I Will Survive, Inc. 2024 Annual Report

October at the Russell Innovation Center for Entrepreneurs, in partnership with The Race

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MISSION

To provide economic support, education, and prevention resources for breast cancer survivors and their families, with a focus on health equity and community empowerment.

VISION

A world where no one faces breast cancer alone and where survivors thrive beyond their diagnosis.

LETTER FROM THE CEO

My mom succumbed to breast cancer at age 38. She was a teacher, community advocate, and multidisciplinary artist. My father was a business owner. But our lives changed forever at diagnosis. My mother had a family history she was unaware of, adoption sometimes does that. And exposed to second and third spoke in her early years of life, both parents smoked cigarettes. When her cancer spread, it went to her lungs, the weakest organ in her body. She was of Latin, Black and white (Polish: Ashkenazi Jewish) background.

Breast Cancer in Georgia vs. National Averages

- **Incidence Rates**: In Georgia, approximately 130 out of every 100,000 individuals were diagnosed with breast cancer between 2017 and 2021, aligning closely with the national average.
- **Mortality Rates**: Georgia ranks 11th among U.S. states for breast cancer mortality, with about 20 deaths per 100,000 individuals, slightly above the national average.

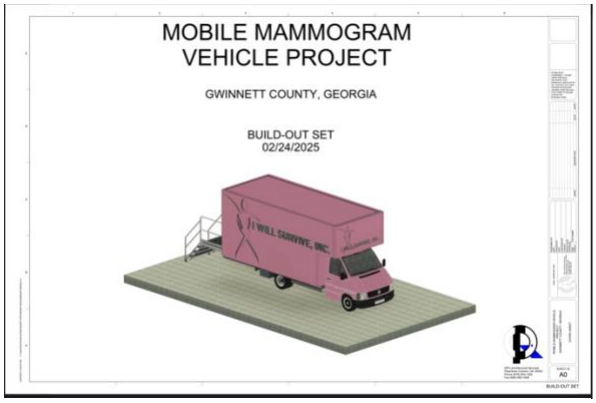
At the top of the year Sara Sidner, CNN news anchor shared her personal story as a Black woman with breast cancer and the nation began talking. 2024 was a year of growth, resilience, and impact. We gained new partners and funders, supported more families, and deepened our commitment to health equity. Our team, board, volunteers, and donors made it all possible. Thank you for helping us carry the torch of hope.

With gratitude,
Anisa Palmer, MPA, CNP, CGW
Founder & CEO

2024 HIGHLIGHTS

- Supported 200+ breast cancer survivors and their families through direct services.
- Provided emergency financial assistance to 25 families facing housing or utility insecurity.
- Distributed over 100 wellness kits and meals through our youth and survivor support programs.
- Launched our capacity building project closing $35,000 with the City of Atlanta and $100,000 from Gwinnett County starting our AI Mobile Wellness Clinic.
- Hosted 22 workshops, health fairs, employee wellness presentations, and events in DeKalb, Fulton county, and virtually reaching 3500 + people.
- Appeared on The Kelly Clarkson Show in New York and awarded $20,000 for our programs.
- Engaged 50+ interns with local and national universities coordinated through our leadership team.

- Hosted 80+ volunteers at events in the community and various projects virtually.



STRATEGIC INITIATIVES

- Began search for Executive Director, CFO, and Operations Manager for 2026-2027 new hires.
- Developed CEO succession plan and expanded board engagement.
- Initiated plans for a new headquarters in DeKalb County, Fulton County, or Gwinnett County.
- Strengthened community partnerships with health systems, universities, nonprofits and small businesses.

EVENTS & PROGRAMS

- **Art Jazz Gala**: Held at the Buckhead Art and Co with Mayor Beverly Burks and Portia of the Portia Show on Fox 5.
- **The Race: Community Impact Day**: Created wellness kits for youth and survivors.
- **Healing Through Arts**: Ongoing creative therapy initiative for survivor families.
- **Monthly Counseling Sessions**: Mental health and mentoring with licensed therapist in CA, TN, and GA. We made it to TN to increase outreach and support with Dr. Felicia Phillips at MogulCon.
- **Behind The Pink Project** gained more support including from the Georgia Alliance for Breast Cancer.
- **Mental Health** partnerships grew stronger with veteran and non-veteran family service communities.

FINANCIAL OVERVIEW
Unaudited year-end snapshot

- Total Revenue: $336,494
- Total Expenses: $335,550
- Program Services: 91%
- Administrative: 5%
- Fundraising: 4%

LOOKING AHEAD TO 2025

- Relocate to a new, wellness-centered facility in DeKalb County or Fulton County.
- Expand Freedom Friday's reach and partnerships.
- Launch mobile wellness outreach unit.
- Grow partnership, grant funding, and donor base by 20%.
- Expand education in Latin Communities and Veteran Communities.

Impact on Black and Latina Women

- **Black Women**: Nationally, Black women have a 4% lower incidence rate of breast cancer compared to White women but face a 40% higher mortality rate. This disparity is attributed to factors such as limited access to high-quality screening and treatment, socioeconomic challenges, and a higher prevalence of aggressive tumor subtypes.
- **Latina Women**: While specific statistics for Latina women in Georgia are limited, nationally, Hispanic women have the lowest incidence rates of breast cancer. However, they still face challenges related to access to care and socioeconomic factors that can impact outcomes.

THANK YOU TO OUR COMMUNITY

We are deeply grateful to our donors, volunteers, partners, and staff who make our mission a reality. Together, we are creating a future where breast cancer is not a barrier, but a battle we fight—and win—together.

I Will Survive, Inc. | www.iwillsurviveinc.org | Fulton County, City of Atlanta Registered Business

384 Northyards Blvd., NW Suite 190, Atlanta, GA 30313
PO Box 81364, Atlanta, GA 30366
Contact@IWillSurviveInc.org
404-483-8503
TEXT **IWillSurvive** to **44321**