



Annual Impact Report



2024



TurningPoint
BREAST CANCER REHABILITATION

770-360-9271
www.myturningpoint.org

Every breast cancer survivor deserves a safe place for hope and healing



"Turning Point offers a positive, supportive environment. I feel safe there. So often, going to appointments is an emotional experience and keeping all that emotional stuff under wraps takes a toll. It has been a blessing to be able to just BE during an appointment at TurningPoint."

-Erin



"I wish every breast cancer patient and survivor had a TurningPoint. Other ladies just have no idea and it pains me to hear about their struggles knowing they would be in a much better place if they had received the care that I did."

– Katherine

852

Individual patients served in 2024

5,802

Total patient visits in 2024

9,800

The number of people in Georgia who were diagnosed with breast cancer in 2024

Projects

Details

Impact

Atlanta Initiative

To improve survivorship outcomes for Black, LGBTQ+ and other marginalized women and men diagnosed with breast cancer.

- 575 Appointments Completed
- 90% increase in LGBTQ+ patients and 43% increase in Black patients from 2023.

Georgia Initiative

To improve the quality of life for breast cancer survivors in rural Georgia while continuing to address disparities in outcomes by reducing barriers to care. Tele-rehabilitation is a core component.

- 537 Appointments Completed
- 70% of these patients are under or uninsured.

Maple Tree Cancer Alliance Exercise Oncology Classes

Our collaborative model integrates evidence-based physical therapy services with specialized exercise oncology programming, ensuring patients receive appropriate interventions throughout their treatment journey.

- 32 participants in 2024
- Systematic exercise interventions during and after treatment reduce lymphedema incidence by 32%, improve functional capacity by 25%, and decrease cancer-related fatigue by 40%.

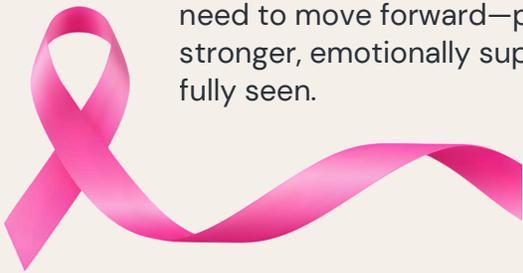
2024 in review



**More hope. More healing.
More milestones.**

Each day at TurningPoint, I witness the courage, resilience, and healing power of our patients—and the profound difference compassionate, evidence-based rehabilitation can make.

This year, more than ever, our team has worked to ensure that every survivor, regardless of background or circumstance, receives the care they need to move forward—physically stronger, emotionally supported, and fully seen.



From Atlanta to rural Georgia, we've expanded access, refined our programs, and deepened our commitment to whole-patient care.

Behind every milestone are stories of movement restored, confidence regained, and lives reclaimed—and none of it would be possible without our donors, partners, and staff who believe in care without barriers. Together, we're helping survivors heal from the inside out

*Mallory Mark, PT, DPT, CES, CLT
Director of Clinical Services*

The Pink Affair

The Pink Affair celebrated its 23rd year with dinner, dancing, and impact raising more than \$280,000 for our mission

Patient Education for Healthcare Providers

Our mission not only provides needed support to our patients, but also the education needed to serve those with breast cancer. More than 14 healthcare providers attended our annual course.

Survivor Celebrations

Our 8th Annual Strides for Survivors took place with a great showing of current and past patients. This event is run by a TurningPoint patient, volunteer, and survivor!





Financials

INCOME*

\$1,560,091

EXPENSES*

\$1,748,751

Personnel	\$1,005,374
Occupancy & Utilities	\$94,245
Atlanta Clinic	\$263,080
Clinical Supplies	\$58,433
Administrative	\$189,376
Fundraising	\$138,297

**2024 Audit Still in Progress. These numbers are unaudited.*



Funding summary

\$462,194

Donations

\$499,860

Fundraising Events

\$442,557

Grants

\$372,992

Clinical Income



TurningPoint
BREAST CANCER REHABILITATION

Rehabilitation from the inside out.

We'd like to thank all
our donors for their
generous support



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