C5: Innovating for Impact
The Social Impact of Meals on Wheels® Australia

National Volunteering Conference
February 2023
– Meals on Wheels© need to measure social impact?

– How Huber Social measures social impact

– The Meals on Wheels© Australia Measurement Plan

– The Social Impact Measurement Findings

– So What?
Meals on Wheels®

- Part of the Australian lexicon
- Over 590 meals provider locations
- Deliver to more than 120,000 people
- Supported by 45,000 volunteers
- Mission is to support older people and people living with disability to live independently in the community.
The need to measure social impact

- Core part of mission
- Need to demonstrate to stakeholders
- Value and outcomes of positive social impact for clients and volunteers
- Opportunity to build best practice
- To strengthen our powerful storytelling with data and evidence
Who is Huber Social?
Huber Social is recognised locally and globally for our integrity

Our clients come from across the public, private and social sectors
How We Measure Social Impact
The Huber Social Wellbeing Measurement Framework

Impact
Wellbeing

Outcomes
Through building Capability
- Wellness
- Life skills
- Resilience

Outcomes
and providing Opportunity
- Resources
- Structures & Services
- Self-development
- Relationships
1. Impact

The overall impact of Meals on Wheels Australia program is to improve people’s wellbeing by ensuring they are well-nourished and able to thrive within their communities.

2. Outcomes

Meals on Wheels Australia achieves this impact by building capabilities and providing access to opportunities across the following areas for clients and volunteers:

For clients:
- Belonging and connection
- Nourishment
- Self-determination
- Holistic wellness
- Life skills
- Resilience
- Access to societal structures and services

For volunteers:
- Belonging and connection
- Purpose
- Confidence
- Enjoyment
- Leadership
- Life skills
- Resilience
Meals on Wheels®
Social Impact Measurement
Findings
Meals on Wheels©
Volunteers
Meals on Wheels Volunteers Have Higher Wellbeing than Other Australians

- Australia: 3.66
- Another Volunteer Organisation: 3.87
- MoWA Volunteers: 4.03
Volunteering with Meals on Wheels Builds a Sense of Belonging

- **Community Connection**: +12%
  - Feeling part of a community

- **Personal Community**: +8%
  - Having a strong community of family and friends

- **Acceptance**: +10%
  - Feeling accepted by your community

- **Words of Affirmation**: +8%
  - Having someone that encourages and praises you
Lower Time Commitment Associated with Higher Wellbeing

Volunteer Wellbeing, by Hours Volunteered per Month

- Less than 5 hours a month: 4.16
- 5-15 hours a month: 3.97
- 15+ hours a month: 3.97
Wellbeing Slightly Higher among Drivers and Slightly Lower among Kitchen Volunteers.
Predictors of Wellbeing for Meals on Wheels© Volunteers

- **Holistic Wellness - Enjoyment**: Enjoy life and having fun
- **Holistic Wellness - Self-Love**: Liking oneself
- **Holistic Wellness - Meaning**: Feeling one's life has meaning
- **Holistic Wellness - Loneliness**: Feelings of loneliness or isolation
- **Life Skills - Job Skills**: Having the right skills to secure the job you want*
Meals on Wheels Clients
Majority of MoWA clients live on their own

Household Composition

- Single: 64.6%
- Couple: 20%
- Other: 11.8%
- No data: 3.5%

No data: 3.5%
Most Clients Average Less Than One Social Connection A Day
Meaningful Social Connection is Key

<table>
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<th>Overall Wellbeing</th>
<th>Know them very well</th>
<th>Somewhat well</th>
<th>I know a little about them</th>
<th>Don't know them very well at all</th>
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<td>3.80</td>
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18%
Stronger Relationships Associated with Better Outcomes

Key Outcomes Improvements

- Feeling part of a community: +22%
- Finding it easy to share one's thoughts and feelings with other people: +21%
- Having a sense of purpose in life: +21%
- Believing that community service providers can help with one's current situation: +20%
- Feeling accepted by one's community: +19%
- Having things to hope for: +18%
So What?

- Powerful results to share with funders
- Opportunities to improve service offering