



**GILDA'S CLUB
MINNESOTA**
An Affiliate of the
AMERICAN CANCER SOCIETY

GILDA'S CLUB MINNESOTA

Impact Report

2023

About Gilda's Club



Our Mission

Uplift and strengthen people impacted by cancer by providing support, fostering compassionate communities, and breaking down barriers to care.

Our Impact Statement

To become a community for all Minnesotans impacted by cancer. A place to gather, connect, and learn – how and when they want – regardless of location, status, and background.

Our Values

- We believe in serving our community with integrity, acceptance, and trust.
- We collectively and intentionally nurture meaningful relationships.
- We embrace laughter, tears, joy, and fear.
- We value self-care, curiosity, and the opportunity for growth.

Gilda Radner's Legacy

Following her own cancer diagnosis, former Saturday Night Live comedian Gilda Radner quipped, “Cancer gave me membership in an elite club I’d rather not belong to.”

Today that club is Gilda’s Club. From the very first Gilda’s Club in New York City founded in 1995, to today’s network of more than 40 independent and locally-funded affiliates, Gilda’s Club is where membership means connecting with people who truly understand. Gilda’s Club Minnesota is proud to be part of the worldwide Cancer Support Community (CSC).



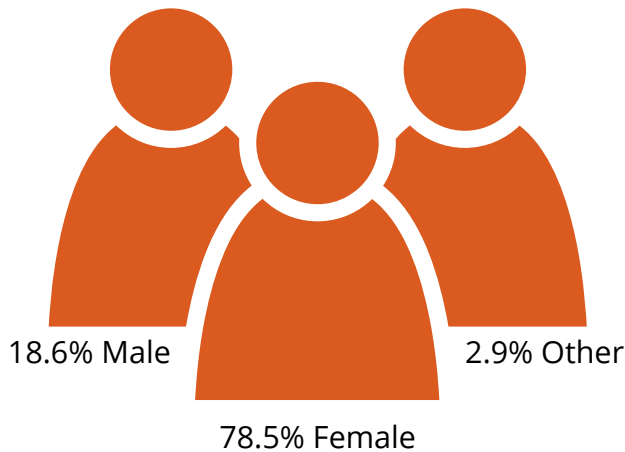
Gilda Radner

Member Snapshot

8,239 total visits

774 Active Members

358 New Members



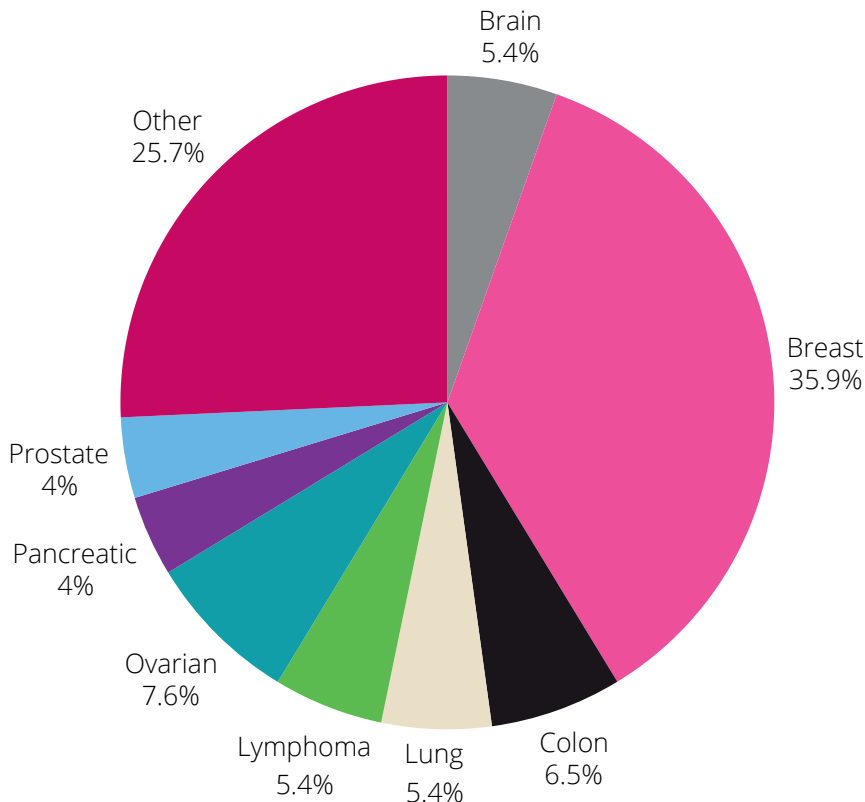
4,844
Support Group
Visits

1,098
Social Visits

218
Education
Session Visits

1,520
Healthy Lifestyle
Visits

Cancer Diagnoses



Volunteer Impact

**Graphs below prepared from preliminary volunteer data for the year ending December 31, 2023.*



*people volunteered their time and talents totaling **2,833** hours*

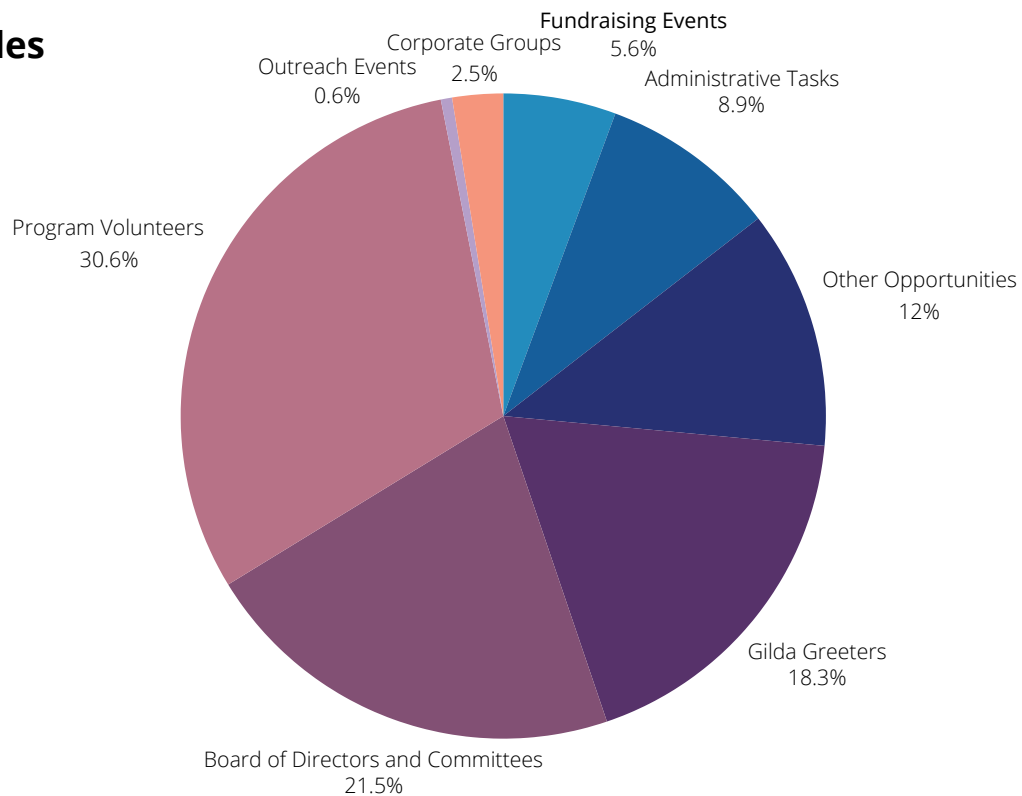


*Program Volunteers led **22** unique programs for members*



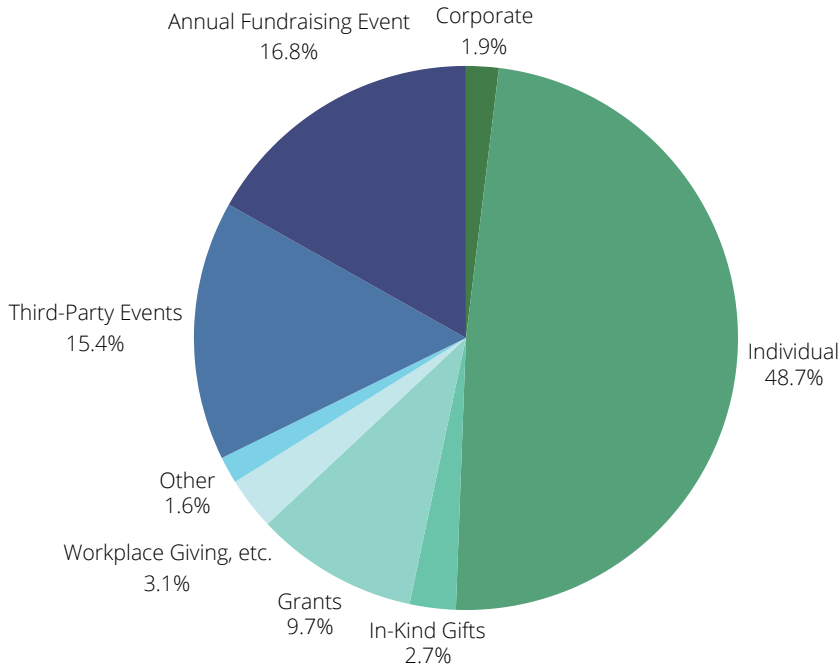
*volunteers spent **222** hours maintaining our Clubhouse gardens*

Volunteer Roles

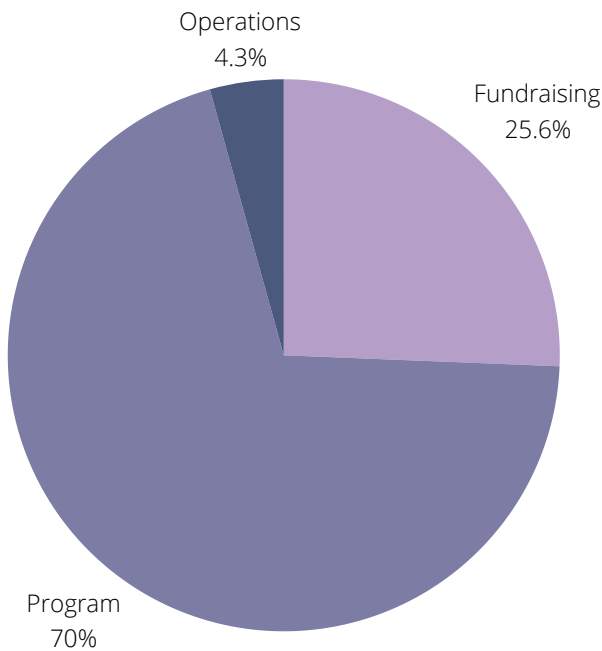


Financials

**Graphs below prepared from preliminary financial statements for the year ending December 31, 2023.*



Operating Income



Expenses

Gilda's Club is 100% funded by the community.

In 2023, Gilda's Club Twin Cities raised \$807,377 through community support from individuals, corporations, institutions, foundations, and civic organizations to sustain our vision that no one should face cancer alone.

Our 2023 Goals & Strategy

1

Increase our active membership by 25% from 2022 year-end member count.

In 2023, Gilda's Club will increase our membership 25% by expanding into St. Paul, Rochester, St. Cloud, Duluth and outstate MN, while continuing to provide our five-part program of support at our physical clubhouse location in Minneapolis. A 25% increase reflects current membership needs as evidence by survey and our growth capacity projection as determined by previous performance.

2

Increase individual giving by 50% over 2022 total.

In 2023, Gilda's Club will increase individual giving by 50% by consistently engaging with existing donors and cultivating new donors. An increase in revenue will allow Gilda's Club to continue welcoming more members, expanding our programming to include more support groups, more virtual programming, etc.