



# Feel the Magic Social Impact Report

The Wellbeing of Grieving  
Children and their Families

2019

Prepared by



**HUBER  
SOCIAL**





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# Improving the Wellbeing of Grieving Children

Children and teenagers who have experienced the death of someone they love often feel isolated and alone, with no idea of where to get help.

Feel the Magic creates an environment where children who are experiencing grief can be inspired and empowered to succeed in spite of their loss.

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 Camps are held over a three-day weekend and are currently located in Sydney, Regional NSW, ACT and Victoria.

The bereaved children and teenagers who attend Camp Magic® are supported by individually matched volunteer mentors; and their parents and carers are provided tools and strategies to best support their children through grief and bereavement workshops.

Throughout the weekend all participants are all encouraged to reach their full potential according to the four Feel the Magic values of empathy, empowerment, growth and connection.

As Feel the Magic continues to grow in terms of impact and reach, a data driven approach to measuring social impact is key to ensuring limited resources are directed to have the greatest impact on grieving children and their families.

This Annual Social Impact Report outlines the findings and insights from data collected from Camps and Workshops in 2019. While the findings are primarily focused on the children and teenagers experiencing grief, Feel the Magic's primary audience, they also extend to the impact on parents and carers and volunteer mentors, thereby giving Feel the Magic a complete understanding of its social impact.



**Lifelines of hope and help to children and their families who have suffered unimaginable losses.**



# Why Measure Social Impact?

We measure the social impact of Feel the Magic to both prove the impact of the Camp Magic®, and to be able to inform how delivery may be improved.



## Prove

**Data Driven Approach to Demonstrate Social Impact.**

The measurement framework measures a shift in the Wellbeing (impact) and target outcomes for the children participating in Camp Magic each year.

Measurement provides data driven insights for Feel the Magic to articulate their social impact to internal and external stakeholders.



## Improve

**Resources Directed to have the Greatest Impact.**

The measurement delivers a holistic profile of the needs for the program participants. This informs program improvements and facilitates effective collaboration.

Statistical analysis identifies priority needs to inform where resources should be directed to have the greatest impact.





PURPOSE

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



# Camp Magic®

## Program Summary

### The Camp Magic® Experience

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 everyday life.

### Volunteer Mentors

Every child and teen that attends Camp Magic® will be specifically matched with a volunteer mentor to support their individual strengths and needs. This volunteer mentor will be by the camper's side throughout the camp, supporting and encouraging every step of the way. The volunteer mentor experience is an incredibly rewarding and fulfilling one.

### 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 carer 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.

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





# 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 children and teens attending Camp Magic®, along with their immediate support network (parents and carers) and volunteer mentors.

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### 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.

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### 2. Outcomes for Children and Teens

The Camp Magic program achieves this impact by targeting outcomes across the following areas:

- Resilience
  - Emotional intelligence
  - Connection
  - 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
- 

### Outcomes for Mentors

Feel the Magic supports the Wellbeing of Mentors through targeting outcomes across:

- Communication Skills
  - Relationships Skills
  - Connection
  - Purpose
- 



Continued on next page.

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# Feel the Magic

## Social Impact Model

Continued from previous page.

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### 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®



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### 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



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### 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. Improves Overall Wellbeing

Feel the Magic contributes to a positive shift in overall Wellbeing for children and teenagers who attend Camp Magic®.

## 2. Prior Attendance at Camp Magic® Leads to a Larger Improvement in Wellbeing

While attending multiple Camps does not itself lead to a higher level of Wellbeing, having previously attended a Camp results in a larger improvement in Wellbeing during the weekend program.

## 3. Achieves Target Outcomes

To contribute to an overall positive shift in Wellbeing, Feel the Magic achieves a range of outcomes for all program participants.

### Key Outcomes for **Children:**

- Coping
- Self belief
- Health management
- Adaptability
- Mental health

### Key Outcomes for **Teens:**

- Coping
- Self belief
- Health management
- Communication
- Community connection
- Purpose

### Key Outcomes for **Mentors:**

- Leadership
- Purpose
- Self belief
- Self-acceptance

### Key Outcomes for **Parents & Carers:**

- Parenting skills
- Coping
- Enjoyment
- Physical health

## 4. Addresses Priority Needs

Camp Magic® aims to address the needs of children and teenagers which have a significant relationship with overall Wellbeing.

## 5. Challenges that Remain

Despite positive outcomes achieved, following an event, program participants still face challenges.



## Feel the Magic Improves the Wellbeing of Children and Teens Experiencing Grief

To measure overall Wellbeing all children and teenagers who attended Camp Magic® were asked about their satisfaction with life\*.

On average, both groups experienced a positive shift in their Wellbeing between starting and finishing Camp Magic®.

This shift measurement, and those on the following pages, includes data collected from participants in 2019.

*\*Satisfaction With Life Scale (SWLS), Ed Diener, Robert A. Emmons, Randy J. Larsen and Sharon Griffin as noted in the 1985 article in the Journal of Personality assessment.*

*^ See the Measurement Approach on page 22 for more detail.*



# The Relationship between Wellbeing and the **Number of Camps Attended**

While those who are experiencing grief journey through similar stages and emotions, individuals travel that journey on extremely different timelines. This is one reason why Campers often return to Camp Magic® a number of times. Statistical analysis was conducted to determine what effect previous attendance had on individuals Wellbeing.

## **Children and Teens**

Attending a previous camp does not necessarily lead to higher overall Wellbeing. This is consistent with Feel the Magic's practice for allowing Campers to return based on their need to be in the Camp Magic® program i.e. they are still facing a number of challenges and struggles that require the level of support Camp Magic® provides.

However, although not leading to a higher Wellbeing, statistical analysis shows that having previously attended a Camp leads to a larger improvement in Wellbeing over the period of the weekend. This implies that a level of familiarity with the weekend agenda, as well as the tools and strategies taught allows for greater growth during the Camp.

## **Mentors**

Regardless of attendance at previous camps, all mentors showed significant improvements in Wellbeing from before to after Camps.

Furthermore, mentors that had previously attended one or more Camps tended to report higher overall Wellbeing than those that had not yet attended a Camp. Specifically, mentors that had been to at least five camps had significantly higher average Wellbeing than mentors that had not previously attended a camp.

## **Parents and Carers**

Previous Camp attendance did not predict overall levels of Wellbeing, or larger shifts in Wellbeing from pre-to-post camp for parents and carers.





# Feel the Magic Outcomes for Children (7-11 Yrs)

To understand Feel the Magic's specific program outcomes for children aged 7 to 11 years old Huber Social measured the impact across a range of different capabilities and opportunities through surveys.

The percentages below represent the largest positive shifts that children experienced between the start and end of Camp Magic® in 2019. These outcomes align with Feel the Magic's objective to provide bereaved children with the capabilities to cope with grief and reach their full potential.



**GROWTH**  
Coping

**+13%**

A reduction in feeling overwhelmed when things are difficult



**GROWTH**  
Self-Belief

**+13%**

Having belief in oneself to get through hard times



**GROWTH**  
Coping

**+12%**

Having the skills to get through difficult times



**GROWTH**  
Coping

**+11%**

The ability to remain calm when facing difficult situations



**EMPATHY**  
Mental Health

**+10%**

Reduced feelings of anger



**EMPATHY**  
Mental Health

**+9%**

Reduced feelings of unhappiness



**EMPOWERMENT**  
Health Management

**+8%**

Understanding that your thoughts and emotions affect your actions



**GROWTH**  
Adaptability

**+8%**

The ability to adapt when unexpected events happen

Data includes:

- 133 baseline surveys (Before or at Start of Camp)
- 170 shift responses (End of Camp)

Responses were from across ACT, Sydney, Regional NSW and Victoria in 2019.



# Feel the Magic Outcomes for Teens (12-17 Yrs)

To understand Feel the Magic's specific program outcomes for teens aged 12 to 17 years old Huber Social measured the impact across a range of different capabilities and opportunities through surveys.

The percentages below represent the largest positive shifts that teens experienced between the start and end of Camp Magic® in 2019. These outcomes align with Feel the Magic's objective to provide bereaved teenagers with the capabilities to cope with grief and reach their full potential.



**GROWTH**  
Communication

**+10%**

Being able to share thoughts and feelings with other people



**GROWTH**  
Coping

**+10%**

Having the skills to get through difficult times



**EMPOWERMENT**  
Health Management

**+7%**

Knowing where to go for help when in need



**GROWTH**  
Coping

**+7%**

The ability to remain calm when facing difficult situations



**CONNECTION**  
Community Connection

**+5%**

Feeling part of a community group



**GROWTH**  
Self Belief

**+5%**

Having belief in oneself to get through hard times



**CONNECTION**  
Purpose

**+5%**

Feeling one's life is important

Data includes:

- 113 baseline surveys (Before or at Start of Camp)
- 142 shift responses (End of Camp)

Responses were from across ACT, Sydney, Regional NSW and Victoria in 2019.



**"They were finally able to feel normal again."**

For the very first time, they were able to share and to trust other people about their grief journey, to feel safe and to not be judged. They poured out their deepest feelings and felt understood. They laughed and cried and were finally able to feel normal again.

*- Parent from the Shannon Family*



# Feel the Magic Outcomes for Parents & Carers

To understand Feel the Magic's specific program outcomes for parents and carers of bereaved children Huber Social measured the impact across a range of different capabilities and opportunities through surveys.

The percentages below represent the largest positive shifts that parents experienced between the start and end of Camp Magic®/Parent and carer workshops in 2019. These outcomes align with Feel the Magics objective to better equip parents and carers to help their children cope with grief and succeed in spite of their loss.



**EMPOWERMENT**  
Parenting Skills

**+11%**

The ability to help my child express their emotions



**EMPOWERMENT**  
Parenting Skills

**+10%**

The ability to help my child cope with their grief



**EMPOWERMENT**  
Parenting Skills

**+4%**

The ability to help my child manage their anger



**GROWTH**  
Coping

**+4%**

A reduction in feeling overwhelmed when things are difficult



**GROWTH**  
Physical Health

**+4%**

Improvement in perceived physical health



**GROWTH**  
Coping

**+2%**

The ability to remain calm when facing difficult situations



**CONNECTION**  
Enjoyment

**+2%**

Being able to enjoy life and have fun

Data includes:

- 120 baseline surveys (Before or at Start of Camp)
- 104 shift responses (End of Camp)

Responses were from across ACT, Sydney, Regional NSW and Victoria in 2019.



## "I realised if they could do it, so could I."

That first camp was the catalyst for change; not only for the girls, but for me also. I recall sitting in the audience watching the closing ceremony and all the campers were asked to come up on stage. I sat there in awe of the 60 odd children on that stage. It was at that moment that I realised if they could do it, so could I.

Camp has given us all so much. A family, reassurance, tools, validation and support. It's given us a community that we can lean on at any given moment.

*- Parent from the Smith-Hooker Family*







# Feel the Magic Outcomes for **Mentors**

To understand Feel the Magic's specific program outcomes for mentors Huber Social measured the impact across a range of different capabilities and opportunities through surveys.

The percentages below represent the largest positive shifts that mentors experienced between the start and end of Camp Magic® in 2019. These outcomes align with Feel the Magics objective for mentors to benefit through their own personal growth and foster a sense of community connection while supporting Campers.



**EMPOWERMENT**  
Leadership

**+4%**

Feeling confident in the ability to motivate others



**EMPOWERMENT**  
Leadership

**+3%**

Improved ability to lead a group towards a set task or goal



**CONNECTION**  
Purpose

**+2%**

Having a sense of purpose in life



**EMPOWERMENT**  
Leadership

**+3%**

Improved ability to ensure everyone in a group is heard and included



**GROWTH**  
Self-Acceptance

**+2%**

Increased confidence in who they are as a person



**GROWTH**  
Self Belief

**+2%**

Having belief in oneself to get through hard times

Data includes:

- 313 baseline surveys (Before or at Start of Camp)
- 314 shift responses (End of Camp)

Responses were from across ACT, Sydney, Regional NSW and Victoria in 2019.



**There's such a euphoric feeling to helping people, especially children.**

The look on their face when it all clicks is priceless and the memories and friendships you create, make all the emotions you ride in the process worth it.

- Scott White, Mentor



# Feel the Magic Works to Address the **Priority Needs** for Bereaved Children and Teens

In order to inform how to best support bereaved children and teenagers, analysis was performed to understand the priority needs for Wellbeing. To deliver these findings, a range of statistical tests were performed to identify if any capability or opportunity factors had a unique and significant relationship with overall Wellbeing. While Feel the Magic focuses primarily on supporting children with their grief, they nonetheless work to effectively address the priority needs in the following ways:



### Sharing Feelings

**The ability to share thoughts and feelings with other people.**

An essential component of Camp Magic® is its psychoeducational curriculum of activities and practices called Talk Time, run by trained professionals. Through the opportunity to openly share their personal story of loss in their own words, Campers often realise that they are surrounded a community who understand their struggle.



### Self Esteem

**Liking themselves and perceiving that their life is important.**

A highlight of the Camp Magic® experience are the self-esteem and confidence building activities. Whether zipping down a flying fox or strategising to complete a team challenge, campers are encouraged to work together. It is through this interaction that campers realise that they're a valuable member of the group and just how capable they are.



### Having Fun

**The ability to have fun and enjoy life.**

While a proportion of Camp Magic® is for educational purposes, the weekend is still a Camp for children of all ages and backgrounds to come together and have fun. Campers have the opportunity to take part in a range of physical and creative activities to have fun and bond with their new friends.



### Fewer Regrets

**Not regretting decisions they have made.**

Supported by their peers, mentors and mental health professionals, Campers find themselves in a safe environment to explore thoughts and concerns they haven't had the language or courage to face before. By starting these conversations and using their new tools and strategies Campers can begin to heal after the death of a loved one.



### Resilience

**Remaining calm when facing difficult situations and adapting to whatever comes their way.**

As Campers work through the activities of the Talk Time program, they are given opportunities to learn age appropriate skills that help them manage their grief through healthy coping strategies. Campers return home empowered with a greater awareness of their own resilience, helping them to stay in control when things get difficult or change unexpectedly.

**Predictors of Wellbeing:** Factors found to have a significant relationship with overall Wellbeing in order of statistical significance.

FACTORS	GROUP	P-VALUE
<b>Communication Skills:</b> Finding it easy to share thoughts and feelings with people	Children	P = 0.001
<b>Self-esteem:</b> Feeling their life is important	Children, Teens	P = 0.003, P = 0.004
<b>Fun -</b> Enjoying life and having fun	Teens	P < 0.001
<b>Self-esteem:</b> Liking who they are	Teens	P < 0.001
<b>Coping:</b> Remaining calm when facing difficult situations	Teens	P = 0.007
<b>Adaptability:</b> Being able to handle whatever comes their way	Teens	P = 0.003
<b>Personal Development:</b> Regretting decisions	Teens	P = 0.002

Linear mixed models were used for this analysis. Please see the Transparency Page for more information on the treatment of data throughout the data lifecycle.



**"They taught me about grief – mine and theirs."**

They reminded me that we are not alone and that there is hope. They taught me to put my hand on my heart, and it works. My children talked about Camp, their friends, mentors, talk time leaders, medics and everyone involved.

They talked about all of these people and things with a sense of connection that made them feel less alone, more safe and confident.

*- Parent from the Anschuetz Family*





# The **Challenges** Facing Feel the Magic Program Participants

Whether on the final day of Camp Magic®, or two weeks after the weekend bereaved children, teenagers and their parents and carers face a number of challenges. These challenges have been identified by assessing the lowest scoring factors at the post-Camp measurements, and help to inform how Feel the Magic can best support program participants as they leave the magic of Camp and return to the reality of every day life.

## Children (7-11 Yrs Old)

Sharing thoughts  
and feelings

Feeling  
overwhelmed  
when things are  
difficult

Having trouble  
sleeping

Remaining  
calm in  
difficult  
situations

## Teens (12-17 Yrs Old)

Feeling  
overwhelmed  
when things are  
difficult

Feeling anxious

Feeling angry

Feeling unhappy

## Parents and Carers

Feeling unhappy

Feeling anxious

Feeling angry

Feeling  
overwhelmed  
when things are  
difficult



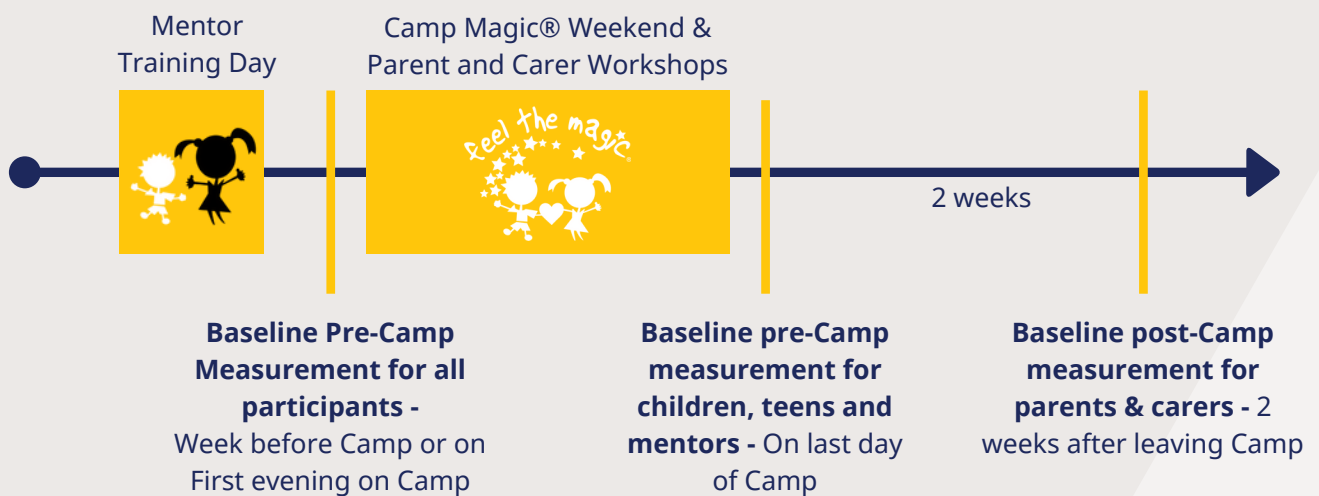
# The Measurement Approach

Feel the Magic has been working with Huber Social to embed a measurement system for the Camp Magic Program since 2018. This report summarises findings based on data collected from the Camps and Workshops held in 2018 and 2019.

To measure the impact of the Camp Magic Program, Huber Social measures the 'shift' in the Wellbeing of all program participants, along with their levels of personal capability and access to opportunities. For further information on the Huber Social Wellbeing Measurement Framework see the following page.

To demonstrate this shift for Feel the Magic, Huber Social collects data from the participants using surveys. These surveys are completed according to the timelines indicated in the Measurement Plan below.

Figure 1. Camp Magic Measurement Plan



In 2020 Feel the Magic will optimise the above measurement plan to streamline the completion of surveys, avoid over surveying repeat Campers and their families and avoid the impact of extreme emotions felt while at Camp.



# Huber Social Wellbeing Measurement

To be able to fulfill 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 'shift' 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

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### IMPACT

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## 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.

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### OUTCOMES

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Through building

## Capability

Resilience  
Life skills  
Wellness - mental,  
physical and spiritual

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### OUTCOMES

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and providing

## Opportunity

Resources  
Self development  
Societal structures  
Relationships

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## Help Make Some Magic

### DONATE

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

This is the third Annual Social Impact Report that tracks the progress of Feel the Magic as it contributes to the Wellbeing of all the young people they work with, providing evidence that your resources are directed to have the greatest impact.

### VOLUNTEER

Feel the Magic also welcomes 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.







# Get in **Touch**



## Feel the Magic

+61 2 4580 8613  
[www.feelthemagic.org.au](http://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.

[info@hubersocial.com.au](mailto:info@hubersocial.com.au)  
[www.hubersocial.com.au](http://www.hubersocial.com.au)





# 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	
<b>Design</b>	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. Option to complete survey in paper form at Camp if unable to complete online.</i>	N/A	N/A
<b>Data Collection</b>	DISTRIBUTION	Online surveys		Y
		OR hardcopy surveys		Y
		Data collection supervised by Huber Social consultant	1	-
	DATA SOURCES	Translation or guidance provided		Y
		Details on translation or guidance if provided: <i>Assistance for younger children by Mentors or by their parents</i>		-
		Data Mining of other sources	1	-
<b>Cleaning</b>	CLEANING	Data included from previous years/measurements	1	Y
		Partial responses removed or no partial responses	1	Y
		Details of any responses removed: <i>Partial responses removed</i>	N/A	N/A
<b>Analysis</b>	SHIFT MEASUREMENT	Calculated on time in program		
		Calculated on group average	1	Y
		Calculated based on individual scores	2	
	TEST APPLIED	Basic analysis		Y
		Statistical Correlation Test	2	
		Multiple Regression or Lasso Regression Test	3	Y
<b>Reporting</b>	REPORTING	Details on statistical analysis: <i>Linear mixed models – please enquire for more detail</i>	N/A	N/A
		Client published Outcomes Report (prove)	1	
		Client received Social Performance Report (improve)	2	
		Client published full Social Impact Report	3	Y
<b>RIGUOUR SCORE: LOW: 1-9; MED 10-14; HIGH 15-19</b>		<b>MED</b>	<b>13</b>	



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