GoodMeasure Renewal

for House of Science

April, 2026

ImpactLab GoodMeasure by ImpactLab HOUSE OF SCIENCE TE WHARE O TE PŪTAIAO

SROI

(Social Return on Investment)

$1 : $21.90

For every $1 invested into the programme, an estimated $21.90 of social value is returned to Aotearoa New Zealand.

Total Social Value

$54,544,098

This is the estimated total social value for all 131,133 students who meaningfully engaged in the programme.

Total Programme Costs

$2,491,678

This is the total cost required to deliver the programme during the period in scope. The cost per student is $19.

Executive summary

In April 2026, House of Science wanted to better understand the social impact of their Science Kits and learn how they could do even more good. They partnered with ImpactLab to estimate the social value created by the programme during Jan 1 2025 to December 31 2025.

This year's GoodMeasure Renewal shows a strong increase in SROI, from a rebaselined $12.00 in 2024 to $21.90 in 2026. This uplift reflects the programme's ability to scale alongside delivering consistent outcomes to students. As participation increased, total social value rose substantially, driven by many more students engaging in hands on science learning. Overall, the results indicate that House of Science continues to deliver strong impact, maintaining outcome quality per student while significantly increasing total social value across the education system.

Programme details: House of Science exists to ensure all children can access high-quality science learning and to build positive, early relationships with science. By providing hands on, relevant science experiences in primary and intermediate schools, the programme aims to increase student engagement, curiosity, and confidence in science, and support the development of foundational skills such as critical thinking and problem solving. These early experiences are intended to contribute to improved STEM achievement, wellbeing, and longer term participation in science learning and pathways.

Outcomes: Local and international academic literature was reviewed to inform estimates of the programmes effectiveness. This evidence underpins two GoodMeasure outcomes that drive the social value generated by House of Science: 'Improve mental health' and 'Increase STEM achievement'. The monetary social value estimated for the programme can be attributed to the Ministry of Social Development while the remaining social value reflects personal/intrinsic social value, capturing improvements in students' wellbeing and attitudes towards learning.

Data Quality: Across the inputs used in the social value calculation, data quality varies by component. Data related to costs and opportunity was assessed as advanced, while outcomes data sits at a moderate level and population data was assessed as emerging. In terms of the social value ImpactLab is able to capture within its methodology, data quality for outcomes relative to the programme's intervention logic can be considered emerging.

Insights: Relative to other programmes measured by ImpactLab, House of Science sits within the broad impact range for cost and social value per person. There are clear opportunities to further strengthen impact through earlier engagement, increased repeat exposure within schools, targeted growth in lower participation regions, and improved capture of the student experience.

Congratulations to the House of Science team for completing the GoodMeasure Renewal process.

Ngā mihi nui

ImpactLab

The ImpactLab Team

What is GoodMeasure Renewal?

GoodMeasure Renewal is designed to meet you where you are, helping you understand how your impact is evolving and providing a clear, consistent view of what has changed over time. As ImpactLab's methodology continues to strengthen through updated outcome values, expanded public datasets, a broader evidence base, and refined taxonomies, your Renewal ensures results remain rigorous, transparent, and directly comparable year on year. By revisiting your measurement annually, you gain meaningful insights into shifts in engagement, reach, and outcomes, enabling confident, evidence-informed decision making and revealing opportunities to refine and scale your work.

It offers:

- **methodological enhancements** that ensure your results remain robust and comparable over time, including updated outcome values, improved datasets, expanded evidence libraries, and refined taxonomies
- **clear year-on-year insights** into programme engagement, reach, outcomes, and emerging needs
- **practical guidance** that highlights developing strengths, areas for refinement, and opportunities for future scaling
- **a strengthened foundation for decision-making**, helping you understand changes in impact over time and plan your next steps with confidence

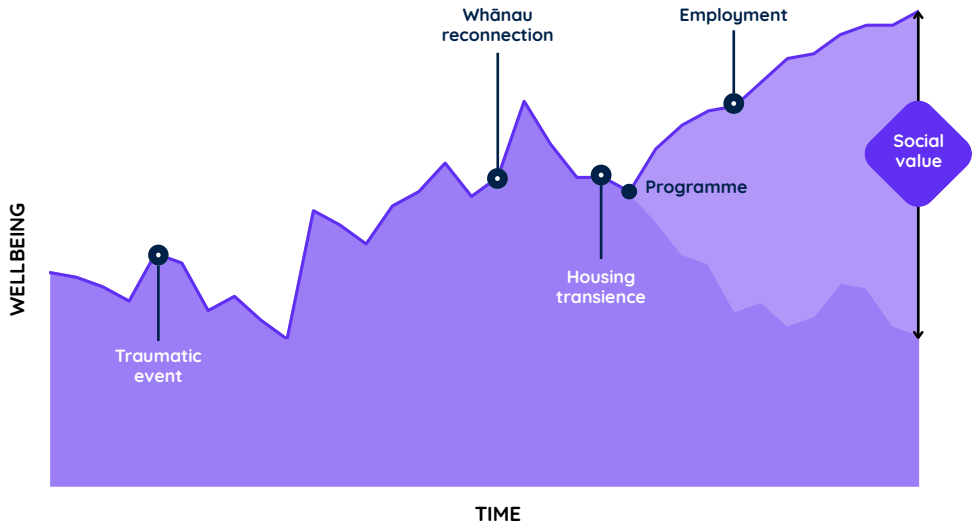
Together, these insights equip you with a clearer, more reliable understanding of your impact journey and the evidence you need to move forward purposefully.

Contents

How we define and measure social value

How ImpactLab defines social value

Social value is the estimated social impact in dollar terms that a programme achieves for participants over their lifetimes. ImpactLab considers the difference between the life trajectory that participants would be expected to follow without receiving a programme's support, compared with the life trajectory that is made possible for participants as a result of engaging in a programme. The differential between the expected life trajectory and the possible life trajectory is the social value created.



How ImpactLab calculates social value

ImpactLab measures the social value of a programme by estimating both the positive benefits it creates, such as increased educational attainment or improved wellbeing, and the costs it helps avoid for government, such as reduced use of health or justice services.

To calculate total social value, ImpactLab considers four levers: the number of people supported, the level of need at programme start, the outcomes being achieved, and the strength of evidence showing that these outcomes are being delivered. All four levers are then divided by the total cost to deliver the programme, resulting in the Social Return on Investment (SROI) metric.

Scope of this social impact measurement

For this Renewal, ImpactLab evaluated the House of Science kits for the period from January 1 to December 31, 2025, building on the GoodMeasure completed in 2024. The evaluation focuses on delivering curriculum-aligned science kits to primary and intermediate students, highlighting how House of Science fosters student engagement in hands-on science learning with high-quality, classroom-ready resources.

House of Science collaborates with New Zealand's scientific community to create and distribute age-appropriate, curriculum-aligned science resource kits for primary and intermediate students (Years 1–8). These kits focus on themes pertinent to key issues in Aotearoa New Zealand, such as biodiversity, climate change, sustainable fishing, and clean technology. Schools engage with the programme through a membership model, allowing them to book kits online for classroom use.

The kits are delivered and collected directly by House of Science, ensuring teachers have timely access to safe, engaging, and user-friendly resources. Each kit comes with all necessary materials and consumables, bilingual student instructions, and a teacher manual in both English and te reo Māori, along with at least five hands-on experiments aligned with the New Zealand Curriculum. These features aim to eliminate common barriers to science education and promote consistent student involvement in practical science learning.

This Renewal focuses on the impacts experienced by students through their use of the science kits, using teacher reported engagement and kit usage data. It excludes impacts on teachers, such as professional learning and development. The analysis provides an updated view of student outcomes and engagement trends over time, and supports ongoing refinement of programme delivery.

The period in scope includes the internal Nelson branch and incorporates three external branches: Central Waikato, Wairarapa, and Christchurch.

For a detailed outline of how House of Science activities contribute to short and long term outcomes for students, refer to the intervention logic on page 9.

Year-on-Year Measurement

Understanding the Rebaselining Process

As ImpactLab's GoodMeasure methodology evolves, improvements in evidence libraries, public datasets, outcome valuations, and taxonomies strengthen the accuracy and reliability of social value results. To ensure that year-on-year comparisons remain meaningful, previous results are updated using the latest methodology. This process, known as rebaselining, ensures that changes over time reflect genuine shifts in delivery, engagement, and outcomes rather than differences in analytical settings.

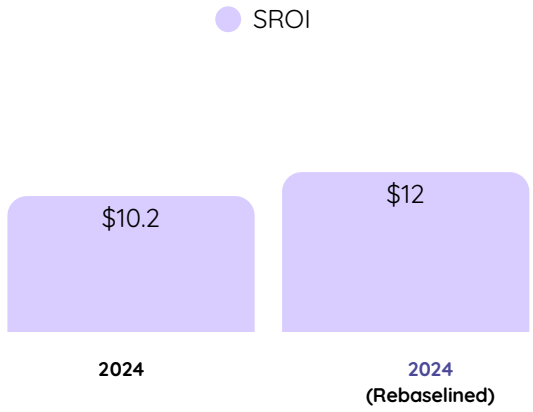
Rebaselining allows you to compare "apples with apples" by applying today's improved methodology to last year's data. This means that when reviewing trends, you can be confident that any differences reflect real changes in programme performance, not changes in how ImpactLab measures value. By aligning all measurement years to the same methodological standard, you gain a clearer and more accurate view of how your impact is evolving.

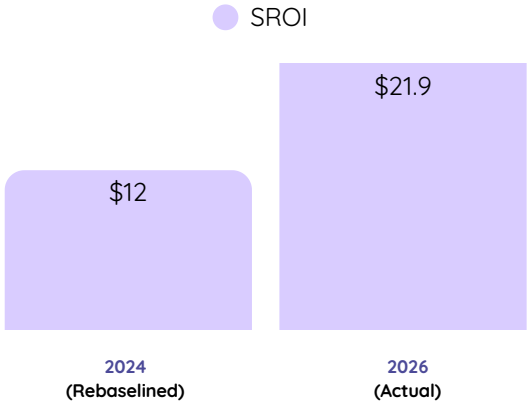
The graph below illustrates this process, showing last year's original result alongside the updated, rebaselined figure that will now serve as the benchmark for comparing current-year results.

For House of Science, the 2024 SROI of $10.20 has been rebaselined to $12.00 using the updated GoodMeasure methodology.

This uplift reflects internal methodological improvements, including updated outcome valuations, refreshed opportunity rates, and strengthened evidence sources used to calculate impact.

These changes ensure that last year's result is now measured using the same analytical settings applied to the current year.





This rebaselined value now serves as the official benchmark for interpreting this year's SROI of $21.90.

All analyses in this Renewal use the updated 2024 rebaselined figure to ensure a fair, consistent, and apples-to-apples comparison across years.

Using the rebaselined result as the starting point provides a clearer, more transparent view of how House of Science's impact is evolving over time.

Note: The primary driver of differences between the 2024 actual and rebaselined figures is attributable to costs, which may reflect limitations in the data available at the time of the original GoodMeasure. Improvements in data quality and availability have enabled ImpactLab to undertake a more robust and accurate assessment of programme impact for the 2024 period.

Who House of Science serves

House of Science works with primary and intermediate schools across Aotearoa New Zealand to support students in Years 1 to 8 through access to age-appropriate, curriculum-aligned science resource kits. The programme supports students by removing common barriers to science learning, including limited access to resources, time constraints, and lack of confidence in teaching science.

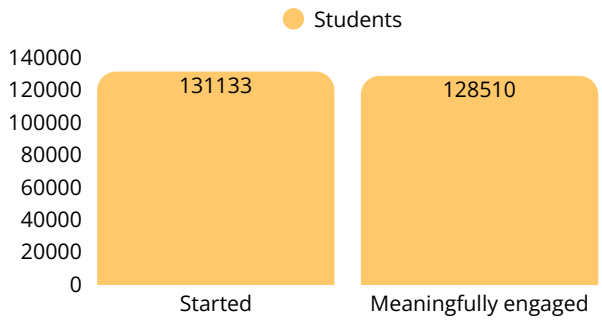
Population

Between 1 January 2025 and 31 December 2025, House of Science supported 131,133 students.

Of these students, 98%* engaged with at least one science kit. This meets House of Science's definition of meaningful engagement and represents an increase from 96% in the previous GoodMeasure.

*The 98% engagement figure is based on House of Science's end of term teacher survey and reflects the proportion of teachers who reported that most or all students engaged in the activities within a science kit. Science kit booking data shows that an average of 4.25 kits were booked per classroom.

Starting and engaging participants

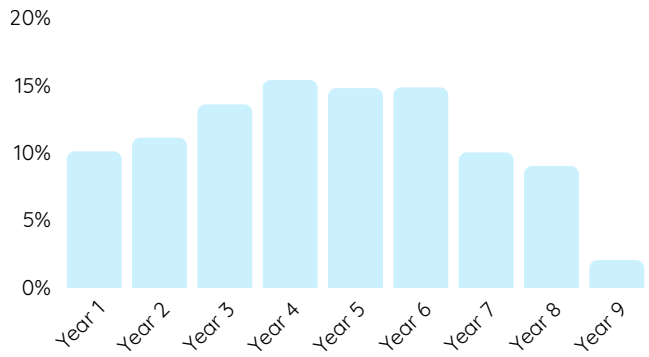


Student profile

House of Science reached students across all primary and intermediate year levels, with the strongest engagement occurring in the primary years.

Engagement was highest among Years 4 to 6, which accounted for 45% of participation across all year levels. This suggests the programme is well embedded at key stages of early learning, supporting strong foundations in science before students transition to secondary education.

Year level reach

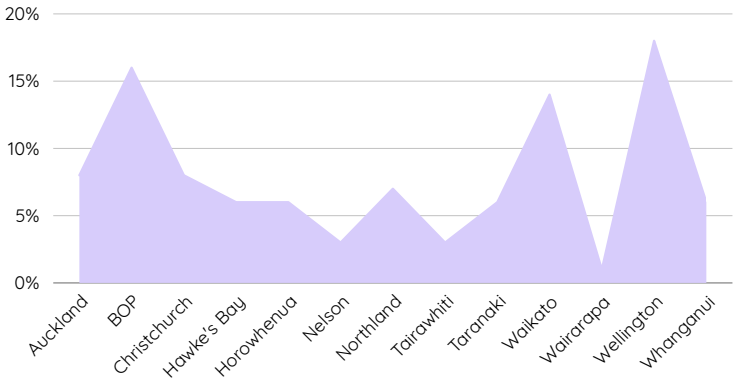


Geographic reach

House of Science achieved broad regional reach, with programme activity distributed across multiple regions.

Programme delivery occurred across multiple regions, with 48% of participation concentrated in Waikato, Wellington, and the Bay of Plenty. This demonstrates strong national reach while also highlighting opportunities to strengthen engagement in lower participation regions and support more consistent access to hands on science learning nationwide.

Regional coverage

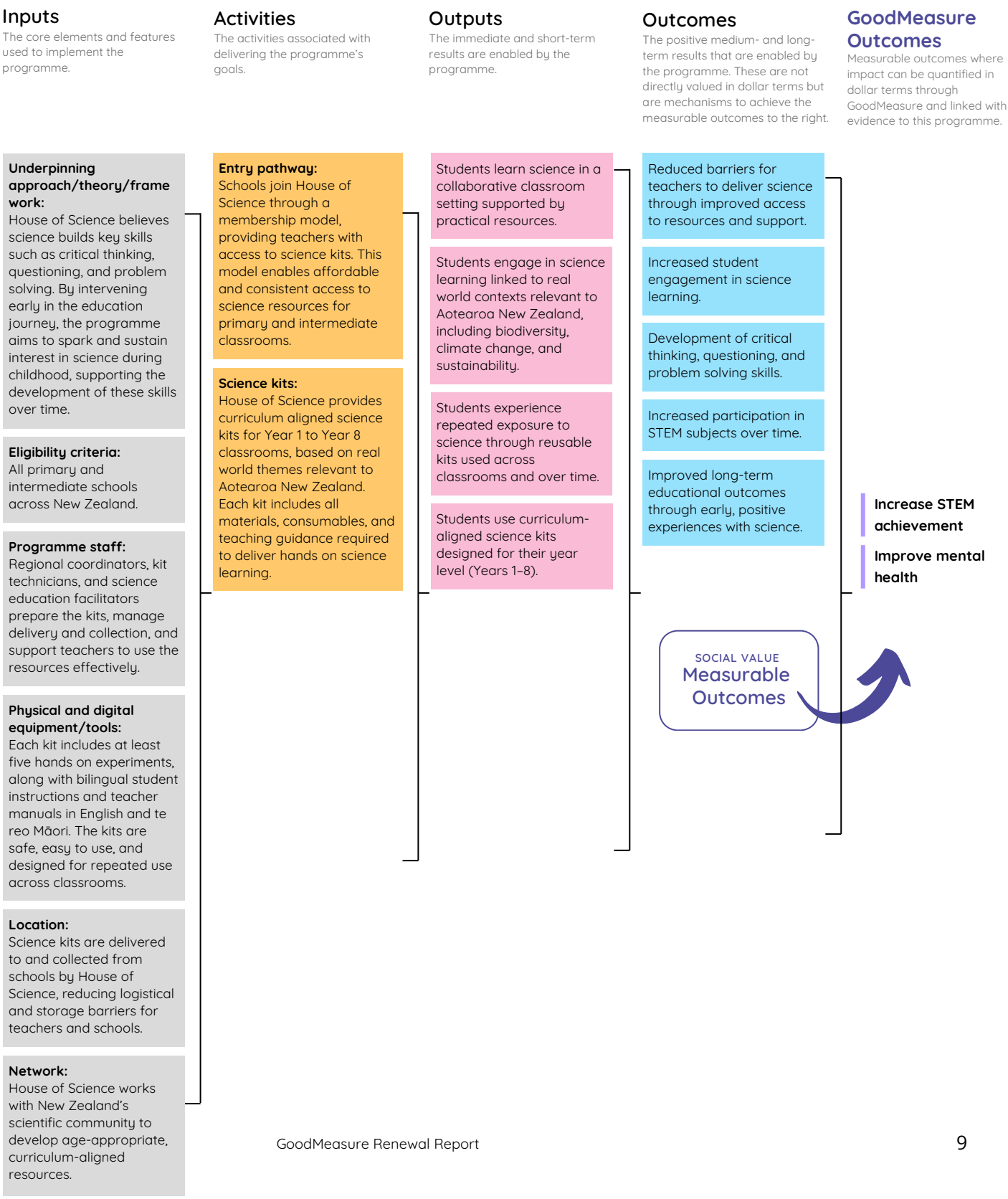


Source: House of Science's programme data

How House of Science creates change

House of Science is committed to ensuring every child in New Zealand develops scientific literacy. The organisation focuses on providing resources that enable students to engage with science in a fun, engaging, and educational way, aligned with the New Zealand Curriculum.

This intervention logic shows how House of Science aims to create change:



Note: See page 13 for detail on the GoodMeasure outcomes selected/removed for the Renewal.

Evidence of House of Science's effectiveness from academic research

Domestic and international literature provides a growing evidence base for the effectiveness of hands on, early science education in improving student engagement, learning, and longer term STEM outcomes. Drawing on this evidence, a set of effective practice insights has been identified to support reflection on House of Science's programme design and delivery.

Scientific Literacy:

- The programme removes financial and resource barriers for schools who are interested in teaching science, enabling greater access to science learning in primary and intermediate education.
- The programme designs tailored subjects and activities and ensures a "hands-on" approach for different ages, genders and cultural groups.
- The programme incorporates pre-and-post-kit lesson plans for teachers and students to enhance the experience and spark deeper interest.
- The programme fosters long-term engagement in science education by facilitating continued learning and practice months or years after student engagement has occurred.
- The programme ensures schools in socio-economically disadvantaged areas are reached who may have barriers to accessing the programme.

Science Capital:

- The programme builds science capital from a primary school age, exposing students to and creating a passion for science learning.
- Programme activities foster core soft skills essential for early-child development such as curiosity, inquiry, experimentation and teamwork.
- The programme focuses on student's practicing core academic skills such as critical thinking, future thinking and problem solving.

GoodMeasure Outcomes

Improve mental health

Increase STEM achievement

Year on year analysis: Key metrics

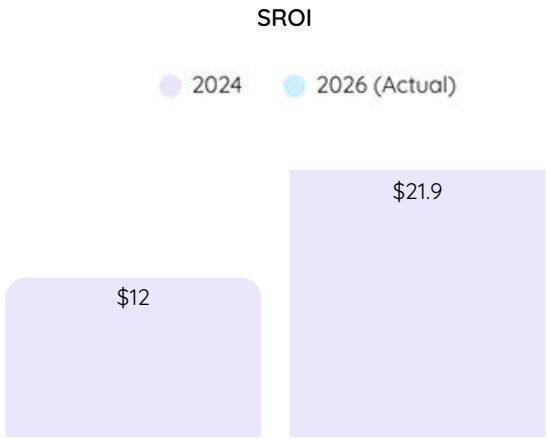
The year-on-year analysis highlights how House of Science's participant reach, cost profile, and social value have changed since the 2024 assessment. By comparing the rebaselined 2024 results with the current measurement scope, the analysis shows the scale and direction of change across both programme impact and delivery.

SROI

House of Science achieved an 83% increase in SROI.

The increase in SROI from $12.00 to $21.90 indicates that House of Science is generating significantly more social value for every dollar invested. This uplift reflects strong programme effectiveness at scale, with a 96% increase in starting participants, supported by consistently high student engagement in hands on science learning and early intervention during primary and intermediate years.

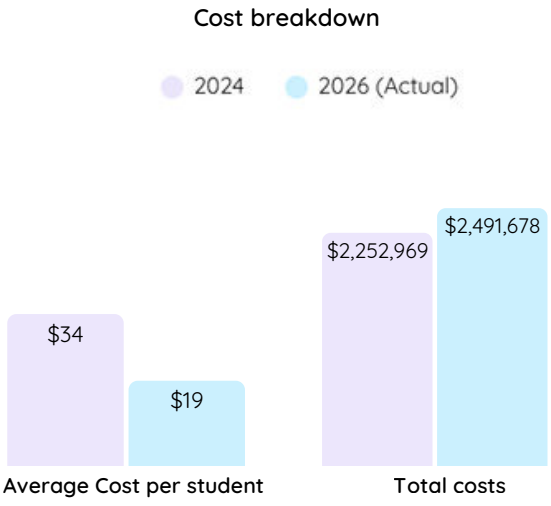
This result suggests the programme continues to convert relatively low cost delivery into meaningful long term outcomes.



Cost

House of Science reduced average cost per student by 44%, while total programme costs increased due to scale.

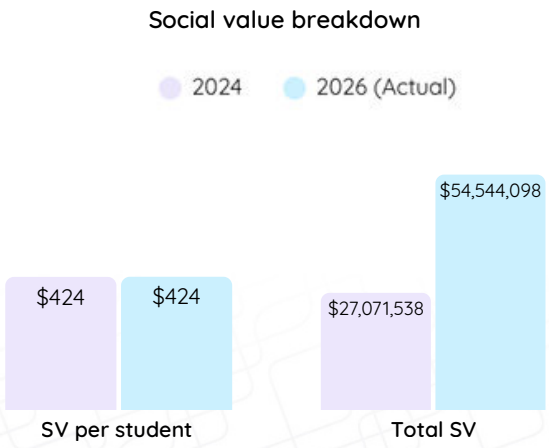
The average cost per student decreased from 34% to 19%, demonstrating improved cost efficiency as the programme reached more students. While total programme costs increased from $2.25 million to $2.49 million, this reflects growth in delivery rather than increased intensity per student. The reusable kit model enabled House of Science to scale participation while keeping per student costs low. However, the cost profile for this period was influenced by funding constraints.
See page 12 for detail.



Social value

Total social value increased substantially due to scale, while social value per student remained stable.

Total social value increased from $27.1 million in 2024 to $54.5 million in 2026, reflecting a substantial increase in the number of students reached by the programme. Social value per student remained stable at $424, indicating that House of Science has maintained the quality and consistency of outcomes delivered to each student while substantially expanding it's reach.



Year on year analysis: Participants and Costs

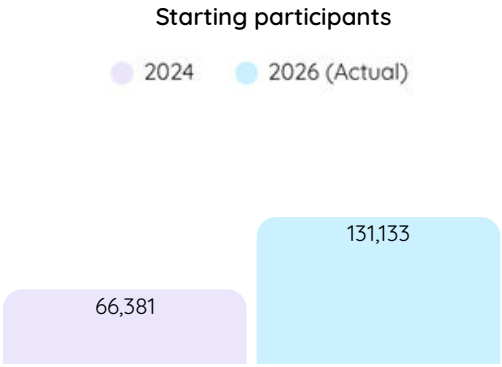
SROI is calculated by dividing the total social value generated by the programme by the total financial investment required to deliver it. ImpactLab considers both programme reach and costs during the period in scope.

Participants

House of Science increased their participant count by 96%.*

During the period in scope, participant numbers increased substantially.

*Approximately 15% of this increase is attributable to the inclusion of three additional external branches. When controlling for this expansion, participant reach increased by 66%, indicating strong growth within existing delivery regions.



Cost

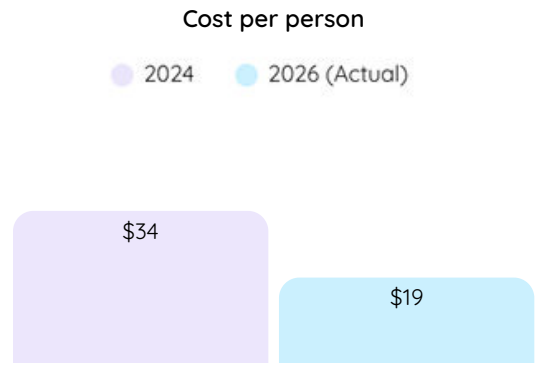
The key contributors to the SROI result were increased scale and a lower cost delivery model.

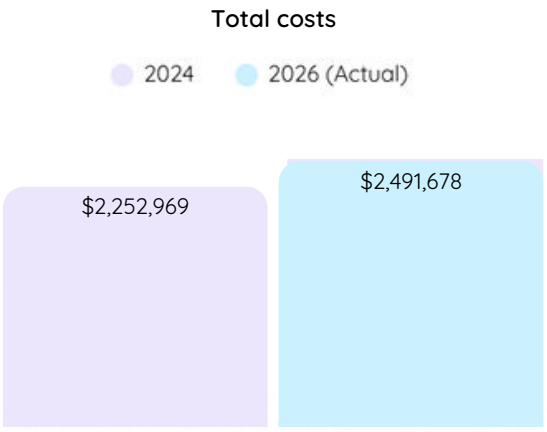
The cost profile for this period reflects a deliberate and careful approach to financial management in a changing funding environment. House of Science made considered decisions to ensure programme continuity and stability during the period in scope.

New kit production was paced more conservatively, with greater emphasis placed on reusing, refurbishing, and reinvesting in existing kits. This approach supported sustainable delivery at scale, allowing the organisation to continue expanding access for schools while maintaining programme quality. As a result, participation increased without a corresponding rise in per student costs.

The improvements observed in cost efficiency therefore reflect both the inherent strengths of the programme's reusable kit model and short term delivery choices made to support resilience and long term sustainability. This context is important when interpreting the results, as the cost structure reflects a period of transition rather than steady state delivery.

This year should be considered a transitional cost environment rather than a fully representative delivery year. Future cost profiles may change as funding conditions stabilise and investment in new kit development resumes.





Summary of data inputs used to estimate social value

ImpactLab's methodology draws on four key components to calculate the estimated total social value created by a programme: outcomes, effectiveness, opportunity, and the population served.

To estimate the total social value created by a programme, ImpactLab utilises programme-level data and evidence available from the academic literature to substantiate what long-term outcomes a programme creates. These outcomes are then matched against ImpactLab's library of **GoodMeasure outcomes**. ImpactLab assesses for each GoodMeasure outcome:

- **Effectiveness:** programme-level data and findings from the academic literature are used to estimate how effectively the programme achieves each outcome.
- **Opportunity:** government and/or programme-level data is used to calculate the proportion of participants who have the opportunity to achieve each outcome.

The **population** component considers the scale of the programme, specifically how many participants engaged meaningfully enough in the programme to achieve long-term benefit.

By multiplying these inputs, the total social value of a programme can be estimated. This helps us understand the social impact of the programme in helping change lives for the better.

The table below illustrates how ImpactLab calculated the estimated total social value created by House of Science.

	Outcomes What outcomes can be measured in dollar terms?	× **Effectiveness** What is the estimated size of effect?	× **Opportunity** What is the size of opportunity?	× **Population** How many participants meaningfully engage?	= **Total social value** per participant group
Students	Increase STEM achievement	Small	General population data	128,510 participants meaningfully engaged	**$54,544,098**
	Improve mental health	Small	General population data		

Changes to the current analysis

Academic achievement has been excluded and STEM achievement has been applied instead.

In the previous assessment, both outcomes were included; however, this analysis applies tighter parameters to outcome selection. STEM achievement has been selected as the outcome most directly aligned with House of Science's programme focus. This does not suggest that improvements in broader academic achievement are not realised, but reflects a deliberate choice to apply the outcome most relevant to the programme in order to support a robust and conservative analysis.

GoodMeasure Renewal Metrics for House of Science

ImpactLab estimates that for the cohort of 131,133 students who started the programme between 1 January 2025 - 31 December 2025, the positive shifts this programme creates in the lives of customers generates $54,544,098 of social value for Aotearoa New Zealand, and a SROI of $1: $21.90.

Total social value

$54,544,098

Total social value

Total social value is the estimated lifetime social value that a programme generates for participants that meaningfully engage during the measurement period.

Average social value per person

$424

Average social value per person

Average social value per person is calculated by dividing the total social value by the total number of participants that meaningfully engaged in the programme.

Total programme costs

$2,491,678

Total programme costs

Total programme costs are the sum of direct and indirect programme costs, representing the total financial investment required to deliver the programme.

The average cost per person is calculated by dividing the total programme costs by the total number of participants that start the programme.

This equates to an estimated SROI of

$1 : $21.90

For every dollar invested in the programme, we estimate $21.90 will be returned to Aotearoa New Zealand in terms of better lives, higher incomes, and reduced government costs.

SROI: The total social value divided by the total programme costs.

Note: The cost profile for this period was influenced by funding constraints and uncertainty about future funding decisions. During this time, House of Science deliberately slowed new kit production and focused on reusing and reinvesting in existing kits to manage financial risk while maintaining programme delivery. As such, observed improvements in cost efficiency are not solely attributable to structural efficiencies, but also reflect short-term funding limitations that affected production and investment decisions. This year should therefore be viewed as a transitional cost environment rather than a fully representative delivery year.

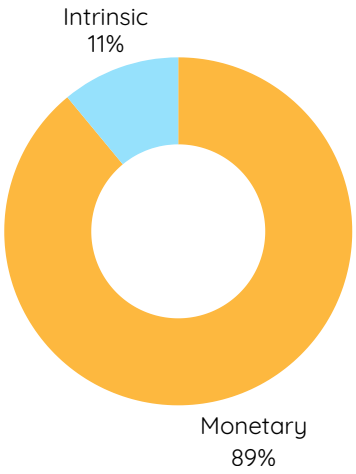
Social value breakdown

The total measurable social value created by House of Science is $54,544,098. Of the total social value, 89% is monetary, with 11% being intrinsic. The majority of the social value comes from the Increase STEM achivement outcome.

Monetary and intrinsic benefits

There are two types of social value estimated: monetary and intrinsic. Both are important. We can link monetary benefits to personal income and expenditure and government departments who may experience cost savings in the future because of improvements in people's lives.

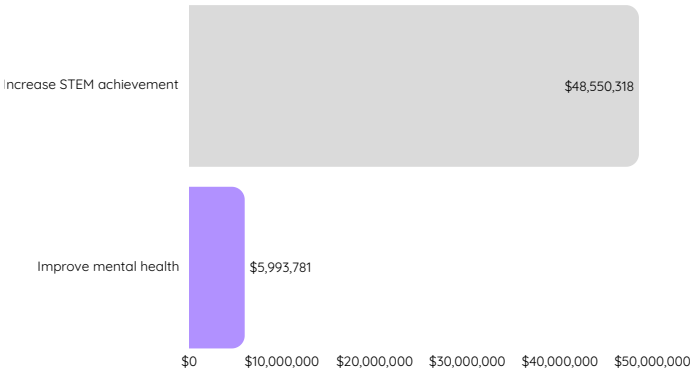
Intrinsic benefits are theoretical values which reflect improvements in peoples' subjective wellbeing.



Social value by outcome

The graph to the right illustrates the dollar value attributed to each of the highest valued GoodMeasure outcomes for House of Science and what percentage of the total social value each of these outcomes contributed.

Social value estimates for each outcome are driven by the value of the impact itself, as well as the effectiveness of the programme at achieving the outcome, and the percentage of programme participants who have the opportunity to benefit from the outcome.



Important: Data available to inform opportunity for each group can affect the total social value that can be estimated. This is particularly relevant for preventative programmes, where ImpactLab is limited by a number of indicators which can capture the extent of risk to experience negative long-term outcomes.

Social value breakdown

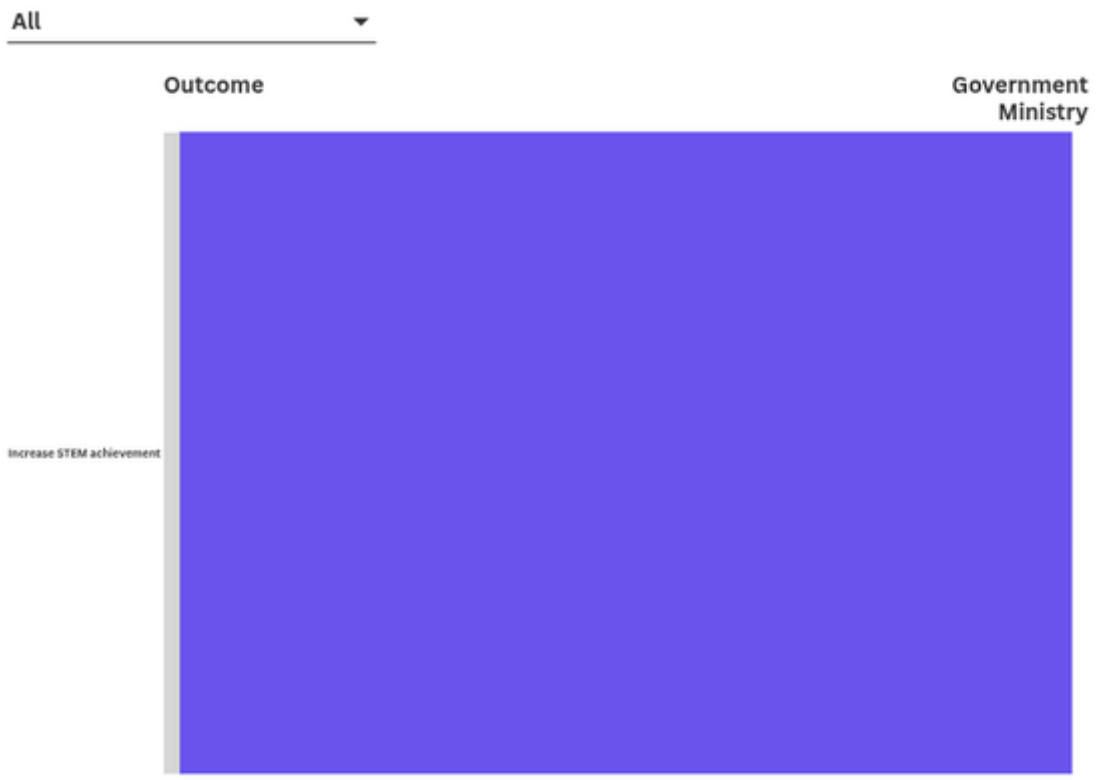
The 89% of monetary benefit created through House of Science's GoodMeasure outcomes are made up of personal income and avoided future government costs.

For avoided government costs, the monetary benefits are attributed to the Ministry of Social Development.

The distribution of monetary benefits from House of Science

89% of the social value is monetary and consists of estimated avoided government costs and future income benefits to participants. The remaining **11%** represents intrinsic value, a theoretical measure used to reflect improvements in individuals' subjective wellbeing.

Monetary value	Intrinsic value
89%	11%



Important:
Monetary impacts are based on estimates of future potential government cost and income effects associated with identified outcomes, using the data that was available for this GoodMeasure. These should be treated as indicative only and confidence around these estimates will vary widely depending on the quality of data available (see appendix) and the stablity of government cost structures and policy.

How House of Science compares to other GoodMeasures

Across the impact sector, programmes are delivered on a spectrum of scale, depth and breadth of support. From the programmes measured through GoodMeasure so far, ImpactLab has identified three distinct investment approaches, each with their own strengths and opportunities to grow impact.

Scale, social value and cost

Across the programmes measured by GoodMeasure to date, three distinct investment approaches have emerged, each demonstrating similar social value per person, cost per person, and scale. Each approach can achieve a similar SROI but through different pathways and with distinct trade-offs.

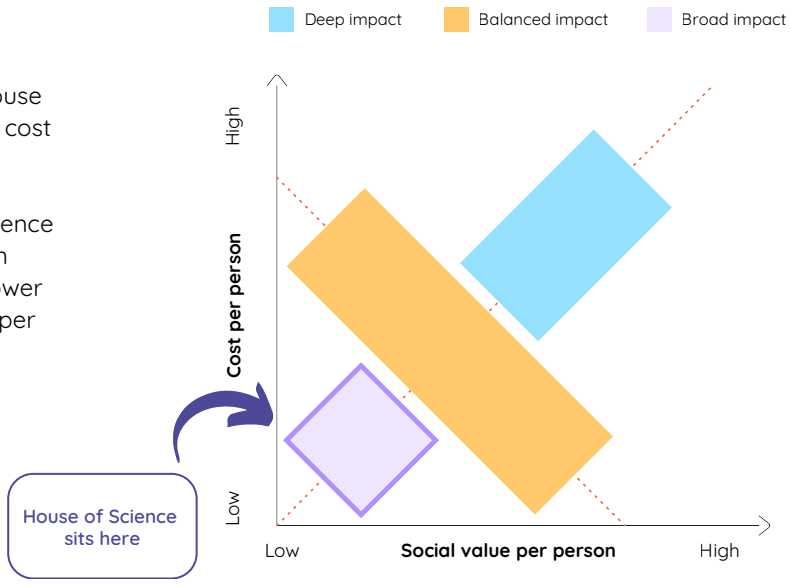
- **Broad impact:** These are typically lower cost, larger scale programmes that deliver modest social value to many people.
- **Balanced impact:** These tend to be moderate investment programmes that operate at varying scale and deliver widely varied social value, depending on the comprehensiveness of support and complexity of the population served.
- **Deep impact:** These are higher investment programmes that tend to deliver intensive support to a small group of people with high complexity to achieve significant social change.

	Scale	Social value per person	Cost per person
Broad impact	High	Low	Low
Balanced impact	Varies	Moderate	Moderate
Deep impact	Small	High	High

Broad impact programme

Relative to other programmes measured, House of Science sits in the broad impact range for cost and social value per person.

As a broad impact programme, House of Science sits towards the upper end of programmes in terms of scale and cost efficiency, and the lower end of programmes in terms of social value per person.



Coverage of measurement
Across all broad, balanced, and deep impact programmes, lower data quality results in higher uncertainty of impact.

Data quality

Data quality is influenced by the availability and accuracy of the input data that was used in the SROI calculation. Each driver of the SROI calculation has different data quality criteria to assess how closely the available data reflects House of Science's social value and cost of delivery.

House of Science's data quality

Some drivers can be influenced by improving the quality of a programme's own data, while others may be limited by the availability and relevancy of public data and/or academic evidence.

What data is accessible and meaningful for measuring impact can vary depending on the context of the programme, organisation, and sector.

	SROI drivers				
	Outcomes	**Effectiveness**	**Opportunity**	**Population**	**Cost**
What the data quality score captures:	How closely the measurable outcomes reflect the key changes your people experience.	The strength and relevance of evidence supporting key outcomes' effectiveness.	How closely the population data reflects who can benefit from key outcomes.	How accurately the number of people starting and engaging are captured.	How accurately the cost of delivering this programme is demonstrated.
Advanced			✓		✓
Moderate	✓			✓	
Emerging		✓			
Assumption					
Where the data comes from	Public data	Academic evidence & programme data	Public data & programme data	Programme data	Programme data
Rationale	All outcomes were moderately reflected by available GoodMeasure outcomes.	All key outcomes were supported by emerging quality evidence that was closely relevant to the programme.	General population rates were used to inform opportunity.	Data were available for the total number of starting students, with assumptions applied to remove double counting. The number of engaged students was based on teacher survey data.	Complete programme and organisational costs were provided with evidence to support workings.

Data quality refers to the completeness, relevance and availability of the key data inputs to each driver of your SROI. It does not refer to whether or how data is used in your organisation. Input data is often a combination of your organisation, academic evidence and public data sources. While quantifying SROI entails an inherent degree of uncertainty, this uncertainty can be reduced with better quality and availability of input data to increase the accuracy of your SROI.

How House of Science can improve data collection

Building on the data already collected, there are some data collection improvements that would help increase our understanding of House of Science's impact and potentially demonstrate more of impact created by the programme.

Data improvement opportunity	Why make this improvement	Social value driver this data helps us understand
Refine the teacher form for booking kits	Current booking data requires significant manual cleaning and lacks consistent parameters for how teachers enter information. This limits the ability to accurately count unique classrooms, teachers, and students engaged. Introducing standardised drop-down menus for schools and classrooms would enable automated counting, reduce manual effort, and improve confidence in population estimates.	**Population**
Improve the teacher end-of-term engagement survey	The current survey captures general engagement but does not provide detail on depth or duration of student participation. This limits understanding of how many kits were used per class, how long students engaged with the material, or how engagement varied across the term. Adding simple questions on frequency, duration, and perceived student participation would strengthen evidence of meaningful engagement without increasing reporting burden.	**Effectiveness**

Thought starters for House of Science to grow impact

This page presents ideas for actions that could grow the social impact of House of Science, based on what ImpactLab has observed in sector practice and the evidence base. It is intended as a thought starter only, to help spark your team's ideas and show your stakeholders the potential impact of investing in improvements.

Possible impact boosters

Potential action	Driver it affects
Expand reach to earlier year levels Prioritise increased delivery to Year 1–3 classrooms, where early science exposure can shape long-term attitudes toward learning and curiosity. Early, positive experiences with science are strongly linked to sustained engagement and confidence later in schooling. Increasing access in lower year levels could strengthen long-term outcomes while building on an already cost-efficient delivery model.	**Effectiveness** (How effectively are outcomes enabled?)
Increase repeat exposure within schools Encourage or enable classrooms and schools to book multiple kits across a school year or across consecutive year levels. The data shows high overall reach, but repeated exposure is a key mechanism for deeper learning. Increasing repeat engagement could improve depth of impact per student, supporting stronger skill development without proportionally increasing costs.	**Population** (How many people engage?)
Target growth in lower participation regions Use regional participation data to identify and prioritise outreach to schools in regions with lower uptake. House of Science already demonstrates wide geographic reach. Targeted growth in lower participation areas could help reduce location-based inequities in access to hands-on science learning and increase total social value through scaled delivery.	**Population** (How many people engage?)
Deepen understanding of student experience Pilot simple, age-appropriate ways to capture student enjoyment and curiosity during kit use. Current engagement measures rely on teacher reporting. Introducing limited student voice could improve understanding of how science kits influence attitudes toward science and strengthen evidence of meaningful impact.	**Effectiveness** (How effectively are outcomes enabled?)

Frontline team insights

~50% of organisations make improvements to their programme after completing the GoodMeasure process. Knowing what you know about your unique community, team, and context, are there other improvements you see that could be made to help grow impact for the people you serve?

Guidance for funders on using this report

Through GoodMeasure, organisations undertake a demanding, independent process to understand the long-term outcomes of their work. The resulting SROI metrics provide one useful lens through which to understand the impact your funding can have.

How to use this report

- To build a better understanding about how an organisation aligns with your focus communities and priorities.
- To understand from a data-driven perspective what an organisation does and the long-term outcomes your funding can help create.
- To help grow the data capability of the organisations you fund and activate conversations around opportunities for growth and improvement to do even more good.

How not to use this report

- For de-contextualised comparison between organisations. It's critical to ask the 'why' behind the metrics and understand an organisation's broader context.
- As the only way to measure the quality of an organisation. SROI should be used alongside other tools such participant feedback and team engagement.
- Without consideration of time period. Metrics may become less relevant over time due to improvements in ImpactLab methodology, changes in the organisation's core service model or external factors.

Case study: Rātā Foundation

> " What we have seen as success is when an organisation reflects on the information and makes enhancements to services, data collection, or even pivots their whole approach as they better understand their own impact. "

Kate Sclater, Head of Community Investment

Rātā Foundation has used GoodMeasure to help understand the impact of funded organisations and to support organisations to build their impact data capability. According to Head of Community Investment Kate Sclater, what Rātā focuses on isn't so much the numbers, but how the GoodMeasure process can improve understanding of the theory of change and the assumptions behind the calculation.

Exploring the "why" behind the SROI

GoodMeasure applies a consistent and standardised approach to impact measurement across diverse interventions. But when comparing Social Return on Investment (SROI) metrics from different organisations, it's important to exercise caution as SROI figures can vary widely based on a variety of factors, including differences in data quality, scoping decisions, improvements to methodology over time and limitations in the available academic literature and public data. Each organisation operates in a unique environment and measures outcomes using distinct approaches. Without understanding these underlying differences, comparisons can be misleading.
It's crucial to consider the story behind the SROI to understand how organisations measure, learn, and adapt to create meaningful change.

Appendix

Summary of inputs and assumptions

	Inputs to this SROI	Key Assumptions & Decisions
Outcomes	• ImpactLab's library of quantified outcomes.	• 'Lifetime' value of an outcome is conservatively valued over a 5-year period.
Effectiveness	• Findings from the global and/or domestic literature.	• Research is analogous to your programme.
Opportunity	• General population rate.	• General population rate is reflective of the participant make-up for House of Science.

Population	• **Student starting figures:**
	  ◦ Counting unique students required a manual approach due to limitations in how science kit bookings are recorded. Teachers can create multiple bookings for the same class, and each booking repeats the class student count. This means bookings cannot be treated as representing unique participants.
	  ◦ To estimate unique students, bookings were analysed at the classroom level. The highest student count recorded for each class was used to reflect changes in class size over time. Additional data cleaning was carried out to address duplicate classroom entries caused by inconsistent naming, such as variations in room names, missing identifiers, and formatting differences. In some cases, classroom counts were cross checked against publicly available school roll data.
	• **Student engagement figures:**
	  ◦ The engagement rate is based on House of Science's end of term teacher survey, reflecting the proportion of teachers who reported that most or all students engaged in the activities within a science kit.
	  ◦ It is assumed that engagement with at least one kit is reflective of broader student engagement across the programme, given the repeated use of kits within classrooms throughout the year.
		• **Student starting figures:**
		  ◦ The data provided and confirmed by the customer is considered the most accurate estimate of student starting figures within the scope of this evaluation.
		• **Student engagement figures**
		  ◦ It is assumed that engagement with at least one kit reflects broader student participation across the programme, as kits are used repeatedly within classrooms throughout the year.
		  ◦ The end of term teacher survey (n=614) is considered reflective of the full engaging population, with a 95% confidence interval and a ±5% margin of error.

Cost	• Total programme and organisational costs provided by House of Science for the calendar year ending December 2025.	• Nil.
Exclusions	• Excluded the Eastern Bay of Plenty external branch as this region did not provide data in time for the Renewal.	• Nil

Appendix

GoodMeasure outcome definitions	
Improve mental health	an intrinsic measurement of an improvement in mental health
Increase STEM achievement	measures increased income and government savings associated with different levels of STEM attainment

Terminology definitions	
Intervention	An intentional process through which a defined group of people have the opportunity to create a positive change in their life trajectory.
Intervention type	A categorisation to group similar interventions based on their activities (i.e. how resources are used). These categories have been developed by ImpactLab based on academic literature and the input of organisations participating in the SROI process.
Organisation	The organisation delivering the programme measured.
Programme	The unit of measurement of an SROI which consists of one or more interventions.
Participant	A person or group of people for whom a programme exists to make a positive difference.
Social value	The social impact in dollar terms that the amount invested achieves for participants over their lifetime. The social value is calculated by combining outcome values with a service delivery quality score, the size of the opportunity to support a population, and the number of people supported.
Effectiveness	The terminology for effect size of ‘very small’, 'small,' 'medium,' and 'large' are used to indicate the estimated magnitude of effect attributable to an outcome in the social value calculation. They should be interpreted relative to each other as well as the specific content of the research for this programme.

Appendix

Limitations

- The themes analysed in this report are based on observed correlations and provide broad conclusions rather than tight causative claims.
- Programme intervention practices are determined via narrative and operational data provided by an organisation. It does not include direct observation of programmes, and as such social value forecasts do not capture variation in programme practice e.g., in workforce skills or programme fidelity across locations.
- Comparisons should be considered indicative only, as metrics can be influenced by a variety of factors, including differences in data quality, scoping decisions, improvements to methodology over time and limitations in the available academic literature.
- Many aspects of social impact cannot appropriately be quantified in dollar terms, and SROI findings should be considered alongside other important sources of information such as participant feedback and more bespoke forms of evaluation.
- As some positive changes cannot be measured in dollar terms, the GoodMeasure figure does not capture all of the impact created. It does provide a consistent way to compare the outcomes achieved with the investment required to deliver the programme, which supports stronger decision making. ImpactLab's approach is conservative, consistent, and based on the best available evidence.
- GoodMeasure is a standardised measurement model — different interventions are treated as consistently as possible to enable comparability, which means the uniqueness of each intervention is not fully reflected.
- Cost and participant data inputs are provided by the organisation. Responsibility sits with each organisation to ensure their data is accurate and genuinely reflects the programme.
- Estimates have varying confidence levels due to differing quality and availability of data inputs. The GoodMeasure Homes methodology takes the approach of using the data that is available in order to support ongoing data improvement.
- The lifetime (dollar) value of an outcome is conservatively valued over a 5-year period. This is aligned with New Zealand Treasury's approach of measuring impact within a contained period.

Appendix

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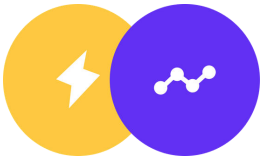

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