



Thank you for your inquiry about starting a Gilda's Club in your community. We welcome your interest in our mission, and look forward to sharing with you in detail what it takes to establish the nonprofit organization and clubhouse that serve as the foundation for our Gilda's Club program.

A local Gilda's Club relies on the generosity of the people who make up its community. It is extremely important to have the backing of key community leaders, medical and healthcare professionals, as well as a cross-section of representatives from business professions including real estate, non-profit law, finance, public relations, marketing and communications. Whether through financial or in-kind donations or volunteers who have time to offer, affiliate communities ultimately support and maintain existence of Gilda's Clubs.

The first step in this process is to complete the attached preliminary questionnaire, *Founding a Local Gilda's Club Affiliate Organization*. Once you have completed and returned this questionnaire to Gilda's Club Worldwide, we will contact you to discuss the possibilities of actively pursuing a Gilda's Club in your community.

We also ask you to begin thinking about a business plan and a list of people/corporations/ companies in your area whom you believe would be willing to assist you financially in bringing a Gilda's Club to your community.

Finally, at this time Gilda's Club Worldwide is focused on developing Gilda's Club organizations only in several key markets due to limited staff and resources. By assessing your responses to the questionnaires and discussing your overall readiness to undertake the development of a Gilda's Club affiliate, we will be able to mutually determine if we can move forward together at this time.

Thank you for contacting us regarding the development of a Gilda's Club in your area, we look forward to hearing from you. If you have any questions or comments, please feel free to contact our Affiliate Growth & Development Department via phone at (917) 305-1200.

Sincerely,

Affiliate Growth and Development
Gilda's Club Worldwide



“Having cancer gave me membership in an elite club I’d rather not belong to.”
~Gilda Radner

GILDA’S CLUB MISSION

The mission of Gilda’s Club is to provide places where people with cancer and their families and friends join with others to build social and emotional support as a supplement to medical care. Free of charge and non-profit, Gilda’s Clubs offer support and networking groups, lectures, workshops and social events in a nonresidential, home-like setting. Funding is solicited from private individuals, corporations and foundations.

OUR VISION

The Gilda’s Club philosophy of providing an emotional and social support community as an essential complement to medical treatment for people with cancer enables the organization to serve as a beacon for the provision of healthcare services in the 21st century.

We envision that Gilda’s Club Worldwide will assume its rightful place as the international leader advancing understanding of the essential nature of social and emotional support in the lives of people with cancer, as well as for the families and friendship groups who surround them.

GILDA’S CLUB OVERVIEW

- Gilda’s Clubs offer a warm and home-like place for people to come for hope, learning, inspiration and friendship after diagnosis and during treatment of cancer as a supplement to regular medical care. At Gilda’s Club, entire families learn how to live with cancer, and plan their emotional and social support, because, as Gilda herself said, “when cancer happens, it happens to the whole family.”
- The Gilda’s Club mission embraces the cancer support community concept where members learn from the experts . . . themselves. Gilda’s Club gives people with cancer - men, women and children with all types of cancer - a place to come, away from a hospital setting, where they can meet and talk with others who are going through the same thing.
- Named in memory of Gilda Radner, who died in 1989 from ovarian cancer, Gilda’s Club offers support and networking groups facilitated by trained professionals, lectures and workshops, and social events. All activities are free of charge.
- Gilda’s Club was founded in 1991 by Gilda’s husband, actor Gene Wilder and her cancer psychotherapist, Joanna Bull.
- Currently there are 16 clubhouses open in the United States and Canada and several additional clubs in development.
- Funds are provided by individuals, corporations and foundations for clubhouse purchase, renovation, furnishings and program costs. Million-dollar corporate sponsors have included Sears, Roebuck and Co., Vanity Fair Intimates, and *People Magazine*.



THE GILDA'S CLUB WORLDWIDE AFFILIATION PROCESS: An Introduction

Background

- To date, Gilda's Clubs have been formed in two ways:
reactive and *proactive* – A group expresses an interest in bringing Gilda's Club to their community, and Gilda's Club Worldwide works with that group to explore the potential. Occasionally, Gilda's Club Worldwide receives funding to proactively start a Gilda's Club in a given area, and/or responds to a GCWW board member interest.
- Gilda's Club Worldwide has strengthened the process over the years by encouraging more open and regular communication between prospective groups and GCWW. Visits at GCWW headquarters or Gilda's Clubs of mutual convenience have been strongly encouraged to build relationships with strong foundations early on.
- The affiliation process is one of evolution and continual improvement as Gilda's Club Worldwide has witnessed the challenges of varied communities as they have or have not been successful in opening Gilda's Clubs within a particular timeframe.
- Given lessons learned, Gilda's Club Worldwide has strengthened its requirements for affiliation up front. Gilda's Club Worldwide has more detailed conversations earlier in the process to determine whether or not founding individuals have the connections to attract influence and affluence in their communities.

Lessons Learned Over the Last 10 Years

Since the opening of the first clubhouse in 1995, we have learned that there are many factors that contribute to the success of a Gilda's Club affiliate, including:

- A committed, diverse founding group that has access to people with influence and affluence within the community is imperative.
- A thoughtful development plan with multiple streams of revenue and benchmarks must be adhered to as strictly as possible.
- At least one founding member who can devote their full-time effort to Gilda's Club is extremely valuable.
- Clubhouses that open without debt (i.e., mortgage, financial sustainability) will be more successful long-term.

- Start-up non-profit organizations require a comprehensive knowledge of fundamental non-profit management and operations. Please describe your committee's knowledge-base and experience with non-profit groups and include information on whether or not they have had experience with board cultivation and fundraising.

- Development of a local Gilda's Club is supported by Gilda's Club Worldwide through personal visits, staff consultation, materials and training. The fee for such support is \$5,000 during the initial growth period (from acceptance of proposal for affiliation through training of leadership staff), assuming this is completed in 36 months. The fee is renewable annually after that time. Please acknowledge your willingness to submit the first year's fee with your Proposal for Affiliation.

Name _____
Professional Occupation _____
Contact Address _____ Zip _____
Phone _____ E-mail _____

Please return this questionnaire to:

*Affiliate Growth and Development, Gilda's Club Worldwide, 322 Eighth Avenue,
Suite 1402, New York, NY 10001 or by e-mail to affiliatecoordinator@gildasclub.org.*

Gilda's Club Worldwide
322 8th Avenue, Suite 1402
New York, NY 10001
Phone: 917.305.1200
Fax: 917.305.0549

Gilda's Club Worldwide
Guiding Principles for Prospective Groups

A. Applying for (501)c3 Non-Profit Status

- The GVWW Preliminary Questionnaire must be completed and submitted to Gilda's Club Worldwide prior to creating the marketing and business plan called for in a Proposal for Affiliation.
- The Proposal for Affiliation is a thoughtful summary plan which demonstrates that a Founding Development Committee has studied the geographic area to be served, including the proximity to varied communities as well as medical institutions. Once the Proposal for Affiliation has been approved by Gilda's Club Worldwide, the organization may apply for 501(c)3 status.

B. Fundraising in the Prospective Stage

- The founding committee should not engage in any fundraising activities using the Gilda's Club name until a formal affiliation has been approved by Gilda's Club Worldwide and a 501(c)3 tax exemption has been received from the respective state or provincial government.
- Gilda's Club Worldwide does not recommend the use of a fiscal agent to raise preliminary funds until the organization has filed formal paperwork to conduct business as a non-profit 501(c)3 organization.

C. Communicating Your Message Locally

- Gilda's Club Worldwide recommends using *Project Gilda*, [e.g. *Phoenix Arizona*]. This is for Gilda's Club brand identity protection. The founding committee is not permitted to use the terms "Gilda's Club" or "Friends of Gilda" in its group name.

D. Working with Gilda's Club Worldwide

- Gilda's Club Worldwide recommends scheduling an in-person meeting between (2) representatives from the founding committee and GCWW staff as soon as GCWW has responded positively to the preliminary questionnaire. The meeting location may be at the annual Gilda's Club Worldwide Affiliates Conference, a visit at the Gilda's Club Worldwide headquarters in New York City, or at a Gilda's Club facility of mutual convenience.
- The founding committee will maintain ongoing communication via email and phone correspondence with Gilda's Club Worldwide, which will serve in a support role on the path to submission of the Proposal for Affiliation. This *marketing and business plan* is integral to the affiliation process, and GCWW is open to reviewing preliminary drafts to ensure success.
- Each prospective group is expected to participate in ongoing customized informational discussions to become familiar with the Gilda's Club mission, vision, goals, language and program activities during the early affiliation process.
- No prospective group is permitted to offer any parts of the Gilda's Club program or any program-related activities until the organization is open and chartered as a Gilda's Club.

Gilda's Club Worldwide Support

Gilda's Club Worldwide provides support for prospective groups and will make every effort to connect

members of the founding committee to the Gilda's Club network when appropriate so they can learn more about the Gilda's Club movement.

GILDA'S CLUB WORLDWIDE AFFILIATE DEVELOPMENT PROCESS

