

Creating Starlight's First Social Impact Report:

What We Learnt

Starlight Children's Foundation



Starlight acknowledges and pays respect to the traditional custodians of the lands on which we work, live and play.

About Us



Programs Overview



Captain Starlight & Starlight Express Rooms

Everyday Captain Starlight spreads happiness to sick kids in hospital in the Starlight Express Room.

There's 10 Starlight Express Rooms & 180 Captains nationally



Starlight Wishes

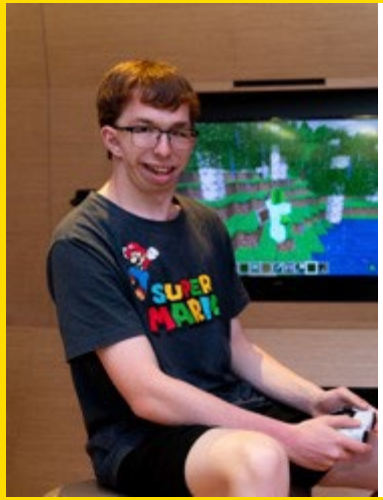
Over 500 sick kids receive a Starlight Wish each year.

They give the kids & families something to look forward to & help create happy memories in tough times.



Healthier Futures Initiative

We partner with health professionals & support clinicians during vital health clinic checks, to reframe the clinic experience for kids.



Livewire

Helps teens & young people connect with other teens going through similar challenges.

Livewire is delivered in hospitals & through a safe, online community.



Starlight Moments

Helping create special moments for families to enjoy, share & remember at difficult times



Why produce a Social Impact Report?

Starlight Children's Foundation

Finding the right data previously



A social impact report communicates how an organisation creates positive change using evidence and clear outcomes.



Sharing the Impact



Purpose of the Report

The report provides a comprehensive view of Starlight's impact on children's healthcare experiences



Evidence-Based Outcomes

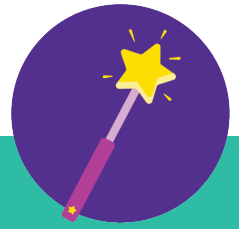
Combines quantitative data and qualitative insights to demonstrate meaningful outcomes



Strategic Importance

The report is a storytelling asset that strengthens engagement with partners, funders, and communities.

A Social Impact Report can be used for...



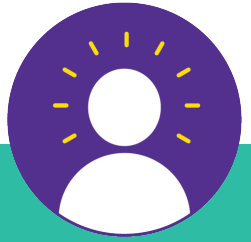
THEORY OF CHANGE

Explain the theory behind change, program activities, and measure outcomes like mental wellbeing and social connection.



ACCOUNTABILITY

Demonstrate accountability and enable organisations to refine programs based on data and stakeholder feedback.



ADVOCACY

Supporting advocacy, fundraising, partnerships, and internal alignment by validating the mission and. values

How did we do this?



The steps we took



Explored the concept



Sought insights and feedback



Gathered all the info



Made it appealing



Review & rewrite (and rewrite)



What's in the Social Impact Report?

Starlight Children's Foundation

All about us…

★

BACKGROUND

MISSION

VISION



CREATE THE CASE ★



★ SHOW THE NEED

★ DRAW THE LINK

★ DEMONSTRATE CREDIBILITY

Positive childhood experiences are foundational. They influence not just physical health, but also emotional and social development throughout life."

- Dr. James Best, GP & Chair of the RACGP Specific Interests Child & Young Persons Health



Theory of Change

IMPACT

A healthcare system that supports the total care needs of children, helping to protect and develop their mental, emotional, and social wellbeing and supports their participation.

This means that children and young people are supported to optimise their wellbeing and to live their best lives.

Issue

Australia has one of the best children's healthcare systems in the world. However:

- Going to hospitals or clinics can be frightening and overwhelming
- For a child or young person with a serious illness, ongoing treatment can impact their long-term wellbeing; and
- For Aboriginal and Torres Strait Islander children, some of the worst health outcomes in the world is their reality

Need

Happiness matters in the moment and long-term. That's why children and young people need us when they are facing their toughest times.

Children and young people need more than the excellent care of clinicians. They need support to:

- Thrive mentally and emotionally
- Enjoy social connections and a sense of belonging
- Participate in the healthcare system

Strategic Response

Through play, creativity, and social connection, we positively disrupt their healthcare experience.

We work with clinicians, from ward rounds in specialist hospitals to mobile clinics visiting remote communities.

Together, we help to create the best possible 'total' care for children and young people.

Our Mission is to brighten the lives of seriously ill and hospitalised children and young people.

Participants

Our programs reach children and young people who:

- Have serious health issues and frequently interact with the healthcare system
- Encounter the healthcare system due to a short-term illness or injury
- Experience health inequity and barriers to healthcare

We focus on children and young people (patients and their siblings) whilst valuing the vital role of family and community.

Programs

- Starlight Express Room
- Captain Starlight, in hospital and online
- Livewire, in hospital and online
- Starlight's Healthier Futures initiative
- Starlight Wishes
- Starlight Moments

Outcomes

Children, young people, and families:

- Thrive mentally and emotionally
- Enjoy social connections and a sense of belonging
- Positively participate in their healthcare



How do we show off our best impact?

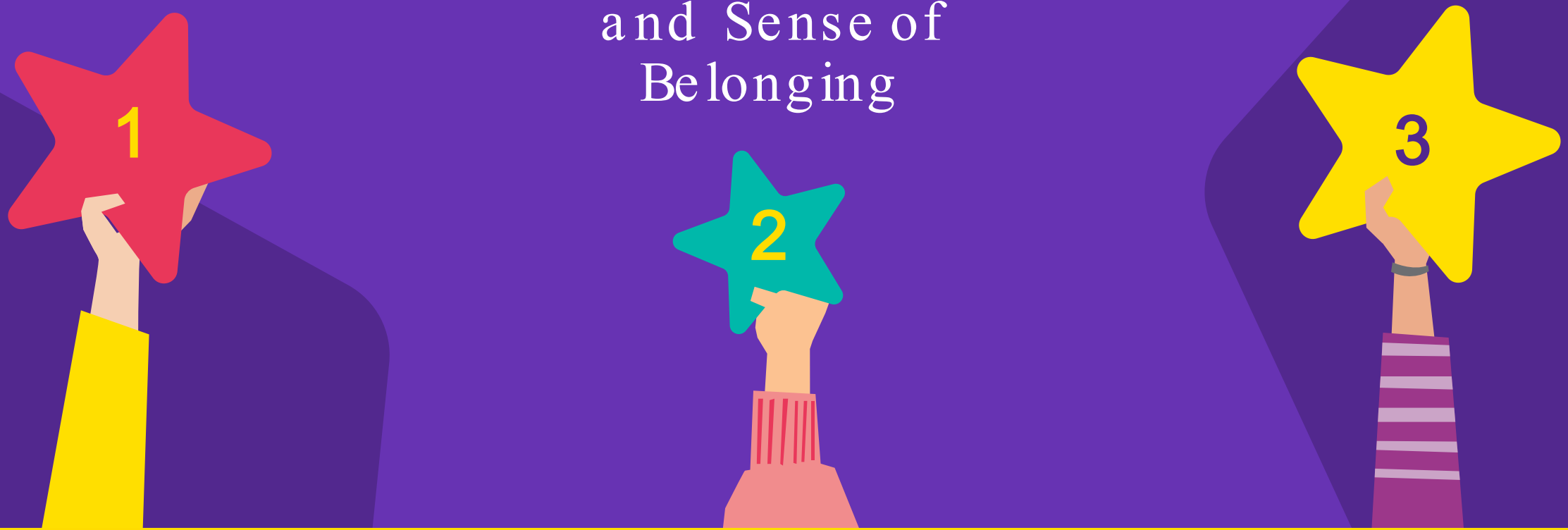


Focus Impact Areas

Thrive Mentally & Emotionally

Social Connection and Sense of Belonging

A More Positive Healthcare Experience



How do we show this?



External
Validation

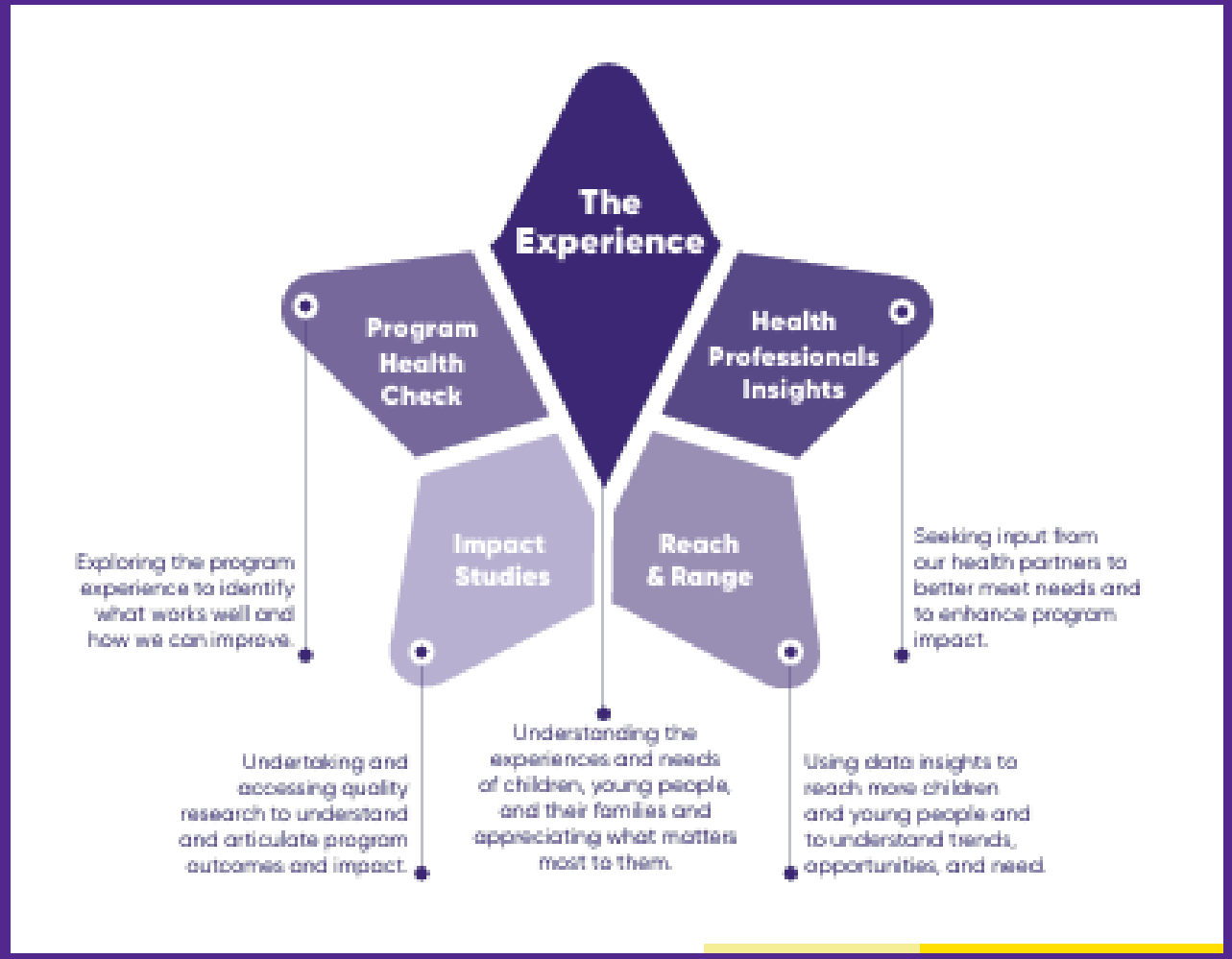


Research
Evidence



Combined
Our Data

EVALUATION FRAMEWORK



Starlight's Impact

The Investment $1 → **The Impact** $5.70 **To The Community**

PwC study

We asked Health Professionals to rate how well, out of 10, we achieved our Theory of Change outcomes:

9.7 **Bring happiness & joy** to children, young people, & their families

9.2 **Support children & young people** to enjoy social connections & feel a sense of belonging

9.3 **Support children & young people** to experience a more positive hospital and healthcare experience

9.5 **Support children or young people** to positively participate in their healthcare

Key Numbers



Great Stories

I just wanted to feedback how integral Livewire is to promoting a therapeutic space on the mental health unit. The young people engage with them in a different way to what the clinical roles do and offer a safe, inclusive, and creative space where all young people are able to focus on activities of interest.

Livewire has a unique engagement style and we wouldn't be the same without them. Livewire offer a structured activity space post the end of the school day, which inadvertently helps the mental health unit team with prevention of escalations due to boredom and further engagement with other young people which is integral for recovery and social inclusion!

We can't thank the Livewire team enough for all they do for us!"
- Health Professional

I have always struggled with friendships and when I joined Livewire, I was so alone that if you had told me I would meet the best people and would be going to Tassie to see my best friends I wouldn't have believed you. So, thank you!"
- Livewire Member



TO LIVEWIRE
Thank you so much for the work you do to make us all smile. For me the highlight of everday was to have a smile and laugh with Livewire and enjoy the activities they bring. I honestly don't know what I would do without Livewire. You guys always cheered me up and always did/fasilitated activities we want to do. I hope to see you guys again

As someone who is primarily housebound, Livewire is the only opportunity I have to be able to socialise with other young people. If it weren't for Livewire, I would be very lonely and find managing my illnesses harder as I would feel like no other young person experiences what I do. Livewire stops me from feeling isolated."
- Livewire Member



I just want to say thank you, not just from me, but from my three beautiful girls. We've always been a closeknit family, but these Starlight Moments have brought us even closer. They help us stop and say, 'Let's set aside this time to do these activities. Let's set aside this to make these moments precious'. My daughter struggles to breathe every minute of every day, but these Starlight Moments have incorporated the whole family and given us the strength to get through. They have been priceless. They are priceless moments. And that's how we live our life, by priceless moments."
- Parent

Starlight
Children's Foundation

Always aiming to show…



The final product



(Or this at least)



Challenges and Lessons Learnt




WE
NEEDED
TO SHARE
THE
VISION

What it offered



Best Practice



Credibility



Reduced number of other reports



Sense of Pride

Internal Benefit: A way to talk about Starlight's Impact

A social impact report communicates how an organisation creates positive change using evidence and clear outcomes.



It gives us common language to use – that often appeals to funders



Stories, Stats and Facts are all part of the sharing of impact



Letting go…

- CONTENT
- CONVENTIONS
- CONTROL



A true team effort



Starlight
Children's Foundation



It’s not perfect.

(but there is always next year…)

Starlight
Children’s Foundation



Jaxon with Captain Starlight

To check the report out:

www.starlight.org.au

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