



2021 Summer Programs Outcomes Report



BACKGROUND

The Hole in the Wall Gang Camp (THITWGC) was founded by Paul Newman with one simple premise in mind – that every child, no matter their illness, could experience the transformational spirit and friendships that go hand-in-hand with camp. Through 3 different types of summer programs – family weekends, virtual camp, and young adult virtual sessions - Camp provides these experiences to children living with cancer, blood disorders, hemophilia, sickle cell disease, metabolic diseases, and other rare and serious diseases, and their healthy siblings.

As part of The Hole in the Wall Gang Camp's ongoing efforts to document the impact of our work and to learn from systematically-collected evidence what areas to target for program improvement and camper support, we engaged in formal evaluations for the last seven years. This report reflects the 2021 evaluation.

Research and evaluation at Camp supports continuous innovation, promotes program quality, and ensures the safety, well-being and positive development of campers and families.

Overview

This outcomes evaluation encompasses

- Summer Weekend Programs (on-Camp)
- Virtual Summer Program
- Virtual Adolescent Program

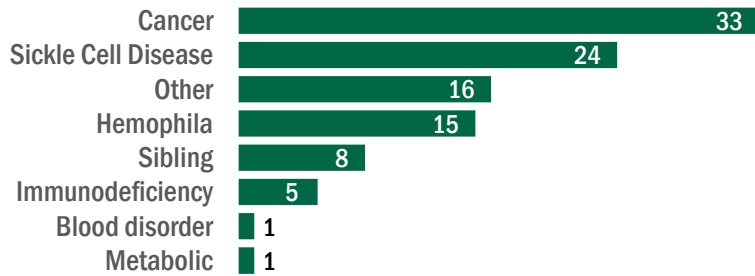
The purpose of this evaluation was to explore campers' and parents/caregivers' perceptions of Camp's summer programs. We thank the 127 people who took time to answer our questions on our online surveys! And, special thanks to Nicole Bontrager and Elena Foster for their help with data analyses.



RESULTS

Summer Weekends

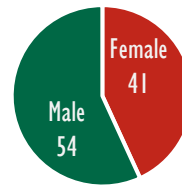
95 children aged 5-15 attended Summer Weekends.



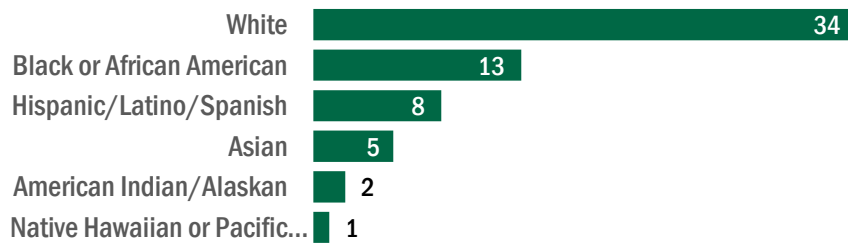
Parent/caregiver-reported campers' eligibility for free or reduced lunch at school.



Parent/caregiver-reported campers' genders.



Summer Weekends: Parent/caregiver-reported campers' race/ethnicity



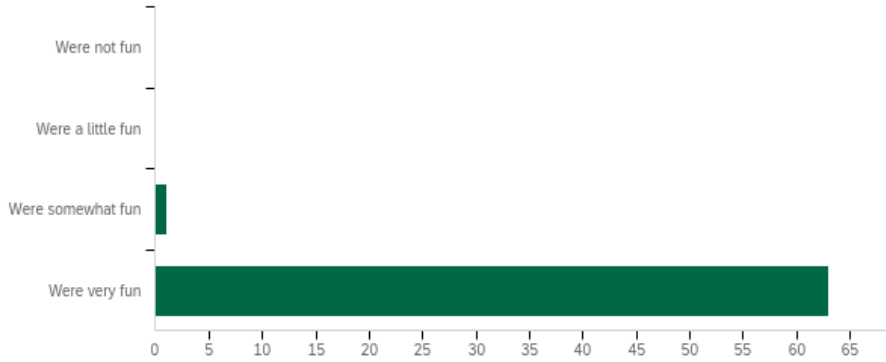
64 parents/caregivers responded to an online survey about Summer Weekends.



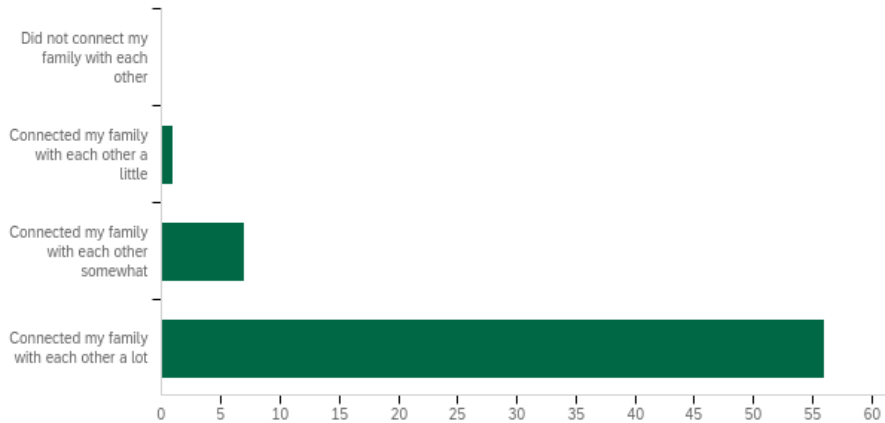
NPS: 100

The Net Promoter Score (NPS) for Summer Weekends was 100, the highest possible. The NPS is an index ranging from -100 to 100 that measures the willingness of participants to recommend an organization's services to others. It is used as a proxy for gauging the customer's overall satisfaction with an organization's service and the customer's loyalty to the brand. For comparison, the average NPS for nonprofits in the last year according to SurveyMonkey was 52. "World class" is any score above 70.

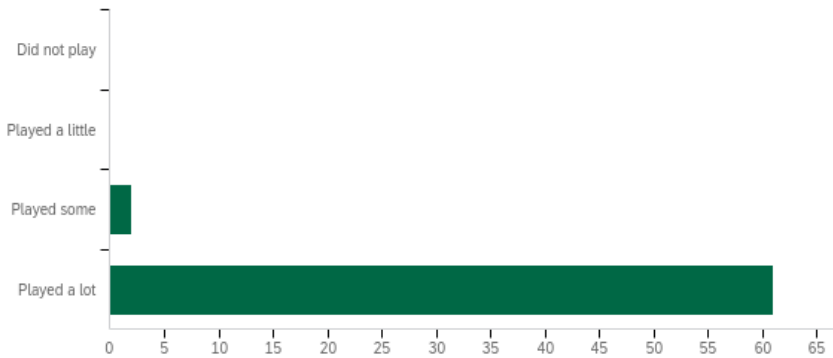
Activities during the program



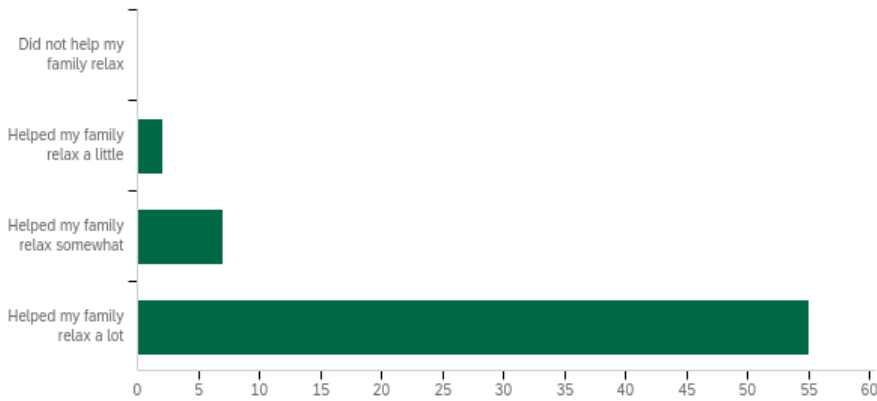
The program



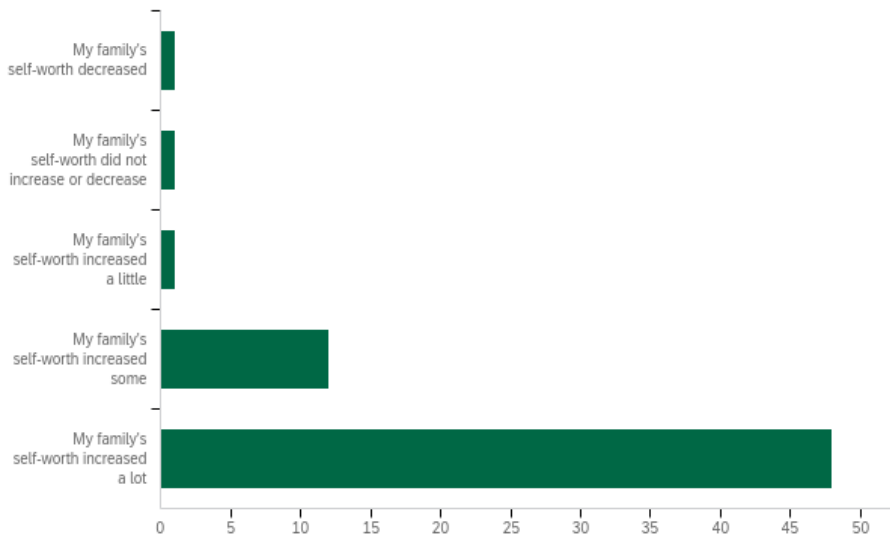
During the program, my family



The program



After the program,



“My family felt most engaged...”

The majority of comments about engagement were positive and mentioned program areas and summer staff.

The whole experience was incredibly engaging and we loved every bit!

The entire day. The low ropes course was our favorite. We had to problem solve using other methods than communicating.

It was an activity that had variety (woodshop) or something everyone enjoyed

The counselors and family guide cheered and made even the littlest thing a big deal!

We loved all of the camp songs and cheers. We sang them the whole way home, and continue to sing them!

We were in a circle w the other families!! Even though we stayed apart, we still danced and sung together!

“What was the best part of the program?”

The majority of responses about the best part of the program were positive. Many people mentioned family member connections, program areas, and staff.

The volunteers and staff were all amazing. They made my son feel like they were all there only for him.



The camp as a whole. The offerings are fantastic. The people...counselors were fabulous. Getting away and escaping the stress of medicine, hospitals and tests etc.

Getting away and having some time together as a family was really great after such a difficult year. We appreciate the incredible hard work and all of the thought that went into planning an amazing time for all of us.

Being there... just being back at camp!! Having the love and laughter in our life again!

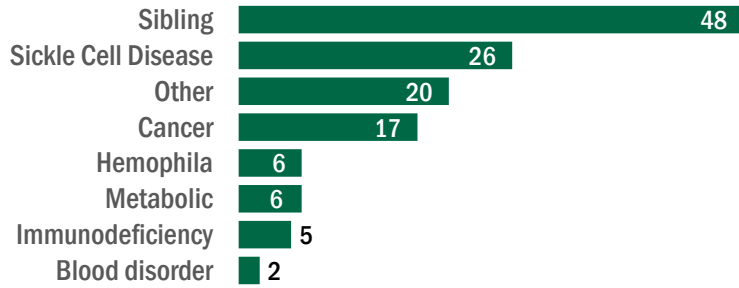
Being in a place that is accessible to my child, where she can have fun. Having the family in an environment where you can feel safe right now is very important to us. It's a huge part of why we could all relax.

Keeping the magic of camp alive despite the challenges this year and putting safety first

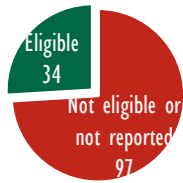
The majority of participants had no recommendations. Multiple families had recommendations regarding meals, program areas, and scheduling. Some families wished for more interaction with other families but understood the safety protocols.

Virtual Summer Programs

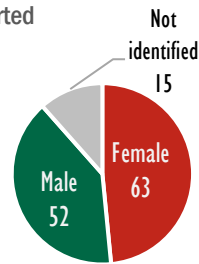
130 children aged 2-17 attended Virtual Summer Programs.



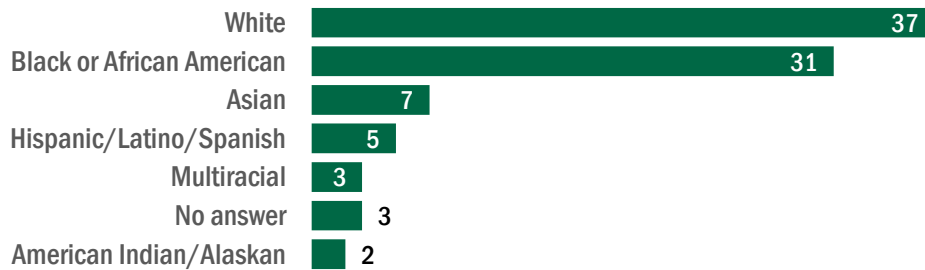
Parent/caregiver-reported campers' eligibility for free or reduced lunch at school.



Parent/caregiver-reported campers' genders.



Virtual Summer Programs: Parent/caregiver-reported campers' race/ethnicity



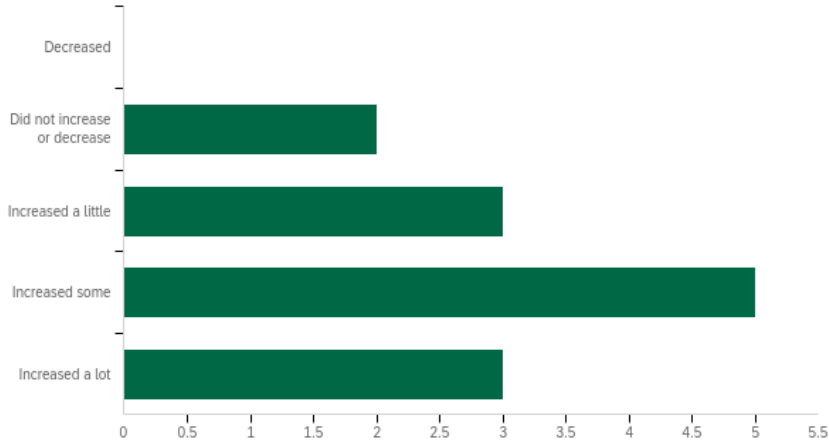
34 parents/caregivers responded to an online survey.



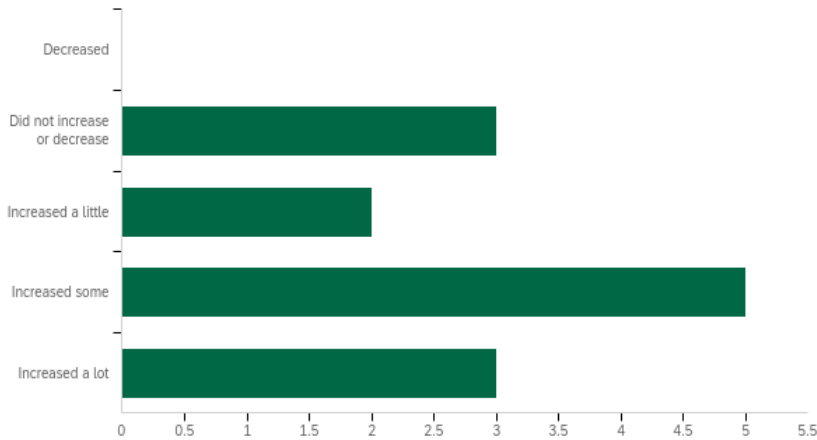
NPS:
71

The Net Promoter Score (NPS) for Virtual Summer Programs was 71. The NPS is an index ranging from -100 to 100 that measures the willingness of participants to recommend an organization's services to others. It is used as a proxy for gauging the customer's overall satisfaction with an organization's service and the customer's loyalty to the brand. For comparison, the average NPS for nonprofits in the last year according to SurveyMonkey was 52. "World class" is any score above 70.

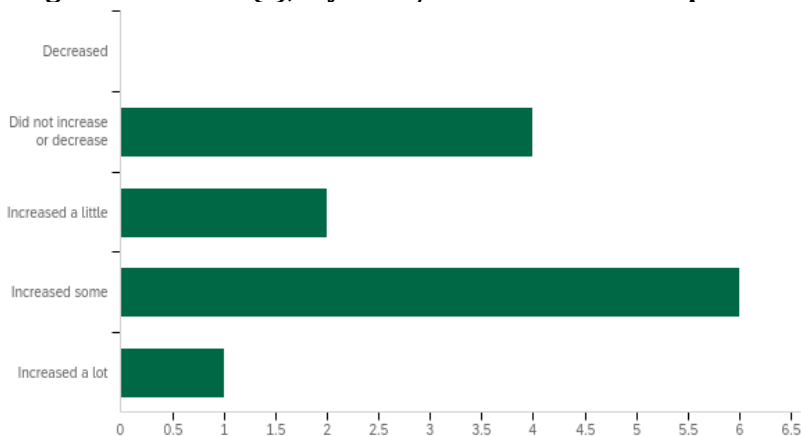
During the Zoom Call(s), my child/children's sense of fun



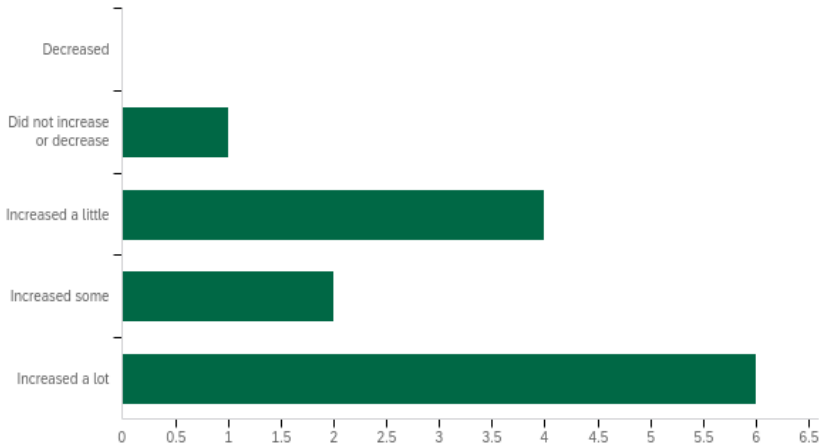
During the Zoom Call(s), my child/children's sense of positive connection within our family unit



During the Zoom Call(s), my child/children's sense of positive connection to other children



During the Zoom Call(s), my child/children's sense of familiar connection to the Hole in the Wall community

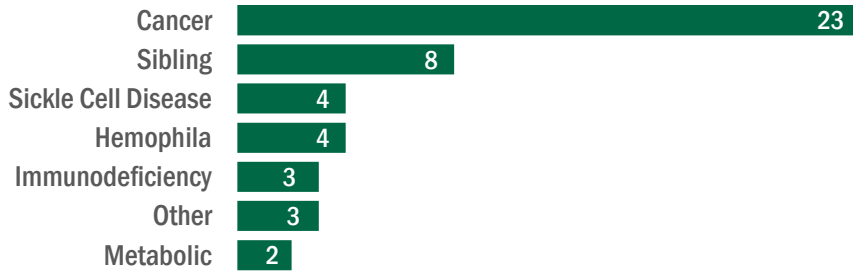


The majority of parent/caregiver comments were positive and mentioned the circumstantial challenges regarding Zoom.

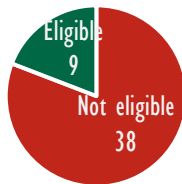
- My family loves the virtual programs. We can't wait until we can go physically to the camp.
- The entire program was wonderful! So nice for my children to still have some sort of camp experience. We love Hole in the Wall.
- My child LOVES camp. This was a great alternative to the current limitations of in person camp.
- The online components are difficult due to the use of the technology for school, etc. over the past year. The Camp activities made the online interaction more fun for the kids, and we appreciated everyone's efforts to keep the children engaged with Camp.



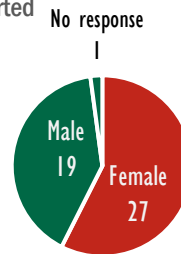
47 youth attended Virtual Adolescent Program (VAP) this summer.



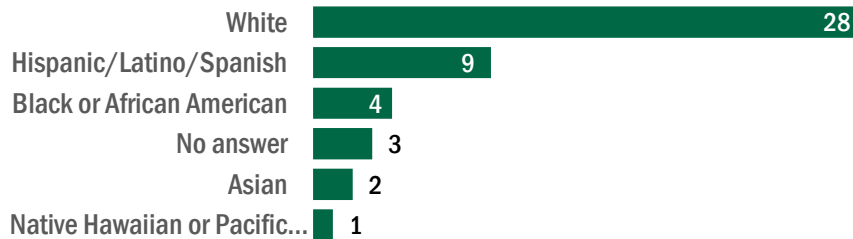
Parent/caregiver-reported campers' eligibility for free or reduced lunch at school.



Parent/caregiver-reported campers' genders.



VAP: Parent/caregiver-reported campers' race/ethnicity



21 participants and 7 parents/caregivers completed online surveys.

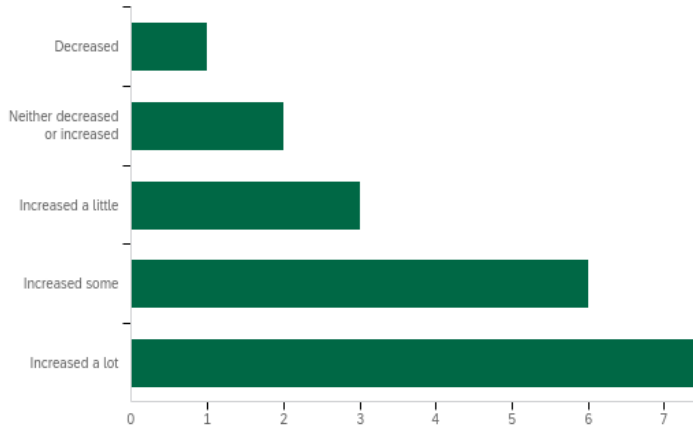


**Participant
NPS: 75**

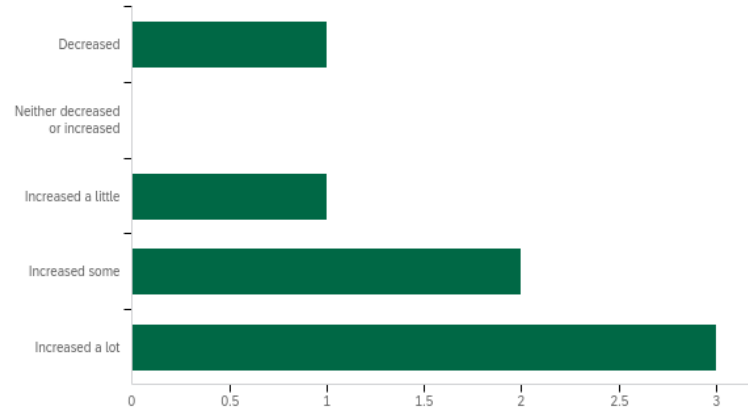
**Parent/
Caregiver
NPS: 86**

The Net Promoter Score (NPS) for participants of the Young Adult Program was 75, and 86 for parents/caregivers of the participants. The NPS is an index ranging from -100 to 100 that measures the willingness of participants to recommend an organization's services to others. It is used as a proxy for gauging the customer's overall satisfaction with an organization's service and the customer's loyalty to the brand. For comparison, the average NPS for nonprofits in the last year according to SurveyMonkey was 52. "World class" is any score above 70.

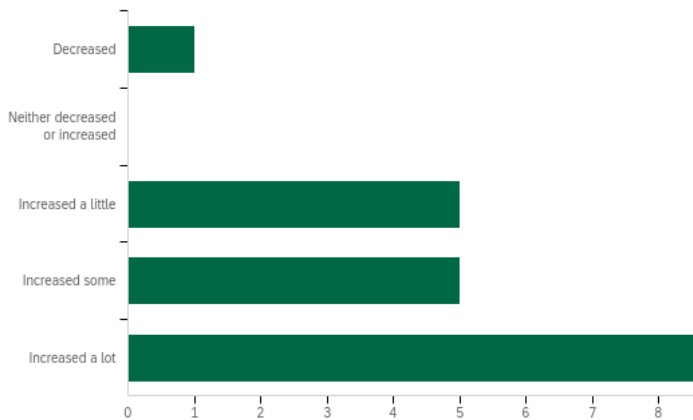
[Participant]: Since starting the program, my interest in self-discovery



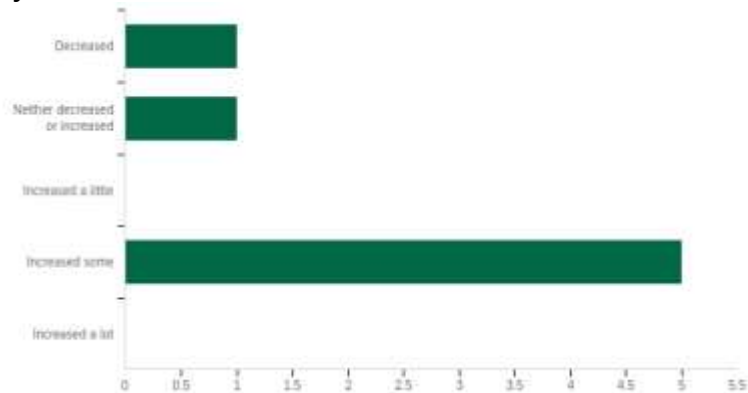
[Parent/Caregiver]: Since starting the program, my child's interest in self-discovery



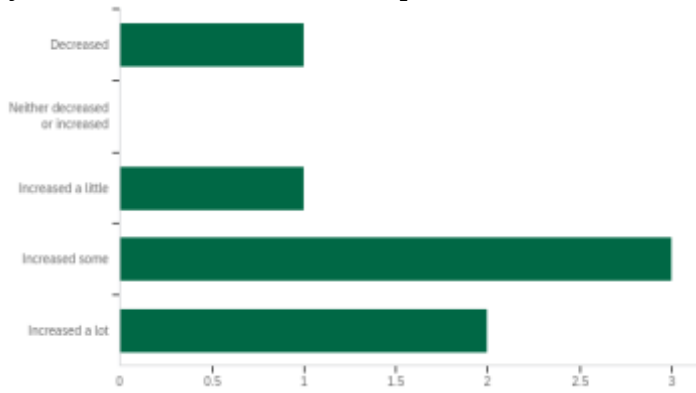
[Participant]: Since starting the program, my sense of camaraderie with others



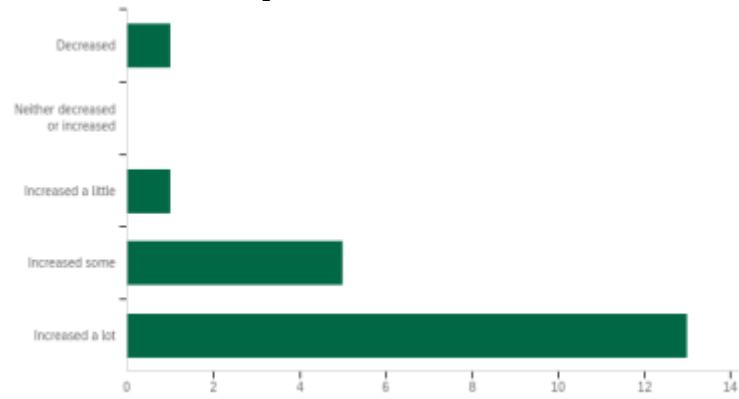
[Parent/Caregiver]: Since starting the program, my child's sense of camaraderie with others



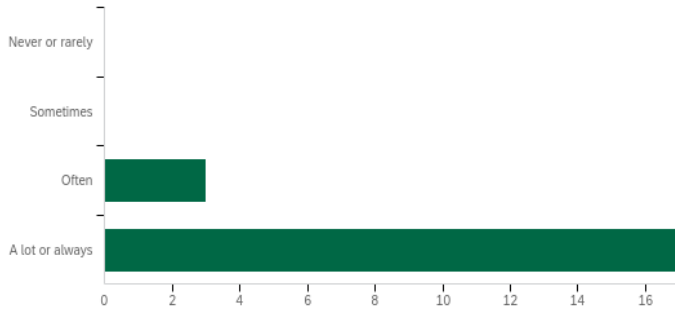
[Parent/Caregiver]: Since starting the program, my child's interest in leadership



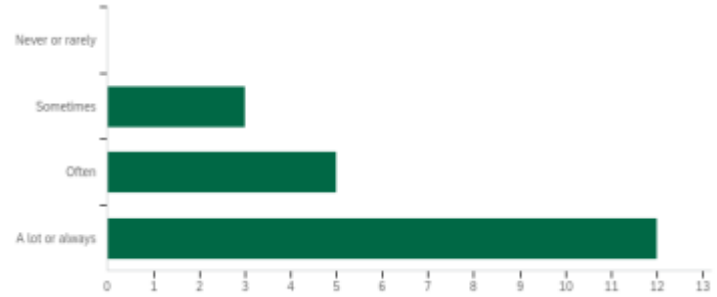
[Participant]: Since starting the program, my interest in leadership



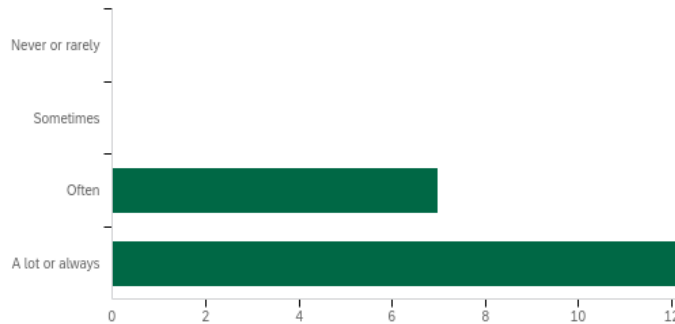
[Participant]: During the program, I was present



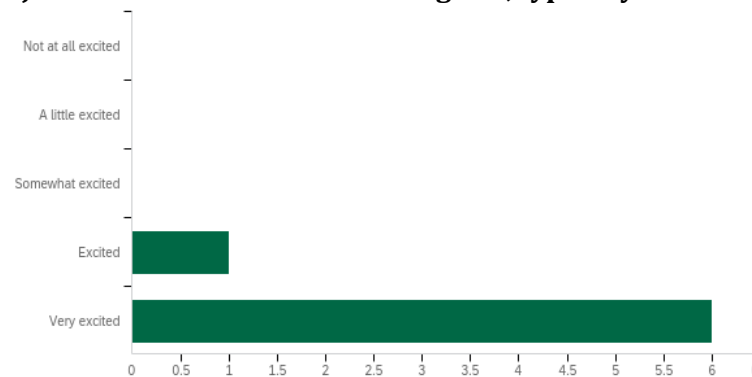
[Participant]: During the program, I was myself



[Participant]: During the program, I had fun



[Parent/Caregiver]: How excited was your child to join the Virtual Adolescent Program, typically?



Most participant respondents had positive things to say about the **challenges** aspect of programing. Some specifically mentioned learning more about themselves and forming connections.

The challenges were very fun because I got to learn more about myself and push myself to try new things.

I thought the challenges were very different and things that I wouldn't have done or questions I wouldn't have answered on my own. I liked coming to each meeting and sharing what I did for my challenges and hearing what others did for theirs.

Most participant respondents had positive things to say about the **program**. The theme of learning about themselves and different skills, particularly leadership, kept coming up.

The program was a deep dive into your emotions and self-worth that allowed you to discover who you truly are, and it gave many crucial life lessons to use in the future.

The Virtual Adolescent Program is a way to learn important leadership skills like communication while keeping in tune with your own emotions. The program is more than a basic camp where you would learn something and then move on to something else quickly. Topics like communication, camaraderie, and overall leadership are introduced in the first meeting and honed throughout the sessions. The counselors created a fun yet education environment where we could express our opinions and not fear judgment

I would describe it as an engaging way to break down, study, extrapolate, and exemplify a lot of great qualities and skills like communication, decision-making, teamwork, listening, cooperation, and courage. The more complex of these were discussed and considered, and activities were used to show us how we use these skills without even realizing it. Once we took the time to really engage in the different subjects, we spent a great deal of time solidifying, improving, and building upon those skills. The three rules of the program are to be ourselves, to be present, and to have fun, and the recurring new activities and challenges afforded each person the opportunity and ability to comply with these guidelines. Although being vulnerable and outgoing isn't necessarily easy, the presence of other kids also being vulnerable and outgoing makes the whole experience very enjoyable. In essence, the program taught us about the challenges' subjects of camaraderie, self-discovery, and leadership in ways that helped us feel comfortable with developing and eager to develop each of them beyond our time in the program. The presence of camp in my life has helped me through a rough few years, and the program, though fundamentally educational and transformational, rather than recreational, definitely continued that trend.

Parents/caregivers appreciated the program and what it did for their children. Parents mostly reported that their children enjoyed the program.

She LOVED it! Not sure the exact reason but she absolutely loved it! She never complained about logging on and looked forward to it each time. She eagerly completed all of the challenges and discussed them with me. She seems more open to discuss things with me. She is more assertive with her needs. I'm thrilled at how this opened her up to another aspect of life. She tends to be a very lonely young lady and I felt like the camp gave her purpose and camaraderie. THANK YOU!

She's the same but made more friends!!

She was always excited and looked forward to every session. Even while on vacation and at the beach she couldn't wait.

Having a place for these kids to go and connect with others who manage life threatening issues is soooooo needed. She feels so different from the rest of the world. She tells me she doesn't fit in, she's not like other girls, and she has told me that she often feels very lonely. I wish she could connect with you guys a couple times a month all year long. Having a place where she feels like she fits and belongs has been a priceless experience.

Most of the participant comments about suggestions for the program were neutral, but a few had suggestions and a few described their enjoyment of the program.

The Bottom Line



The Hole in the Wall Gang Camp's summer programs provided children and adolescents with opportunities for fun, distraction, and learning new things.

For campers living with serious illnesses and their families, Camp provided a respite and source of joy, made even more potent due to the COVID-19 pandemic.

While feedback from other recent "pulse check" surveys indicated many campers and families in the Hole in the Wall community were "Zoomed out," those who did attend the summer programs at Camp or online expressed strong satisfaction and feelings of connection to a positive, caring community.



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