

ANNUAL REPORT



AMY ACTON, RN, BSN
*Executive Director,
Phoenix Society for Burn Survivors*

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.

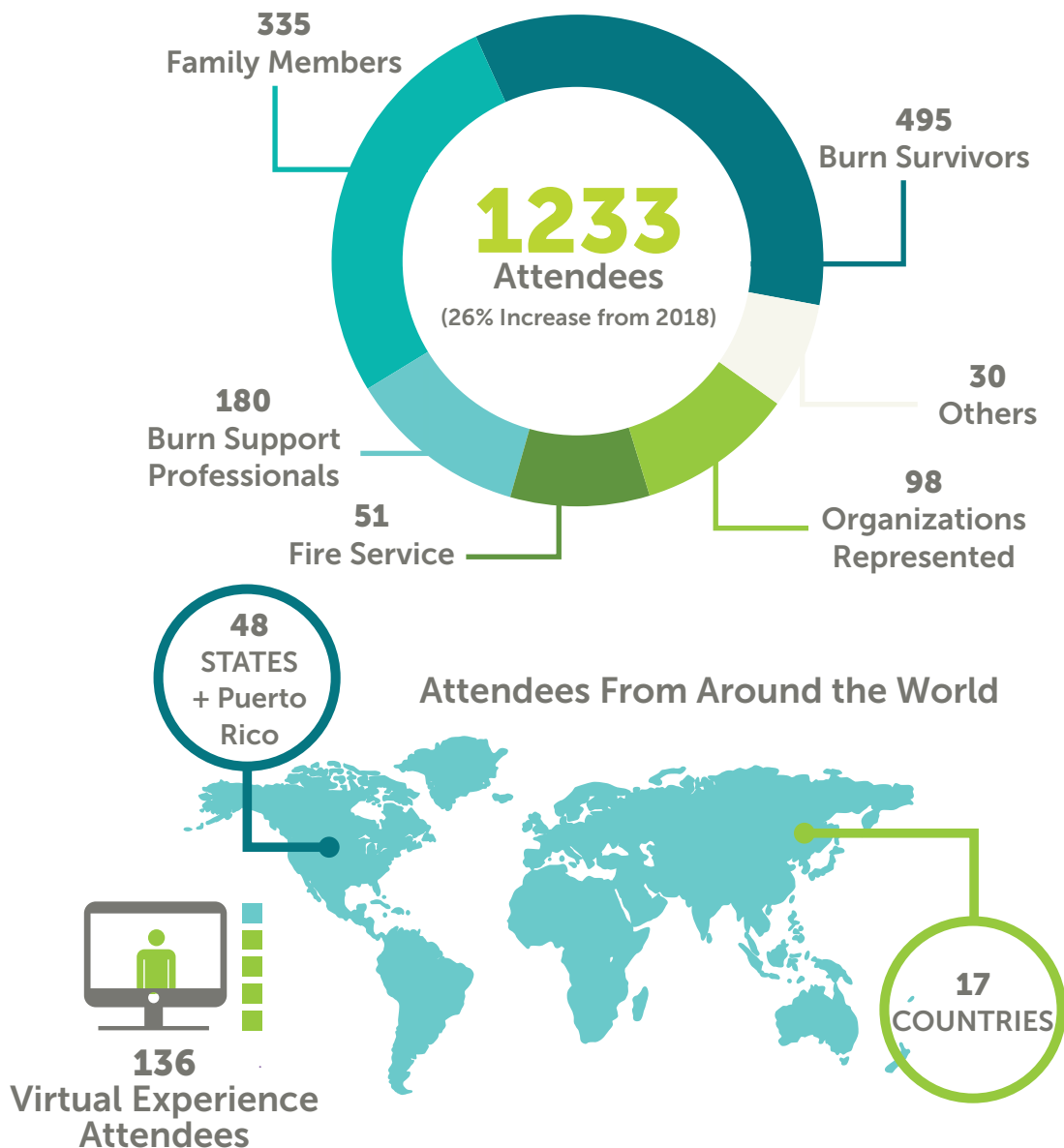
Thanks to your support, we reached thousands of people last year, and we’re just getting started! With your help we will continue to be here for the burn community, so that no one ever takes the journey alone.

Gratefully,

A handwritten signature in black ink that reads "Amy Acton".

BY THE NUMBERS

PHOENIX WORLD BURN CONGRESS



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



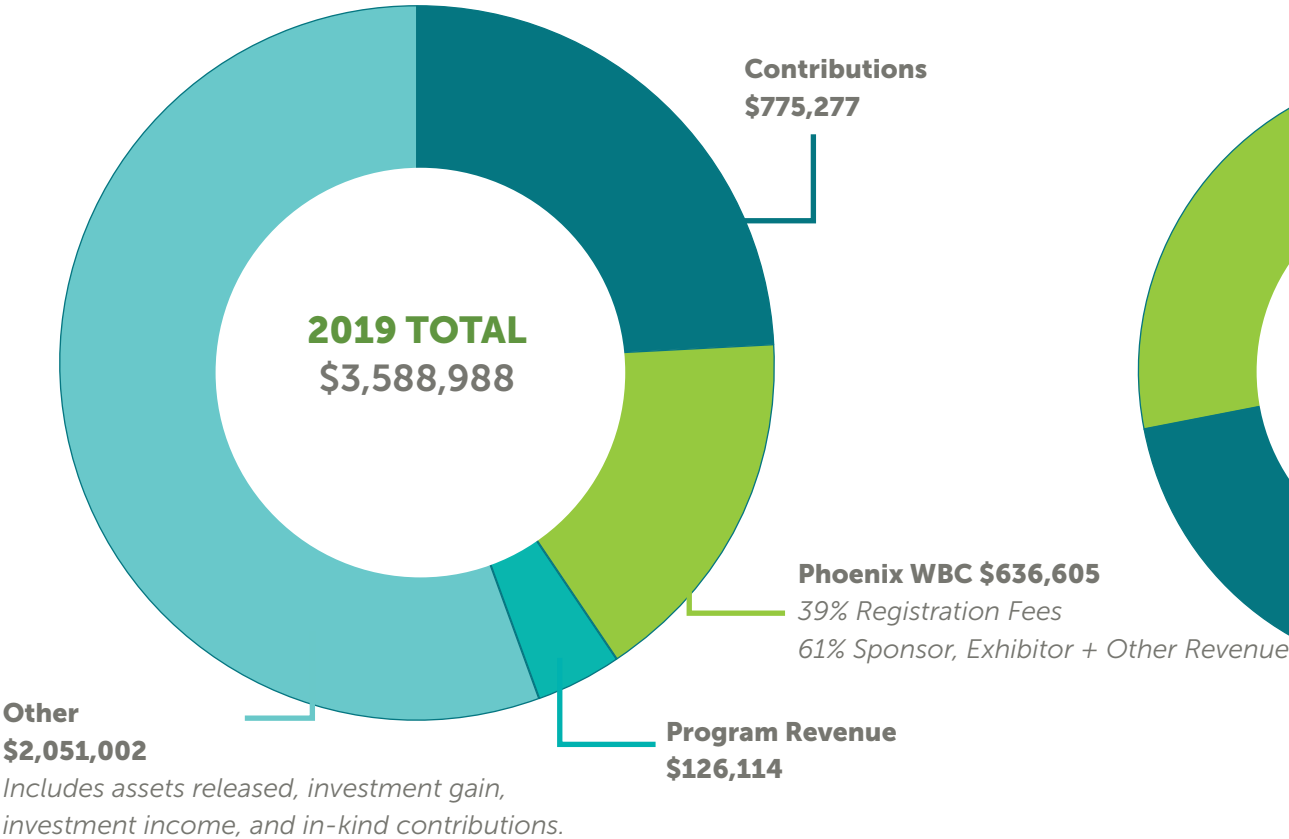
46
Print + Online Published
Phoenix Society Articles



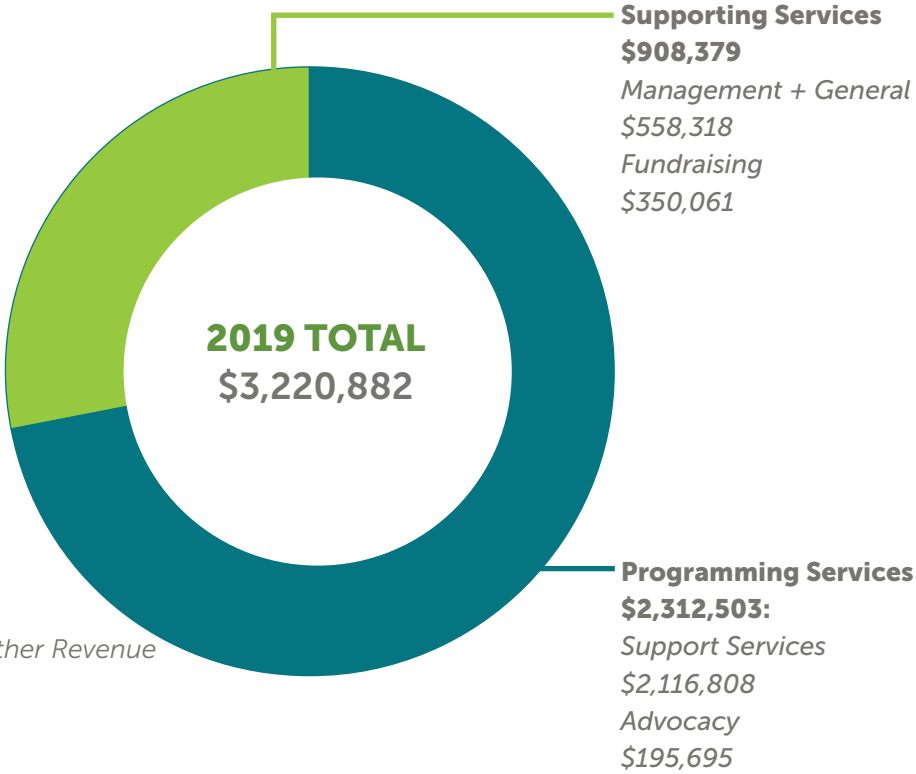
1.96 Million
Facebook Impressions
94% Increase in Engagement

FINANCIAL REPORT

REVENUES + SUPPORT



OPERATING EXPENSES



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.

Net Assets - Beginning of the Year	\$4,033,501
Net Assets - End of the Year	\$2,873,515