



# ANNUAL REPORT 2020

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PHOENIX SOCIETY  
**FOR BURN  
SURVIVORS**

# LETTER FROM CEO



**AMY ACTON, RN, BSN**  
**CEO,**  
*Phoenix Society for Burn Survivors*

Dear Friends,

We have experienced so much in the past year. As covid took hold of the world, more people than ever began to truly understand the depths of isolation and the need for connection – something our community has known all too well.

Our world went from business-as-usual to unpredictable and lonely in a matter of weeks. At Phoenix Society, we know community is greater than isolation – and that is why our work never stopped. Over the past few years, we have invested heavily in our technology and tools to scale so that we can reach more people virtually. Little did we know how quickly our work would come to fruition. Our digital upgrades allowed us to successfully pivot all of our programs to virtual, including our 32nd annual Phoenix World Burn Congress (WBC). As we turned digital, we also continued to develop and launch new programs and increased the frequency of others.

All year long as individuals, as an organization, and as a community, we remained resilient. I can't think of a better embodiment of resilience than Phoenix Society's founder, Alan Breslau, who passed away on Thanksgiving Day. Alan challenged us to be strong, to persevere, to seek support, and to gain strength in one another – something we certainly did last year.

2020 was a year like no other – It was one of the toughest years of my career, but also the most rewarding. I cannot even begin to express my deep gratitude for our Board of Directors, our staff, our donors, and our community. Your time, expertise, patience, and support certainly were and will continue to be needed.

Gratefully,

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

# LETTER FROM PRESIDENT



**Jeff Gallinat**  
*Board President,  
Phoenix Society for Burn Survivors*

*Retired Senior Vice President - Manufacturing,  
Cisco Systems*

To our Phoenix Society community,

I've tried to learn to live by this phrase: 'good luck, bad luck, who's to say?' It means that one can never know, at any moment, whether what is happening right now will eventually lead to a completely different outcome in the future. For example, the gift of my own burn injury was to bring me my beautiful wife of 40+ years!

The last year or so has definitely been a year with unprecedented challenges, and in many cases, personal losses. However, the last year has also led, in many cases, to increased care for our families and communities, more service to others, more time for introspection and prioritization, and an acceleration of some changes that might have taken years in more normal circumstances.

Phoenix Society for Burn Survivors came through this recent period remarkably well, thanks to our wonderful community and staff, and we are in a very solid financial condition thanks to our donors and supporters. We have several exciting new programs, which we have learned to deliver in new ways that expand our community reach. We are, in fact, now poised for a promising future.

As we go forward, we will continue to ensure we are always there for survivors and their families as they go through their own recovery journey. The Phoenix Society's unique ability to provide personal touch, resources, and support to our community will always be both our foundation and our core value.

In the year ahead, our focus will be to continue our mission – but to do what we do better and on larger scale. We will focus on integrating all of our services along a survivor's personal journey (whenever they might find us in that journey) and will use our new resources and new technology to increase our reach and 'scale' to serve our community.

We are very proud of all we've done, but even more excited about our future - Our THANKS to our entire community!

A handwritten signature in black ink, appearing to read 'Jeff', written in a cursive style.

# 2020 MILESTONES



## January

Phoenix launches a new website enabling users to have easier, faster access to resources.



## February

Michelle Lauren Anderson and Phoenix Society are featured in *People* and the Tamron Hall show - two of our largest media campaigns ever!



## March

Virtual Support Group goes weekly and three new programs (Webinar + Roundtable series, Drop In, and Youth + Family) are launched.



## April

"Sara's STEPS," our preschool and school-age book is released on Amazon!



## June

Global Burn Community Calendar is launched.



## August

*Burn Support Magazine* goes digital, expanding Open Mic and story-telling.



## October

32rd annual Phoenix World Burn Congress is held virtually and streamed across 14 countries worldwide with 729 attendees.



## December

Phoenix SOAR Coordinator and Peer Supporter trainings go digital.

# BY THE NUMBERS

## EXPANDING OUR REACH



**4,007**

Phoenix SOAR Visits



**294**

Survivors found Phoenix  
Society



**258,656**

Resource Center Visits  
*75 new survivor stories, self-care tips, caregiver resources, and other articles published*



**843**

New *Burn Support*  
Magazine Readers



**1,063**

Active volunteers available  
for peer support



**1,382**

Healthcare professionals,  
loved ones, and allied partners  
joined the Phoenix family



**1 Million**

Facebook Impressions  
*from 9,000+ Fans*



**3,850**

Community Calendar Visits  
*With an average of 38 in-person and virtual events posted each month*

# BY THE NUMBERS

## PHOENIX WORLD BURN CONGRESS

### Attendees From Around the World

*Our most diverse makeup of attendees and presenters!*

**729**

Attendees

**43**

STATES

**14**

COUNTRIES

**74**

Net Promoter Score (NPS)

Phoenix WBC attendees were exceptionally happy with the program and very likely to recommend it to others. A 74 is an 'excellent' rating compared to industry standards.

**1,850**

LIVE VIEWS

**2,322**

ON-DEMAND VIEWS





# MAKING AN IMPACT



## Phoenix WBC: Engage

May 14, 2021

A single day event with familiar Phoenix WBC elements and new opportunities to explore, learn, heal and connect.

## Phoenix WBC

October 22 - 24, 2021

Our 33rd annual Phoenix WBC will be held over two and a half days! We're bringing the same Phoenix WBC magic with even more ways to find community and connection.

During Phoenix WBC, attendees from around the world connected with support, information, and most importantly – each other.

By hosting Phoenix WBC in a completely virtual format, we were able to break down financial barriers and geographic limitations which allowed burn survivors, like Khloe McNeal, to join from anywhere at any time.

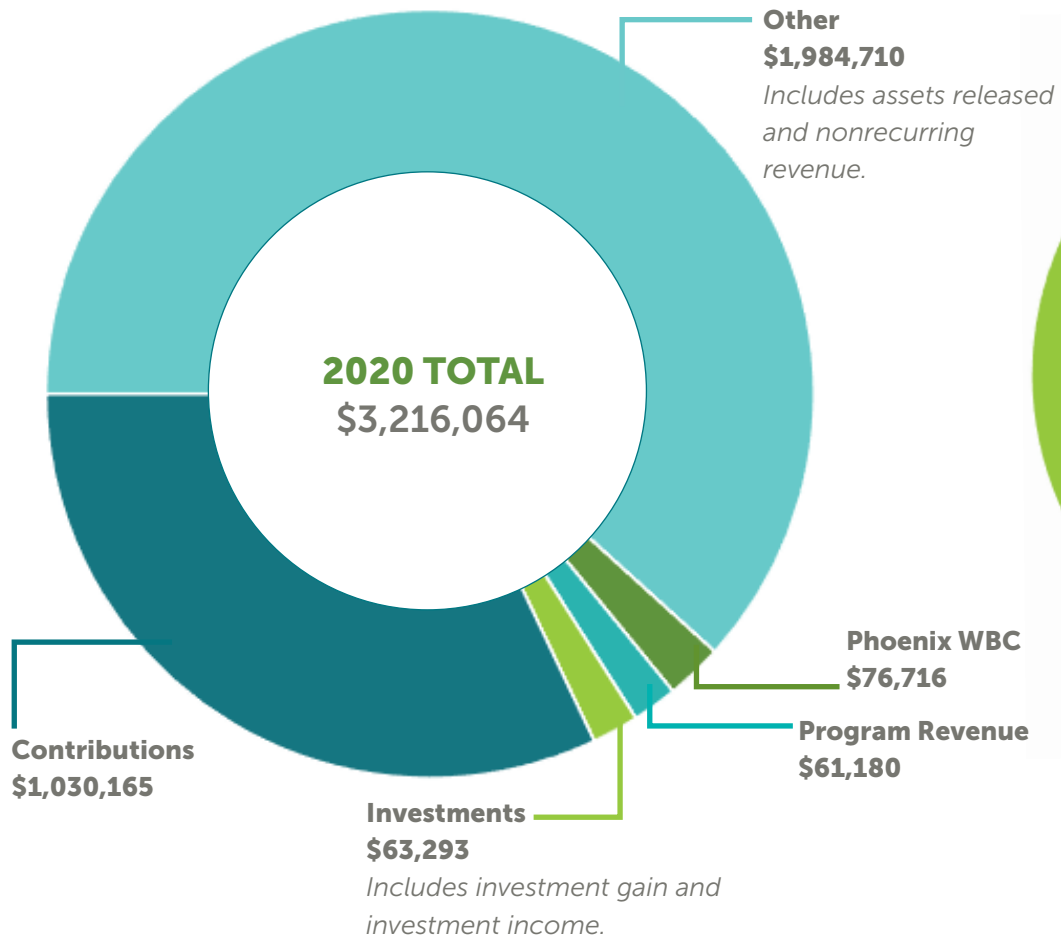
During our live Phoenix WBC in October, Khloe was recovering from a major burn injury at the North Carolina Jaycee Burn Center. Both Khloe and her mother were able to join Phoenix WBC directly from her hospital bed alongside Burn Aftercare Coordinator, Michele Barr.

***“Due to covid, this was our first time bringing an ICU patient to Phoenix WBC and that was exciting! She was able to connect with other survivors and explore resources so early on in her healing journey.” - Michele***

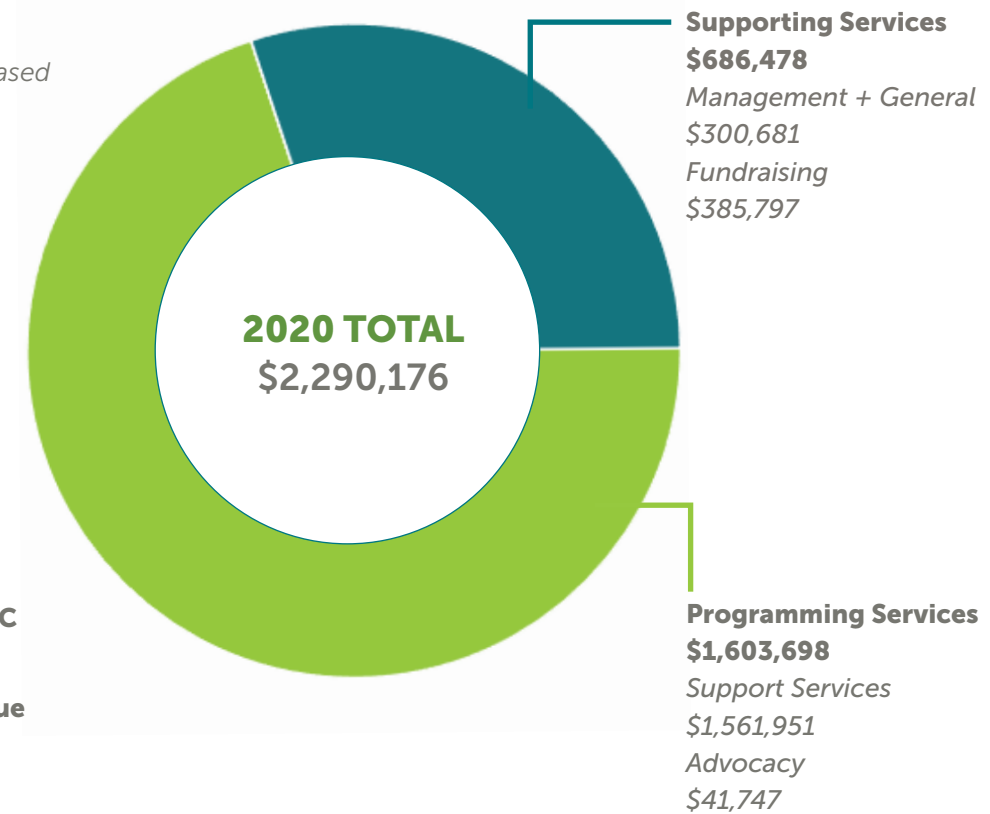
The healing magic of Phoenix WBC became accessible to so many more people in 2020 and we're excited to bring double the ways to engage in 2021.

# FINANCIAL REPORT

## REVENUES + SUPPORT



## OPERATING EXPENSES



## NET ASSETS

Change in Net Assets	\$562,056
Net Assets - Beginning of the Year	\$2,873,515
Net Assets - End of the Year	\$3,435,571



# BOARD OF DIRECTORS

## **Jeff Gallinat - Board President**

*Burn Survivor*

*Retired Senior Vice President - Manufacturing, Cisco Systems*

## **Sara Ann MacKinlay - Board Vice President**

*President – Exsurco Medical Inc.*

## **Jill Sproul, RN, MS - Board Treasurer**

*Burn Survivor*

*Chief Nursing Officer, Santa Clara Valley Medical Center*

## **Karen Badger, PhD, MSW - Board Secretary**

*Professor, College of Health Sciences, University of Kentucky (UK)*

*Interim Chair, Department of Health and Clinical Sciences, College of Health Sciences, UK*

*Associate Dean of Academic Affairs, College of Health Sciences, UK*

*Associate Professor, College of Social Work, UK*

## **Andy Jenks**

*Vice President of Marketing + Technology, National Fire Protection Association*

## **Dean Elliott, JD**

*Chief Legal Officer, AlloSource*

## **Howard Tellepsen**

*Burn Survivor*

*Chairman, Tellepsen Corporation*

## **Jim Maymon**

*Vice President of General Management - North East Region, Convergent Technologies*

## **John O'Leary**

*Burn Survivor*

*Author, Inspirational Speaker, Founder of Live Inspired*

## **Lewis E. Kazis, SC. D.**

*Professor of Health Law, Policy and Management, Boston University School of Public Health*

*Research Director, Spaulding Rehabilitation Outcomes Center, Spaulding Rehabilitation Hospital*

## **Lorraine Carli**

*Vice President of Outreach and Advocacy, National Fire Protection Association*

## **Mark Schlegel**

*Former Vice President & General Manager - Global Special Hazard Fire Suppression Products, Johnson Controls*

## **Sheryl Ramstad, JD, MN, RN, PHN**

*Burn Survivor*

*Chief External Relations Officer, Hennepin County Medical Center (former)*

## **Tom Cycyota**

*President and CEO, AlloSource*

## **Tony Gonzalez**

*Burn Survivor*

## **Victor C. Joe, MD, FACS, FCCP**

*Associate Clinical Professor of Surgery*

*Director, UC Irvine Regional Burn Center, University of California, Irvine Medical*