



alisa ann ruch
burn foundation



Annual Report
2018

EXECUTIVE SUMMARY

Last year, California suffered the most devastating and deadly wildfire destruction in the state's and nation's recorded history. The toll included more than 100 lives lost and more than 23,000 residences, commercial and minor structures destroyed. These losses were the worst in California's history. This devastation comes on the heels of California's largest wildfire ever, the Mendocino-Complex fire, in 2017. What Californians and firefighters once knew of fire season, is no longer so. California now experiences mass fire destruction and devastation **year-round**.

While the wildfires did not let up in California in 2018, neither did the support and services provided by the Alisa Ann Ruch Burn Foundation. AARBF provided aid to wildfire victims and survivors throughout the year, providing funding for temporary housing, groceries, transportation, replacement of household items lost in the fires and back to school supplies for children returning to school after the loss of their homes. We continued to host and provide assistance at support groups throughout the state for those affected by the wildfires and/or burn injuries. We reached out to fire departments statewide to thank them for their heroic efforts and to serve as a resource to the communities they serve. As a burn foundation, we knew that it was our role to step up and provide additional support for those affected by the wildfires and burn injuries.

In 2018, the Alisa Ann Ruch Burn Foundation proudly provided supportive services to 3,309 burn survivors and their loved ones. This support included hospital visits, support groups, peer support, assistance with therapy payments, financial assistance and our camps and recreational programs. We educated 79,970 Californians on how to become more fire and burn safe, including 31,345 students who participated in our "Firefighters in Safety Education" program.

In an effort to make our name and brand more recognizable and memorable for burn survivors, families, supporters, volunteers and donors, AARBF completed a major rebranding project in 2018, updating our logo and website. Our new logo includes three circles that represent community, understanding, and strength in support. The blues in the logo represent integrity, honesty, trustworthiness and dependability, while the complementary orange represents determination, optimism, encouragement, and friendliness- all traits that align well with who we are as an organization. Our new website is mobile friendly and easy to navigate. We have a new look but we have the same great name and we are the same great organization.

I am excited to share with you the wonderful work that we accomplished in 2018. I thank you for your interest in the Alisa Ann Ruch Burn Foundation and encourage you to learn even more about us and ways that you can support our efforts at www.aarbf.org.

Sincerely,



Jennifer Radics-Johnson, MBA, CFRE, Executive Director



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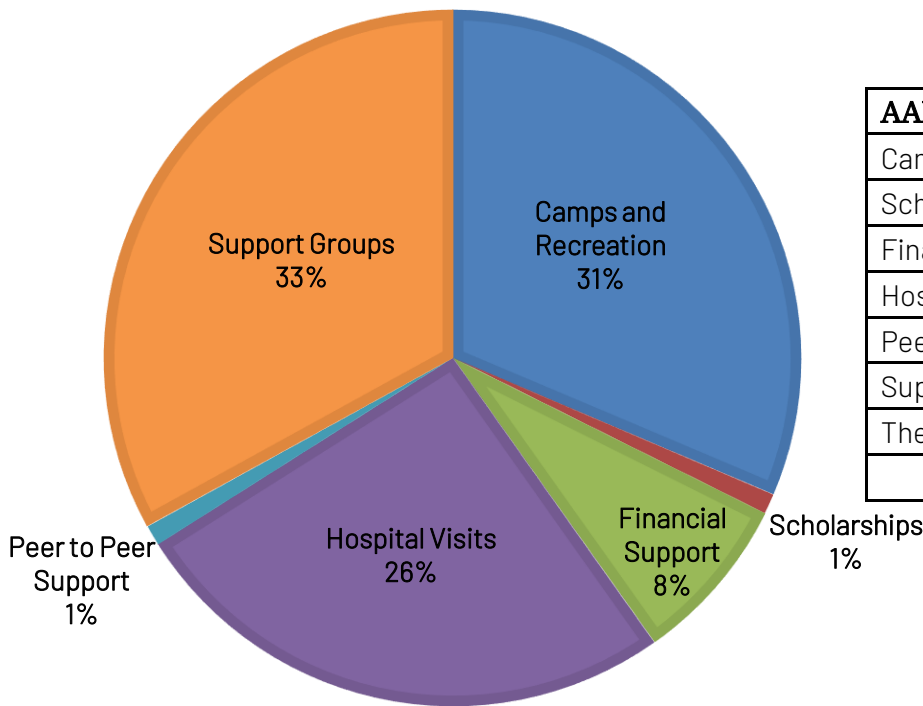
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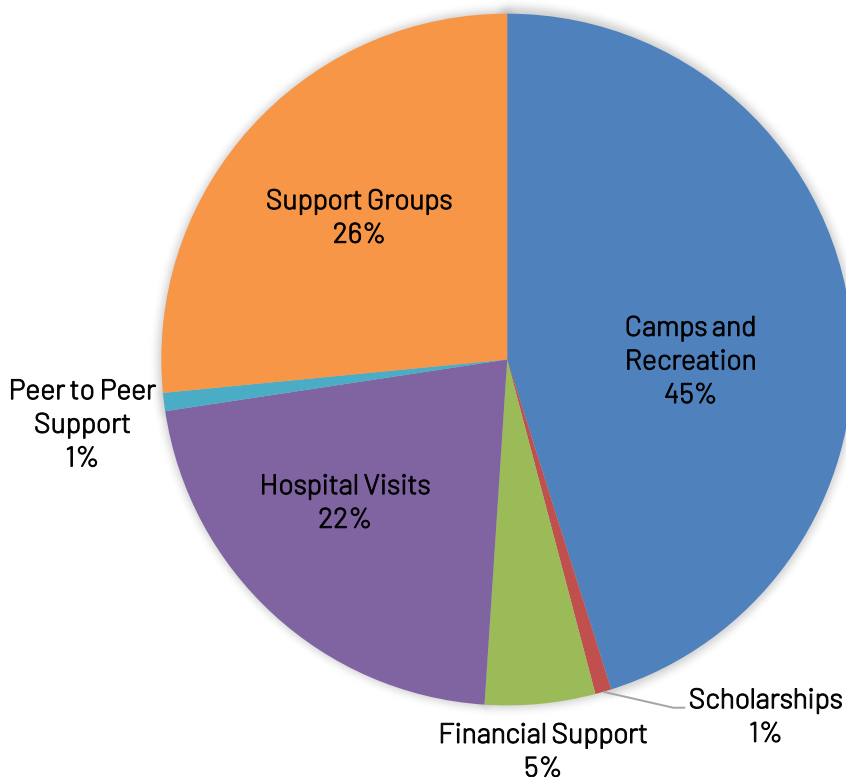
YEAR IN REVIEW: 2018

Number of Burn Survivors Who Received Services in 2018: **2,023**

Number of Burn Survivors and Families Who Received Services in 2018: **3,309**



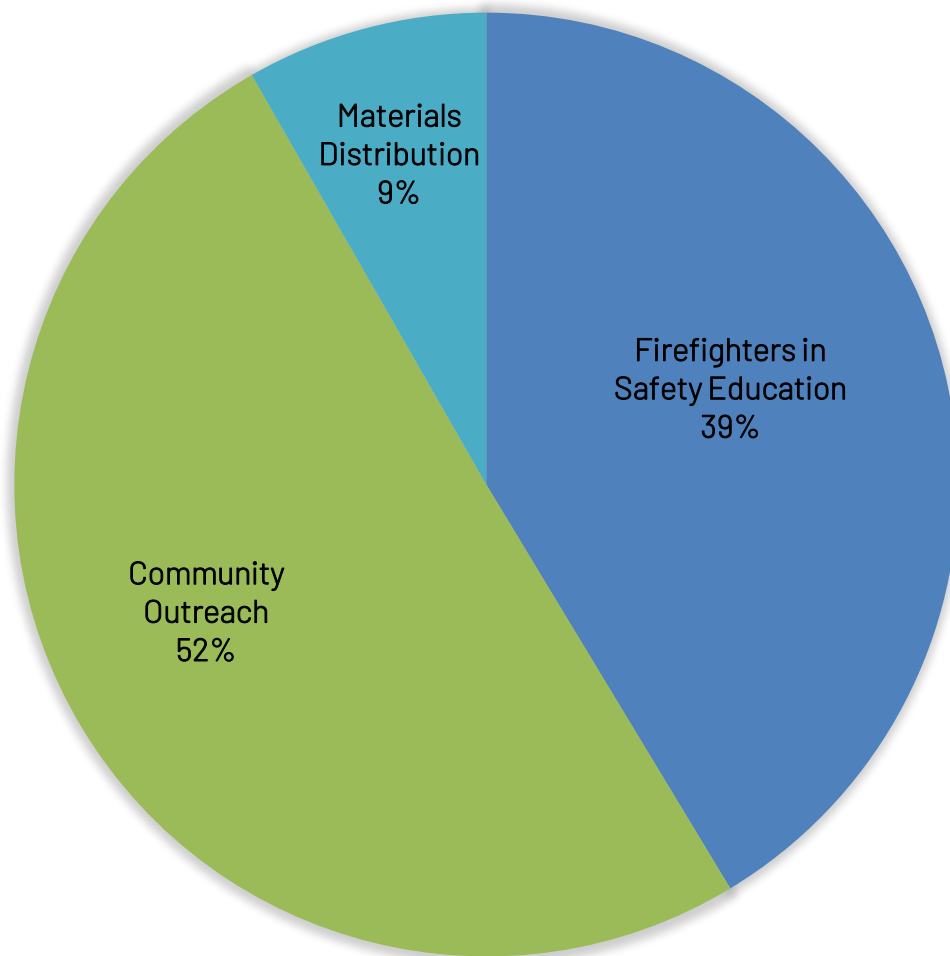
| AARBF Programs | # Survivors Served |
|----------------------|--------------------|
| Camps and Recreation | 633 |
| Scholarships | 19 |
| Financial Support | 158 |
| Hospital Visits | 521 |
| Peer to Peer Support | 19 |
| Support Groups | 665 |
| Therapy Sessions | 8 |
| TOTAL | 2,023 |



| AARBF PROGRAMS | # Survivors and Families Served |
|----------------------|---------------------------------|
| Camps and Recreation | 1,490 |
| Scholarships | 25 |
| Financial Support | 170 |
| Hospital Visits | 712 |
| Peer to Peer Support | 28 |
| Support Groups | 876 |
| Therapy Sessions | 8 |
| TOTAL | 3,309 |

YEAR IN REVIEW: 2018

Number of Californians reached through
Burn Prevention Education in 2018: 79,970



| Burn Prevention Program | # Reached |
|----------------------------------|---------------|
| Firefighters in Safety Education | 31,345 |
| Community Outreach | 41,420 |
| Materials Distribution | 7,205 |
| TOTAL | 79,970 |

CAMPS AND RECREATION

Number of Burn Survivors served through Camps and Recreation: 633

Number of Burn Survivors and Families served through Camps and Recreation: 1,490

Our **Camps and Recreation** programs are comprised of a suite of camps, retreats, outings, and gatherings that provide ongoing support for survivors of all ages by engaging them and their loved ones in therapeutic and recreational activities.



Champ Camp is the largest and one of the longest running summer burn camps in the world. Champ Camp was held June 8-15, 2018 at Wonder Valley Ranch in Sanger, CA. There were **147** burn injured children, including 10 Counselors-in-Training, from all over California that traveled to the Alisa Ann Ruch Burn Foundation's 33rd Annual Champ Camp. Champ Camp

provides a free, safe, and fun summer

camp environment for children ages 5 to 17 facing one of life's toughest and most painful challenges: severe burn injuries. More than 2,000 children have been through the program since its inception in 1986, with no cost to them thanks to our generous supporters.

Young Adult Summit is a weekend retreat for burn survivors ages 16-21 that teaches life management skills, promotes educational and career development and focuses on relationship building. In 2018 we welcomed **31** young adult burn survivors from throughout California. Topics included budgeting, home repair, using the post office and building self-confidence. Campers also participated in a session addressing: Rehearse Your Response, a workshop in telling one's story.



CAMPS AND RECREATION



The Retreat, held the same weekend as Young Adult Summit in 2018, is a survivor-driven program that offers a unique opportunity for single, adult burn survivors, ages 21 and over, to learn from other adult burn survivors about their healing process and their journey as a burn survivor. In 2018, **19** adult burn survivors attended this intensive weekend, developed by burn survivors for burn survivors, and participated in workshops and support groups that promote healing, self-discovery, and socialization.

The Getaway is a family camp weekend for adult burn survivors and their families, where they can connect with peers who understand their situations and receive emotional support in a fun and safe environment. In 2018, **22** adult burn survivors along with their **55** of their family members attended The Getaway during Labor Day weekend.



The Central Coast Beach Adventure invites burn survivors ages 10-17 from all over California for surfing and camping at beautiful Morro Strand Beach. In 2018, **27** child burn survivors enjoyed a weekend of sun, surf and fun!

CAMPS AND RECREATION: REGIONAL TRIPS

The Alisa Ann Ruch Burn Foundation hosts a number of **Regional Trips** that are designed to strengthen bonds survivors create at our camps and to build a sense of community among survivors, ages 5 - 17. Ski trips, beach trips, outings, and parties bring survivors, staff members, counselors, volunteers, and fire service professionals together to support our survivors' journeys to recovery.



The **Monterey Bay Aquarium Trip** brings child burn survivors ages 5-16 together to experience the world class exhibits of the Monterey Bay Aquarium, including feeding and petting the sting rays and touching the starfish! In 2018, **23** child burn survivors from Northern and Central California slept overnight at the Aquarium for nonstop fun!

The **Northern California Ski Trip** welcomes child burn survivors ages 7-17 to participate in this 3 day, 2 night event where they learn how to ski and snowboard, while having the opportunity to interact with other burn survivors their age. In 2018, we welcomed **35** child burn survivors from Northern and Central California on this trip.



In 2018, AARBF hosted a **Statewide Day at the Park** for burn survivors and their families. This event was held on May 4, 2018 in Los Angeles, Fresno and Oakland. There were **35** burn survivors in attendance along with **63** family and friends. This event allows families to get to know AARBF and to connect with other burn survivors and their families.



CAMPS AND RECREATION: REGIONAL TRIPS



The **Southern California Ice Skating Event** welcomed child burn survivors ages 7-17 from Southern California to participate in an exciting day of ice skating and fun. In 2018, we welcomed **9** child burn survivors on this trip.

California burn survivors ages 5-16 to enjoy kayaking, paddle boarding and outdoor rock climbing at Lake Alpine. In 2018, **28** child burn survivors attended this regional trip.



The **Outdoor Trip** is a weekend for Northern

The **Northern California Kayaking Trip** is for adult burn survivors in the Bay Area.

There were **9** adult burn survivors who enjoyed a day of kayaking in the Northern California bay waters, along with developing friendships and having meaningful conversations about their challenges and strengths.



The **Southern California Kayaking Trip** is for adult burn survivors in the Los Angeles Area. There were **9** adult burn survivors who enjoyed a day of fun in the sun with peers kayaking in the Southern California waters.



The **Long Beach Aquarium Trip** welcomed **8** child burn survivors, ages 5-16, to the Long Beach Aquarium of the Pacific to get up close and personal with sea life!

CAMPS AND RECREATION: HOLIDAY PARTIES

To celebrate the holidays, the Alisa Ann Ruch Burn Foundation hosted four holiday parties throughout the state for burn survivors of all ages and their families to attend.



The **Central California Holiday Party** was held at the Clovis Rodeo Grounds in Clovis, CA. In 2018, **42** burn survivors along with **155** of their family members attended this event along with the staff of the Fresno Community Regional Center Burn Unit!

The **Santa Clara Valley Medical Center Holiday Party** was hosted by the Santa Clara Valley Medical Center Burn Unit and Bank of the West, and held at Santa Clara Valley Medical Center in San Jose, CA. In 2018, **26** burn survivors along with **100** of their family members attended this holiday party.



The **East Bay Holiday Party** is another holiday party located in Northern California, sponsored by the Berkeley Fire Department and the Livermore-Pleasanton Fire Department. In 2018, **31** burn survivors along with **80** of their family members attended this holiday party hosted in Berkeley, CA.



The **Southern California Holiday Party** was hosted by the Elks Lodge #1328 in San Gabriel, CA. In 2018, **29** burn survivors along with **135** of their family members joined in on the fun in Southern California!



CAMPS AND RECREATION: COMMUNITY PARTNERSHIPS

The Alisa Ann Ruch Burn Foundation participated in a number of recreational events throughout California (and the globe!) thanks to our generous and valued community partners. Burn survivors were able to experience exciting sports events, visit a new state, and visit another country!

Thanks to our generous partnership with the Los Angeles Sparks, San Francisco Giants, Anaheim Angels, Fresno Grizzlies and the Oakland Athletics, **91** burn survivors along with **221** of their family members were able to attend games throughout California. We love our California sports teams!



The Alisa Ann Ruch Burn Foundation was fortunate to send one camper and one counselor to the Burn Fund's Annual Thrive Program in Kelwona, Canada in 2018! Thrive is a week-long camp in which young adult burn survivors, mainly from Canada, have the opportunity to enjoy the gorgeous outdoors with activities like snowboarding and snow skiing, as well as counseling sessions and bonding time.



In 2018, AARBF was also able to send one camper and one counselor to the IAFF Burn Camp in Washington, DC. IAFF Burn Camp is a life-changing opportunity for burn survivors ages 13-15 and the fire fighters/camp counselors who work to make a difference in the lives of these young people.

Also in 2018, AARBF was able to send 10 burn survivors and 40 family members to Gilroy Gardens Family Theme Park in Gilroy, CA thanks to the generous donation and ongoing partnership with the theme park!



SCHOLARSHIPS AND FINANCIAL SUPPORT

The Alisa Ann Ruch Burn Foundation provides **Scholarships and Financial Support for Burn Survivors** and their families. AARBF offers three scholarships, **The Woody and Louise “Bridge to Life” Scholarship**, the **Aiming Higher** Educational Scholarship and the **World Burn Congress Scholarship**. In addition, AARBF offers **Emergency Financial Assistance** during hospitalization, including financial, housing and food assistance; as well as Financial Assistance for medical supplies, including pressure garments to reduce scarring; and Financial Assistance for image enhancement services, including cosmetics, wigs, and make-up.



JOHNS HOPKINS
UNIVERSITY

The Woody and Louise “Bridge to Life” Scholarship

program provides support to burn survivor teens and young adults who have been involved in the life of AARBF and need financial aid to pursue an education after high school. The purpose of this program is to “bridge” the gap between the existing programs AARBF provides for survivors and higher education. The scholarship program provides financial assistance to those survivors seeking education beyond high

school, whether it is at a university or technical institution. In 2018, **11** scholarships were awarded to burn survivors and **2** family members.

The **Aiming Higher** Educational Scholarship annually awards one burn survivor an educational scholarship to assist with higher education goals including a Masters level or PhD education. In 2018, thanks to the generous support of a donor, AARBF was able to award **2** scholarships to two very deserving burn survivors!



The Alisa Ann Ruch Burn

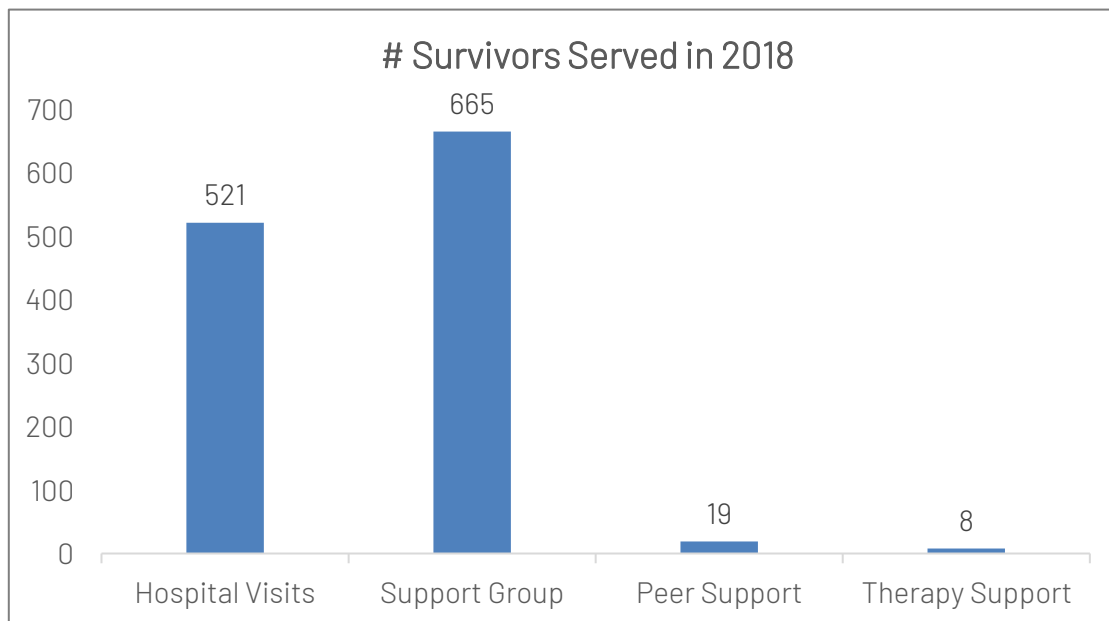
Foundation **World Burn**

Congress Scholarship provides financial assistance, up to \$1,000, to cover cost involved in participating in Phoenix Society's *World Burn Congress* four-day conference.

Scholarship funds may be used for conference registration fees, travel, accommodations and meals. In 2018, **12** *World Burn Congress* Scholarships were awarded to **8** burn survivors and **4** family members, to attend the 30th Annual Congress in Grand Rapids, MI.

In 2018, **158** burn survivors and **12** family members were provided **Financial Support** from the Alisa Ann Ruch Burn Foundation, including gas cards, food cards, train tickets and clothing gift cards, totaling \$45,349.98.

HOSPITAL VISITS AND ADDITIONAL SUPPORT



The Alisa Ann Ruch Burn Foundation provides supportive services for burn survivors and their families, including **Hospitals Visits**, in order to provide initial information about and resources for burn injuries; **Peer Support** through monthly support groups, peer mentoring, and volunteer efforts; **Support Groups** to provide a safe place for burn survivors, care givers, loved ones and burn care professionals to share experiences and give back to others; and financial assistance for **Therapy Support** for burn survivors, including assistance with co-pays and private pay rates for psychotherapy support.

In 2018, the Alisa Ann Ruch Burn Foundation conducted **118 Hospital Visits** throughout California, visiting **521** burn survivors and **191** family members. Partner hospitals include: **Shriner's Hospitals for Children, Northern California, Saint Francis Bothin Burn Center, Santa Clara Valley Medical Center, Fresno Community Regional Center, LA County + USC Burn Center and Torrance Memorial Center.**

AARBF facilitated **28 Peer-to-Peer Support** meetings in 2018, allowing burn survivors to speak directly with burn survivors to assist in their recovery.

Last year, AARBF facilitated or supported **52 Support Groups** throughout the state of California, serving **665** burn survivors and **211** family members. In addition, AARBF provided financial support for **41 Therapy Sessions** for 8 burn survivors.



BURN PREVENTION EDUCATION

Number of Californians reached through
Burn Prevention Education in 2018: **79,970**

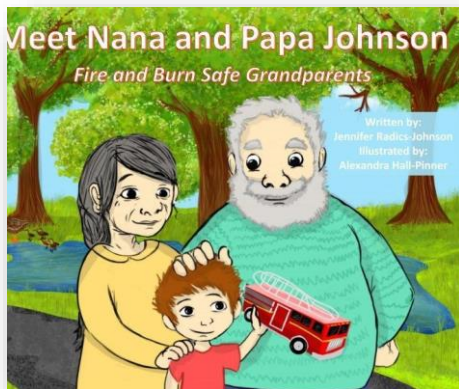
The Alisa Ann Ruch Burn Foundation works with local hospitals, fire departments, safety coalitions, and other organizations across California to develop innovative programs and services. **Burn Prevention Education** is key to avoiding agonizing burn injuries.



The “**Firefighters in Safety Education**” (FISE) Burn Prevention Education Program teaches elementary school students to protect themselves with “Stop, Drop, and Roll,” “Cool-A-Burn,” and “Hug A Firefighter,” and “Get Low and Go.” In 2018, **31,345** students throughout California were provided a “Firefighters in Safety Education” presentation.

AARBF provides burn prevention education by distribution of informational

brochures and flyers at **Community Health Fairs and Events**. AARBF provides a wide array of burn prevention education materials for Pre-K – 6th grade in English and in Spanish, including: Activity Books (Fire Facts, Safe Escape, Do the Right Thing); Bookmarks, Magnets and Stickers (Stop Drop & Roll; Cool-A-Burn); and Brochures (It Only Takes a Second, “Stop, Drop and Roll,” and AARBF Prevention Programs). In 2018, **41,420** Californians were reached through community events throughout California and an additional **7,205** received burn prevention education materials.



Written by Jennifer Radics-Johnson and illustrated by Alexandra Hall-Pinner, “**Meet Nana and Papa Johnson: Fire and Burn Safe Grandparents**” is a children’s book on fire and burn safety that was published in 2018. This book is the third in AARBF’s children’s book series “Meet the Johnsons.”

REGIONAL, STATEWIDE AND NATIONAL IMPACT

During National Burn Awareness Week in 2018, AARBF participated in the American Burn Association's **National Leadership Conference** in Washington, D.C. AARBF met with California's legislative representatives and educated them about burn injuries and the need for continued burn research funding.



The Alisa Ann Ruch Burn Foundation attended the

50th **Annual American Burn Association's** Annual Conference in Chicago, IL in 2018. AARBF's Executive Director, Jennifer Radics-Johnson continued her role as Burn Prevention Committee Chair and the President of the Federation of Burn Foundation. AARBF's Assistant Director, Daniel Chacon was appointed Chair for the **International Association of Burn Camps'** Board of Directors in 2018.



In 2018, AARBF provided an In-Service presentation for the **American Red Cross of San Gabriel Valley** to educate them on the programs and services of AARBF and ways that our organizations can work together to support survivors of fires and burn injuries.



AARBF's Assistant Director, Daniel Chacon, attended the

Conference of the Rockies in Colorado as the Chair for the Northern California Public Education Officers Committee as well as a representative for the Alisa Ann Ruch Burn Foundation.



The Alisa Ann Ruch Burn Foundation participated in the 2018 **Safe Kids' Advocacy Day** in Sacramento, CA where AARBF Executive Director Jennifer Radics-Johnson and AARBF Assistant Director Daniel Chacon met with California's legislative representatives and educated them about prospective legislation regarding children's safety.



REGIONAL, STATEWIDE AND NATIONAL IMPACT



In 2018, the Alisa Ann Ruch Burn Foundation brought together subject matter experts from throughout the country to assist with AARBF'S **FEMA Assistance to Firefighters Grant**. The Think Tank meeting covered topics such as an overview of Behavioral Change; Nationwide Survey and Interview Results Report; Proposed Behavioral Change Tools and Pilot Program testing.

The Alisa Ann Ruch Burn Foundation is proud to have trained more firefighters throughout the state of California in the **"Firefighters in Safety Education"** (FISE) program. AARBF provided trainings for the San Francisco Fire Department and a number of Central Valley Fire Departments in 2018.

In 2018, AARBF attended a number of statewide and national conferences including the **California Fire Prevention Institute** in Buellton, CA, the **American Camping Association Conference** in Lake Buena Vista, FL and the **International Association of Burn Camps Workshop** in Maryland.



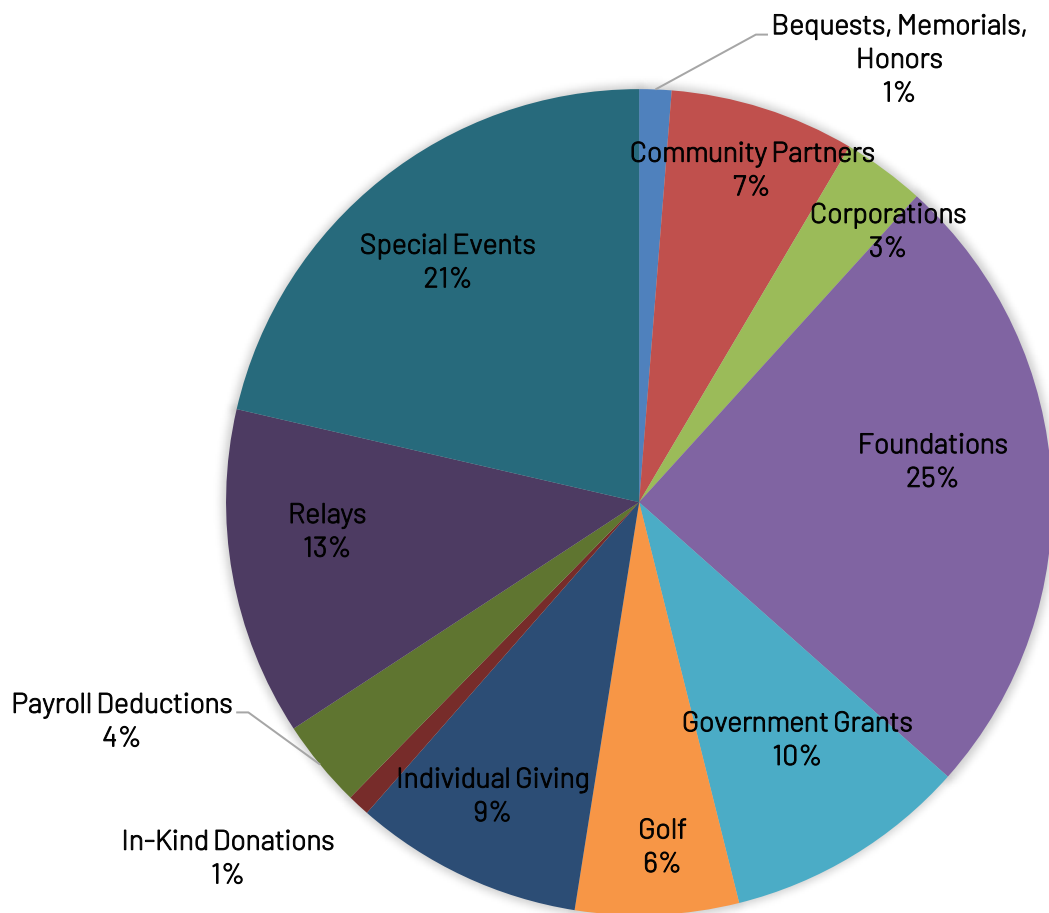
In 2018, AARBF hosted two **Youth Fire Setting** classes in partnership with Firefighters Burn Institute and the Northern California Public Education Committee.

The Alisa Ann Ruch Burn Foundation is proud of AARBF'S Executive Director, Jennifer Radics-Johnson, for being named an **Inspiring Leader** by the Center for Nonprofit Management in 2018. Jennifer joined AARBF as the Executive Director in 2012 and has taken the organization to new heights as its dedicated leader!



GRANTS AND DONATIONS

Revenue Sources in 2018



| | |
|-----------------------------|--------------------|
| Bequests, Memorials, Honors | \$12,820 |
| Community Partners | \$73,928 |
| Corporations | \$32,948 |
| Foundations | \$253,400 |
| Government Grants | \$97,370 |
| Golf | \$65,215 |
| Individual Giving | \$91,370 |
| In-Kind Donations | \$8,800 |
| Merchandise | \$770 |
| Payroll Deductions | \$35,156 |
| Program Fee | \$2,556 |
| Relays | \$131,111 |
| Special Events | \$218,188 |
| TOTAL 2018 REVENUE | \$1,023,713 |

2018 Breakdown of Expenses*

| | |
|------------------------------------|----------------------|
| Administration and Management | \$ 59,472.21 |
| Programs and Services | \$ 965,652.47 |
| Development and Fundraising | \$ 120,775.25 |
| 2018 End of Year Net Assets | \$ 966,023.15 |

**Based on December 31, 2018 Quick Books report*

AARBF STAFF



Jennifer Radics-Johnson
Executive Director



Daniel Chacon
Assistant Director



Margarita Rodriguez
Senior Regional Mgr.-
Southern California



Anne Hildebrand
Regional Manager-
Northern California



Erika Corona Mendoza
Regional Manager-
Central California



Stephanie Boydell
Development Manager



Jan Share
Operations Manager

AARBF BOARD OF DIRECTORS



- Andrew Mersmann, President
- Russ Charvonia, Vice President
- Mike Bradley, Treasurer
- Jason Arvizu, Past President/Secretary
- Jessica Blanchfield, Member
- Lea Knopf, Member

Council of Advisors

- James Bosch, Colleen Youngblood*, Jim Knopf, Jill Sproul*, Rich Rodriguez*, Cindy Rutter*, Matthew Gustafson, Cara Goodman, Catherine Heringer, Dave Kilmer*, Kim Tran* and Hayden Williams.

* Not Photographed



“To significantly reduce the number of burn injuries through prevention education and to enhance the quality of life for those who have been affected by burn injuries in California.”

www.aarbf.org