



# Insights on Impact: Audience Engagement Surveys

## ARE WE ACTUALLY MAKING AN IMPACT?

Beyond watching the documentary, the *Not About Me* impact campaign aims to start conversations that can create awareness, challenge assumptions and shift personal mentalities and behaviours.

In developing our companion screening materials we worked with educators and community partners to help us test our assumptions about our work while also helping audiences reflect on the issues.

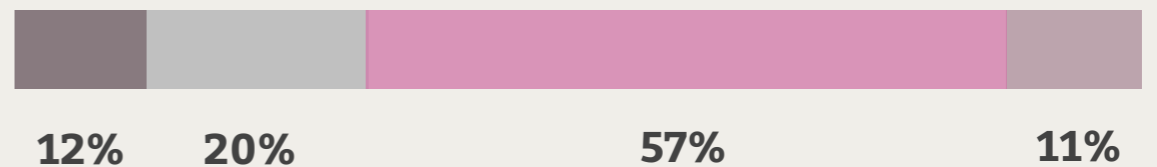
## ABOUT THE SURVEYS

The audience engagement surveys have been designed by the filmmakers, educational advisors and our social impact partners. The surveys are open to the public, the results are available to screening hosts and educators who license the screening kits.

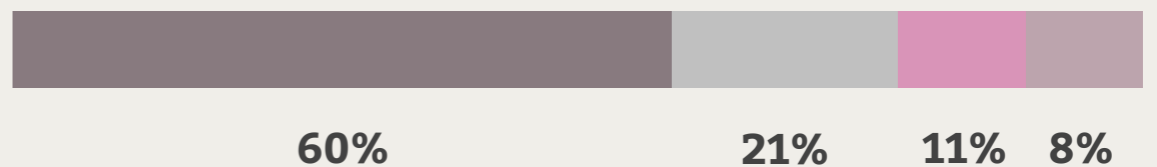
## HOW LIKELY ARE YOU TO DONATE TO AN ORPHANAGE?

Legend: Not at all likely (dark grey), Not likely (light grey), Likely (pink), Very likely (medium grey)

### BEFORE WATCHING



### AFTER WATCHING



### Pre-viewing survey

Taking the temperature of the audience's perceptions and knowledge before watching the film.

>> 2 minutes, multiple choice questions

### Post-viewing reflection questions

Gathering insight and measuring the value of the film and post-viewing discussions.

>> 15 minutes, multiple choice and open-ended questions



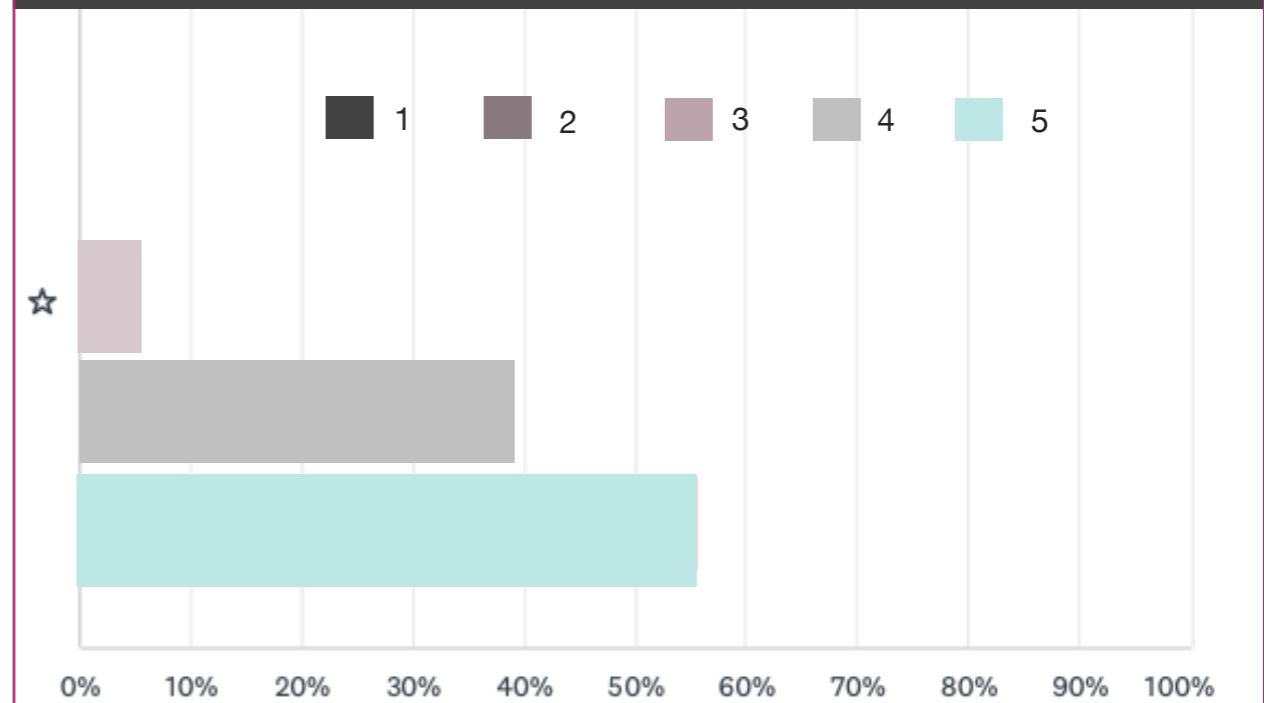
# Audience Focus Group Responses

## FOCUS GROUP WITH ROTARIANS

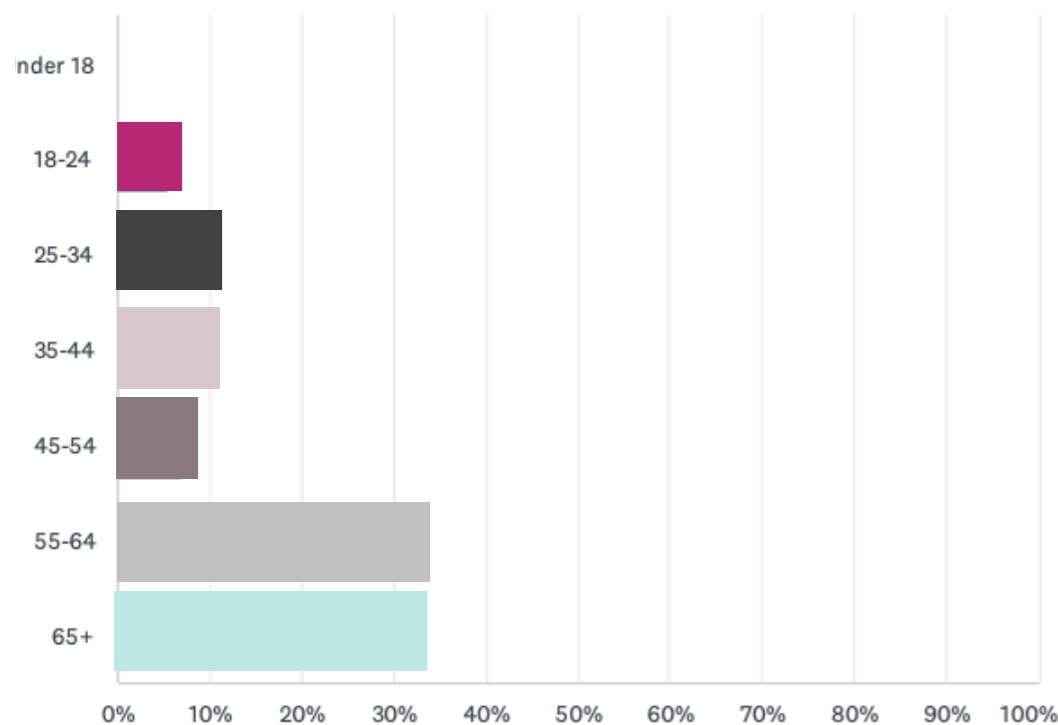
In July 2021, Rotary District 6400 (serving Communities in Southwest Ontario and Southeast Michigan) hosted a screening event and focus group where we distributed pre and post-viewing surveys.

The responses we received (shared here) provided thoughtful and valuable insights and they inspire us to engage communities on advocating for child rights and #InformedGenerosity.

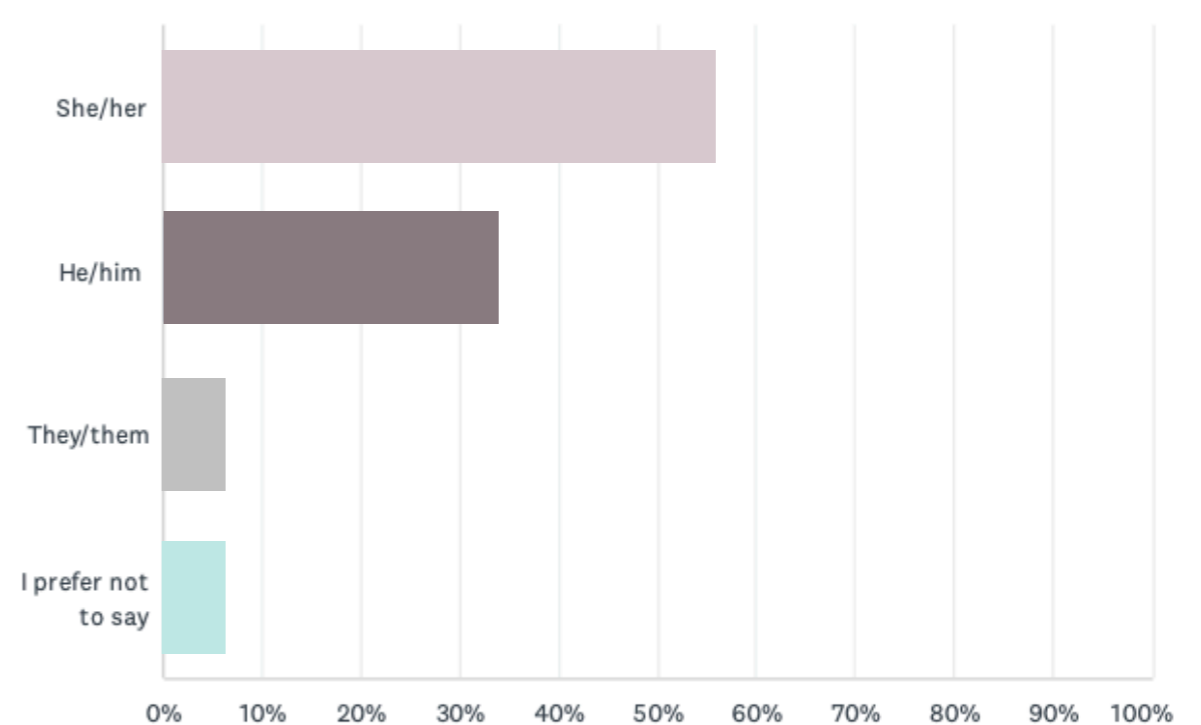
### Q1| How would you rate this documentary?



### Audience age range



### Audience Gender



### Q2 | What was your initial impression after watching the film?

Compassionate, informative and inspiring.

It was very informative and honest.

Very eye opening message that so much donation money is being wasted  
Definitely need to educate people on where they're donating their money.

Shocked at the magnitude of the orphanage "business" and exploitation.

In order to affect significant change it is important to involve the local community and to learn local culture.

### Q3 | Share one quote or moment that stands out for you?

When the man from the orphanage spoke, he mentioned that once the volunteers leave, they take with them all of the hope. That really stuck with me and made me think about how we maybe need to reframe the way we do service.

We do not want to be a country of NGOs, but we want the NGOs to help us deal with the crisis.

The orphanage owner removing the shoes from the children after the donors left. I was angry for both the children and for those who tried to do something positive with the best of intentions.

The orphanage survivor said "In 12 years I did not smile once or have one good day".

### Q4 | What surprised you most about this documentary?

The idea that the help that we intend to provide can sometimes be detrimental.

How entrepreneurs tried to solicit children from families and also keep the children in poor health so they would get more support from NGOs.

The fact NGO's don't coordinate with local authorities to determine best route of action.

That many residents didn't trust Morgan because she is white.

The donation money wasn't being regulated, and it could actually be used to make people rich.





**Q5 |** What are some key lessons Morgan learned during her 10 years working in Haiti?

Empower vs rescue. Help the families. Let the local people take ownership.

The importance of understanding the culture.

Try to minimize the emotion and impatience with the system.

It takes a long time to fully engage local social service groups.

You can care deeply about someone or something but what you want is not always the best thing.

**Q6 |** Did the film change the way you think about giving and helping children in other nations? Why or why not?

Yes. It will make us do more research on where we're donating. It may be better to fund fixing the root of the problem rather than bandaiding the obvious outcomes.

No - I am always cautious about how the money will be used.

As a volunteer, I will try and make sure that I work with the system, not as a "rescuer".

I generally try to do my due diligence before donating my time and resources. If anything, it reinforced my belief that it's important to think before you act.

**Q9 |** What key message did you take away from this film?

That we all want the same things. Love, dignity and respect. Just because a country is poor and appears backwards doesn't mean the average person there is any different from ourselves in that regard.

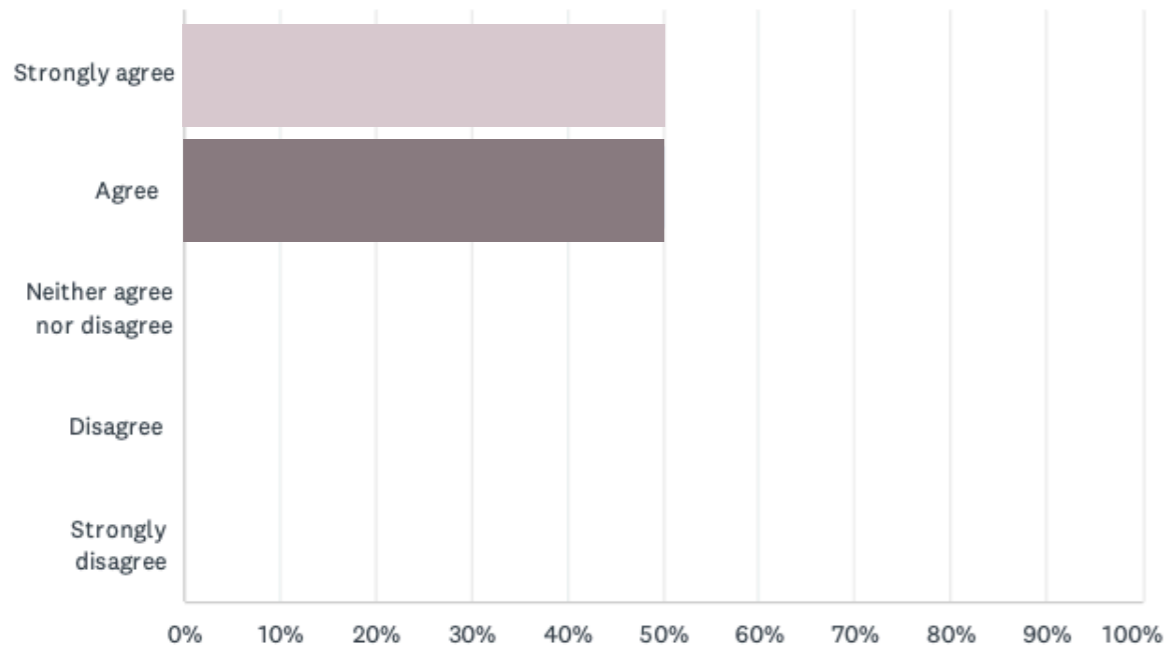
Check your ego at the door.

People are people. We are born into our circumstances, but, inside, we are all the same.

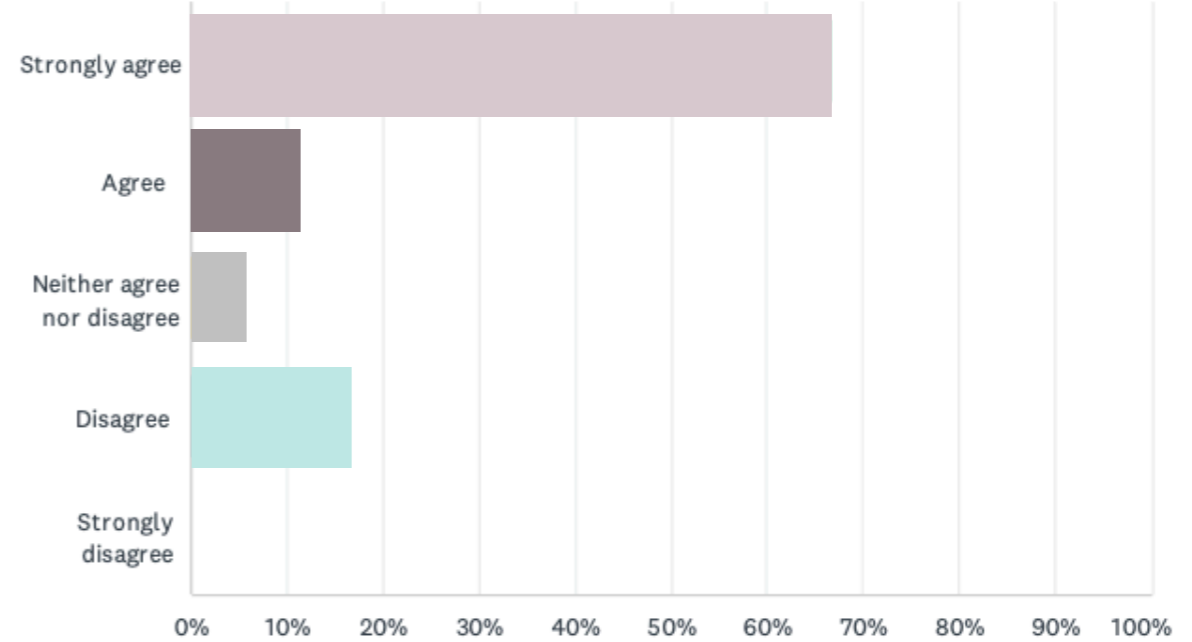
There are so many people that need help, and it is so important to offer help when we can, but in a thoughtful, well researched way.

IMPACT: Indicate how much do you agree with this statement.

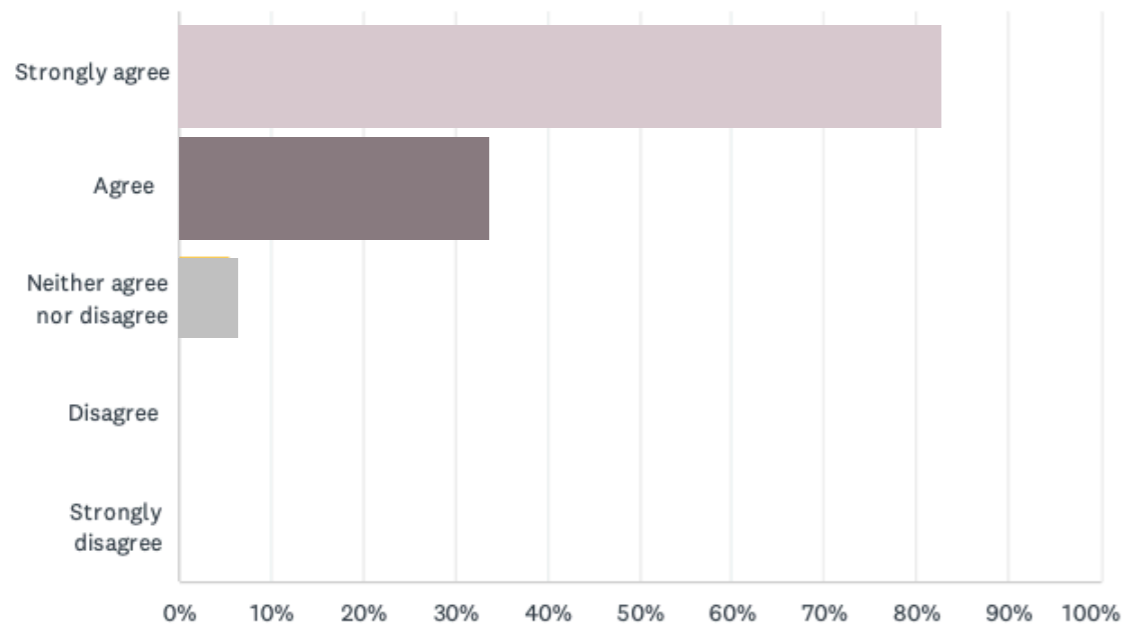
**Q10** | This film made me question my assumptions about orphanages and their effectiveness in providing aid in other countries.



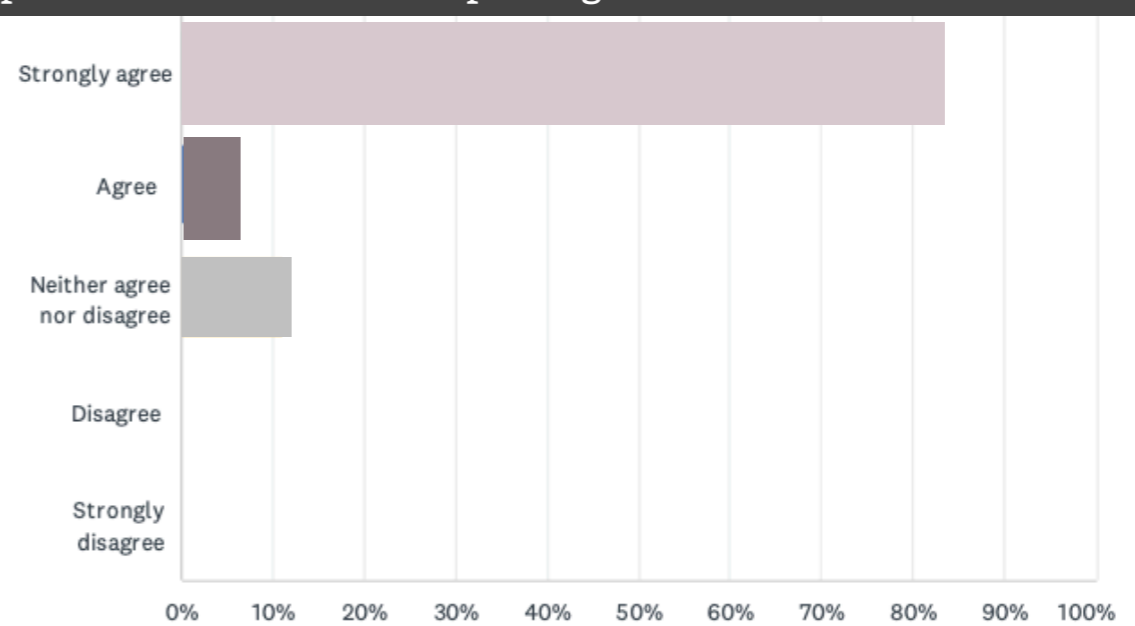
**Q11** | This film made me reconsider how volunteering in orphanages can have a negative impact on children.



**Q12** | This film helped me understand that foreign donations can drive for-profit business that separates children from families.



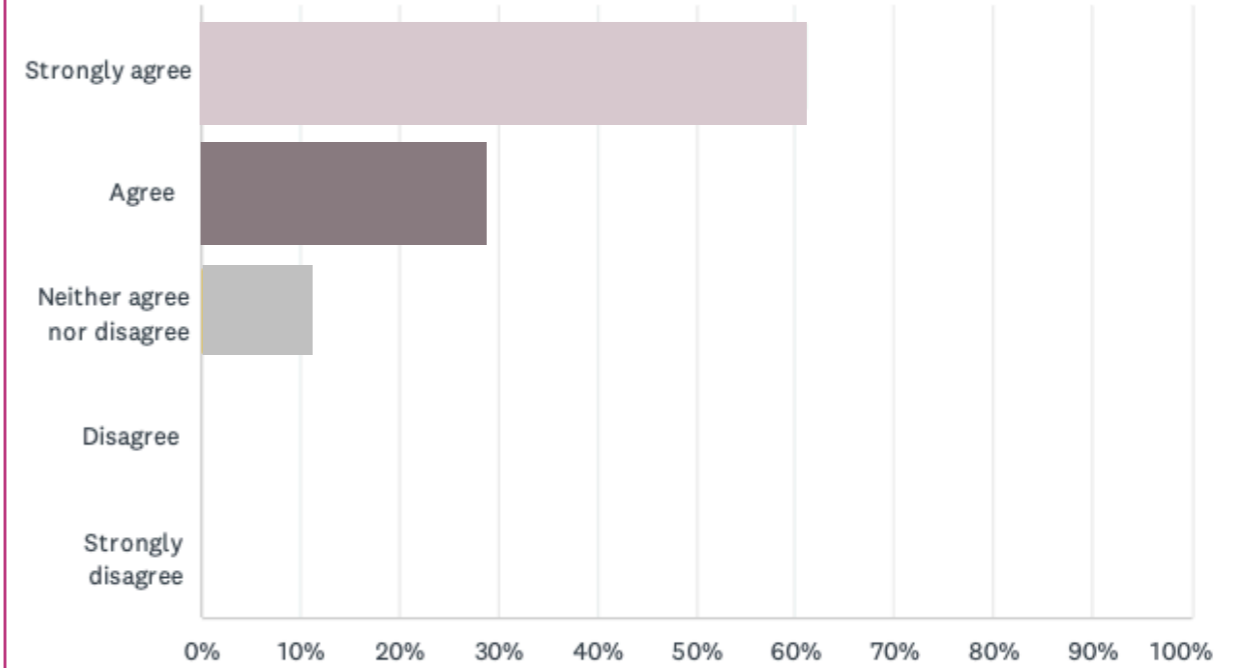
**Q13** | If I want to help vulnerable children in other countries, I would direct my donations to organizations that support family preservation instead of orphanages.



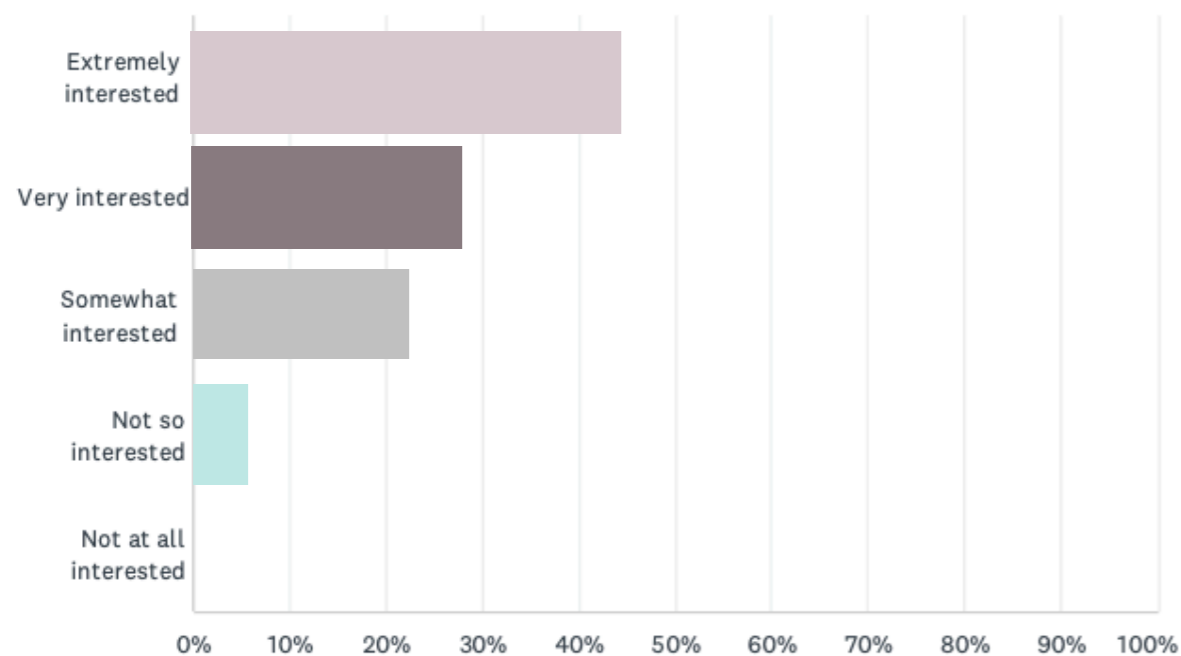
After watching this film, I am interested in learning more...



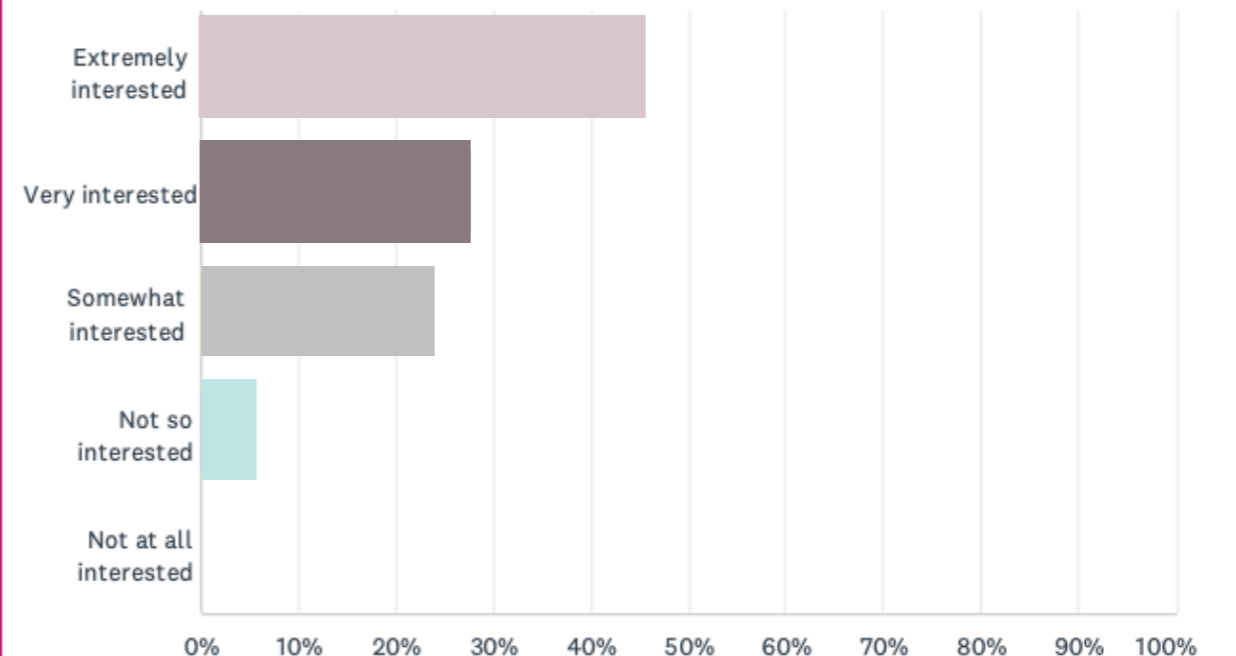
Q14 | How orphanages create opportunities for human trafficking.



Q15 | About family reunification and community care alternatives to orphanages.



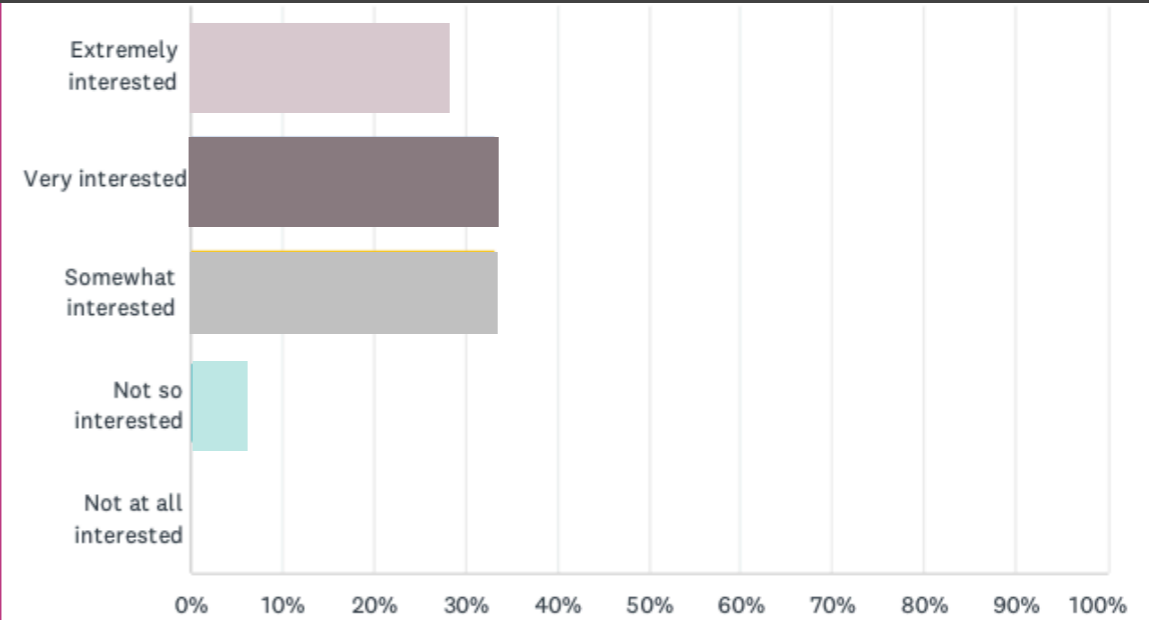
Q16 | About ethical volunteering abroad.



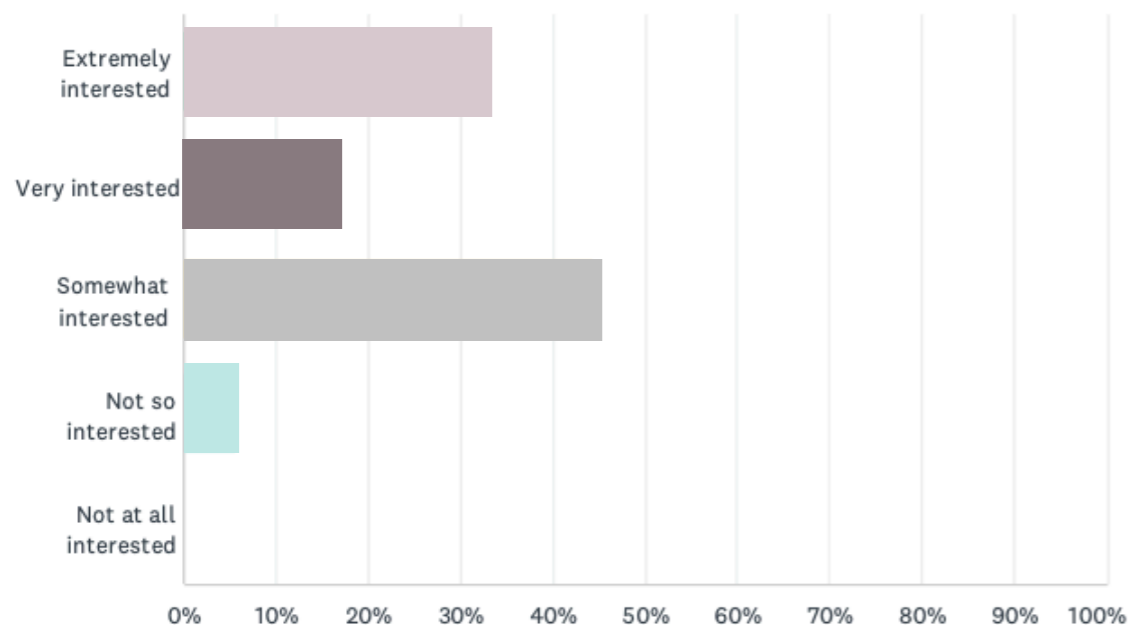
## TAKE ACTION TOOLS: I am interested in...



**Q17** | Sharing social impact campaigns and educational resources within your networks to help raise awareness about the film's key messages.



**Q18** | Having tools to help advocate for policies that aim to eliminate the institutionalization of children and orphanage volunteering.



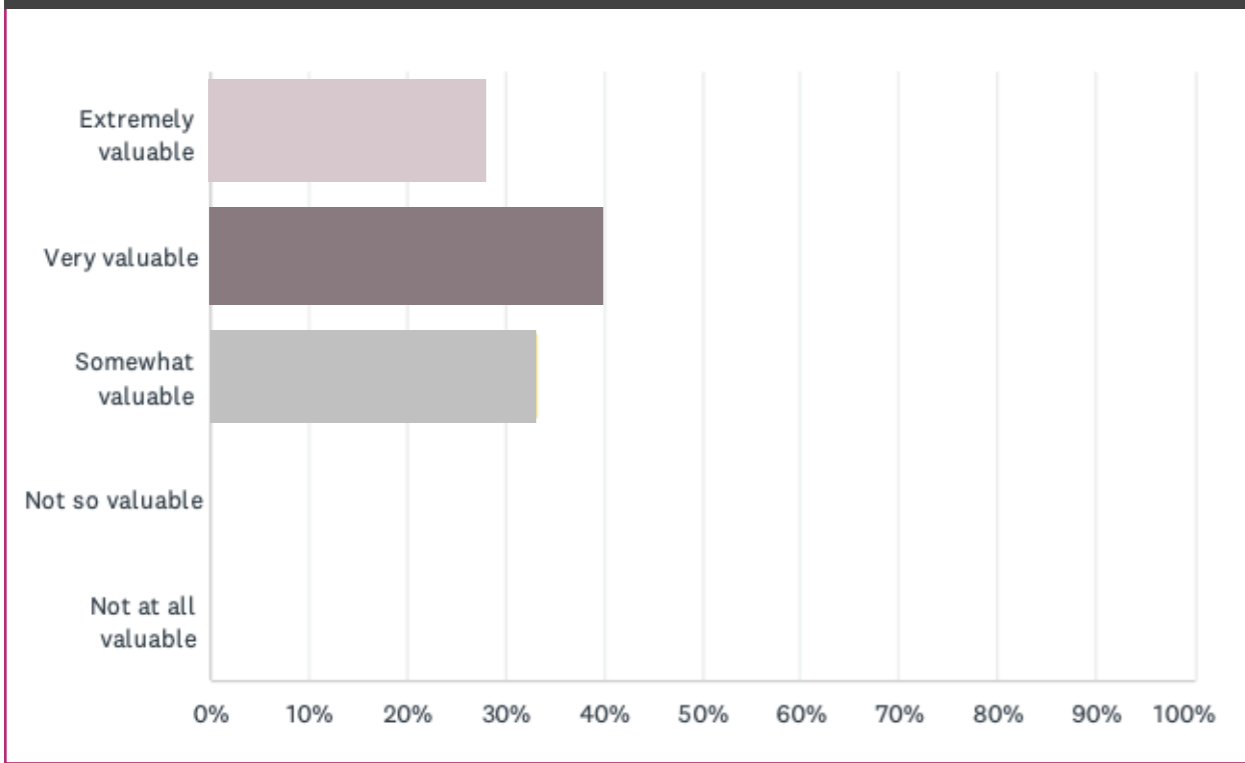
**TAKE ACTION** | In response to our focus group inputs, we have worked with global policy-makers, child rights advocates and community activists to develop initiatives that *can* make a real difference. #InformedGenerosity



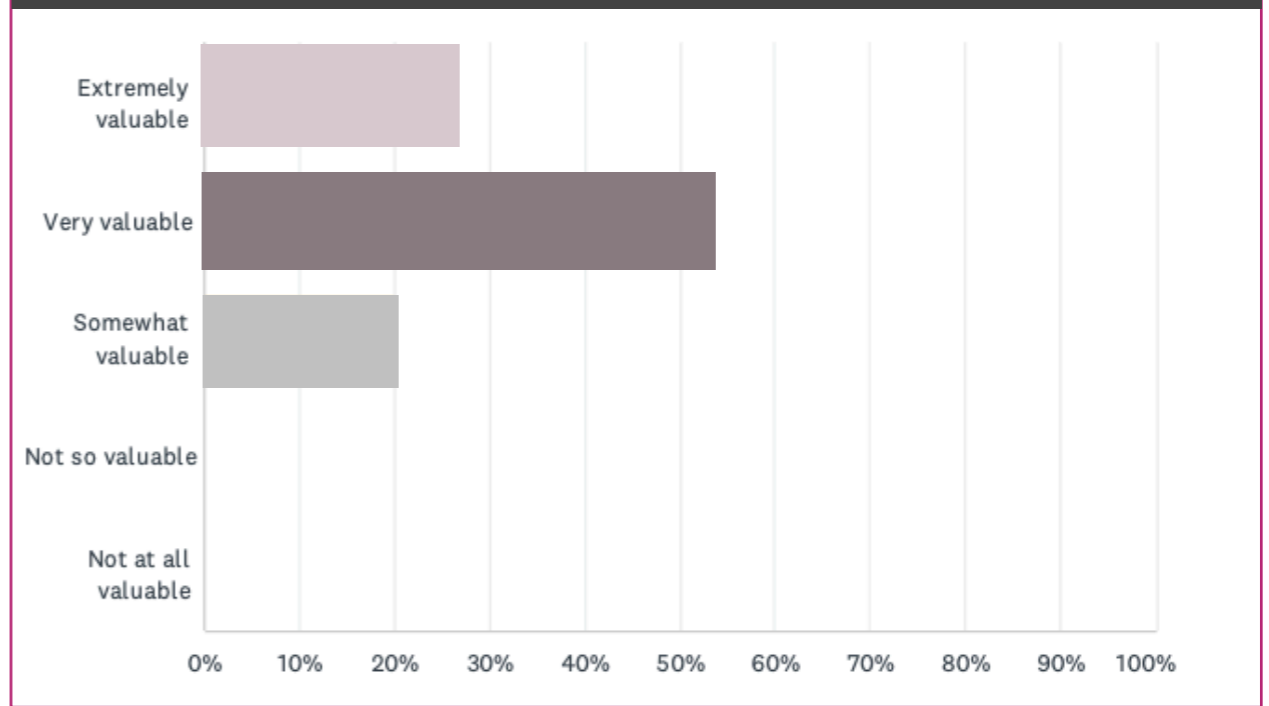
>> [Visit our website to learn more about our awareness and advocacy initiatives](#)

# SCREENING TOOLS: Indicate the value of the following screening tools

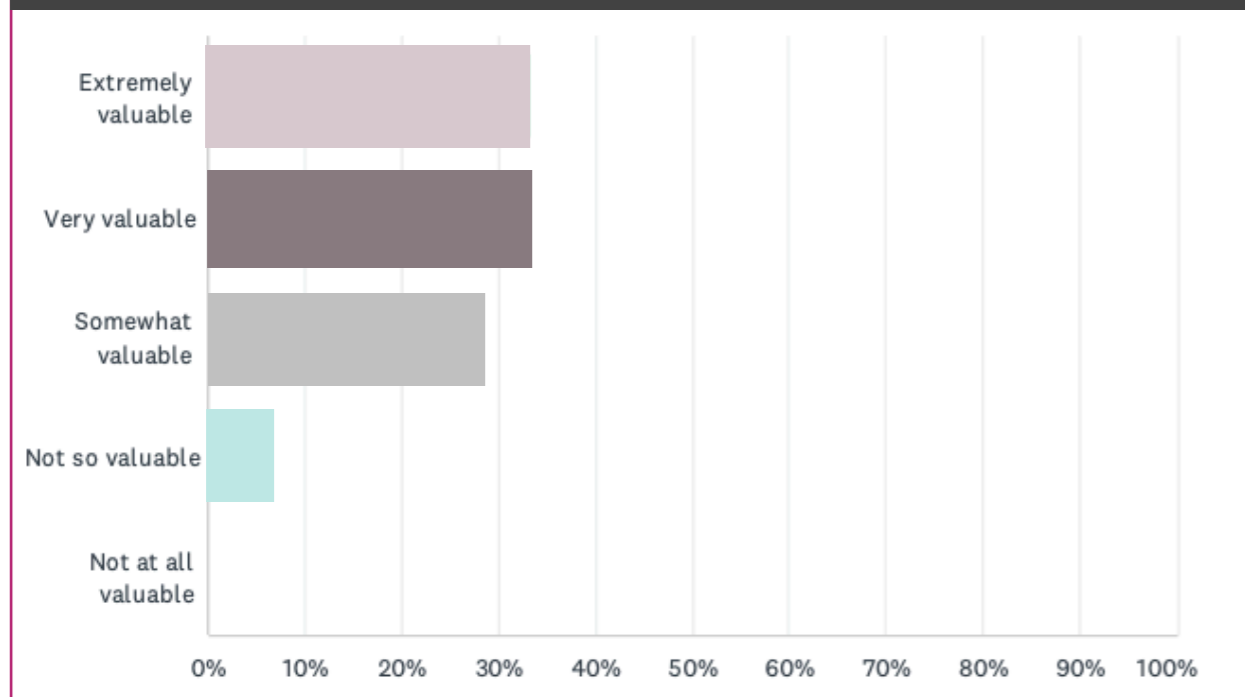
## Q22 | Audience surveys and shareable results



## Q23 | Discussion guides for the screening host (with suggested questions and conversation-starters)



## Q25 | Advocacy tools to motivate policy change (pledges, petitions, social awareness campaigns)



## Q26 | A virtual Q&A with your community, the filmmakers and Morgan after the screening

