

ANNUAL SOCIAL IMPACT REPORT

The Wellbeing of Grieving Children



PREPARED BY



HUBER
SOCIAL

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FEEL THE MAGIC

IMPROVING THE WELLBEING OF GRIEVING CHILDREN

In Australia, 1 in 20 children will lose a parent before they reach the age of 18.

Feel the Magic provides grief education and support to bereaved children and their families to help alleviate the pain and isolation they feel as a result of losing a parent, sibling or legal guardian.

Working with a highly-experienced child psychologist, Feel the Magic have developed a compassionate and creative program delivered over a weekend camp, which helps children understand the different stages of grief, and provides them with strategies to best cope with the loss and move forward with their lives.

A key element to the Camp Magic program is one-on-one mentorship. All mentors are volunteers, who have trained with Feel the Magic to best lead and support campers through their journey.

Wanting to also make sure the surviving parents and guardians are best equipped to support the children, Feel the Magic holds parent and guardian workshops throughout the weekend. This amplifies the success of the programs for everyone, providing a consistent set of tools and language to draw on.

Overall, the aim is to contribute to the Wellbeing of all individuals.

Understanding the needs of each group, Feel the Magic achieves this aim by providing the opportunity for people to share their feelings in a safe and sympathetic environment, while also building their emotional literacy and capability to deal with their grief.

As Feel the Magic endeavours to reach more children, a consistent, data driven approach to measuring the impact of their service will deliver confidence, to both the team and external supporters, that their mission has been achieved.

Working in partnership with Huber Social, Feel the Magic has embedded an active measurement system to understand the challenges for all the people they help and ultimately to prove and improve the social impact of their service.

Huber Social has measured the impact of Feel the Magic in terms of how its programs contribute to a positive shift in Wellbeing for participants and the capability outcomes achieved as a result of the programs.

While children are the primary audience for Feel the Magic, this report also includes results on mentors and parents and guardians. This report is the second in a series of annual Social Impact Reports to track the social impact of Feel the Magic and continue to direct resources to have the greatest impact.

FEEL THE MAGIC'S
PURPOSE

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

THE SOCIAL IMPACT

FEEL THE MAGIC IMPROVES THE WELLBEING OF GRIEVING CHILDREN

Feel the Magic contributes to the overall Wellbeing of the children attending Camp Magic.

Wellbeing is subjective and measures an individual's satisfaction with life. It requires having the capability and opportunity to be in the best position to fulfil your potential and live a life of value. Feel the Magic and Huber Social recognise Wellbeing as the measure of success for all organisations working to improve the lives of people.

Below are the average shifts in Wellbeing that children experienced having measured before and after participating in a Camp.

THE WELLBEING OF CAMPERS

7-11 YEAR OLDS

+5%

increase in Wellbeing

12-17 YEAR OLDS

+7%

increase in Wellbeing

Findings are based on data collected for Camps held between May 2018 to May 2019. See page 10 for more details.



PROGRAM SUMMARY

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. The weekend camp 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. It is supported and staffed by trained volunteers and mental health professionals.

Children are placed in groups of similar ages, providing the opportunity to connect, share experiences and receive support from those in similar situations. Individually matched mentors also act as a support person throughout the Camp, taking part in all activities.

As the weekend progresses, the campers 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 (Winter through to Summer). Within each season, activities are designed to build capacity across Feel the Magic's core values of empathy, empowerment, growth and connection. These activities help campers to build a toolkit and language that they can take home with them once Camp is complete.

Parents and guardians also have the opportunity to attend emotional literacy workshops, which encourage parents to develop a dialogue and an understanding that tunes into their child's feelings, behaviours and stages of adjustment through their grieving journey.

Currently there are 7 programs a year in NSW, Victoria and ACT, with a five year strategic plan to expand nation wide.



PROGRAM OUTCOMES

TARGET OUTCOMES BY GROUP



While Feel the Magic primarily aims to help grieving children between the ages of 7 and 17, they also impact the parents and guardians of those children and a group of adult volunteers who train with Feel the Magic and become mentors for the children during Camp Magic.

Below are the specific program outcomes that Camp Magic and parent/guardian workshops aim to achieve:



CHILDREN

Feel the Magic aims to improve Wellbeing through building the capability to cope with grief.



PARENTS & GUARDIANS

Feel the Magic aims to improve Wellbeing through being better equipped to support their children cope with grief and connected to a supportive community.



MENTORS

Feel the Magic aims to improve Wellbeing through mentoring and developing the skills to lead.

THE HIGHEST SHIFTS FOR CAMPERS

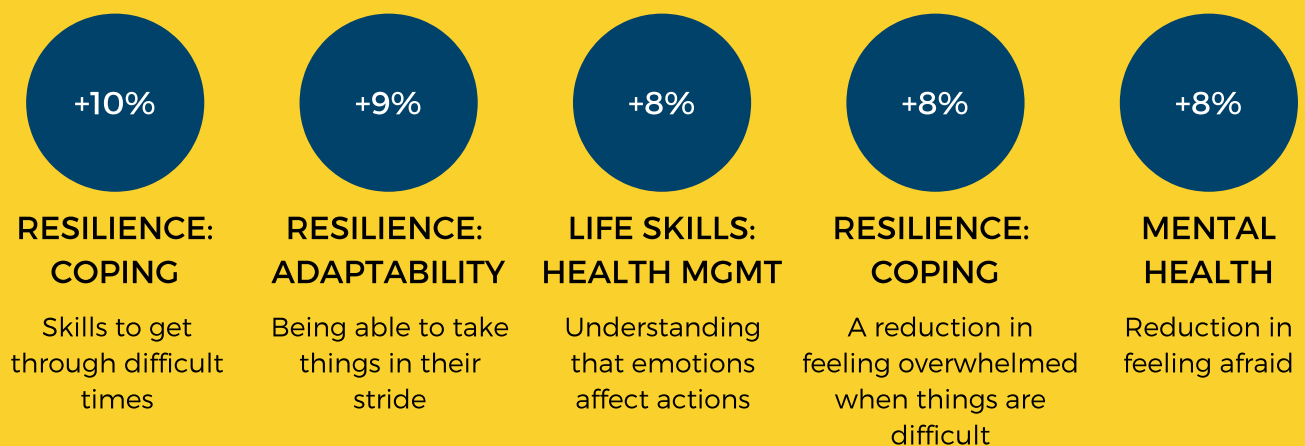
FEEL THE MAGIC HELPS CHILDREN COPE WITH GRIEF

Huber Social measured the impact of Camp Magic across a range of different wellness, resilience and life skill needs to see how the participants were affected in different areas. The percentages shown below represent the largest positive shifts that participants experienced between starting and finishing Camp Magic or parent and guardian workshops.

HIGHEST SCORING SHIFTS FOR CHILDREN

Aligned with the target outcomes of the service, the biggest areas of impact were achieved in factors of resilience, mental health, communication skills and health management – all providing children with the capability to better cope with grief.

Biggest areas of impact for 7-11 year olds:



Biggest areas of impact for 12-17 year olds:



UNIQUE PREDICTORS OF WELLBEING

FEEL THE MAGIC ADDRESSES THE PRIORITY NEEDS OF GRIEVING CHILDREN

In addition to assessing the areas of greatest impact of Camp Magic, Huber Social undertook a detailed statistical analysis of the highest correlates of Wellbeing for all children. The analysis took the form of a subsets linear regression, a variable selection method used to identify the strongest, and most significant predictors of Wellbeing. These are listed below.

By recognising the highest correlates of Wellbeing, Feel the Magic will be able to continue to adjust and improve the program to ensure they are meeting the priority needs of children dealing with grief, and continuing to improve their Wellbeing.

Importantly, the analysis shows that Feel the Magic had a positive impact on all predictors of Wellbeing, meaning that the Camp Magic program successfully addresses the priority needs of the children they seek to help.

Wellbeing is most strongly predicted by:

(in order of importance)

7-11 year olds:

-  **1** WELLNESS: ENJOYMENT
Enjoying life and having fun
-  **2** WELLNESS: PASSION
Having things I really enjoy doing
-  **3** WELLNESS: SELF-ACCEPTANCE
Confident in who I am
-  **4** RESILIENCE: COPING
Remaining calm in difficult situations

12-17 year olds:

-  **1** WELLNESS: PURPOSE
Seeing my life as important
-  **2** RESILIENCE: COPING
Remaining calm in difficult situations
-  **3** WELLNESS: ENJOYMENT
Enjoying life and having fun
-  **4** WELLNESS: SELF-ACCEPTANCE
Confident in who I am
-  **5** LIFE SKILLS: HEALTH MANAGEMENT
Knowing where to go for help when needed

THE IMPACT FOR PARENTS

FEEL THE MAGIC BETTER EQUIPS PARENTS TO SUPPORT GRIEVING CHILDREN

HIGHEST SCORING SHIFTS FOR PARENTS AND GUARDIANS

For the parents and legal guardians of grieving children, the biggest areas of impact were achieved in factors of resilience and parenting skills relating to communication and building relationships. These align with the target outcomes to better equip parents to help their children cope with grief.

+13%**RESILIENCE:
COPING**

A reduction in feeling overwhelmed when things are difficult

+12%**LIFE SKILLS:
COMMUNICATION
(parenting)**

The ability to help my child express their emotions

+6%**LIFE SKILLS:
RELATIONSHIPS
(parenting)**

The ability to help my child cope with their grief

+5%**RESILIENCE:
ADAPTABILITY**

Adaptable with unexpected events

+4%**LIFE SKILLS:
COMMUNICATION
(parenting)**

The ability to help my child manage their anger



THE IMPACT FOR MENTORS

MENTORS IN A POSITION TO BEST SUPPORT CAMPERS

Mentors are specifically matched with individual campers and have the all important role of supporting campers through their exciting, but often emotional Camp Magic journey. Notably, mentors start Camp Magic with a high level of Wellbeing, meaning they are in a good position to provide support for campers.

Mentors start Camp with a Wellbeing score of 5.61 out of 7.



Feel the Magic builds leadership skills in mentors

In addition to their high levels of Wellbeing, the Camp Magic program also improves leadership skills, and builds self-belief and resilience in mentors.

HIGHEST SHIFTS FOR MENTORS

**Life skills: Communication (leadership)**

Feeling confident in the ability to motivate others

**Life Skills: Relationships (leadership)**

The ability to help others learn new skills

**Resilience: Self-belief**

Belief in self help in hard times

**Life Skills: Relationships (leadership)**

The ability to help everyone in a team express their thoughts

**Resilience: Coping**

A reduction in feeling overwhelmed when things are difficult

THE DATA

CAMP MAGIC ACTIVITIES

This 2019 Social Impact Report includes data collected for training programs, Camps and workshops held between May 2018 and May 2019.

6

Camps across
Sydney, rural NSW
and ACT*

6

Parent and guardian
workshops

6

Mentor training
days

* Note: This Report only includes data collected from five Camps., as measurement activities were unable to be conducted for the October 2018 Camp.

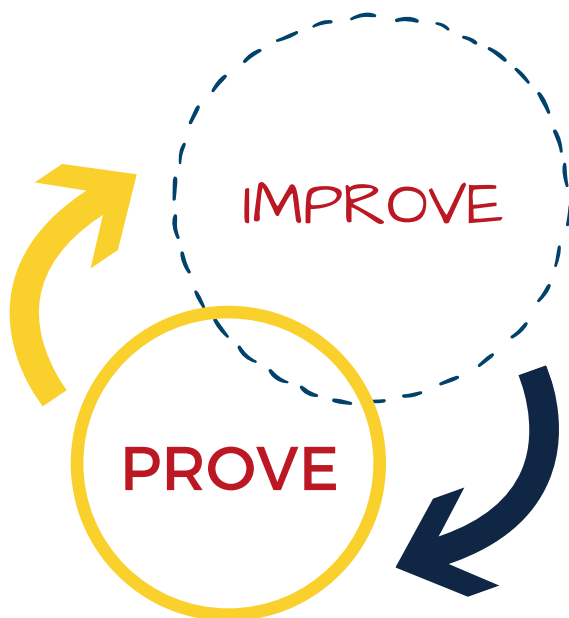
Allowing Feel the Magic to have an impact on:
330 children
115 parents
343 mentors



WHY MEASURE SOCIAL IMPACT?

PROVE AND IMPROVE

The Social Impact of Feel The Magic is measured to prove and improve their programs to support grieving children in Australia, their parents and guardians and the mentors who volunteer at Camp Magic.

**PROVE**

Feel the Magic measures the shift in Wellbeing for people participating in programs each year, with levels of contributing factors measured at individual and group level.

IMPROVE

Measurement informs decision making about where to allocate resources and how to refine the approach, if required.



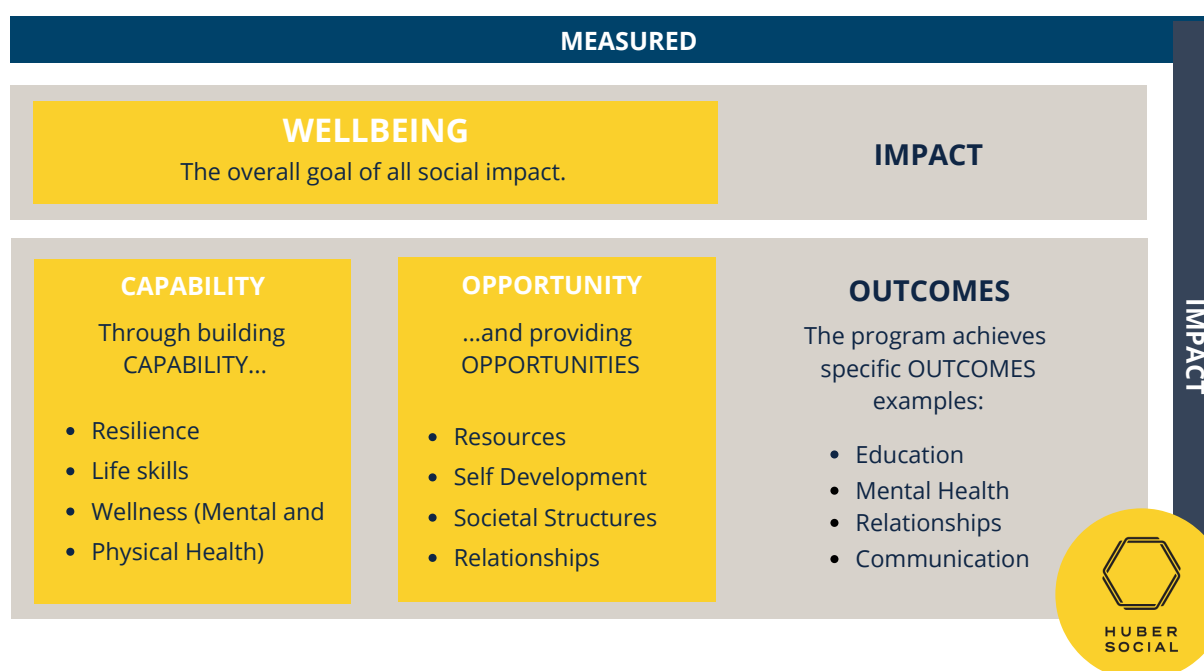
THE WELLBEING FRAMEWORK

MEASURING THE NEEDS OF VULNERABLE CHILDREN

We measure what matters most –
Wellbeing

Measuring Wellbeing

Although we all face different challenges, the goal for each of us 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 measure the Wellbeing of individuals, as well their levels of capability and opportunity to demonstrate the main areas of impact the program achieves for the participants in Feel the Magic programs.

We measure the levels of Wellbeing, and capability and opportunity factors, before and after the program (a 'shift'). 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

Huber Social and Feel the Magic have developed a Measurement Plan that investigates the overall impact and driving factors of Camp Magic and the parent/guardian workshops. It measures before and after Camp Magic and parent/guardian workshops. Going forward, Feel the Magic is also committed to measuring the progress of campers and parents three months post Camp, allowing for the learnings of Camp to be tested at home.

SURVEYS

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

To measure the impact of Feel the Magic programs, we measured participants before they commenced (baseline) and after they completed (shift) the program.

Feel the Magic 2019 Measurement Plan



Huber Social works with Feel the Magic staff on an ongoing basis to collect data and conduct independent needs assessments. A major component of this data collection uses surveys. The surveys are conducted either online or in hardcopy by individuals participating in a Feel the Magic program, and where necessary the staff help to facilitate completion to ensure that we have consistency in data collection and participation. This provides us with reliable, longitudinal data, showing the shifts in impact and trends over time.

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.

RECOGNITION & TESTIMONIALS

WHAT OUR FAMILIES SAY

Charlie felt Camp Magic® was a safe space, a space where she could share and grieve and trust people with her deepest secrets. Charlie really did open up and allow herself to feel, cry and let go.

For the first time, Charlie was among people that “got her”. She was with other grieving children, who although all had different stories, had a common bond.

As a parent, I couldn’t believe it. It was incredible!

Charlie’s experience was so great that she has now undertaken the training to be a mentor and is going back to the next camp as a trainee.

Danny Kinda, Mother of Charlie Kinda



Since being home we talk about grief with the tools he got on camp, especially to describe how he is feeling. I have also had improvement when getting Zach to sleep at night.

What Camp Magic® has done for Zachary is awesome, I cannot thank them enough. Zach plans to attend many more camps over the coming years.

Thank you from the bottom of my heart.

Michelle Stevens, Mother of Zachary Stevens

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

Instead of just giving money and hoping it has the impact the organisation Feel the Magic also 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



Phone: +61 2 4580 8613

www.feelthemagic.org.au



**HUBER
SOCIAL**

Huber Social is an independent third party who applies universal Wellbeing standard to determine the social value of organisations. The Standard outlines how organisations create, measure and maximise their social impact.

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