

MF Impact Reporting

This document is designed to align and clarify our organisation-wide impact reporting efforts. This is displayed on impact.mangaroa.org (currently not linked in our nav) and aims to present our impact as a living dashboard across all areas of the org.

The impact domains are split across these domains

1. Earth - including farm, food, reforestation and predator free efforts
2. People - including events, mahi exchange, earth school and community efforts
3. Network - displaying the various ways in which Mangaroa Farms engages and relates to our wider community, e.g. orongomai donations, biochar partnership, wildfolk collaboration, etc

These impact domains can then be extrapolated into the following areas, with perhaps 3 metrics for each area. The below impact measures are very quantitative, but we can also wrap qualitative stories around it with blog/social posts, team updates, lessons/learnings, observations, etc. This is actually an easier task than nailing down the quantitative data.

Earth Domain

Farm

1. Livestock health?
2. Soil health?
3. ??

Garden

1. Nutritional value - how do we measure this?
2. Soil health
3. Principles used
4. Hua Parakore - mauri measure?

Permaculture Orchard

1. Biodiversity - insect count
2. Innovation methods
3. ??

Reforestation

1. Trees planted
2. Waterways protected

3. ??

Predator Free

1. Pests Eradicated
2. Fencing?
3. ??

People Domain

Events

1. Events held
2. People through the doors
3. Qty or % of free/charitable activities?

Farm Shop

1. ???
2. ?
3. ?

Workaway/Volunteer

1. Workaways/year
2. Hours of contribution
3. Skills influence?

Earth School

1. Workaways/year
2. Hours of contribution
3. Skills influence?

Donations

1. Workaways/year
2. Hours of contribution
3. Skills influence?

Network Domain (“Mangaroa Network”)

Associated Orgs

- Network visualised display of associated orgs to MF
- Storytelling around how they relate to/contribute/supported by MF
- Opportunities for others to get involvement
- Appropriate metrics to display impact/outcomes of this, e.g. strength of local economy, etc

Impact Measurement Framework

Also considering how we document/store the above data. Ideally it can be organised in a uniform way, centralised in one place (spreadsheet), that can actually feed the live dashboard, and ensure all our reporting is accurate and backed by evidence.

Another question I have is how we capture real-time impact evidence for updating the dashboard, while also adding to a deeper and more robust database for annual impact reporting and auditing. This takes into consideration like file management (Google Drive) and effective organisation of all this

Then the highest excitement is that all of this data (which we choose to show public) can be queried by AI for our own use and by those who visit the website.

Wairua Impact Reporting

Informed by the following docs

- ≡ Film and Impact Storytelling
- ≡ Annual Impact Report Approach
- ≡ Simple Audit Metrics

Wairua Impact Reporting

[Billy's Airtable schema for testing our measurement](#)

This document outlines a **minimal, intentional schema for capturing wairua impact** at Mangaroa Farms. The purpose is not to measure performance, prove outcomes, or create comparative metrics, but to **practice listening** — to people, place, and the more-than-human world — and to remember what is noticed over time.

The Wairua MVP focuses only on:

- What we notice
- How we engage
- What visitors and participants choose to witness and share

The schema centres **written, spoken, and visual testimonials** as primary data, held alongside simple contextual fields that describe direction, place, and intention. Rather than scores or KPIs, it uses **directional states** (emerging, strengthening, steady, composting, resting) to reflect movement and rhythm within the living system.

Each record stands alone as a **wairua witness** — a moment of noticing — while remaining gently interoperable with wider impact frameworks already in use at Mangaroa. Over time, patterns may be observed, but aggregation is not required for the schema to hold value.

This approach enables Mangaroa to:

- Honour the unseen without flattening it
- Integrate story and reflection into impact practice
- Create a low-burden, high-integrity MVP that can be used immediately
- Lay foundations for future relational and protocol-based impact systems

The schema is deliberately light, human-readable, and care-oriented — designed to evolve through use rather than upfront abstraction.

Context: Mangaroa Farms × Ma Earth Collaboration

This Wairua MVP sits within the shared exploration between Mangaroa Farms and Ma Earth around **living impact, relational accountability, and regenerative culture**.

Rather than approaching impact reporting as a finished system to deploy, this collaboration treats Mangaroa as a **learning landscape** — a place to experiment carefully with how impact might be noticed, held, and shared without defaulting to extractive or reductionist logics.

Why this matters for the collaboration

Ma Earth's broader work requires:

- Interoperable impact signals across diverse projects
- Credible narratives that integrate land, people, systems, and spirit
- Structures that scale *without erasing context*

Mangaroa's context offers:

- A real, lived environment where spirit of place is already central
- Existing practice of story-led, seasonal reflection
- Willingness to test unfinished ideas in good faith

The Wairua MVP acts as a **safe experimental layer** — a place where:

- Language can be tested for resonance
- Schemas can be shaped by lived use
- User behaviour and feedback can inform future abstraction
- Cultural integrity is prioritised before technical integration

Experimentation & Testing Approach

This schema is explicitly an **experiment**, not a standard.

Key assumptions being tested:

- That people are willing to name felt experiences when invited gently
- That directional language is more truthful than numeric scoring
- That testimony and witnessing can function as a valid impact signal
- That low-tech tools can hold high-value insight

Initial testing focuses on:

- Manual entry by Mangaroa stewards
- Voluntary visitor contributions
- Seasonal review rather than continuous monitoring
- Reflection on *what gets named* and *what does not*

No automation is introduced at this stage.

Schema format for inputting wairua metrics

- Name of witness(es)
- Date of addition
- Directional states
 - Emerging
 - Strengthening
 - Steady
 - Composting
 - Resting
- Area of contribution
 - • Regen / Farm

- • Education
- • Permaculture / Garden
- • Wellness
- • Community Building
- • Arts & Craft
- • Technology & Innovation
- • Kids & Family
- • Indigenous
- Why it matters to us
- Potential for interconnectivity
- Reflection notes
- Supporting media
- Intentions for next cycle

Reflections from Ma Earth Hui Hypercerts

- Protect that which is sacred/tapu/wairua and held in mana
 - Data privacy is a big part of this
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