

June 29, 2010

## **Make-A-Wish Foundation® Wish Impact Study**

We are now conducting a study that is designed to identify and measure how our wishes “enrich the human experience with hope, strength and joy” on the broadest scale possible. While quality of life improvements for the wish children are part of the study, the study itself is focused on the broader picture – how and to what extent the experience inspires a sense of general well-being and optimism, creates emotional involvement, promotes heightened awareness and sense of purpose, and/or stirs people to altruistic action.

We’ve just completed the first phase of the study. This phase was designed to identify our mission “outcomes,” which are the effects that wish experiences have on our various stakeholders and constituents. Through interviews and group discussions conducted by our consulting partner, TCC Group, we have identified and validated 129 distinct beneficial outcomes that accrue to wish recipients, their families, wish-granting staff and volunteers, donors and corporate partners, medical practitioners, wish participants, and other direct and indirect observers.

### **For the wish child:**

#### **Improved mental and emotional health**

- Increased feelings of joy
- Decreased feelings of anxiety and fear
- Decreased feelings of depression or other negative feelings
- Hope/improved outlook for the future
- Increased motivation and emotional strength to work toward healthy status and healthy outcomes

#### **Improved health behaviors and physical health/strength**

- Increase in healthy behaviors
- Improvements in the child’s medical/health condition

#### **Improved social health**

- Improved social interaction (self)
- A sense of belonging and/or community –an opportunity to experience life with others who are coping with a life threatening condition (out of isolation)

#### **Provide Relief, Support and Enrichment**

- Increased sense of support from others
- Improved quality of life
- A perceived unique experience
- A distraction from medical environment/demands, change the environment
- Respite—an experience of things being better, if only for a short period of time
- Extended network of support (through MAWFA office, volunteers, other MAWFA families)

#### **Strengthen the family**

- Reinforced/strengthened the family
- Reinforcement of the family; an opportunity to be a family again

### **For the wish family (parents and siblings):**

#### **Improved mental and emotional health**

- Improved mental and emotional health for the family
- Decreased feelings of anxiety and fear
- Hope/A changed outlook, positive forward thinking
- Increased sense of empowerment/control (coping)

#### **Improved social health**

- Increased sense of social acceptance
- Improved coping with the illness and situation

- A sense of belonging and/or community –an opportunity to experience life with others who are coping with a life threatening condition (out of isolation)

#### **Provide Relief, Support and Enrichment**

- Wish is provided with minimal effort on families' part
- Wish as something not otherwise likely/possible
- Respite—an experience of things being better, if only for a short period of time
- Positive memories (through the illness or following the death of a child)
- Opportunity for sibling to celebrate uniqueness of Wish child
- Extended network of support (through MAWFA office, volunteers, other MAWFA families)

#### **Strengthened family**

- Reinforced bonds within the family
- Reported opportunities for parents to connect with each other; other kids outside of the illness
- Reported opportunities for siblings to connect with parents and each other

### **For other wish participants:**

#### **Mental and Emotional Health Benefits**

- Feelings of joy
- Increased compassion
- Improved perspective, feeling humble/gratitude
- Increased job satisfaction

#### **Improved social health**

- Increased sense of trust/reinforcement of having trust in others
- Increased sense of faith in humanity/reinforcement of faith

#### **Enrichment**

- A sense of satisfaction
- Sense that you made a difference for others
- Fulfilling experience/sense of satisfaction/gratification with the role
- Inspiration and better understanding of the strength of MAWFA children and families
- An emotional connection with the family/child

#### **Experience and Skills**

- Improved team building skills in team work toward common goal, understand it takes a team
- Improved ability to show compassion and demonstrate understanding
- Enhanced ability to learn from others, more accepting
- An opportunity for philanthropic giving and experience/opportunity to help with a cause
- An opportunity to help the parents, to provide something during the hard times

### **For community “observers” and indirect participants:**

#### **Positive mental and emotional benefits**

- Increased feelings of joy
- Hope / a changed outlook, positive forward thinking

#### **Inspiration/Commitment to Help Others**

- Inspiration and increased sense of humanity
- Increased awareness of MAWFA and its mission
- Increased positive feelings (positive associations) toward MAWFA
- Sense of loyalty to MAWFA
- Desire to give back/help others
- Long-term commitment to philanthropy/volunteering

#### **Ripple Effect**

- Increased desire to give back/help someone else's family
- Positive influence on corporate sponsors' customers

## Some specific outcomes from the volunteer survey:

"To what extent did your participation in, or indirect exposure to, the wish-granting process affect you?"

Effect	Not Affected	Somewhat Affected	Strongly Affected	Average "Score" (0 - 3)
1) Heightened my awareness of a specific disease condition.	11.8% (489)	42.2% (1,748)	36.7% (1,523)	2.28
2) Generated an active desire to help others similarly affected with this or similar disease conditions.	21.9% (903)	35.7% (1,473)	30.4% (1,253)	2.1
3) Led to increased empathy for wish children, their families and others in similar situations.	2.5% (104)	16.4% (684)	76.3% (3,183)	2.78
4) Instilled a desire to promote the well-being of the human population.	8.8% (363)	31.1% (1,285)	52.7% (2,175)	2.47
5) Instilled a desire to become more selfless and pursue the interests or welfare of others.	5.0% (208)	27.9% (1,157)	60.7% (2,516)	2.59
6) Stimulated a desire to make additional personal investments in Make-A-Wish.	9.0% (370)	35.7% (1,468)	48.2% (1,982)	2.42
7) Stimulated a desire to make a personal investment in the community.	11.3% (466)	39.8% (1,639)	41.3% (1,697)	2.32
8) Increased my awareness of the need and opportunities for volunteering for worthwhile causes.	7.1% (292)	27.6% (1,141)	59.6% (2,465)	2.56
9) Increased my awareness of philanthropic opportunities for both children and adults.	11.0% (451)	35.8% (1,472)	45.1% (1,853)	2.37
10) Produced an increased sense of general well-being.	4.7% (192)	28.1% (1,151)	61.5% (2,522)	2.6
11) Produced a heightened sense of gratitude and appreciation for good health of family and friends.	2.1% (89)	14.1% (586)	79.1% (3,277)	2.81
12) Emphasized the inherent good in people and their willingness to share that goodness.	2.9% (120)	22.1% (913)	70.1% (2,892)	2.71