

Community Wealth Matrix

Building wealth¹ 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.**
5. **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.
6. **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.
7. **Begin recording and tracking information** as it becomes available.
8. **Set up a process for communicating and using results.** Some uses may include promoting and evaluating the work of the organization and prioritizing strategies.
9. **Analyze measurements over time.**

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>











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						



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Built						
Financial						
Political						
Cultural						
Structures of Local Ownership						



Defining Wealth: Forms of Wealth

	<p>Built capital is the stock of fully functioning constructed infrastructure.</p>		<p>Natural capital is the stock of unimpaired environmental assets (e.g., air, water, land, flora, fauna, etc.) in a region.</p>
	<p>Financial capital is the stock of unencumbered monetary assets invested in other forms of capital or financial instruments.</p>		<p>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.</p>
	<p>Individual capital is the stock of skills and physical and mental healthiness of people in a region.</p>		<p>Social capital is the stock of trust, relationships, and networks that support civil society.</p>
	<p>Intellectual capital is the stock of knowledge, innovation, and creativity or imagination in a region.</p>		<p>Cultural capital is the stock of practices that reflect values and identity rooted in place, class, and/or ethnicity.</p>