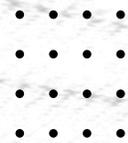


2023

Providing the Strength
to Survive



TurningPoint
BREAST CANCER REHABILITATION



ANNUAL REPORT

OUR MISSION

TurnngPoint Breast Cancer Rehabilitation is a 501(c)3 non-profit organization that improves the quality of life for individuals impacted by breast cancer by providing and advocating for specialized, evidence-based rehabilitation while reducing socioeconomic, racial, cultural, and geographic barriers to care.





TurningPoint

BREAST CANCER REHABILITATION

Providing the Strength
to Survive

2023 Board Members

Mike Kozel, *Board Chair*

Mani Young, *Board Vice Chair*

Bob Bachrach, *Governance Chair*

Thomas Diasio, *Treasurer*

Thomas Smith, *Secretary*

Anne Arwood

Dana Barrett

Jason Bernstein

Marlene DeSimone

Dr. Kimberly Lipscomb

Amena Mitchell

Patricia Royak

Kathy Smith, *Pink Affair Chair*

[Letter from the Executive Director](#)

TurningPoint Breast Cancer Rehabilitation had some major milestones in 2023! We kicked off our 20th year of serving breast cancer survivors and, thanks to your continued generosity, we are thrilled to announce the opening of our satellite clinic location in downtown Atlanta! The opening of this clinic has allowed us to reduce or eliminate our waitlist for marginalized breast cancer survivors including the underserved Black and LGBTQIA+ communities, near downtown Atlanta. In addition to physical therapy, we provided massage therapy, counseling & support groups, nutritional support and exercise classes as well as virtual survivorship workshops in Atlanta.

TurningPoint continued to help a record number of breast cancer survivors with in-clinic and tele-health services throughout 2023. We treated more than 340 survivors through more than 5,200 patient visits which is an increase of 10% vs. 2022. To continue with our mission of turning no one away, we've seen an increase of 67% for those survivors receiving financial and/or transportation assistance for our services. We expect our expansion to continue as we treat more survivors in our satellite location and as we expand our Georgia Outreach Initiative to more counties throughout Georgia.

In addition to these important initiatives, we organized, and executed four major fundraising events, bringing awareness to TurningPoint Breast Cancer Rehabilitation and allowing us to continue our important work providing specialized, evidenced-based rehabilitation while reducing barriers to care.

2023 Organizational/Staff Leadership Team

Tara Hall, Executive Director

Mallory Mark, PT, DPT, CLE, CES, Clinical Director

Lois Rusco, MBA, Development Director, Interim Executive Director (Sept 2023)





Providing the Strength
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[Letter from the Executive Director](#)

These events included our annual gala, The Pink Affair, and three golf events including: The 2nd Annual Strength to Survive event in May, the 5th Annual Think Pink Golf event in October, and the 16th Annual MGA Toys for Tots/TurningPoint Holiday Charity Golf Tournament held in December. The Pink Affair, held at the Intercontinental Hotel drew an enthusiastic and generous crowd! The Strength to Survive, Think Pink, and Toys for Tots/TurningPoint golf events raised record amounts and hosted a lot of fun and generous golfers and sponsors. We also received a record amount of community support from businesses, donors, community advocates, and our patients.

We want to take this moment to thank each one of you as we could not support the extraordinary and courageous women and men we serve every day without the collective generosity of companies, community partners, foundations, and individual donors like you. Our survivors will continue to thrive and TurningPoint will continue to provide our patients with the strength to survive because of your significant giving over the years.



Sincerely,

A handwritten signature in black ink that reads "Lois L. Rusco".

Lois L. Rusco

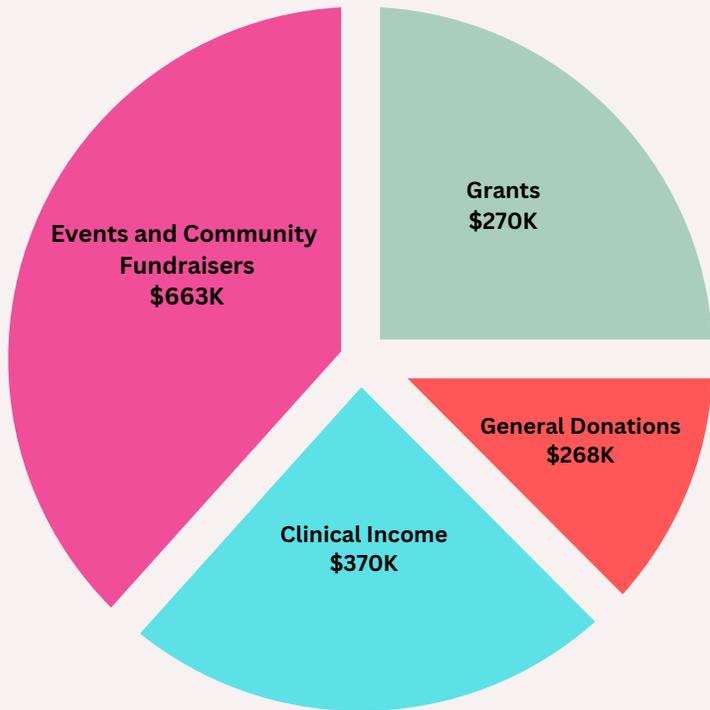
Executive Director

2023 By the Numbers

Providing the Strength
to Survive

We are so thankful for the amazing support received from events & community fundraising, grantors and foundations, general donations, and our patients. Because of your generosity, TurningPoint increased our reach and awareness of our services while providing in-clinic and virtual compassionate care for more patients than ever before.

Thank you!



- We treated 340 new patients in 2023, an
- Patient visits increased 10% vs 2022 for a total of 5,206 visits in 2023
- An increase in number of new patients and patient visits drove clinical income up 41%
- We continue to focus on turning no patients away. We provided 15% of our survivors with financial and/or transportation assistance which is an increase of 67% over 2022.
- Funding also bridges the significant gap in cost of care. Insurance covers only 33% of the total cost of care.



2023 Events

Providing the Strength
to Survive

Strong support from the community through multiple events and fundraisers contributed more than 40% of all revenue for 2023! Here are the highlights of these events.



Our 2023 fundraising kicked off with our premier Gala, The Pink Affair Gala in March. Attendees enjoyed dinner, great music and amazing live and silent auctions added to the fun of the evening. Our crowd was so generous with proceeds from the event totaling nearly \$260K! This funding helped to offset the gap from insurance reimbursement, fund our financial & transportation assistance programs, support our low or no cost programs including exercise, counseling, nutrition and other educational programs. Thank you to all our sponsors, donors, attendees, and volunteers who made this such a huge success.



Our supporters LOVE to golf. These events continue to be popular and provide much needed support of our operations, our Georgia Outreach Initiative and our important financial & transportation assistance programs. We are so appreciative of the support of Board members who chaired and hosted two of these tournaments. Our Think Pink Golf event was held in October at Iron Horse Golf Club. This event provided proceeds of nearly \$85K. And, our Annual Toys for Tots/TurningPoint Golf event in December at Echelon Golf Club provided nearly \$87K. Our 1st Strength to Survive golf event was held at The Fairways of Canton and provided nearly \$8 in support. Golfing, shooting an AR 15, playing blackjack on the course, putting contests, and silent auctions all made for a fun time while supporting a great cause!



2023

Initiatives and Grants

Providing the Strength
to Survive

The Atlanta Initiative

With funding from an anonymous local grantor, in September 2023, we opened our new satellite clinic in downtown Atlanta. This allowed us to continue our work to broaden the support for care provided to all people in downtown and south Atlanta, while focusing on serving the unmet needs of marginalized breast cancer survivors including Black and LGBTQIA+ survivors. Our satellite clinic is strategically located next to the MLK Marta station and is in close proximity to the MLK Recreation & Aquatic center as well as Grady hospital. Our location allows for easy access to those that live in or near downtown and south Atlanta, reducing geographic barriers to care. This location has allowed us to serve more patients with specialized breast cancer physical therapy, oncology massage therapy, tailored exercise programs, counseling and support groups. It's important to note that the Atlanta Initiative is a culturally relevant approach to care, where care is delivered in a community where those we serve live and work and also by therapists that the patients can relate to. Janae Finley PT, DPT, CLT, CES is our assistant clinical director and leads The Atlanta Clinic. Janae is also a former TurningPoint patient and breast cancer survivor.



Janae Finley, DPT, PT, CLT, CES and patient Theodosia Thomas



Hannah Affify, DPT, PT, CLT, CES

Georgia Outreach Initiative



Mallory Mark, DPT, PT, CLT, CES
Clinical Director
providing tele-health

The purpose of this program is to remove financial and geographic barriers to evidence-based physical and emotional recovery care to marginalized individuals during and after treatment for breast cancer living in rural Georgia outside of Atlanta. Nearly 70% of rural Georgia is un- or underinsured. With this program, we provide tele-health services, including virtual physical therapy, counseling, nutrition, lymphedema support, and exercise in addition to survivorship workshops. We also provide transportation assistance to our clinic if telehealth is not an option. We continue to educate oncology healthcare providers, in rural Georgia, regarding the benefits of breast cancer rehabilitation in improving patient outcomes and reducing recurrence.

This program is made possible by funding from Georgia CORE and The Georgia Baptist Healthcare Foundation

Other Grantors

Funding has also been provided by generous grants from The Georgia Alliance for Breast Cancer which supports our in-person and group counseling sessions.



2023

Our Clinic and Patients

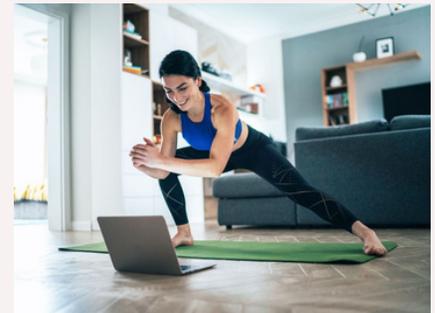


Our Staff

One of TurningPoint's most valuable assets is our clinical staff. They are highly trained, talented, experienced, and understand the many difficulties breast cancer patients and survivors face. Some have gone through breast cancer themselves while others have walked alongside family members or friends who have. To learn more about each of them visit <https://myturningpoint.org/about-us>

The goal of our clinicians and staff is to support our survivors both physically and emotionally throughout their journey. We focus on evidence-based research to support our compassionate care so our survivors can get back to doing the things they love. We believe in addressing the holistic needs of each patient, recognizing that physical, emotional, and psychological well-being are all interconnected aspects of healing. To ensure we are providing this support, TurningPoint provides, specialized physical therapy, massage therapy, nutrition, oncology exercise, counseling & support groups and free survivorship workshops. The most popular workshops are our support groups, virtual pilates, sound bath, and lymphedema support.

Providing the Strength
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1st Annual Survivor Walk

Also, in support of our patients, we held our 1st annual Survivor Walk in June 2023. We will continue to honor our patients and celebrate their strength and grace on their breast cancer journey for years to come.



2023

Our Clinic and Patients

Providing the Strength
to Survive

Our Survivors

Many patients walk through the doors of either TurningPoint location and find a safe and friendly place for treatment, to share their feelings and be among others on their survivorship journeys. Some don't know how they will pay or continue with treatment, and we are here to help. We turn no one away based on their ability to pay. We provide transportation and financial assistance as well as low cost and complimentary services to help survivors get the treatment they need to live their best lives.



Patient Testimonial

My cancer treatments have been successful, however I soon realized after surgery that I had limited mobility in my arms and shoulders, I was still tired from chemo and mentally I was somewhat of a mess. Then there was literally a turning point! There could not be a more appropriate name for this organization, TurningPoint has been a pivotal part of my recovery. Meeting Mallory at TurningPoint has changed my life. Not only has she provided me with physical therapy that is strengthening me, but she also offers support and suggestions on what services at TurningPoint can help me feel whole again. I have been able to connect with a nutritionist, counselor, massage therapist and participate in a group exercise class. The staff at TurningPoint makes you feel comfortable and has enabled me to get to a place where I feel empowered about my health. Every woman should have the opportunity to benefit from the expertise at TurningPoint; for me it was the missing piece in my recovery. Once I walked through the doors at TurningPoint my path to recovery became clear. Natalie Colbert-Carpenter



Strides for Survivors



We continued to receive amazing support from Strides for Survivors. The 7th annual walk hosted by the Scalise sisters, Samantha, Lauren, and Emilie, in honor of their mother, Stephanie, who is a survivor and TurningPoint patient, raised nearly \$14K to support patient care at TurningPoint! Be sure to pick up Emilie's book "My Mommy Has Cancer But She's Still My Mommy" to help other children who may go through this with their families. We are so thankful for this extraordinary family and their ongoing support!

2023

Our Sponsors, Donors & Supporters

Providing the Strength to Survive

Our services would not be possible without the support of our incredible sponsors, donors, and those who provide in-kind services and items. We **THANK YOU** for making our work possible!

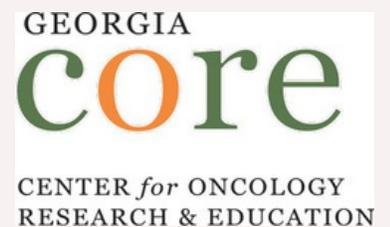


LEADING AGILE



2023 Our Sponsors, Donors & Supporters

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TurningPoint Breast Cancer Rehabilitation

Founded in 2003 | Over 40,000 Patient Visits | Hundreds of Healthcare Providers Educated

Care | Compassion | Clinical Excellence

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770-360-9271

www.myturningpoint.org