

Gilda GRAM

2023
ANNUAL REPORT



**GILDA'S
CLUB
KENTUCKIANA**

An Affiliate of the
CANCER SUPPORT COMMUNITY



David Stemler
Board Chair



Karen Morrison
President

Fighting Inequity

Kentucky is the cancer capital of the world, #1 in both incidence and mortality rates. Health inequities are profound. For example residents of some west Louisville zip codes face 70% higher cancer mortality rates than residents of some east Louisville zip codes. Reaching some of these most vulnerable populations and meeting people where they are have been challenging.

Gilda's Club is working to ensure all people living with cancer in Kentucky and Southern Indiana have the support they need. Our response to this inequity is to expand our services from just our Grinstead location to where we are needed most.

Opening a branch in west Louisville (just 6 miles from the Grinstead Clubhouse) was a bold but necessary move that has paid off. We have seen a 57% increase in programs offered and a 241% increase in participation at our Gilda's West location.

Realizing we needed more diverse program offerings, we launched a Hispanic Outreach program with support groups and other programs offered in Spanish last year. In response, we have seen a 72% increase in programs either in Spanish or celebrating Hispanic heritage and a 200% increase in new members who speak Spanish as their primary language.

After years of minimally successful efforts in Southern Indiana, (knowing that while southern Indiana accounts for 21% of the metro area population, those residents north of the Ohio only made up 12% of the population Gilda's served), we secured two new sites in Floyd and Clark Counties. Gilda's Floyd and Gilda's Clark will officially open in June, making it more accessible to those would rather not cross the bridge to Kentucky.

With four strategically placed sites and a concentration on the needs of our Hispanic community, we are making inroads in meeting people where they are.

We will continue making bold choices, creating even more diverse program offerings, and helping ensure no one in our community faces cancer alone.



*We are making
inroads in
meeting people
where they are.*

2023 EXPENSES & REVENUE



EXPENSES

\$2,718,628

PROGRAM

80%

ADMINISTRATION

11%

FUNDRAISING

9%

GCK PARTICIPANTS



GCK ASSOCIATE BOARD

REVENUE

\$2,906,904

INDIVIDUALS

57%

FOUNDATIONS

37%

CORPORATIONS

6%

OUR MISSION

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

BOARD OF DIRECTORS

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* Cancer Survivor † Deceased

2023

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GCK.ORG