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
  - 98 Organizations Represented
  - 30 Others
  - 495 Burn Survivors

Attendees From Around the World

- **17 COUNTRIES**
- **136 Virtual Experience Attendees**
- **17 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

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REVENUES + SUPPORT

- 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.

2019 TOTAL $3,588,988

OPERATING EXPENSES

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

2019 TOTAL $3,220,882

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>Description</th>
<th>Amount</th>
</tr>
</thead>
<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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</tbody>
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