. The program is being launched with a lead gift from the Pearlman Family, in conjunction with grant funding and in partnership with supermarkets, chefs and nutrition professionals.

Members and families will be able to participate in hands-on cooking demonstrations and join guided grocery shopping expeditions, in English or Spanish. A professional nutritionist will educate members on the benefits of specific foods, depending on such factors as their stage and type of cancer.”

*It’s one more way Gilda’s is growing to offer hope and support to thousands in our community.*



# thank you, partners

## for Making it Happen

### Circle of Life Society

*Cumulative Giving of \$25,000+ Thru 6/30/2015*

The California Wellness Foundation  
 H.N. & Frances C. Berger Foundation  
 The Auen Foundation  
 Mr. and Mrs. Judi and Peter Wasserman  
 Margot E. Spence Trust  
 Mrs. Annette Bloch  
 Riverside County Dept. of Mental Health  
 Mr. and Mrs. James and Jackie Lee Houston  
 Anita B. & Howard S. Richmond Foundation  
 Joseph Drown Foundation  
 Mr. and Mrs. Marvin and Lynn Pearlman  
 Morongo Band of Mission Indians  
 Mr. and Mrs. Ronald and Sylvia Gregoire  
 Mr. Harold Matzner  
 Dusty Wings of The Desert, Inc.  
 Forest Lawn Foundation  
 The Champions Volunteer Foundation,  
 Agua Caliente Band of Cahuilla Indians  
 Toys R Us Children's Fund  
 Meyer Nugit  
 Mr. Paul D. Golden  
 Susan G. Komen Breast Cancer Foundation  
 Fidelity Charitable Gift Fund  
 Mr. Gordon Rees  
 Mr. and Mrs. Gerald and Donna Dunn  
 Saks Fifth Avenue  
 City of Rancho Mirage

The Community Foundation  
 Ms. Sally Nordstrom  
 Mr. and Mrs. Robert and Joyce Browne  
 Cancer Support Community  
 Regional Access Project Foundation  
 Mr. and Mrs. Robert and Sharon Miller  
 City of Indian Wells  
 Kaiser Permanente  
 Long Bader Argovitz  
 Mr. & Mrs. Robert H. Clark Foundation  
 Mr. and Mrs. Charles and Carleen Riach  
 Manilow Fund For Health & Hope  
 Pearlman, Borska & Wax  
 Mr. and Mrs. Charles and Karlyn Boppell  
 Mr. and Mrs. Paul and Paula Berke  
 Mr. and Mrs. Soron and Judie Litman  
 Mr. and Mrs. Bert and Elaine Garland  
 The Coeta and Donald Barker Foundation  
 The Weingart Foundation  
 Mr. and Mrs. Larry and Ceil Feldman  
 Mr. and Mrs. Bertram and Dorothy Steinman  
 BA Consulting, Inc.  
 Charles B Gouert, Jr. Trust

### Contributions

*7/1/2014 thru 6/30/2015*

**\$25,000 to \$99,999**

Dusty Wings of The Desert, Inc.  
 Fidelity Charitable Gift Fund  
 Mr. Harold Matzner

Mr. and Mrs. Bob Miller  
 The California Wellness Foundation  
 Mr. and Mrs. Peter Wasserman/  
 The Wasserman Foundation

### \$10,000 to \$24,999

Auen Foundation  
 Ms. Annette Bloch  
 Mr. Paul D. Golden  
 Mr. James Houston  
 Joseph Drown Foundation  
 Love From Margot Foundation  
 Mr. James W. Main  
 Mr. Francis Markley  
 Mr. and Mrs. Marvin and Lynn Pearlman  
 The Coeta and Donald Barker Foundation  
 Weingart Foundation

### \$2,500 to \$9,999

Agua Caliente Band of Cahuilla Indians  
 Anita B. & Howard S. Richmond Foundation  
 AstraZeneca Pharmaceutical  
 Bighorn Golf Club Charities  
 Mr. and Mrs. Lee Bookman  
 Cancer Support Community  
 The Champions Volunteer Foundation  
 Coachella Valley Wellness Foundation  
 Desert Women For Equality  
 Mr. and Mrs. Gerald Dunn  
 Eventbrite

The Fey Family Fund  
 Ms. Marcia Frantzen  
 The Garland Commercial Group LLC  
 Mr. and Mrs. Andrew Gladstein  
 Mr. and Mrs. Ronald Gregoire  
 Mr. and Mrs. Jerold Heisler  
 Ms. Gayle Hodges  
 Ms. Lori Huling  
 Dr. Janet Ihde, MD, FACS  
 Mary Ann Altomaria Living Trust  
 Mr. and Mrs. Ernest Mazur  
 Mission Lakes Country Club  
 Ms. Sally Nordstrom  
 Pearlman, Borska & Wax  
 Ms. Sandi Phillips  
 Mr. Ernestine Rubin  
 Saks Fifth Avenue  
 Mr. and Mrs. Bertram Steinman  
 Susan G. Komen Breast Cancer Foundation  
 Target Corporation  
 Toyota Dealer Match Program  
 Toyota of the Desert  
 Mr. and Mrs. A. C. Warnack

### \$1,000 to \$2,499

b. alsohons jewelers  
 Ms. Reni Belzberg  
 Bennion & Deville Charitable Foundation  
 Mrs. Paula Berke  
 Ms. Felicity Binkow  
 Mr. and Mrs. Alfred Bryman



Charles (Chuck) Riach, CFO, President/CEO Maria Elena Geyer, Executive Board Member Peter Wasserman, Presage Owner Valerie McNamara, Paul D. Golden, Board Chairman

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 Mr. and Mrs. Arthur Schwimmer  
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 Shirley's Resale Closet - Ms. Shirley Shapiro  
 Mr. and Mrs. Maxwell and Barbara Stern  
 Ms. Nancy Stone  
 Mr. and Mrs. Daniel Ticknor  
 Ms. Sandy McCoubrey Tung  
 United Way of the Inland Valleys  
 Walter Clark Legal Group - Mr. Walter Clark

## Gilda's Desert Cities Grants

July 1, 2014 thru June 30, 2015

H.N. and Frances C. Berger Foundation  
 The Auen Foundation  
 California Wellness Foundation  
 Weingart Foundation  
 Joseph Drown Foundation  
 Bighorn Golf Club Charities  
 The Coeta & Donald Barker Foundation  
 Champions Volunteer  
 Coachella Valley Wellness Foundation  
 Susan B. Komen Breast Cancer Foundation  
 The City of Rancho Mirage  
 Target Corporation  
 AstraZeneca

### WAYS TO GIVE

There are many ways to support Gilda's. Every gift is important. For more information, call us at 760.770.5678.

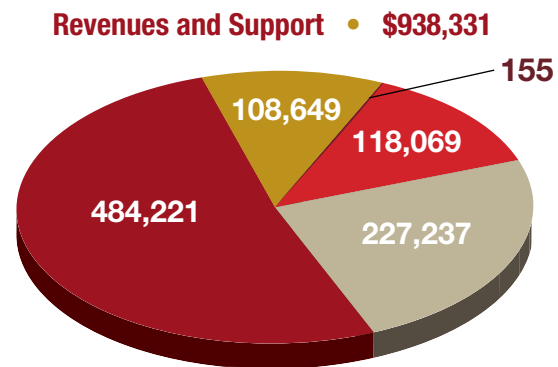


# Gilda's by the numbers

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. A number of fundraising events are also held each year in support of Gilda's mission.

## Fiscal Year 2014-2015 Program Achievements

- More than 3,237 people made 9,102 visits to Gilda's programs
- Gilda's held 693 support group sessions, 25 lectures and 329 Healthy Lifestyle Program classes
- 262 people joined Gilda's, an average of 21 new members per month
- More than 150 volunteers contributed more than 8,500 hours of service



■ Contributions   
 ■ Special Events (Gross)   
 ■ Income on Investments  
■ Grants and Pledges   
 ■ Non Cash Contributions

## Report of Assets of Gilda's Desert Cities

For the Fiscal Year Ended June 30, 2015 (Audited)

<b>Assets</b>	
Cash and Cash Equivalents	\$ 155,706
Other Assets	38,739
Land, building and equipment, net	1,383,260
<b>Total Assets</b>	<b>\$ 1,577,705</b>
<b>Liabilities</b>	
Accounts Payable	\$ 45,062
Accrued Liabilities	27,707
Deferred Revenue	69,400
Interest Payable	8,829
Notes Payable (Building)	\$ 1,048,215
	<b>\$ 1,199,213</b>
<b>Net Assets</b>	
Unrestricted net assets	310,558
Unrestricted - board designated	48,584
Temporarily restricted net assets	19,350
	<b>\$ 378,492</b>
<b>Total Liabilities and Net Assets</b>	<b>\$ 1,577,705</b>

## Expenses

Wages and Benefits	331,475
Contractors	138,172
Special Events	223,989
Advertising and Promotion	6,647
Professional Fees	26,333
Materials and Supplies	21,664
Insurance	25,002
Interest	81,248
Printing and Postage	1,015
R & M	14,405
Telephone and Utilities	23,610
Office Expense	8,223
Other	27,305
Depreciation	31,726
<b>Total Expenses</b>	<b>\$ 960,814</b>

## Gilda's Desert Cities

### 2015 BOARD OF DIRECTORS

Paul D. Golden – Board Chair

Paula Berke, MSW – Co-Founder

Donna Dunn, ASID – Secretary

Bert Garland – Vice Chair

Phyllis Greene, BA, MA – Co-Founder

Diane Haaga, PhD

Jerold L. Heisler

Janet K. Ihde, MD, FACS

Charles (Chuck) Riach – CFO

Susan Lauer Shankman – Vice Chair

Maxwell Stern, CPA – Member-at-Large

Peter J. Wasserman – Member-at-Large

Marvin Pearlman – In Memorium

Maria Elena Geyer – President & CEO

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Stephanie Farrell, MBA, CCRC, RN

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Timothy Tyler Pharm D, FCSHP

Davood Vafai, MD

Lance Walsh, MD, PhD



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

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



**GILDA'S DESERT CITIES**

73555 Alessandro Drive  
Palm Desert, CA 92260

NONPROFIT  
U.S. POSTAGE  
PALM DESERT  
CA  
PERMIT NO. 175

**MISSION STATEMENT**

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



[www.gildasclubdesertcities.org](http://www.gildasclubdesertcities.org) • 760.770.5678 •

