ANNUAL REPORT
FISCAL YEAR 2019

PLANT WITH PURPOSE, A CHRISTIAN NONPROFIT ORGANIZATION, REVERSES DEFORESTATION AND POVERTY AROUND THE WORLD BY TRANSFORMING THE LIVES OF THE RURAL POOR.
Plant With Purpose, a Christian nonprofit organization, reverses deforestation and poverty around the world by transforming the lives of the rural poor.

**OUR MISSION**

**OUR CORE VALUES**

**FAITH**
Honor Christ, always

**EMPOWERMENT**
Build capacity and strength

**COLLABORATION**
Work together in partnership

**INNOVATION**
Learn and improve

**STEWARDSHIP**
Maximize resources for good

**SUSTAINABILITY**
Foster long-term health

**PARTNERS NOT PROJECTS**

Plant With Purpose believes that the root causes of environmental, economic, and spiritual poverty stem from broken relationships. Tending to relationships with and among partnering farmers remains a top priority. Ultimately, we believe that God gives us the privilege of viewing program participants as partners, not projects. We value the dignity of the people we work with and strive to work alongside them as partners with equal voice and agency.

Partnering farmer Cándida from Mexico shares, “I feel very proud of who I am now; I am different from who I was before. Before, I felt I was worth less than other people. Plant With Purpose teaches us to recognize that we are valuable. Now I feel very confident. I feel known and supported by my group.”

**OUR INTEGRATED APPROACH**

- **ENVIRONMENTAL RESTORATION**
- **ECONOMIC EMPOWERMENT**
- **SPIRITUAL RENEWAL**
GLOBAL IMPACT
WHERE PLANT WITH PURPOSE WORKS

Plant With Purpose families cut their level of poverty by two-thirds.

- **LATIN AMERICA & CARIBBEAN**
  - Dominican Republic
  - Haiti
  - Mexico

- **AFRICA**
  - Burundi
  - DRC*
  - Ethiopia
  - Tanzania
  *The Democratic Republic of the Congo

- **ASIA**
  - Thailand

**Plant With Purpose** families:
- have twice the amount of savings.
- have 44% higher crop yields.
- are 64% more likely to believe they can improve their lives.
Strategic Vision

As our Vision 2020 strategic plan wraps up its final year, we anticipate strong growth leading into THRIVE25, our strategic plan through fiscal year 2025. In May 2019, we gathered all country directors, North America-based staff, and board members together for a strategic planning summit. Our visionary leaders have carefully crafted big goals for the future, and we are currently integrating these goals with budget projections for FY2025.

Effective and Innovative

Plant With Purpose has 35 years of experience innovating, testing, and learning what works. Each year, we become more effective. Effectiveness is measured through in-depth, triennial impact evaluations, the most recent of which concluded in 2017. As experts in the field, our partners continue to collaborate with farmers, universities, institutions, community programs, and churches.
Trees are vital to life and key to environmental restoration. They anchor topsoil, increase organic matter, help the soil absorb water, and sequester harmful carbon from the atmosphere. Farms that were once unproductive are restored to health, providing families with food, income, and hope.

*Trees totals above are cumulative.*

Sustainable Development Groups engage communities in all aspects of Plant With Purpose’s program. Groups of approximately 25 farmers consistently meet to save, access loans, and build long-term financial stability. Training in agroecology, environmental restoration, and creation care empowers group members to transform their communities.

Plant With Purpose sees people as partners, not projects. Through practice and innovation, we have developed a transformational program that integrates land restoration and financial empowerment—all rooted in faith. Collectively Plant With Purpose families have cut their level of poverty by two-thirds.
Rural families are the people most affected by environmental problems around the world. They also represent the majority of people living in poverty. In fact, 85 percent of people living in poverty worldwide reside in rural areas. Because these individuals rely on the land for a living, environmental problems such as erratic rain patterns, loss of soil fertility, and natural disasters can quickly leave them vulnerable to poverty. In turn, the challenges of poverty increase the likelihood that people will turn to harmful environmental practices, thus creating a vicious cycle.

Plant With Purpose sees people as partners not projects. For 35 years, Plant With Purpose has addressed the root causes of rural poverty by partnering with rural families. We work alongside these families, equipping them to improve their land and livelihood. Through continuous learning, we have become more efficient and effective year after year.

Participants join Sustainable Development Groups where, together, they receive the tools needed for environmental, economic, and spiritual renewal.

Participants apply regenerative agriculture techniques. Participants learn sustainable techniques like agroforestry, regenerative farming, and soil conservation, and apply these on their farms and common lands. Trees help heal damaged soil. This restoration results in greater crop production, food security, and overall environmental health.

Community savings groups introduce an opportunity to grow financially. Rural communities often lack financial opportunities, making it difficult for community members to invest in their farms, handle an emergency, or build savings. Community savings groups, where participants use their own earnings to take out loans and create opportunities, make these activities possible.

Spiritual renewal is why we are here. We believe that economic and environmental transformation occur alongside spiritual growth. By addressing our relationships with God, creation, and our neighbors, we uncover a path to true transformation. We partner with local churches to disciple communities, equipping them to see their circumstances from a holistic perspective.

We believe in holistic programming and local partnerships. While any one of these activities has value on its own, it is when we put them together that we see a lasting impact. We equip locals to lead the change in their communities, resulting in community buy-in and large-scale transformation. Rural families are the population most affected by poverty and environmental issues, but they also hold the key to their solutions.
Eleuterio became a Christian and joined Plant With Purpose Mexico ten years ago. Since then, he has amazed us with his leadership and service to his community. Eleuterio is committed to healing the land and helping his neighbors become self-sufficient. He has found purpose in his life and lives to help his neighbors uncover their own God-given purpose and dignity.

“Before working with Plant With Purpose, I just didn’t have ideas. I didn’t think about much at all. Before Plant With Purpose came I never thought about helping people, being a community promoter, or anything like that. I observed for a year, [and] the second year I decided to get involved. To this day, I work with Plant With Purpose. They have stayed and worked with me. I thank the Lord for them everyday.

Before the earth was dry, it was white, and it was barren. The earth was infertile; we knew we needed to do something about it. We started maintaining our water better, and using better farming techniques. Jesus helped us with this; now we do not need to leave the community to get anything. Now I can see it with my own eyes. I have no thoughts of leaving the community. Now the only way to repay God for these blessings is to help my neighbors, to pay it forward for what Plant With Purpose taught us.

In the Bible it says that [if] people confess the name of the Lord even their land will be made better. That is a promise. God blesses people and their land. In 2 Chronicles 7:14 God says, “If my people, who are called by my name, will humble themselves and pray and seek my face and turn from their wicked ways, then I will hear from heaven, and I will forgive their sin and will heal their land.”

God is waiting for our trust, He doesn’t want the land to be like this. Our own evil makes it that way. Now, with Plant With Purpose, it is different because we have better techniques. They help us not mismanage our resources. We have better production and better harvests. More than anything we have community.

I teach people that they have opportunity. That God has a purpose for them. That now we have this role to work the land. It is how we provide for ourselves. So now what I am doing is helping others learn how to provide for themselves. It makes me really happy.

I have peace. I have goals for my life. I feel like I am doing what God wants me to do. I am helping God’s children and land. God is our creator and our motivation. We don’t know if we are going to wake up tomorrow, but we know that God will take care of us.”

–Eleuterio
Partnering farmer, Mexico
Burundi is one of the most food insecure countries in the world, but Plant With Purpose farmers are learning to transform their land and grow more food. In turn, they have 2.5 times the amount of savings compared to non-partnering families.

Elisé’s partnership with Plant With Purpose is transforming his life in Kiremba, Burundi. Elisé has learned sustainable agriculture techniques such as agroforestry, composting, and creating erosion barriers. Through these techniques, he has dramatically improved the health of his land. The surplus potatoes Elisé grows allows him to pay for his son’s tuition at Great Lakes University.

Elisé reports that his community has planted over 4,500 agroforestry and fruit trees. He has planted 50 trees on his own land. In addition, Plant With Purpose helped Kiremba farmers access high quality banana and potato starters.

“Besides this,” Elisé says, “Plant With Purpose provided training and now we realize that we cannot separate the environment from aspects of life like spiritual growth, farming, economics, and social issues. Since I was trained by Plant With Purpose, I see things more clearly, like the link between spirituality and the environment, and our role in environmental preservation and development of our communities.”

Seeds, trees, and education mean that the farming families of Kiremba can start dreaming about a secure future for their children and their community.
The Dominican Republic is plagued by natural disasters, uncontrolled erosion, and farmland degradation. The hillsides were once barren and deforested, but today, the land and its people tell a very different story—of change, restoration, and hope for the future. Partnering families have 2.4 times the cash reserves as non-partnering families and are 88 percent more likely to send their daughters to secondary school. Additionally, these families experience 62 percent higher crop yields on average. These mature communities in the Dominican Republic now promote Plant With Purpose activities and methodologies to neighboring communities.

Gloria’s family had no savings and very little water to spare for planting crops when they first joined Plant With Purpose. They cut trees without regard to the damage they were doing. “Before, we cut trees without conscience,” Gloria says. “Now we are much more careful when cutting trees, and my income and quality of life have greatly improved.” Gloria serves as the coordinator and her husband serves as president of their local savings group, “Unity and Peace.”

Gloria has accessed loans to clean her property and install a working latrine through the group. Gloria is especially happy with the new changes because, as she says, “I see the village is more efficient and productive, and I feel that I can help more people.” She looks forward to continuing development in La Yautia and playing an active part in shaping the future, both for herself and her community.
Fiscal year 2019 was another exciting year for Plant With Purpose in the Democratic Republic of the Congo (DRC) as we expanded work into a neighboring watershed, Kambekulu. Rounding out just four years of partnership in the DRC, the team is encouraged by deepened impact in Kakumba and a strong start in Kambekulu. Partnering farmers in Kambekulu work in collaboration with local schools, churches, and institutions, having already formed 12 Sustainable Development Groups and planted over 67,000 trees in just one year.

Pastor Kategere is spreading God’s hope through his church, which partnered with Plant With Purpose to share a Bible-based curriculum about vocation and identity called Theology of Work. He recently said, “When we were invited to a training on Theology of Work, as a pastor and teacher of the Word of God, I was surprised to learn a new discipline that we have ignored for decades. After the training, I realized that work is compulsory for Christians. God, by His unfathomable love, placed man in a naturally pleasant environment. Like Adam, he asked us to cultivate and keep it. Despite my advanced age, I decided to accept the tree seedlings from Plant With Purpose. I just planted more than 820 trees. I know these trees cannot benefit me now, but they will be useful for later generations.”

Pastor Kategere added, “I thank Plant With Purpose, from the depth of my heart, for such concrete work done in a short time, which inspires hope in our churches. I would recommend that Theology of Work training be multiplied, especially for the unemployed youth of our country.”

FY2019 BY THE NUMBERS IN THE DRC:

- 151,351 TREES PLANTED
- 62 GROUPS
- 1,618 PARTNERING FAMILIES
- 24 CHURCH PARTNERS
Plant With Purpose Ethiopia, had its public launch in January and is off to a strong start. With 13 Sustainable Development Groups and 20 church collaborations, the team is now partnering with more than 300 farming families to pursue sustainable agriculture, grow in faith, improve local livelihoods, and conserve historic church forests. Recently, northwestern Ethiopia’s church forests have garnered international attention thanks to articles in National Geographic, Nature, Christianity Today, and the BBC.

Local churches have embraced Plant With Purpose’s work. Five have already built walls around their church forests to protect them from unrestricted grazing. It is easy to overlook the importance of these walls, but the native forest regenerates rapidly when protected from encroachment and exploitation. Local priests are talking about connecting forest fragments along riparian zones to increase health and diversity.

Unity is growing in Ethiopia. A partnering farmer in the Zragn watershed shares, “Before, we didn’t really know each other. People in one house might not know the person in the next house.”

The social fund, which is collected for those in need, brings neighbors together and helps them support one another. One farmer explains that the groups help community members to share their successes with each other, and that the social fund allows them “to share their sadness.” One group used part of its social fund to reach beyond themselves and financially help a family in the community who lost land due to soil erosion.
Reports of national hardship in Haiti often make the news. While most people are aware of the hurdles Haitians face, including severe drought, many are unaware of the subtle victories and progress that families are also experiencing. Plant With Purpose Haiti includes 400 Sustainable Development Groups, which have led to increased family savings and 50 percent higher crop yields on average. To date, partnering farmers have planted over 3.7 million trees and continue to turn the tide of deforestation in their country.

Haitians like Saul are no strangers to the hopelessness that follows generations of political instability and government changes. Even when changes are made to better the country, small farmers like Saul are often the last people to be affected or rewarded.

Like many in his community, Saul once lived a very difficult life. Now he has found hope, stability, and the resources to help his neighbors. Since partnering with Plant With Purpose, Saul has planted more than 300 trees on his small farm. He says, “I learned about the importance of caring for the environment when I lived in the Dominican Republic. I like living with a lot of trees. The trees have helped the rain return to this area. The land is very poor here, but when we plant trees, we have better crops. We have stopped the erosion on our land and I have even been able to rebuild my house.”

Tree planting increases water retention in the land, reduces flooding, and protects farms and homes. Haitian farmers like Saul are recognizing and celebrating the importance of trees.
For over 20 years, Plant With Purpose Mexico has pursued holistic transformation. Despite prolonged drought, this past year yielded exceptional growth of Sustainable Development Groups. With 125 groups total, Plant With Purpose Mexico has mobilized more than 1,700 farming families to accumulate total member equity of US $201,758 without any outside capital. Our impact studies show that partnering families in Mexico have nearly three times the amount of savings as non-partnering families, and are 77 percent more likely to send their daughters to secondary school.

Farmers are thriving in San Isidro Trementina, but this wasn’t always the case. The land was once barren and unproductive. There was little hope for this community that had barely survived natural disasters and eroded land.

Community members partnered with Plant With Purpose with the goal of reforesting their land. Now, more than ten years later, San Isidro Trementina is a community transformed. Partnering farmer Feliciana was skeptical at first. “My mind was closed,” she says. But she couldn’t deny the progress she saw all around her. “The trees we sow are already growing, and there are no more landslides. Where there are trees there is more water. The forest looks beautiful.”

Feliciana’s husband planted 40 trees on their land, and today they eat and sell their produce. As a member of San Isidro Trementina’s Sustainable Development Group, she learned to cultivate a greater variety of crops and used extra income to purchase supplies for handicrafts. Feliciana and her husband, Teogenes, no longer worry about how they will survive.
Plant With Purpose Tanzania continues to grow and garner wider attention throughout the country. In fiscal year 2019 the Tanzania team received the 2018 Environmental Conservation Award from the Kilimanjaro Regional Commissioner for their work in conservation and empowerment of farming families. Plant With Purpose Tanzania now partners with over 10,000 families who have on average 2.7 times the amount of savings as non-partnering families and are 63 percent more likely to send their daughters to secondary school.

Sayumi’s life wasn’t easy. She had to work exceedingly hard just to survive. She tended to her family’s farm every single day, which provided them just enough to get by. Still, her family’s life was full of uncertainty. They didn’t have money saved. They didn’t have much in terms of livestock, and in Tanzania that’s how many farmers invest their money.

Then Sayumi joined a Plant With Purpose Sustainable Development Group to learn how to grow more crops through organic practices. She also began to save money. “After joining the group, I got training in saving and entrepreneurship,” she says. “I started by contributing two shares a week. I took out a loan to help my husband pay for the children’s school fees. Then I started two double-dug beds. I made more money so I could repay the loan, and my husband helped me.”

Eventually Sayumi had saved enough money to buy a cow. She sold the cow’s milk to pay off her loans, and now rests in the hope of a more secure future.
The Plant With Purpose Thailand team has played a key role as an advocate for ethnic minority groups in the northern region of the country. This past year, Plant With Purpose Thailand participated in the Thailand Indigenous Peoples Day, which included over 1,500 people from 40 different ethnicities. They shared best practices for forest management and for including women and youth in community development work.

Before joining Plant With Purpose, Sita admits he was sceptical of new farming techniques, reforestation projects, and collaborating with outside parties to work with him on his farm. Today, he has planted over 300 trees and is an encouraging voice in the community, advocating for land management planning and community reforestation efforts.

“People in my village understand that with a good environment, we have better sources of food and medicine, and it creates unity among us,” Sita says.

Sita also credits church partnerships with establishing a foundation for unity and for encouraging villagers to protect their God-given resources. “I want to see younger generations carry on the good work and sustain it forever,” he says.
Plant With Purpose USA serves two major roles: to support and promote program growth and improvement for our international partners, and to be a leading voice on faith, poverty, and the environment across the United States.

To promote program growth and improvement, Plant With Purpose USA continuously monitors programs, deepens relationships among leadership, and conducts triennial impact evaluations, the most recent of which concluded in 2017. We have found that Plant With Purpose families cut their level of poverty by two-thirds. Plant With Purpose USA has grown over the years to value evidence-based results while at the same time holding interpersonal relationships paramount. These qualities have led us to uphold best-in-class, sustainable practices and generate long-term results.

Plant With Purpose USA has also greatly expanded its efforts across the United States to become a leading voice on how Christians are called to steward the environment. We are currently developing a greater library of educational resources to be widely accessible online. In 2019 we launched the Grassroots podcast, a forum where leading voices on faith and the environment join voices from marginalized communities. Guest speakers include pioneers in sustainable development, environmental concerns, faith practices, and poverty alleviation. Through these avenues, Plant With Purpose’s influence continues to expand both within the U.S. and abroad.

UNITED STATES OF AMERICA

85 Church Partners
19 Staff Members
900 Volunteer Hours Served

DONOR ENDORSEMENT

“Plant With Purpose connects the dots between poverty and deforestation with a beautifully holistic approach that uniquely integrates creation care, economic empowerment, and spiritual renewal. The “secret sauce” in its model is the recognition of the important role played by faith and the local church in development in the Global South. It’s an honor for us to partner with Plant With Purpose.”

JENNIFER OAKLEY
PROGRAM PARTNER, IMAGO DEI FOUNDATION
DEAR PARTNERS,

There are a number of things that make Plant With Purpose special. Our integrated approach to poverty alleviation and environmental restoration, as a way to share the love of Christ, is unique. However, one of our foundational ideas is that those we serve are our most important allies in the work.

They are the ones planting the trees, restoring their land and investing their savings in their neighbors’ endeavors. They are the ones who are becoming ongoing agents of change in their communities, continuing to multiply the work after they graduate from our program. Once we learned that the people we served were our partners, not our projects, everything we did became far more effective and sustainable.

One often-neglected aspect of the Gospel is that each of us is given the opportunity to participate in God’s redemptive plan. That is not limited to those of us with wealth; all of us have important gifts to share. Each person is needed. As Paul writes in Ephesians 2:10, we were “created to do good works.” This can be a revolutionary idea for people who have, in the past, thought of themselves as unable to contribute or, as one of our Mexico-community members Candida said, feel “worth less than other people.”

Thus, as we recount the successes of 2019, it is largely the story of the successes of our partnering families, rather than our own. We do get the privilege of catalyzing and witnessing these stories. It is also our privilege to share them with you, who participate in these dreams by volunteering, praying, or offering your financial support.

One of the highlights of 2019 included beginning our work in Ethiopia after several years of preparation. We hired Getnet Alemayehu, our Pilot Project Manager, in September 2018, and in January publicly launched the project in South Gondar. Another highlight was the Strategy Summit that we held in May, with all of our partners, dreaming about the future. That summit is helping to form our new strategic plan, Thrive25, which will be formally adopted in 2020. Other highlights included planting almost 5 million trees, launching 275 new Sustainable Development Groups, graduating 103 mature groups and involving our international partners in a revisiting of our Theory of Change.

Our funding support continued to grow, although at first glance our financials page may appear to show otherwise. However, $3 million of the income reported in 2018 was actually multiyear pledges, some of which we received in 2019 and much of which we will receive in future years. As a result, we have experienced steady growth and we expect that to continue into the future.

Looking to fiscal year 2020, one of the key projects will be completing the Thrive25 strategic plan, which we believe will lead to more than doubling our impact over the next five years. We aim to plant at least another 40 million trees and dramatically reduce poverty for half a million people.

We see tremendous opportunity in the year ahead, especially with growing interest in reforestation and planting trees to address climate change. At the same time, our partners, most of whom rely almost entirely on rain-fed agriculture, face the challenge of increasing uncertainty of weather patterns, which in turn increases the threat of food insecurity.

Nonetheless, it is with excitement and anticipation that we look forward to the coming year, grateful for what we have learned and excited to put our learning to work to heal the land and its people in the coming year. Thank you for your partnership.

Sincerely,

Scott C. Sabin
Chief Executive Officer
# FY2019 Financials

## Revenues and Support

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<th>Description</th>
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<td>Contributions and Grants</td>
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<td>Unconditional Promises to Give</td>
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<td>Interest and Dividend Income</td>
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## Expenses

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## Net Assets

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<td>Net Assets, End of Year</td>
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## Assets

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<tr>
<th>Description</th>
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<td>Unreserved Cash &amp; Equivalents</td>
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## Liabilities & Net Assets

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<td>Accounts Payable/Accrued Expenses</td>
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<td><strong>Total Liabilities &amp; Net Assets</strong></td>
<td><strong>$5,246,862</strong></td>
<td><strong>$4,360,376</strong></td>
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BOARD OF DIRECTORS
Jeff Busby
Cindy Chen
Steve Dahnens
Judy Enns
Janet Farley
Jeff Kahler
Eric Kaiser
Ted Law
Cathi Lundy
Cindy Outlaw
Scott Sabin
Darrell Shrader
Nick Wiik
Denise Yohn

EXECUTIVE STAFF
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Chief Executive Officer
Paul Thompson
Chief Operating Officer
Kristen Kreitzer
Finance and Administration Director
John Mitchell
International Programs Director
Robert Morikawa
Technical Director
Christi Huizenga Renaud
Marketing and Development Director
Doug Satre
Strategic Partnerships Director
“The land produced vegetation: plants bearing seed according to their kinds and trees bearing fruit with seed in it according to their kinds. And God saw that it was good.”

Genesis 1:12 (NIV)