Context
In Canada, approximately 1,400 children and adolescents under the age of 20 develop cancer each year.\(^1\) While survival rates have drastically improved over the last few decades, the experience of surviving cancer also has impact. Disruptions in family life, financial and employment difficulties, marital stress, generalized uncertainty, changes in routines, roles and relationships, life long side effects and disruptions to daily life are only some of the stressors experienced.\(^2-4\)

About the Program
SunMaker offers young people (aged 7-17) a one week sleepover camp experience at Camp Kindle, a specialized camp created to meet the unique needs of children with cancer. The SunMaker program offers kids a chance to explore the outdoors and meet new friends. Kids find camaraderie along with outdoor fun, including hiking, rafting, wall climbing, swimming, archery, high ropes, and the giant swing.

Participant Outcomes
This camp is uniquely designed to help kids deal with the physical, social and psychological effects of cancer and is linked to their experience of the following outcomes:

- Increased physical activity levels in the 6-12 months after attending camp
- Increased social network and social engagement
- Increased normalization of cancer experience

"All these years I thought I was alone in this whole cancer thing. I didn’t know anybody else who had it, and yeah, getting off that bus at camp, realizing there were other kids like me...that’s when it all changed.”

-Program Participant

Theory of Change Summary Statement
If children affected by cancer who have been negatively impacted in physical, psychological, and/or social domains have the opportunity to attend Camp Kindle’s SunMaker program and engage in activities specifically constructed to address these deficits, then they have the opportunity to improve their physical abilities, normalize their experiences of cancer, build resilience and confidence and engage/integrate more fully with peers and their community.

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Fast Facts:
- Approximately 1,400 children and adolescents under the age of 20 develop cancer each year.
- KCC’s mission is to help young people affected by cancer and their families survive and thrive in body, mind, and spirit, from diagnosis through treatment and beyond.
- KCC offers many camps for children of all ages and their families. SunMaker is a week-long overnight camp.
- Cancer camps are designed specifically to improve their physical abilities, normalize their experiences of cancer, build resilience and confidence, and engage/integrate more fully with peers and their community.
- Social Return on Investment: $4.00:
  $1

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• Decreased post-traumatic symptoms
• Improved mental outlook related to negative feelings toward sibling with cancer (grief, anger, jealousy)
• Increased wellbeing

Social Value Created

The SunMaker program creates significant value for participants (children both on and off treatment) and their siblings, as well as for their parents or guardians, camp counsellors and other volunteers.

Through a series of physical, social and psychologically-focused camp activities, children on and off treatment, and their siblings, are able to experience normalization of the diagnosis, treatment and post treatment effects, and build their confidence. The KCC experience contributes to higher levels of physical activity and socialization, as well as decreased post-traumatic symptoms. All of these factors contribute to an overall increased sense of wellbeing for the children attending SunMaker, especially if they participate for multiple years.

For parents or guardians, significant social value is created through the temporary relief of the stresses and daily worries and care of a child with cancer. These adults can also engage in much needed self care and strengthen their own supportive relationships. Parents may also be able to experience and process anticipatory grief in a way that isn’t possible during the day to day realities of caring for a child who is receiving cancer treatment.

Social Return on Investment (SROI)

As illustrated in the next column, the total investment of $659,000 generates $2,633,231 of economic and social value. In other words for every one dollar invested into Kids Cancer Camps, $4.00 of value is created.

Looking forward

This forecast SROI analysis has identified and highlighted important social value created through the Kids Cancer Care Foundation's SunMaker program. It has mapped out significant stakeholder outcomes that can be evaluated in future years and used to calculate the real SROI ratio of the program. This analysis will also be used as a case study for the future use of SROI in the healthcare setting.

Notes: