



Feel the Magic Social Impact Report 2022

The Wellbeing of Grieving
Children and their Families

March 2023

Prepared by





Huber Social acknowledges the traditional owners and custodians of country throughout Australia and acknowledges their continuing connection to land, waters and community. We pay our respects to the people, the cultures and the elders past, present and future.



This report was prepared and written on the lands of the Gadigal and Cammeraygal people of the Eora Nation. Data was collected across Aboriginal lands.



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Executive Summary

Losing a family member is a life-changing event, for every family member. Children and teenagers in particular may struggle with processing their grief as they adapt to changes in their family dynamics, leading to confusion and withdrawal from their support networks.

Feel the Magic's mission is to support children and families through this grieving process by providing tools, resources and access to a community of people with a shared lived experience. This offers a safe environment that inspires hope for the future.

Of the many programs they have on offer, Camp Magic is Australia's largest and leading grief education and support program for bereaved children and teenagers 7-17 years old. The camp brings kids together for three days of fun physical activity, strengthening of resilience and coping skills, storytelling, and community building. By the end, campers will have made significant progress in their grief management goals and created friendships for life.

Since 2018, Feel the Magic has partnered with Huber Social to undertake an annual impact measurement of the Camp Magic program. The findings provide the organisation with key insights into the wellbeing of its campers and their carers as well as program areas where the greatest progress is being made. Following a two-year hiatus in camp offerings due to the COVID-19 pandemic, Feel the Magic has resumed its measurement activities. This year, measurement also included Feel the Magic's Graduation Camp, its flagship program for young adults ages 17-19 years, as well as the Parent and Carers Workshop which is run alongside each Camp Magic.

Some key highlights from this year's evaluation include:

- **Camp Magic has a particularly strong impact on the wellbeing of teenage girls:** Compared to all other campers, females ages 13-17 reported significant improvements in their overall wellbeing.
- **Feel the Magic addresses what matters most to camper wellbeing:** Positive mental health and connection were found to be the two strongest drivers of wellbeing for all campers. As these are also two key outcomes of both camp programs, this indicates that Feel the Magic is well-positioned to have a positive impact on the wellbeing of all campers.
- **Feel the Magic successfully creates community:** After attending Camp Magic, campers and carers alike reported feeling a stronger sense of community belonging with others who know what it is like to lose a family member, a critical component in coping with grief.

The report also identifies an opportunity for Feel the Magic to maximise its positive impact by further strengthening campers' help-seeking behaviours, and provides clear program recommendations from campers and carers.

As response rates were lower than desired, findings from this year's report should be considered indicative at this time. Future measurement activities are recommended to improve sample size and strengthen the confidence of these and any additional findings.

However, this year's report still contributes to the growing evidence base for the success of the Camp Magic program in supporting grieving children and families and provides Feel the Magic with guidance for implementing program design changes to even better support the wellbeing of its campers and carers.



Why Measure Social Impact?

Huber Social has been engaged to measure the social impact of Feel the Magic's programs on children, teen and parent wellbeing. This is in order to understand the effectiveness of the Camp Magic and Graduation Camp programs, as well as the Parent and Guardian Workshops in addressing childhood grief and trauma. Measurement also identifies areas of strength and opportunities for Feel the Magic to better direct its resources to maximise its impact on the wellbeing of all participants.

1. Measure

To measure the impact of Feel the Magic, Huber Social measures the shift in overall wellbeing and outcomes for campers and carers.

Measurement provides a data-driven approach for Feel the Magic to articulate their social impact to internal and external stakeholders as well as inform investment to maximise program outcomes going forward.

Why Wellbeing?

Measures overall progress and supports the systematic solving of social issues

Ultimately, the goal of all social impact is to put people in the best position to fulfil their potential and achieve wellbeing. It is therefore important to measure wellbeing to ensure that overall, programs are having a positive impact. To measure social impact, Huber Social therefore measures a shift in overall wellbeing and the specific program outcomes that contribute to it.*

Taking a wellbeing approach also provides a whole-of-life understanding of a person's needs. Instead of starting with the issue at hand, which tends to focus on the crisis end of a problem and place artificial limitations on the needs of people, strengthening wellbeing supports building a person's capability and opportunity to fulfil their potential, thus working to systematically address social issues.

2. Maximise

Beyond a focus on outcomes, Huber Social's approach considers the holistic needs of a person to be in the best position to fulfil their potential.

Through this measurement approach, opportunities are identified for improved resource allocation to maximise the potential impact that Feel the Magic can have on the overall wellbeing of children, teens and parents experiencing grief.





MISSION

To create a world where children who are experiencing grief are supported to reach their full potential.



Feel the Magic

Program Summaries

Camp Magic

Camp Magic is Australia's largest and leading grief education and support program for bereaved children and teenagers between the ages of 7-17. Children who are currently grieving a parent, sibling or legal guardian are supported by attending a transformational weekend-long program that combines fun, physical challenges with grief education and emotional support.

Camp Magic provides bereaved children the opportunity to meet others who are in a similar situation, and to support one another by listening to and sharing their stories. Campers often leave with lifelong friends, who can relate to them on a level that few others can. In addition to a new support network, campers are equipped with the tools, language and strategies they need to cope with their loss and restore hope to them on a level that few others can.

Camp Magic is held over a three-day weekend and is currently offered in Sydney, Regional NSW, ACT and Victoria.

Grief & Bereavement Workshop For Parents and Carers

To ensure that children continue to make the most of their newfound strategies, Parent and Carer Workshops are run over the course of the weekend. The workshops have been designed to assist parents and carers to learn how to communicate with their family about each other's grief and to create a stronger family unit as they together move forward into the next phase of their lives.

Graduation Camp

The Graduation Camp program was introduced in 2022, specifically for young adults ages 17-19 years old. The camp is designed to support these older campers as they experience grief at this stage of their life and to equip them with the tools and resources necessary to navigate their grief and upcoming developmental milestones.

Similar to Camp Magic, Graduation Camp is delivered over a three-day weekend and has been piloted in Sydney. All campers have previously attended a Camp Magic or another Feel the Magic program before attending Graduation Camp.

Additional Programming

Beyond the two in-person camps, Feel the Magic offers a broad range of in-person and virtual workshops to support families at every stage of grief processing and management. Additional programmes from Feel the Magic include:

- Healthy Grieving (virtual camp)
- Let's Talk Suicide (virtual camp)
- Family Day Camp (in-person)

However, this evaluation does not include impact results related to these programs.



Feel the Magic

Social Impact Model

The Feel the Magic Social Impact Model outlines how the organisation impacts those who participate in its programs. Through measuring each level of impact, Feel the Magic can use a data-driven approach to demonstrate what works and what is needed to maximise impact and outcomes. The following model considers outcomes for campers attending the Camp Magic and Graduation Camps as well as their immediate support network (parents and carers).

1. Impact

The impact of Feel the Magic is to put children and teens who are experiencing grief in the best position to reach their full potential and achieve wellbeing.



2. Outcomes for Campers

The Camp Magic and Graduation Camp programs achieve this impact by targeting outcomes across the following areas:

- Resilience
- Emotional intelligence
- Connection
- Safe spaces
- Life skills
- Understanding and acceptance of grief
- Positive mental health

Outcomes for Parents & Carers

The Camp Magic program along with Parent Workshops achieves this impact by targeting outcomes across the following areas:

- Ability to support children through grief
- Connection



3. Outputs

The program delivers the following outputs:

- Children and teens who have been through the Camp Magic program
- Parents and carers who have attended workshops
- Mentors who attend training
- Mentors who attend Camp Magic



4. Activities

To achieve the impact, Feel the Magic run the following activities:

- Weekend camps
- Workshops
- Training days for mentors
- Program design and improvements
- Fundraising activities and events



5. Resources

To create their impact, Feel the Magic require the following inputs:

- Staff and medical practitioners
- Volunteers
- Physical space for camps and office
- Funding



Key Findings: The **Impact** of Feel the Magic

1. Camp Magic Improves the Wellbeing of Teen Girls

Feel the Magic contributes to a positive shift in overall wellbeing for female Camp Magic attendees ages 13-17 years old. For all other camp attendees and their parents/guardians, statistical testing could not verify if changes in wellbeing were a result of the camp programs or due to chance.

2. Positive Mental Health and Social Connection Are Most Important Outcomes for All Campers' Wellbeing

Campers who have a stronger sense of purpose and pride and who feel a stronger sense of community connection are more likely to have higher overall wellbeing. These are two key outcomes of both Camp Magic and Graduation Camp programs, indicating that these Feel the Magic programs are well-aligned with the needs that matter most to their campers' wellbeing.

3. All Campers Experience Increased Connection and Belonging Within a Likeminded Community

After attending a Feel the Magic camp program, both campers and carers saw significant improvements in their sense of community connection and belonging to a likeminded community. This confirms the achievement of Feel the Magic's shared objective for campers and families to connect with others just like them, who understand what they're going through.

4. Opportunity to Improve Campers' Wellbeing Through Strengthening Help-Seeking Behaviours

After attending Camp Magic, both children and teens reported having relatively low confidence in their ability to find help when needed. As this skillset is important to the overall wellbeing of Camp Magic attendees, these results present an opportunity for further focus in future camp programs so that Feel the Magic may have the greatest impact on their campers' lives.

5. Feel the Magic Tools and Resources Are "Very Helpful" for All Campers

97% of all campers surveyed reported they use tools and strategies learned in camps, and over two-thirds of campers (68%) found these tools and strategies "very helpful", demonstrating the utility of the practical skills taught to campers at Camp Magic and Graduation Camp.



Feel the Magic Improves the Wellbeing of Teen Girls Experiencing Grief

To measure overall wellbeing, all Camp Magic and Graduation Camp attendees were asked about their satisfaction with life before and after attending a camp.

On average, teenage girls ages 13-17 experienced a significant positive shift in their wellbeing between starting and finishing Camp Magic; however this impact was not observed among teenage boys or children under the age of 13.



+9%
shift in wellbeing
for Camp Magic teenage
girls

While children attending Camp Magic, young adults attending Graduation Camp and their parents/guardians also experienced changes in wellbeing as a result of attending a camp, these changes could not be confirmed with statistical testing in part due to small sample sizes. Additional data collection to increase sample size for these two groups will help to strengthen these findings.



Feel the Magic Addresses the the **Wellbeing Needs** for Bereaved Campers

Statistical analysis was used to identify which of all program outcomes measured have the strongest relationship with overall wellbeing. This can both demonstrate how Feel the Magic addresses what matters most to campers' wellbeing and identify opportunities for improvement within their camp models to ensure that the program is best designed and delivered to maximise camper wellbeing.

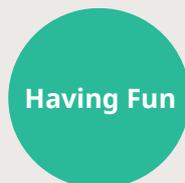
Of all outcomes measured, positive mental health and building connections were found to be most important to the wellbeing of both Camp Magic and Graduation Camp attendees. Campers who have a stronger sense of purpose and pride in themselves and who have a stronger sense of belonging and community are more likely to have higher wellbeing.

In looking at the individual factors that contribute to each outcome measured, the following were identified as being the most important to each age group:

Children (7-12 years old)



Teens (13-17 years old)



Young Adults (17-19 years old)



For more information regarding the wellbeing needs of campers and parents, please see the report Appendix.



Campers and Carers Experience Increased Connection and Understanding within a Likeminded Community

The Need to Normalise Experiences of Grief

The increasing movement towards establishing compassionate communities and grief literacy is a repeated theme across the grief and bereavement sector. This seeks to provide a normalised and shared language for experiences of grief,² and to help reduce the potential for social isolation amongst those experiencing grief.³ Whilst bereavement is more prevalent than commonly expected for children, it remains unlikely for them to know others in the same situation leading to “feeling alone and different”.⁴

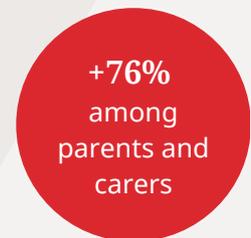
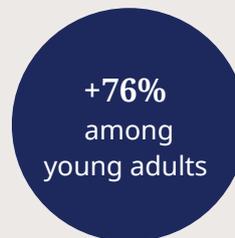
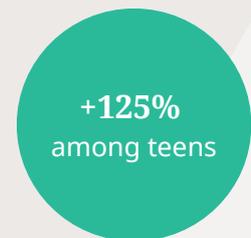
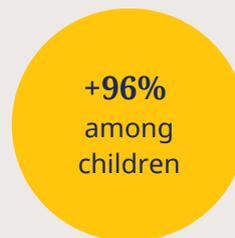
Power of Likeminded Community Connection

Connection and community with others who have shared experiences and understanding can support reduced social isolation amongst those experiencing grief. Bereavement camps like Feel the Magic therefore play a key role in helping normalise children’s grief, primarily by showing them that they are not alone in their loss.⁵ By engaging with Feel the Magic, a sense of connection and belonging to a likeminded community significantly increased among campers and their carers alike.

Results show that campers who have a strong sense of belonging to a community are more likely to have higher wellbeing, as are campers who have someone in their life who can empathise with losing a loved one.* These findings both affirm existing research in this field and celebrate the positive impact of communities created within Feel the Magic programs for both campers and their carers.



Connection to a Likeminded Community



*For statistical analysis results, please see the report appendix.

² Breen et al., 2022.

³ Macdonald, 2020, as cited in Breen et al., 2022.

⁴ Aynsley-Green, Penny, & Richardson, 2012 as cited in Griffiths et al., 2019.

⁵ Bachman, 2013.



Campers Feel More Connected and Validated

Open-ended questions allowed participants to describe the impact of Feel the Magic had on their lives.* In alignment with page 24, there was a strong commentary around feeling in connection with a community who understand what they are experiencing. In particular, over half of respondent reflections centred around an increased sense of connection with others and reduced feelings of loneliness:

It was nice to meet other people in the same position as me.

It felt good talking to others my age who understood.

Camp Magic made a difference in my life because I got to connect with other kids my age over a love one.

It was good to know that when we were talking about our losses everyone else in the room had gone through something similar.

Camp Magic has made a huge difference in my life by enabling me to connect with others my age who have gone through a similar experience.

I made heaps of new friends that understand me and if I ever need to talk to anyone I can always talk to them.

I liked talking to other kids who had lost a mum or dad.

This made me feel as if I wasn't alone.



Connection with Others

I have made friend in similar situations that I will have for life they are my support group.

Camp Magic has made me realise that there are other people going through similar things to me. I feel so happy that my kids now have a support network they can turn to.

This has helped me (as a parent) to be able to talk to someone that knows exactly how I am feeling and allows my son to be able to have a friend that knows exactly how he feels.

I think it was good for the kids to meet other children in the same position as them.

It has given us opportunities to meet others in the same place as us and to know we are not alone.

When my children are supported I feel supported. It gave me such a satisfying joy to see them grow and realise they are not alone.

**All reflections are drawn from qualitative survey question: "If you feel comfortable, please tell us a story about how Camp Magic has made a difference in your life".*

- Children
- Teens
- Young Adults
- Parents/ Carers



"It made a big difference in my life because I made heaps of **new friends that understand me."**

If I ever need to talk to anyone I can always talk to them. Camp Magic also gave me ways to cope with grief and I often use them when I'm upset."

*- Camper, Camp Magic
(not pictured)*



Top Program Outcomes

To understand how Feel the Magic creates its positive social impact, participants' wellbeing was assessed across different outcomes where each outcome has multiple associated factors.

Factors are scored on scales 1-5 for campers and 1-7 for parents/guardians. Baseline and shift survey scores are compared to create a before and after comparison. The difference between scores is referred to as a 'shift' and is represented as an average percentage difference.

The following pages outline the specific factor areas with the highest shifts thereby indicating where each participant group is making the most progress:

- All Campers 16
- Children 17
- Teens 18
- Young adults 19
- Parents/guardians 20



Feel the Magic Outcomes for All Campers

To understand the impact of Feel the Magic camps as a whole, analysis looked at the areas where campers attending both Camp Magic and Graduation Camps are making the most progress.

The area with the greatest improvements on average across all across all camps was community connection, where attendees felt their opportunity to connect with a likeminded community increased by +50%. This demonstrates the success of Feel the Magic in creating a space that brings the community together in a way that the attendees may not otherwise have access to.

In addition to connection, Feel the Magic endeavours to support children, teens and young adults by providing them with emotional intelligence skills. Four of the top five outcomes across all camps (*communication, acceptance, coping, and managing emotions*) centred around emotional intelligence. This shows that, on average across all camps, Feel the Magic is supporting campers with emotional wellness and regulation, and therefore meeting one of their core goals as an organisation.

The following represent the five top program areas of improvement for camp attendees:



**Connection to a Likeminded
Community***
+50%

Opportunity to connect with others who understand what it is like to lose a loved one



Communication
+26%

Having communication skills to express thoughts and feelings



Acceptance
+24%

Being able to accept and live with the loss



Coping*
+17%

Learnt ways to help get through difficult times



Managing Emotions*
+17%

Learnt ways to help manage emotions

**Indicates findings which are statistically significant (p<0.05).*

Data includes 166 responses (126 baseline and 39 shift) across Camp Magic and Graduation Camp. Ages ranged from 7-20 years old.



Feel the Magic Outcomes for Children

This page outlines the specific program areas where the youngest campers ages 7-12 are making the most progress.

A core program objective is for children to “learn a shared language for talking about grief”.⁶ It is worth noting therefore that children’s ability to express thoughts and feelings increased by +56% and was found to have a strong relationship with higher wellbeing. Additionally, children’s improvement in understanding and accepting their grief was the highest measured across all groups.



Understanding and Accepting Grief*

+149%

Believing that their loved one is really gone



Connection to a Likeminded Community*

+96%

Spending time with other kids who understand what it is like to lose a loved one



Expressing Thoughts and Feelings*

+56%

Ability to share thoughts and feelings with others with ease

Increased Resilience

Three of the six highest scores for program outcomes in children centred around resilience, as seen below:



Determination

+35%

Not giving up even when something is hard to do



Self-Acceptance*

+31%

Feeling okay just the way they are right now



Emotion Management*

+28%

Ability to calm down when upset

**Indicates findings which are statistically significant (p<0.1).*

Data includes 13 paired responses from Camp Magic attendees ages 7-12 years old.

⁶ Feel The Magic, 2021



Feel the Magic Outcomes for Teens

Teen campers ages 13-17 saw positive increases in a broad range of factors, particularly in connection with a likeminded community, reduced feelings of loneliness and increased skills at expressing thoughts and feelings.

It should be noted that teen campers reported an increased ability to enjoy life and have fun after camp, a factor which was also found to be important to their wellbeing. This points to the way bereavement camps are structured around recreation and how Camp Magic effectively “offers relief from grief in the form of play”, as wider research suggests.⁷

The following represent the seven largest areas of improvement for Camp Magic teen campers:



Connection to a Likeminded Community*

+125%

Spending time with other teens who understand what it is like to lose a loved one



Reduced Feelings of Loneliness*

+65%

No longer feeling cut off or distant from other people



Expressing Thoughts and Feelings

+44%

Ability to share thoughts and feelings with others with ease



Motivation

+39%

Decreased difficulty working up the initiative to do things



Perseverance*

+34%

Believing they can overcome difficulty due to prior adverse experiences



Enjoyment*

+31%

Enjoying life and having fun



Emotional Intelligence*

+31%

Learnt ways to help them get through difficult times

*Indicates findings which are statistically significant ($p < 0.1$).

Data includes 9 paired responses from Camp Magic attendees ages 13-17 years old.

⁷ Clute & Kobayashi, 2013.



Feel the Magic Outcomes for Young Adults

Graduation Camp helped attendees ages 17-19 to increase their sense of connection and certain life skills, both of which are particularly important to young adults' wellbeing. Feel the Magic is thus achieving a positive impact across specific program areas which are well-aligned to what young adults need for their wellbeing.

Sense of Connection



Connection to a Likeminded Community
+76%

Spending time with other teens who understand what it is like to lose a loved one



Understanding and Accepting Grief
+50%

Believing that their loved one is really gone



Reduced Feelings of Loneliness
+41%

No longer feeling cut off or distant from other people

Life Skills



Goal Setting
+37%

Ability to set goals and monitor their progress towards achieving them



Self-Advocacy
+35%

Ability to advocate for themselves and their needs

"Graduation Camp has taught me the different skills and strategies that I now incorporate into my daily life to help me deal with any problems I encounter."

**Indicates findings which are statistically significant (p<0.1).*

Data includes 10 baseline responses and 5 follow up responses from Graduation Camp attendees ages 17-19 years old.

⁷ Clute & Kobayashi, 2013.



Feel the Magic Outcomes for Parents and Carers

Feel the Magic understands that bereavement occurs within a family system.⁸ The *Grief and Bereavement Workshops for Parents and Carers* thereby acknowledge the ways family factors can directly influence a child's adjustment and grief journey.⁹ Positive outcomes from these workshops show adults' increased skills at providing grief-focused, emotional and communication support for their children, as well as personal benefits including increased connection to a likeminded community and emotional management.

The following indicate the six largest improvements amongst parents and carers:

Skills to Help Children Cope with Grief



Skills for Coping Support*
+33%

Having enough skills to help their child cope with their grief



Skills for Emotional Support
+22%

Having skills to acknowledge their child's anger whilst helping calm their child



Skills for Communication Support
+19%

Helping their child put words to their feelings

Social Connectedness



Connection to a Likeminded Community
+76%

Opportunity to talk to other carers of bereaved children



Validation
+16%

Feeling understood by the people they know



Openness to Connect
+13%

Seeing others as friendly and approachable

**Indicates findings which are statistically significant (p<0.1). Data includes 29 paired responses from Feel the Magic parents.*

⁸ Breen et al., 2019.

⁹ Griffiths et al., 2019.



Priority Wellbeing Needs for Children and Teens

Being able to ask for help is an important step in processing the loss of a loved one. Research shows that adolescents in particular may be hesitant to seek out support, so as not to 'be a burden' to others around them; however, these help-avoidance behaviours only hinder recovery.¹⁰

Despite attending Camp Magic, both children and teens reported having low confidence with respect to certain types of help-seeking behaviours.



Asking for Emotional Support
3.79
out of 7

Children still aren't sure who to turn to when feeling upset or angry



Asking Others for Help
3.23
out of 7

Teens still feel uncertain about their ability to ask others for help

Despite having access to Mentors and fellow campers over the weekend, these low scores suggest that Camp Magic attendees may not be sure who they can turn to for support once they are home from camp.

Given that the ability to ask for help when needed has a strong relationship with overall wellbeing for Camp Magic attendees, this represents an opportunity for the program to consider the support resources available to campers once Camp Magic is complete.

By improving help-seeking behaviours among its Camp Magic attendees, Feel the Magic can have an even greater impact on the wellbeing of children and teens coping with loss.

¹⁰ Skuse et al., 2011.





Sense of Purpose and Belonging are Strengths for Campers

Strengths are identified by assessing the highest-scoring factors at the post-Camp measurements, and celebrate the areas campers feel most confident in. Of all factors measured across the three age groups, camper strengths clustered around connection and belonging, emotional intelligence, and sense of purpose. Whilst beyond Feel the Magic's camp curriculum and impact goals, it is worth noting that 'Sense of Purpose' was in the top-three scores for each age group, and 'Safety at Home' was identified as a high-score for both children and young adults.

The following represent the three highest-scoring factors for each camper age group:

Children (7-12 years old)



Sense of Purpose



Belonging to Family



Safety at Home

Teens (13-17 years old)



Belonging to Community



Enjoyment



Sense of Purpose

Young Adults (17-19 years old)



Safety at Home



Sense of Purpose



Emotional Intelligence



Lack of Stability and Accepting Grief are Continued Challenges for Campers

Although results indicate improvements have been made, 'Understanding and Accepting Grief' remains one of the lowest-scoring outcomes across all three camper groups. This suggests that whilst Feel the Magic addresses key needs for its campers, the grief processing journey is difficult and non-linear for many.

Stability and self-expression were also identified as common challenges among campers. Bereaved children can be more prone to developing anxiety and depression as well as increased internalisation of sadness, confusion, anger and self-blame.¹¹ Additionally, associated life-changes with carers, residence and schooling can disrupt their usual structure in life and can therefore lead to an increased struggle with feelings of instability.¹²

The following list the three lowest-scoring outcomes campers continue to have difficulty with:

Children (7-12 years old)



Stability in Life



Understanding and Accepting Grief



Expressing Thoughts and Feelings

Teens (13-17 years old)



Stability in Life



Connection to Family



Understanding and Accepting Grief

Young Adults (17-19 years old)



Understanding and Accepting Grief



Stability in Life



Expressing Thoughts and Feelings

¹¹ Carr, 2015, as cited in Griffiths et al., 2019.

¹² Aynsley-Green et al., 2012.



"Graduation Camp has made **a huge difference in the way I deal with problems and adversities** I face in my early adult life, especially those that are grief related.

Graduation Camp has **taught me the different skills and strategies** that I now incorporate into my daily life to help me deal with any problems I encounter."

- Camper, Graduation Camp
(not pictured)



The Strengths and Challenges Facing Parents and Carers

Strengths

The way in which Feel the Magic engages guardians with their one-day workshop is consistent with the recommendation for families to be engaged within child bereavement support to “counteract the enduring nature of grief” for children.¹³ The highest-scoring outcomes from the parent and carer cohorts centre around knowledge and skill acquisition, around both health factors and grief support for their children.



Health Knowledge



Skills to Help Children Cope with Grief



Health Management

Challenges

Challenges identified by parents and carers are centred around feelings of overwhelm when things are difficult, ability to ask for help, and connection with other carers.

It is worth noting that connection with carers remains one of the lowest-scoring factors for parents and carers but is also an area that saw significant improvement over the course of the camps. This is particularly telling of the high level of disconnect most parents and carers may be entering the workshops with, and provides evidence for how Feel the Magic is currently addressing this need. While qualitative feedback also supports these improvements, Feel the Magic may wish to increase touchpoints amongst guardians to have an even greater impact on parents and carers.



Overwhelm



Connection to Other Carers



Vulnerability and Ability to Ask For Help

¹³ Guerin, Hanlon & Kiernan, 2022.



Feel the Magic's Tools and Resources Are "Very Helpful" for Campers

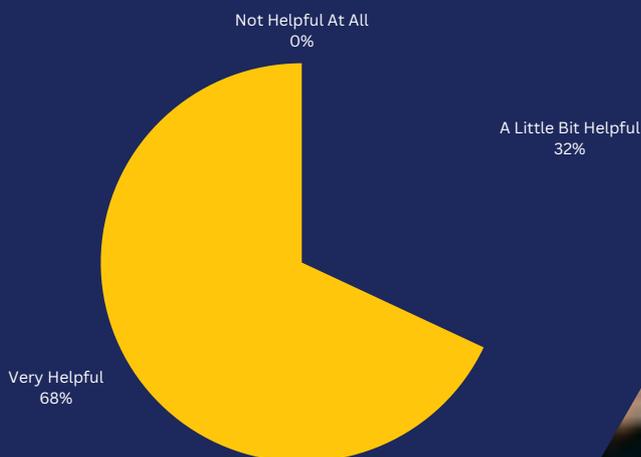
Campers actively use tools and strategies that they learn at Camp Magic and Graduation Camp:



97% of all campers surveyed reported they use tools and strategies learned at camps. Almost half of all campers report using these strategies "a lot" (47%).

Campers find these tools and strategies helpful in their life after camp:

Over two-thirds of campers (68%) found these tools and strategies "very helpful" for their day-to-day lives. This demonstrates the utility of the practical skills taught to campers at both Camp Magic and Graduation Camp.



n = 28



Positive Feedback and Recommendations

96%

Positive Feedback

Participants across Camp Magic, Graduation Camp and Parent Workshops provide positive feedback and stories.

Whilst constructive feedback was minimal, parent-suggested areas for improvement clustered around communication and optimising parent-parent communities; and camper-suggested areas for improvement offered suggestions for a range of morning alarms and more time with camp mentors.

Parent Recommendations



Increased Communication Points

"The **communication beforehand could've been improved**, especially as this was interstate for us and involved booking travel and accommodation."

"A follow up email with the **overview of what the kids learnt** would be helpful, it would give me an opportunity to review it so I could work on it with the kids."



Continued Opportunities for Parent-Parent Networks

"More **opportunities for parents to connect with other parents** experiencing the same situations."

"I felt as a parent that there **wasn't enough time to connect with other parents** whose kids were on camp."

- Longer parent sharing session upon Friday drop-off.
- Sharing of parent contact details (with permission) to re-connect in the future.

Camper Recommendations



One-to-One time with Mentors

"It would have **been good to have one-on-one time** with my mentor."



"The kids are at the centre of everything. It's just **unbelievably good**.

The Camps somehow manage to **walk the line between being fun**, without being flippant as well as **being respectfully serious** without taking the gravity of the loss and grief of the children in any way lightly."

- *Feel the Magic Parent*



Help Make Some **Magic**

DONATE

This is the fourth Annual Social Impact Report that tracks the progress of Feel the Magic as it aims to contribute to the wellbeing of all the young people and families they work with. This measurement provides evidence of the wellbeing impact your donations are used to achieve as well as optimising the programs so your donations are directed for greatest effect.

VOLUNTEER

Feel the Magic welcomes new volunteers to help change the lives of young people through participating in mentoring opportunities, volunteering at specific community and fundraising events or even providing administrative support to the organisation. Please reach out via the contact details found on page 27.





Get in Touch



Feel the Magic

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www.feelthemagic.org.au



Huber Social

Huber Social is an independent third party and expert in social impact measurement. Recognising the goal of all social impact is the Wellbeing of people, Huber Social has developed a universally applicable framework that measures not only overall Wellbeing but also the driving factors to maximise it.

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Report **Appendices**

1. Huber Social Wellbeing Measurement Framework
2. Measurement Approach
3. Data Transparency Page
4. Predictors of Wellbeing
5. Significance Tables



1. Huber Social Wellbeing Measurement

To be able to fulfil their potential and achieve Wellbeing, each individual needs to have the capability and the opportunity to do so. Everyone has different needs within these categories depending on their context.

When it comes to measuring the social impact of a service, Huber Social measures the change the service creates in terms of wellbeing and the specific programs outcomes achieved to create this. Results are then consolidated at a sector, community and global level.

Longitudinal measurement monitors effectiveness of programs to meet these needs; ensuring resources are directed to have the greatest impact. The vision is a wellbeing measurement system that delivers us the whole picture, to put each of us in the best position to achieve wellbeing and leave no one behind.

The goal for each of us is the same; wellbeing. The part that differs are our individual needs.

The Huber Social Wellbeing Measurement Framework

IMPACT

Wellbeing

To be in the best position to fulfil your potential and live a life of value. The overall goal for all services working with people.

OUTCOMES

Through building Capability

- Resilience
- Life skills
- Wellness - mental, physical and spiritual

OUTCOMES

and providing Opportunity

- Resources
- Self development
- Societal structures
- Relationships



2. The Measurement Approach

Feel the Magic has been working with Huber Social to embed a measurement system for Camp Magic since 2018. This report summarises findings based on data collected from Camp Magic programs and workshops in 2022, as well as the Graduation Camp 2022 pilot.

To determine the overall impact of the Camp Magic program, Huber Social measures the change in the wellbeing of all program participants using the Satisfaction with Life Scale. To understand what contributes to the camp's impact, changes in campers' and carers' levels of personal capabilities and access to opportunities are also assessed.

To do this, Huber Social collects data from the participants using self-report surveys. Surveys are built and tested in collaboration with Feel the Magic, and contain a combination of relevant validated scales and original questions. These surveys are completed according to the timelines indicated in the figure below. It should be noted that a six-month follow up survey was also conducted for Graduation Camp.

Figure 1. Camp Magic Measurement Timings 2022



2022 Response Rates

Age group	Total # of respondents	# pre-camp surveys	# post-camp surveys	# paired survey responses
Children (7-12 years)	82	76	19	13
Teens (13-17 years)	43	40	13	10
Young Adults (17-19 years)	14	10	2 (5)*	2
Parents and Carers	96	89	36	29
Total	236	215	70	54

*Denotes response rate to a six-month follow up survey was collected for Graduation Camp attendees

Key Limitations

Given that there were no Camp Magic programs held in 2020 or 2021, it was decided that new baseline measurements would be collected from all campers and parents in 2022. All parents and campers were issued a unique ID so that baseline and follow up survey responses could be linked for paired analysis. Paired response rates ranged from 30% (parents) to 14% (Graduation Camp attendees), thus limiting the amount of data available for analysis. No campers or parents submitted multiple follow up surveys, suggesting that there were no campers who attended more than one camp in 2022; therefore it was not possible to assess the impact of camp attendance in this year's measurement.



3. Data Transparency Page

To ensure the integrity of findings always, Huber Social includes a Transparency Page for every project. This ensures both the rigour of evidence and rigour of analysis is clear for each project, across every stage of the data lifecycle.



Phase	Questions on the Treatment of the Data	Points allocated	Yes or No	
Design	SAMPLE	Everyone in the program included in the measurement	2	Y
		OR Survey sample population designed to be representative of group	1	-
	BASELINE	Control group (independent of the intervention)	4	-
		Group baseline measured (pre -intervention)	2	Y
		Baseline inferred from time in program (e.g. 1 vs. 3 years)	1	-
EXCLUSIONS	Details of people specifically excluded from the measurement: <i>No one specifically excluded from the measurement.</i>	N/A	N/A	
Data Collection	DISTRIBUTION	Online surveys		Y
		OR hardcopy surveys		-
	DISTRIBUTION	Data collection supervised by Huber Social consultant	1	-
		Translation or guidance provided		Y
	DATA SOURCES	Details on translation or guidance if provided: <i>Assistance for younger children by their caregiver(s)</i>		-
		Data mining of other sources	1	-
Cleaning	CLEANING	Data included from previous years/measurements	1	-
		Partial responses removed or no partial responses	1	Y
		Details of any responses removed: <i>Partial responses removed with less than 50% outcomes questions completed</i>	N/A	N/A
Analysis	SHIFT MEASUREMENT	Calculated on time in program		
		Calculated on group average	1	
		Calculated based on individual scores	2	Y
	TEST APPLIED	Basic analysis	1	Y
		Statistical Correlation Test	2	Y
Reporting	REPORTING	Multiple Regression or Lasso Regression Test	3	
		Details on statistical analysis: <i>Pearson and Spearman correlation tests used– results included in report appendix</i>	N/A	N/A
		Client published Outcomes Report (prove)	1	
		Client received Social Performance Report (improve)	2	Y
		Client published full Social Impact Report	3	
RIGUOUR SCORE		LOW: 1-9; MED 10-14; HIGH 15-19	MED	12



4. Predictors of Wellbeing

To inform Feel the Magic how best to support the wellbeing of campers and carers, correlation analysis is used to identify which factors measured have a significant relationship with each group's overall wellbeing; these are known as predictors of wellbeing.

The predictors of wellbeing can be found listed in the following table in order of statistical strength. The stronger the relationship between an outcome and overall wellbeing, the more confidence there is that a change in the outcome will correspond with a change in wellbeing.

Relationship strength is based on both the statistical significance (p-value) and beta coefficient value (r). All predictors listed are statistically significant to $p < 0.001$ (unless otherwise noted), meaning there is 99% confidence that the relationship identified between the predictive outcome and wellbeing is true, rather than produced due to sampling error or chance. The beta coefficient (r) describes how closely each outcome and wellbeing are likely to move together in relation to each other.

For the purposes of this study, a strong relationship between an outcome and overall wellbeing is defined as any outcome with a beta coefficient value greater than 0.6; a moderate relationship is between 0.599 and 0.4; a weak relationship less than 0.4. Even though a relationship may be weak, there is still a significant association between the outcome and overall wellbeing.

The following page presents all predictors of wellbeing that have a significant relationship with overall wellbeing for each age bracket of campers as well as their parents and carers.





5. Significance Tables

Table 1. Predictors of Wellbeing for Children (ages 7-12)

Indicator	Outcome	R	Relationship Strength with OWB	Score
I like who I am	Positive Mental Health	0.533	Moderate	4.26
I enjoy life and have fun	Positive Mental Health	0.489	Moderate	4.42
My life is important	Positive Mental Health	0.464	Moderate	4.68
I have learnt ways to help me get through difficult times	Emotional Intelligence	0.419	Moderate	4.42
I feel I belong to a community or group	Connection	0.412	Moderate	4.32
I have learnt ways to help me manage my emotions	Emotional Intelligence	0.382	Weak	4.42
I feel confused about my role in my family*	Connection	0.348	Weak	3.58
When I am feeling upset, angry or worried I know where to go to get help	Life Skills	0.347	Weak	3.79
I get to spend time with other kids who understand what it is like to lose a loved one	Connection	0.333	Weak	3.42
I find it easy to share my thoughts and feelings with others	Life Skills	0.310	Weak	3.26
I feel safe at home	Additional Factors	0.291	Weak	4.53
I feel cut off or distant from other people*	Connection	0.288	Weak	3.33
I believe good things will happen in the future	Positive Mental Health	0.279	Weak	4.53
I ask for help when I need it	Life Skills	0.271	Weak	3.53
I feel I belong in my family	Connection	0.246	Weak	4.53

**Indicates a negatively-worded factor which has been reverse-scored; therefore a positive relationship indicates that the more someone disagrees with the statement, the higher their overall wellbeing is likely to be.*



5. Significance Tables

Table 2. Predictors of Wellbeing for Teens (ages 13-17)

Indicator	Outcome	R	Relationship Strength with OWB	Score
I believe good things will happen in the future	Positive Mental Health	0.717	Strong	4.15
I enjoy life and have fun	Positive Mental Health	0.682	Strong	4.31
My life is important	Positive Mental Health	0.671	Strong	4.25
I like who I am	Positive Mental Health	0.591	Moderate	4.17
I ask for help when I need it	Help-Seeking Behaviours	0.536	Moderate	3.23
I feel I belong in my family	Connection	0.535	Moderate	3.85
I avoid reminders that the person who died is really gone*	Processing Grief	0.510	Moderate	3.00
I have learnt ways to help me get through difficult times	Emotional Intelligence	0.503	Moderate	4.23
I have learnt ways to help me manage my emotions	Emotional Intelligence	0.474	Moderate	4.08
I feel safe at home	Additional Factors	0.460	Moderate	3.92
When I am feeling upset, angry or worried I know where to go to get help	Help-Seeking Behaviours	0.450	Moderate	4.15
I find it easy to share my thoughts and feelings with others	Help-Seeking Behaviours	0.434	Moderate	3.33
I have trouble believing that my loved one is really gone*	Processing Grief	0.425	Moderate	3.08
I feel confused about my role in my family*	Connection	0.416	Moderate	2.85
I feel I belong to a community or group	Connection	0.411	Moderate	4.31
My physical health is good	Additional Factors	0.358	Weak	3.75

**Indicates a negatively-worded factor which has been reverse-scored; therefore a positive relationship indicates that the more someone disagrees with the statement, the higher their overall wellbeing is likely to be.*



5. Significance Tables

Table 3. Predictors of Wellbeing for Young Adults (ages 17-19)

Indicator	Outcome	R	Relationship Strength with OWB	Score
My physical health is good	Additional Factors	0.879	Strong	4.14
I am able to focus on the positive things in my life, rather than the negatives	Positive Mental Health	0.723	Strong	4.14
I get to spend time with other kids who understand what it is like to lose a loved one	Connection	0.712	Strong	4.57
I like who I am	Positive Mental Health	0.707	Strong	4.14
When I am feeling upset, angry or worried I know where to go to get help	Life skills	0.680	Strong	4.43



5. Significance Tables

Table 4. Predictors of Wellbeing for Parents and Carers

Indicator	Outcome	R	Relationship Strength with OWB	Score
I enjoy life and have fun	Holistic wellness	0.658	Strong	4.91
When I am confronted with a problem, I can usually find a good solution	Resilience	0.575	Moderate	5.36
I feel connected to my community	Connection	0.497	Moderate	4.89
I have things to hope for	Holistic wellness	0.488	Moderate	5.53
I like who I am	Holistic wellness	0.488	Moderate	5.06
In general, my physical health is good	Holistic wellness	0.464	Moderate	5.16
I have stability in my life	Access to Resources	0.441	Moderate	5.55
I find it easy to share my thoughts and feelings with others	Connection	0.435	Moderate	4.68
My life has purpose	Holistic wellness	0.411	Moderate	5.55
I ask for help when I need it	Access to Resources	0.402	Moderate	4.04
I can adapt when unexpected events happen	Resilience	0.398	Weak	5.20
I have enough money to live comfortably	Access to Resources	0.392	Weak	4.80
I can find work options that are suitable for me given my current context	Access to Resources	0.367	Weak	5.48
I have learnt ways to help me get through difficult times	Resilience	0.346	Weak	5.52
I do things just for fun	Holistic wellness	0.316	Weak	4.84
My life is important	Holistic wellness	0.309	Weak	6.00
I have enough skills to help my child cope with their grief	Ability to support children through grief	0.292	Weak	4.24
My belief in myself gets me through the hard times	Resilience	0.277	Weak	5.34
I can help my child put words to their feelings	Ability to support children through grief	0.271	Weak	4.76
I feel safe at home	Access to Resources	0.240	Weak	6.43



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