Our vision is a safe California free from burn injuries, and a community of empowered burn survivors.
The Alisa Ann Ruch Burn Foundation (AARBF) started in 1971 as a grassroots response to the avoidable death of 8-year-old Alisa Ann Ruch in a tragic barbeque accident. AARBF is now a $1 million agency whose mission is 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.

In anticipation of our 50th anniversary in 2021, we have developed a Strategic Plan in 2018 to provide guidance and a vision of hope to prepare us for next 50 years and beyond. Areas of focus include:

- Burn Prevention Education
- Burn Survivor Support
- Fund Development
- Financial Strength
- Communications and Outreach
- Governance and Leadership
PREVENTION EDUCATION

As a recognized national leader in burn prevention education including community awareness programs and events and firefighter-led classroom presentations, AARBF’s Prevention work is in service to the goal to eliminate all preventable burn injuries in California.

- “Full Journey” mapping of prevention—where are the holes? Do we need to fill them or is somebody else already doing it?
  - Deep dive knowledge of national and international prevention efforts, programs, procedures, and effectiveness.

- 5% year-to-year increase in FISE
  - Growing our Firefighters in Safety Education (FISE) classroom projects toward the ultimate goal to reach all 2.9 million kindergarten – fifth grade public school students throughout the state.

- Every CA Fire Department has a liaison with AARBF
  - Roughly 1,000 departments statewide will come to know AARBF for the resource, connecting entity, and active collaborative partner we are.

- Develop and enable tool for measuring behavior change in prevention programs
  - System for quantifying results and demonstrating behavior change after engaging with our prevention programs.

- Measuring Impact and Outcomes in the Community
  - Knowing lives are saved and families and individuals are educated thanks to our work.

- Determine how burn data is collected in California
  - Analyze existing data collection and expand to be of greater service to more California agencies. Break free of silo’ed systems currently operating.

BURN SURVIVOR SUPPORT

With survivor services and recreation programs that are aspired to and emulated by other organizations and burn foundations internationally, AARBF looks to deepen the impact and breadth of existing programs serving individuals and families of all ages from the beginning of recovery onward, through a full journey, for every age.

- Servicing the Full Journey experience for survivor services and prevention recipients.
  - Mapping of current services; identify gaps in full journey.
    - Form and implement plan for filling gaps with current programs or partners.

- Continue expanding on burn center referral process
  - Bring representatives from each burn center into Programs committee.
  - In-service burn centers on referral process.
  - Introduce referral forms to statewide burn centers.
Provide AARBF information upon every discharge from a burn center in CA to assure every survivor knows the resources available.

- Continue enhancing current gold-standard programs
  - Identify which programs include mental health components.
  - Implement a psychosocial component within each program.

- Continue expanding offerings of mental health services
  - Further expansion of mental health resources, programs, and referrals in Southern California.
  - Identify new and enhanced categories to include in burn-related mental health education materials.
  - Create new educational materials on providing mental health support to burn survivors and their loved ones.
  - Make new and existing materials and information available digitally on AARBF.org website.
  - Provide continuing education opportunities and units for mental health providers.

- Begin measuring impact and outcomes of programs
  - Assess values of data sets and devise measurement tool.
  - Implement measurement tool for tracking and sharing with service providers, community at large.

**FUND DEVELOPMENT**

To sustain and solidify existing efforts and programs with an added push toward growth to serve any burn survivor in California while assuring fewer people become burn survivors, AARBF is taking on a large major gifts program in addition to existing planned giving, government grants, corporate giving, foundation gifts, and ever-important individual giving.

- Increase donor engagement and acknowledgement
  - Development Committee members become champions of board/council giving, create model of statewide sustainable FISE/prevention and education programs.

- “Stretch to 50” goal of $10 million raised during lead up to Golden Anniversary
  - Large portion of funds raised to go to Endowments for stability of all programs.
    - Prevention Expansion - $4M
    - Champ Camp Endowment - $3.5M
    - Expansion of Survivor & Family Services - $2.5M

**FINANCIAL STRENGTH**

AARBF’s Finance Committee continues to oversee and analyze ongoing financial decisions, budgets and modifications, grants applied for and granted, new budget outlay predictions, investment in endowment accounts, etc. to always course correct and keep the foundation’s work true.

- Benchmarking/tracking Development committee on road to $10 million
Forecasting
- New 5 year window of past years’ performance
- Evolve from the “hope and pray” method of getting into black

Develop the story/answers around how finances uniquely work for us
- More engaging, accurate, and inspiring than “We run red until October but make it up in the end”
- Simultaneously working to front-load calendar to gain up difference earlier each year

COMMUNICATIONS & OUTREACH

With a strong focus on our public-facing presence as thought leaders for the burn community and pioneers in safety education and survivor services, the Communications Committee is taking on an entire brand refresh. User experience will be a primary focus, to make finding the answers and resources for anyone facing a burn injury as well as those committed to preventing them. Many new resources are being provided digitally with the launch of our new website, a digital destination for knowledge and discovery.

- Logo redesign/brand clarity
  - Surveying stakeholders to assess what is communicated by current logo
    - Found: children focused, pediatric services showed up too often
  - Deep dive brand discovery process to align on messaging desired
  - Logo redesign process – iterative
  - Final design and launch/implementation

- Website Redesign
  - Create intuitive user journey, streamlining materials on landing page to make second and third-tier pages logical and inclusive of more and targeted information and resources
  - Refreshed design, colors, navigation tools, logo

- Assess and refresh collateral
  - Printed and distributed matter brought up to new standards of design of website and logo
    - AARBF brochure
    - “What Now” brochure (just rewritten—minor changes to logo & branding)
    - Standardize and update Press Release format and models (Include mission/vision/How to Give)

- Develop comprehensive Communication Plan
  - Press release structure, both ongoing and crisis response communications
  - Social media strategies
  - blogs/vlogs – new possibilities with website
  - E-blasts & “Burn Bulletin” newsletter
  - Measurement of effectiveness of communications and follow through
  - Revitalize and introduce updated Internal Communications (auto-text, etc.)

- Create team of Ambassadors – develop plan and use cases
PSAs and Creative Campaigns for recognition and discovery of our organization

GOVERNANCE AND LEADERSHIP

Stewardship and leadership of the foundation continues to solidify best practices and evolve operations and aspirations to support the important work and values of AARBF.

- Ongoing governance of the foundation trueing to mission
- Review of Bylaws and Charter for mission alignment
- Develop “risk management” guidelines for foundation and programs
- Ethics certification and oversight ratings
  - Standards for Excellence Institute
  - NGO and 501(c)3 oversight and impartial reviews/profiles
    - Charity Navigator
    - CharityWatch
    - Great Non-Profits
    - Etc
- Succession Planning for Council of Advisors, Board members, and officers