This report represents ITS THE JOURNEY INC’s responses to Charting Impact, a joint project of BBB Wise Giving Alliance, GuideStar USA Inc, and Independent Sector. Charting Impact uses five simple yet powerful questions to encourage strategic thinking and help organizations share concise information about their plans and progress toward impact.

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**Mission:**
It's The Journey, Inc.'s mission is to strengthen Georgia's breast cancer community by raising money and awareness for local organizations that focus on breast cancer education, early detection, awareness and support services, as well as the unmet needs in the breast cancer community.

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1. **What are we aiming to accomplish?**

It's The Journey strives to strengthen Georgia's breast cancer community by raising money for local organizations that focus on breast cancer education, early detection, genetic testing and counseling, Lymphedema treatment and wellness programs for those fighting breast cancer.

2. **What are our strategies for making this happen?**

By hosting the annual Atlanta 2-Day Walk for Breast Cancer, in addition to other strategic partnerships with corporate sponsors, It's The Journey is able to annually secure an ever-growing source of income to support the grants that we award each year. This year, the Atlanta 2-Day Walk for Breast Cancer raised over $1 million in walker and crew donations.

3. **What are our organization's capabilities for doing this?**

It's The Journey has demonstrated throughout its 13 year history that it is experienced in raising the kind of significant funding it takes to have a real and positive impact in the fight against breast cancer in Georgia. Our small staff is bolstered by our 250 volunteer crew members who work together throughout the year to execute the Atlanta 2-Day Walk for Breast Cancer – our flagship fundraiser.

4. **How will we know if we're making progress?**

In 13 years, It's The Journey has raised over $12 million and funded over 242 breast care and breast cancer programs throughout Georgia. In 2015, our premier event, the Atlanta 2-Day Walk for Breast Cancer raised over $1 million. Our progress indicators include striving to annually increase the number of participants in our Atlanta 2-Day Walk for Breast Cancer, thus increasing the amount of money being raised to go toward breast care and breast cancer grants. Unfortunately, there is no cure for breast cancer so it is critical to raise funds for early detection services such as mammograms. Early detection is the greatest weapon we have in the fight against breast cancer.

5. **What have and haven't we accomplished so far?**

In over a decade, we have developed a strong and vibrant network within the breast cancer community in Georgia, and have created a valued mechanism by which Georgians can directly and significantly support the fight against breast cancer in their communities. From 2003-2015, we funded breast cancer education, screening, early detection, genetic testing and counseling, Lymphedema treatment, and supportive services, but were not yet able to fund research. Now, for the first time, we are excited to share that It's The Journey will be funding a breast cancer research grant to be awarded in 2016 to a research institution right here in Georgia.