

Beyond the Monetary Funds of Fundraising Campaigns



To investigate whether participants involved in the campaign 'Nacht Zonder Dak' attain awareness concerning street youth and whether there is an intention to change by analysing the perceptions and intended actions of these participants.

PROBLEM STATEMENT

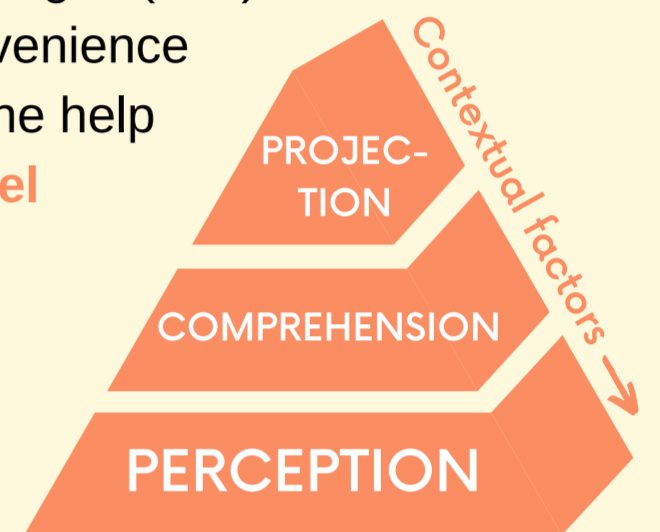


Watch video

UNESCO reports **150 million street youth** in the world, a growing problem in the area of unjust child welfare. One campaign held in the Netherlands that strives to contribute to raising awareness and behaviour change concerning street youth is **Nacht Zonder Dak** (NZD) (Night Without a Roof). Currently, there is insufficient insight into the effectiveness of NZD regarding awareness and/or an intention to change.

METHODS

- **Study Design:** 12 semi-structured interviews with 13 interviewees
- **Main target population:** 8 children (aged 13-16) that took part in Nacht Zonder Dak in Krimpen aan de Lek (n=4) and in Ede (n=4)
- **Triangulation of data sources:** Parents/guardians (n=3) and both youth organisers of the campaigns (n=2)
- **Sampling and recruitment:** Convenience
- **Analysis:** Content Analysis with the help of the **Situation Awareness model**



Research Question

What are the **perceptions** and **intended actions** of participants in respect of street youth after the campaign Nacht Zonder Dak?



PERCEPTION

Awareness



COMPREHENSION

Intention to change



PROJECTION

RESULTS

Awareness

7 of the 8 children were able to answer questions concerning street youth, indicating a conscious awareness (level 1 SA: **PERCEPTION**).

Most of these children (n=5) seemed to understand street youth in that they made judgements about and sense of street youth (level 2 SA: **COMPREHENSION**).

Intention to change

Only three participants of NZD in Ede mentioned an intention to change in the (near) future e.g.: participating in **fundraising campaigns**; consuming fewer **temporary goods**; **selling goods** etc. (level 3 SA: **PROJECTION**).

DISCUSSION

Various studies* indicate the **limited impact of awareness raising campaigns**; showing how simply providing information is unlikely to alter a person's beliefs or behaviours.

Discrepancy between and within groups could possibly be due to the manner in which the NZD was **set up** and due to the childrens' **prior knowledge** of street youth. This is in line with the study by Rofail et al. (2011)*.

Strengths

- Triangulation of data sources
- Member check

Limitations

- Limited number of investigated campaigns
- Convenience sampling: characteristics of children unequally distributed

CONCLUSION

The findings of this study provide indications that the **majority of children**, who participated in NZD, **attained an awareness** of street youth and a **limited number** of children indicated an **intention to change**, prompted by NZD.

Recommendations

- A **greater number** of NZD campaigns should be investigated or NZD campaigns located in the same area should be compared over a number of years
- Create a **baseline** of participants' perspective and knowledge of street youth to evaluate the results of the campaign
- Include a **storyline** that **boys** can relate to in future NZD campaigns

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