



SOCIAL IMPACT REPORT 2021



Special thanks go to the generous families who participated in this social impact research. Your resilience and perseverance in the face of such adversity is both humbling and inspiring and your willingness to share your story deserves the greatest level of gratitude.

Special thanks also go to the volunteers, staff and medical professionals who work tirelessly each and every day to support those families and bring them safely to their destination.

Finally, we would like to acknowledge the First Nations People and pay our respect to the owners of the land on which we live and work, for they hold the history, the memories and the future of our nation.



**A LITTLE LIFT
WHEN YOU
REALLY NEED IT**



TABLE OF CONTENTS

SUMMARY	6	THE FUTURE OF LITTLE WINGS	26
THE ORGANISATION	6	THE VOICES OF THE FAMILIES	28
THE RESEARCH	7	OUR STAFF AND VOLUNTEERS	40
THE LITTLE WINGS STORY	8	NUMBER OF RESPONDENTS FOR STAFF AND VOLUNTEER IMPACT FINDINGS	41
THE ORGANISATION	8	MEDICAL PROFESSIONALS AND SERVICE PROVIDER RESPONDENTS	42
THE RESEARCH	10	MEDICAL PROFESSIONALS AND SERVICE PROVIDER RESPONDENTS	43
RESEARCH METHODOLOGY	10	REFERENCES	44
THE FAMILIES	12	CONTACTS	44
MEDICAL IMPACT	14	OUR MAJOR PARTNERS	45
FINDINGS FROM THE MEDICAL PROFESSIONALS	16		
SOCIAL/EMOTIONAL IMPACT	18		
FINDINGS FROM THE MEDICAL PROFESSIONALS	20		
ECONOMIC IMPACT	22		
FINDINGS FROM THE MEDICAL PROFESSIONALS	23		
EDUCATIONAL IMPACT	24		
FINDINGS FROM THE MEDICAL PROFESSIONALS	25		

SUMMARY

THE ORGANISATION

Little Wings is a children’s charity operating in New South Wales that provides free air and land transport to support seriously ill or injured children and their families in accessing to lifesaving medical treatment (Little Wings, 2021).

The organisation aims to:

- Return children home safely and promptly so that they can spend more precious time with their families and in their school and community.
- Relieve the travel fatigue that families experience due to frequent travel by road.
- Minimise the financial burden brought about by long distance travel and time away from employment.
- Provide urgent short notice transport services for family members to support their sick child.
- Increase the effectiveness of the child’s treatment by not having them exposed to the risk of infection associated with travelling on public transport.



THE RESEARCH

A total of 68 participants shared their stories and their journey with Little Wings and the impact that the support provided by Little Wings has had on their lives and the lives of the children and communities.

Responses were collected from 37 families, along with the employees, volunteers and medical staff who support the work of Little Wings.

This research is based on qualitative research aligned to four areas of social impact.



Economic



Medical



Social /
Emotional



Educational

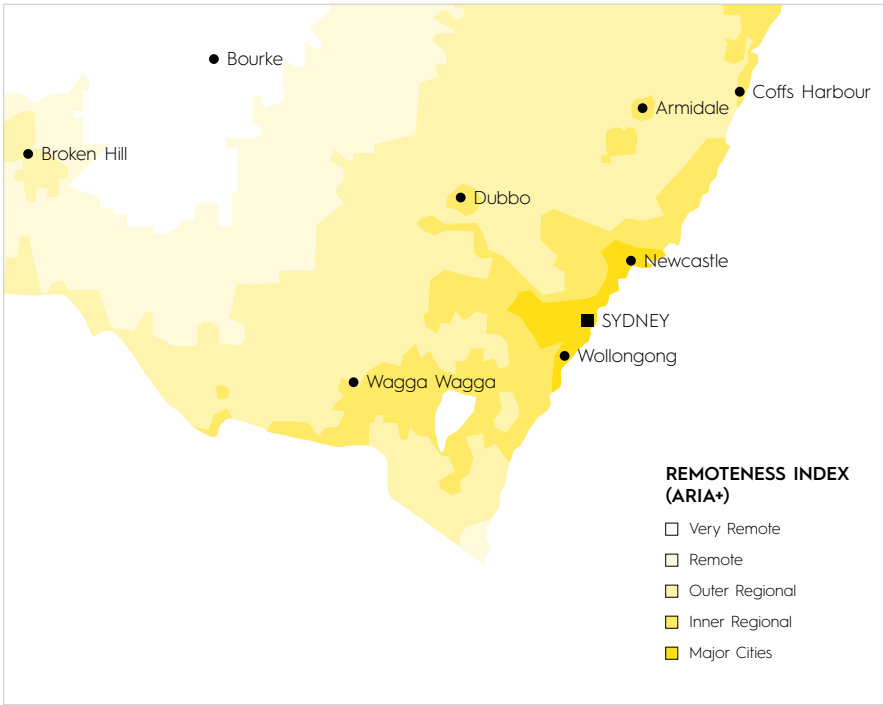
Through in-depth interviews participants were asked to share the story of their family, their experience of Little Wings and the impact it had on their lives. Participants were also asked to share their thoughts on the future of Little Wings as it continues to support seriously ill children and their families to receive life saving medical treatment.

The research presented in this report outlines the significant stories of impact shared by families, staff, volunteers and medical professionals over the course of the 6 month project. It summarises the key findings to tell the stories of the families and those who support them.

THE LITTLE WINGS STORY

Established in 2012, Little Wings is a not for profit, charitable organisation that provides free medical air and land transport to children who are experiencing serious illnesses or injuries and their families. Utilising three small aircraft owned and operated by the organisation, a fourth chartered aircraft or free commercial flights, Little Wings provides flights and land transport for children to receive medical treatment at major hospitals in Sydney and Newcastle and return to their homes in rural and remote areas of New South Wales, Canberra and the Northern Territory. The work of the organisation is led by the CEO, Clare Pearson, with the support of the board of directors and a team of paid staff, volunteer pilots and volunteer drivers.

RURAL AND REMOTE AREAS SUPPORTED BY LITTLE WINGS



4 PARTNER HOSPITALS



8 EMPLOYEES



45 VOLUNTEERS



**3,030,670 KILOMETRES TRAVELLED
IN THE AIR AND ON THE GROUND**



2,810 JOURNEYS COMPLETED



431 FAMILIES HELPED



**6,511 PASSENGERS
TRANSPORTED**

THE RESEARCH

This research was conducted by Katie McIntyre, Research and Social Impact Manager, on behalf of Little Wings and addresses the social impact of the organisation on seriously ill or injured children, their families and the rural and remote communities in which they live.

It presents, in detail, the responses of the families, along with the employees, volunteers and medical staff who support the work of Little Wings Children's Charity.

In 2019, a detailed report was commissioned by Little Wings to address the economic impact of the organisation (PwC Australia, 2019) which aligns to the findings in this report.

RESEARCH METHODOLOGY

This research report is based on qualitative research aligned to social impact theory which stipulates that social impact is a result of inputs and actions by the organisation and individuals (Grieco, Michelini & Lasevoli, 2015). It is aligned to four areas of social impact.



Economic



Medical



Social /
Emotional



Educational

Qualitative research methods were utilised to determine the final results of the report. A total of 68 participants responded to the opportunity to partake in the voluntary survey providing verbal responses in a 30-minute phone interview or a written email response.



RESEARCH PARTICIPANTS

FAMILIES	STAFF AND VOLUNTEERS	MEDICAL STAFF AND SERVICE PROVIDERS
37	13	18

Families who responded provided answers to the following series of questions:

- Please share with us why you chose to use the Little Wings service?
- Please share with us your story about your experience with Little Wings?
- What is the difference Little Wings has made for you, your child and your family?
- What do you think Little Wings needs to think about to support children and families in the future?

Staff, Volunteer and Medical Staff Respondents provided answers to a series of questions including:

- What is your experience with Little Wings?
- What impact have you see Little Wings have on children? On families? On the Community?
- What do you think makes Little Wings different from other organisations?
- What future needs does Little Wings need to consider in supporting children and families?

Respondents could opt for a follow up interview upon request. Transcribed participant responses were then analysed to identify key impact themes which are detailed in this report. Impact themes are categorised under the four aspects of social impact – Medical, Social/Emotional, Financial and Educational.

THE FAMILIES

DID YOU KNOW?

80% of the families have between 2 and 7 children **20%** have only one child.

3 families had more than one ill or injured child transported by Little Wings.

37 families responded.

45% of children were school age when they were transported by Little Wings.

3 children had passed away due to their illnesses prior to the study.

Children were aged between 4 months and 14 years at the time of transportation.

5 families did not access the air transport service provided by Little Wings due to:

- weather,
- covid-19,
- luggage weight,
- scheduled plane maintenance,
- Access to own car for city based travel.

14 children were transported for cancer related treatment.

30% of children had a non burns or cancer related diagnosis including:

- asthma,
- arthritis,
- cystic fibrosis,
- genetic disorders,
- accidental injury,
- surgical intervention.

Most families would travel between 4 and 17 hours to access medical treatment by land by car or on public transport.

Families accessing air and land transport **flew up to 30 times.**

90% of families are from rural and remote areas of New South Wales.

32 families accessed both the air and land transport.

2 families are from the ACT, 1 family is from QLD and 1 family is from the NT.

32% of families accessed air and land transport 4 times or less.

2 families accessed the land transport service only.

3 children were transported home after emergency medical flights to Sydney.

6 children were transported for burns related injuries.

3 families flew more than 15 times with Little Wings.

Parents were engaged in a range of professions including:

- rural midwife,
- local pharmacist,
- business owner,
- farmer,
- rural fire services,
- youth worker.

MEDICAL IMPACT

The children who are provided transport through the Little Wings service experience a range of health concerns related to cancer, leukemia, burns, asthma, arthritis, or genetic disorders which cause these young people to experience a range of health-related complications. Little Wings aims to alleviate the discomfort of travel and provide support for children and families to access regular medical services as part of their treatment. The following findings from the Social Impact Research relate to the Impact of Little Wings on the medical needs of the children supported by the organisation.

Access to Treatment

A number of families identified that children in their care would be unable to receive treatment if not for the support of Little Wings due to the family's financial circumstances and the lack of availability of specialised services in their local area.

Parent Focus

54% of families reported the significant impact of air and land transport being provided allowing the parent to focus on the medical needs of the child and ensure the child's safety and well-being.

Medical Complications

A number of families reported that their child would have been unable to return home from hospital without the assistance of Little Wings due to medical complications related to seizures and breathing issues which require the parent's constant presence or were exacerbated by long distances.



Short Home visits

A number of families reported the importance of Little Wings in returning their child home during long periods of chemotherapy treatment, for short visits, which was considered essential to the child's recovery. Families reported significant improvement in the children's well-being during home visits.

Lowered Anxiety

72% of families reported significantly lower levels of stress and anxiety when travelling with Little Wings and lowered levels of fatigue in both the parent and the child when arriving at the hospital leading to better outcomes during treatment.

Limited Immunity

100% of families with children who were immunocompromised due to illness identified the significant medical benefit of the air and land service due to limited exposure to public spaces and larger numbers of people.

Flexibility

Multiple families reported the level of flexibility provided by the Little Wings service in scheduling or modifying flight times based on children's appointment times and emerging needs as being significant in accessing health services for their child.

Comfort

66% of families with children who were suffering from burn related injuries identified the significant discomfort for their child travelling long distances in the car and the significant increase in comfort level their children experienced due to the shorter flight and drive time.

Regular Treatments

A unique characteristic of Little Wings identified by families was the opportunity for families to receive support to attend regular medical treatments including cancer treatment or receiving regular medical care for burns or other injuries.

Returning Home

Three families received air and land transport through Little Wings to return home after an emergency flight to Sydney. Families reported financial and logistical concerns in returning home without support.

FINDINGS FROM THE MEDICAL PROFESSIONALS

Medical staff respondents reported significant impact on the medical needs of children due to Little Wings. Medical staff respondents reported reduced travel times as having a significant impact on reduced discomfort and travel complications for children with injuries or illness.

Respondents also identified the impact of less exposure to others on a commercial flight or through regular stops on a long road trip, as being of significant impact in supporting children with lowered immunity due to illness or cancer treatments. A number of medical staff respondents identified that children would be unable to access regular medical treatment without the support of Little Wings due to family circumstances or the child's inability to travel. Respondents also identified the additional time at home to recover as being beneficial.



SOCIAL/EMOTIONAL IMPACT

Social emotional health is essential for a person's overall well-being and allows a person to cope with the stresses presented by their life and occupation and achieve their potential by utilising their strengths, skills and abilities. Throughout the study, families highlighted the significant stress and anxiety associated with caring for a child who is seriously ill or injured and the impact on all members of the family including parents, siblings and extended family. The following finding for the Social Impact Research outline the impact of Little Wings on the social and emotional well-being of the families who participated in the study.

Reduced Anxiety

A major finding of the study was the significant reduction in stress, anxiety and fatigue that the parents experienced when travelling with Little Wings. Stress and anxiety were identified 65 times within the study as being of significant concern. Families expressed a deep sense of relief when flying with Little Wings for the first time and the service made them feel like "family" and like "V.I.P's".

Family Support

Families identified that the support of Little Wings allowed them to remain in their homes and communities and continue to have access to family and friend support within their community. Multiple families had grandparents or siblings accompany them and their child on the Little Wings flight with many families describing a sense of relief from extended family and spouses when one parent and child travelled alone.



Fatigue

Another major finding from the study was the reduction in fatigue experienced by both the parent and the child when accessing the Little Wings service which parents identified supported them in being more calm and attentive to their child during the transport and subsequent treatment. 59% of families identified the lowered fatigue as being critical in successfully managing multiple hospital appointments and treatments during their stay.

Sibling Connection

Families reported a positive impact on sibling relationships due to the greater time spent at home between appointments and opportunity to return home for a weekend or special occasion between treatments. Families also reported that shorter travel times allowed younger siblings to remain at home more often if it was in the best interest of the child.

Volunteer and Staff Support

Families overwhelmingly reported a significant impact due to the support and care of the Little Wings staff and volunteers including a reduction in anxiety and stress. 75% of families identified a range of supportive measures including the care taken by staff and volunteers as being extremely supportive during an incredibly stressful time in their lives.

Volunteering

A number of families reported their desire to become volunteers and give back to their community after experiencing the Little Wings service and observing the work of the volunteers.

Safety

Families overwhelmingly identified both the safety level and the cleanliness of the aeroplane and motor vehicle being extremely valuable in supporting their emotional well-being and sense of ease and security. 56% of families reported a very high level of confidence with the maintenance, general appearance and hygiene measures applied to the aeroplane and to the motor vehicles.

Positive Experience

Many families of children, greater than three years of age, reported a sense of excitement exhibited by the child at the experience of going in the aeroplane. They reported that the children saw this as a novel experience which was generally enjoyed and also provided a positive association with returning home quickly.

FINDINGS FROM THE MEDICAL PROFESSIONALS

Medical staff identified a significant impact of Little Wings on the safety and well-being of families citing examples of fatigue due to long-distance travel and also significant traffic accidents due to kangaroos and other hazards on rural roads leading to emotional and financial impact for families. Respondents also identified the safety concerns around travelling for long distances and then navigating major city centres which are unfamiliar to the driver.

A large number of respondents identified the anxiety parents feel when driving in the major city centres which they are unfamiliar with while transporting a child who is injured or unwell. Respondents identified the impact on the well-being of families through the support of the air and land transport arrangement.

Respondents identified significant impacts to the family including on the parental relationship and the siblings. Respondents reported that families were able to spend more time together and that the siblings at times got to experience the flight with their brother or sister. Respondents also reported a positive impact for siblings as one parent can remain at home with the children or if a single parent, the parent has more time in the home to support and care for the siblings.



ECONOMIC IMPACT

Financial issues are a major concern for many families who are caring for a seriously ill or injured child. Financial difficulties can arise due to expenses related to care but also travel expenses, out of pocket treatment costs and the loss of income for one or both parents due to leave, a reduction in employment or the termination of employment to provide full time care. The following findings outline the economic impact on families of the Little Wings service.

Reduced Work Loss

A significant number of families, identified the need for extended sick leave or a reduction in working hours due to caring for a seriously ill or injured child and in cases where a child was accessing on-going medical treatment identified the support provided by Little Wings as vital in reducing lost work time.

Parent Employment

Multiple families identified the opportunity for one parent to travel with their child whilst the spouse remains working on the farm or in other employment as being vital to the financial success of the family.

Overall Travel Cost

35% of families identified the cost of travel to and from the airport as being in excess of \$1000 per trip including air and land transportation costs for the parent and children resulting in an economic saving of between \$4000 and \$30 000 per family.

Economic Burden

45% of families identified the economic impact of Little Wings as significant. Multiple reported the financial burden would have been very difficult for them to meet without the support of Little Wings due to limited employment, a single income or on-going medical expenses.



Stress and Anxiety

Families identified the economic impact as being significant to reducing stress and anxiety and allowing them to remain in their homes. Multiple families identified they would have relocated to Sydney if they had not had the support of Little Wings.

Rural Community

Families identified reduced leave time from employment including rural midwifery, pharmacy, youth workers and rural fire services which families identified had a positive impact on the rural communities in which they resided.

Returning Home

Two respondents identified that they would have been unable to return home without the support of Little Wings due to their inability to pay the transport costs and no access to motor vehicle transport.

FINDINGS FROM THE MEDICAL PROFESSIONALS

The economic impact on families was identified by medical professionals as significant due to the impact of job loss, socio-economic circumstances and hardship in rural areas along with the on-going medical costs required to provide for a child with a serious illness or injury.

One family identified by the medical professionals required 16 medical flights for their child which would have been at a cost of \$830 per trip using a commercial airline. This would be a total cost to the family of \$13 280 in addition to medical and accommodation costs. Respondents identified that an additional economic impact was realised due to reduced accommodation costs due to shorter city stays.

Additional time at home due to shorter travel distances also had a significant impact, it was reported by respondents, due to reduced time away from work for both the mother and father and also the opportunity for one parent to remain at home with the siblings or complete work at their workplace or on their farm.

EDUCATIONAL IMPACT

Improved access to education is associated with many positive outcomes including better health and well-being, developmental milestones, social connections, employment opportunities and life experiences. Access to extra-curricular activities can support greater school engagement and the development of the whole child. 45% of children traveling with Little Wings at the time of treatment were in primary school or highschool. The following findings from the Social Impact Research relate to the Impact of Little Wings on the educational needs of the children supported by the organisation.

Lowered Absenteeism

45% of children were school-aged at the time they accessed Little Wings service. 41% of families reported shorter travel times and the ability to return home in between treatments as being essential to reducing absenteeism from school leading to less disruption to learning.

Extra-curricular Activities

Families described extra-curricular activities were easier to maintain due to increased time within their home and local community leading to a greater sense of well-being and continuity for the children along with support for social and physical development.

Continuity

Families reported greater levels of social interactions and improved friendships in school aged children where absenteeism from school was reduced. The participation in school related events and experiences was considered by some families to be more important than academic continuity as it supported the child's positive experience of school and social development.



Positive Experience

Families of primary school age children reported the opportunity for their child to share the transport experience with their friends as a positive interaction and an alternative to discussions of their illness.

FINDINGS FROM THE MEDICAL PROFESSIONALS

Respondents identified an inferred impact on educational outcomes for children due to the opportunity to spend more time in the educational environment and the reduction in disruption to learning and social interactions. Some respondents identified the positive impact of flying on the peer relationship citing an opportunity to talk with peers about the flight experience as an alternative to the experience of their illness or injury.

THE FUTURE OF LITTLE WINGS

As part of the Social Impact Research, families, staff, volunteers and medical professional provided insight into the future of Little Wings and their belief about the future of the service. The following findings outline the key themes identified by participants during this part of the research study.

Continuity

100% of respondents identified positively with the work of Little Wings with a common response by all participants being to continue what the organisation is currently doing and to maintain the outstanding level of safety, communication and care that has been established. A number of respondents believed that no changes needed to be made at Little Wings as the service fully met the needs of families.

Growth and expansion

A number of medical professional respondents and families identified the possibility of growth and expansion into other geographical areas, particularly into Queensland, to support additional children and families. Respondents reported the need for the Little Wings service in other areas and identified a desire to be able to support families past the State boundary.

Awareness Raising for families

Only one of the families in the research had been made aware of Little Wings through their General Practitioner. 62% were made aware of the service by other families and the remaining families were made aware through the medical and social work staff at the hospital. A significant number of respondents identified the need to raise awareness of the work of Little Wings with families, medical professionals, and the broader community.



Earlier Engagement

Many families who participated in the research became aware of the support provided by Little Wings only after they had been travelling lengthy distances for some time. Awareness raising and training for general practitioners and hospitals in regional and remote areas was indicated by some respondents as a way to reach families earlier in the treatment journey.

Sponsorship

Respondents identified that greater awareness was needed to engage potential donors and sponsors in order to provide economic support to the on-going operation of the organisation. Most families reported that they were unaware of Little Wings until they required the service due to their child's illness.

Medical Wings

The transport of medical staff to rural and remote areas was identified by many respondents as a consideration for the future for Little Wings due to the inability of some families to travel, the long waiting lists identified in rural and remote areas and the potential impact of seeing larger numbers of children. Respondents recognised the on-going need for children and families to access city-based hospitals.

Corporate Sponsorship

Increased corporate sponsorship was identified by a number of participants as being advantageous to grow services and provide for more families. Marketing and advertising were seen as ways to both increase corporate sponsorship and to engage further with donors.

Partnerships

A number of Medical Professional respondents cited an opportunity to build on currently established partnerships through collaboration, training and team connections.

THE VOICES OF THE FAMILIES

“When we actually started using Little Wings life just became so much more bearable. It was so wonderful to have that person there waiting at the airport. I felt like I could breathe again. It took my son, all that stress off so I could just sit in the back relax and not have to stress about it.”

“It’s just such an invaluable service. It just changes so many people’s lives. I know lots of the families we met at Ronald McDonald house felt exactly the same way. We are so grateful for what you guys do.”

“I don’t know how we could’ve managed to be honest without Little Wings. It’s just so great. Not taking my husband’s time away from the farm. It must seem like such a small gesture from the organisation but for us it’s just massive and it’s really opened our minds to charity work. The difference it’s made to our family has us thinking more about the volunteers that are out there and about doing more ourselves.”

“Little wings is the key effectively because it takes that huge chunk of extra work that you have to do to get to that appointment off your plate. You just let them know and you’re there. You can guarantee it. It’s huge. It really made such a huge impact for me.”





"It was great. It just takes away the worry because at the time you've got so many things on your mind and so many other worries. It's just one less worry on your mind and that is priceless."

"It is very hard to go with our younger son because he gets car sick and it's a long journey. When we fly, my husband can stay home with my younger son and I can be with my boy."

"We would like to share our experience with Little Wings as a very blessed experience my wife and I are always mentioning how helpful you were for us during the hard times we went through when our little baby was injured with burns and how hard it is to travel from Canberra to Sydney by car with my baby's injuries."

"The whole community were so grateful because everyone was concerned and they can't believe how quickly we got back. And it was a beautiful flight all the way."

“When we travel in the car it is very stressful but when we were on the aeroplane my son didn’t have any seizures or breathing issues. It’s amazing honestly. I’m so relieved for him and for me.”

“It was just so overwhelming. It was the most emotional part of the whole journey, to have that assistance and to have that stress taken out of the whole story. It meant so much to us.”

“All of the volunteers have always been amazing. So wonderful and lovely and kind and just so generous.”

“My husband couldn’t come all the time because the bills don’t stop just because you’ve got a sick child. It’s reassuring that I didn’t have to do the travel by myself.”

“Time is precious and I think Little Wings have just taken away the stress and the pressure of having to repeatedly drive to Sydney. They have really given us extra time.”





"My daughter was too sick to sit in the car for 5 1/2 hours and we couldn't get on a commercial plane because she had no immunity whatsoever. The hospital spoke to us about Little Wings which was amazing. When she got home she was so excited to play with her own toys and sleep in her own bed. The doctor said it's a really important part of their treatment and getting better."

"Within the oncology ward all the mums talk about this scan anxiety with a very sick child. Whether its scans or it's blood tests, as soon as you have that blood taken you are just waiting for that result to say they're fine or not. You don't need to be driving like that, not in that state."

"It gives your hours back and it means I only have to take a day off work, not two or more. I can take the afternoon flight and then be back the next day to cook the family dinner. It just gives us back that time, especially when we've had to be up and back so often."

"There is a huge gap when flying for treatment. I had never even heard of Little Wings until my son was referred to for treatment. When we heard about it we thought it was amazing. It's totally unique. The pilots and drivers are amazing."

"I didn't know what to expect or where I was going but you guys just organised everything and all I had to do was go to the airport."

"When you've got a sick child, your stress level is already huge and to just have somebody who knows what they're doing and just to be able to get in the car and take you there, to me, was a huge thing. I can just concentrate on what's going to happen with our appointment and with my daughter's sickness. You are amazing people that do that."

"From the other families I've spoken to and from the experience I've had it, definitely makes a massive difference, especially the cost of travelling back and forth and having to take the extra time off work."

"The reason that it was particularly helpful was that my husband runs the business here so it's difficult to leave. My daughter finds it quite distressing to be in the car for that long time and we have to stop quite regularly."

"Because of the hypoplastic left heart, if she gets distressed she tends to vomit so it can make car trips fairly stressful particularly as the only parent driving down. That was the extra value in Little Wings for us beyond just the face value of being much easier to fly rather than drive because of less time. It was much less stressful for everybody, particularly for her little body."

"I think it just made the process simpler and less stressful because it takes all that extra part out and I'm not doing the transport, I'm doing the caring for my child for that long trip."





"Flexibility takes the hassle out. I can't imagine having to be on the phone with an airline trying to negotiate changes when the kids are having treatment and may be immunocompromised plus the additional stress of being in public places."

At what is an incredibly stressful time, it reduces the stress in a lot of ways, through not worrying about fatigue on the road, reducing travel time for sick kids, not having to plan, book and negotiate flights and obviously reducing the financial burden. I can just deal with how he's going to respond and how my son's going to feel after his treatment which is more important from a sick child's perspective."

"You've taken that stress and worry away and that's allowed us to have more of a relationship with our child and be that support person that they need rather than being overwhelmed and not being there emotionally. It's hard to describe it and quantify it. It's huge."

"Having a chronically ill child has been hard on our family to be apart at different times of the year for weeks at a time - but as soon as she sees that car or plane she knows we are SO close to being home."

"Here I am five years later still crying. You can feel that the difference that you guys made in our life. I think that every family that gets on the plane for the very first time feels the same way. This is such a big journey but to have these people doing this, it's amazing. It really did feel like VIP treatment. Whenever the doctor said you had to be here next week, it was always no problem. We never had to worry about how to get there. We just made it happen with Little Wings."

OUR STAFF AND VOLUNTEERS



13
Pilots



23
Drivers



4
Staff

Contribution

100% of the volunteers identified the benefit of the work they did for Little Wings as being important in using their skills to contribute to improving the lives of others. 100% of volunteer respondents identified that they get significant benefit from the volunteer work they do with Little Wings with most identifying that they became involved with Little Wings when they had the time and the desire to give back to society.

Pilot Volunteers

A significant finding was the desire of the pilot volunteers to utilise their unique skills in a way that benefited families. Pilot volunteer respondents identified that flying with Little Wings allowed them the opportunity to fly smaller aircraft to different locations with some respondents identifying the importance of having the opportunity to continue flying during the year when the aviation industry was significantly affected due to covid-19.

Safety

It was reported that the culture of safety ensured the highest level of safety was maintained through maintenance, systems and processes, training and responsiveness to flying conditions.

Respondents recognised the impact of the Chief Pilot and CEO in maintaining a culture of safety citing specific examples of maintenance and repair of landing gear and in being supported to cancel a flight due to weather conditions. Safety standards were identified as being beyond legal requirements, at a commercial standard.



Leadership

100% of staff and volunteers engaged with Little Wings identified a positive experience of the organisation citing a high level of organisation, the ability to make a difference to families and the high level of recognition from the CEO, other staff and the board.

NUMBER OF RESPONDENTS FOR STAFF AND VOLUNTEER IMPACT FINDINGS



Contribution 10



Volunteer Pilots 5



Recognition 12



Safety 13



Leadership 8

MEDICAL PROFESSIONALS AND SERVICE PROVIDER

Safety

Little Wings was recognized overall by the majority of research respondents for its high level of safety when it comes to air transport. Respondents overwhelmingly reported that this ensured confidence and lowered anxiety for medical staff and for families travelling with Little Wings.

Land and Air Transport

A second significant finding relates to the combination of air and land transport. Respondents consistently provided positive feedback on the benefit of having both air and land transport available to families. Respondents described the positive and supportive experience families reported from both modes of transport.

Medical staff reported that the combination of both modes of transport provided a superior service to some other providers and reduced anxiety for families unaccustomed to travelling in large city centers, describing the air and land transport arrangement as a “unique”, “holistic”, “wraparound” service for families that supported them at the time they were very vulnerable and distressed.

Trust and Flexibility






A large number of research participants identified the high level of professionalism and organisation of the Little Wings staff citing instances where medical staff needed to make changes to flights with limited notice and the organisation was able to accommodate these changes. Participants also identified the high level of communication, the level of support and the positive interactions with the team. Participants described that the families “felt like V.I.P’s” when they flew with Little Wings.



Brand Recognition

Overall Little Wings was identified as a high-quality brand that provided a high-level service on a consistent basis. Medical staff respondents identified that the high-level reputation of Little Wings influenced their decision to utilise Little Wings when transporting families with 100% of medical staff identifying that they were made aware of Little Wings through recommendations from other medical professionals.

MEDICAL PROFESSIONALS AND SERVICE PROVIDER RESPONDENTS

	Safety	21
	Air and Land	30
	Trust and Flexibility	12
	Brand Recognition	11
	Overall Experience	32

REFERENCES

Grieco, C., Michelini, L. and Iasevoli, G., 2015. Measuring value creation in social enterprises: A cluster analysis of social impact assessment models. Nonprofit and voluntary sector quarterly, 44(6), pp.1173-1193.

Little Wings, 2020, www.littlewings.org.au

CONTACTS

Address
PO Box 86, Georges Hall, NSW 2198

Email
info@littlewings.org.au

Phone
02 9709 2570



OUR MAJOR PARTNERS



WE KNOW IT'S THE

LITTLE THINGS



THAT MAKE A

GIGANTIC

IMPACT