



Phoenix Society for Burn Survivors We See What Can Be

This year in the United States alone, more than 40,000 people will be hospitalized with a burn injury (American Burn Association). Medical advancements have increased burn survival rates significantly and 96% of those treated in a burn center are expected to survive. But surviving is not enough. People who suffer burn injuries often have a challenging time getting back to living. Hope, healing, and happiness seem far out of reach and they feel as if they are on the survival journey alone.

Phoenix Society for Burn Survivors® is the leading non-profit organization helping burn survivors meet their recovery challenges with the community support and tools they need to thrive again. Working with survivors, families, healthcare professionals, fire service professionals, and financial partners, the Phoenix Society is uniting the voice of the burn community across the globe to profoundly advance lifelong healing, optimal recovery, and burn prevention.

Over the last 2 years the Phoenix Society has reached out to survivors, their loved ones, volunteers, healthcare providers, fire service professionals, academics, and researchers. These diverse stakeholders participated in surveys, program reviews, SWOT analyses, interviews and focus groups to provide feedback on how the Phoenix Society can improve and have an even greater impact. The results of this market engagement were highly enlightening. Phoenix Society programs are only reaching a portion of the burn survivor population. Thousands of burn survivors are not connected to Phoenix Society and may be going through recovery alone. This may occur because they either aren't aware of the Phoenix Society, aren't located near a facility at which they can receive support from a Phoenix SOAR® (Survivors Offering Assistance in Recovery®) volunteer, or can't physically attend Phoenix World Burn Congress®. In a worse scenario, the Phoenix Society does not offer the type of programming they need.

The multi-stakeholder feedback is helping to identify innovative ways to expand the offerings of the Phoenix Society. Determining how to scale programs to a wider audience is critical so that we can expand access to the support burn survivors and their families need to heal as they go through their journey of survival. It's not enough to settle for reaching only a segment of people who need this community, when it is possible for everyone impacted by a burn injury to have access to transformational healing.

The Phoenix Society is bridging beyond the current market environment to envision a future by which innovative strategies can be implemented. Thoughtful expansion of existing programming will increase access and maximize impact. The goal is to make significant progress towards this vision by 2020, so anyone suffering from a burn injury can access the Phoenix Society services and support, anywhere in the world, and whenever they need it.

The vision of the future is summarized in the Phoenix Society strategic theme – “We see...What Can Be.” The activation and realization of this future state is dependent on stakeholder alignment for emotional, financial, intellectual, and relational capital.



We See...

- A time when there are no silent sufferers.
- A united voice advocating for burn survivors.
- The ability for survivors and loved ones to find us from anywhere around the globe.
- Unlimited access to resources.
- A robust, connected technology platform.
- Virtual communities for ongoing support.
- Real time education.
- Diverse sources of financial support.
- A highly leveraged network of diverse partners to connect the community.
- A strong presence in the global conversation about burn recovery and prevention.
- The strength of survivors magnified through the Phoenix Society experience.
- The power of embracing diverse voices and stories.
- The healing process of heart and soul.
- Hope, healing and happiness.
- The power of “we”.

New Mission and Vision Statements

The new strategic vision is based on feedback from a broad, diverse group of constituents that have developed this updated view of the Phoenix Society. The previous mission statement “empowering anyone affected by a burn injury through peer support, education, and advocacy” described the what of the the Phoenix Society, but not the why. Based on stakeholder feedback, the mission and vision statements have been refashioned to focus on the Phoenix Society’s ultimate mission and future vision (the goal set for the future).

- **Mission statement:** Phoenix Society for Burn Survivors | Building a Community for Transformational Healing
- **Vision statement:** Uniting the voice of the burn community across the globe to profoundly advance lifelong healing, optimal recovery and burn prevention.

The mission is to build a global community where everyone affected by a burn injury has access to transformational healing that helps them make a transition that goes beyond surviving to thriving; resulting in the “building a community for transformational healing.”

Working collectively with survivors, families, healthcare professionals, fire service professionals, and donors, the Phoenix Society seeks to unite the voice of the burn community across the globe to profoundly advance lifelong healing, optimal recovery, and burn prevention. We See...What Can Be.

What does this future vision entail? And why is it so important to move in this direction?

There is a growing need and demand to provide emotional support and recovery resources for burn survivors and their loved ones world-wide. To meet the growing demand, Phoenix Society must find innovative ways to scale and deliver its programs to a wider audience both physically and virtually. The latter requires a significant strategic investment in advanced technology to extend the Phoenix Society’s programs and resources around the globe.



What does the vision for the future entail? How will the Phoenix Society of 2020 look, connect, and operate? How will success be measured? Following are seven strategic initiatives that will enable the Phoenix Society to scale programs, reach more people, and create greater impact.

- 1. Use the Phoenix Society's collective, united voice to support advocacy efforts that can effect change.** Our voices will be made more powerful by attracting, connecting, and uniting with the many constituencies that make up our community. Uniting the voices of the burn community with other like-minded organizations will strengthen our advocacy for burn prevention, improved quality care, additional research, and advancements that enhance survivors' quality of life.
- 2. Attract world class experts,** such as health care professionals and research partners, who can help develop new programs (using the latest research and knowledge), improve burn care, and connect the right voices to the Phoenix Society's mission.
- 3. Forge collaborative partnerships with organizations** to work synergistically to tackle key issues, achieve the Phoenix Society community's vision, and expand its reach. Just as a burn survivor can't make the journey alone, neither can the Phoenix Society. There is strength in forming partnerships with other stakeholders, working together toward a common cause and with a unified voice. There is strength in unity!
- 4. Expand programming** to meet the growing, changing needs of the community through new content development and innovative forms of program delivery. The Phoenix Society can develop programming that is informed by world class experts, by survivors themselves, and by knowledge gained from research and data. Doing so will enable the Phoenix Society to serve unique groups within the burn community through the use of more focused programs and resources designed specifically for those we serve.
- 5. Embrace technology** to increase access to critical resources, expanding the Phoenix Society's reach and enabling more people to access content and support services. The Phoenix Society can serve more people in more places (especially remote locations) and scale programs efficiently with a greater use of technology.
- 6. Raise awareness** so that every burn survivor knows that help is available. Too many survivors have "stumbled" upon the Phoenix Society after suffering for years. To broaden our reach, we plan to initiate more targeted marketing and communications programs so that survivors, loved ones, burn care professionals, volunteers, and others are aware of the Society, can access our support services and programs, and can share their inspirational stories of hope and healing. To carry our message forward, we will need you--our volunteers, our community members, and our partners.
- 7. Building an organizational human and operations infrastructure to ensure transformational healing now and into the future.** The Phoenix Society is revisiting its business model to



expand and sustain its vision, partners, resources and awareness of valued programs and the services it provides.

Implementation: How To Get There From Here

Achieving the strategic vision will rely on continuing to adhere to the Phoenix Society's values, supported by three strategic pillars, and innovating in the way the Phoenix Society works.

Values are core to the way in which the Phoenix Society conducts its business, leads collaborative partnerships and strives to be agents of change:

- **Integrity** - Conduct business with honesty and in a forthright manner to uphold the principles, standards, and interests of the organization
- **Innovation** - Take intelligent risks, embrace learning, strive to be change agents to achieve greater impact and respond to our community needs
- **Collaboration** - Invite and empower diverse, strong, talented teams and partners that humbly work together to accomplish great things- be stronger together
- **Respect** - Create inclusive environments by embracing differences, cultivating dignity and acting with compassion and responsibility.

Strategic Pillars - The vision is to unite the voice of the burn community around the globe to profoundly advance lifelong healing, optimal recovery and burn prevention. The following strategic pillars support this vision:

- **Thoughtful**, innovative program expansion – Alleviating gaps in services and access.
- **Strategic Partnerships** – Expanding reach and intended impact, building collaborations and partnerships.
- **Advocacy** – Serving as the collective voice of the burn community to proactively advance the cause. Voices are stronger and more powerful when they are united.

How the Phoenix Society Works - Achieving the strategic vision will also require innovative thinking centered on four key practice areas:

Synthesize Knowledge and Information

- Identify gaps in optimal recovery from burn injuries
- Encourage knowledge gains through connections and strong relationships
- Maintain a broad perspective and network to provide distinct opportunities to advance common goals
- Co-create and translate knowledge and information into transformational healing

Convene World Class Experts

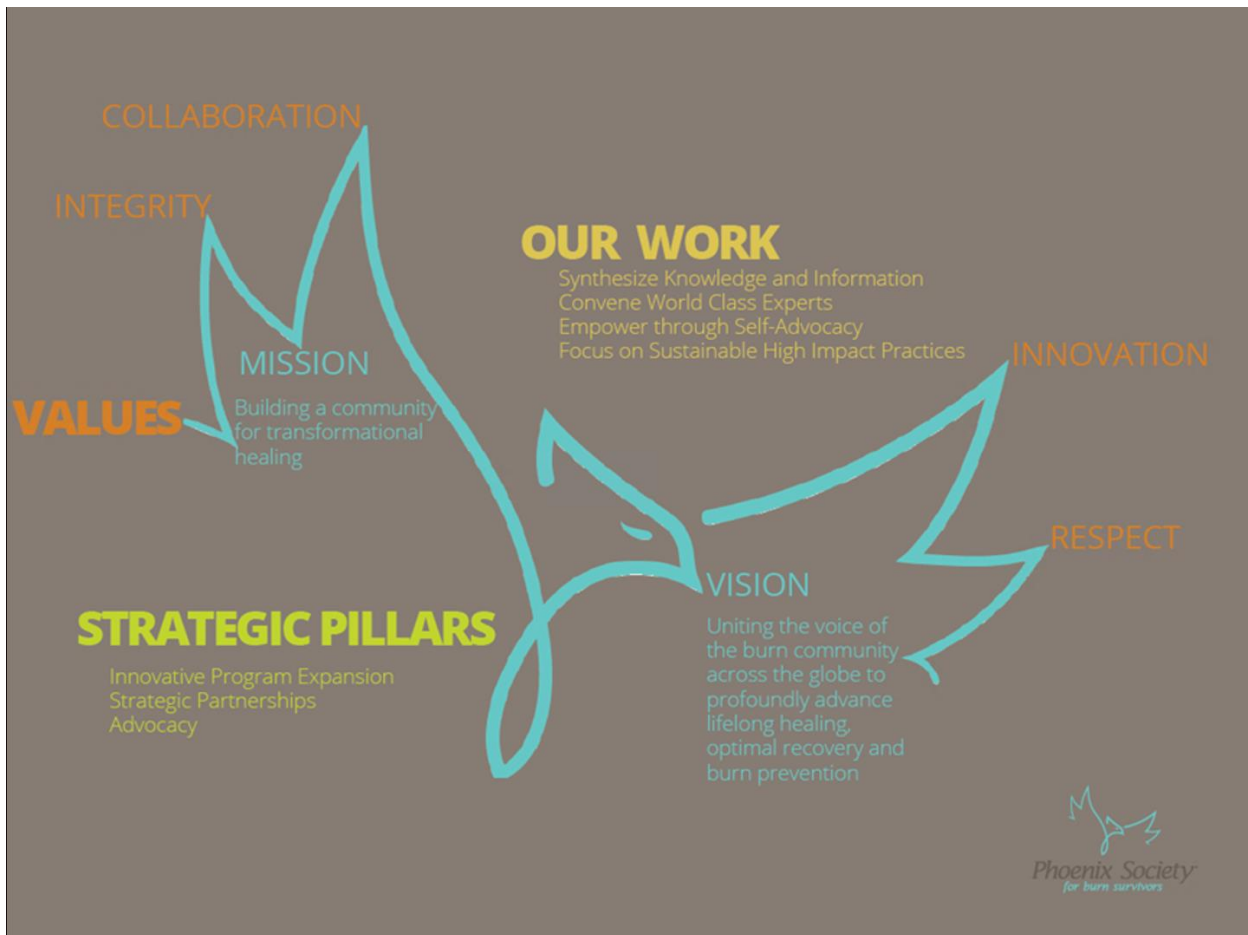
- Create leading edge programs informed by the people who use them and need them
- Attract and connect the right voices for the cause
- Assemble collaborative teams to advance common goals
- Leverage the power of the shared stories and expertise of the burn community

Empower Through Self-Advocacy

- Support individuals to have access to peer support and resources whenever needed
- Uphold the right to be informed of the healing process and tools to identify needs
- Acknowledge that healing and lifelong recovery is individual and personal

Focus on Sustainable High Impact Practice

- Seek the right resources, people and systems to grow
- Provide services to meet a standard of excellence with the greatest impact.





A five year timeline has been set to achieve the strategic vision. Each year, the leadership team will devote a portion of time to activities implementing, or doing, and a portion to planning for the next year. This is an ambitious endeavor, that requires an initial ramp up of resources and expertise, but it can gain speed and confidence as the planning term progresses. The timeline has been divided into three phases:

- Ramp Up
- Lean In
- Confident & Agile

Ramp Up (2016-2017)

The “Ramp Up” phase will have a heavy emphasis on building human capacity and operations infrastructures that will support the expansion of programs and technology platforms.

Lean In (2017-2018)

The “Lean In” phase will mark a time of active change for the organization. Phoenix Society will be implementing new systems, refining program delivery models and activating marketing engines to build awareness.

Confident & Agile (2019-2020)

By definition the “Confident and Agile” phase of work will explain an organization that has made a significant pivot allowing for agility to respond to needs in a rapidly changing environment.

This body of work will focus on dissemination of scaleable program models that will dramatically increase access to burn support across the globe.

Summary

Medical advancements have increased burn survival rates significantly thus Phoenix Society is motivated to adapt to meet the growing needs and lead the way with innovative resources and support to empower burn survivors and their loved ones during lifelong recovery.

This is why the Phoenix Society has embarked upon a new vision, “We See...What Can Be.”

Phoenix Society is building a global community where everyone affected by a burn injury has access to transformational healing, helping them make the transition that goes beyond surviving to thriving.

Phoenix Society is engaging partnerships to advance this mission and expand the ability to reach everyone who needs this virtual and in person community connection.

Phoenix Society is committed to offering life-changing, personal peer-to-peer communities for anyone affected by a burn injury. Expect to see the Phoenix Society reaching more of the survivor community through advanced technology, strategic alliances with synergistic organizations and a stronger position advocating for burn prevention and survivor needs.

Efforts will be focused to use the power of the collective voices of burn survivors to advocate for prevention, improved quality of care and quality of life.



Phoenix Society looks forward to empowering survivors and loved ones to identify the support they need during lifelong recovery, and then helping them find it.

The future of Phoenix Society is activated by convening the entire community - survivors, families, health care providers, fire service professionals, volunteers, donors and partners. Everyone will be engaged in this exciting endeavor.

Much as a burn survivor cannot make the journey alone, neither can the Phoenix Society. Together we will not only “see what can be”, but translate this exciting vision into reality!

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About the Phoenix Society for Burn Survivors

Phoenix Society for Burn Survivors is the leading non-profit organization helping survivors meet their challenges with the community support and tools they need to thrive again, and to ensure that no survivor ever has to make that journey alone. Based in Grand Rapids, Michigan, the Phoenix Society takes its name from the legendary bird that is consumed by flame but rises again, more vibrant than before. To learn more, visit www.phoenix-society.org.

Suggested Citation

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