Evaluating impact and demonstrating value of community development mahi

HĀPORI AOTEAROA CONFERENCE MARCH 4 2025

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Hapori Aotearoa
Growing communities together

NAU MAI, HAERE MAI!

Community Insights

Community Insights is a division of Socialink Western Bay of Plenty
Building a Thriving Social Sector

POWERDIGM
COMMUNITY CHANGEMAKERS

POWERED BY Inspiring Communities
Local wisdom²

Today we aim to provide:

- An update on social investment and how it links to social impact
- An overview of some work underway to help demonstrate social impact
- Some examples of methodologies and tools for mapping social impact

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Community Insights

SociaLink
Tūhono Pāpori
Building a Thriving Social Sector
Western Bay of Plenty

SociaLink offers free or subsidised services to support For-Purpose Organisations

Community Insights

Volunteering SERVICES

Whakamana Tangata

The Kollective™

- Advocacy
- Business Heroes Directory
- Collaborative Practice
- Community Insights data support
- Funding & Financial Support
- Organisational Support
- Learning & Development workshops

- Management of The Kollective
- Mentoring Programme
- Research
- SOS - Senior Operational Support
- Volunteering Services
- Whakamana Tangata

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Setting the scene

- Social investment and the rise of the SROIs
- SROI as a measurement and reporting tool
- Measuring what matters
  - do we understand what is being asked, and is that even the right question?
  - how do we best prepare our organisations?

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What is triggering the changes in social impact measures?

Government want to spend public funds well, and are expecting more evidence to justify that spend:

- The government is adopting a **social investment** approach to inform its investment in social services and this will shift expectations on providers to demonstrate their effectiveness.
- This is putting a spotlight on how we understand people needs and the impact of services using **data and other evidence**, including greater expectation on tracking, monitoring and **reporting impact.**
- It boils down to assessing evidence to determine which services and interventions have the greatest return and investing in these; funding interventions that work.

"Social Investment is about driving better outcomes from the investment government makes to deliver social services, particularly for our most vulnerable"

Minister of Social Investment, Hon. Nicola Willis

SIA have a new mandate and priorities

The Social Investment Agency (SIA) is tasked with leading and advising on the application of a social investment approach for government:

- Established a Board to provide the Minister and SIA with independent advice
- Establishing a Social Investment Fund – *further announcements expected in coming weeks*
- Developing social investment tools for agencies like MSD, Police and Oranga Tamariki and setting standards for these agencies drive consistency in social investment practice (for the BIG social service spend)
- Developing prototype "outcomes contracts" to replace the current set outputs-focused contracts (working with 6 large providers)

Strong focus on the systematic use of data, evidence and analytics is critical to the SIA approach:

- Using the Integrated Data Infrastructure as a key tool to assess outcomes and long-term impacts
- Launched the **Regional Data Explorer** to provide local data on key indicators [Regional Data Explorer | Social Investment Agency]
- Pointing to tools including Social Return on Investment (SROI) as part of the toolbox

But its not just about government

The philanthropic sector is also putting greater scrutiny on where they spend their charitable investment:

- The October 2024 issue of Philanthropy News is dedicated to “Creating and Measuring Social Impact”
- The sector are grappling with many of the challenges of making hard choices on what (and who) to fund

If you want to see improvement and see if you are creating impact, you have to understand what problem you’re trying to solve, the change you’re trying to make, and ***what kind of change it is you value****, otherwise it’s going to be hard to figure out if you’re making any progress.*

Rahul Watson Govindan Chief Executive of Philanthropy New Zealand

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What about the SROI's?

The Theory:

A **Social Return on Investment (SROI)** measure evaluates the **social, environmental, and economic value** created by an activity or organisation, compared to the resources invested. It goes beyond financial returns by assigning a monetary value to social and environmental benefits, helping stakeholders understand the broader impact of their investments. It tells you the value of your investment, your return, for each dollar invested, in current value.

The Practice:

Use estimates of impact from previous research, selects the most significant and those with data that can be monetised. Ignore indirect and complex impacts.

SROIs work best when…

- comparing investment options of similar nature
- there are tangible outcomes are direct attribution
- the impacts are achieved in a short period
- there is compelling existing research and evidence (such as randomized control data and IDI data)
- Investment and outcomes are able to be monetised

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The tool isn’t good or bad, it is about whether it is right for the job

Are we measuring what matters?

Language is part of the problem…

What is **value**?

What is **investment**?

What about **impact**?

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Are we measuring what matters?

Language is part of the problem…

What is **value**? *Is it what matters or is it how much it costs? What about cultural dimensions?*

What is **investment**? *Is it financial input or effort expended across many dimensions?*

What about **impact**? *Is it cash return or a change in the status?*

We have different meaning in different contexts and cultures, and often use same words for different things.

Instead of … ***"what is your return on investment?"***

We could ask … ***"how are you supporting and generating desirable change?"***

Or … ***"what is your social impact?"***

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What is Social Impact?

Social Impact means creating positive changes that improve people's lives and the environment. It is about making a lasting difference in communities by addressing important challenges.

When we look at all the domains of **wellbeing**, there are always those addressing social and cultural impact.

- They might have different labels, but they are the core areas that community programmes, resources and initiatives are critical.
- Sometimes these are referred to as the "co-benefits" of a programme or service, but actually we know these are equally as important other domains.

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Navigating a DYI approach to demonstrate your social impact

What we value, how we measure and report impact – it is still open for us to shape

Powerdigm are convening expertise across the sector to produce a simplified, DIY approach to demonstrating your social impact.

- Navigates a pathway thru the most relevant of existing resources and guidance
- Bite-sized pieces – videos, PPT stacks, links to most relevant info
- Examples from Aotearoa
- Culturally relevant and community focused
- Shine a spotlight on areas you might need additional support

The product will be an open-sourced website that takes you on a tour of key topics and links you to further information

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Keep checking you are on course -- reflect on what's working, what's not, and how to improve.
Track your journey – Measure how far you have come and the side routes that have added social impact
Share the maps and stories of your journey -- communicating impact pulls all the elements together to demonstrate impact and inspire action
Values and Principles as your compass -- Ensure your work is driven by your values and anchored in your culture.
Stock up on supplies – ensure you have the internal strengths, expertise, and systems to create sustainable impact you desire
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Charting your course – map where you want to go

Stops on the waka tour

1. Values and Principles as your compass -- Ensure your work is driven by your values and anchored in your culture.
2. Charting your course – Figure out where you want to go.
3. Stock up on supplies – ensure you have the internal strengths, expertise, and systems to create sustainable impact you desire.
4. Track your journey – Measure how far you have come and the side routes that have added social impact.
5. Keep checking you are on course -- reflect on what's working, what's not, and how to improve.
6. Share the maps and stories of your journey -- communicating impact pulls all the elements together to demonstrate impact and inspire action.

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Growing communities together

Measuring Social Impact - PRACTICE EXAMPLES

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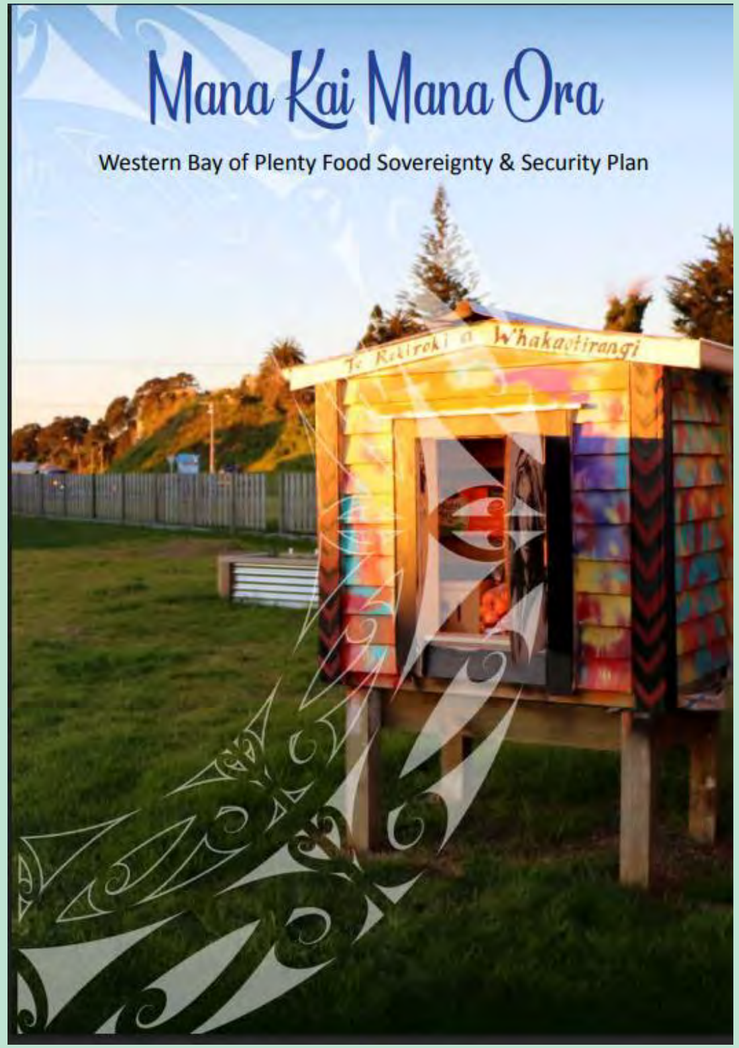
MANA KAI MANA ORA

Western Bay of Plenty Kai Resilience

We believe people have a right to healthy, culturally appropriate and affordable kai. We believe building a local food system will ensure a kai secure, and well connected community.

We are tangata whenua and tangata tiriti growers, gardeners, community service providers and whānau.

https://manakaimanaora.nz/



Tā Mātou Moemoeā Our Vision

A kai secure and well-connected community

By 2030 Western Bay of Plenty communities will be kai secure, where all people will have access to healthy, culturally appropriate, and affordable kai and able to connect with an active Kai community network to learn, share and grow kai for ourselves and to share with others.

Our local food system will be environmentally responsible and resilient supported by ecosystems that are flourishing because of responsible land and water stewardship.

Maxwell-Crawford, K., & Ahomiro H. (2021). Mana Kai Mana Ora. Mana Kai Mana Ora Western Bay of Plenty Sovereignty and Security Plan. Colab & Kāinga Tupu, Western BOP.

A co-ordinated approach underpinned by:

Manaakitanga
Healthy Kai Access so No-one is Hungry

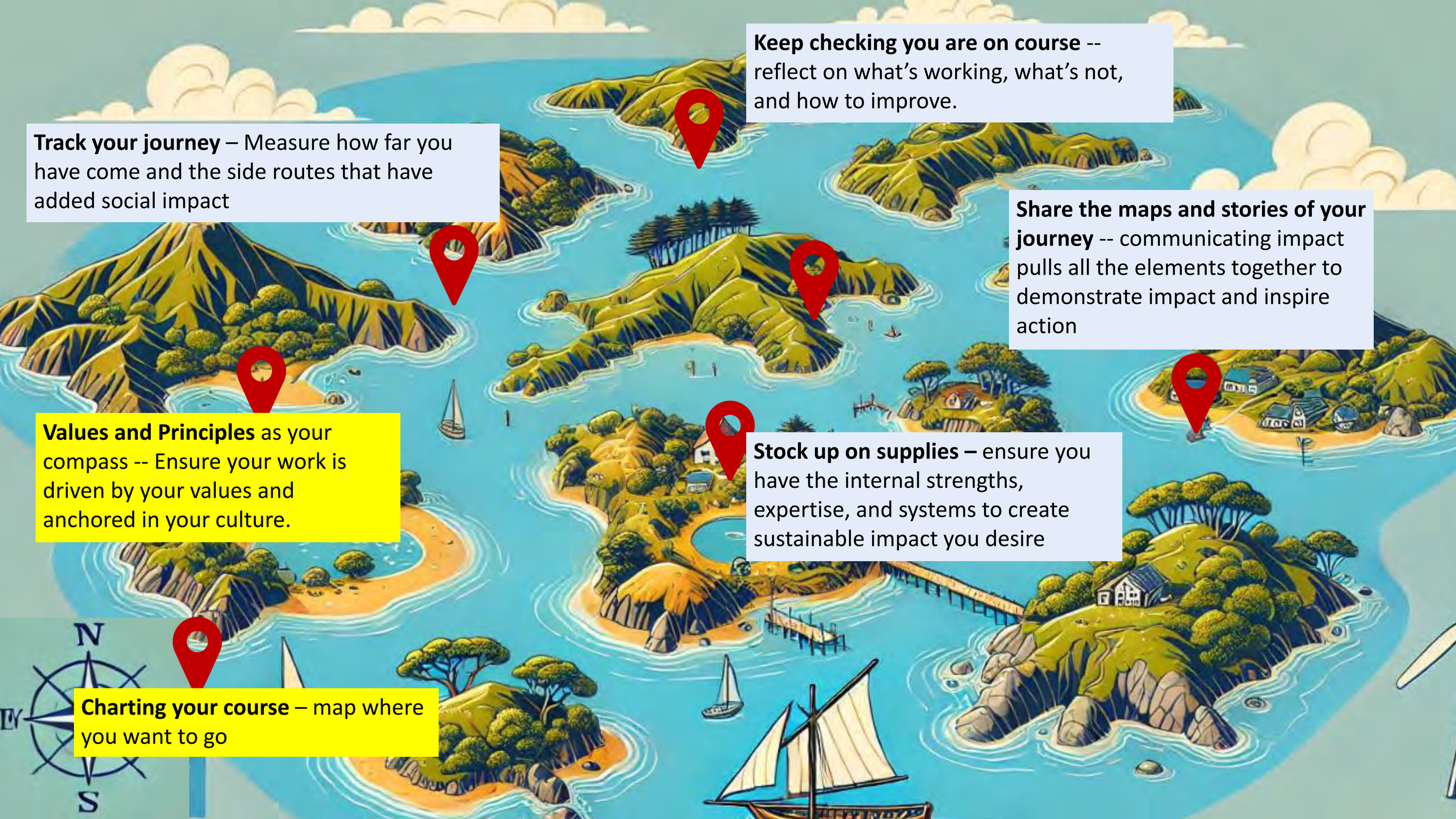
Rangatiratanga
Grow a Connected, Flourishing and Ethical WBOP Food System

Ūkaipotanga
Nurture Connected Community-led Wānanga and Sharing of Knowledge

Kotahitanga
Connected Communications

Kaitiakitanga
Cultivate Caring for our Environment

Maxwell-Crawford, K., & Ahomiro H. (2021). Mana Kai Mana Ora. Mana Kai Mana Ora Western Bay of Plenty Sovereignty and Security Plan. Colab & Kāinga Tupu, Western BOP.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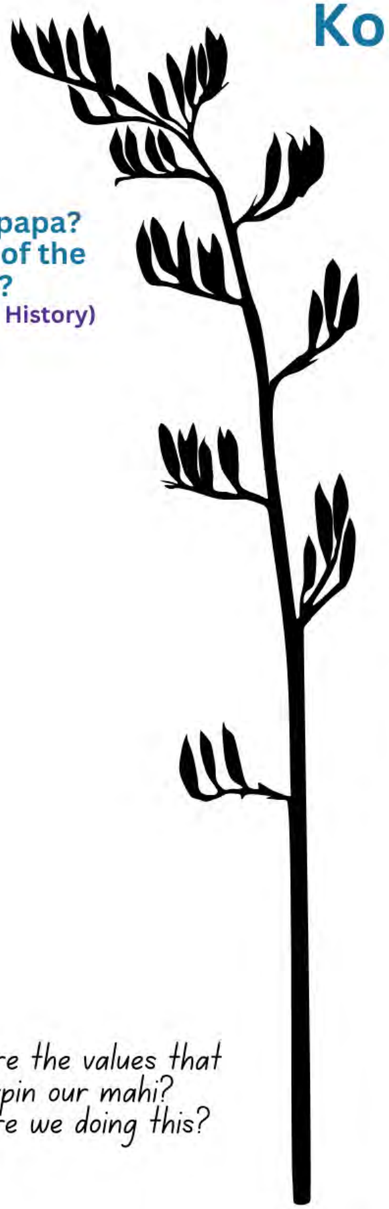
Ko wai tātou? Who are we?
What are we achieving?
How do we know?

What is our kaupapa?
The whakapapa of the work we do?
(Purpose, Objectives, History)

He aha tā tātou mahi?

What is our mahi?
What do we deliver/provide?
(Activities)

What do we hope to achieve?
What are our successes?
(Outcomes/impact)



What are the values that underpin our mahi?
Why are we doing this?

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WHAKAMANA TANGATA - RARAUNGA

Theory of Change - Key Questions

Situation analysis (Context):	**What is the problem your organisation is trying to tackle? What do we offer?**
Target groups:	**Who are the people your organisation can help or influence the most?**
Impact:	**What are the sustained or long-term changes you want to see?**
Outcomes:	**What shorter-term changes for target group(s) might contribute to impact?**
Activities:	**What are you doing/going to do?**
Change mechanisms:	**How will your organisation's activities cause the outcomes you want to see?**
Sequencing:	**In what order might outcomes and impact occur?**
Stakeholders/Enabling factors:	**Who & what will be the supports & barriers to helping achieve your desired impact?**

Adapted from: Noble, J. , O'Flynn, P, Kazimirski, A (2020). Understanding impact: Using your theory of change to develop a measurement and evaluation framework. Retrieved from https://www.thinknpc.org/resource-hub/understanding-impact/

How do we know we have achieved these goals?

What information do we collect/ collate to evidence impact?

MKMO Example – One Priority Area

Kotahitanga:
Connected [Accessible, Relevant, Regular and Multi-lingual] Communications

Ngā Whāinga Objectives
a) Establish a Kai Sharing Map[14] across Western Bay of Plenty on: - where to find affordable food, free food, and foraging groups - all local food hubs, food banks, food forests, community gardens, māra kai, pātaka kai/ open pantries, community dinners - calendar of events
b) Multi-lingual Kai Sharing Map booklets available across communities
c) Monthly Kai Sharing updates for local newspapers, community news radio stations, supermarket billboards, libraries and other local noticeboards including multi-lingual
d) Create sharing economy App (such as Fish heads App)

Progress Indicators

How will we know when we've achieved what we hope for?

What will we see, hear, what will people say, what may have changed?

What do we need to watch for? Monitor / follow?

Outcomes (What will be achieved?)	**Tasks /Activities** (How will we do this?)	**Resources** (What we have/need to make it happen)	**Measures** (How will we know if we've achieved the outcome?)	**Data Source & Tools** (Where will we look?)
Manākitanga: Healthy kai access so no one is hungry **Kotahitanga:** Connected [Accessible, Relevant, Regular and Multi-lingual] Communications	Maintain and develop the Kai Sharing (food initiative) Map	- Accurate, relevant Info about food activities - Mapping software - Technical input to design and develop an accessible map	# of kai initiatives loaded on original map; Map is multilingual / regularly updated and in accessible format # of new kai initiatives added # of map views / shares	• Kai provider data sheets linked to map; • Website analytics • Feedback from community about usefulness and accessibility of the map (formal and informal)

Five Types of Information/Data for Impact

People Data

Info about the people you are reaching/who you're working with

Engagement Data

How people are using your services

Feedback Data

What people think and say about your mahi

Outcomes Data

The short term changes, benefits people get from your service

Impact Data

The long-term difference that has resulted from what you do

Source: https://www.thinknpc.org/blog/5-types-of-data-for-assessing-your-work-an-explainer/

WHAT TYPE(S) OF INFORMATION DO/COULD WE COLLECT ABOUT OUR MAHI?

(What's in our kete? Our Evidence)

Info about our People?	Info about Engagement/ Mahi tahi?	People's Feedback?	Info about outcomes and impact
Ko wai tātou? Age? Gender? Where they live/come from? How they identify themselves - hapū/iwi/ethnicity?	Who showed up? How often/when? What mahi did we do together?	What do people say about us & our mahi?	What is different now? What are our successes?

***What** are the tools **we use to collect this information e.g.** Contact lists? Registration/ Assessment forms? Event Bookings/Registrations? Feedback/Social media posts?*

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How do we know?

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Reporting your Impact

Numbers are useful but there are other TYPES of Data / Information you can use

- Pictures
- Infographics
- Service user/ stakeholder quotes

"My son is so much more confident and relaxed. Thank you [X Organisation] for helping him see the world open up for him.“

- Mother of a programme participant

Think about your audience(s) and the most effective way to tell your story

2024

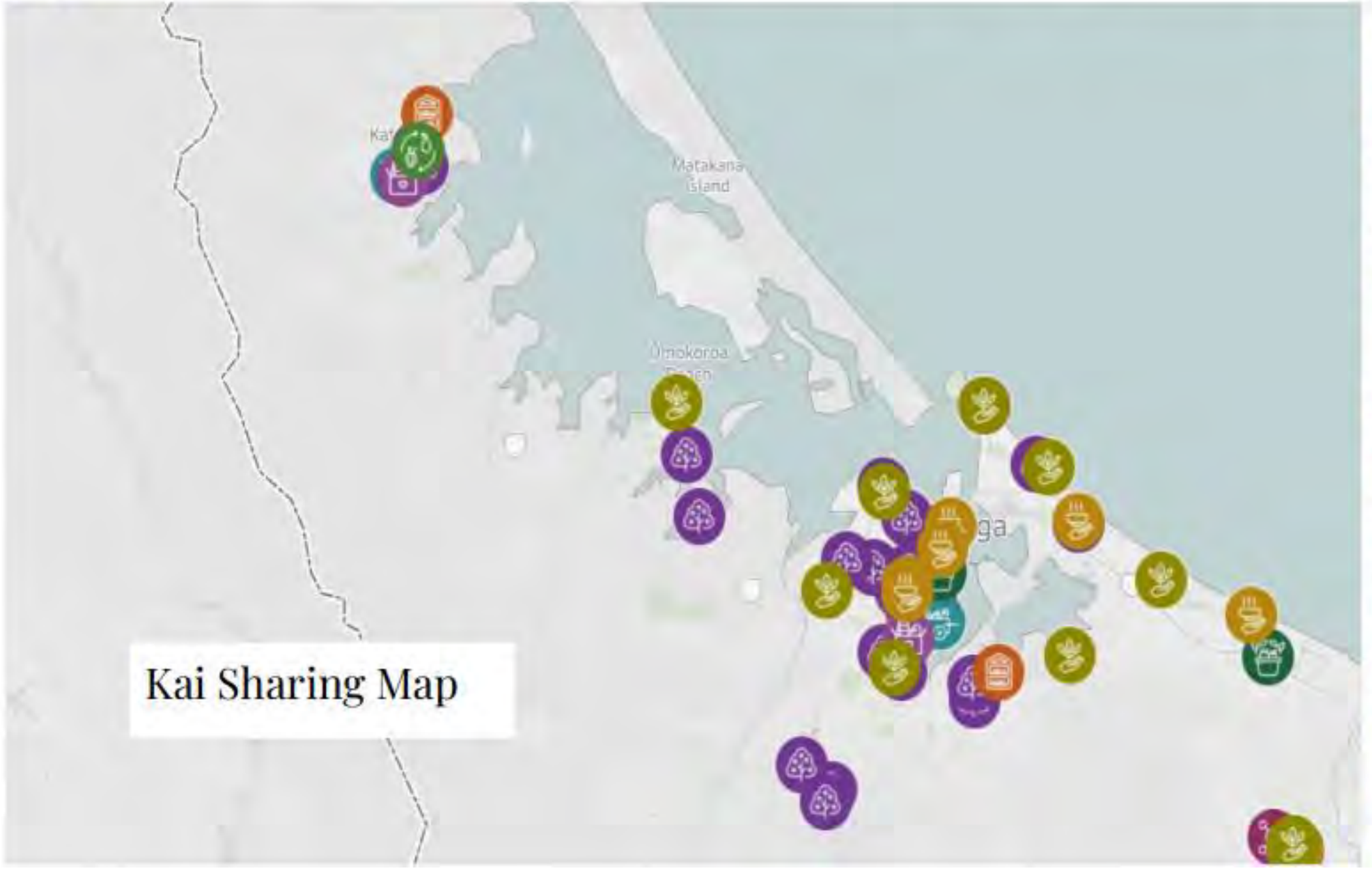
Mana Kai Mana Ora,
“Food Secure by 2030”

Permablitz at Ngapeke Permaculture

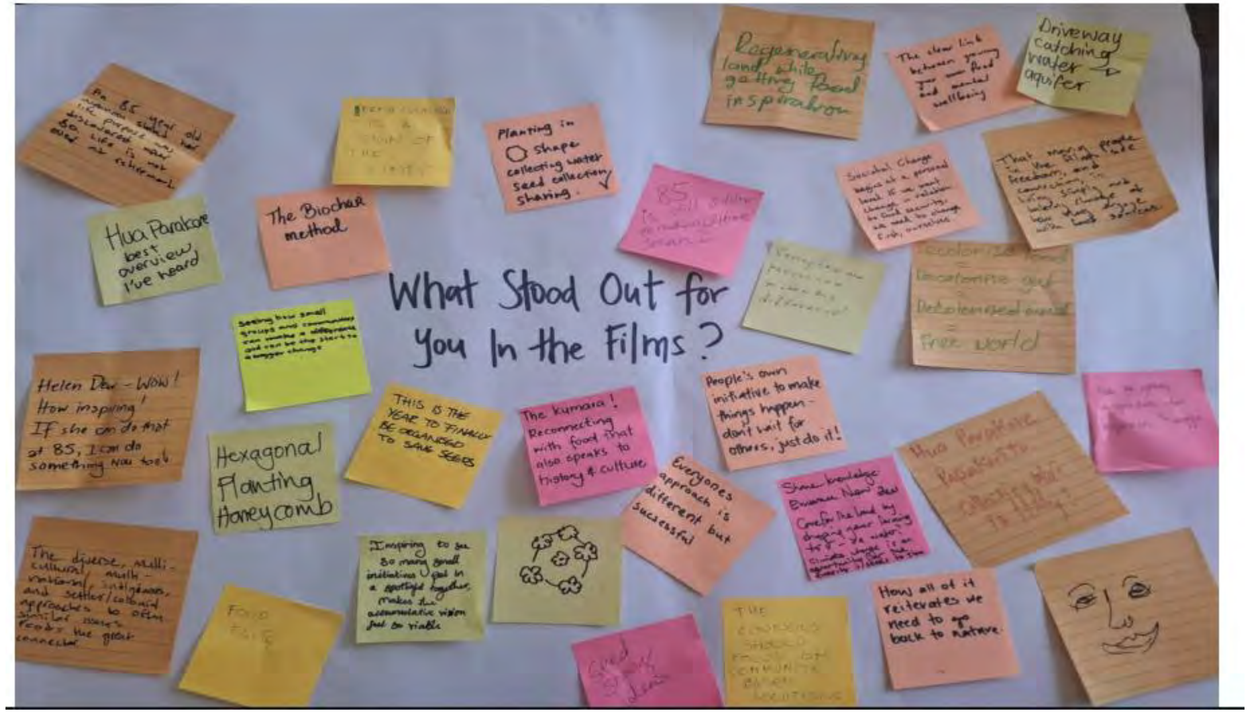
60 people attended workshops included fruit tree planting, compost, and kumara growing.

MANA KAI MANA ORA

ABOUT FREE COMMUNITY MEALS PATAKA KAI GET INVOLVED RESOURCES NEWS MAP



Mana Kai Mana Ora Food Sovereingty Film Festival



Regional Kai
Resilience Hui At
Te Puke Gurdwara

Social Media Promotion

Bay of Plenty Kai Resilience Network ›

Public group · **316** mem

316 members

Manage | Invite

You | Chats | Featured | Reels | Photos

Write something...

Anonymous post | Feeling | Poll

Most relevant | Sort

Amy Board
Admin · 3d

Posts

cover photo in **The Maori gardener**.
3 h ·

Like | Comment | Send | Share

314

Giggles Te Puke

manakaimanaora

34 posts | **203** followers | **267** following

Kai secure and Well Connected Community by 2030. No one is hungry. We grow our own kai system. Ngā Whainga. Western Bay of Plenty.
www.manakaimanaora.nz and 1 more

Professional dashboard
2K views in the last 30 days

2k views

Edit profile | Share profile

In Conclusion

- Demonstrating your social impact is not just about having an SROI – it is about looking wider at the ways you contribute to positive change in your communities, collecting relevant information and reporting on this
- There are steps we can all take to track our impact, and collectively, this can influence the system and accepted approaches
- No one expects you to be an expert on evaluation, but you are an expert in your own work and your community. BUT – **do ask for help when you need it**
- A resource is on its way to support you (watch this space!)– it will provide lots of simple explanations, tools, tricks and examples for measuring and reporting on social impact
- Efforts to share your impact is not a ‘nice to have’, it is critical
- Sharing your impact is not just for funders - It tells your story to stakeholders, board, community….the world!

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NGĀ MIHI

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