

ANNUAL REPORT 2022







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FROM IT'S THE JOURNEY'S BOARD OF DIRECTORS

2022 was a landmark year for It's The Journey, representing our 20th Anniversary.

ITJ had its first full 30 mile walk since the COVID pandemic; growth and change were abundant. One particular area that saw progress was the ITJ Board of Directors. As of February 2020, the Board was composed of 8 members. The Nominating Committee (comprised of Benjamin Portman, Barbara Rogers, and myself as the Chair of the Committee) were charged with growing the Board. We went on a quest to find members who would bring different perspectives, new knowledge, and a varied background to our group.



By the start of the 20th anniversary Georgia 2-Day Walk for Breast Cancer, held October 1-2, 2022, the Board has welcomed six new board members hailing from as far away as the great state of Ohio. One positive outcome from the global pandemic was our Board's ability to pivot to virtual meetings; this allowed the Nominating Committee to expand its search for members beyond the metro area and really gain different perspectives around the table. Being virtual has simplified our gathering, yet we all are anxious to meet in-person at our new offices in Peachtree Corners. I want to personally welcome Susan Russell Alexander, Sheryl Cherico, Jennifer Lott, Dr. Janine Pettiford, Dr. Michelle Ross, and Tracey Jackson Scott to the Board.

As thrilled as we are to greet our new board members, our annual board meeting held on December 20th was bitter-sweet. Four of our long-standing board members stepped down

from service – Benjamin Portman, Robin Ramsey, Barbara Rogers, and Angela Tillison. Their combined tenure exceeds 40 years. These four individuals helped develop ITJ into what we know today as a vibrant organization committed to supporting Georgia breast health and breast cancer programs. On behalf of the Board of the Directors, I want to thank these individuals for their time, talent, treasure, and ties they have lent to It's The Journey during their tenure. We hope you will all remain part of our journey as we move forward into the next 20 years.

We are always searching for new individuals with the passion for the organization to join our small and mighty team. If you have interest in getting involved in the organization, please reach out to me by email at swyattlaw@gmail.com.

Stephanie Wyatt
It's The Journey Board of Directors
Nominating Chair

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

When I came on board as executive director of It's The Journey in 2018, I had no inkling how my life's journey and the mission of this organization would one day intersect.

My journey took an unexpected turn on October 27, 2021 when I was diagnosed with stage 1 breast cancer. After a lumpectomy that December, I found out my cancer was aggressive and that I would need to do chemotherapy.

Ten days later, I found myself sitting in the chemotherapy chair. As anyone will tell you, chemo is no joke, but even on the most miserable days of treatment, I was so very grateful for access to literal life-saving care.

Over time, sitting in that chair in that room every time I was due for chemo, I couldn't help but notice the barriers to care so many people faced. I'd listen to people upset, struggling to find a way to pay for chemo. Others would be struggling with finding rides to radiation, covering their shifts at work, affording childcare and other bills while they were missing paychecks.

As the head of a breast cancer organization, I knew those barriers existed, but seeing it first hand, attaching names and faces to the suffering, left me feeling a bit

overwhelmed at the enormity of the need in our communities. But more than anything, it reignited my passion for ITJ's mission- to knock down those barriers, increase access to care, and to help people along the breast cancer continuum. That last part is so important, because as I am experiencing now, just because your treatment ends doesn't mean that breast cancer is "done" with you. Doctor appointments, fears of recurrence, changes in family dynamics, and so much more; life "after" breast cancer still requires so much support.

We spent a lot of time in 2022 increasing awareness about some of the barriers to care so many Georgians face. As we look ahead to 2023, with that knowledge in mind, ITJ aims to "mobilize!"

Stephani Tucker



There are so many ways, big and small, that we can all do our part to chip away at the burden of breast cancer faced by so many of our friends and neighbors.

Throughout 2023, we'll be offering both challenges and inspiration to our supporters to encourage them to "mobilize" themselves! One of our first challenges kicks off on 2/22 when we're challenging all women at risk or over the age of 40 to call their provider and schedule their annual mammogram. After doing so, we want them to ask 2 friends to do the same. Join us all year long as we mobilize our community to volunteer, to move the needle on breast health and breast education, to think outside the box, and to truly make a difference for others! 🌸



GRANTEE STORIES & DEMOGRAPHICS

777

PATIENTS RECEIVING SCREENING
MAMMOGRAMS

130

PATIENTS FLAGGED FOR FOLLOW-UP
SCREENING MAMMOGRAMS

326

PATIENTS RECEIVING
DIAGNOSTIC MAMMOGRAMS

349

PATIENTS RECEIVING ADDITIONAL
DIAGNOSTIC SERVICES



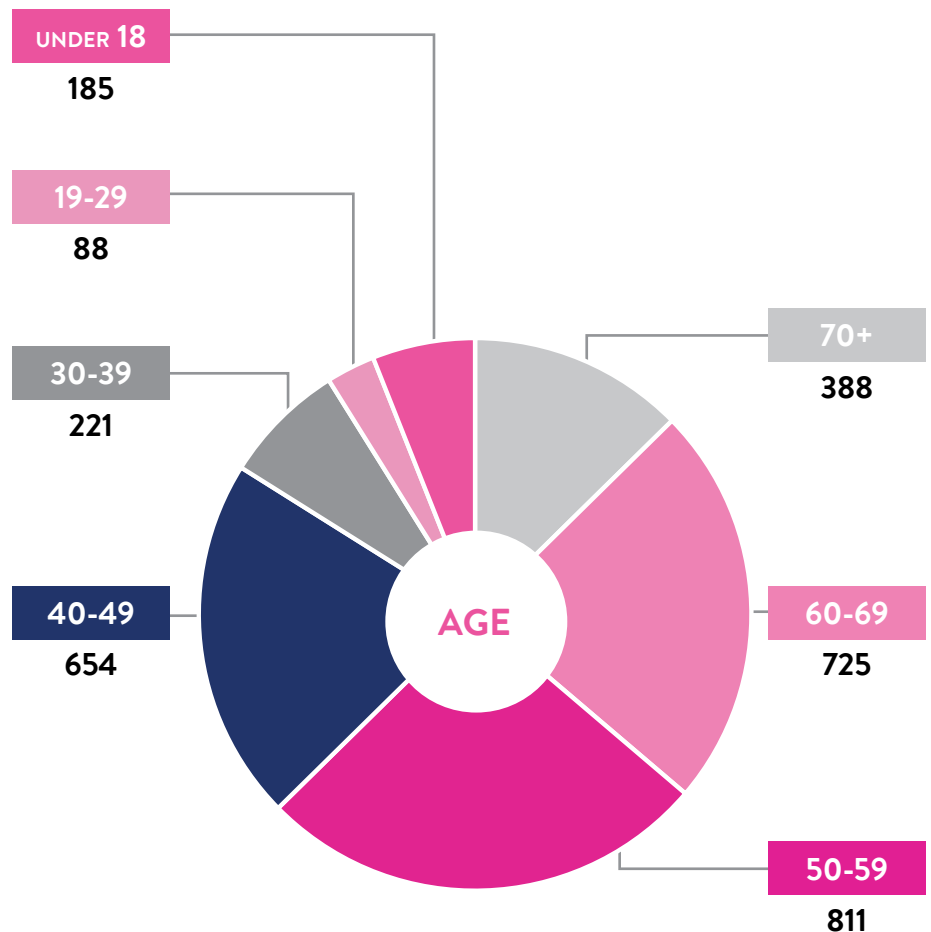
Grant Enhancements Focus on Increasing Access to Care.

Over the past year, ITJ conducted a comprehensive assessment of our grant program. The organization's newly revised mission statement "to engage with Georgia's breast cancer community to increase access to care and reduce disparities in cancer outcomes" is the foundation around which many new grant enhancements have been made. Now, for example, emphasis on identification of barriers to care and how health equity is addressed are important components of the grant application. Secondly, the list of allowable projects has been expanded by introducing the Breast Health Continuum of Care as a

theoretical framework. Organizations can now choose to submit grants targeting one or more of the following stages of breast health: screening, diagnosis, treatment, survivorship, and end of life care. Lastly, grant reporting documents have been updated to collect important demographic data that will allow ITJ to determine exactly who is receiving vital breast cancer services and where there are gaps in care. This is important information as ITJ moves forward in expanding services throughout the state of Georgia.

Dale Israel

*It's The Journey Board of Directors
Grants Chair*



Patients/clients served by ITJ grants by age.

Data from 2021 - 2022 ITJ Grant Cycle



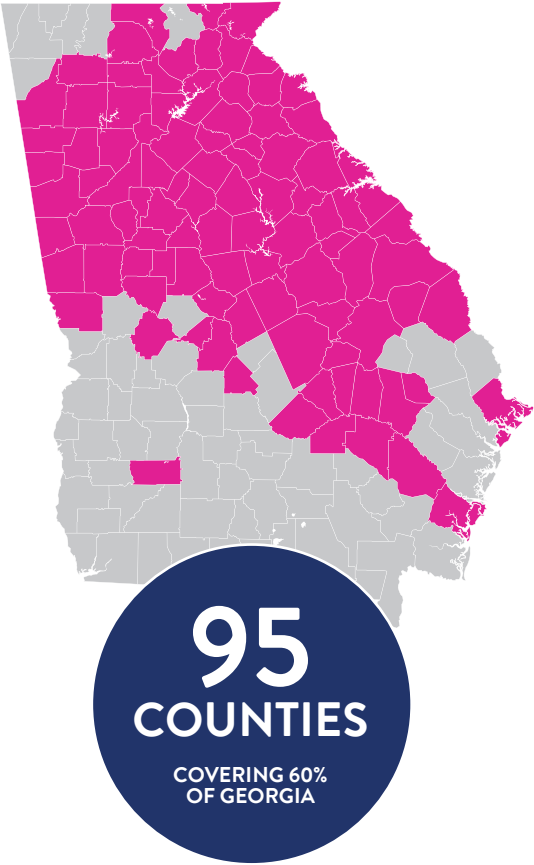
FEMALE	2916
MALE.....	166
OTHER/NO RESPONSE	10

ETHNICITY

ASIAN	54
BLACK OR AFRICAN AMERICAN.....	1150
HISPANIC OR LATINO	521
PACIFIC ISLANDER	4
WHITE, NON-HISPANIC	1247
OTHER/NO RESPONSE	301

“Many of our patients are either homeless, undocumented, uninsured, under insured, or unemployed. If they have a job with insurance, some cannot afford to pay the deductible/co-pay for the services. The funds we receive from It’s The Journey, Inc. allows the patient peace of mind knowing they will get the care they need without the worry of where the money will come from to pay for the exams.

Four women were diagnosed with breast cancer as a result of this program. Without funding from It’s The Journey, it is very likely that their breast cancer would have gone undiagnosed. The patients always share how grateful they are to receive assistance from us. They understand that the standard of care Mercy Care provides is no less than what they would receive if they were going to a private provider. Our goal is to always make the patient feel comfortable and assure her that she is receiving quality care.”



21

PATIENTS RECEIVING GENETIC TESTING

282

PHYSICAL THERAPY SESSIONS PROVIDED

118

PATIENTS RECEIVING ASSISTANCE FOR HOUSING, FOOD, MEDS

22

PATIENTS DIAGNOSED WITH BREAST CANCER



GEORGIA

2-DAY WALK

FOR BREAST CANCER

\$ RAISED:
\$849,762.03



TOTAL PARTICIPANTS: 736

74
TEAMS

RAISED
\$809,293.19

572
WALKERS

RAISED
\$812,367.63

155
CREW

RAISED
\$37,394.40



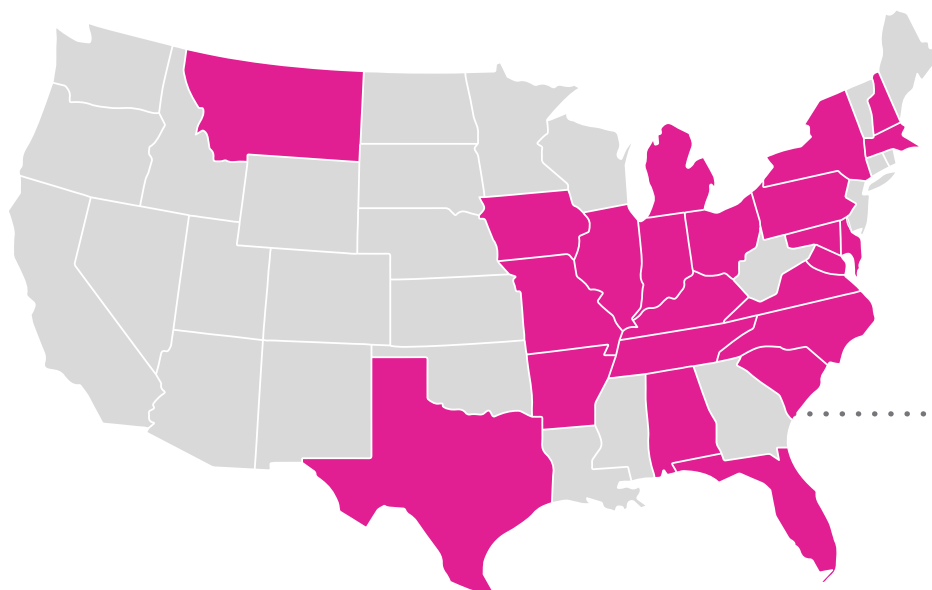
128
SURVIVORS



5.12
AVERAGE YEARS
PARTICIPATED



As we returned to our traditional 30-mile, 2-Day Walk, the enthusiasm for the 2022 flagship event was palpable. Nearly 700 walkers and crew stepped up and stepped in, ensuring that Georgians facing breast cancer can take steps for themselves. Most importantly, over \$870,000 was raised to help fund the 2023 grant program. We invite you to join us to walk for friends, family and community members who have fought this disease.



85%
WOMEN



15%
MEN

74

PARTICIPANTS
FROM OUTSIDE
OF GEORGIA





We put the “FUN” in fundraising by celebrating the funding of our partner grantees at the Georgia Aquarium with dinner, entertainment and socializing for over 300 guests, raising over \$120,000!



Being able to engage the residents of middle Georgia who are passionate about our mission has been a pillar of ITJ's growth across the state. The 4th Annual Georgia 5K Run for Breast Cancer in Macon was a fun, memorable experience.



Atlanta Country Club once again partnered with It's The Journey for their “Kiss Cancer Goodbye!” fundraising week, raising over \$31,600!



Survivorship is at the core of ITJ's mission. Providing this complimentary gathering of survivors and guests ensures that our central guiding post is foremost.



Third party fundraisers come in many shapes & sizes and the Cobb Summer Swim League was a resounding success. We look forward to exploring new third-party opportunities in 2023.

THREE-YEAR GIVING SNAPSHOT

	2020	2021	2022
2-DAY WALK	\$620,272	\$963,299	\$1,075,503
FUNDRAISING	\$540,470	\$873,916	\$857,072
SPONSORSHIP	\$79,152	\$84,950	\$210,081
OTHER	\$650	\$4,433	\$8,350
5K	NO EVENT	\$10,180	\$6,700
GALA	\$24,981 (VIRTUAL EVENT)	NO EVENT	\$120,000
3RD PARTY	\$67,599	\$102,473	\$73,450
GENERAL FUND	\$8,775	\$8,947	\$10,169
STORE	\$810	\$1,823	\$10,429
EOY GIVING		\$17,436*	\$5,000

**Includes gift of special bequest*

LOOKING AHEAD



*2023 promises to be an exciting year for It's The Journey!
With 20 years of history behind us, as we look to the future, we aim
to deepen our commitment to breast cancer communities throughout the state.*

Q1 is well underway with an exciting calendar of events! In 2022, we challenged ourselves to identify a tertiary market in which to establish and nourish an ITJ presence. On February 21, that goal comes to fruition in Athens where we will launch our 2023 Celebrating Survivors Breakfast series. Our theme for those events in 2023 is *Life "After" Breast Cancer*. Our expert panel will be discussing life after treatment- fears of recurrence, body image, annual appointments, and so much more.

Our survivor breakfasts are complimentary for breast cancer patients, survivors, and their guests. We feel that these events are the perfect method by which to introduce ITJ to new communities; events whose audience and message reflect the core of ITJ's mission statement, "engaging with Georgia's breast cancer community to increase access to care and reduce disparities in cancer outcomes."

Our Giving Gala returns with "A Splash of Pink" at the Georgia Aquarium on March 18. The gala celebrates the work of our grantee partners and the fundraising efforts of our Georgia 2-Day Walk for Breast Cancer participants, who raise the dollars which fund our grantee program.

Q2 will see ITJ spending time in our ever-growing secondary market- Macon, Georgia. On April 19, our Celebrating Survivors Breakfast series makes its next stop at the River North Country Club for a second year in the community. On May 13, our Georgia 5K Run for Breast Cancer celebrates its 5th anniversary as participants of all ages and levels of fitness join us for this family-friendly event! The staff is investing considerable time in the community growing partner support, participant engagement, and brand awareness.

Our efforts have been rewarded each year as we grow a unique base of supporters in Middle Georgia, and we are on-target to experience a truly banner year in Macon in 2023.

In **Q3**, our Celebrating Survivors Breakfast series comes to a close with two events in the metro-Atlanta area. These events represent a valuable opportunity to collaborate with several of our long-standing hospital and healthcare partners in a new way, as ITJ offers programing that directly serves their breast cancer patient and survivor populations.

In **Q4** we look forward to the 2023 Georgia 2-Day Walk for Breast Cancer on October 7-8! Our cornerstone event, the impact of this weekend is truly astounding to behold with nearly \$18.2 million being raised in the last 20 years. 🎉

We would love your support in 2023 as we strive to reach new communities and enrich 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!



2022 Sponsors and Supporters

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

Gifts of \$60,000+

The Gutenstein Family Foundation
Wellstar Health System

Gifts of \$40,000+

Kaiser Permanente

Gifts of \$20,000+

Atlanta Country Club
Cobb Summer Swim League
Northside Hospital Cancer Institute
Mad Italian

Gifts of \$10,000+

Ankle & Foot Centers of Georgia
Atlanta Braves Foundation

Gifts of \$5,000+

6-4-3 DP
Alpha Omega Ob/Gyn
Bhrett Kistler
Datadobi
Dr. Kimberly Hutcherson
East Georgia Cancer Coalition
Georgia Breast Cancer Coalition
Georgia Breast Care
GRAIL
Green Payment Processing
Miller Zell
Phoenix Crane Rental
Piedmont Athens Regional
Piedmont Newnan Hospital
Puma Biotechnology
Walton Gas

Gifts of \$2,500+

American Honda Motor Company
AmWins
Ben Portman
Cancer Treatment Centers of America
Emory University School of Medicine
Ernst Concrete
Friday Health Plans
Golden Peanut
Pink Plumber
Shelly Bloom
Team Rehab
Vicki Evans



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.

Major gifts partners who commit to a donation of \$2,500 or more for a period of 3 or more years are invited to join our "Extra Mile Partners" club. These recurring 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. For more information about becoming an Extra Mile Partner and the benefits of this program, please contact Stephani Tucker.

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 Breakfasts. Your contribution benefits breast cancer programs throughout the state.

Georgia 2-Day Walk for Breast Cancer Sponsorship

Pink Diamond Presenting (\$50,000)	Hero (\$15,000)	B'Rest Stop (\$2,500)
Platinum Sponsor (\$40,000)	Saturday Lunch Sponsor (\$10,000)	Mile Marker (\$500)
Gold Sponsor (\$30,000)	Champion (\$10,000)	2-Day Expo Table (\$500)
Pink Ribbon (\$25,000)	Patron (\$5,000)	Gift-In-Kind
Saturday Dinner Sponsor (\$25,000)	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)
Hospitality Sponsor (\$2,500)
B'Rest Stop Sponsor (\$1,200)
Spirit 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)
Bronze Supporting Sponsor (\$1,000)

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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