## **Community Wealth Matrix**

Building wealth[[1]](#footnote-1) equitably and inclusively is a long-term prospect. Measurement helps to ensure that strategies are executed and result in expected outcomes.

The community wealth matrix is a tool to help determine the best ways to measure impacts on multiple forms of wealth and local ownership and control. Steps to completing this community wealth matrix:

1. **Identify the region’s existing and planned wealth-building strategies**. **Define the desired outcomes**.
2. **Relate the outcomes to the eight forms of capital** by asking for each strategy: How does the strategy build wealth and what forms of wealth are strengthened? How is the strategy building wealth for low-income people? How does the strategy increase local ownership and control?
3. **Identify indicators**, which are the conditions being changed by a wealth-building strategy. How do you know whether progress is being made? What changes does that strategy result in? Determine the direction of change.
4. **Create a measure, which provides a way to actually count or value the status of an indicator.** Focus on the actual desired outcome that improves the stock of wealth, rather than completion of tasks or milestones. **Determine where the information exists and who is or will be responsible for collecting it.**

1. **Use the most recent existing information or collect data for the first time. This** **sets the baseline**, the value of the information at a point in time.
2. **Determine the target, a time frame for achieving that target and how often you will measure,** based on historical data or what is achievable based on present resources.
3. **Begin recording and tracking information** as it becomes available.
4. **Set up a process for communicating and using results**. Some uses may include promoting and evaluating the work of the organization and prioritizing strategies.
5. **Analyze measurements over time.**

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| **Name of Organization:**  | **Date:** |  |
| **Type** | **Strategy** (What actions will you take?) | **Indicator** (What is the change you’re seeking?) | **Measure** (How would you measure that change?) | **Baseline** (This is the first time you measure.) and **Target** (What are you working toward?) | **Methodology** (How will you measure and use the data?) | **Partners** (Are there any key partners needed?) |
| **Individual** |  |  |  |  |  |  |
| **Social** |  |  |  |  |  |  |
| **Intellectual** |  |  |  |  |  |  |
| **Natural** |  |  |  |  |  |  |
| **Type** | **Strategy** (What actions will you take?) | **Indicator** (What is the change you’re seeking?) | **Measure** (How would you measure that change?) | **Baseline** (This is the first time you measure.) and **Target** (What are you working toward?) | **Methodology** (How will you measure and use the data?) | **Partners** (Are there any key partners needed?) |
| **Built** |  |  |  |  |  |  |
| **Financial** |  |  |  |  |  |  |
| **Political** |  |  |  |  |  |  |
| **Cultural**  |  |  |  |  |  |  |
| **Structures of** **Local Ownership** |  |  | . |  |  |  |

Defining Wealth: Forms of Wealth

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|  | Built capital is the stock of fully functioning constructed infrastructure. |  | Natural capital is the stock of unimpaired environmental assets (e.g., air, water, land, flora, fauna, etc.) in a region. |
|  | Financial capital is the stock of unencumbered monetary assets invested in other forms of capital or financial instruments. |  | Political capital is the stock of power and goodwill held by individuals, groups, and/or organizations that can be held, spent or shared to achieve desired ends. |
|  | Individual capital is the stock of skills and physical and mental healthiness of people in a region. |  | Social capital is the stock of trust, relationships, and networks that support civil society.  |
|  | Intellectual capital is the stock of knowledge, innovation, and creativity or imagination in a region. |  | Cultural capital is the stock of practices that reflect values and identity rooted in place, class, and/or ethnicity. |

1. Adapted from Measuring Rural Wealth Creation: A Guide for Regional Development Organizations. By NADO Research Foundation. 2016. <https://www.nado.org/wp-content/uploads/2016/12/MeasuringWealthCreationRDOsFinal.pdf> [↑](#footnote-ref-1)