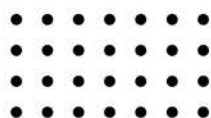




alisa ann ruch  
burn foundation

2025

# Annual Report



[WWW.AARBF.ORG](http://WWW.AARBF.ORG)



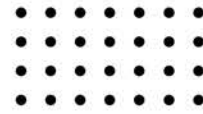
# About the Alisa Ann Ruch Burn Foundation

At age eight, Alisa Ann Ruch was fatally injured in a backyard barbecue accident in Southern California. Bravely using their tragedy as a catalyst for change, Alisa Ann's parents, local firefighters and medical professionals joined together and created AARBF in 1971 with the goal of preventing burn injuries by teaching "Stop, Drop, and Roll."

The Alisa Ann Ruch Burn Foundation (AARBF) is a California-based nonprofit organization dedicated to preventing burns and fires and to providing services to those who have been affected by a burn injury. AARBF brings together health care providers, firefighters, emergency workers, burn care professionals, burn survivors, and our community to enhance the quality of life for burn survivors and to make burn injuries a thing of the past.



# Executive Summary



The Alisa Ann Ruch Burn Foundation team accomplished so much for the burn community in 2025.

In June, Champ Camp celebrated 40 years of bringing together youth burn survivors with volunteers, staff, and community partners for a week of building friendships, learning through mentorship, and Camp Magic. Champ Camp is our largest survivor event, yet it is just one of the many events hosted for burn survivors. Our Camps and Recreation Manager, Erika Mendoza, alongside our Survivor Care Managers, Michael Knopf and Martha Banks, brought together 769 survivors and their families at events such as the Adult Retreat, Young Adult Summit, Outdoor Trip, and more.

In addition, our Care Managers hosted 108 Support Groups serving 404 survivors and 116 supporters, and facilitated 388 peer support sessions and 538 Hospital visits. We partnered with the Phoenix Society for Burn Survivors to assist 18 survivors in becoming SOAR advocates. Through the James Bosch Therapy Grant, 40 sessions were held, providing trauma-informed mental health care to 5 survivors.

In 2025, we also expanded our prevention programming. Staff and volunteers came together to deliver burn and fire prevention education to families at open houses, burn relays, community events, and hospital in-services, reaching more than 10,000 community members. Our Firefighters in Safety Education (FISE) program welcomed a new department to the growing statewide network of Fire Departments, helping deliver messages like “Stop, Drop, & Roll,” “Get Low and Go,” and “High Five a Firefighter” to more than 30,000 students during the school year. Our partnership with Pyramid Educational Consultants produced a new lesson in our N.I.C.K. Program for the neurodivergent community, “Toys vs Tools.” Our Wildfire P.R.E.P.A.R.E. education program was introduced to 6,000 residences in Fresno County and will expand to Southern California in 2026.

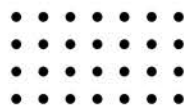
So a big: “Thank you” to each of you who have made this possible— as donors, volunteers, advisors, and board members. With your generous help and through the passion and talent of our team, we’ve made a genuine impact on burn survivors, families, and community fire prevention in California.

My very sincere thanks and gratitude,

*Katrina C. Arthur, MPH*

Katrina Arthur  
Associate Director

# Camps & Recreation Programs



*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.*

## Retreats/Summits

Young Adult Summit (YAS) is a weekend retreat for burn survivors ages 16-20 that teaches life management skills, promotes educational and career development, and focuses on relationship building. In 2025, we hosted 29 burn survivors.

The Adult Retreat is a survivor-driven program that offers a unique opportunity for adult burn survivors, ages 21 and over, to learn from other burn survivors in attendance. In 2025, we hosted 25 burn survivors.

Women's Empower Weekend offers a safe environment for female burn survivors ages 21 and over to address challenges of body image, intimacy, relationships, self-esteem, and anxiety. In 2025, we hosted 14 burn survivors.

## Champ Camp

Champ Camp is the largest and one of the longest running summer burn camps in the world. Champ Camps is held each year during the month of June at Wonder Valley Ranch in Sanger, CA. In 2025, we hosted 94 burn survivor campers (ages 5-17) and 13 burn survivor CITs (ages 18-20), with 18 campers being brand new to our camp program.

## Other Camp Opportunities

The Statewide Ski Trip is for burn survivors ages 7-17 and was held in Bear Valley, CA. In 2025, we hosted 37 burn survivors.

The Monterey Bay Aquarium Under 5 Program offers a unique opportunity for parents to gather with other parents and families of burn survivors ages 5 and under. After a support session for family members, attendees get to tour the aquarium. In 2025, we hosted 5 burn survivors and 16 family members.

The Outdoor Trip is a weekend for Central and Northern California burn survivors, ages 5-16, to enjoy kayaking, paddleboarding, swimming, fishing, and outdoor rock climbing at Lake Alpine. In 2025, we hosted 38 burn survivors.

AARBF partnered with both the International Association of Fire Fighters (IAFF) and BC Firefighter Burn Foundation in a Camper/Counselor exchange and sent 1 camper and 1 counselor to each camp, respectively.



# 372

TOTAL SURVIVORS ATTENDED  
A CAMP, RETREAT, OR  
OUTINGS

# Emotional and Financial Support

*We support burn survivors' immediate needs, connect them to resources so they can cope with their injuries, and envelop them in a loving community of peers. From hospital support to support groups, we help survivors recover and reinvent their world.*

- In 2025, the Alisa Ann Ruch Burn Foundation conducted in-person and e-visits to hospitals throughout California, visiting 490 burn survivors and 48 family members. Partner hospitals include: UCSF-Hyde (formerly Saint Francis), Santa Clara Valley Medical Center, Fresno Community Regional Center, LA General, Torrance Memorial Center, and University of California, Irvine Burn Center.
- AARBF facilitated 388 Peer-to-Peer Support sessions in 2025, allowing burn survivors and caregivers to speak directly with Care Managers and peers to assist in the recovery process. AARBF also offers in-person and virtual support groups, including special sessions for Caregivers, Burn Care Professionals, and Spanish speakers. In total, AARBF facilitated or supported 108 Support Groups, serving 404 burn survivors and 116 family members and supporters.
- In partnership with the Phoenix Society, AARBF assisted 18 burn survivors, 4 family members, and 4 coordinators in becoming SOAR (Survivors Offering Assistance in Recovery) Peer Supporters. Alongside our Care Managers, our SOAR team helps to provide one-on-one support to burn survivors, their families, and support teams during their in-hospital stays.
- AARBF offers Emergency Financial Assistance during hospitalization, including financial, housing, and food assistance. In 2025, we supported 18 survivors. Other financial support includes the AARBF James Bosch Therapy Grant, which assists with expenses related to therapeutic counseling for both survivors and family members/caregivers. In 2025, we assisted with 40 counseling sessions.

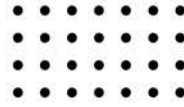
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*I met a lot of wonderful people who shared personal experiences with me after I shared in group sessions. These interactions eased my mind, gave me tools to handle difficult situations, and extra hope that it will indeed improve and get better.*

*—J.F., burn survivor*



# Other Services



## Scholarships

AARBF offers financial scholarships to burn survivors and their family members, through the [Woody and Louise “Bridge to Life” Scholarship](#) and the Phoenix World Burn Congress Scholarship.

The Woody and Louise “Bridge to Life” Scholarship program provides support to burn survivors who have been involved in the AARBF community and need financial aid to pursue an education after high school, whether it is at a university or technical institution. For the 2025-2026 educational year, 4 scholarships were awarded to burn survivors and 1 to a family member.

The Phoenix World Burn Congress Scholarship provides financial assistance to aid burn survivors in attending the Phoenix Society’s World Burn Congress (WBC) conference. In 2025, we provided direct financial assistance to 3 burn survivors and assisted an additional 7 burn survivors and their family/supporters with finding financial options through our foundation partnerships.

## Holiday Parties

To celebrate the holidays, the Alisa Ann Ruch Burn Foundation hosts regional holiday parties throughout the state for burn survivors and their families. In Central California, we hosted 160 guests. In Southern California, we hosted 163 guests. And in Northern California, we co-hosted two parties. One at UCSF-Hyde Hospital (formerly Saint Francis) in San Francisco with 85 guests and one with the Santa Clara Valley Medical Center and San Jose Firefighters Burn Foundation with 139 guests.

## Website Tools

In addition to direct support, AARBF offers self-paced recovery tools through our website.

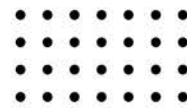
[What Now? Going Home](#): A Guide for Burn Survivors and Their Loved Ones is a guide written for survivors by survivors as a starting point for finding resources and support in the recovery process. In 2025, we distributed 291 cards directing survivors to the online guide, and 29 physical booklets.

Our [Burn Survivor Tips Sheets](#) were assembled by a caring team of burn survivors, burn nurses, and other burn professionals to be a quick reference guide for topics such as itching, sun exposure, self-care, types of support available, and much more. Survivors have the option to download by topic or the full guide.

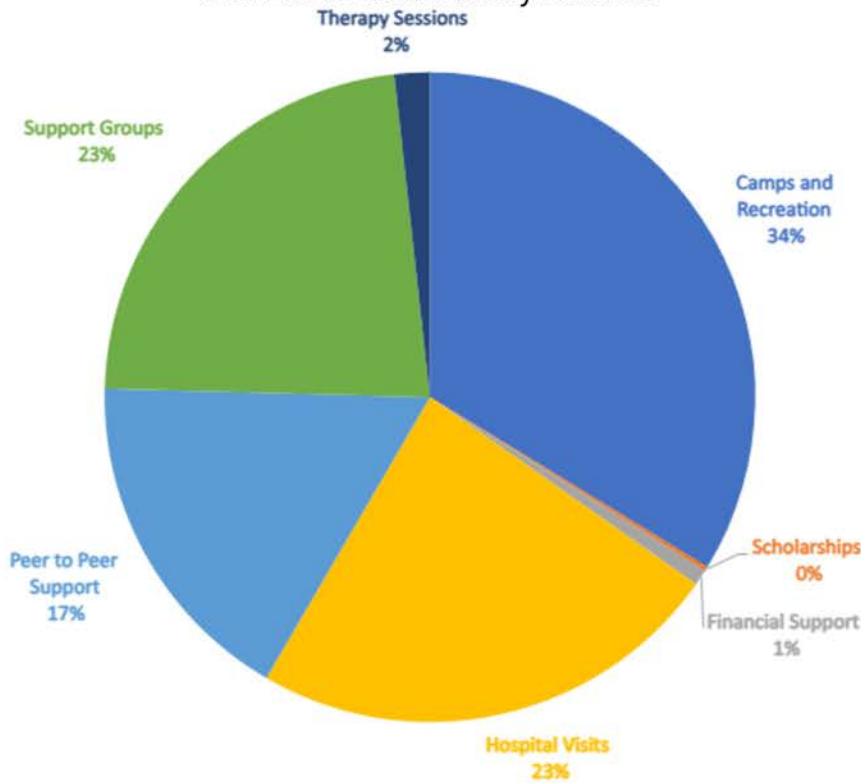
For Ages 5 and Under we provide a [book list](#) for parents and guardians to aid conversations with survivor children, siblings, and their friends.

# Survivor Services

## *By the Numbers*



Survivors and Family Served



AARBF Programs	#Survivors & Family Served
Camps and Recreation	769
Scholarships	5
Financial Support	18
Hospital Visits	538
Peer to Peer Support	383
Support Groups	520
Therapy Sessions	40

# Prevention Education

*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 is the key to avoiding agonizing burn injuries.*



■ The "Firefighters in Safety Education" (FISE), our burn and fire prevention education program, teaches elementary school students to protect themselves with "Stop, Drop, and Roll," "Cool-A-Burn," "High 5 A Firefighter," "Get Low and Go," and "Toys vs. Tools." In 2025, AARBF added a new fire department, Fremont Fire, with 28 schools within its district, reaching 4248 children. Within our active FISE agencies, we typically reach 30,000 children per year.



■ Wildfire P.R.E.P.A.R.E. uses National, State, and Local Emergency Preparedness resources. The AARBF Wildfire P.R.E.P.A.R.E. program provides an easy-to-follow guide for home and family preparedness for areas affected by wildfire. In 2025, under a grant from CALFIRE, we targeted 3 Fresno County communities (Shaver Lake, Piedra, and Coalinga) with 6,297 guide direct mailings, attending community events, and partnering with 2 school districts to distribute 906 books to students in TK-3rd grade. Starting in 2026, we will expand this program to include Riverside County and the wider Fresno County area, supported by 2 grants from the California Fire Foundation. Our expected reach will be 8,000 residences.



■ The N.I.C.K. (Neurotypical/diverse Independent Communication Kit) for Fire and Burn Safety, along with our partners at Pyramid Educational Consultants, added the "Toys vs Tools" lesson to the lineup of "Stop, Drop & Roll", "Cool-a-Burn", and "Get Low and Go", allowing us to bring burn and fire safety to the autism and neurodiverse communities.

## TEACHING FIRE SAFETY

Through Communication and Collaboration



# Financials

## REVENUE

Bequests, Memorials, Tributes	\$ 25,512
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Community Partners	\$ 249,727
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Foundations	\$ 236,241
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Golf	\$ 20,619
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Individual Giving	\$ 225,555
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Payroll Deductions	\$ 37,425
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Special Events	\$ 37,825
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<b>Total Revenue 2025*</b>	<b>\$ 832,904</b>
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## EXPENSES

Programs & Services	\$ 673,512
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Support Services	\$ 115,772
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Fundraising	\$ 11,278
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<b>Total Expenses 2025*</b>	<b>\$ 800,562</b>
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## NET OPERATING INCOME

Revenue	\$ 832,904
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Expenses	(\$ 800,562)
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<b>Net Income 2025*</b>	<b>\$ 32,342</b>
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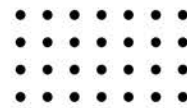
\*Unaudited. AARBF conducts a yearly third-party audit of all its financials.

# Fundraising Activities

*In 2025, we benefited from several 3rd party and in-house fundraisers, including, but not limited to:*

Torrance Firefighters Spaghetti Dinner	\$ 12,000	Fire Training Symposium	\$ 7,000
Santa Clara Crab Feed	\$ 10,000	Wonder Valley Family Day	\$ 4,500
PIKE Pickleball Tournament	\$ 9,005	Colma Fireman's Social	\$ 6,000
Fresno Urban Run	\$ 19,488	Champy-ON	\$ 30,050
SoCal Golf Tournamanet	\$ 40,556	Fresno Wind & Fire MC	\$ 6,900
Paso Robles FF 9/11 Stair Climb	\$ 3,000	South SF Bocce Ball Tournament	\$ 10,000
Firefighter Pancake Breakfasts (Mulitple agencies)	\$ 15,090	BadFish Beerfest	\$ 14,000
Beer for Burns - Denver	\$ 10,263	AARBF's Dinner & Dance	\$ 45,440
Firefighters Burn Relays	\$ 72,555	Annual Appeal	\$ 10,075





# Meet Our Staff



**Katrina Arthur, MPH**  
Associate Director



**Jeanne Terwilliger**  
Director of Operations



**Michael Knopf**  
Northern CA Care Manager



**Martha Banks, MFT**  
Southern CA Care Manager



**Erika Mendoza**  
Camps & Recreation Manager

## AARBF 2025 Board of Directors

- Dave Miller, Board President
- Nathan Osadchey, Vice President
- Lea Elder, Past President
- Chris McKeever, Treasurer
- Che' Ochtli, Secretary
- Alison Clark, Board Member - Prevention Chair
- Brooke Cappa, Board Member- Survivor Services Chair
- Rick Camerena, Board Member at Large

## AARBF 2025 Council of Advisors

- Cindy Rutter
- Christina Figone
- Tremone Fucles
- Jennifer Stewart
- Robert Aymar
- Jasmin Pineda
- Alisa Weber
- Susan Catalano
- Jerrin Gill
- Feruzi Mwero
- Dena Fitzgerald
- Anthony James
- Natalie Plecque



## Mission

Our mission is to significantly reduce the number of burn injuries through prevention education, and to enhance the quality of life of those affected by burn injuries in California.

## Vision

A safe California free from burn injuries, and a community of empowered burn survivors.

### **Alisa Ann Ruch Burn Foundation**

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