

ANNUAL REPORT 2021







CONTENTS

A MESSAGE FROM THE BOARD	2
EXECUTIVE DIRECTOR'S MESSAGE	3
GRANTEE DEMOGRAPHICS	4
GRANTEE STORIES	5
GEORGIA 2-DAY WALK FOR BREAST CANCER 2021 STATS	6-7
EOY GIVING TOTALS	8
WHAT'S NEXT	9
SPONSORS	10
CALL TO ACTION	11
SPONSOR INFORMATION	12

FROM IT'S THE JOURNEY'S BOARD OF DIRECTORS

20 Years of It's The Journey Remembering Founder Randi Passoff

The year was 2002 and the statement was made . . . **Atlanta will have a 2-Day Walk for Breast Cancer.** The statement was not revolutionary, as breast cancer walks had occurred in Atlanta. But it was a revelation, as one woman refused to let resources for Georgia's breast cancer community slip away. This would be the passion and the calling of Randi Passoff after the Avon 3-Day Walk for Breast Cancer left Atlanta. And thanks to the willpower of one woman and the support of countless dedicated volunteers, **It's The Journey, Inc.** was founded in 2002 and the **Atlanta 2-Day Walk for Breast Cancer** was born.



Randi was a four-time breast cancer survivor and had experienced the challenges, upheavals, milestones, and victories of this disease. She knew in a personal, visceral way that this was more than just a breast cancer walk; it was the beginning of a journey.

As we look back on ITJ's twenty-year history, we can't help but marvel at just how far the organization has come since those early days. **The Georgia 2-Day Walk for Breast Cancer** (as it is now known) became a powerhouse fundraising event, generating over \$17.5 million and funding 465 breast health and breast cancer grants to programs in every corner of the state.

Though times have changed and the organization has grown, our grassroots heart remains the same. It's The

Journey is proud to raise money to support Georgia breast health and breast cancer programs that focus on education, screening, diagnostics, support services, genetic counseling and testing, research, and serving the unmet needs of the Georgia breast cancer community.

Without the stalwart support of our many partners, sponsors, donors, and supporters, we could have never come so far. Our community is strong and capable of enacting so much good. As members of the Board of Directors, it is our honor to serve It's The Journey during this season of remembrance and celebration.

May the next 20 years of It's The Journey's history be as fruitful and impactful as the last 20 have been! 🌸



A MESSAGE FROM IT'S THE JOURNEY'S EXECUTIVE DIRECTOR

It's The Journey and I have been on a "journey" since May of 2018, and it has been a wonderful adventure. When I first met the amazing staff, volunteers, and donors for this organization, I knew that what we have here, at ITJ, was different from any other place I've worked.

First, ITJ is a family. Larger organizations may have resources that we don't have access to, but ITJ has a powerful sense of unity, community, and camaraderie that is second to none. In 2019, challenging ourselves to increase ITJ's mission outreach and impact, we added a Giving Gala (which raised over \$108K in its first year), a Survivor Breakfast (which had over 100 people in attendance), and launched the initial secondary market fundraising event – the Georgia 5K Run for Breast Cancer – in Macon. That same year, with the help of so many walkers, donors, and crew members, we were able to celebrate the most financially successful **Georgia 2-Day Walk for Breast Cancer** in the history of the organization. Even on the heels of such a banner year, ITJ was not immune from the effects of a global pandemic. Innovation and evolution were the keys to surviving 2020, and in that season of perpetual pivoting, it was the strength and support of our unbeatable community that allowed ITJ to overcome countless obstacles and still find a way to support Georgia's breast cancer community when they needed us most.

2021 marked another year of unknowns and unexpected challenges, but utilizing the lessons of 2020 and creatively adapting our beloved **Georgia 2-Day Walk for Breast Cancer**, we raised over \$200k more than in 2020. That is an amazing recovery that I have never seen occur in my 28 years of working in the non-profit world. The past two years are testimony to the fact that ITJ, while small, is a unique and mighty organization with the tenacity to conquer any hurdle, no matter how large. It is also evidence of the dedication of our community. Through thick and thin, no matter what struggles may come, ITJ endures because of the trust we have earned from our supporters and the depth of their belief in our mission.

Going forward, after two years in a pandemic, **It's The Journey** is poised to once again enjoy a tremendous fundraising year and increase our market awareness beyond Atlanta. As we add mission-based events and fundraisers in secondary and tertiary markets, we will have the opportunity to show the public that despite raising the majority of our grant dollars in Atlanta, we are and have always been committed to serving breast health programs throughout the entire state. Those mission-based events underscore that message, allowing even our most long-standing supporters to see ITJ serving their communities (especially those outside Atlanta) in a demonstrable way. Spending time outside of Atlanta will increase our community of support, which means that our ability to help remove barriers to care will grow as well. And that is the ultimate goal – removing barriers to breast health and breast education so that every Georgian who needs help can get it.

Stephani Tucker



*We want to remove barriers, ensure education is being seen and heard, and that breast health care issues are being solved all throughout this state. Join me and my staff as we expand on our mission, as we grow the organization to include more areas within the state, and as we add special events and programs that showcase the hard work of the grantee programs we work so hard to support. I look forward to seeing you join us as we celebrate our 20th year in business in 2022 and as we endeavor to make **It's The Journey** the place to go for helping others in the breast care world. 📧*

GRANTEE STORIES & DEMOGRAPHICS

115

PATIENTS RECEIVING
CLINICAL BREAST EXAMS

94

PATIENTS FLAGGED FOR FOLLOW-UP
CLINICAL BREAST EXAMS

1,346

PATIENTS RECEIVING SCREENING
MAMMOGRAMS

134

PATIENTS FLAGGED FOR FOLLOW-UP
SCREENING MAMMOGRAMS



"The patient, Dawn, had known for years she had a lump the size of a lemon in her breast. She said she hadn't had a mammogram in years and just didn't follow-up on it.

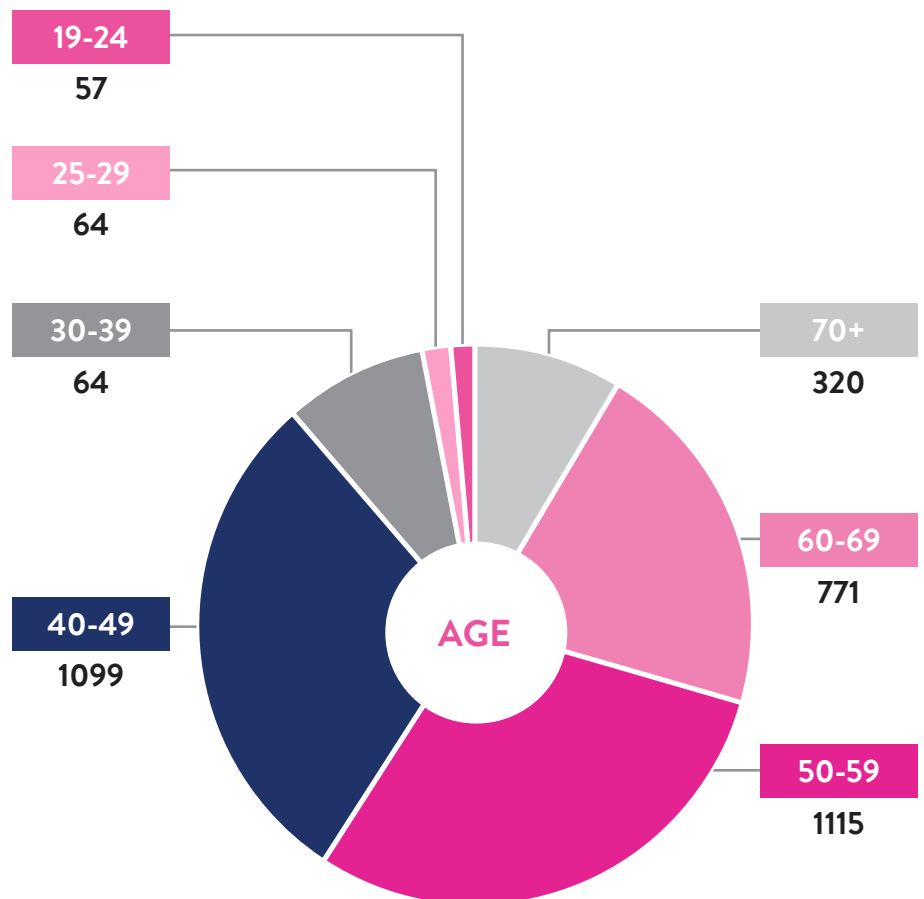
Dawn was diagnosed with invasive ductal carcinoma and metastatic adenocarcinoma involving a lymph node. At the time of the diagnosis she was homeless and had no place to go after her surgery. The surgeon informed me she would not move forward with the surgery until the patient had some place to recuperate.

I was able to get her into the Recuperative Care Program at a facility where Mercy Care has a clinic.

Once the doctor knew she had a place to recuperate, the surgery was scheduled. Dawn had a left breast mastectomy and is recuperating well.

After the overnight in the hospital, Dawn was discharged and arrived at Recup where she is now. There is a team at Recup to assist her as needed including a nurse, a case manager, and a social worker. They will help with housing and meeting other social and emotional needs when she gets to that point. The team also assists with medical care and follow up appointments."

This patient story comes from ITJ's grantee partners at Mercy Care.



Patients/clients served by ITJ grants by age.

Data from 2020 - 2021 ITJ Grant Cycle



FEMALE	4072
MALE.....	649
OTHER	0
NOT PROVIDED / PREFER NOT TO RESPOND	77

ETHNICITY

AMERICAN INDIAN OR ALASKA NATIVE	3
ASIAN	69
BLACK OR AFRICAN AMERICAN.....	1593
HISPANIC OR LATINO	711
PACIFIC ISLANDER	130
WHITE, NON-HISPANIC	2024
OTHER	120
NOT PROVIDED / PREFER NOT TO RESPOND	556

“Mary, a 45-year-old woman, was newly diagnosed with triple-negative-type breast cancer. During her genetic counseling consultation, the patient expressed that while she very much wanted genetic testing and saw the value, she knew she would not be able to pay the expected out-of-pocket cost through her insurance plan.

In addition to the shock of her new diagnosis and trying to figure out the logistics of her treatment, she had been stressing significantly over the finances of her treatment. She has a son she is caring for and her husband’s only income is disability.

Because of It’s The Journey, we were able to cover the cost of her genetic testing. Her gene panel testing was all negative (normal), and when disclosing these results to her, she expressed such gratitude that we were able to help her get the genetic testing, and relief that it was all negative. Now she is free to focus on her treatment and her family without concern for a known hereditary cause or a bill to worry about.”

This patient story comes from ITJ’s grantee partners at Piedmont Atlanta Hospital’s genetic testing program.

*Names have been changed to protect the privacy of the patients.



602

PATIENTS RECEIVING
DIAGNOSTIC MAMMOGRAMS

152

PATIENTS RECEIVING
BIOPSIES

339

PATIENTS RECEIVING
ULTRASOUNDS

25

PATIENTS DIAGNOSED
WITH BREAST CANCER



GEORGIA

2-DAY WALK

FOR BREAST CANCER

\$ RAISED:
\$873,916.01



TOTAL PARTICIPANTS: 768

82
TEAMS

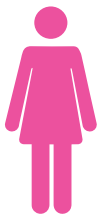
RAISED
\$809,293.19

607
WALKERS

RAISED
\$25,788.59

161
CREW

RAISED
\$38,834.23



85%

WOMEN
(653)



15%

MEN
(115)

It's The Journey was thrilled to be back in person in 2021 for the Georgia 2-Day Walk for Breast Cancer! While the ongoing pandemic necessitated that we reduce the walking portion of our event to a single day, it was wonderful to once again hit the sidewalks with our veteran and rookie participants! In 2021, we introduced a new element to the 2-Day Walk weekend – the 2-Day Walk Expo! Our Expo allowed walkers to interact with grantees, sponsors, and other community partners in a high-energy environment. Most importantly, over \$873,000 was raised by our participants, helping to fund ITJ's 2021-2022 grant program.

120
SURVIVORS



4.9
AVERAGE YEARS
PARTICIPATED



66
PARTICIPANTS
FROM OUTSIDE
OF GEORGIA



THREE-YEAR GIVING SNAPSHOT

	2019	2020	2021
2-DAY WALK	\$1,237,289	\$620,272	\$963,299
FUNDRAISING	\$1,049,560	\$540,470	\$873,916
SPONSORSHIP	\$179,135	\$79,152	\$84,950
OTHER	\$8,594	\$650	\$4,433
5K	\$3,874	NO EVENT	\$10,180
GALA	\$108,000	\$24,981 (VIRTUAL EVENT)	NO EVENT
3RD PARTY	\$220,418	\$67,599	\$102,473
GENERAL FUND	\$7,500	\$8,775	\$8,947
STORE	\$8,694	\$810	\$1,823
EOY GIVING			\$17,436

LOOKING AHEAD



2022 holds so much promise and growth for It's The Journey! After two years of pandemic-based uncertainty, we feel we have found our footing in an ever-evolving world and are excited to embark on a new year with a packed calendar that includes several new opportunities.

Q1 has already gotten off to a brilliant start, with the execution of our 3rd annual Giving Gala. Over 300 guests turned out to support our mission, and together we raised over \$124,000 for our cause. That represents a 13% increase from our 2019 in-person gala event. We are optimistic that the Gala's success is an indicator of the year to come, and a return to pre-pandemic fundraising opportunities.

Q2 will see us returning to a part of the state that has officially become a secondary market for ITJ – Macon. A Georgia city experiencing major revitalization while still grappling with a history of socio-economic depression, Macon represents the perfect community with which to connect. We have a history of partnering with local breast health programs in the area, and are excited to develop stronger relationships with some of our existing hospital partners as they make new investments in the

Macon community. Our Georgia 5K Run for Breast Cancer is in its 4th year, and represents a growing network of supporters for ITJ, completely independent of the Georgia 2-Day Walk for Breast Cancer. As we seek to diversify our support, this is exactly the kind of result we hope to see.

Q2 will also see us host a Survivor Breakfast in Macon. These mission-based events are offered as a service to the community. Survivor Breakfasts are a vehicle to help increase ITJ awareness among the area's breast cancer survivors, caregivers, and advocates, and to help them plug into our resources as needed. This represents a further investment in the Macon community, and we are excited to dive deeper into relationship-building there.

In **Q3**, we look forward to hosting another Survivor Breakfast in the Atlanta area, which will be building

upon the success of our first ever breakfast in 2019. Both the Macon and Atlanta events will be addressing the topic of caregivers- the unique journey undertaken by those supporting loved ones facing breast cancer and the relationship challenges both parties face. These promise to be dynamic discussions, and we hope to provide insight, tools, and support to those individuals who are a part of a breast cancer patient or survivor/caregiver relationship.

In **Q4**, we look to be busier than ever! Not only will the Georgia 2-Day Walk for Breast Cancer return to form October 1-2, but we are planning two more events in tertiary markets (TBA) as well! Again, as we seek to bolster and diversify our support throughout the state, we look to these new markets as opportunities to both serve and grow. 📌

We would love your support in 2022 as we strive to reach new communities and deepen our support for Georgia's breast health and breast cancer programs. Get in touch today to learn more!

THANK YOU TO OUR DONORS AND SPONSORS!



2021 Sponsors and Supporters

It's The Journey is privileged to have many incredible community sponsors and supporters!

Gifts of \$15,000+

Atlanta Country Club
Miller Zell
Northside Hospital Cancer Institute
Phoenix Crane Rental
The Gutenstein Family Foundation
Wellstar

Gifts of \$10,000+

The Mad Italian
The Tyler Perry Foundation
Walton Gas

Gifts of \$5,000+

6-4-3 DP
Atlanta Braves Foundation
Cancer Treatment Centers
of America
Datadobi
Georgia Breast Care
Green Payment Processing

Gifts of \$2,000+

American Honda Motor Company
AmWins
Elon Salon
Emory University School
of Medicine
Ernst Concrete
Golden Peanut
Institute of Nuclear Power
Porter Properties

Gifts of \$500+

Amoena
Atlanta Breast Care
Susan Droege
Georgia CORE
GRAIL
Indian Hills Country Club

Justin J. Wyatt & Associates
Legacy Risk Solutions
Pisoni Vineyards
Quantum National Bank
Silicone Rubber Seat Cushion, Inc.
Smyrna Tire

Steppin' 4 Tatas
Superior Document Solutions
The Cancer Foundation
Diane Turner
University Hospital
Victory Fire Door



INVESTING IN IT'S THE JOURNEY

We are privileged to have a support base who so thoroughly believe in our mission of serving Georgia's breast health and breast cancer community. For those looking to invest further in It's The Journey, we have several ways to offer your support.

Through the generosity of The Gutenstein Family Foundation, an endowment was created for ITJ in 2019. The endowment represents a commitment to the longevity of the organization and is open for all to contribute at any amount.

Major gifts partners commit to a donation of \$5,000 or more for a period of 3 or more years. These committed annual gifts are crucial to maintaining the sustained financial health of ITJ's day-to-day operations, without which we could not offer the fundraising events which generate

support for the breast cancer community.

ITJ is able to accept gifts of stock and have a simple process by which you and your broker can make those donations.

For those making estate plans for themselves or loved ones, please consider making a bequest to ITJ. Bequests will be acknowledged throughout the year as appropriate and recognized within that year's annual report. 📄

For more information or assistance in making any of these donations, please contact Stephani Tucker.



PARTNER WITH IT'S THE JOURNEY

Thank you for your support of It's The Journey, Inc., the Georgia 2-Day Walk for Breast Cancer, our Giving Gala, the Georgia 5K Run for Breast Cancer and our Celebrating Survivors Breakfast. Your contribution benefits breast cancer programs throughout the state.

Georgia 2-Day Walk for Breast Cancer Sponsorship

Pink Diamond Presenting (\$50,000)	Saturday Lunch Sponsor (\$10,000)	Mile Marker (\$500)
Platinum Sponsor (\$40,000)	Champion (\$10,000)	Mile Marker Plus (\$750)
Gold Sponsor (\$30,000)	Patron (\$5,000)	2-Day Expo Table (\$500)
Pink Ribbon (\$25,000)	B'Rest Stop (\$2,500)	Gift-In-Kind (Value of \$_____)
Saturday Dinner Sponsor (\$25,000)	B'Rest Stop Plus (\$3,500)	
Hero (\$15,000)	Closing B'Rest Stop (\$5,000)	

It's The Journey's Giving Gala Sponsorship

Presenting Sponsor (\$25,000)
Gold Sponsor (\$10,000)
Silver Sponsor (\$5,000)
Table Sponsor (\$2,500)

Georgia 5K Run for Breast Cancer Sponsorship

Title Sponsor (\$5,000)
Route Sponsor (\$1,200)
Mile Marker Sponsor (\$500)
T-Shirt Sponsor (\$250)
Vendor Table (\$150)

Celebrating Survivors Breakfast Sponsorship

Presenting Sponsor (\$10,000)
Pink Ribbon Sponsor (\$5,000)
Silver Supporting Sponsor (\$2,500)

Other Sponsorship Opportunities

Contact the office to learn more about our sponsorship bundles and custom sponsorship packages including opportunities for gifts in-kind and corporate employee opportunities.





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