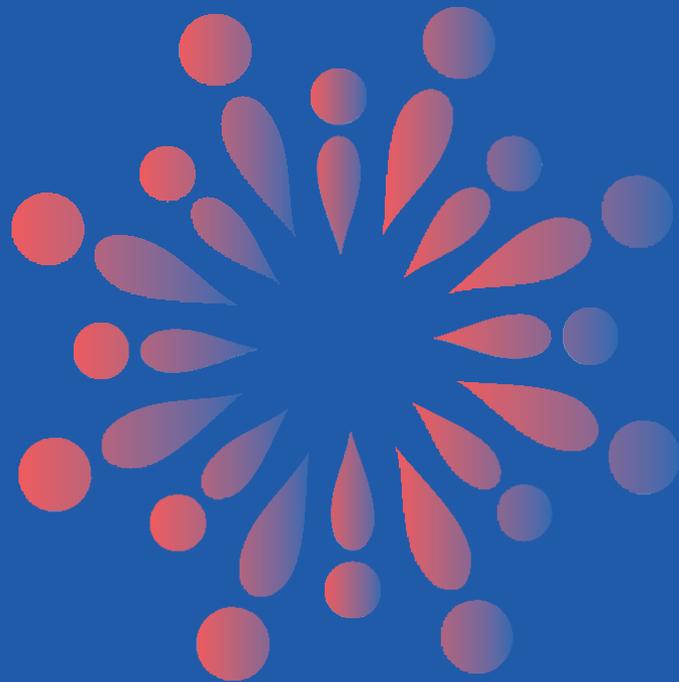


Make-A-Wish®
Κάνε-Μια-Ευχή Ελλάδα



SOCIAL IMPACT REPORT 2020-2021

INTRODUCTION

This report has been prepared by **EnableGood** and presents the results of measuring social impact using the SROI (Social Return on Investment), the project has been implemented by the non-profit organization **Make-A-Wish (Make-A-Wish Greece)**, during the reporting period of 2020-2021.



EnableGood
Together we go beyond

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CONTENTS

- | | | | | | |
|-----------|--|-----------|---|-----------|---|
| 01 | Message from the President
pp. 4 | 05 | Make-A-Wish at a glance
Introduction Our history Our values
pp. 14 | 09 | Performance indicators & duration of results
pp. 23 |
| 02 | Message from the Director General
pp. 5 | 06 | SROI & Analysis Methodology
pp. 16 | 10 | Distribution of Social Value
pp. 26 |
| 03 | Overview of the analysis
pp. 6 | 07 | Main parties involved
pp. 19 | 11 | Epilogue
pp. 29 |
| 04 | Monetary value of changes involved
pp. 8 | 08 | Secondary parties involved
pp. 21 | | |

01 MESSAGE FROM THE PRESIDENT

Dear friends of [Make-A-Wish Greece](#),

This report has been prepared with great love and exceptional professionalism by the project team, consisting of volunteers, Wish families, the EnableGood company and the employees of Make-A-Wish Greece. As you will soon see, it could be said that this was a "two-in-one" project, since it includes an analysis of the "social investment" performance of [Make-A-Wish Greece](#), as well as a primary research with large and significant samples.

[Make-A-Wish Greece](#) is a subsidiary of the global organization [Make-A-Wish International](#) and a member of the [Make-A-Wish](#) global family (which includes the administrative unit [Make-A-Wish America](#), which is responsible for managing subsidiaries in all the states of America). This particular structure, despite the fact that it does not ensure resources for the implementation of the project in Greece, guarantees the proper and consistent - in accordance with the specific performance indicators - operation of the organization.

In a civil society that deserves credit for its overall action and which, regardless of the macroeconomic environment, responds to our actions, we felt the need to measure and publicize our social footprint.

The process, although familiar to all the volunteers, and to our Board members, had several challenges, regarding the

the nature of the project. What all of us at [Make-A-Wish Greece](#) live every day, serving every need, was difficult to "fit" into questionnaires, percentages and indicators. We found out however, that behind every human effort, there are numbers that confirm the love and sincerity with which a project is carried out.

[Make-A-Wish Greece](#) was founded in our country in 1996 and operates with corporate governance rules, committees, institutional procedures, development programs, evaluations of the Board of Directors, staff and volunteers, and maps a two-year strategic plan out. Our goal is the continuous progress and this is achieved - of course - thanks to the tireless contribution of volunteers and employees. The fact that the purpose of our work is non-profit has never acted as complacency and this is reflected through our professionalism, consistency of actions and adherence to our principles.

Every evening, as we take stock of our day, all of us who have [Make-A-Wish Greece](#) in our lives, we ask ourselves "what we did well today and what we can do better tomorrow". This is a value principle that determines our course. **I sincerely hope that you will "receive" this through the following pages.**



Thank you on behalf of the whole family of [Make-A-Wish Greece](#)!

Yvette Kosmetatou
Volunteer & President
of [Make-A-Wish Greece](#)

02 MESSAGE FROM THE DIRECTOR-GENERAL

Dear readers,

Thank you very much for your interest in our work.

We used to say that our work is intangible and involves a difficulty both in extracting and formulating measurable results and in presenting it to the public.

These weaknesses seemed even greater in our minds and souls due to the unique experiences we all had, volunteers, employees and partners. Our everyday life is full of moments that define the lives of all involved, the beneficiaries and those who work to fulfill the wish.

But how to show publicly the changes that this work is bringing in everyone's lives [Make-A-Wish](#);

How to convey to ordinary people the tight embrace of a child? How to convey what a volunteer narrates, when he or she returns awed from a wish fulfillment?

How could one attribute a monetary value to a life?

The decision on the 17 UN goals and the 169 linked goals for sustainable development have increased the need to assess, measure and depict the social impact of the organization's work. But we wanted to go further in this project and find out how gratitude, happiness, emotional well-being and happiness are reflected.

stability, resilience and confidence.

The SROI methodology allowed us to measure and understand the magnitude of the changes experienced by all interested parties in our organization: Starting from children and their families up to our volunteers and employees.

We were proud when we found out that for every Euro spent, our work creates almost three times the value generated.

The confidence of doctors, psychologists, social workers, the long-lasting stay of partners, employees and volunteers at our side, the recommendation from families benefiting to others who are going through the calvary of a threatening illness, are just a few of the additional elements that make us proud.

The Social Impact Report that you hold in your hands consists of both primary research results and a record of indicators that demonstrate how we work and the conscience with which we serve the fulfillment of the 3,000 wishes from 1997 to date.



With appreciation and gratitude,

On behalf of the whole family
Santra Zafeirakopoulou
General Manager

03 OVERVIEW OF THE ANALYSIS

Through the Social Return on Investment (hereinafter referred to as SROI) methodology, **EnableGood** carried out an evaluation of the work of the non-profit organization **Make-A-Wish Greece** for the years 2020-2021, regarding the wish fulfillment of children suffering from serious illnesses.

The **Make-A-Wish** organization was founded with the aim to fulfill the wishes of children suffering from very serious illnesses in order for them to regain the physical and emotional strength they need to deal with their illness.

In order to assess the value of the changes experienced by the parties involved, through the action of **Make-A-Wish Greece**, the SROI methodology was used. The main groups of people interested taken into account for the analysis are the beneficiary children (children of the wish), parents and siblings of the beneficiary children and volunteers. Secondary groups of people involved, medical staff, employees, and donors have been included.

The involved parties approach was conducted with the aim of identifying the changes experienced through the organization's actions, and was carried out through the completion of questionnaires by all interested parties.

Based on the results of the survey, the most important changes for the beneficiaries (children of the wish) were the improvement of mental health and the reduction of psychological stress, the increase of the feeling of happiness and emotional stability, the increase of self-confidence and the will to cooperate, as well as the strengthening of the ties with the family. Also, the research showed that the most important changes that the families of the beneficiaries felt, through the experience of having their wish fulfilled by **Make-A-Wish Greece**, is the improvement of their mental health, the reduction of stress, but also the increase of happiness and emotional stability.



03 OVERVIEW OF THE ANALYSIS

The results of the analysis showed that the investment with a total value of €1,718,991.00, yielded a social project worth of €7,141,524.16, presenting an SROI of 4.15:1.

This practically means that for every €1 spent on the Make-A-Wish Greece action, €4.15 of social value has been generated.



Social impact
SROI indicator
€
4.15:1

04 MONETARY VALUE OF CHANGES OF PARTIES INVOLVED

The table below summarizes the distribution of the social value created for the people involved.

Involved parties	Total value produced* in € (with a duration of 1 to 4 years)	Percentage of total value
 Family	€ 2,139,262.50	29.96 %
 Volunteers	€ 1,969,176.32	27.57 %
 Employees	€ 442,445.34	6.10 %
 Donors	€ 1,820,000.00	25.48 %
 Medical Staff	€ 770,640.00	10.80 %

04 MONETARY VALUE OF CHANGES OF PARTIES INVOLVED

The table below analytically presents the changes experienced by each person involved, their monetary value and percentage of the total value.

Result of parties involved	Total value produced* in € (with a duration of 1 to 4 years)	Percentage of total value
Main parties involved		
 Family	Improving mental health and reducing psychological stress	€ 2,005,628.3 29.96%
	Increased feelings of happiness and emotional stability	- 29.96%
	Improving health and fitness	- 29.96%
	Developing children's confidence and willingness to cooperate	€ 83,139.84 29.96%
	Strengthening family ties	€ 50,494.36 29.96%

* In the cells with "-" the value of the change produced is included with the change directly above it

04 MONETARY VALUE OF CHANGES OF PARTIES INVOLVED

Involved parties	Outcome	Total value produced* in € (with a duration of 1 to 4 years)	Percentage of total value
Main parties involved			
 Volunteer s	Developing a sense of pleasure and happiness through offering	€ 1,949,328.74	27.57 %
	Increased sense of solidarity and assistance to third parties	-	27.57 %
	Development of a sense of fulfillment, pride, self-esteem and empathy	-	27.57 %
	Strengthening cooperation and service capacity	€ 19,847.58	27.57 %

* In the cells with "-" the value of the change produced is included with the change directly above it

04 MONETARY VALUE OF CHANGES OF PARTIES INVOLVED

Result of parties involved	Total value produced in €	Percentage of total value	
Main parties involved			
 Employees	Development of a sense of fulfillment, pride, self-esteem and empathy	€ 422,151.30	6.10%
	Increased sense of solidarity and assistance to third parties	-	6.10%
	Improving critical thinking and problem solving	€ 3,896.01	6.10%
	Increased satisfaction and happiness in the work environment	€ 4,370.63	6.10%
	Broadening horizons and development at personal and collective level	€ 12,027.40	6.10%

* In the cells with "-" the value of the change produced is included with the change directly above it

04 MONETARY VALUE OF CHANGES OF PARTIES INVOLVED

Involved parties	Outcome	Total value produced in €	Percentage of total value
Main parties involved			
 <p>Donors</p>	Increased sense of satisfaction, solidarity and assistance to third parties	€ 1,820,000.00	25.48 %
	Development of a sense of fulfillment, pride, self-esteem and empathy	-	25.48 %
	Developing a sense of pleasure and happiness through offering	-	25.48 %
	Diversifying our perspective on the problems of our fellow human beings	-	25.48 %
	Encouraging voluntary action	-	25.48 %

* In the cells with "-" the value of the change produced is included with the change directly above it

04 MONETARY VALUE OF CHANGES OF PARTIES INVOLVED

Involved parties	Outcome	Total value produced in €	Percentage of total value
Main parties involved			
 Medical Staff	Developing a sense of pleasure and happiness through offering	€ 770.640,00	10.80 %
	Developing a sense of inclusiveness in an organization with a unique nature of work	-	10.80 %
	Contributing to daily cooperation and outreach to children with illness	-	10.80 %
	A sense of solidarity with a group of people with similar motivations and values	-	10.80 %

* In the cells with "-" the value of the change produced is included with the change directly above it

05 THE MAKE-A-WISH AT A GLANCE

INTRODUCTION

Make-A-Wish (Make-A-Wish Greece), with its course of 26 years of operation and work alongside children with serious illnesses and making their dreams come true, took the decision to record and measure the effectiveness and importance of its work. Thus, it was decided to carry out a Social Return on Investment (SROI) study in collaboration with all the main and secondary people interested on the organization, in order to measure and record their experience in relation to the work of [Make-A-Wish Greece](#), as well as the social, economic and psychological value it creates.

Through this research, the fluctuating changes experienced by interested parties in relation to their involvement in the project are recorded.

In the following sections, firstly, a brief introduction is given in the history and work of [Make-A-Wish](#). Continuing, the methodology used for the implementation of this survey is presented, along with a description of the data, the factors and the results of the analysis, and the final SROI indicator.



THE HISTORY OF MAKE-A-WISH

.....

[Make-A-Wish](#), founded in Phoenix, Arizona, in 1980, is the world's leading wish-granting organization for children with very serious illnesses.

More specifically [Make-A-Wish](#) fulfills 20,000 children's wishes every year. Since 1980, [Make-A-Wish](#) present in more than 50 countries. By the end of 2021, more than 520,000 children and with the help of around 32,000 volunteers will have experienced the beneficial power of a wish, with a wish being granted approximately every 20 minutes somewhere in the world.

In Greece, [Make-A-Wish Greece](#) was founded in 1996 and with the help of generous sponsors, supporters, employees and 400 volunteers across the country, granting an average of one wish every 36 hours. In total from its inception to the end of 2021, [Make-A-Wish Greece](#) fulfilled more than 2,800 wishes.

.....



Make-A-Wish bases its action and work on five core values:



01 INTEGRITY

Transparency & directness in all our actions.



02 EMPHASIS ON CHILDREN

Our love for children is our driving force, our strength.



03 IMPACT

We encourage anyone who wants to contribute to our work voluntarily.



04 INNOVATION

We achieve goals and wishes that seemed unfulfilled, creating new channels.



05 COMMUNITY

We are always working, all members of the organization, as a team, for the best possible result.

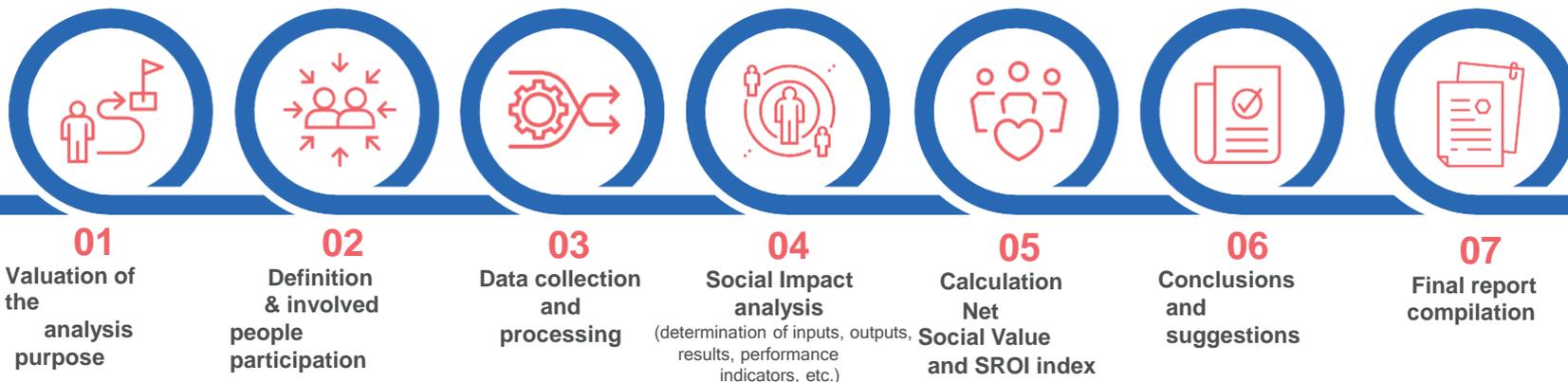
06 SROI & ANALYTICAL METHODOLOGY

The Social Return on Investment (SROI) methodology is an evaluation tool that measures and takes into account the broader concept of "value" created by an action or the work of an organization within a specific time frame, incorporating social, environmental and economic impacts. Specifically, this methodology takes into account and calculates the value that the work or action of an organization creates in the lives of its direct and indirect beneficiaries, through their experience and contact with the work or action of the organization.

The purpose of the SROI analysis is to assess the results of an action or a project as a whole which cannot normally be valued in accounting terms. Essentially, the SROI methodology tells the story of change, "Theory of Change", experienced by interested parties, taking into account qualitative, quantitative and accounting data.

This framework looks at a range of outcomes caused, either intentionally or unintentionally for all interested parties, affected by the organization. In particular, different methods were used to better understand the impact and to further the analysis of the identified results. In addition, it examines all other possible factors that may have contributed to the change and its duration, the negative effects it may have caused, and the extent to which the organization participated in the change in accordance with pre-existing conditions. In this process, revenue generation allows not only for the effective measurement of the impact, but also for its subsequent management.

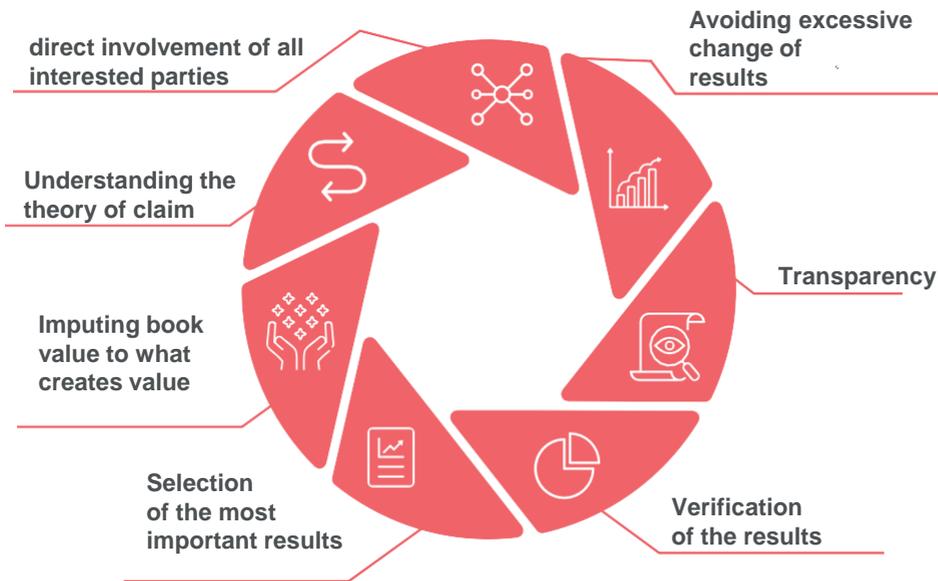
Depiction of the process:



06 SROI & ANALYTICAL METHODOLOGY

The SROI indicator has the ability to articulate the holistic value created and captured as a result of an organization's work or action. It tells a story of change based on seven (7) principles for measuring social impact. By understanding the value of the results, the SROI methodology allows for better management, more effective strategy development and implementation, and resource allocation in order to maximize the impact.

The SROI methodology is based on 7 principles, which are:



The final step in the SROI analysis is the calculation of the result obtained from the analysis above.

The SROI ratio is calculated by dividing the net value of the results from the net value of the inputs. However, before the calculation, the impact value is adjusted in such a way that it reflects the present value of the impact. This reflects the value created by the project in question, as well as its change or potential drop-off over time. The Net Present Value (Net Present Value) applies to those values that are estimated to last for more than one year. For the calculation of the present value of the results, a discount rate of 3.5% was used.

Involved parties groups

In order to carry out the research, it was necessary to record and measure the changes experienced by those involved in the actions of the [Make-A-Wish \(Make-A-Wish Greece\)](#). An involved party, according to the SROI methodology, is an individual or a group that can influence or be significantly influenced by the action or project under consideration. In order to determine which involved parties affect or are most affected by the action or project under consideration and therefore they are the most important parties, it is necessary to group them together. At this point, it is worth noting that the parties involved are selected on the basis of two criteria: the significance of their results and the possibility of collecting data.

06 SROI & ANALYTICAL METHODOLOGY

The Materiality Assessment Method helps us determine which involved parties and which outcomes are important enough to be included in the final analysis.

The first stage of this process was the definition of the involved parties. These parties were sought among any natural or legal persons or groups that may have been affected by the organization's activity and, of these, those who experienced more significant changes for which we could obtain measurable data were used. The results, in terms of the changes experienced by the key stakeholders, were recorded and prioritized in terms of their significance and impact.

The data for the development of this analysis was collected through the completion of questionnaires by the parties involved. Additional data were collected through face-to-face interviews and meetings with the management of the organization [Make-A-Wish Greece](#).

Parties involved	Group size	Number of participant groups	Size %	Method
Main Parts				
Kids	432	34	8%	questionnaire/interview
Parents & Brothers and	1760	53	3%	questionnaire/interview
	950	50	5%	questionnaire/interview
Secondary parties				
Employees	49	25	51%	questionnaire
Donors	26458	10	0%	questionnaire
Medical Staff	200	5	3%	questionnaire

Social Impact Analysis

Inflow - Outflow

Inflows or factors of production are the resources needed to carry out an activity. Outflows are the quantitative record of a productive activity. During conducting this research, the following inflows were used: Inflows of funding resources and time, factors necessary for the

granting of wishes. The total funding required for these two these years on the part of the [Make-A-Wish Greece](#) years was € 1.718.991. The time spent by volunteers, employees and medical staff is incorporated into the analysis with zero value. Finally, the outflows in the case of [Make-A-Wish Greece](#) are the wishes that were granted. The following are sample data that helped in the analysis and research.

★ For the year 2020, 202 wishes were granted with a total investment of [Make-A-Wish Greece](#) for the fulfillment of these wishes equal to € 745.241,00.

★ For the year 2021, 230 wishes were granted with a total investment of [Make-A-Wish Greece](#) for the fulfillment of these wishes equal to € 973.750,00.

Outcomes for the members concerned

[Make-A-Wish Greece](#) produces an extremely important and unique project, with the majority of stakeholders agreeing that it is responsible for some of the most positive changes in their lives.

In summary, [Make-A-Wish Greece](#), through its work, empowers children both mentally and emotionally, as well as physically, while at the same time positively influencing the bonds with their families.

Moreover, it is shown that its action is crucial to the personal development and emotional fulfillment of the other stakeholders (medical staff, employees, volunteers, donors).

07 MAIN INVOLVED PARTIES

Beneficiaries

Children are the main beneficiary group of [Make-A-Wish Greece](#) and the driving force of the organization. Its actions and aim are based on the fulfillment of children's wishes, realizing children's dreams.

The SROI study helped to record and capture the feelings of the children who participated in the actions of [Make-A-Wish Greece](#). Below are the results of the survey:

★ The majority of children said that they continued to feel the emotions triggered by the activities of [Make-A-Wish Greece](#) up to 3 years after their wish was granted.

★ **79%** said that the changes they experienced in their psychology during this time were entirely or largely due to [Make-A-Wish Greece](#) entirely and to their wish fulfillment.

★ **96%** of the children of the wish acknowledged that thanks to [Make-A-Wish Greece](#) they experienced only positive emotions. The same answer was given by the other interested parties in this category who participated in the investigation.

Other very important results of the research:

★ **97%** of the children of the wish surveyed saw an improvement in their mental health and a reduction in psychological stress.

★ **94%** of children surveyed felt an increase in feelings of happiness and emotional stability.



★ Almost **75%** of the children surveyed felt that their confidence and willingness to cooperate increased.

★ **75%** of the children felt that the organization had strengthened their ties with their family.

★ **67%** of the children felt an improvement in their health and fitness.

★ **40%** of the children felt that wish fulfillment helped them become more resilient (or stronger) to new difficult conditions.

★ **75%** of the children said that they would most likely not have experienced these changes if it had not been for [Make-A-Wish Greece](#).

★ **70%** of children said that the changes they recognized continued to last for more than one (1) year after their wish was granted.

07 MAIN INVOLVED PARTIES

Family of children of the

★ **94%** of the children's families felt that their mental health improved and psychological stress decreased.

★ **96%** of the children's families said that they felt an increased sense of happiness and emotional stability.

★ **87%** of the children's families felt that through [Make-A-Wish Greece](#) they have achieved a strengthening of family ties.

★ **83%** of the children's families felt that their self-confidence increased.

★ **75%** of the children's families experienced an improvement in health and fitness.

★ The majority of the children's families reported that they continued to feel these feelings triggered by their children's wish fulfillment for, on average, 3 years after the end of this.

★ **78%** of the children's families said they would be more likely not to have experienced these changes if it had not been for [Make-A-Wish Greece](#).

★ **79%** of the children's families said that the changes they experienced were entirely or largely due to [Make-A-Wish Greece](#).

★ **99%** of the children's families acknowledged that the changes they experienced created only positive feelings.



Volunteers

★ **98%** of volunteers said they felt a sense of pleasure and happiness through giving back.

★ **92%** of the volunteers felt feelings of solidarity and help to others.

★ **88%** of volunteers said they felt feelings of fulfillment, pride, self-esteem and empathy.

★ The majority of the volunteers said that they continued to feel these feelings triggered by [Make-A-Wish Greece](#) for about 3 years after the end of their cooperation.

★ **69%** of volunteers said that they would most likely not have experienced these changes if they had not been for [Make-A-Wish Greece](#).

07 MAIN INVOLVED PARTIES

★ **75%** of volunteers said that the changes they experienced were entirely or largely due to [Make-A-Wish Greece](#).

★ **98%** of the volunteers acknowledged that the changes they experienced created only positive feelings.



08 SECONDARY PARTIES INVOLVED

Medical Staff

★ **100%** of medical staff said they felt a sense of pleasure and happiness through this offer.

★ **100%** of medical staff said that they developed feelings of involvement in an organization with a unique nature of work.

★ The majority of medical staff said that they continued to feel these feelings triggered through [Make-A-Wish Greece](#) up to 5 years after their first cooperation with it.

★ **71%** of medical staff said that the changes they experienced were largely due to the program of [Make-A-Wish Greece](#).

★ **96%** of medical staff acknowledged that the changes they experienced created only positive feelings.

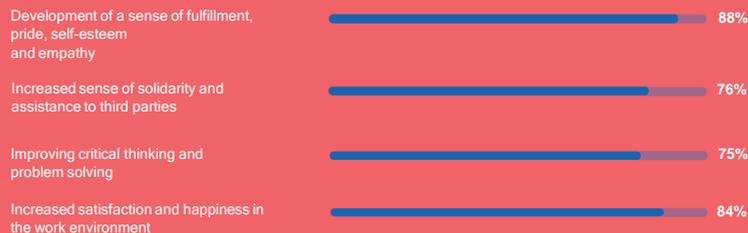
★ **71%** of medical staff said that it is more likely that these changes would not have happened without [Make-A-Wish Greece](#).



08 SECONDARY PARTIES INVOLVED

Employees

- ★ **88%** employees felt a sense of fulfillment, pride, self-esteem and empathy.
- ★ **76%** of employees said that they developed feelings of solidarity and help towards third parties.
- ★ **75%** of employees felt that they improved their critical thinking and their ability to solve problems.
- ★ **84%** of employees felt feelings of satisfaction and happiness in the working environment.
- ★ The majority of employees said they continued to feel these feelings triggered through [Make-A-Wish Greece](#) for about 4 years
- ★ **65%** of employees said that the changes are most likely would not have happened without the work of [Make-A-Wish Greece](#).
- ★ **80%** of the respondents said that the changes they experienced were largely due to [Make-A-Wish Greece](#).
- ★ Almost **90%** of employees acknowledged that the changes they experienced created only positive feelings.



Donors

- ★ **67%** of donors felt a sense of satisfaction, solidarity and helping others.
- ★ **83%** of donors said they developed feelings of pleasure, fulfillment, pride, self-esteem, empathy and happiness through giving.
- ★ **50%** of the donors said that they had a different perspective on problems related to their fellow human beings and that they were encouraged to continue their work.
- ★ The majority of donors said that they continue to feel these feelings triggered by their donation to [Make-A-Wish Greece](#) up to 3 years after its completion.
- ★ **71%** Donors said that the changes they experienced were entirely or largely due to the [Make-A-Wish Greece](#).
- ★ **96%** of donors acknowledged that the changes they experienced created only positive feelings.

08 SECONDARY PARTIES INVOLVED

★ 72% of donors said that the changes were more likely not to have happened without their cooperation with [Make-A-Wish Greece](#).



09 PERFORMANCE INDICATORS & DURATION OF OUTCOMES

To export the above, an indicator was chosen for each result, which represents the probability of the change occurring. Each indicator is a piece of information that allows us to measure the change and see whether that change has taken place. The most appropriate indicators were selected using information gathered through responses to interested parties questionnaires. Communication with interested parties was carried out both by telephone and by e-mail. Then, those results that retained more than 50% for each stakeholder group were selected and presented, i.e. the changes experienced by more than half of the involved in each group.

For each possible change experienced by the parties involved, a question was asked in order to obtain a number representing the duration of the change. Specifically, the average duration of the change was calculated by exploiting the subjective feelings of the parties involved. The overall impact of the results identified by this analysis is € 6.877.439. The total Present Value for

the program, at a discount rate of 3.5% for each year that passes, after the first year is €6,604,954. This represents the total value created by [Make-A-Wish Greece](#) for the years 2020-2021.

The SROI indicator shows the amount of social value created for every Euro invested in a social action or initiative or project within a given time frame and is a useful tool for assessing the results/changes experienced by the interested parties, reflecting the return on investment in a project.

09 PERFORMANCE INDICATORS & DURATION OF OUTCOMES

The results of this investigation show that the value generated during a period of two (2) years ultimately exceeds the value of the investment. It is worth noting that the investment includes both direct cash investments and volunteer time.

The SROI analysis calculates that, for the period considered and on the basis of the information available under a questionnaire completed by the interested parties, each €1 invested to grant a wish generates a value equal to €4.15. **This means that the value added generated for each interested party is equal to €4.15.**

FINANCIAL PROXIES

In the context of the SROI analysis we use "Financial Proxies". The "Financial Proxies" are monetary equivalents used to reflect hard-to-measure variables by assigning monetary value to services that have no monetary value. For their calculation, in this particular survey, we chose to attribute to non-tradable services, i.e. actions of [Make-A-Wish Greece](#) to the closest purchase price of a product/service that would potentially have brought about the same or corresponding changes in the lives of those concerned, causing corresponding emotions. This means that in order to measure the value created by the [Make-A-Wish Greece](#) through its project, we used the potential cost value saved.

For this purpose, average prices of goods and services with corresponding results were defined as "Proxies".

At this point, it is worth mentioning that the use of "Financial Proxies" is aimed solely at enabling a monetary value to be attributed to a service that cannot be priced and not at

examine whether the interested parties are able to buy the relevant products or services. A proxy is a paid good or service that would bring about an equivalent or similar experience to the outcome or change under consideration.

SROI PARAMETERS

The SROI measurement deals with the analysis of the extent to which changes are attributed to the project. A number of changes or results may be observed, but these are probably not all the result of the specific project. To measure the impact of the project, therefore, we needed to consider whether and to what extent other factors influenced the achievement of these results, how the impact attributed to the project varied over time, and whether the results achieved by the project were simply shifts in the phenomenon. The goal in this part of the SROI process is to really understand the role of the process in creating remarkable change in people's lives.

For this study, we evaluated the "deadweight, attribution, drop-off and displacement" obtained through the questionnaire process. We then calculated the average for all these aspects of impact, which are expressed as percentages.

- **Deadweight** is a measure of the magnitude of the effect (change) that would have occurred even if the activity had not taken place.
- **Attribution** is an assessment of how much of the outcome (change) was caused by the contribution of other organizations or (agents) individuals.

09 PERFORMANCE INDICATORS & DURATION OF OUTCOMES

- The **drop-off** is used to take into account that in future years, the amount of the effect (change) is likely to be smaller or, if the same, will have been affected by other factors, so the yield to the organization will be lower. This is why it is only calculated for results lasting more than one year.

- Displacement** assesses whether the effect (change) has displaced other effects (changes).

SROI INDICATOR

The purpose of the SROI study is to evaluate the performance of the project in order to improve our understanding of the social value it creates. [Make-A-Wish Greece](#) aims to use the findings to inform the development of the project and to use them as an evidence base to support funding.

The SROI study is primarily evaluative, focused on the outcomes experienced resulting from the period 2020-2021.

The SROI analysis shows that [Make-A-Wish Greece](#) created value for a wide range of beneficiaries, including participants and volunteers, as well as the families of participants, employees and medical staff.

The benefits for participants can be summarized as significantly improved mental health, improved social life and better physical health.

The total value of the benefits derived from [Make-A-Wish Greece](#) for the period of October 2020 - September 2021 was estimated at € 7,141,524.16, a value created for all project beneficiaries.

Given that the input costs were close to € 1.718.991,00, this translated into a total social investment yield of 4.15:1.



10 UNDERSTANDING OF SOCIAL VALUE

As mentioned above, the average prices of goods were defined as "proxies". and services with corresponding outcomes, monetary equivalents used to reflect hard-to-measure variables by assigning monetary value to services that have no monetary value.

SENSITIVITY ANALYSIS

Involved parties	Outcome/Change	Category	Financial Proxy
 Kids	Improving mental health and reducing psychological stress	Better psychological mood	€ 4.160,00
	Increased feelings of happiness and emotional stability	Better psychological mood	Included in the price above
	Developing children's confidence and willingness to cooperate	Socialization	€ 420,00
	Strengthening family ties	Better psychological mood	€ 600,00
	Improving health and fitness	Better physical condition	€ 1.000,00
	Increased resilience to new or difficult conditions	Better psychological mood	Included in the price above

Involved parties	Outcome/ChangeCategory	Financial Proxy
 Parents & Siblings	Improving mental health and reducing psychological stress	Better psychological mood € 4.160,00
	Increased feelings of happiness and emotional stability	Better psychological mood Included in the price above
	Strengthening family ties	Better psychological mood € 600,00
	Developing children's confidence and willingness to cooperate	Socialization € 420,00
	Improving health and fitness	Better physical condition € 1.000,00

Involved parties	Outcome/ChangeCategory	Financial Proxy
 Volunteers	Developing a sense of pleasure and happiness through offering	Social Awareness Included in the price below
	Increased sense of solidarity and assistance to third parties	Social Awareness € 4.800,00
	Development of a sense of fulfillment, pride, self-esteem and empathy	Moral satisfaction Included in the price above
	Strengthening cooperation and service capacity	Development of Professional Skills € 350,00

Involved parties	Outcome/Change	Category	Financial Proxy
 Employees	Development of a sense of fulfillment, pride, self-esteem and empathy	Moral satisfaction Included in the price below	
	Increased sense of solidarity and assistance to third parties	Social Awareness € 4.800,00	
	Improving critical thinking and problem solving	Development of Professional Skills € 500,00	
	Increased satisfaction and happiness in the work environment	Development of Professional Skills Included in the price above	
	Broadening horizons and development at a personal and collective level	Personal Development € 710,00	

SENSITIVITY ANALYSIS

Involved parties	Outcome/Change	Category	Financial Proxy
 <p>Donors</p>	Increased sense of satisfaction, solidarity and assistance to third parties	Social Awareness	€ 4.800,00
	Development of a sense of fulfillment, pride, self-esteem and empathy	Moral satisfaction	Included in the price above
	Developing a sense of pleasure and happiness through offering	Better psychological mood	Included in the price above
	Diversifying our perspective on the problems of our fellow human beings	Social Awareness	Included in the price above
	Encouraging voluntary action	Social Awareness	Included in the price above

Involved parties	Outcome/Change	Category	Financial Proxy
 <p>Medical Staff</p>	Developing a sense of pleasure and happiness through offering	Social Awareness	€ 4.800,00
	Developing a sense of inclusiveness in an organization with a unique nature of work	Socialization/Moral satisfaction	Included in the price above
	Contributing to daily cooperation and outreach to children with illness	Moral satisfaction	Included in the price above
	A sense of solidarity with a group of people with similar motivations and values	Social Awareness	Included in the price above

Involved parties	Outcome /Change	Deadweight %	Displacement %	Attribution %	Drop off %	Social %Performance
 <p>Kids</p>	Improving mental health and reducing psychological stress	31%	4%	22%	15%	3.66
	Increased feelings of happiness and emotional stability	23%	3%	21%	12%	-
	Developing children's confidence and willingness to cooperate	29%	5%	21%	10%	0.33
	Strengthening family ties	26%	4%	26%	12%	0.40
	Improving health and fitness	22%	5%	20%	11%	0.68
	Increased resilience to new or difficult conditions	21%	2%	18%	3%	-

Involved parties	Outcome /Change	Deadweight %	Displacement %	Attribution %	Drop off %	Social %Performance
 <p>Parent & Siblings</p>	Improving mental health and reducing psychological stress	21%	1%	21%	12%	8.60
	Increased feelings of happiness and emotional stability	25%	2%	19%	2%	-
	Strengthening family ties links	25%	1%	24%	13%	0.84
	Developing children's confidence and willingness to cooperate	21%	2%	21%	11%	0.45
	Improving health and fitness	19%	0%	21%	7%	1.07

SENSITIVITY ANALYSIS

	Outcome /Change	Deadweight %	Displacement %	Attribution %	Drop off %	Social Performance	
Involved parties							
Volunteers	Development of a sense of pleasure and happiness through offering	29%	2%	17%	8%	9.30	
	Increased sense of solidarity	34%		2%	26%	7%	-
	Development of a sense of fulfillment, pride, self-esteem and empathy	30%		2%	21%	9%	-
	Strengthening cooperation and the capacity to serve	32%		3%	28%	6%	0.33

	Outcome /Change	Deadweight %	Displacement %	Attribution %	Drop off %	Social Performance
Involved parties						
Employees	Development of a sense of fulfillment, pride, self-esteem and empathy	33%	8%	15%	3%	1.87
	Increased sense of solidarity and assistance to third parties	35%	12%	16%	3%	-
	Improving critical thinking and problem solving	39%	12%	31%	5%	0.07
	Increased satisfaction and feeling of satisfaction and happiness in the working environment	37%	13%	16%	5%	0.07
	Broadening horizons and evolving into personal and collective level	34%	8%	22%	4%	0.20

	Outcome /Change	Deadweight %	Displacement %	Attribution %	Drop off %	Social Performance
Involved parties						
Donors	Increased sense of satisfaction, and assistance to third parties	38%	0%	20%	17%	12.15
	Development of a sense of fulfillment pride, self-esteem and empathy	38%	0%	25%	17%	-
	Development of a sense of pleasure	31%	0%	13%	13%	-
	Diversification of vision for the problems of our fellow human beings	13%	0%	6%	19%	-
	Encouragement and voluntary action	19%	0%	13%	19%	-

	Outcome /Change	Deadweight %	Displacement %	Attribution %	Drop off %	Social Performance
Involved parties						
Medical Staff	Development of a sense of pleasure and happiness through offering	35%	5%	35%	0%	2.60
	Developing a sense of participation in an organization with a project	31%	13%	25%	0%	-
	Contribution to daily cooperation and outreach to sick children	31%	0%	38%	0%	-
	Feeling solidarity within a group people with similar motivations and values	19%	0%	19%	0%	-

11 CONCLUSION

In this report we presented the results of the SROI study conducted by the team of **EnableGood** regarding the project of **Make-A-Wish Greece** during the period of 2020-2021. Specifically, in this study we included beneficiaries of the work of **Make-A-Wish Greece** and measured the changes they experienced during their contact or cooperation with the organization.

In these changes we defined monetary equivalents and, taking into account the possible variables that influenced the changes, we arrived at a measure of the final social value of the organization, i.e. how much value, in economic terms, the organization produced. **Make-A-Wish Greece** with its social work.

MONETARY VALUE

The resulting monetary value, as the equivalent of social change, was then placed in equation with the economic capital invested in the realization of the project of **Make-A-Wish Greece** that led to these changes.

The outcome of this process is illustrated, very briefly, with an indicator of 4.15:1. More specifically, **Make-A-Wish Greece**, in order to implement its project in the years 2020-2021 and to use investments of € 1,718,991.00, after measuring the psycho-social data, a project of social value of € 7,141,524.16 was identified.

This means that for every €1 of capital invested, the following were produced of social value was produced, therefore the indicator 4.15:1.

Make-A-Wish Greece during the period of 2020-2021 utilized investments amounting to
€ 1,718,991.00



11 CONCLUSION

Judging from the final indicator, we conclude that the social impact of the work of [Make-A-Wish Greece](#) during the years 2020-2021 not only was positive, but created multiple economic value, both to society and to the organization itself, exceeding the initial investment capital many times over.

But the greatest achievements of [Make-A-Wish Greece](#) that were noted as changes by the beneficiary parties were mainly of psychological interest. The vast majority of both the beneficiary children and their families stated that thanks to the work of [Make-A-Wish Greece](#) their mental health improved significantly and their stress levels decreased. Regarding volunteers, donors and employees, they all acknowledged that their relationship with the organization gave them a feeling of pleasure and happiness through giving, which lasted for more than one (1) year.

Among the other positive feelings evoked by his work [Make-A-Wish Greece](#) to the beneficiaries was the increase in feelings of happiness and emotional stability, the strengthening of family ties, the development of self-confidence and the will to cooperate in children and the increase in feelings of solidarity and help to third parties.

Undoubtedly, now, and after communicating with the parties benefiting from the organization, it is clear that the work of [Make-A-Wish Greece](#) is extremely beneficial in many aspects of their lives, emphasizing that it has created only positive emotions for them. Thanks to the SROI measurement, this can be quantified, showing us how important such actions are in our society and in people's lives and how they can, even in isolation, produce a positive impact many times greater than the resources needed to implement them.



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