



# Sanctuary Mountain Maungatautari Social Impact Report

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Prepared by



IMPACT  
HUB





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## Inspiring a **worldwide conservation audience**

Sanctuary Mountain Maungatautari (SMM) is a remarkable and unique natural capital asset for all of New Zealand. Its purpose is to recover and conserve native bush and species on the mountain, to increase the resilience of these species and to relocate them to other parts of New Zealand. The organization also serves as a top eco-tourism destination and offers visitors a unique look into native bush through walks and guided tours.

Besides the prime objectives mentioned above, SMM has an important historic and spiritual meaning to local communities. The organization has a co-governance structure established in MEIT board (Maungatautari Ecological Island Trust) representing landowners, iwi and the wider community. In respecting the value of the mountain and the intention of the Trust the organization increasingly intends to involve and positively impact a significant stakeholder group of the Sanctuary Mountain Maungatautari.

Although the explicit intention of creating a positive social impact is somewhat new, over the years SMM has held activities with different groups which would likely have created a positive impact. The aim for this measurement project is to make the impact of these activities clear and offer further insight into how this work can be improved.

The SMM team is also keen to better understand the needs of the local community. As part of this measurement project, there were three key goals:

1. Undertake a community needs assessment
2. Measure the impact of volunteering with SMM
3. Measure the impact of SMM programmes

While measurement was undertaken during a challenging time, with the impacts of COVID-19 still affecting the community, this report offers key insights into the impact that SMM is having on their volunteers, programme participants and the broader community.



**Sanctuary Mountain Maungatautari is one of the largest pest-proofed fenced projects in the world.**



# Why Measure Social Impact?

We measure the social impact of Sanctuary Mountain Maungatautari to both prove the impact of the program, and to be able to inform how it may be improved.

## 1. Prove

The measurement framework measures shifts in the wellbeing (impact) and target outcomes for the visitors, volunteers and community members of the Maunga.

It provides data and insights that allows Sanctuary Mountain Maungatautari to articulate its social value to internal and external stakeholders.

## 2. Improve

The measurement framework provides a data driven approach to understanding the needs of all who visit and live near the Maunga. This informs targeted investment to maximise social outcomes going forward, and to identify potential opportunities for effective collaboration.



**SANCTUARY MOUNTAIN  
MAUNGATAUTARI PURPOSE**

**To protect and  
enhance the  
Mauri of  
Maungatautari.**





# About Sanctuary Mountain Maungatautari

Sanctuary Mountain Maungatautari's purpose is to create a positive impact on biodiversity in New Zealand but the organisation has also realized that through their work, with, by and for people, they can create a positive social impact as well. This report focuses on three different groups:

## The Local Community

Although SMM as an organization has not actively created and offered activities specifically designed to engage with and influence the wellbeing of the local community, SMM realises that the mountain certainly does influence the wellbeing of this group and want to explore how they could potentially facilitate and increase that impact.

The local community measurement group is a broad group of people defined by the fact that they live within the proximity (within eyesight) of the mountain. This could be the local mana whenua, farmers working under the mountain, frequent visitors and teachers and parents of the children living close to the mountain.

## Nature Connection Programme Participants

SMM also offers a range of programmes that are designed to connect people with the Maunga and increase wellbeing. The Nature Connection participants are a variety of people that come to the mountain to immerse themselves in nature and find calmness and peace. These programmes are fairly new for SMM and thus far they have had groups coming from rest homes and local councils. The aim is to offer these programmes to businesses and other organizations.

## Volunteers

The most direct social impact SMM has is on volunteers. SMM has about 200 people that volunteer in a variety of ways on and around the mountain. This ranges from guides that take visitors onto the mountain, to volunteers repairing fencing around the mountain. From volunteers working on the conservation of native species on the mountain to volunteers selling goods at local markets.

SMM volunteers are very loyal and it is not uncommon that they have been volunteering at the mountain for over 10 years. The Impact Theses (as shown on the next page) were created with volunteers and also included the group of nature connection programme participants (discussed below).





# Sanctuary Mountain Maungatautari Volunteers & Programme Participants Impact Thesis

An Impact Thesis explains how each level of impact will be measured. By measuring each level of impact, Sanctuary Mountain Maungatautari can use a data driven approach to demonstrate what works and what is needed to maximise impact and outcomes.

It should be noted that in this thesis, the outcomes have been organised according to the Māori wellness framework “Te Whare Tapa Whā” as it relates strongly to the local community and covers the multiple dimensions of wellbeing that seem to be relevant to them.

- 
- 1. Impact** An inspired, healthy, and thriving community of Kaitiaki.
- 
- ▼
- 
- 2. Outcomes** This impact is achieved by building capabilities and providing access to opportunities for volunteers and nature connection participants in the following ways:
- Taha wairua (spiritual wellbeing)
  - Taha hinengaro (mental & emotional wellbeing)
  - Taha tinana (physical wellbeing)
  - Taha whānau (social wellbeing)
  - Whenua (connection to the Mountain)
  - Sharing the Mana & Mauri (commitment)
- 
- ▼
- 
- 3. Outputs** Visiting or volunteering at the maunga results in the following outputs:
- Visitors to the mountain
  - Educational programmes/tours held at the maunga
  - Adjacent land conservation
- 
- ▼
- 
- 4. Activities** Sanctuary Mountain Maungatautari undertakes the following activities to achieve the above outputs, outcomes and impact:
- Self guided and guided tours
  - Open days
  - School programmes at the mountain
  - Conservation advocacy
- 
- ▼
- 
- 5. Resources** The above impact requires the following inputs:
- Volunteers and employees
  - Visitor Centre
  - Network
  - Funding
-



# Sanctuary Mountain Maungatautari Local Community Impact Thesis

An Impact Thesis explains how each level of impact will be measured. By measuring each level of impact, Sanctuary Mountain Maungatautari can use a data driven approach to demonstrate what works and what is needed to maximise impact and outcomes.

It should be noted that in this thesis, the outcomes have been organised according to the Māori wellness framework “Te Whare Tapa Whā” as it relates strongly to the local community and covers the multiple dimensions of wellbeing that seem to be relevant to them.

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**1. Impact** The Maunga as a Tūrangawaewae for the present generation and creating an awareness and connection with past and future generations.

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**2. Outcomes** This impact is achieved by building capabilities and providing access to opportunities for volunteers and nature connection participants in the following ways:

- Taha wairua (spiritual wellbeing)
  - Taha hinengaro (mental & emotional wellbeing)
  - Taha tinana (physical wellbeing)
  - Taha whānau (social wellbeing)
  - Whenua (connection to the Mountain)
- 



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**3. Outputs** Visiting or volunteering at the maunga results in the following outputs:

- Visitors to the mountain
- Educational programmes/tours held at the maunga
- Adjacent land conservation

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**4. Activities** Sanctuary Mountain Maungatautari undertakes the following activities to achieve the above outputs, outcomes and impact:

- The ecological park
- Self guided and guided tours
- Facilitated education
- Conservation advocacy

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**5. Resources** The above impact requires the following inputs:

- Volunteers and employees
- Visitor Centre
- Network
- Funding

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# The Measurement Approach

Impact Hub, Huber Social and Sanctuary Mountain Maungatautari (SMM) have worked together to develop a measurement system that will allow SMM to prove and improve their impact and better understand their local community.

This first measurement process was a hybrid approach. It looks at the change in wellbeing for volunteers and Nature Connection programme participants, while undertaking a needs analysis of the community.

The people of the local community, SMM programme participants and volunteers were asked to complete a survey about their wellbeing, based on the outcome areas identified in the impact thesis. The analysis includes 79 responses to the community survey and 77 responses to the volunteer survey, collected from April to September 2021. Data collection for programme participants was undertaken at the start of 2022 and includes responses from 37 people.

Community level analysis considers the results from all participants and explored which factors were associated with higher wellbeing. Analysis of volunteers' wellbeing is based on a shift analysis, looking at the impact of length of time volunteering as well as how often they visit the Maunga. Programme participant analysis compares responses from before and after their participation in the programs. The data includes 34 'before' responses and 16 'after' responses. 12 people provided responses both before and after the programme allowing for paired analysis.

For more information about data collection and analysis, please see the Data Transparency Page.





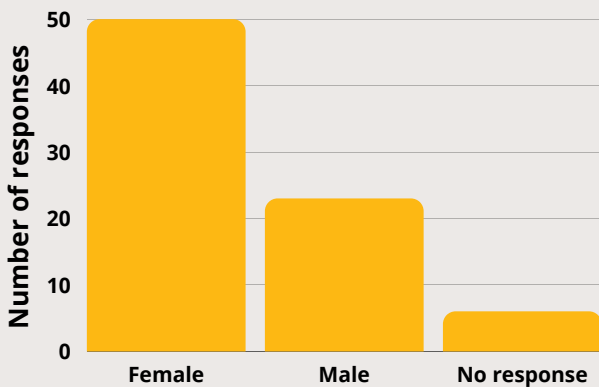
# Community Demographics

The community member data includes 79 responses to the survey.

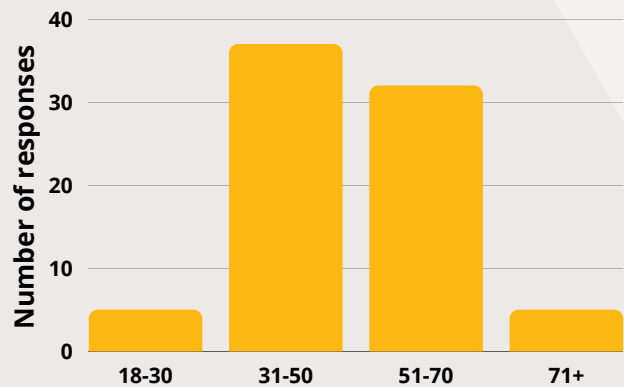
## Gender and Age

About two-thirds (63%) of the community survey respondents are female; 30% are male and 7% abstained from answering. In comparison to the volunteer age range, the community sample is much more youthful. Almost 50% of respondents are age 31-50 (47%), with 71+ year olds making up less than 10% of the sample (compared to 29% of volunteers). As in the volunteer sample, 18-30 years old represent a relatively small proportion of the total sample (7%).

Spread of responses by gender



Spread of response by age



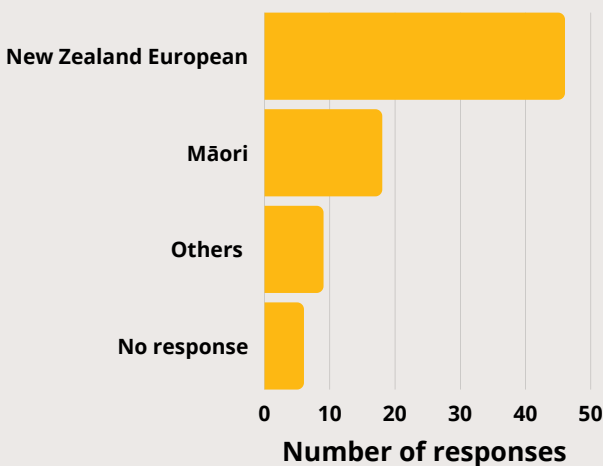
## Cultural Background

- Over half of respondents identify as New Zealand European (58%)
- Almost a quarter (23%) identify as Māori, a larger percentage than that of volunteers
- Other cultural identities included British/English, Dutch, French and American

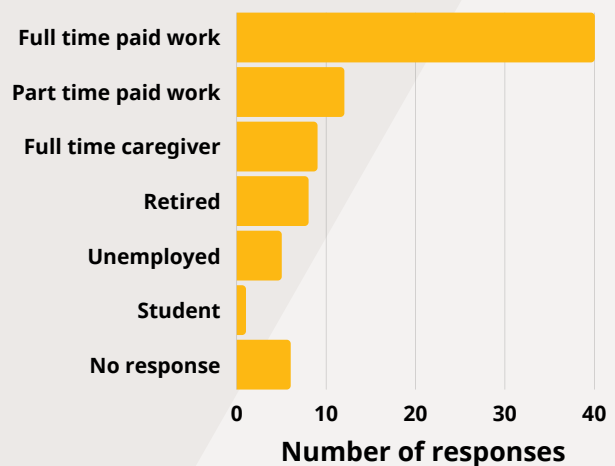
## Employment Status

- Just over half (51%) of community member respondents are employed full time
- A quarter (25%) are either employed part time or are a full time caregiver
- 6% are unemployed
- Only one student respondent

Spread of responses by cultural background



Spread of responses by employment status





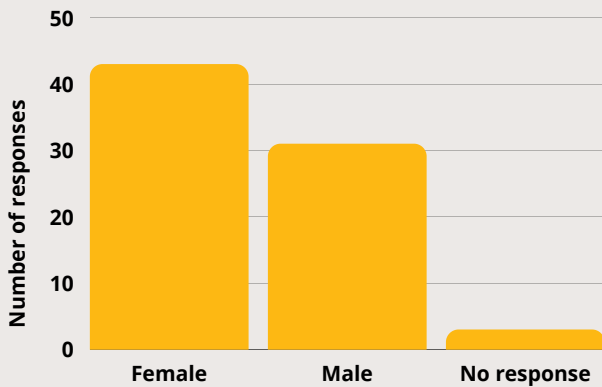
# Volunteer Demographics

The volunteer data includes 77 responses to the survey.

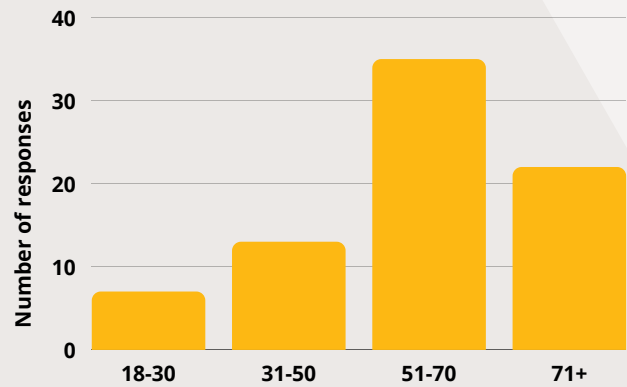
## Gender and Age

56% of survey respondents are female, 40% male, and 4% did not answer this question. By far the largest number of responses came from volunteers aged 51-70 accounting for 45% of the sample. Those aged 71+ were the next largest group, making up 29%, followed by 31-50 at 17% and finally 18-30 at 7% of the respondents.

Spread of responses by gender



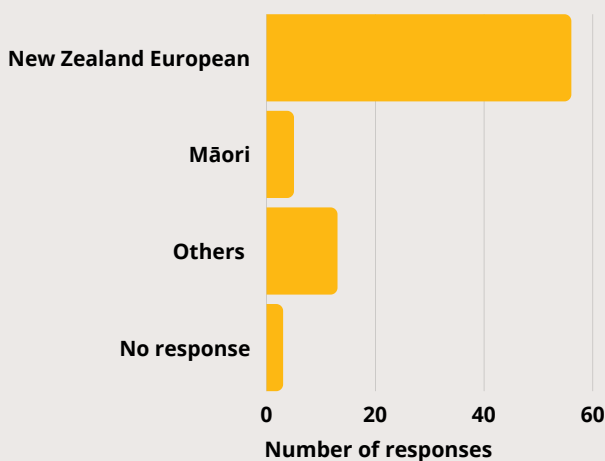
Spread of response by age



## Cultural Background

- The vast majority identified as New Zealand European - 73%
- 6% identified as Māori
- 17% identified as being from other backgrounds including: Indian, American, Australian, German, Polish, British and Filipino

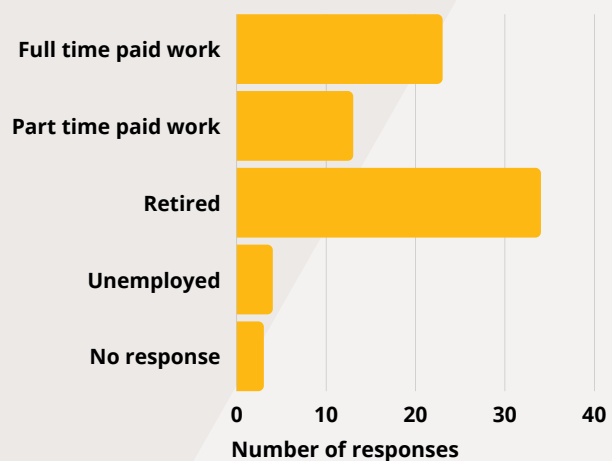
Spread of responses by cultural background



## Employment Status

- 44% of the volunteer sample are retired
- 30%, the next largest group, are in full time work
- 17% are in part time work
- Only 5% are unemployed

Spread of responses by employment status



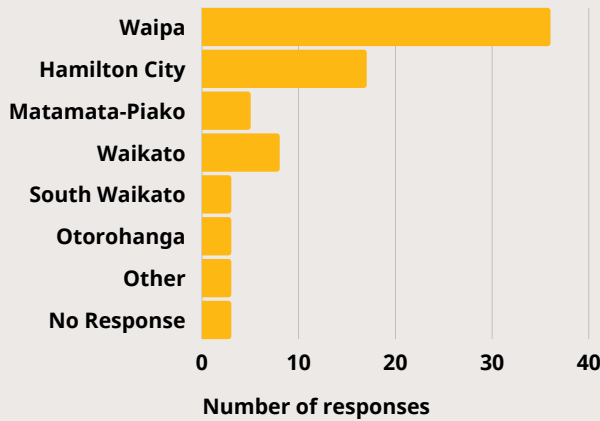


# Volunteer Demographics

## Location

The largest group of respondents were from Waipa district, making up 47% of the sample. Hamilton City is the next largest group, contributing 22% of responses, with a small number of responses across the remaining districts.

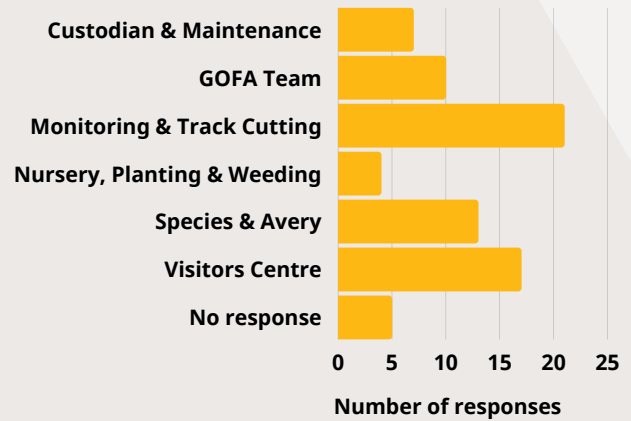
Responses by district



## Volunteer Role

The sample included volunteers from a wide variety of roles. With the biggest group (27%) doing monitoring and track cutting.

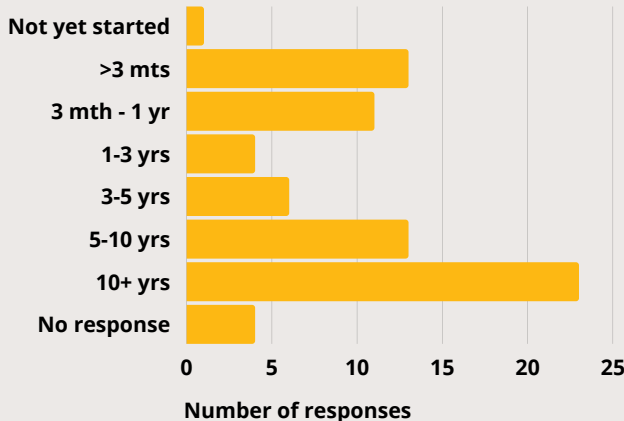
Responses by role



## Length of Time Volunteering

The majority of responses were from volunteers who had been with SMM for many years, with 30% of the responses coming from people who have been volunteering for 10+ years.

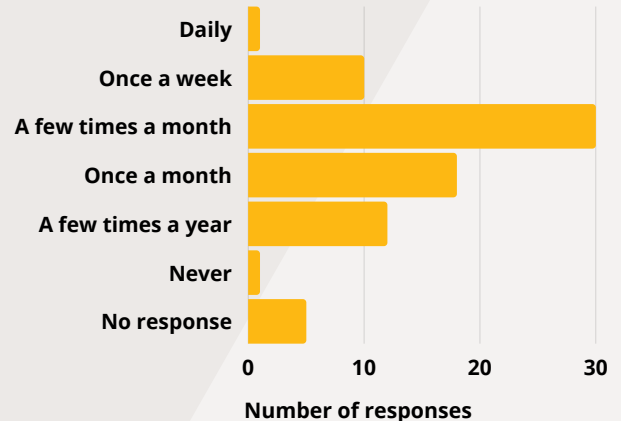
Responses by length of time at SMM



## Frequency of Volunteering

The largest group of responses were from people who volunteer a few times a month (39%).

Responses by frequency at SMM





# Programme Participants

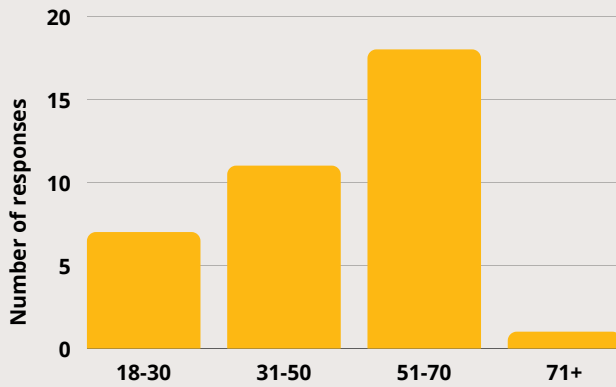
## Demographics

The programme participants data includes 37 responses to the survey.

### Gender and Age

51% of survey respondents are female and 49% are male. The largest group of responses came from participants aged 51-70, making up 49% of the sample.

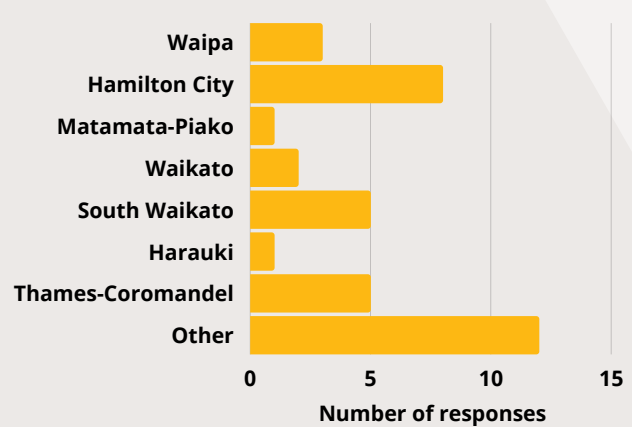
Spread of response by age



### Location

The largest group of respondents were from other districts than those listed in the survey, making up 32% of the sample.

Responses by district



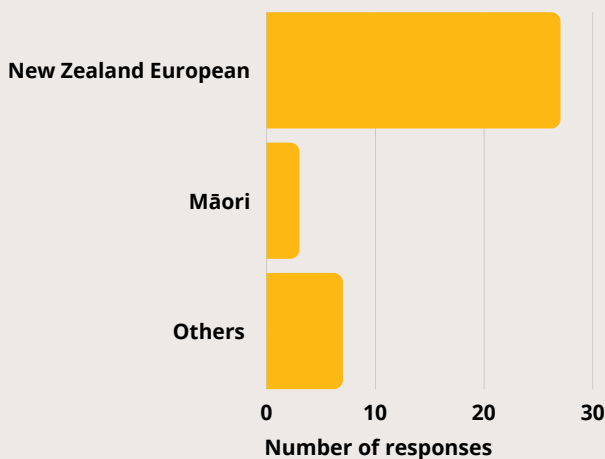
### Cultural Background

- A large majority identified as New Zealand European - 73%
- 8% identified as Māori
- 19% identified as being from other backgrounds including: Indian, Australian, , British, Irish and Vietnamese

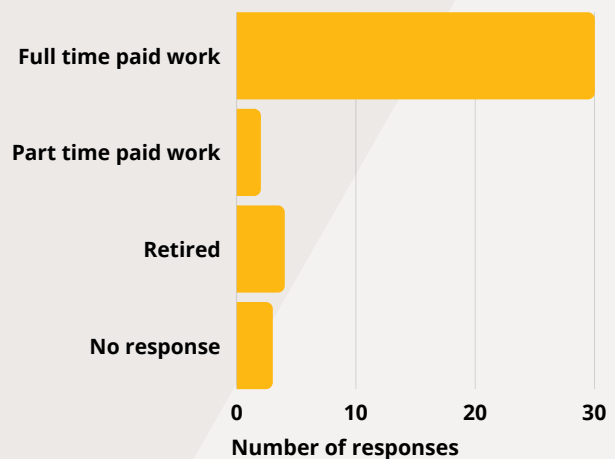
### Employment Status

- 81% of the participants are in full time paid work
- 11% are retired
- 5% are in part time work
- None reported being students, unemployed or full time caregivers but three people did not answer

Spread of responses by cultural background



Spread of responses by employment status





# Key Findings: The Impact of the Maunga

## 1. Visiting SMM and the Maunga is linked to higher wellbeing

Statistical analysis showed a meaningful relationship between being able to visit SMM and the Maunga as frequently as desired and higher overall wellbeing.

## 2. Community connection and access to local job opportunities are priority needs of the community

These two factors were identified as having a meaningful relationship with overall wellbeing, but were also among the lowest scoring factors.

## 3. Volunteering with SMM is an effective way to help people feel part of a community

Volunteers scores for the outcome 'feeling part of a community' were significantly higher than that of community members, indicating that SMM is fulfilling a key need for community connection for people who volunteer at the Maunga.

## 4. Longer and more frequent volunteering leads to higher levels of wellbeing


Volunteers who have been with SMM for three or more years and volunteers who dedicate their time to the Maunga at least once a month have significantly higher levels of wellbeing when compared to new volunteers or those who volunteer less than once a month.

## 5. Nature Connection Improves Mental, Emotional and Physical Health

Many of the factors that programme participants experienced the biggest improvements in related to mental, emotional and physical health such as mindfulness and rest.

## 6. Priority Needs of Nature Connection Participants Aligned to SMM Programmes

Priority needs of participants saw increases after taking part in the programme and outcomes were correlated to higher wellbeing.



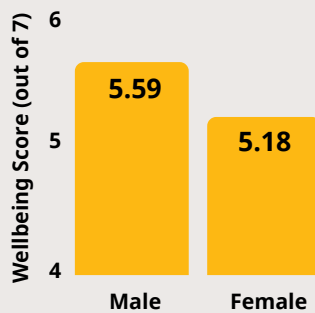
# **The Impact of Sanctuary Mountain Maungatautari on Wellbeing**



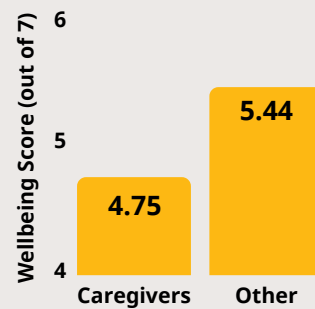
# SMM Community Wellbeing

To understand the impact of SMM on the wellbeing of community members, the first step is understanding the community's current wellbeing state. **The average wellbeing score from people who responded to the community survey was 5.37 out of 7.** There were a few key differences observed in wellbeing across certain demographic factors.

**Wellbeing was 8% higher in male respondents than female respondents**



**Wellbeing was 13% lower among full time caregivers than other employment groups**



## Wellbeing by ability to visit the Maunga



Statistical analysis showed a meaningful relationship between being able to visit SMM and the Maunga as frequently as one would like and overall wellbeing. This indicates that members who are able to visit the Maunga as often as they would like are more likely to have higher wellbeing.

**Being able to visit Sanctuary Mountain Maungatautari as often as desired is linked to higher wellbeing**

All differences in wellbeing scores had a p-value <0.01, meaning we can be 99% confident that the results observed are accurate and not due to sampling error or chance.





# SMM Volunteer Wellbeing

To understand the impact of SMM on the lives of volunteers, differences in wellbeing scores were analysed based on frequency of volunteering and amount of time participating in the volunteer program. Results show that for both length of time and frequency, more volunteering is associated with higher wellbeing.

## Wellbeing by length of time volunteering



## Wellbeing by frequency of volunteering



**Volunteers who report volunteering a few times a month have the highest average wellbeing score (5.92).** SMM may want to recommend this time commitment to its volunteers at onset so that their time at the Maunga can have the greatest possible impact on their wellbeing.

**Volunteering at Sanctuary Mountain Maungatautari for longer and more often is associated with significantly higher wellbeing**

Both shifts in volunteer wellbeing had a p-value <0.05, meaning we can be 95% confident that the results observed are accurate and not due to sampling error or chance.

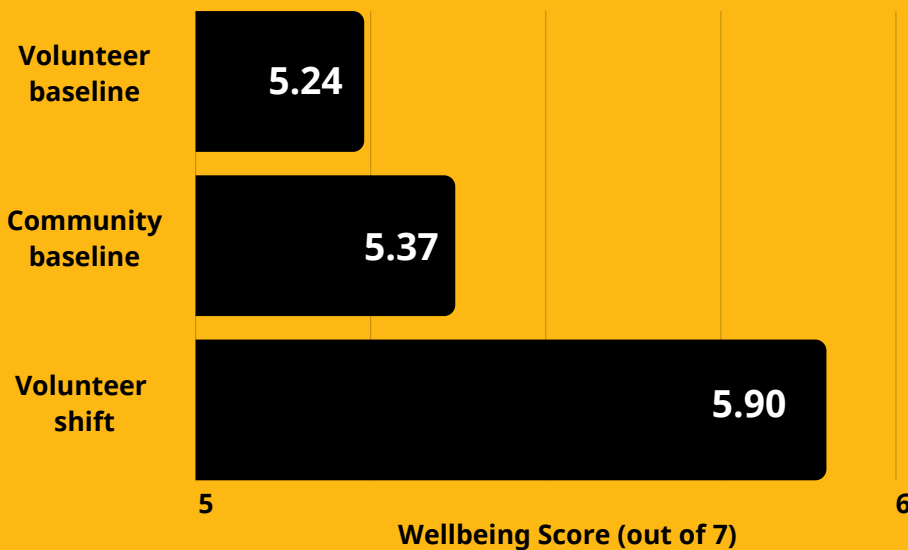


# The Impact of SMM on Wellbeing

**Compared to current community wellbeing levels, active volunteers have 10% higher wellbeing on average.**

At baseline, both volunteers and community members have similar wellbeing scores. Volunteers who have been dedicating their time at SMM for longer and with greater frequency have significantly higher wellbeing than those who have just started volunteering or who visit the Maunga only a few times a year or less.

**Average Wellbeing Score, by measurement group**



These findings reinforce the positive impact that SMM has on the wellbeing of its volunteers, and highlight the need of intervention at the community level.

The following sections of this report will explore the factors driving wellbeing among volunteers and community members. It will also identify areas for SMM and key stakeholders to direct their efforts and resources so that they can have the maximum impact on wellbeing among all those who are connected to the Maunga.

*Note: The difference between the volunteer and community baselines was not statistically significant.*





# SMM Programme Participants

## Wellbeing

When analysing the impact of SMM on programme participants, wellbeing scores were compared before and after their participation in the programme. With not all participants completed the survey both before and after the programme, the data is analysed in two different ways. The first is a group average of all participants' 'before' scores compared with the group average of all 'after' scores. When wellbeing scores were compared in this way, while there was an observed difference of +2% in wellbeing, this shift was not found to be statistically significant, meaning we could not be confident it is a real change and not simply due to chance.

The second is through paired analysis of the 12 participants who completed both surveys, comparing their individual shifts in wellbeing. This is a more rigorous test as the individual journeys of participants are considered. There are limitations with the sample size however, with 12 participants not constituting a representative group. Findings should therefore be considered indicative at this stage. This analysis did find a shift in wellbeing of participants.

**On average, Nature Connection Programme Participants experienced a 7% increase in wellbeing.**



This shift in participant wellbeing had a p-value  $<0.13$ , meaning we can be 87% confident that the results observed are accurate and not due to error or chance.



# **Sanctuary Mountain Maungatautari Community Needs Assessment**



# Predictors of Wellbeing for SMM Community Members

In order to better understand the needs of the community, analysis was performed to identify which factors measured have a significant, positive relationship with overall wellbeing. When these factors are improved upon, the community is more likely to see an increase in their members' wellbeing. This analysis found there were 20 factors that had a positive association with wellbeing.

Of those 20 factors, the five below were found to have the strongest association with wellbeing:



**Wellness - Happiness**  
Feeling happy



**Relationships - Personal**  
Feeling appreciated and cared for



**Wellness - Purpose**  
Having a sense of purpose in life



**Self-development - Self-expression**  
Feeling free to be yourself around others



**Resilience - Self-belief**  
Belief in one's ability to get through hard times

Community members who are happy and have a sense of purpose, who feel accepted and appreciated for who they are, and who believe in themselves are more likely to have higher wellbeing than other community members whose wellbeing needs are not being satisfied.

These results offer SMM a deeper understanding of what drives the wellbeing of the Maunga community, and where SMM can direct their resources to have the greatest chance of creating a positive impact on volunteer wellbeing.

Factors	Coefficient	p-value
<b>Happiness</b> – Feeling happy	0.675	p < 0.01
<b>Personal Relationships</b> – Feeling appreciated and cared for	0.612	p < 0.01
<b>Purpose</b> – Having a sense of purpose in life	0.595	p < 0.01
<b>Self-Expression</b> – Feeling free to be yourself around others	0.592	p < 0.01
<b>Self-Belief</b> – Belief in one's ability to get through hard times	0.586	p < 0.01

This table shows the statistical confidence of each factor's connection to wellbeing, listed in order by the amount wellbeing would be expected to change if the outcome increased by one unit.

A full list of all predictors of wellbeing for community members can be found in the annex.



# Priority Needs of Community Members

A priority need is a factor that has a statistically strong correlation with high overall wellbeing, but which scored low among community members. This need is therefore not being satisfied, and can be considered a priority need that, when improved upon, is more likely to lead to an increase in overall wellbeing.

Of all factors measured, community connection and access to local employment opportunities were both identified as predictors of wellbeing but were scored relatively low by community members.



**Community Connection**  
Feeling part of a community

**4.97**



**Employment Opportunities**  
Having enough job opportunities in the community

**4.35**

Community connection is of particular note for SMM, as it is a factor that its volunteer program directly addresses. SMM volunteers scored 5.79 for community connection, indicating that volunteering with SMM is an effective way to increase one's sense of community connection. For community members, volunteering with SMM could be one way to improve their sense of connection, and thereby likely see an increase in their overall wellbeing.

In order to understand the holistic drivers of wellbeing, a range of factors that were outside of SMM's impact thesis were also considered, including access to local employment opportunities. While this is not a factor that SMM addresses directly through its programs, this is still valuable information for SMM and its key stakeholders, and presents an opportunity for having a real impact on the wellbeing of the Maunga community.

## "Part of a community."

[My involvement with Sanctuary Mountain Maungatautari] gives me the opportunity to be part of a community, and [I] get to spend time connecting with our native species. It clears my head and I always leave happy.

*- Female SMM volunteer, 18-30 years old*

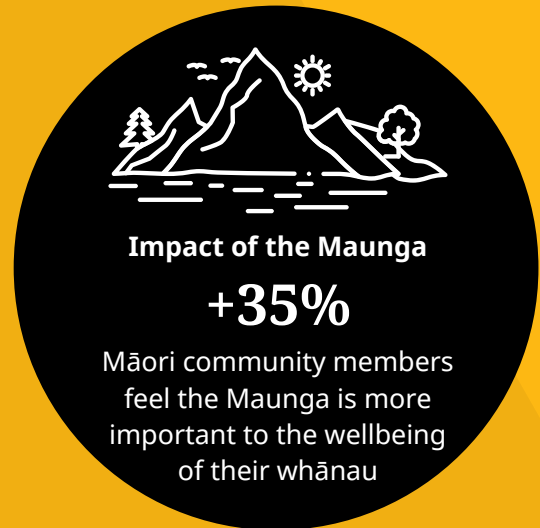


# Impact of SMM on Māori Community Members

As the Maunga is a particularly significant cultural symbol, its important to understand the impact of SMM on the local Māori community.

There was no significant difference found in overall wellbeing between Māori and pākehā community members, indicating that both groups are starting their wellbeing journey from a similar status.\*

However, Māori community members do feel that the Maunga is significantly more important to the wellbeing of their whānau as compared to pākehā community members, underlining the unique importance the Māori hold for the Maunga.



## Connection to culture

Across all outcomes measured, connection to culture emerged as a significant difference between Māori and pākehā community members. On average, Māori community members feel a stronger connection to their culture and ancestry, and believe they are in a position to contribute to their culture.



**Connection - Culture**

**+42%**

Māori community members feel a stronger connection to their culture



**Connection - Culture**

**+42%**

Māori community members feel more connected to their ancestors and history



**Access to Culture**

**+38%**

Māori community members feel they have more opportunities to contribute to the growth and enrichment of their culture and heritage



**Spirituality**

**+21%**

Māori community members feel a meaningful connection with something bigger than themselves

**Overall wellbeing:** There was no statistically significant difference in overall wellbeing between Māori (5.25) and pākehā (5.37) community members (p=0.84).

**Statistical significance:** The above shifts for connection to culture are statistically significant to a confidence level of 90% (p<0.1), meaning we are 90% confident the results are as observed and not due to sampling error or chance.

**Sample size:** Findings are based on community member respondents who identified as Māori (17 responses) compared to all other community members respondents (51 responses).





# Challenges Faced By The Community

To identify current challenges faced by community members, Huber Social looks at those factors which were scored the lowest in the wellbeing assessment. These factors are those which on average community members are least satisfied with at this time.

Out of all factors measured, the following six have been identified as the lowest scoring factors for community members. All scores shown are out of seven.



### Nutrition

Cost and availability of food choices inhibiting healthy eating

4.35



### Sleep

Getting enough sleep and feeling well rested

4.55



### Mindfulness

Ability to stay focused on the present

4.60



### Determination

Not being discouraged by setbacks

4.74



### Contribution to Culture

Ability to contribute to the growth and enrichment of culture and heritage

4.78



### Connection to Culture

Feeling connected to one's culture and heritage

4.83

SMM can use this information to better understand the needs of the community, and to identify potential opportunities for new partnerships or initiatives focussed on improving the wellbeing of the community around the Maunga. In fact, as we will see later in the report, volunteering with SMM is a great way to improve people's sense of contribution and connection to culture.



# Community Member Strengths

Beyond the challenges faced by the community, there are also many strengths that should be celebrated. Below are some of the highest scoring factors self-reported by community members who have completed the survey. All scores shown are out of seven.



**Healthcare**  
Access to medical services

**6.37**



**Safety**  
Feeling safe in your home

**6.32**



**Housing Quality**  
Having a comfortable home\*

**6.24**



**Life Long Learning**  
The opportunity to keep learning new things

**6.19**



**Empathy**  
Understanding someone else's point of view

**6.14**



**Stability**  
Having stability in life

**6.10**



*\*Indicates a high-scoring outcome that was also identified as a predictor of wellbeing, suggesting that this outcome may be positively contributing to community members' wellbeing.*

# Sanctuary Mountain Maungatautari Volunteers



# Long Term Volunteering Builds Connection and Improves Mental Health

Huber Social measured the change in SMM volunteers across a range of different capabilities and opportunities (outcomes) to understand the effectiveness of the volunteer program. Changes in volunteer outcomes were assessed based on length of time in volunteer program and frequency of volunteering at the Manga.

Across all outcomes measured, connection - both to culture and community - as well as mental health emerged as areas where long term volunteers saw the greatest improvements. The outcomes below are those which saw the largest shifts among SMM volunteers who have been volunteering with SMM for over three years:

## Connection to Community and Culture



**Access to Culture**

**+27%**

Access to opportunities to connect with one's culture and heritage



**Connection - Culture**

**+19%**

Feeling connected to one's culture and heritage



**Relationships - Quality time**

**+15%**

Being able to spend quality time with loved ones



**Connection - Community**

**+15%**

Feeling part of a community

## Mental Health



**Wellness - Anxiety**

**+19%**

Feeling less anxious or worried



**Wellness - Happiness**

**+12%**

Feeling a greater sense of happiness



**Wellness - Calm**

**+12%**

Feeling a greater sense of calm

**Statistical significance:** The above shifts for connection to community and culture are statistically significant to a confidence level of 90% ( $p < 0.1$ ), meaning we are 90% confident the results are as observed and not due to sampling error or chance. The shifts for mental health have a confidence level of 85% ( $p < 0.15$ )

**Sample size:** Findings are based on length of time with SMM, comparing those who had volunteered for less than three months (14 responses) with those who have been volunteering for more than three years (42 responses).



# Frequent Volunteering Improves **Social Wellness, Openness and Determination**

In addition to examining the benefits of long term volunteering, Huber Social analysed the differences in key outcomes by frequency of volunteer visits.

Volunteers who visit the Manga at least once a month reported higher scores in social wellness, openness and determination as compared to volunteers who visit a few times a year or less, as demonstrated in the results below:

## Social Wellness



**Wellness - Vulnerability**

**+23%**

Ability to ask for help when needed



**Self-development - Self-expression**

**+14%**

Feeling free to be oneself around others



**Communication Skills**

**+14%**

Easy to share thoughts and feelings with others



**Relationships - Quality time**

**+13%**

Being able to spend quality time with loved ones

## Openness and Determination



**Access to Nature**

**+23%**

Ability to visit SMM and the Maunga as often as desired



**Life long education**

**+16%**

The opportunity to keep learning new things



**Resilience - Determination**

**+12%**

Not feeling discouraged by setbacks

**Statistical significance:** The above shifts for social wellness are statistically significant to a confidence level greater than 85% ( $p < 0.15$ ), meaning we are more than 85% confident the results are as observed and not due to sampling error or chance. The shifts for openness and determination have a confidence level of 90% ( $p < 0.1$ ).

**Sample size:** Findings are based on frequency of volunteering with SMM, comparing those who volunteer at least once a month (59 responses) with those who volunteer a few times a year or less (13 responses).



# Predictors of Wellbeing for SMM Volunteers

In order to better support SMM volunteers, analysis was performed to identify which factors have a significant, positive relationship with overall wellbeing. When these factors are improved upon, volunteers are more likely to experience an increase in their wellbeing.

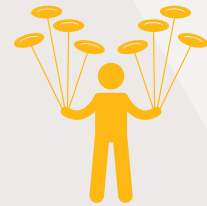
Of all outcomes measured, the five below were identified to have a strong association with overall wellbeing:



**Wellness - Self-Acceptance**  
Being proud of one's life



**Wellness - Enjoyment**  
Enjoying life and having fun



**Resilience - Coping**  
Being able to remain calm in difficult situations



**Connection - Community**  
Feeling part of a community



**Resilience - Determination**  
Not feeling discouraged by setbacks

These results offer SMM a deeper understanding of what matters most to their volunteers' wellbeing, and where SMM can direct their resources to have the greatest chance of creating a positive impact on volunteer wellbeing.

In positive news, SMM volunteers are already doing well against these factors. Self-acceptance saw 11% growth, enjoying life saw a 9% increase and was one of the highest scores, while feeling part of a community saw one of the biggest shifts, up 15%.

Coping and problem solving remained consistent, although they were relatively high to begin with, averaging about 5.5 out of 7. However, it would be worth considering if SMM could do anything to help volunteers grow in these areas.

Factors	Coefficient	p-value
<b>Self-Acceptance</b> – Being proud of one's life	0.498	p < 0.01
<b>Enjoyment</b> – Enjoying life and having fun	0.461	p < 0.01
<b>Coping</b> – Being able to remain calm in difficult situations	0.428	p < 0.01
<b>Community Connection</b> – Feeling part of a community	0.409	p < 0.01
<b>Determination</b> – Not feeling discouraged by setbacks	0.401	p < 0.01

This table shows the statistical confidence of each factor's connection to wellbeing, listed in order by the amount wellbeing would be expected to change if the outcome increased by one unit.

## "Grounds me to my ancestral beliefs."

[My involvement with Sanctuary Mountain Maungatautari] takes me back to home. Ties and grounds me to my ancestral beliefs. Helps me to listen and become a better leader in other avenues of life. It has taught me to be modest and humble in approach to working with people.

*- Male SMM volunteer, 31-50 years old*



# SMM Volunteer Strengths

Beyond the challenges faced by SMM volunteers, there are also many strengths that should be celebrated. Below are some of the highest scoring factors at shift, self-reported by SMM volunteers who have completed the survey. All scores reported are 6.10 or higher out of seven.



### Enjoyment

Being able to enjoy life and have fun\*



### Nature

Feeling connected to nature



### Passions

Having things that you enjoy doing



### Life Long Learning

The opportunity to keep learning new things



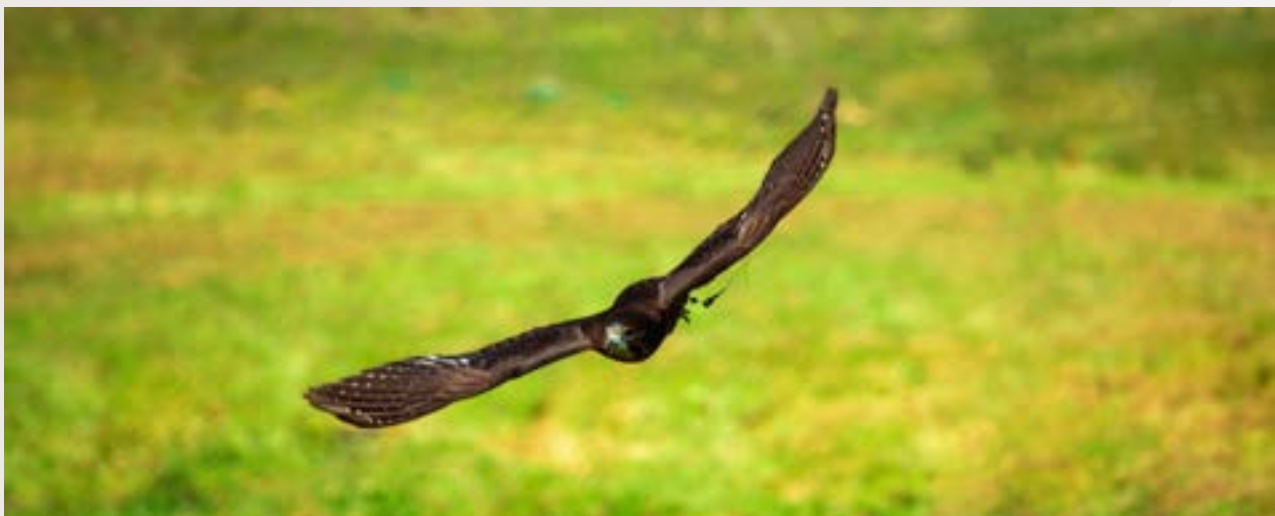
### Safety

Feeling safe in your home



### Empathy

Appreciation of another person's point of view



*\*Indicates a high-scoring outcome that was also identified as a predictor of wellbeing, suggesting that this outcome may be positively contributing to volunteers' wellbeing.*





## "I feel rewarded and empowered."

I feel rewarded and empowered by a successful day communicating with visitors as a [SMM] guide, contributing to their enjoyment, sharing humour, increasing their awareness and knowledge of our biodiversity, its special nature and the threats to this outside the fence.

*- Female SMM volunteer, +71 years old*

# Sanctuary Mountain Maungatautari Programme Participants





# Nature Connection Improves Mental, Emotional and Physical Health

Huber Social measured the change in Nature Connection participants across a range of different capabilities and opportunities (outcomes) to understand the effectiveness of the programmes. Participants were asked to complete surveys before and after their participation. The following results are based on the paired analysis, responses where a participant completed both their before and after surveys.

Across all outcomes measured, many of the factors that saw the biggest improvements related to mental, emotional and physical health. The factors in these areas that saw the biggest improvement are:

## Taha Hinengaro (Mental and Emotional Health)



**Mindfulness - Awareness**

**+55%**

Reduction in feeling of "running on automatic"\*



**Resilience - Self-belief**

**+21%**

Belief in oneself to get through hard times



**Resilience - Coping**

**+19%**

Being able to remain calm in difficult situations

## Taha Tinana (Physical Health)



**Wellness - Sleep and Energy**

**+15%**

Getting enough sleep and feeling well rested\*



**Physical Health - Impairment**

**+23%**

Reduction in physical health stopping one from working at their job, doing work around the house, volunteering or studying.

**Statistical significance:** The above shifts for are statistically significant to a confidence level of 85% (p<0.15) or greater, meaning we at least 85% confident the results are as observed and not due to sampling error or chance.

**Sample size:** Findings are based on 12 paired responses from Nature Connection participants.

\*Denotes a predictor of wellbeing. See page 37 for further details.



# Nature Connection Improves Sharing and Connection

Nature Connection participants also experienced increases in factors relating to their communication and connection to culture and others.

## Sharing the Mana & Mauri



**Communication - Leadership**

**+26%**

Ability to communicate clearly when leading others



**Communication Skills**

**+20%**

Easy to share thoughts and feelings with others

## Whenua (connection to the Maunga) and Taha wairua (spiritual wellbeing)



**Connection to Culture**

**+19%**

Feeling connected to one's culture



**Connection to Others**

**+17%**

Feeling responsible to others in the world\*

**Statistical significance:** The above shifts for are statistically significant to a confidence level of 84% ( $p < 0.16$ ) or greater, meaning we at least 84% confident the results are as observed and not due to sampling error or chance.

**Sample size:** Findings are based on 12 paired responses from Nature Connection participants.

\*Denotes a predictor of wellbeing. See page 37 for further details.



# Predictors of Wellbeing for SMM Programme Participants

As with the community and volunteers, in order to better support Nature Connection participants, analysis was performed to identify which factors have a significant, positive relationship with overall wellbeing. When these factors are improved upon, participants are more likely to experience an increase in their wellbeing.

Of the 32 factors measured, 25 were found to have a strong or moderate correlation with overall wellbeing. This in and of itself shows that SMM has a good understanding of the needs of their programme participants and that their programmes are well targeted to areas that impact on the wellbeing of participants.

The six below were identified to have the strong association with overall wellbeing:



**Wellness - Self-Acceptance**  
Being proud of one's life



**Income - Access**  
Feeling one has enough money to live comfortably



**Life Skills - Personal Development**  
Setting goals and tracking progress towards them



**Wellness - Sleep and Energy**  
Getting enough sleep and feeling well rested



**Wellness - Self-Acceptance**  
Liking oneself



**Wellness - Purpose**  
Having a sense of purpose in life

These results offer SMM a deeper understanding of what matters most to participants' wellbeing, and where SMM can direct their resources to have the greatest chance of creating a positive impact on their wellbeing. A full list of the 25 factors can be found on page 45.



# Priority Needs for SMM Programme Participants

A priority need is a factor that has a statistically strong correlation with high overall wellbeing, but which scored low among participants. This need is therefore not being satisfied, and can be considered a priority need that, when improved upon, is more likely to lead to an increase in overall wellbeing. Priority needs are identified in the baseline scores of participants, to understand what are the priority needs when participants come to SMM to take part in the Nature Connection programmes.

Below are the five factors which were both identified as predictors of wellbeing and scored relatively low in the baseline surveys of programme participants (scores are out of seven):



### Mindfulness - Awareness

Feeling like one is running on automatic

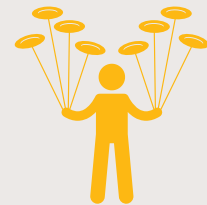
4.06



### Life Skills - Personal Development

Setting goals and tracking progress towards them

4.29



### Community - Attitudes

Community being celebrated where you live

4.11



### Culture - Access

Access to opportunities to connect with one's culture and heritage

4.56



### Wellness - Sleep and Energy

Getting enough sleep and feeling well rested

4.63

An encouraging finding is that two of these areas, awareness and sleep, saw some of the biggest statistically significant, positive shifts as shown on the previous page. Community celebration also saw a 15% increase that was statistically significant at 84% confidence while personal development also saw a large increase (32%) however it wasn't statistically significant meaning it could be due to chance. Regardless, it is encouraging to see that in key areas that impact on their wellbeing, Nature Connection participants are experiencing positive shifts.



# Nature Connection Participants Strengths

While it's important to identify the needs of the participants so that programs can be improved, it is also important to celebrate the areas where participants are scoring high. Below are some of the highest scoring factors at shift, self-reported by Nature Connection participants who have completed the survey. All scores reported are 5.75 or higher out of seven.



### Impairment

Physical health not stopping one from working, volunteering or studying



### Connection to Others

Feeling responsible to others in the world\*



### Life Long Learning

The opportunity to keep learning new things\*



### Physical Health

One's physical health being good in general



### Nature

Feeling connected to nature\*



*\*Indicates a high-scoring outcome that was also identified as a predictor of wellbeing, suggesting that this outcome may be positively contributing to volunteers' wellbeing.*

**"I left feeling happy and and calm that I hadn't felt for most of the year."**

I was only on a one day course but it totally changed how I was feeling - I left feeling happy and with a sense of hope and calm that I hadn't felt for most of the year. It was a joy and I really appreciated it, feel so grateful, thank you.

*- Female SMM volunteer, 51-70 years old*





# Get in **Touch**



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## Huber Social

Huber Social is an independent third party and expert in social impact measurement. Recognising the goal of all social impact is the Wellbeing of people, Huber Social has developed a universally applicable framework that measures not only overall Wellbeing but also the driving factors to maximise it.

info@hubersocial.com.au  
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# The Huber Social Wellbeing Measurement Framework

For society to achieve collective wellbeing we require a universal measure of wellbeing that is holistic enough to account for each of our unique needs, but that can also be applied in practical terms. To answer this call, Huber Social has developed the Huber Social Wellbeing Measurement Framework.

To be able to fulfill their potential and achieve wellbeing, each individual needs to have the capability and the opportunity to do so. Everyone has different needs within these categories depending on their context.

When it comes to measuring the social impact of a service, Huber Social measures the 'shift' the service creates in terms of wellbeing and the specific programs outcomes achieved to create this. Results are then consolidated at a sector, community and global level.

Longitudinal measurement monitors effectiveness of programs to meet these needs; ensuring resources are directed to have the greatest impact. The vision is a wellbeing measurement system that delivers us the whole picture, to put each of us in the best position to achieve wellbeing and leave no one behind.

**The goal for each of us is the same; wellbeing. The part that differs, are our individual needs.**

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## IMPACT

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# Wellbeing

To be in the best position to fulfil your potential and live a life of value. The overall goal for all services working with people.

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### OUTCOMES

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## Through building Capability

- Resilience
- Life skills
- Mental wellness
- Physical wellness

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### OUTCOMES

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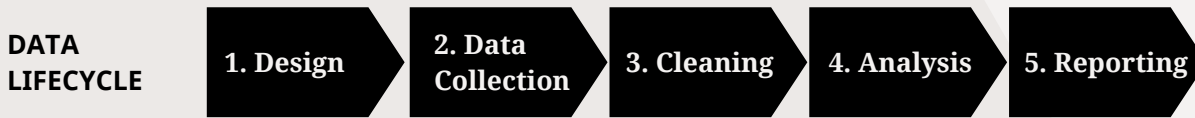
## and providing Opportunity

- Resources
- Self development
- Societal structures
- Relationships



# Data Transparency Page

To ensure the integrity of findings always, Huber Social includes a Transparency Page for every project. This ensures both the rigour of evidence and rigour of analysis is clear for each project, across every stage of the data lifecycle.



Phase	Questions on the Treatment of the Data	Points allocated	Yes or No	
<b>Design</b>	Everyone in the program included in the measurement	2	Y	
	OR Survey sample population designed to be representative of group	1	Y	
	SAMPLE Sample description: <i>All SMM volunteers and Nature Connection participants were asked to complete the survey; a sample of community members received the survey to complete. Sample size targets were 100 for each group. These were not reached.</i>	N/A	N/A	
	CONTROL GROUP Control group (independent of the intervention)	3	-	
	BASELINE Group baseline measured (pre-intervention) <i>Programme participants only</i>	2	Y	
	EXCLUSIONS Baseline inferred from time in program (e.g. 1 vs. 3 years)	1	Y	
<b>Data Collection</b>	EXCLUSIONS Details of people specifically excluded from the measurement: <i>Participants disqualified if they did not provide consent; Nature Connection participant measurement was discontinued due to COVID-19 pandemic restrictions</i>	N/A	N/A	
	DISTRIBUTION Online surveys		Y	
	DISTRIBUTION OR hardcopy surveys		-	
	DISTRIBUTION Data collection supervised by Huber Social consultant	1	-	
	DISTRIBUTION Translation or guidance provided	N/A	N/A	
	DATA SOURCES Data mining of other sources	1	-	
<b>Cleaning</b>	DATA SOURCES Data included from previous years/measurements	1	-	
	DATA SOURCES Details of other sources used:	N/A	N/A	
	CLEANING Partial responses removed or no partial responses	1	Y	
	CLEANING Details of any responses removed: <i>Partial responses with missing wellbeing data were removed</i>	N/A	N/A	
	<b>Analysis</b>	SHIFT MEASUREMENT Calculated on time in program		Y
		SHIFT MEASUREMENT Calculated on group average	1	Y
SHIFT MEASUREMENT Calculated based on individual scores <i>Programme participants only</i>		2	Y	
TEST APPLIED Basic analysis			Y	
<b>Reporting</b>	TEST APPLIED Statistical Correlation Test	2	Y	
	TEST APPLIED Multiple Regression or Lasso Regression Test	3	Y	
	REPORTING Client published Outcomes Report (prove)	1	-	
	REPORTING Client received Social Performance Report (improve)	2		
	REPORTING Client published full Social Impact Report	3	Y	
<b>RIGUOUR SCORE:</b> LOW: 1-9; MED 10-14; HIGH 15-19 <i>Note: Result here based on lower scores for Community and Volunteer Groups</i>		<b>MED</b>	<b>14</b>	



# Appendix 1. Full List of Predictors of Wellbeing

Predictors of wellbeing have been identified for community members (p.21), volunteers (p.30) and programme participants (p.37). Of the outcomes measured, five were identified as predictors of wellbeing for volunteers, 18 were identified for community members and 25 for programme participants.

As only the top five predictors were reported for community members and the top six for programme participants in the main body of the report, the following tables presents all predictors of wellbeing with a moderate to strong relationship with overall wellbeing for community members (coefficient >0.4, p<0.001).

**Table 1. Predictors of Wellbeing - Community Members**

<b>Factors</b>	<b>Coefficient</b>	<b>p-value</b>
<b>Happiness</b> – Feeling happy	0.675	p < 0.01
<b>Personal relationships</b> – Feeling appreciated and cared for	0.612	p < 0.01
<b>Purpose</b> – Having a sense of purpose in life	0.595	p < 0.01
<b>Self-expression</b> – Feeling free to be yourself around others	0.592	p < 0.01
<b>Self-belief</b> – Belief in one's ability to get through hard times	0.586	p < 0.01
<b>Self-love</b> – Liking themselves for who they are	0.580	p < 0.01
<b>Mindset</b> – Ability to focus on the positive things	0.572	p < 0.01
<b>Enjoyment</b> – Enjoying life and having fun	0.558	p < 0.01
<b>Physical health</b> - Perceived good physical health	0.545	p < 0.01
<b>Quality time</b> – Being able to spend time with loved ones	0.526	p < 0.01
<b>Opportunity to give back</b> – Belief in ability to have positive impact	0.512	p < 0.01
<b>Physical health</b> – Being active	0.503	p < 0.01
<b>Community connection</b> – Feeling part of a community	0.503	p < 0.01
<b>Employment</b> – Access to local employment opportunities	0.474	p < 0.01
<b>Access to shelter</b> – Having a comfortable home	0.454	p < 0.01
<b>Emotional intelligence</b> – Skills to manage one's emotions	0.451	p < 0.01
<b>Financial skills</b> – Planning for expenses	0.446	p < 0.01
<b>Access to the Maunga</b> – Ability to visit as often as desired	0.434	p < 0.01



# Appendix 1. Full List of Predictors of Wellbeing

**Table 2. Predictors of Wellbeing - Programme Participants**

	<b>Coefficient</b>	<b>p-value</b>
<b>Self-acceptance</b> – Pride	0.794	p < 0.01
<b>Income</b> – Access to income	0.735	p < 0.01
<b>Life Skills</b> – Personal development	0.730	p < 0.01
<b>Wellness</b> – Sleep and energy	0.700	p < 0.01
<b>Self-acceptance</b> – Liking oneself	0.687	p < 0.01
<b>Purpose</b> – Having a sense of purpose in life	0.682	p < 0.01
<b>Culture</b> – Access to culture and heritage	0.610	p < 0.01
<b>Connection</b> – Responsibility to others	0.575	p < 0.01
<b>Mindfulness</b> - Awareness	0.560	p < 0.01
<b>Hope</b> – Having things to hope for	0.548	p < 0.01
<b>Connection</b> – Nature	0.537	p < 0.01
<b>Community</b> – Community being celebrated	0.524	p < 0.01
<b>Resilience</b> – Problem Solving	0.507	p < 0.01
<b>Spirituality</b> – Connection with something bigger	0.495	p < 0.01
<b>Passion</b> – Having things you are passionate about	0.480	p < 0.01
<b>Life-Long Learning</b> – Opportunity to learn new things	0.472	p < 0.01
<b>Connection</b> - Culture	0.465	p < 0.01
<b>Enjoyment</b> – Enjoying life and having fun	0.461	p < 0.01
<b>Community connection</b> – Feeling part of a community	0.448	P<0.05
<b>Resilience</b> – Not being discouraged by setbacks	0.433	P<0.05
<b>Emotional intelligence</b> – Skills to manage one’s emotions	0.426	P<0.05
<b>Health Management</b> – Adjusting lifestyle to improve health	0.419	P<0.05
<b>Happiness</b> – Feeling happy	0.409	P<0.05
<b>Connection</b> – Land and place	0.409	P<0.05
<b>Relationship Skills</b> – Maintaining positive relationships	0.401	P<0.05



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