

2021

ANNUAL REPORT



TurningPoint
BREAST CANCER REHABILITATION

A Look Back - The Year in Review at TurningPoint Breast Cancer Rehabilitation

PATIENT METRICS AT A GLANCE

TurningPoint Breast Cancer Rehabilitation saw a resurgence in patient activity following Covid's unprecedented impact on in-person patient visits in 2020. There were more than 500 new and returning patients served in 2021, resulting in more than 4,000 total patient visits. In 2021 patient visits took place at the clinic, via telerehabilitation, and at satellite locations in downtown Atlanta and Detroit. Outside of physical therapy sessions, education programs, exercise classes, and massage therapy sessions represented the three most popular patient services.



UNVEILING OF REBRANDING & WEBSITE

In 2021, TurningPoint introduced new branding along with a new website (pictured above) made possible by the extraordinary generosity of Dan and Laurie Michaels and **Brown Bag Marketing**. The Brown Bag team worked closely and tirelessly with TurningPoint's staff to create branding and an incredible website that beautifully captures our mission and outreach activities. We are proud that all the wonderful images and stories on our website are actual patients, staff and Board members.

TURNINGPOINT MISSION

TurningPoint Breast Cancer Rehabilitation 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 is a non-profit 501(c)3 healthcare organization.

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PATIENT TESTIMONIALS

Natalie: "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 breast cancer patient should be so fortunate to have the opportunity to benefit from the high level of expertise at TurningPoint; for me it was the missing piece in my recovery. Once I walked through the doors at TurningPoint my path to a full recovery became clear instantly."



Jennifer: "My wonderful physical therapist has been here with me every step of the way - listening, encouraging, showing genuine care, kindness and compassion. TurningPoint Breast Cancer Rehabilitation has been instrumental to my physical and emotional healing, from the inside out."



In Summary: It was the tireless, collective efforts of the entire staff, Board, volunteers, and all donors who made 2021 an exceptional year emerging from the other side of the pandemic.



Fundraising Highlights

* The 5th Annual **Strides for Survivors**, charity walk, was a virtual event in February with 150 participants, and still raised \$12,500 for TurningPoint. The event first launched in 2017 as a way for three sisters: Samantha, Lauren, and Emilie Scalise to give back to the community in honor of their mother Stephanie, a breast cancer survivor and former TurningPoint patient.

* **The Pink Affair** was a virtual event for the second consecutive year in 2021, and there was no shortage of energy and enthusiasm shared by longtime auctioneer Dean Crownover and emcee Dana Barrett. App Studios hosted and coordinated all technical aspects of the event again, however this year they had two months to prepare instead of only two weeks in March 2020 due to the start of Covid.

* The 3rd Annual **Think Pink** Golf outing took place at Crooked Creek Golf Club in Milton in October with nearly 120 participants, between golfers, volunteers, and others on hand. A record \$60,000 was raised through the donations of corporate and individual sponsors, players, and silent auction item contributors.

* TurningPoint had the most outpouring of community support during Breast Cancer Awareness Month in October with a record of 45 events, including successful fundraising events hosted by **Scottsdale Farms** and **Nissan of Lithia Springs**.

* The 14th Annual **MGA Toys for Tots** Holiday Golf Tournament was held in December at the Echelon Golf Club in Alpharetta and resulted in more than \$70,000 being raised to benefit TurningPoint's essential, game-changing services and programs.