



Worksheet #2: Defining Your Why

Building a strong rationale on why your mahi matters—drawing on evidence, lived experience, and cultural insight to strengthen your case for action.

Why does this issue matter?





Describe why the issue is significant for your community.

Example

“Overcrowded housing is limiting whānau wellbeing, disrupting tamariki learning, and increasing illness.”

What evidence supports this?

Back up your case with a mix of:

-  Data or research (trends, statistics)
-  Community voices (lived experience, hui)
-  Cultural grounding (kaupapa Māori)
-  Policy context (system drivers)

Example

“Tamariki in crowded homes are twice as likely to miss school. Whānau report housing as their top concern.”

Why are you the right group?

Share what makes your group uniquely placed to lead this mahi.

Example

“We are whānau-led, with strong marae links and trusted relationships with local providers.”

Why now?

Explain the urgency or opportunity for action.

Example

“New community housing funding is available this year—this is a key chance to act.”

Final Why Statement

Bringing it all together:

“Overcrowded housing is affecting whānau wellbeing and tamariki learning in our rohe. Evidence and whānau voice show this issue is worsening. As a kaupapa Māori organisation with strong community ties, we are ready to deliver culturally grounded housing solutions—especially now, with new investment available.”