



PHOENIX SOCIETY
FOR BURN
SURVIVORS



Connecting Early and Often

Fall Impact Report 2022

Letter of Thanks

Dear Friends,

This holiday season, I am counting my blessings...and you are right at the top of my list! Your kindness this year has inspired all of us at Phoenix Society for Burn Survivors to keep growing, innovating, and adapting. Your support has spurred us to do more to help more survivors connect early and often. Thank you!

So much has been happening, and it's only been possible because of your commitment. We have dedicated time to study, learn, and listen to the burn community. We have devoted ourselves to imagining a world where survivors are reached earlier in their recovery. We have developed plans to scale our support, touch more lives, and do more with our hospital partners to raise the standard of burn care everywhere.

Because of your generosity, our vision is on the verge of becoming a reality. We are imagining new programs and introducing new avenues of support. Doors are opening, across the globe, creating opportunities where there were none and introducing support to people in places that were out of reach.

I offer my heartfelt gratitude on behalf of all of us at Phoenix Society. We are honored to be the place you trust to reach the burn community you care so much about. It is a privilege to be the conduit of change that you choose. What a joy for us to call you friend. It's been an exciting year! Backed by your enthusiasm and support, just look what's been done...and imagine all we will do—together.

Gratefully,

A handwritten signature in black ink, appearing to read 'Deb Minton'.

Deb Minton
Sr. Director of Philanthropy & Strategic Initiatives
Phoenix Society for Burn Survivors

New Phoenix Society Offerings

Girls With Grafts

A burn community podcast for burn survivors, caregivers, hospital staff, and corporate partners. Hear in-depth conversations about survivor stories, gain resources for managing a burn injury, and information on prevention and advocacy.

Online Survivor Community

This Facebook group is open to survivors and loved ones from all walks of life. We encourage members to share their experiences, thoughts, feelings, and questions with one another.

Our Impact

Our Mission

Phoenix Society is the leading national nonprofit organization dedicated to empowering people affected by a burn injury. Phoenix Society serves burn survivors, loved ones, burn care professionals, researchers, and anyone else committed to empowering the burn community and building a safer world.

Our Vision

Uniting the voice of the burn community around the globe to profoundly advance lifelong healing, optimal recovery, and burn prevention.

Our Impact: 2022 At A Glance

*Data is from January 2022-November 1, 2022.



3.7K
Burn Survivors
in our network



623

Survivors in
Our Online
Facebook
Community



45

Total Peer
Support
Conversations on
Facebook Chat



38K

Phoenix Society Email
Newsletter Views



115

Survivors Attending Virtual
Support Groups To Date



279

Podcast
Downloads



206

Registered
Phoenix: *Engage*
Attendees



33

New Resources
Added In The
Past Six Months



More Than

110K

Individuals
Reached Via
Social Media

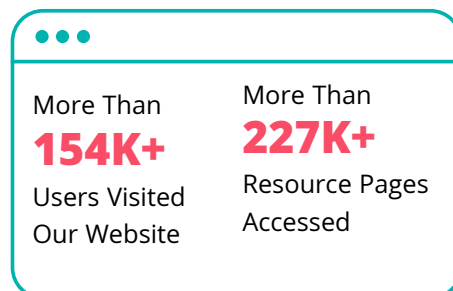


45

New Phoenix SOAR Peer Supporters

84

New Phoenix SOAR Coordinators



More Than

154K+

Users Visited
Our Website

More Than

227K+

Resource Pages
Accessed

Golfing FORE A Cause



In August 2022, we were honored to take part in the 15th Annual Burn Awareness Golf Outing at the Preserves at Oak Meadows in Chicago! After two years off due to the pandemic, Tony Gonzalez and Jamie Nieto were excited to get back on the green to celebrate 15 years of the outing while also recognizing Tony's 25th and Jamie's 19th burniversary.



\$20,000

was raised for Phoenix Society!



It was a beautiful day, and more than 100 of Tony and Jamie's family, friends, and neighbors showed their support, which was a resounding affirmation of their commitment to the burn community. We are so grateful for all the work that went into planning the event and to all the volunteers and supporters who made it possible.

Special thank you to Tony Gonzalez and Jamie Nieto for helping to organize the event and for everyone who supported in their honor.



United by our love of golf and in support of Phoenix Society's mission, we started the Burn Awareness Golf Outing. We are both burn survivors introduced through Phoenix SOAR (Survivors Offering Assistance in Recovery) program. Our friendship has grown over the years as we have shared our love of golf and raising funds for a cause we care deeply about.

- Tony Gonzalez and Jamie Nieto



Journey Forward Program Findings

Earlier this year, Phoenix Society for Burn Survivors launched the first of its-kind Journey Forward Program, which provided tangible connections and resources for newly injured survivors and their loved ones. Over the past five months, we conducted a pilot program in seven hospitals and burn centers across the country and are excited to share our preliminary findings and results. We are now analyzing results and will begin preparing for the next phase of the program in 2023!

359

survivors were introduced to Phoenix Society through the Journey Forward Program.

142

survivors and loved ones made contact with Phoenix Society through 121 orders.

80+

cities covered and 133,000+ miles crossed.



90%

of recipients were extremely likely to recommend the kit to others.



100%

of survivors said the Journey Forward Kit had a positive impact on their healing journey.

WHAT SURVIVORS ARE SAYING

Reading the stories and testimonies of other burn victims. It gives me a sense of comfort knowing I'm not alone in this.

I am grateful to have people of similar experiences share their stories and encourage us to do our best to live with this new life.

Connecting Survivors Early

As a recovering alcoholic, Michelle Aiguier (pictured right) experienced 2nd and 3rd degree burns while on vacation, having been found in hot sand with burns from both the sand and sun exposure. During her Las Vegas burn unit stay, Michelle asked a nurse about what lotions she should use for her newly grafted skin. Michelle's nurse asked if she'd received resources from Phoenix Society and brought her the notebook and pamphlet about the Journey Forward Kit.

Michelle, who lives in Bangor, Maine, was delighted to receive the materials inside the kit to help with her healing. She shared with us that the burns on her foot are having a difficult time healing, and she wraps them in her DermaTherapy sheet and pillowcase to sleep at night.

When asked about what she thought about the kit, Michelle shared with us that:



When I received the kit, I liked having the different lotions so I could find the ones I loved the best. I loved the sheets because it helps with my body temperature, and they're soft—I just love them. I can't say enough about those.

Michelle has had a chance to use all the materials in the kit, including reading the Special Edition of Journey Magazine. When asked her about her favorite articles, she shared that:

Actually, I loved all of them. The family ones were good, but you had one in there about what you should have on hand when you leave the hospital. There were a few that really helped me, like the one about going out in public. I told the volunteer that I spoke with earlier, that I'm not embarrassed by my scars, they're part of my journey. The article helped me grasp that.

Reimagining Our Flagship Event

We're extremely excited to bring back Phoenix World Burn Congress (WBC) in a "Reimagined" format! This essential element of the survivor journey and flagship event for our organization gives survivors a chance for peer connections and ongoing healing.

Phoenix WBC's new format is based on the content that the community ranked as the most important part of the event – which means that we will let go of a few historical programs and social events and condense our learning sessions to make the event impactful and sustainable. We will also hold the in-person Phoenix WBC event every other year instead of every year. This will allow the community to plan further into the future and allow the organization to provide impactful and sustainable programming.

4

A longer, four-day formatted event is preferred over a shorter, three-day event.



Regardless of how recent or long ago a burn injury happened, survivors want and are willing to attend.



Off-site activities and the location city matter.

What's New and Improved

- Pre and Post PWBC Engagement Opportunities
- "Know Before You Go" Webinar
- Wellness and Vendor Fair
- First-Time Attendee Event
- Buddy System
- Interest Meet Up Groups
- Walk of Solidary
- And so much more!



Scan To Watch
Our Phoenix
WBC Live Stream
Announcement!

Phoenix World Burn Congress

PWBC

2023 REIMAGINED

October 4 - 7, 2023, at the Gaylord National Resort & Convention Center

Learn more at WorldBurnCongress.org

*National
Harbor, MD*

*October
4 - 7*



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Download and Read Our 2022 State of the Survivor Report



SCAN ME

Phoenix Society collected information from over 350 burn survivors through our database and social media platforms to dive deeper into understanding a burn survivor's journey.

We want to send a special thank you to the burn survivors that provided us with this valuable feedback, and we look forward to using this content to drive our programming and service offerings into the future.