

# Theory of Change

A Theory of Change describes the strategies, actions, conditions and resources that facilitate change and achieve outcomes. It explains how particular activities or actions will lead to particular outcomes. In a simple sense, it is an “if: then” explanation of what we do and how it works.

Our Theory of Change builds on the vision, mission, purpose and goals of the WWP, and helps to identify what action we will take to contribute to these. It helps to clarify what value we will add, how we will work as well as framing our stakeholders’ expectation of our impact.

Our Theory of Change also provides the framework for how we measure our progress and value. Our measurement framework is set out in the implementation section of this plan.

## Our Mission:

To hear our people and transcend their lives through positive impact

Here’s how we do it...

If, based on these values and principles

- Kaitiakitanga
- Kotahitanga
- Manaakitanga
- Equity
- Inclusiveness
- Sustainability
- Te Tiriti o Waitangi

We use these tools and resources

- Poutoko | Research
- Te Ara Poutama | Knowledge
- He Pakipūmeka | Storytelling
- Waha | Advocacy

To undertake these activities

- **Research** on the pressing wellbeing challenges for the region, their upstream causes and innovative ways ahead.
- **Wellbeing knowledge** which brings together existing and new information and knowledge at a range of scales and locations.
- **Storytelling** - through Lots of Little Fires, shining a light to support the invisible labour which leads to tangible grassroots change in our communities.
- **Advocacy and communications** - sharing the knowledge and insights we have gained and to encourage positive change.

Which will achieve these outputs

- **Deeper insight and awareness** of upstream causes and breakthrough opportunities for our wellbeing challenges.
- **Accessible and relevant wellbeing knowledge** which communities and decision-makers can use to achieve change.
- **Raised awareness** of the hidden realities and leaders embedded in our marginalised communities and environments.
- **Greater collaboration** about wellbeing in the Waikato and what/who makes a difference.

And facilitate these outcomes

- **Better informed** policy, funding and services in the Waikato.
- **Waikato peoples are empowered and supported** to make informed choices for their present and future wellbeing.
- **More effective support and resources** for communities and those working in the social, environmental and community sectors.
- **Collective wellbeing leadership** across all sectors of our communities.

...Contributing positively towards

## Our Vision:

Our mokopuna are thriving



**Waikato wellbeing project** | Hinonga toiora o Waikato  
Research . Knowledge . Storytelling