



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 and 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 Magics 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.





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

Having previously attended a Camp results in a larger shift in overall 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 **Mentors**:

Leadership

Purpose

Self belief

• Self-acceptance

Key Outcomes for **Teens**:

Coping

Self belief

Health management

Communication

Community connection

Purpose

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.

[^] See the findings in the Full Social Impact Report 2019 for more detail.





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



GROWTHSelf-Belief

+13%

Having belief in oneself to get through hard times



GROWTHCoping

+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)



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



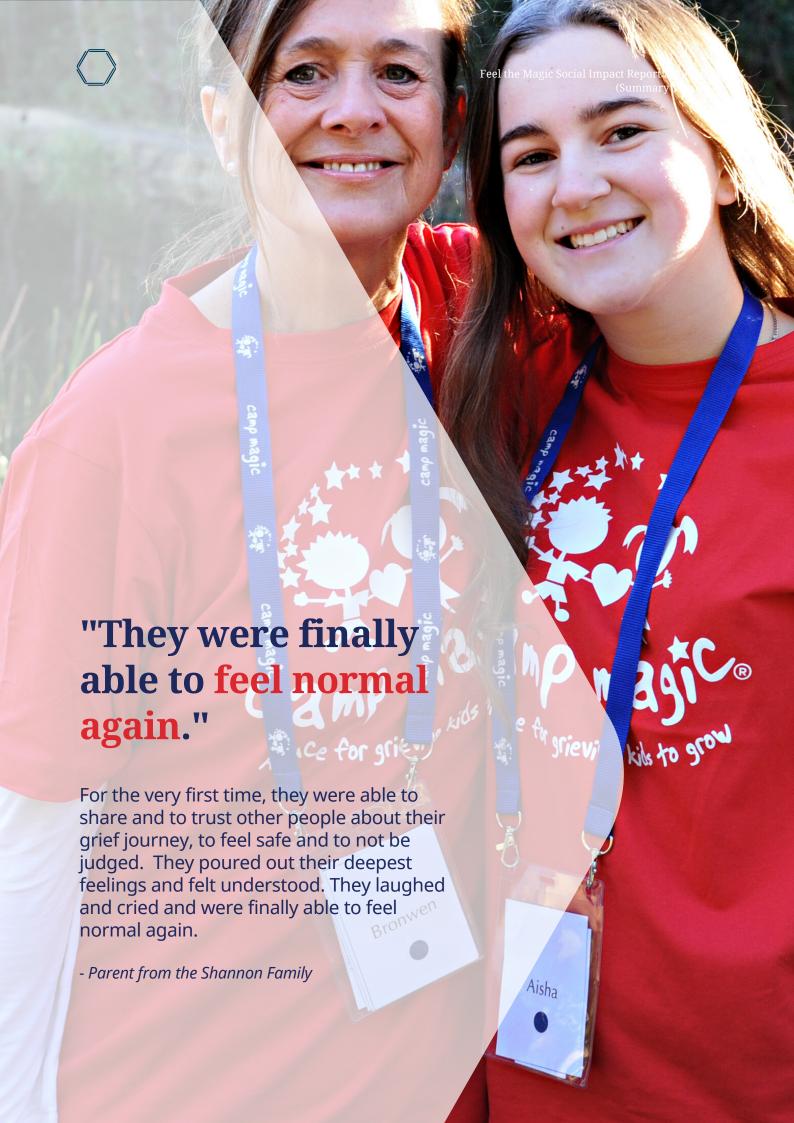
CONNECTION Purpose

+5%

Feeling one's life is important

Data includes:

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





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)





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)





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:



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.



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.



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.



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.



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

Linear mixed models were used for this analysis. Please see the full Social Impact Report 2019 for more information on the treatment of data throughout the data lifecycle.





Get in Touch



Feel the Magic

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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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