

DOING THE MOST GOOD TOGETHER

SPRING 2021 IMPACT REPORT

This last year has reminded us all that as a community, we can recover from setbacks and return greater than before. But we can't do it alone – your support has helped so many through crisis. Using online tools, we were able to overcome the medical, social, geographic, and logistical barriers that isolated people recovering from burn injuries.

When we work together, we can achieve something greater than any of us can accomplish alone. Thank you for being a part of our community when it's needed more than ever.



OVERCOMING BARRIERS

We responded to our community's need to stay connected by providing more spaces for continued growth and healing together. Beginning in March 2020, we increased the frequency of our monthly Virtual/ Call-In Support Group to a weekly event occurring at various times so participants can join from around the world.

More than 50 years after his injury, Bill found the Phoenix Society Virtual Support Group. Now he's continuing his path of healing by helping to serve others in the community as a Phoenix SOAR Peer Supporter.

"The virtual support group has allowed me to meet survivors outside my own community and it's amazing. Hearing from survivors helped me in my journey and I want to do the same for others. In the past, I was buried in my own shame but finally was ready to venture out and help others."

- Bill Alexander, Survivor

DONATE LIFE MONTH

"Before I was a tissue recipient, I wasn't a donor because I wasn't aware of what organ and tissue donation involved. When people think of donation, they think of the organs, not realizing that tissue and skin are just as important in saving and enhancing lives. Donation can be a life-saving gift."

- Jamie Nieto, Survivor

April was Donate Life Month – a time to honor those that have saved lives through the gift of donation and promote the importance of registering as an organ, eye, and tissue donor. Leveraging expertise from the Mid-America Transplant team, we connected with Linda Martin, VP Tissue and Support Services, who shared the impact of tissue donation as well as ways for anyone in the burn community to help. This article was featured in our spring edition of *Burn Support Magazine*, included in our monthly newsletter, and is published in our Resource Center.

10,000

*Burn Support
Magazines readers*

10,500

*Monthly newsletter
subscribers*

INCREASING ACCESS

To provide training in real-time throughout the year, we shifted our model of training for Phoenix SOAR (Survivors Offering Assistance in Recovery) to a virtual delivery. In 2020, both the peer supporter and coordinator courses and manuals were revised and updated by a National Advisory Committee. In March 2021, we began to offer monthly peer supporter trainings and quarterly coordinator trainings. Our new delivery helps to ensure that more survivors have access to peer support!



Virtual Phoenix SOAR Peer Supporter training with University of California Davis Regional Burn Center, Sacramento, CA.

"I want to give a 'shout out' to all of the burn community experts that have participated in making this dream a reality! I am fortunate as a volunteer to assist with the redevelopment of this life-changing Phoenix SOAR program, including the development of learning modules, the revision of both curriculums, and the revision of the program infrastructure. Volunteers now have extensive opportunities to practice the skills they need."

- Sandra Cramolini, Lead Phoenix SOAR Trainer

PUTTING THE MOVE IN MOVEMENT 340 Participants \$20,000+ Raised

To keep our community connected this spring, Phoenix Society launched our first virtual 5k! Participants could complete their 5k anywhere, anytime - whether it's a treadmill, neighborhood, or trail. One Phoenix SOAR team in particular, 'Team Burney' at Vanderbilt Regional Burn Center in Nashville, TN, SOARed to new heights. They recruited over 80 team members and raised over \$6,000 in a matter of a few short weeks!

"We love being in partnership with Phoenix Society and continue to increase our participation each year. With COVID, we had to find unique ways to keep our patients and staff engaged, connected, and active. We have a fundraising thermometer on the unit to keep staff updated on our progress. Every day, we update the board with new members, post pictures of everyone completing their runs, and set new goals for Team Burney to achieve. The enthusiasm everyone has shown for this has been so inspiring!"

- Megan Bergfeld, Burn Clinic Social Worker and Phoenix SOAR Lead Coordinator at Vanderbilt Regional Burn Center

AMPLIFYING VOICES

We are proud to partner with many organizations and individuals who are dedicated to making a difference and advocating for effective burn prevention, burn care, and equality. Phoenix Society has been close partners with the National Fire Protection Association (NFPA) for over 20 years, and Amy Acton serves as the Chair on their Board of Directors. More recently, Phoenix Society collaborated with NFPA on Faces of Fire – a campaign that features stories of people impacted by electrical incidents and demonstrates the need for continued education and awareness about electrical hazards both on the job and at home.

7 Faces of Fire Videos

Including interviews with Amy Acton and Dr. Victor Joe



125,000

Facebook Impressions during Awareness Weeks

Burn Awareness Week, Home Fire Sprinkler Week, Face Equality Week, Fire Prevention Week