PLANT WITH PURPOSE, A CHRISTIAN NONPROFIT ORGANIZATION, REVERSES DEFORESTATION AND POVERTY AROUND THE WORLD BY TRANSFORMING THE LIVES OF THE RURAL POOR.

**BOARD OF DIRECTORS**
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DEAR PARTNERS,

In 1984 Plant With Purpose began working in the Dominican Republic, restoring land and offering opportunity to impoverished farmers as a way to share God’s love. Thirty years have gone by quickly and much has changed during that time, although our fundamental mission has stayed the same.

Our core model for bringing about transformation has changed several times, while remaining true to the goal of providing long-term win-win solutions to deforestation and poverty. Today, Village Savings and Loan Associations (VSLAs) fill the role that was once filled by the Agroforestry Revolving Loan Fund, giving farmers the opportunity to invest in their farms and providing a platform for agroecology training and discipleship opportunities. Thirty years ago we began working with individual farmers and soon progressed to solutions for whole communities. We still work with individual farmers and their communities, but now we plan around entire watersheds, which allows us to have a more synergistic and measurable impact on society and the environment.

Public understanding in the United States has also grown since we first started our work. I have a much easier time explaining what we do than I did two decades ago. Today there is greater awareness of the role that deforestation plays in creating poverty. Similarly, there is a deeper recognition that poorly planned assistance fosters dependency whereas more effective work encourages empowerment. In 1984 Plant With Purpose was ahead of its time, recognizing the connection between environmental degradation and rural poverty, and designing long-lasting, sustainable solutions rather than quick fixes.

On a personal level, my job has transformed dramatically in the 22 years that I have been blessed to work with Plant With Purpose. I miss the days when I used to do much of the international work myself, and I love to tell old stories of obscure village meetings or public transportation mishaps. However, it is far more satisfying knowing that we have a highly-trained team serving the communities with a level of professionalism that we couldn’t approach twenty years ago. As a result, we have been able to increase both the quality and scope of our work while reducing the cost.

We are also far better at measuring our impact and it has been gratifying to see that upstream solutions are truly having the downstream impacts we imagined. Relationships with neighbors, with the land, and with God are being transformed. Families are experiencing prosperity and once-barren hillsides are becoming fruitful again.

I am excited to share some of the accomplishments of the past year with you. Thank you from the bottom of my heart for your role in making them possible.

Sincerely,

Scott C. Sabin
Executive Director

DEAR FRIENDS OF PLANT WITH PURPOSE,

Plant With Purpose celebrated its 30th anniversary this past year, and there was big cause for celebration. Over 30 years, the organization has transformed the lives of thousands of impoverished individuals and the environment they rely on. When my wife and I were first introduced to Plant With Purpose over a decade ago, we were impressed with their holistic, business-like approach to solving the pernicious problems that cause extreme poverty and environmental destruction around the globe. Through my association with the organization, I have seen with my own eyes the dramatic impact that economic, environmental, and spiritual programs have on addressing the root causes of this vicious downward cycle—and how Plant With Purpose has changed it into a victorious and redemptive cycle. One visit to a Plant With Purpose program and you are hooked for life.

This past year, Plant With Purpose conducted impact evaluations throughout their programs. What I have witnessed over the years was borne out with objective data. No surprise there, but hallelujah!

I view every dollar we have committed to this organization as being our best investment in helping to build God's kingdom. Thank you for your continued support and commitment to Plant With Purpose as we look toward the next thirty years of transformation.

Grace and Peace,

Jeff Busby
Board Chair
With hard work anything is possible. This is the reality that Sia Muna is experiencing. Her other secret to success, she says, is to "accommodate God" in all aspirations.

This 25-year-old woman moved from a poor community to Marangu, Tanzania to seek greater opportunities for her future. As a choir member at the Ashira Lutheran Church, she learned about Plant With Purpose’s Village Savings and Loan Associations (VSLAs). Three years after joining the group she was elected secretary, one of VSLAs’ five leadership roles.

Over the years Sia watched her finances accumulate. With her savings and a loan from the Marangu VSLA, she invested in her own tailoring equipment. During the second savings cycle, she took out a loan to pay six months’ worth of rent and opened her very own tailor shop.

Following the weekly VSLA meetings, Sia received training in organic agriculture and caring for the environment. She couldn’t wait to implement what she was learning and spoke to her landlord about using a small plot of property to prepare and plant four garden beds. Her organic garden now produces enough food for her diet as well as extra vegetables to sell at market. She has a faithful following of customers including the students at Marangu Teachers’ College. With income from her produce, she is able to cover her tailor shop rent. Sia also started a tree nursery. Sales from the 5,000 seedlings go to support her family.

Because of Sia’s initiative to implement environmental solutions, her VSLA group was awarded a gold medal for their environmental efforts at the annual Plant With Purpose group competition. The group won additional farming tools, a treasured commodity.

“My relationship with Almighty God grows day after day,” says Sia. She also experiences an inner peace as she is no longer dependent on others to provide for her basic needs. Because of her endeavors, Sia is earning about twice as much as her average countryman, increasing her security and well-being for a successful future. Sia’s hard work, initiative, and savings are paying off.

She also experiences an inner peace as she is no longer dependent on others to provide for her basic needs.
A THREE-PART APPROACH

ENVIRONMENTAL RESTORATION

2.18 MILLION TREES

were planted by partnering communities in 2014 alone. Since 1984, partnering farmers have planted close to 12.5 million trees. This year nearly 4,000 family farms were revitalized using sustainable farming techniques.

ECONOMIC EMPOWERMENT

646 VSLAs

with 15,000 members have a combined member equity of $1.17 million USD, representing increased savings and access to credit. The number of Village Savings and Loan Associations (VSLAs) nearly doubled in 2014.

SPIRITUAL RENEWAL

276 LOCAL CHURCHES

received training and support to increase their congregation’s knowledge of God. These churches were encouraged to actively live out the Gospel to address real needs within their communities and disciple local believers.
MEASURING IMPACT

Every three years Plant With Purpose conducts an extensive impact evaluation to monitor program impact and understand our influence on partnering families and communities across all six-country programs. Data is collected through household surveys, participatory workshops, and worldview analyses, allowing Plant With Purpose to compare participating and nonparticipating households within the same community.

THE GLOBAL RESULTS FROM THE 2014 IMPACT EVALUATION ARE ENCOURAGING:

- Plant With Purpose participants are more than twice as likely to be saving cash as non-participants. When it comes to having cash on hand for six months, Plant With Purpose participating households are twice as likely to be prepared for emergencies.

- Plant With Purpose partnering farmers are applying 50 percent more sustainable farming techniques than nonparticipating farmers. This means improved farms and increased crop production.

- Plant With Purpose partnering families are 40 percent more likely to send their daughters to secondary school. Future opportunities become possible because they are receiving an education.

- Plant With Purpose partnering farmers have increased their crop diversity by 22 percent when compared to nonparticipating farmers. Greater crop diversity directly leads to greater dietary diversity, increased food security, and improved family health.
Plant With Purpose uniquely positions itself to partner with rural communities. Growth is both strategic and organic as word of program impact spreads.

Partnering families are experiencing greater financial stability, allowing parents to send children to school, improve living conditions, cover healthcare costs, and dream of a better tomorrow.

Village Savings and Loan Associations (VSLAs) are changing the currency of rural poverty. These groups teach community members to save their income and safely access loans.

Trees restore land by anchoring topsoil, increasing organic matter, and helping the land absorb water. Fruit trees provide a source of food and income as farmers harvest the produce to eat and sell at market.
CULTURE OF SAVING

In the Dominican Republic, Plant With Purpose is creating a culture of saving: 100 percent of partnering households are active VSLA members (2014 Impact Evaluation). In 2011, five percent of participating households had enough emergency cash reserves for six months. That number has grown to 18.2 percent in the last three years (2014 Impact Evaluation).

Alejandro Castillo Jiménez (pictured) in Loma Verde is experiencing the freedom that comes from saving. He shares, “Economically, the implementation of savings groups (VSLAs) has been a blessing because we have learned to save and we get our loans cheaper compared to lenders. With loans from the group, I’m building a house. I have also invested in my pottery business and in selling fish. Through these activities I can generate enough income to meet basic needs for food, health, and education for my family.”

His savings-and-loan group is also positively impacting his relationship with the Lord. “Through [Plant With Purpose], I have strengthened my devotion to God, because the savings group reads the Bible, prays, and reflects on the message. This has impacted my spiritual life, and now the community is more united and harmonious. I thank God for everything He has given me.”

ENGAGING THE LOCAL CHURCH

Plant With Purpose strategically partnered with 50 churches in 2014, encouraging them to invest in their communities and show God’s love in practical ways. Adult literacy groups, Christian value seminars, and Bible studies exposed community members to the Gospel. Pastor Julian from Hormigo shares, “We are more than grateful because there are institutions such as [Plant With Purpose]. We ask God to allow this organization to remain in Hormigo, giving us this wonderful support that contributes to the economic, social, and spiritual growth of individuals in our community.”
The number of Village Savings and Loan Associations (VSLAs) continues to grow. Despite being the poorest country in the Western Hemisphere, Haiti’s 87 VSLAs have a member equity of $124,371 USD. By managing their money wisely, partnering families are improving their lives. These families are investing money in their homes, as evidenced by the increasing number of rooms in participants’ households (2014 Impact Evaluation). Plant With Purpose partnering families are sending their daughters to school at a 20 percent higher rate than nonparticipating families. This means 228 girls attend school that would not otherwise be able to go.

By teaching sustainable farming techniques, Plant With Purpose is combating hunger in Haiti. The 2014 Impact Evaluation shows that participating households are protecting twice as much land as comparison households through composting, constructing soil conservation barriers, and planting living barriers. 118 miles of soil conservation barriers were built using rocks to anchor topsoil on steep hillside farms. More than 278,000 trees were planted to increase soil health and crop production.

The impact of these efforts is substantial. Soil amendments, erosion barriers, and trees are having an immediate and lasting impact on partnering communities and families. Participating farmer Guillaume Laurent (pictured) shares, “I utilized many activities like reforestation and rock barriers to protect my farms so that I could have a better yield to take care of my children.”

Loziana Tout Puissant says, “Compost helps me to stay healthy because it is natural, without chemicals. When more food grew on my farm, I sold some and ate some. Automatically, my economic situation improved.” Improved farms are protecting land and lives on the barren, rocky hillsides of Haiti.
Burundi is the hungriest country in the world with 73.4 percent of the population undernourished (IFPRI). Plant With Purpose’s sustainable farming training meets practical needs in Burundi. Impact evaluations showed that participating farmers are planting a greater diversity of crops, totaling 32 different crop species. Greater crop diversity means resistance to risk (pest, drought, growing conditions) and increased harvests throughout the year. This increases the opportunity for income generation. Partnering farmer Elise Kaganda (pictured) from Kiremba shares, “With the help of Plant With Purpose Burundi, we hope that gradually we can achieve this dream of developing our agricultural activities to meet our food needs and at the same time give us income.”

Intensified focus on planting trees is also increasing food security in Burundi. Claudette Niyonzima shares, “Our region is seriously threatened by drought and this is largely due to the lack of tree planting. ... Personally, I have planted over 100 agroforestry trees and 30 fruit trees.” Claudette lives in the community of Muzye at the lower edge of the Nyakazu Watershed. A baseline study of the Nyakazu Watershed was conducted to understand existing needs and current biodiversity. Trees planted in this area are anchoring soil, increasing water quality, and creating economic opportunities.

Within this last year, the number of Village Savings and Loan Associations (VSLAs) grew from 51 to 221 groups. 92 percent of participating households are actively saving cash through VSLAs to meet practical needs like purchasing food, paying school fees, and covering the cost of medical care. For the first time in her life, Maria Hanabunara says, “I was able to pay off all my debts!” and send all of her children to school.
**TANZANIA**

**LED BY RICHARD MHINA**

**DIRECTOR, FLORESTA TANZANIA**

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**TREES PLEASE**

Participating households in Tanzania planted 413 trees on average according to the 2014 Impact Evaluation. Impact evaluations from 2011 shared that partnering farmers planted 39 trees a year. This increase can be credited to the annual group competition.

The 2014 group competition commenced with an organic agriculture festival with more than three thousand people in attendance. Farmers from the Kilimanjaro region brought their organic produce, and the rich display of local produce opened conversations about the importance of organic agriculture and sustainable farming.

The Regional Commissioner of Kilimanjaro, who hosted the awards ceremony, expressed astonishment at the event turnout. When asked how it was possible to organize such a large group, Plant With Purpose staff pointed to the VSLA groups’ commitment to community transformation sharing, “The desire to heal the land and its people is the main motivating factor of this gathering.”

Since the program launched in 2004, partnering families in Tanzania have planted 4.3 million trees. These trees are healing the land, increasing crop production, and restoring water sources.

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**SPIRITUAL RENEWAL**

In 2014 Plant With Purpose established 22 new church partnerships and engaged an additional 61 institutions in “Redemptive Agriculture” training. 61 percent of participating households recognize their church’s engagement in creation care projects. Shira Isambi from Marangu–Mwika, Tanzania shares, “My relationship with God is growing every day because I can see day-to-day blessings as I keep on working hard while calling for His support. I see positive responses.”

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**8 FULL-TIME STAFF MEMBERS AND 40 PART-TIME SUPPORT STAFF MEMBERS**

**5,552 FAMILIES BENEFITING IN 64 COMMUNITIES**

**1,193,184 TREES PLANTED**

**208 VSLAS WITH 5,552 MEMBERS AND TOTAL MEMBER EQUITY OF $583,981 USD**

**54 CHURCHES AND INSTITUTIONS PARTICIPATED IN THE “REDEMPTIVE AGRICULTURE” BIBLE STUDY CURRICULUM**

**1,220 HOUSEHOLDS WITH “DOUBLE DUG” FAMILY GARDENS**
Volunteer promoters assist the Plant With Purpose staff by helping partnering communities address health and sanitation concerns through building water cisterns, fuel-efficient stoves, and ecological latrines. Each of these improved technologies restores the environment and the community’s health.

Since the Mexico program launched, Plant With Purpose has equipped communities and families to construct 221 large-capacity cisterns, 385 highly effective wood-saving stoves, and 557 ecological latrines.

Plant With Purpose staff member Jorge shares, “We are planning to attack the problem [of water shortage] at the root. Otherwise, there will be drought problems over and over again. … It’s a long-term project and will take years. The focus is on the future.”

To further improve their land, partnering farmers are adopting a higher number of sustainable farming techniques than nonparticipating households. Compost, cover crops, and tree integration all contribute to improved soil quality and crop production. According to the 2014 Impact Evaluation, partnering households have 70 percent greater crop diversity than nonparticipants. This leads to better nutrition for families and greater biodiversity to aid in watershed health.

Eleazar Pacheco Hernández (pictured) from Monte Flor, Mexico shares, “The garden has helped our nutrition; we are eating more vegetables now, whereas before we didn’t eat any. We also have meat and eggs to eat thanks to our chickens.”

**SPIRITUAL RENEWAL**

Through numerous festivals and workshops, Plant With Purpose invests in the spiritual lives of partnering families. In La Paz, Mexico, Martha García Contretras shares, “There is greater reconciliation among community members. The values that [Plant With Purpose] has instilled in our kids are unlike anything they’re learning in school. They are seeing things in new ways. The participation of the community is incredible to see.” Churches are leading the way in creation care projects, including community recycling programs and reforestation efforts.
In a country where less than one percent of the population is Christian, Plant With Purpose is building local churches’ capacity to engage with their communities. In 2014, Plant With Purpose trained more than 130 pastors and church leaders on the biblical call to care for the environment. A network of 97 churches is committed to creation care and engaging their youth in environmental activities. The Green Church Project—a collaboration with Compassion and Operation Blessing Foundation—was developed to promote sustainable and organic farming practices. Country Director Bunsak Thongdi published a handbook on agroforestry that focuses on a Christian approach to creation care. Partnering families are twice as likely to recognize their church’s involvement in creation care projects. Mr. JaMaw JaNu shares, “I have seen that people in my community have realized that they must protect their environment for themselves and for their children. People in my community come and work together more to protect their resources and the environment that is part of God’s creation.”

**CREATION CARE**

Participating households are protecting three times as much land as nonparticipating households (2.13 acres versus 0.71 acres). This means that the 1,731 partnering farmers are protecting over 2,000 acres of land by planting trees, composting, and constructing soil conservation barriers. Farmers like Mr. Promma JongKham realize the significance of taking care of their farms: “I think if more people do as we have been taught, not to burn the fields but use soil conservation, it will help our village and the environment.”

**LAND PROTECTION**

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SUPPORTING PLANT WITH PURPOSE

DR. JOHN PERKINS
CO-FOUNDER OF THE CHRISTIAN COMMUNITY DEVELOPMENT ASSOCIATION
FOUNDER OF THE JOHN AND VERA MAE PERKINS FOUNDATION

“I have admired and prayed for your work for the last 20 years, and I am so much in support of all that you are doing. I love the work being done and I believe that Plant With Purpose is worthy of everyone’s encouragement and financial support.”

ADDITIONAL FINANCIAL INFORMATION

Plant With Purpose strives to uphold the highest standards of financial stewardship. For the fourth year in a row, Plant With Purpose earned Charity Navigator’s highest 4-star rating and met the rigorous qualifications for accreditation by ECFA. The 2014 Plant With Purpose Independent Auditor’s Report has been prepared by RBTK LLP Certified Public Accountants. The full report can be accessed at plantwithpurpose.org/financials.

FINANCIAL TRENDS

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<thead>
<tr>
<th>Year</th>
<th>Total Income</th>
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<tr>
<td>2014</td>
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<tr>
<td>2013</td>
<td>$3,092,321</td>
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<tr>
<td>2012</td>
<td>$3,404,995</td>
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<td>2011</td>
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<td>2010</td>
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*Haiti Earthquake Relief Funds: $960,937

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## Statement of Activities

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<thead>
<tr>
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<th>2014</th>
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<tr>
<td><strong>Revenues and Support</strong></td>
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<td>Contributions and Grants</td>
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<td>Interest and Dividend Income</td>
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<td>Net Realized and Unrealized Gain on Investments</td>
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<td><strong>Total Revenues</strong></td>
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<td><strong>Expenses</strong></td>
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<td>Dominican Republic</td>
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<td>Tanzania</td>
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<td>Mexico</td>
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For I am about to do something new. See, I have already begun! Do you not see it? I will make a pathway through the wilderness. I will create rivers in the dry wasteland. The wild animals in the fields will thank me, the jackals and owls, too, for giving them water in the desert. Yes, I will make rivers in the dry wasteland so my chosen people can be refreshed.

-Isaiah 43:19-20