Do good, better.

Ronald McDonald House Charities New Zealand

ImpactLab GoodMeasure Report
October 2020

ImpactLab

**ImpactLab
GoodMeasure Report**
Wellington, New Zealand

**Prepared for Ronald McDonald
House Charities New Zealand**

October 2020

Enquiries to:
ImpactLab
187 Featherston Street
Wellington
info@impactlab.co.nz

Simplifying social impact measurement

I had the privilege in public life to work with people who understood the
need for positive change in the lives of those around them and worked
hard to achieve it.

Our social services do a tremendous job of bringing positive change to our
most deserving individuals and communities. These organisations are built by
volunteers and community workers who dedicate their lives to helping others.

Social service workers can see the positive impact of their work. Children
thriving, families united, jobseekers in new employment and people
empowered to change their life course.

With more tools they could do more good. I want to help them by finding ways
to make sure that effort is recognised, results are measurable and they can
make decisions about how to do more good.

ImpactLab grew from a desire to make available to community organisations
tools that use the power of public information and the latest technology, so
these organisations can change more lives.

By measuring social change and positive outcomes, enables charities
and social service providers to speak the language of funders, investors
and governments.

It has been a pleasure to work with Ronald McDonald House Charities
New Zealand to learn how this organisation changes lives across New Zealand.

Calculating social value helps inform decision making and investment and
enables you to do good, better.

Thank you for joining us on this journey.

Sir Bill English
ImpactLab Chairman

Contents

Who we are

The team at ImpactLab share the goal of helping all organisations do good, better.

Our story

Our team at ImpactLab has seen the power of understanding social change. Our founders came together working in the public sector, where we led the development of new processes to link social value measurement with decision making. We believe that all organisations should be able to understand and improve their social impact. Our mission is to help impact creators and investors make decisions that change more lives.

Our team

To make better decisions, it's crucial to consider both the hard facts and the human stories that substantiate them. Our family of researchers, data scientists and statisticians are committed to combining powerful analytics with what you know works for your community.

Alongside expertise in data-driven decision making, our team brings a wealth of real-world experience. We are parents, teachers, volunteers and customers of social services.

Our partners

ImpactLab is proud to be partnering with trust company Perpetual Guardian. Together we are using GoodMeasure to improve strategic grantmaking and support collaboration with grantees by applying a consistent measurement framework.
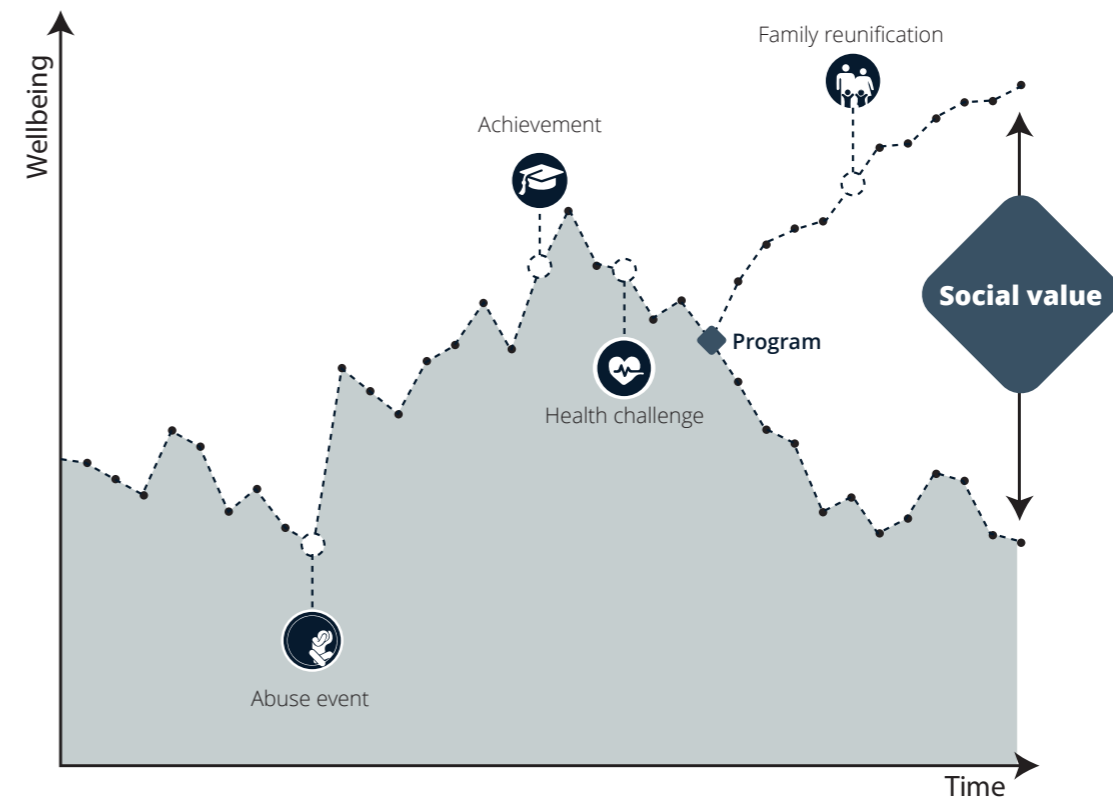
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@ImpactLabNZ

www.impactlab.co.nz

> *The strength of ImpactLab is a real depth of experience in a public policy context. They understand what evidence would be helpful to enable us to make decisions for the future"*
>
> **– Debbie Sorenson, CEO, Pasifika Futures**

Understanding social value

Social value is the social impact in dollar terms that a program achieves for participants over their lifetime.

Throughout our lives, different events occur which impact our overall wellbeing trajectory. ImpactLab measures the impact on an individual's wellbeing across multiple domains when they're supported by a program to make positive changes in their life.

We measure this impact in terms of both positive benefits (such as increased income) and avoided costs to government.

To calculate social value, we combine these impact values with

◆ Evidence from global literature about how effective a program can be,

◆ The size of the opportunity for the people an organisation serves to achieve more positive outcomes,

◆ The number of people supported.

By combining these inputs, the social value calculation helps us understand how a program or intervention helps change lives for the better. We combine the social value with cost information to calculate a program's social return on investment.

How we measure social value

Our consistent approach to measurement enables comparisons across wellbeing domains and over time.

Map program dimensions

ImpactLab engages with providers to understand their people, their service and the outcomes they seek to achieve.

Clean and analyse data

ImpactLab uses the best of data about people's lives to understand what works, for whom, at what cost. We combine publicly available insights from the NZ Treasury, NZ Statistics and other sources. Impact values produced using Statistics NZ's Integrated Data Infrastructure are a particularly valuable resource. The IDI is a dataset containing information on every New Zealander about many areas of their lives – education, health, social welfare, employment and others. It's anonymised, so we can't identify anyone. This adds up to over 166 billion facts, for nine million New Zealanders (some have left the country, and some have passed on), for more than a generation of us.

Collect and synthesize literature

ImpactLab draws on the best academic impact literature from around the world. We access globally screened evidence from top universities and governments to estimate how impactful a program can be. We also identify service delivery model features associated with the most effective programs.

Calculate impact

Our algorithm combines New Zealanders' life experiences, with the wisdom about what works from the brightest minds across the world, with what we know about need in communities.

This combination of system level insights and grassroots know-how means we can consistently calculate the expected impact of a program, and the social return on investment.

Map social value to frameworks

Because we start with individuals' experience, we can organise our insights into the relevant government and international frameworks. The Living Standards Framework is the New Zealand Treasury's way of systematising wellbeing. It has four 'capitals' – social capital, financial and physical capital, human capital and natural capital. ImpactLab's GoodMeasure tool links the social value and return on investment created to domains within human capital.

We can also map social value and return on investment to the relevant OECD Sustainable Development Goals.
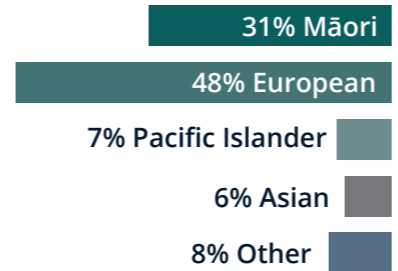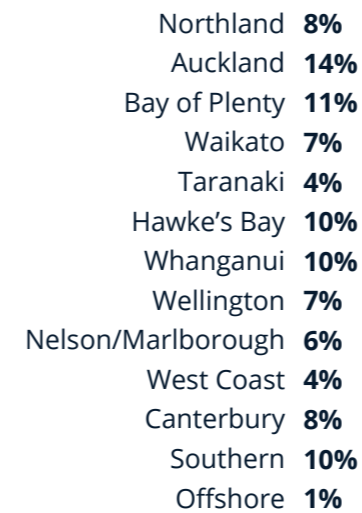
Range

3,859 families supported across the Auckland and Wellington programs

34,928 nights of accommodation provided across the Auckland and Wellington programs

Ethnicity

31% Māori	
48% European	
7% Pacific Islander	
6% Asian	
8% Other	

Location

Northland	**8%**
Auckland	**14%**
Bay of Plenty	**11%**
Waikato	**7%**
Taranaki	**4%**
Hawke's Bay	**10%**
Whanganui	**10%**
Wellington	**7%**
Nelson/Marlborough	**6%**
West Coast	**4%**
Canterbury	**8%**
Southern	**10%**
Offshore	**1%**

RMHC New Zealand's families

RMHC New Zealand (RMHC NZ) supports families when their child is in a New Zealand hospital away from home with accommodation, facilities, and amenities, free of charge.

Through the Ronald McDonald House program, RMHC New Zealand provides a 'home away from home' for families with a child receiving medical treatment. The type of medical care these children require is typically associated with serious, life-threatening, and debilitating medical conditions requiring urgent specialist care.

Diagnoses of serious illness can have a devastating effect on the daily lives, wellbeing, and future plans of all family members. By providing these families with a continuum of care and support, RMHC NZ keeps families together through their journey.

Many Ronald McDonald House program families live in regional centres of New Zealand. They often have to travel long distances, at short notice, to major city hospitals for specialist care. The program benefits families by enabling them to stay together throughout their child's treatment. Families, parents and/or siblings often have to leave jobs, homes, and schools for the duration of treatment. Without RMHC NZ's accommodation and support, many of these families would struggle or be unable to meet the financial and practical burdens of caring for a seriously ill child, whilst maintaining a healthy family life.

The Ronald McDonald House program focuses on keeping families together by providing them practical assistance such as free accommodation and amenities to meet their daily needs. The program also focuses on giving families in crisis a warm sense of community and connection with other families in a similar situation.

A large number of volunteers and employees provide valued and essential support to make families feel welcome and self-sufficient. Family support staff assist families to navigate the health system during their stay.

Ronald McDonald Family Rooms provide places for families to rest and recharge inside the hospital, just steps away from their child's bed. Families can grab a bite to eat, have a refreshing drink and spend time together in comfortable surroundings so they can be strong for their child.

RMHC®
New Zealand

Keeping families close™

The change journey

RMHC NZ relieves the financial and emotional burden of having a seriously ill child by providing families with free accommodation and amenities located close to a hospital where their child is receiving treatment. By doing so, RMHC NZ strengthens families.

Accommodation

Families begin their RMHC NZ journey after being referred by a medical specialist, District Health Board, or a social worker.

Ronald McDonald House programs are located in Auckland, Wellington, and Christchurch. Ronald McDonald House programs accommodate families for the entire time their child is receiving hospital treatment – a special 'home-away-from-home'.

Families access Ronald McDonald House programs for free – including transport, cooked meals, utilities such as internet and power, and emergency supplies such as clothing and nappies.

Families have access to recreational spaces, dedicated areas for relaxation, and shared cooking facilities.

Ronald McDonald Family Room accommodation is located in-hospital and is provided to families while their child is receiving treatment.

Family care

When residents arrive at a Ronald McDonald House program, staff warmly orient and on-board families into their new home.

Each family receives the unique level and type of support they need to feel safe, warm, and valued – even families in acute distress with highly complex needs.

Families are from a range of socioeconomic backgrounds and may struggle to find their way through the health system. RMHC NZ staff assist families to navigate this system by linking them to other social services and support networks. This service is critical for families' health outcomes.

A range of distraction therapies are available to families. Children and parents can relax, express emotions, improve wellbeing, and bond using play spaces, art programs, exercise classes, massages, and music lessons.

Staff form strong relationships with families that often last a lifetime. Staff and volunteers go the extra mile to help residents in any way that they can.

Volunteers within Ronald McDonald House programs provide families with cooked meals, run errands, and keep facilities stocked with food, snacks, and toys.

Year 1-8 children staying more than 5 days at a Ronald McDonald House program can attend an on-site school staffed by accredited teachers.

Peer-to-peer

RMHC NZ facilitates peer-to-peer care where families receive mutual support from other families with sick children in residence.

Parents connect with a community of other families on a similar journey, both informally and through formal structured activities such as school classes delivered by teachers.
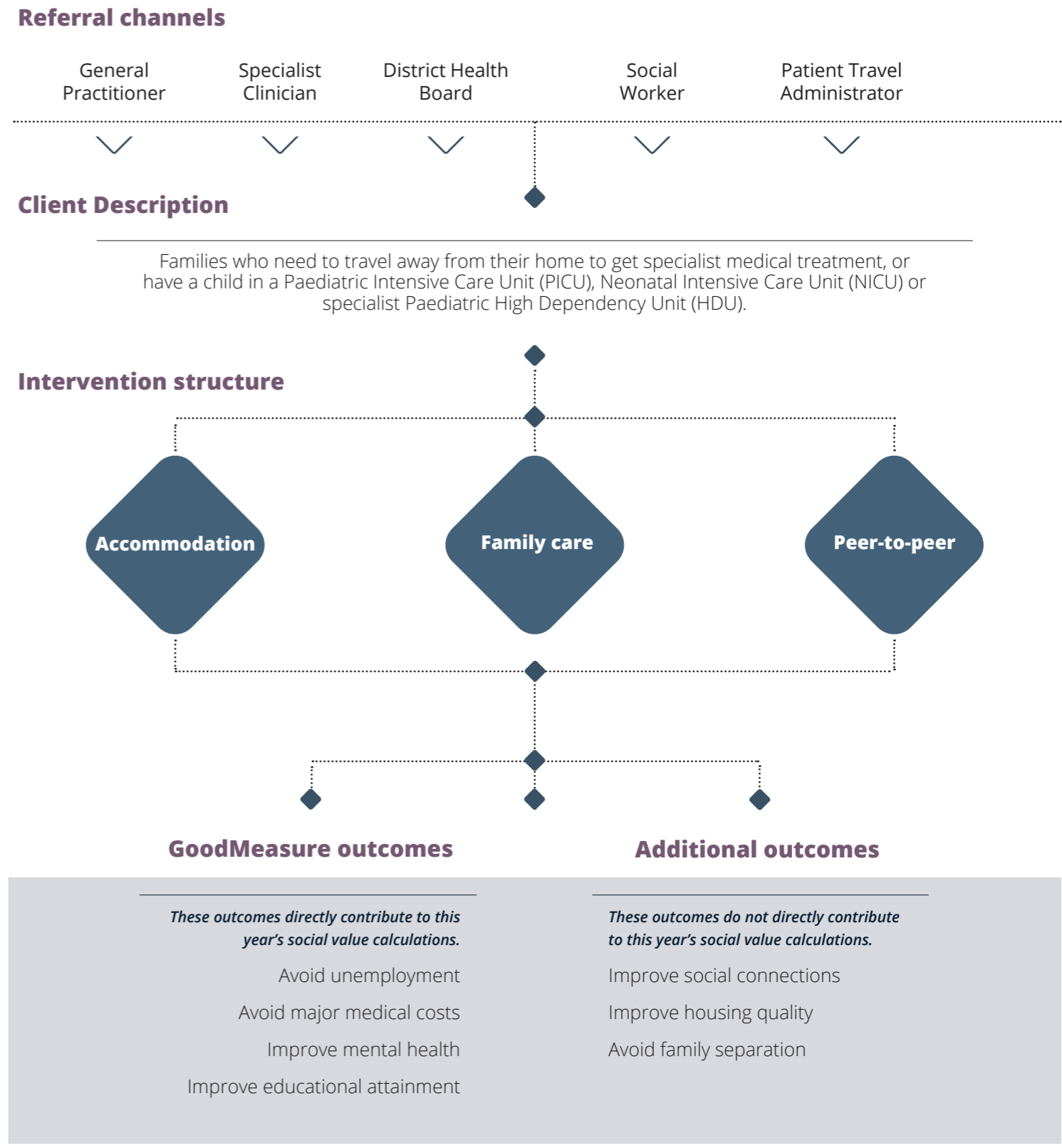
Families who are long-term residents and have experience navigating the health system can act as navigators for new residents.

Long-term residents help new residents cope during crisis moments and provide invaluable emotional support, advice, networking and aroha.

Families staying with RMHC NZ obtain special emotional understanding and insight from other families - which cannot be found anywhere else in the world. Families going through hard times see others' suffering and help each other to find meaning, strength, and peace.

Outcomes map

The outcomes that RMHC NZ aims to achieve and how these are reflected in the GoodMeasure calculation.

Referral channels

| General Practitioner | Specialist Clinician | District Health Board | Social Worker | Patient Travel Administrator |

Client Description

Families who need to travel away from their home to get specialist medical treatment, or have a child in a Paediatric Intensive Care Unit (PICU), Neonatal Intensive Care Unit (NICU) or specialist Paediatric High Dependency Unit (HDU).

Intervention structure

Accommodation — Family care — Peer-to-peer

GoodMeasure outcomes

These outcomes directly contribute to this year's social value calculations.

Avoid unemployment

Avoid major medical costs

Improve mental health

Improve educational attainment

Additional outcomes

These outcomes do not directly contribute to this year's social value calculations.

Improve social connections

Improve housing quality

Avoid family separation

GoodMeasure results summary

Every year, RMHC New Zealand delivers $46,317,961 of measurable good to New Zealand society.

RMHC New Zealand's real world value is even greater than this, as some outcomes such as the societal impact of community support during traumatic life events cannot yet be directly quantified with available data.

When we consider the operating costs of RMHC New Zealand, we can calculate the social return on investment that is generated for every dollar that is invested in the program.

Social value generated for each successful participant:	$3,078
Measurable benefits as proportion of program cost:	480%
Cost of the program per individual:	$642

The Living Standards Framework is a practical application of national and international research around measuring wellbeing.

It was designed drawing from the Organisation for Economic Co-operation and Development's (OECD) internationally recognised approach, in consultation with domestic and international experts, and the NZ public.
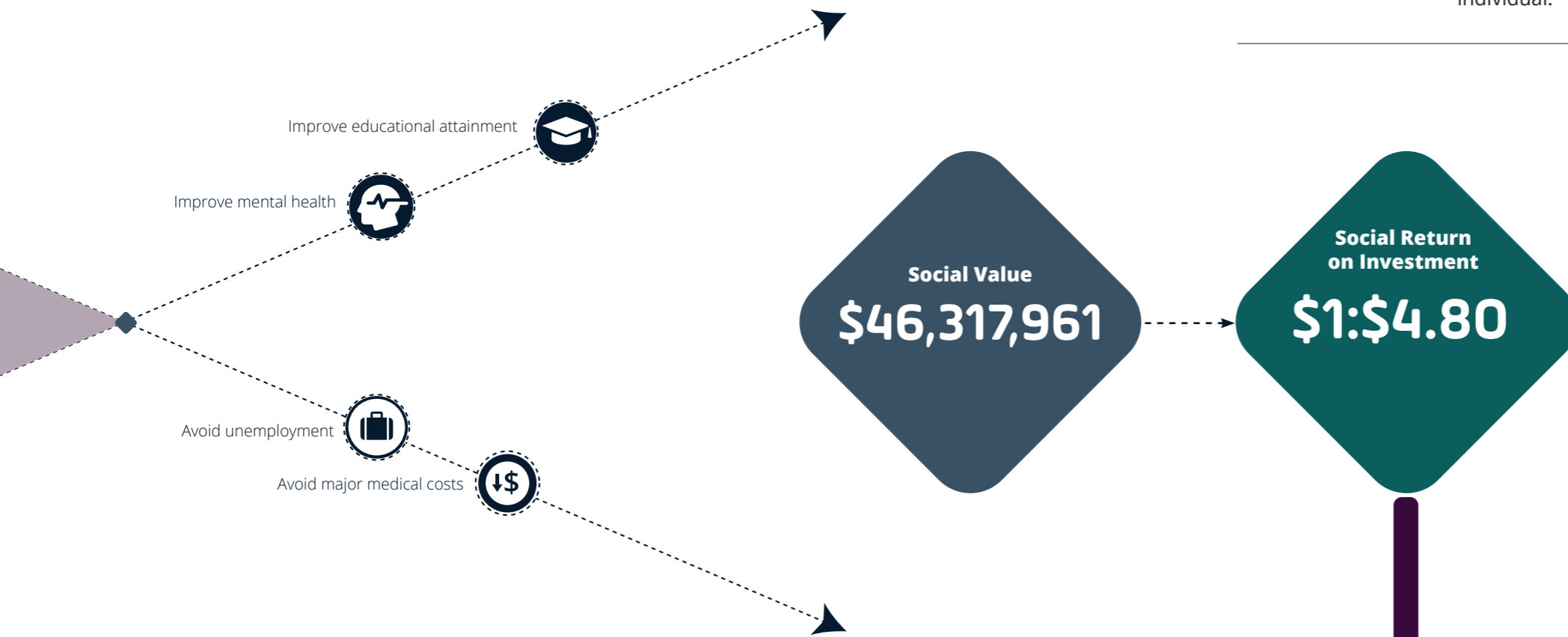
Definitions

Health: People's mental and physical health

Jobs and Earnings: Freedom from unemployment
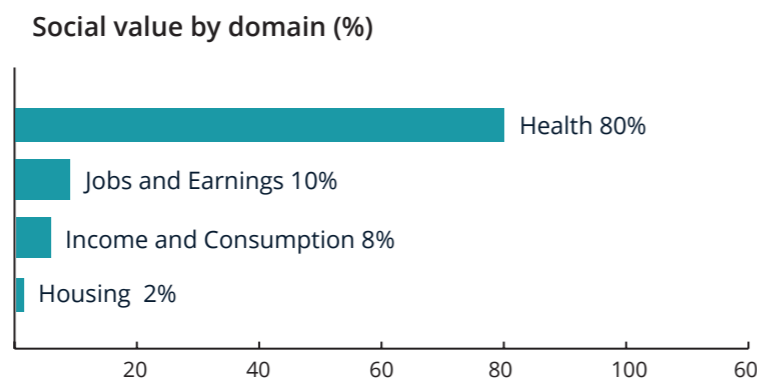
Income and Consumption: People's disposable income

Housing: The quality, suitability and affordability of the homes we live in

Improve educational attainment

Improve mental health

Avoid unemployment

Avoid major medical costs

Social Value
$46,317,961

Social Return on Investment
$1:$4.80

Net SROI	$3.80
Every dollar invested in RMHC New Zealand	$1

This means that every dollar invested in RMHC New Zealand delivers **$4.80** of measurable good to New Zealand.

(2019)

Social value breakdown

RMHC New Zealand creates social value across different aspects of people's lives.

This chart shows the breakdown of social value created according to the NZ Treasury Living Standards Framework. Each domain highlights a different aspect of wellbeing.

Social value by domain (%)

- Health 80%
- Jobs and Earnings 10%
- Income and Consumption 8%
- Housing 2%

20 40 60 80 100 60

GoodFeatures

GoodFeatures is a tool that allows service providers to compare the features of their unique service offerings to the features of effective practice in comparable programs identified in international academic literature.

Relationships ◆	The program promotes supportive relationships between seriously ill older children or young adults and their primary caregivers, other family members, close friends and medical staff.
	The program ensures seriously ill adolescents or young adults perceive that they are receiving support from their families.
Coping ◆	The program promotes parents communicating with other families about their coping strategies and their child's reactions to find the best family coping strategy for their child's wellbeing.
	Parents of seriously ill children are educated to use a similar coping style in behaviours and attitudes, as parents using different coping styles can damage family cohesion.
	The program focuses on reducing the health anxiety (feelings of helplessness, non-acceptance, inadequate income, and fears of protracted illness) in family members of a sick child.
Influencing ◆	The program uses techniques from behavioural economics to support healthy choices by the families of children, such as emphasising the gains rather than avoided losses of healthy behaviour changes.
	The program embeds participants into social support systems where people in similar circumstances help each other by modelling positive behaviours and giving each other emotional and practical support.
	The program teaches parents to express positive and warm support to their children, regardless of their own feelings of anxiety or distress, as the children will then experience less treatment pain, and parents less mental distress.
Reducing cost ◆	The program supports families to organise and pay for childcare, maintain their employment and avoid prolonged work absences, and to navigate available support services.
	The program helps families to avoid household material hardship (deficits in food, housing or energy) arising due to the cost and disruption caused by their child's serious illness.
Assessing risk ◆	The program provides additional support to families who are assessed as having a low socioeconomic status, as for those families a sick child can cause poor health outcomes for other family members.
	The program balances socioeconomic risk with an understanding that higher-educated parents can be at higher risk of developing posttraumatic stress in response to a serious child illness.

References and further reading

In compiling our reading lists we consider a wide variety of topics, focussing on specific aspects of service delivery or outcome attainment. Here are a selection of readings that may be of interest.

Bilani, N., et al. "Illness cognition and health anxiety in parents of children with cancer." *Journal of Psychosocial Oncology*, vol. 37, iss. 6, 2019, pp. 713-728.

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Harper, F., et al. "Understanding differences in the long-term psychosocial adjustment of pediatric cancer patients and their parents: an individual differences resources model." *Translational Behavioral Medicine*, vol. 9, iss. 3 2019, pp. 514-522.

Jackson, C., et al. "Improving cancer services and survival in New Zealand." *Journal of Cancer Policy,* vol. 23, 2020.

Jenssen, B., et al. "Using Behavioral Economics to Encourage Parent Behavior Change: Opportunities to Improve Clinical Effectiveness." *Academic Pediatrics,* vol. 19, no. 1, 2018, pp. 4-10.

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Nelson, L, P., et al. "The Effects of Family Functioning on the Development of Posttraumatic Stress in Children and Their Parents Following Admission to the PICU" *Pediatric Critical Care Medicine,* vol. 20, iss. 4, 2019.

O'Brien, T, D., et al. "Broken (windows) theory: A meta-analysis of the evidence for the pathways from neighbourhood disorder to resident health outcomes and behaviors." *Social Science & Medicine*, vol. 228, 2019, pp. 272 – 292.

Pinquart, M. "Featured Article: Depressive Symptoms in Parents of Children With Chronic Health Conditions: A Meta-Analysis." *Journal of Pediatric Psychology*, vol.44, iss.2, 2019, pp. 139-149.

Roser, Katharina, et al. "The Impact of Childhood Cancer on Parents' Socio-Economic Situation—A Systematic Review." *Psycho-Oncology,* vol. 28, no. 6, 2019, pp. 1207–1226.

Wittenberg, E., et al. "Spillover Effects on Caregivers' and Family Members' utility: A Systematic Review of the Literature." *PharmacoEconomics*, vol. 37, 2019, pp. 475-499.

GoodMeasure

^{by} ImpactLab

Whether you're funding change-making organisations or delivering the services that make a difference, GoodMeasure simplifies impact measurement so you can learn what works and make a bigger impact.

We take great pride in providing a research process that our customers can trust. GoodMeasure's power comes from calculations using multiple reputable data sources, including the Treasury Living Standards Framework for Wellbeing. GoodMeasure also uses the best of the worldwide evidence about what works. This includes published literature and evidence databases from world renowned academics and impact organisations.

Contact us

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Understanding social value

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Sir Bill English
ImpactLab Chairman

GoodMeasure for RMHC New Zealand

Understanding RMHC New Zealand's impact

RMHC New Zealand provides families with practical support through accommodation, food, amenities, and activities to help them navigate the healthcare system. The program focuses on supporting families to access the care they need, and enabling them to stay together. By creating a warm sense of community and connection with families in a similar situation, families experience better outcomes.

What does RMHC New Zealand do?

RMHC New Zealand keeps families of hospitalised children close when it is needed most. By providing free accommodation and amenities for families near hospitals and centres of care, RMHC NZ keeps families together and helps them stay financially viable and emotionally healthy during periods of crisis, trauma, and treatment.

Whom does RMHC New Zealand serve?

RMHC New Zealand supports families who must travel away from their home to receive specialist medical treatment for their child, or who have a child in a Paediatric or Neonatal ICU, or other specialist Paediatric HDU.
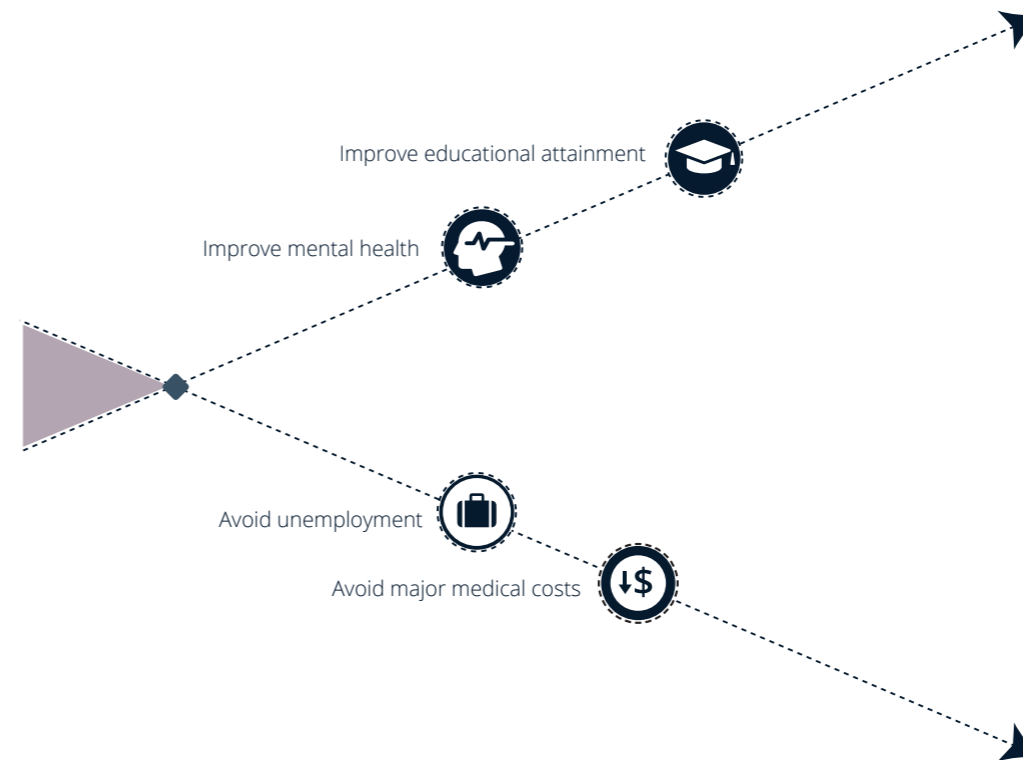
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Improve mental health

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When we take into account the operating costs of RMHC New Zealand we can calculate the social return on investment that is generated for every dollar in the program.

Social Return on Investment

$1:$4.80

Every $1 invested in RMHC NZ results in $4.80 returned to NZ (2019)

GoodMeasure outcome definitions

Below is a list of definitions of key GoodMeasure outcomes contained in this report.

GoodMeasure outcomes	Definition
Improve mental health	An intrinsic measure of an incremental overall mental health improvement.
Avoid major medical costs	Avoided fiscal cost for DHB transport and accommodation support.
Avoid unemployment	Income impacts of avoiding unemployment over a one year period.
Improve educational attainment	Fiscal and income impacts of increased NCEA achievement for siblings.

Appendix

Below is a list of definitions of key terms contained in this report.

Amount invested

The dollar amount that has been invested in a specific program, in New Zealand dollars.

Cost per person

The dollar amount invested in the program divided by the number of people supported by the program (include those who did not successfully complete it).

Domain

A domain is a way of dividing or filtering the subject and outcome material in your ImpactLab results. ImpactLab refer to domains as per the New Zealand Treasury's living standards framework domains.

Population

The group of people supported by the program, in terms of age, gender, and ethnicity.

Programs

The services delivered by the provider for the amount invested.

Social Return on Investment

This is the Social Return on Investment. It is calculated by comparing the social value generated by the program to the amount invested in it.

Social Value

The social impact in dollar terms that the amount invested achieves for participants over their lifetime. The social value is calculated by combining impact values with a service delivery quality score, with the size of the opportunity to support a population, and the number of people supported.

Attribution

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