



DOING THE MOST GOOD TOGETHER

SPRING 2020 IMPACT REPORT

"The confidence and strength my Phoenix Society family helped me gain was unmeasurable. You guys truly changed my life, and I cannot thank you enough. I am a work in progress, but you taught me that my story matters."

— *Hannah Pittman, Burn Survivor
+ Phoenix WBC Attendee*



Burn survivors and their families know all too well the impact of isolation. In 2020, we're continuing to advance our vision that no one recover alone with face-to-face and virtual opportunities for connection. Peer support is proven to aid in recovery, and we've seen its power firsthand. With your help, we are dismantling the barriers that keep burn survivors and their families from finding community.

CREATING A VIRTUAL HUB

Over the last year, we have re-imagined how we can serve our community online. In January, we launched our new website. This site is a state-of-the-art, user-friendly hub of connection, information, and inspiration. At the core of our new site is our **Resource Center**, which is home to a growing collection of survivor stories, fact sheets, online courses, and more.

"Simple, concise, easy to navigate, and extremely informative! If I were exploring for the first time, I would be saying, "wish I had found this earlier" or "This has everything I need in my recovery and for my family!"

— *Tony Gonzalez, Survivor, Advocate, + Board Member*



217,000

ANNUAL WEB VISITORS

94%

INCREASE IN FACEBOOK
ENGAGEMENT LAST YEAR

OVERCOMING BARRIERS

Many communities around the world are practicing social distancing to control the spread of the COVID-19 virus. By supporting Phoenix Society, you are filling a great void for survivors who rely on local support groups and peer support visits for connection to the burn community.

We are now offering weekly **Virtual Support Groups**, moderated by Phoenix staff and trained mental health clinicians. We are even rotating our times to ensure individuals around the world have access to a supportive community—no matter what.

230

PEER SUPPORT CHAT PARTICIPANTS



11

COUNTRIES
REPRESENTED

LEARNING TOGETHER

Using our new online courses as a launchpad, we are excited to offer **Education + Support Courses** throughout the year. In a series of meetings, participants will explore a specific topic or tool for burn survivors and their loved ones. This experience combines learning and support, with topics like “getting back out there” after a burn injury. In 2020, we’re bringing six interactive courses to our community.

IN 2019, WE ADDED ...

8

PHOENIX SOAR
HOSPITALS

87

PEER
SUPPORTERS

69

HOSPITAL
COORDINATORS

INCREASING ACCESS

Since 2001, our supporters have helped tens of thousands of survivors get back to living through **Phoenix SOAR (Survivors Offering Assistance in Recovery)**. We’re enhancing Phoenix SOAR to ensure, no matter where someone is in their journey, they can connect to a fellow survivor and know they aren’t alone.

In the program’s latest evolution, we’ve developed a framework to offer peer support beyond the hospital model, increasing access and removing barriers. We’re also providing a platform for Phoenix SOAR volunteers to connect and share knowledge, with new Facebook groups for peer supporters and hospital coordinators.

THANK YOU

Already, 2020 is shaping up to be a transformational year for Phoenix Society and the burn community. Your support is a powerful force for change in the movement to ensure no one recovers alone. On behalf of burn survivors and their loved ones around the world, thank you for being a partner in our work.