



GILDA'S  
CLUB  
SIMCOE  
MUSKOKA

An Affiliate of the  
CANCER SUPPORT COMMUNITY

# SIGNATURE EVENTS

2025 SPONSORSHIP & DONOR OPPORTUNITIES



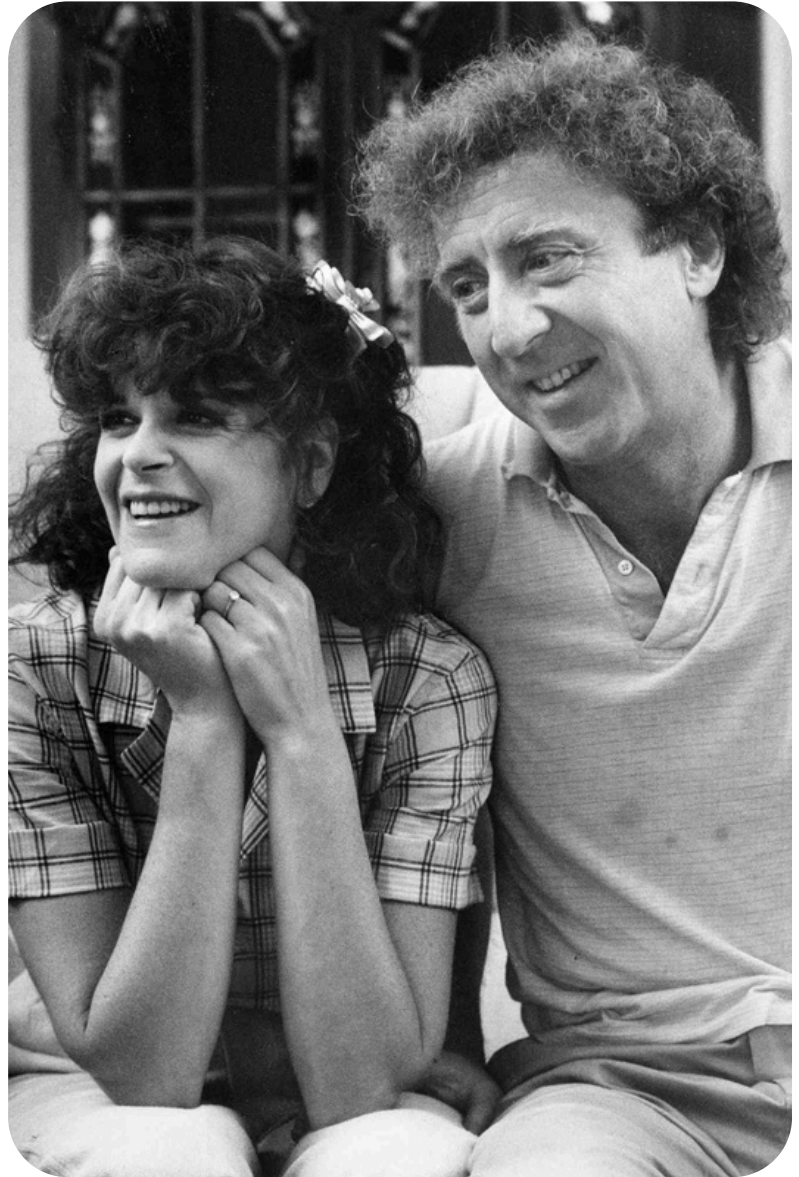
Community is **STRONGER** than Cancer

# FROM THE BEGINNING

## Gilda Radner

Our namesake, Gilda Radner, was one of the original cast members of NBC's "Saturday Night Live." Throughout her time on the show, she created several enduring characters, including Roseanne Roseannadanna, Emily Litella and Lisa Loopner.

When Gilda was diagnosed with ovarian cancer in 1986 she quickly realized the importance of emotional and social support. After attending The Wellness Community in Southern California, Gilda envisioned places of participation, education, hope and friendship to be made available to men, women and children with all types of cancer and their families and friends. After her death in May 1989 her husband, Gene Wilder, and Joanna Bull – Gilda's psychotherapist – founded the flagship Gilda's Club in New York City which opened its doors in 1995.



# GILDA'S CLUB



## ABOUT US:

Gilda's Club Simcoe Muskoka is an affiliate of the Cancer Support Community—an essential gathering place dedicated to providing support, education, and hope to all individuals impacted by cancer. In 2025, Gilda's Club Simcoe Muskoka will celebrate its 15th anniversary. As we reach this significant milestone, our primary goal is to ensure that those who have received a cancer diagnosis can access our comprehensive programming. Our members deserve a warm and welcoming environment, and our 10,000-square-foot clubhouse, conveniently located across from the Royal Victoria Hospital and the Simcoe Muskoka Regional Cancer Program, serves this purpose. Here, they will actively engage in building vital social and emotional support alongside their medical care.

We are determined to mobilize the financial resources necessary to enhance the visibility of our clubhouse throughout the community and ensure that our services reach those who need them most so that no one faces cancer alone.

## OUR MISSION:

Our mission at Gilda's Club Simcoe Muskoka is to uplift and strengthen people impacted by cancer by providing support, fostering compassionate communities, and breaking down barriers to care.

## OUR VISION:

Everyone impacted by cancer receives the support they want and need throughout their experiences.

## FREE TO EVERYONE:

Grounded in our Five Core Pillars- Support Groups, Healthy Lifestyle, Social Activities, Educational Workshops and Creative Expression Classes-Gilda's Club Simcoe Muskoka offers evidence-based programs and professionally facilitated one-on-one counselling, all at no cost to our members.

# FUNDRAISING TOGETHER



Programming and operational costs at Gilda's Club are approximately **\$1,000,000** yearly. Our Signature Events play a big part in our fundraising efforts, and account for around **33%** of our annual revenue budget. Each year, these events serve as a bridge to connect us with new supporters of Gilda's Simcoe Muskoka. Last year, we were thrilled to host nearly **600+** attendees, who gathered not only to celebrate our mission but also to welcome **204** new donors into our community. These valuable connections help us expand our outreach and impact, fostering a greater sense of belonging and support for our cause.

## Our Impact By The Numbers 2024:

**300+** New Gilda's members

**600+** Members at any given time

**6,500+** Visits for service, with a  
47% increase from 2023

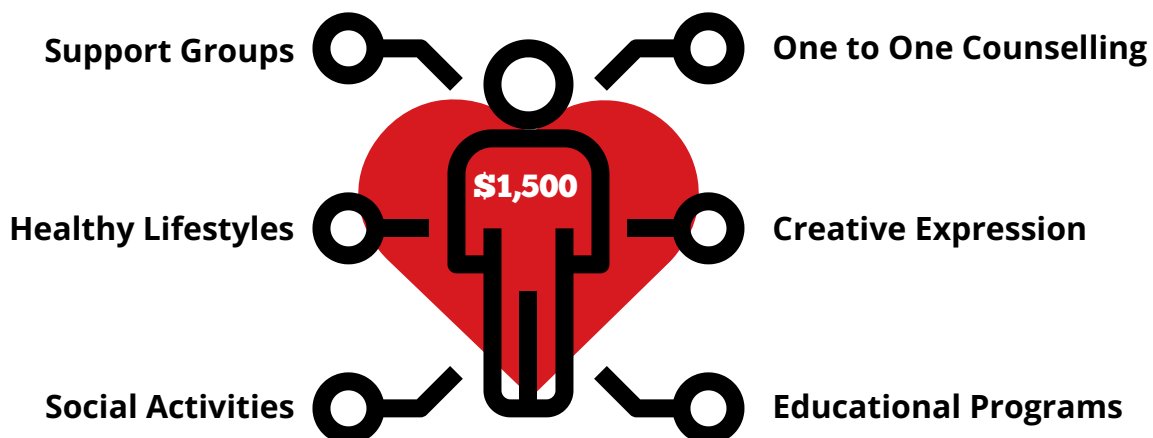
**932+** Programs offered with an additional  
23 new programs added in 2024

**1,900+** Volunteer Hours

**305+** Resource Requests

## How you Support our Members

The cost to support a Gilda's Club member is \$1,500 per year. Your support is crucial in delivering these vital services at no cost to our members, allowing them to experience a comfortable environment away from the sights and smells of a hospital setting.







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# OUR SIGNATURE EVENTS



## Red Door Curling Bonspiel



Saturday February 22, 2025 Gilda's Club hosted the Annual Curling Bonspiel at the Barrie Curling Club



## On a Sunday Afternoon

A tradition in Barrie and Simcoe County for over 15 years! Sunday June 1, 2025 will mark the 16th Annual On a Sunday Afternoon Event on a gorgeous estate in Simcoe County.



## Red Door Golf Classic

The annual Red Door Golf Classic is always well attended, and we're looking forward to seeing you July 18th at Bear Creek Golf Club.

## Ladies Nine & Wine Golf Tournament

A fun day for the gals on Thursday August 14, 2025 for the 5th annual Ladies Nine & Wine at the Innisbrook Golf Club



## 15th Anniversary (<sup>RED</sup>Black) Tie Gala

Wednesday September 17, 2025 will signify the 15th Anniversary of Gilda's Clubhouse opening! This will be marked with a grand event at the Clubhouse.

CELEBRATING  
**15**  
YEARS



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# GALA

**GILDA'S CLUB WILL BE HOSTING A RED TIE  
GALA FUNDRAISING EVENT IN CELEBRATION  
OF 15 YEARS OF UNWAVERING DEDICATION**

OUR COMMUNITY SUPPORTERS WILL BE INVITED TO JOIN US IN  
CELEBRATING AN EVENING OF GENEROSITY AND COMMUNITY  
FOR AN OPPORTUNITY TO CONNECT WITH THE ORIGINAL  
FOUNDERS, NETWORK WITH SOME NEW FRIENDS OF GILDA'S  
AND FUNDRAISE TOWARDS ANOTHER 15 YEARS WITH  
MUSIC, DECADENT TREATS, REFRESHMENTS AND AUCTIONS  
TOWARDS CANCER SUPPORT IN OUR REGION.

*It's time to raise a Glass to Gilda's Club  
Simcoe Muskoka!*

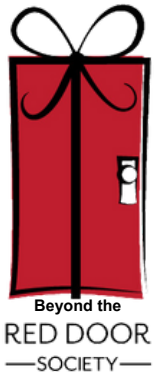


COMMUNITY IS **STRONGER** THAN CANCER

Become part of the

# BEYOND THE RED DOOR SOCIETY

**Gilda's Club receives no government funding and relies heavily on the generosity and support of our community**



Beyond the Red Door Society donors directly support our Cancer Support Program and provide all opportunities for growth and expanding core services. We could not accomplish our Mission without Beyond the Red Door Society donors and is without a doubt the most impactful way that people can support Gilda's Club and our community.



Gilda's Club proudly recognizes our donors at the front entrance just inside the Red Door, which is open because of your support!



**GIFT OF YOUR CHOICE**

**\$**

**A YEAR FOR FIVE YEARS**



**GIFT OF FRIENDSHIP**

**\$1,000**

**A YEAR FOR FIVE YEARS**



**GIFT OF EMPOWERMENT**

**\$5,000**

**A YEAR FOR FIVE YEARS**



**GIFT OF LAUGHTER**

**\$10,000**

**A YEAR FOR FIVE YEARS**



## **One-Time Donation**

Any donation, big or small, will help provide information, education, and emotional support to people living with the impact of cancer in our community.



## **Monthly Donation "Gilda's Givers"**

Become a Gilda's Givers and see how powerful an investment of monthly donations make in our Cancer Support Program. A small donation will make a big difference over time.



# FUNDRAISE FOR TEAM GILDA

We deeply appreciate the third-party organizers who host events and generously donate proceeds to uplift those impacted by cancer. Our cancer support program thrives because of the incredible spirit of our community

You can host or sponsor your own event and help raise much needed funds for Gilda's Club Simcoe Muskoka. We have a history of successful events. Third Party events, such the Raw & Reflective Calendar safeguard our free Cancer Support program and accounts for 11% of our annual budget.

Join the Cancer Support Community by  
purchasing a 2025 Calendar!!

**\$25**

# MOTIVATION



All proceeds from calendar sales stay  
local and help fund Gilda's Club's  
Cancer Support Programs.

**RAW & REFLECTIVE** 2025



## Raw & Reflective Calendar

Leaders like **Sharon Smith**, creator of the Raw & Reflective Calendar help bring attention to Gilda's Club. Sharon and the Raw & Reflective Committee have launched the 2025 edition, marking its 6th edition, a project Sharon had expected to be a one-off venture. "Being surrounded by so many caring and giving people has allowed the calendar to continue and grow". The Calendar has raised over \$100,000 since it's first issue in 2020! The calendar features 12 incredible models, along with sponsors and photographers creating a powerful statement in bringing awareness and heart felt stories for all proceeds going to Gilda's Club.



**Support your Community Within  
Your Organization**





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## BENEFITS TO YOU

- Gain access to 600+ local participants - ideal customers for your business!
- Reach 10k+ audience through email, social media and flyers
- Partner with Gilda's Club and promote a positive image of your business within the community
- **Have a direct impact of someone living with a cancer diagnosis**

### You are in good company!

"Giving back to the community has always been important to me, and one organization that holds a special place in my heart is Gilda's Club Simcoe Muskoka. I believe in strengthening the fabric of our community by supporting organizations that make a difference."

Michael Gleason

### Here's what our community partners are saying

"We have been involved with Gilda's Club Simcoe Muskoka since its inception. We have served on the capital campaign; assisted in furnishing the clubhouse; served on the board of directors; and volunteered in various capacities

We encourage you to support this worthy cause."

Sharon & Harold Cook



**[gildasclubsimcoemuskoka.org](http://gildasclubsimcoemuskoka.org)**

Charitable # 87366 4205 RR0001



# **GILDA'S CLUB**

## **SIMCOE MUSKOKA**

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### **Contact Us:**

#### **Social Media**



@[gildasclubsm](https://www.instagram.com/gildasclubsm)



Gildas Club Simcoe Muskoka

#### **Events**

[roxanne@gildasclubsimcoemuskoka.org](mailto:roxanne@gildasclubsimcoemuskoka.org)

#### **Fundraising/Marketing**

[deb@gildasclubsimcoemuskoka.org](mailto:deb@gildasclubsimcoemuskoka.org)



705.726.5199



**[gildasclubsimcoemuskoka.org](https://gildasclubsimcoemuskoka.org)**

*Charitable # 87366 4205 RR0001*

Love,

Gilda

