Dear Friends,

Thank you for your continued support and engagement with Phoenix Society. Through the collective efforts of our staff, board, volunteers and you, 2019 was a monumental year. We began redesigning our website, building our Resource Center and re-imagined how we can serve our community online. We launched our new logo and advanced our digital awareness campaigns to be more easily accessible to survivors and their families around the world. We enjoyed “community” at our largest Phoenix World Burn Congress ever – and guided people through the experience with our new conference app. Finally, we launched a new customer relationship system to enable us to better serve you – within the framework of your preferences for contact, mailings and information.

We couldn’t have done it without you.

As we look to the future, Phoenix Society will continue to build momentum as the leading resource, connector and authority for anyone impacted by burns. We plan to enrich our information and referral resources, expand our online and virtual offerings, expand our corporate partnership network and continue positioning ourselves to be available 24/7/365.

Thanks to your support, we reached thousands of people last year, and we’re just getting started! With your help we will continue to be here for the burn community, so that no one ever takes the journey alone.

Gratefully,

AMY ACTON, RN, BSN
Executive Director,
Phoenix Society for Burn Survivors
BY THE NUMBERS

PHOENIX WORLD BURN CONGRESS

1233 Attendees
(26% Increase from 2018)

335 Family Members
180 Burn Support Professionals
51 Fire Service
495 Burn Survivors
30 Others
98 Organizations Represented

Attendees From Around the World

136 Virtual Experience Attendees
17 Countries
335 States + Puerto Rico

IMPACT

1,500 Trained Volunteer Advocates
81 Phoenix SOAR Hospitals
8 Added In 2019
12 Phoenix Education Grants Awarded
5 Phoenix Fellows
1200+ Hours Served

REACH

219,000 Website Visitors
20 Media Placements
307.7 Million Potential Impressions
46 Print + Online Published Phoenix Society Articles
1.96 Million Facebook Impressions
94% Increase in Engagement
**FINANCIAL REPORT**

**REVENUES + SUPPORT**

- **2019 TOTAL** $3,588,988
  - Contributions $775,277
    - Phoenix WBC $636,605
    - 39% Registration Fees
    - 61% Sponsor, Exhibitor + Other Revenue
  - Program Revenue $126,114
  - Other $2,051,002

*Includes assets released, investment gain, investment income, and in-kind contributions.*

**OPERATING EXPENSES**

- **2019 TOTAL** $3,220,882
  - Supporting Services $908,379
    - Management + General $558,318
    - Fundraising $350,061
  - Programming Services $2,312,503:
    - Support Services $2,116,808
    - Advocacy $195,695

**NET ASSETS**

- **Change in Net Assets** - $1,159,986
  - In 2019 Phoenix Society utilized capital drawn from the Never Alone Campaign and completed the building phase for outreach and resource technologies as well as human resources.

<table>
<thead>
<tr>
<th>Year</th>
<th>Value</th>
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<tbody>
<tr>
<td>Net Assets - Beginning of the Year</td>
<td>$4,033,501</td>
</tr>
<tr>
<td>Net Assets - End of the Year</td>
<td>$2,873,515</td>
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Lorraine Carli - Board President
Karen Colligan - Board Vice President
Jill Sproul, RN, MS - Board Treasurer
Karen Badger, PhD, MSW - Board Secretary
Dean Elliott, JD
Jeff Gallinat
Anthony (Tony) Gonzalez

Victor C. Joe, MD, FACS, FCCP
Sara Ann MacKinlay
Jim Maymon
John O’Leary
Amar P. Patel, DHSc, MS, NRP
Sheryl Ramstad, JD, MN, RN, PHN
Mark Schlegel
Howard Tellepsen

Contact Phoenix Society: info@phoenix-society.org | 800-888-2876 or 616-458-2773