

An appreciation of social impact value – are we measuring what matters?



At CFANZ we want to encourage greater understanding of the qualitative concepts of social change. **Choose your impact measurements and report on those**, and utilise great storytelling to connect the impact of your mahi.

“

Not everything that counts can be counted and not everything that can be counted counts”

- William Bruce Cameron

What is easy to count? Quantitative measures.

\$ raised

\$ 'in kind'

X number of people helped

X number of staff

X number of volunteers

X number of hours worked

X number of services – e.g. numbers of meals provided, drivers licences obtained, counselling sessions provided, courses run.

What is not easy to count? Qualitative measures.

Rangatiratanga or community self-determination

Trust and social cohesion

Longevity and depth of donor and community relationships

Empowerment and engagement of community

Dignity and mana

Energy and passion

Vision and strategic direction

Mobilisation of local resources

Skills and knowledge developed

Quality of services

Mentoring and leadership development

Connections and synergies made

Collaborations formed

Advocacy influencing change

Creating conditions for legislation and policy changes