



SOCIAL IMPACT REPORT

The Wellbeing
of Grieving Children

August 2018



PREPARED BY
**HUBER
SOCIAL**

FEEL THE MAGIC

IMPROVING THE WELLBEING OF GRIEVING CHILDREN

Losing a loved one is traumatic for anyone. However for a child, it is a particularly surreal experience. Children are left facing big emotions for which they are ill equipped to process.

Founded by two people who experienced loss at a young age, Feel the Magic understands the heartbreaking journey the young people attending its camps are going through.

Working with a highly experienced child psychologist, Feel the Magic has developed a compassionate and creative program delivered over a three day camp. The grieving children who attend Camp Magic leave with improved capability across mental health, resilience and communication skills, leaving them in a better position to cope with their grief and move forward with their lives.

A key element to the program is one-on-one mentorship; specifically matching a volunteer adult mentor with an individual child. Mentors provide support and encouragement to the children throughout Camp Magic. It's an incredibly rewarding role that leaves mentors with an increased sense of community and improved leadership skills.

Wanting to also make sure the surviving parents and guardians of the children are equipped to support them best, as well as deal with their own loss, Feel the Magic has recently extended their services to include parent and guardian workshops alongside Camp Magic. This amplifies the success of the program for everyone, providing them with a consistent set of tools and language to draw on throughout their grieving journey.

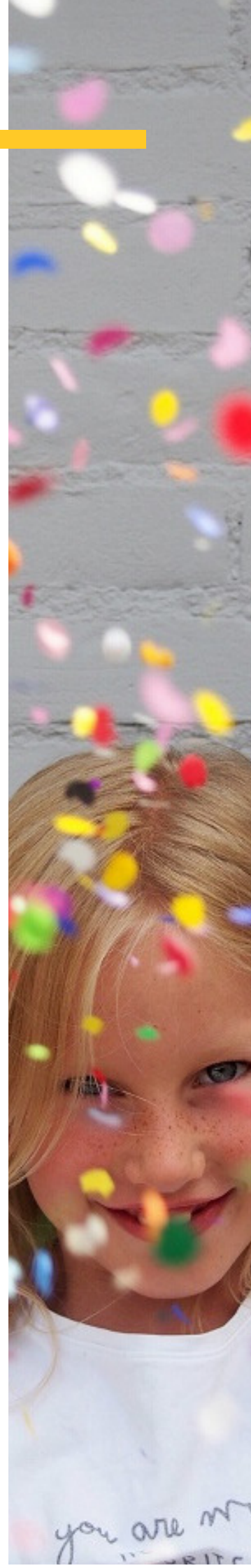
Overall, the goal is to improve the Wellbeing of all individuals involved. Feel the Magic aims to achieve this by providing the opportunity for people to share their feelings in a safe and sympathetic environment, while also building emotional literacy and capability to deal with grief.

As Feel the Magic endeavours to reach more children, measuring the impact of their programs has become important to not only prove the camps are having a positive impact, but also to identify any areas for improvement or expansion of programs that can help to maximise the positive impact.

To support the work of Feel the Magic, Huber Social has measured their impact in terms of how the program contributes to a positive shift in Wellbeing for participants and the levels of capability and access to opportunity as a result of the program. This measurement provides evidence of the elements of an effective model for programs that aim to support children dealing with grief.

The findings in this report cover three groups of participants: children, mentors, parents and guardians.

The impact explored in this report only covers short term findings, of which Feel the Magic will continue to explore in longitudinal studies to demonstrate how the value of their camps continues to grow for all that attend.



WHY MEASURE SOCIAL IMPACT?

TARGET OUTCOMES

The social impact of Feel the Magic is measured to prove and improve how effectively camps and workshops contribute to the Wellbeing of all participants.



Children

Wellbeing through building the capability to cope with grief.



Mentors

Wellbeing through mentoring and developing the skills to lead.



Parents & Guardians

Wellbeing through being better equipped to support their children cope with grief and connecting with a supportive community.

FEEL THE MAGIC SOCIAL IMPACT

KEY FINDINGS

Positive Shift in Wellbeing

Camp Magic contributes to a positive shift in participant's overall Wellbeing across all three groups: children, mentors, parents and guardians.

Building Capability to Deal with Grief

Feel the Magic aims to help children dealing with grief. Our results show that, for children attending Camp Magic, the program builds capability in mental health, resilience and communication skills – three factors that are vital to coping with and processing grief.

The younger children, 7-11 year-olds, are more vulnerable to the challenges of grief than the teenagers.

7-11 YEAR-OLDS

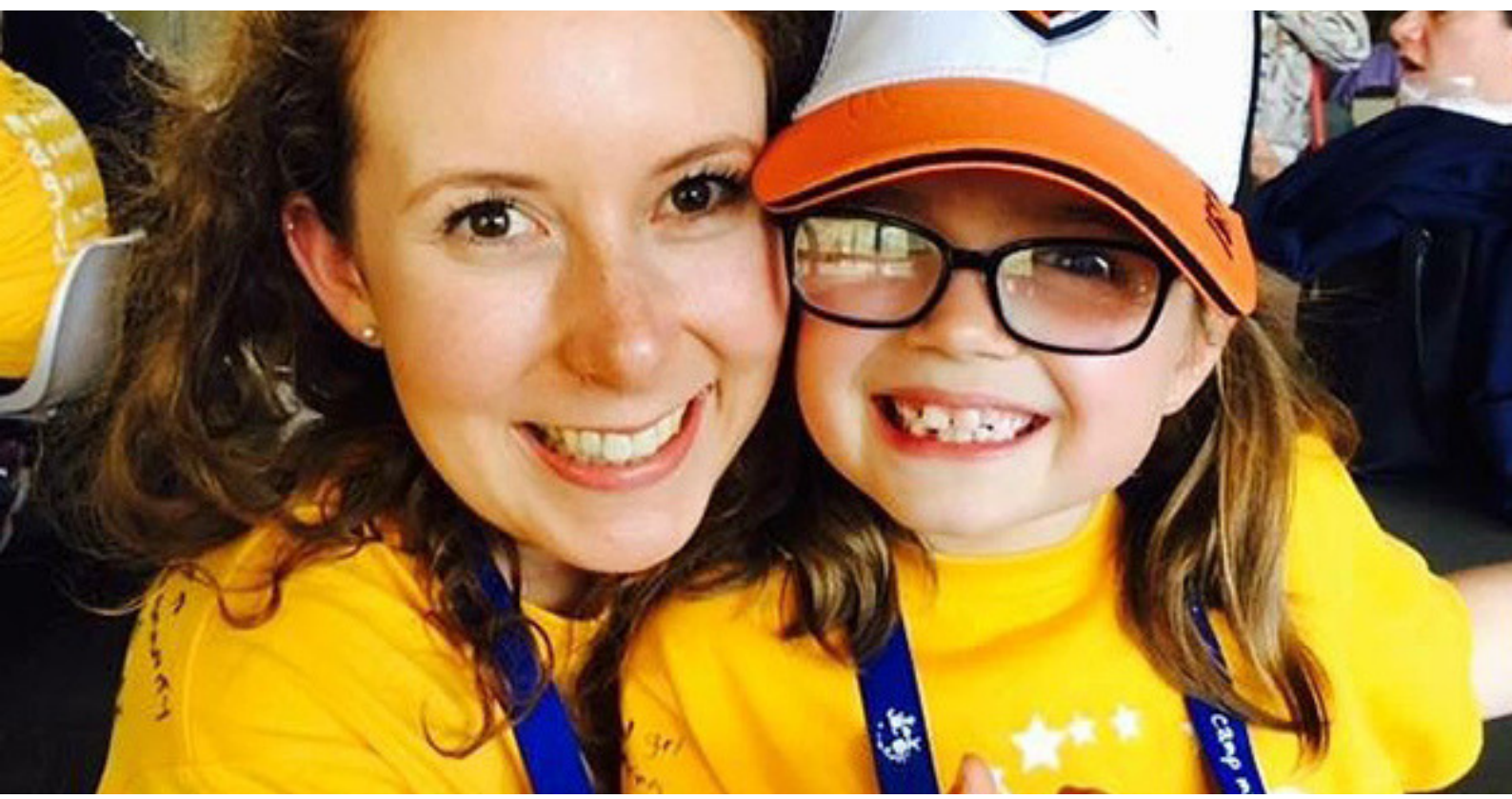
Over 30%
reduction in feeling
afraid and worried

12-17 YEAR-OLDS

25% increase in
resilience coping
factors

12-17 YEAR-OLDS

23% increase in the
ability to communicate
their feelings



BUILDING A TOOLKIT AND LANGUAGE TO DEAL WITH GRIEF

CAMP MAGIC

Camp Magic is a weekend long program for children who are grieving the loss of a parent, sibling or guardian. The weekend is full of fun physical and educational activities, all designed to equip campers with strategies and language to cope with their grief and move forward with their lives.

Campers are placed in groups of similar ages, providing the opportunity to connect, share stories and receive support from those in similar situations. Each child is also specifically matched with a mentor who has been trained by Feel the Magic to support the individual strengths and needs of their camper.

As the weekend progresses, the group steps through the four seasons, each symbolic of a different stage of the grieving journey, from initial shock and loss, through to a more optimistic and happier mindset.

Within each season, activities are designed to build capability within Feel the Magic's core values: empathy, empowerment, growth and connection. These activities provide campers with a toolkit of strategies and a new language, which they can continue to use once camp is complete.



"Over 300,000 children between the ages of 7-17 will experience the death of a parent by the age of 18."

Feel the Magic

Parents and guardians also have the opportunity to attend workshops, separate to children, to learn how to communicate with the children using the same tools and language. They are encouraged to continue the conversations with children post-camp.

Currently there are four programs a year in NSW, with a long term goal to provide 50 camps nationally.

HIGHEST SCORING FACTORS

CHILDREN

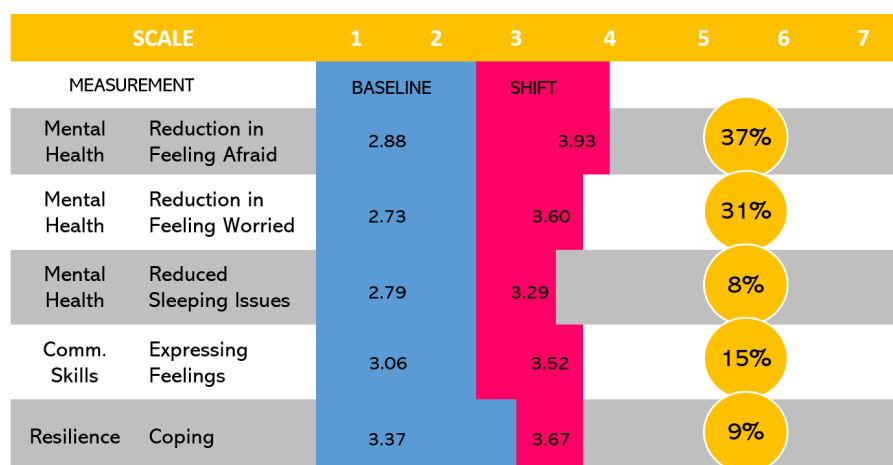
Camps Build Capability to Deal with Grief

To account for differences in developmental stages, the children's measurements were distributed between two groups, 7-11 years and 12-17 years. Across both groups the top shifts in capability covered factors across mental health, resilience and communication skills. These three capability areas are clearly important for being able to cope with and process grief.

Younger Children are More Vulnerable

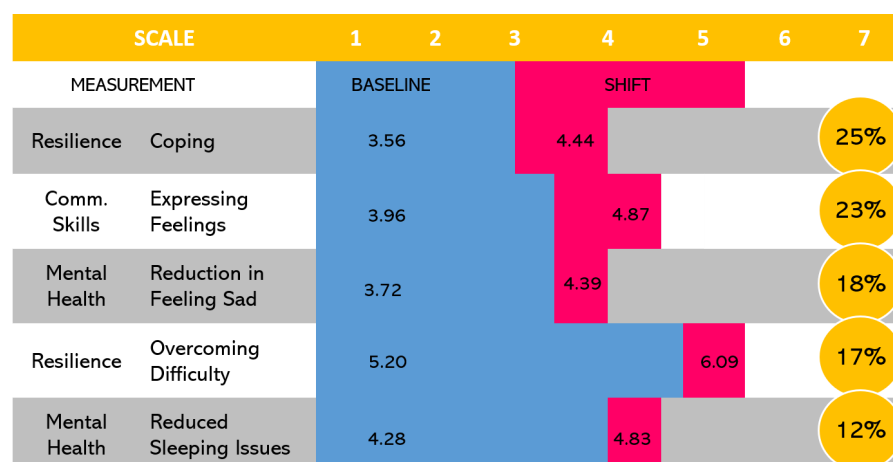
The findings demonstrate that children 7-11 years start at lower levels of capability across these key areas than the older group. While the Camp successfully built the capability levels across these factors, for children 7-11, their increased levels were still only close to the baseline levels of the elder children, demonstrating that they are more vulnerable to the challenges of grief.

7-11 Year Olds



OVER 30%
Reduction
in Feeling
Afraid and
Worried

12- 17 Year Olds



25%
INCREASE in
Resilience
Coping
Factors

HIGHEST SCORING FACTORS

MENTORS

Benefits of Volunteering

The benefit of volunteering is widely acknowledged for contributing to a person's Wellbeing. For this measurement period, most of the mentors attending camp had participated in camps before. For those who where experiencing Camp Magic for the first time, the impact on Wellbeing was twice as much (2%).

In addition to the impact on Wellbeing, volunteering as a mentor helps to build leadership skills. A study conducted by McKinsey identified four key leadership skills; being supporting, operating with strong results orientation, seeking different perspectives and solving problems effectively.

The top five highest scoring factors for mentors, demonstrates how volunteering at Camp Magic builds leadership skills across these areas, as well as supporting positive mental health.



Highest Scoring Factors



HIGHEST SCORING FACTORS

PARENTS & GUARDIANS

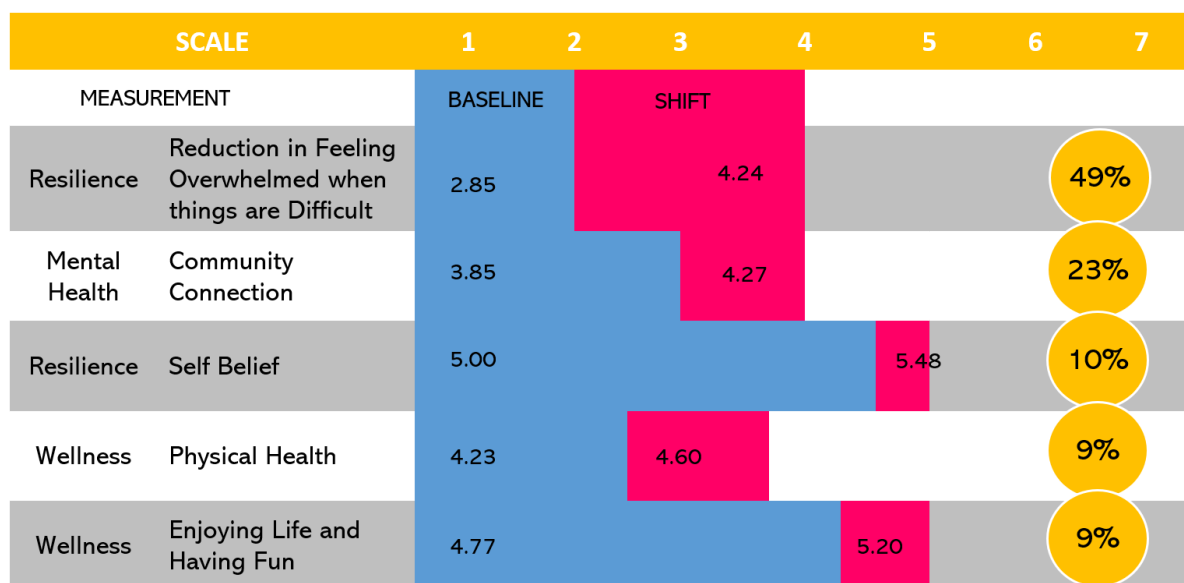
Supporting Children Through Grief

Supporting a child through grief is a difficult and often overwhelming challenge. Grief professionals* suggest that there are a number of skills and lessons that can help parents and guardians through a child's grief journey.

The highest scoring factors for parents and guardians demonstrate how the workshops at Camp Magic equip parents and guardians with knowledge that leaves them feeling more confident in their parenting to cope in difficult times and support them to look after their own wellness.

The workshops also provide parents and guardians with the opportunity to meet and receive support from others in similar situations and to feel part of a community.

Highest Scoring Factors



The approach to measuring the results of the parents and guardians was to measure the 'shift' at a later interval (two weeks post camp). This was to give the opportunity for them put what they learnt into practice and see the benefits. This may have contributed to the higher shift percentages in Wellbeing and capability seen in the parent/guardian group.

* National Centre for Childhood Grief, Beyond Blue, Grief Speaks and Dr Christina Hibbert.

MEASUREMENT PLAN

OVERVIEW



What We Measure: Wellbeing

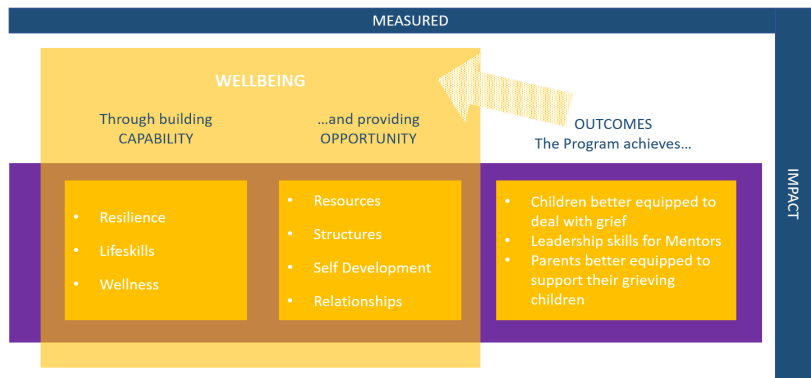
Social Impact is "all forms of significant change experienced by individuals and communities. This includes income and labour market impacts, education impacts, social inclusion and relationship changes, mental and physical health effects, and overall impact on quality of life and wellbeing."

Professor Paul Flatau, Director of the Centre of Social Impact, UWA Business School

Although everyone faces different challenges, the goal for each person is the same; Wellbeing. To be able to fulfil your potential and achieve your own Wellbeing, you need to have the capability and the opportunity to do so. Everyone has different needs within these categories depending on their context.

To measure the social impact of Feel the Magic, we have measured the Wellbeing of individuals as well as focusing on the needs of each of the groups: children, mentors, parents and guardians.

The IMPACT of FEEL THE MAGIC



We measure the levels of Wellbeing, and capability and opportunity factors, before and after the program. Not only does it demonstrate how well the program meets the needs of the participants, but it also identifies where resources can be directed to have the greatest impact.

MEASUREMENT PLAN

APPROACH

How We Measure

Working with Feel The Magic we have developed a Measurement Plan that will investigate the overall impact, and driving factors, focusing on the Camp Magic program.

On an annual basis, Huber will work with Feel The Magic staff to conduct surveys and independent needs assessments. A major component of data collection uses surveys. The surveys are answered either online or in written form by individuals, with questions specifically designed for different age groups: children aged 7-11, children aged 12-17, mentors, parents and guardians. While this initial report focuses on the short term impact immediately after camp, longitudinal tracking of results will be able to demonstrate how effectively the camp continues to impact people's lives as well as increase the rigour of the findings.

SURVEYS

Measure subjective Wellbeing and a person's level of capability and opportunity (driving factors).

FOCUS GROUPS

Discussions with staff, experts, clients and the community to inform the measurement.

RESEARCH & DIRECT OBSERVATION

Other data sources and inspection of documents and activities.



Participation is voluntary and all information remains de-identified. Confidentiality and data integrity is rigorously protected in accordance with Huber Social's Data Protection Policy and Wellbeing Measurement Ethics Policy.

	PRE-CAMP	CAMP	END OF CAMP	2 WEEKS POST CAMP	PARTICIPANTS
Children	BASELINE		SHIFT		59
Mentors	BASELINE		SHIFT		50
Parents & Guardians			BASELINE	SHIFT	14

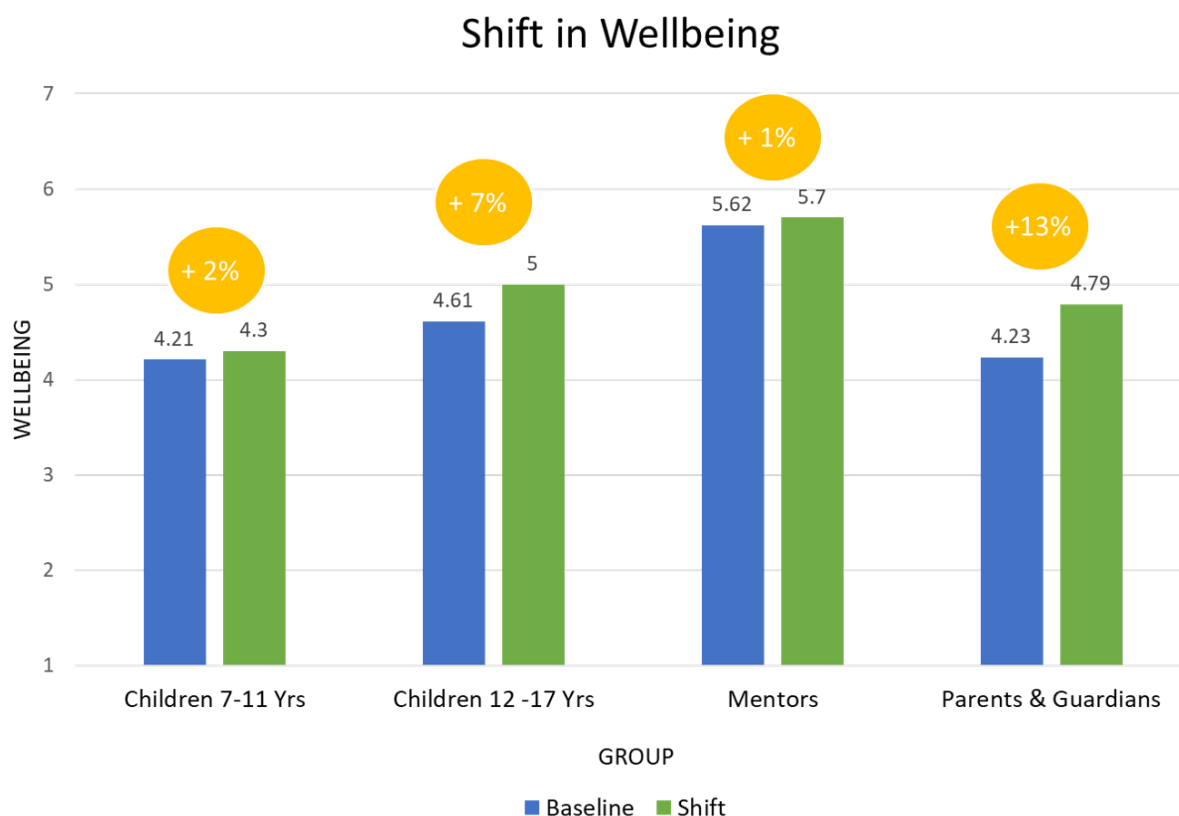
THE RESULTS

WELLBEING

Across all three groups the Camp Magic program was shown to contribute to participant's Wellbeing.

We define 'Wellbeing' as being in a state of holistic functioning to live a life of value. It requires having the capability and the opportunity to fulfil your potential.

Holistic Wellbeing is not as dynamic as our feelings and emotions, so any shift can be counted as a significant impact on a person's life.



The children and the parent/guardian groups, who have all suffered recent loss, have similar overall levels of Wellbeing. The parent/guardian group had the most significant shift in Wellbeing, however, their measurement intervals were further apart, allowing for the skills learnt to be applied and benefit realised.

Considering the camps run for only three days, and the workshops for a few hours, the impact of the programs are impressive. Longitudinal tracking of results will continue to investigate how the impact of camps is sustained and potentially continues to grow.

In addition to the positive shift in Wellbeing, the results demonstrate that the camps achieve the target outcomes for each group. These will be outlined on the following pages.

To measure subjective Wellbeing, Huber Social uses a globally recognised scale developed by Ed Diener, Robert A. Emmons, Randy J. Larsen and Sharon Griffin as noted in the 1985 article in the Journal of Personality Assessment.

THE RESULTS

CHILDREN

Children and Grief

Studies have shown that children tend to express their grief differently to the way most adults do. For children, their developmental stage plays a primary role in how they respond, often their reactions and behaviour may be similar to when they were much younger.

Psychologists* and professional support services** have identified some consistent key areas that children struggle with in grief, including aggression, regression, clinginess, sadness, lack of concentration and sleeping problems.

The results demonstrate a reported improvement for the children attending Camp Magic in their understanding of these reactions, as well as a reduction in most of the difficulties.



*National Association of School Psychologists, 'Helping Children Cope with Loss, Death and Grief. Tips for Teachers and Parents', online 20 August 2018, <https://www.nasponline.org/resources-and-publications/resources/school-safety-and-crisis/addressing-grief/addressing-grief-tips-for-teachers-and-administratorsbody text>

**Australian Child and Adolescent Trauma and Grief Network, 'Information on Grief and Loss', online 20 August 2018, http://earlytraumagrief.anu.edu.au/files/ACATLGN_grief_and_loss.pdf

BE PART OF THE SOLUTION

MAKE SOME MAGIC

Donate

Instead of just giving money and hoping it has the impact the organisation pledges, donating to Feel the Magic you can track the difference your dollar makes to the lives of the the grieving children they serve.

This is the first report in a series of annual Social Impact Reports that will track the progress of Feel the Magic as it contributes to the Wellbeing of all the people they work with, providing evidence that your resources are directed to have the greatest impact.

Volunteer

Feel the Magic welcomes volunteers to help empower grieving children as mentors, mental health professionals or to assist running events such as Camp Magic.

Details of how you can contribute can be found at
www.feelthemagic.org.au



GET IN TOUCH

Feel the Magic

Phone: +61 2 4580 8613

www.feelthemagic.org.au

Huber Social

Email: info@hubersocial.com.au

Phone: +61 2 8103 4366

www.hubersocial.com

