

ANNUAL REPORT

FISCAL YEAR 2021



For People & Planet

Plant With Purpose is a global development organization reversing rural poverty and deforestation through environmental restoration, economic empowerment, and spiritual renewal. Guided by our biblical call to environmental stewardship and care for those in need, Plant With Purpose seeks to address the root causes of poverty and stand with the world's most vulnerable people to restore the life-giving ecosystems created by God.



2.5
Months

Savings

Purpose Group participants have 2.5 months of savings on average, compared to 1 month for nonparticipants.

37%

Food Security

Crop yields are increased by 37% through regenerative agriculture.

2.7%

Tree Cover

Tree cover is increasing or stable in all areas where we work. We estimate that over 3 years, tree cover diverged from national trends by 2.7%, representing 2.2 million acres of land protected or restored.

6
Tonnes

Restoration

Partnering families sequester an average of 6 tonnes of CO₂e each year. Carbon is removed from the atmosphere, soil is enriched, crop yields are increased, and biodiversity is enhanced.

70%

Agency

70% of program participants believe their work is a good use of their talents, demonstrating a sense of personal value and agency, compared to nonparticipants (58%).

PARTNERS NOT PROJECTS

The heart of our mission is restoring relationships—between people and planet, between people and one another, and between people and God. Often, oppression and inequality are at the root of poverty. At Plant With Purpose, we believe in the inherent value, equality, and agency of all people. We believe that the rural farmers we work with can solve the problems of poverty and environmental damage in their region with the right tools and support. That's why every Plant With Purpose program is locally-led and community-based. We don't have projects, we have partners. This sense of mutual respect and collaboration is at the core of our work and reflected in everything we do.

Global Impact

MEXICO

177
PURPOSE GROUPS
11,949
PEOPLE SERVED
69
CHURCH PARTNERS
58,779
TREES PLANTED

HAITI

539
PURPOSE GROUPS
77,985
PEOPLE SERVED
104
CHURCH PARTNERS
500,979
TREES PLANTED

DOMINICAN REPUBLIC

254
PURPOSE GROUPS
37,474
PEOPLE SERVED
137
CHURCH PARTNERS
1,708,290
TREES PLANTED

BURUNDI

425
PURPOSE GROUPS
61,981
PEOPLE SERVED
152
CHURCH PARTNERS
846,921
TREES PLANTED

DR CONGO

241
PURPOSE GROUPS
56,040
PEOPLE SERVED
72
CHURCH PARTNERS
900,704
TREES PLANTED

TANZANIA

444
PURPOSE GROUPS
54,163
PEOPLE SERVED
261
CHURCH PARTNERS
1,578,360
TREES PLANTED

ETHIOPIA

48
PURPOSE GROUPS
4,565
PEOPLE SERVED
27
CHURCH PARTNERS
300,778
TREES PLANTED

THAILAND

29
PURPOSE GROUPS
3,302
PEOPLE SERVED
47
CHURCH PARTNERS
107,190
TREES PLANTED

Because of the generous support of our U.S. partners during this fiscal year, our programs across the globe surpassed projected growth goals, in spite of the pandemic.

The restoration of watersheds, ecosystems, and the building of economic resources creates resilience, enabling these vulnerable communities to continue to grow out of poverty even in the face of natural disasters, political unrest, local conflict and the growing impacts of climate change.

Through savings and loans, restoring the environment, and respecting God and His creation, I am able to improve my journey toward sustainable development.

– Mugere, partner farmer, Burundi

Through God, we can do everything. There are things we can do with our little trees and our projects that will shape the future of our families.

– Maria Luisa, partner farmer, Burundi

Global Program Expansion

THRIVE 25 RE:VISION

In fiscal year 2021, we exceeded our original revenue goal of \$6.2 million by more than \$1.2 million. As a result, just 12 months into our five-year THRIVE 25 strategic plan, we determined that the 2025 goal of doubling our annual revenue to \$10 million was far too conservative. The Plant With Purpose Board of Directors has now approved a Re:Vision of the THRIVE 25 strategic plan, creating a new 2025 goal of \$20 million in annual revenue, supporting the expansion of our program goals.



We now plan to scale our poverty alleviation work to impact nearly 900,000 people and regenerate watersheds that represent 6,700 sq miles, an area of land larger than Yellowstone, Grand Canyon, and Joshua Tree national parks combined! Since our founding in 1984, we've planted over 43 million trees, and we plan to double that number by the end of 2025. We will also partner with hundreds more local churches, fueling spiritual renewal and discipleship.

TRIENNIAL IMPACT EVALUATION

Every three years, our team conducts an in-depth impact evaluation applying monitoring and evaluation best practices. Our latest study (2018-2020) was completed in fiscal year 2021 and can be viewed at plantwithpurpose.org/impact.





We are very pleased with the results of this study, which further validates our prior triennial analysis (2015-2017). This is a comprehensive and significant undertaking every three years, and we are committed to verifying and optimizing the impact and efficacy of our program activities.




* Chart reflects total cumulative activity as reported at the end of the respective fiscal year.





FY2000	
	1,663,437
	0
	8,260
	0





FY2010	
	5,583,866
	63
	45,946
	43

FY2017	
	23,060,534
	1,242
	193,776
	535

FY2018	
	27,653,871
	1,346
	189,382
	601

FY2019	
	32,649,884
	1,465
	200,185
	683

FY2020	
	37,374,454
	1,647
	221,937
	745

FY2021	
	43,376,455
	2,157
	307,460
	869

FY2025 Goals	
	89,000,000
	6,700
	880,000
	2,000



TREES

Trees are a critical part of our environmental restoration activities. Trees can prevent erosion, increase soil health, purify water, and improve crop production through agroforestry techniques. In addition, trees sequester carbon and contribute to the renewal of entire ecosystems.



GROUPS

Purpose Groups are the core component of our holistic empowerment model. Integrating savings groups, farmer field schools, and spiritual encouragement, Purpose Groups are foundational to the efficacy of the Plant With Purpose model (see page 9).



PEOPLE

Plant With Purpose participant families are truly partners and agents of their own success. As a result of our interventions, families are able to reduce their poverty by more than half and become catalysts for the economic, environmental, and spiritual advancement of their entire community.



CHURCH PARTNERS

We come alongside local churches with training and support to encourage community members to grow in their love and care for their neighbors and creation, reflecting God's love. One of the wonderful results of our work is the increased sense of purpose and value experienced by our participants.

THE PLANT WITH PURPOSE Watershed Model

WATERSHED MODEL

A watershed is an area of land defined by hydrological boundaries where water flows downhill along natural contours to a river or common body of water. Within the watershed, life is interconnected and interdependent.

That's why the Plant With Purpose Watershed Model is so uniquely effective. By working with just over half the families in a watershed, the entire watershed experiences environmental restoration and poverty is cut by more than half.

When we work in harmony with creation, the land and its people can heal. The Plant With Purpose Watershed Model is making that possible.

Regenerative Agriculture Training



Spiritual Support



PURPOSE GROUPS

Purpose Groups are dynamic communities of local families committed to mutual support. Each group includes these four facets.

Farmers improve their own land, work together to develop the community, and share what they learn with their neighbors. Church partnerships provide hope and change the way that entire communities think about their role in caring for the environment, their community, and one another.

Savings and Loan Groups



Tree Planting and Growing



United in Purpose

GLOBAL PARTNERS

U.S. PARTNERS

PLANT WITH PURPOSE TEAM

HEALING RELATIONSHIPS WITH SELF, OTHERS, GOD, AND CREATION

Vista Hermosa Foundation has partnered with Plant with Purpose in Mexico consistently since 2008 and more recently in Haiti. As a family foundation that has its roots in family farming, we are stewards of a legacy “to bear fruit that will last,” coming alongside communities in context.

Plant With Purpose’s work in holistic community development, utilizing watersheds as a central organizing space and providing both material and spiritual support, aligns well with the foundation’s Theory of Change which centers healing relationships with self, others, God, and creation. At a time when the impacts of climate change are making headlines, Plant With Purpose is on the ground with farming communities on the front lines, complementing their existing resources to foster resilience.

Susan Dobkins
Managing Director
Vista Hermosa Foundation

WE THINK OF OURSELVES AS A FAMILY

In fiscal year 2021, we launched THRIVE 25, our new strategic plan, with what felt like the ambitious goal of doubling our impact over the next five years. By God’s grace, and with your support, we exceeded our first-year stretch goal by 25% and, realizing that our five-year goal was in reach by year two, updated the plan, nearly doubling our 2025 objectives.

We continue to learn how to operate against the background of COVID-19 and to better understand how our integrated program contributes significantly to resilience and hope in the communities we serve. Despite the pandemic, we were able to meet or exceed all of our program goals for the year, planting over six million trees for the first time. We also completed our triennial impact evaluation which demonstrated that the impact of our work was widespread and significant, extending beyond our direct participants to their neighbors, and all who live within our key watersheds.

Of course, there have been challenges as well. Here, we suffered the loss of a beloved colleague, Kirstie Hibbard, in a tragic accident. Internationally, in addition to the pandemic, several of our partners have been dealing with civil unrest. Their perseverance, despite the threat of violence has been inspiring.

We enter the new fiscal year, excited about rapidly increasing opportunities, largely due to growing interest around tree planting and nature-based solutions to climate change. I am thrilled by the opportunity to do more for both people and planet.

We think of ourselves as a family which includes not only our team in the United States, but our local partners who are working in each of our program countries. Crucially, it also includes the farming families we serve, as well as the donors and supporters who make that work possible. We have the unique privilege of connecting those disparate groups, and it has been a blessing to see how this connection continues to deepen and grow. Thank you so much for your partnership.

Scott Sabin
CEO

WHAT I THOUGHT WAS IMPOSSIBLE, HAS BECOME POSSIBLE!

My name is Francine, I am 28 years old. I always dreamed that one day I would be financially independent and well regarded. But life didn’t start out that way. I was married at 18 to a young man who was unemployed. We couldn’t produce enough crops to meet our family’s needs. We ate only one, poor meal a day. Life was so hard I even tried to run away.

In 2014 a friend told me that she had also gone through difficult times, but benefited from joining a Purpose Group. After convincing my husband, we also joined a group. We began to save money and the training led me to develop a passion and love for agriculture. We expanded our farm and planted forest trees and fruit trees. Applying regenerative techniques, our production tripled.

I began to train others in these techniques and was chosen to be a Village Agent. I now supervise eight Purpose Groups. Because my family has been transformed in front of everyone, others easily follow and apply the training.

I have seen 45 members significantly improve their standard of living following my example and technical advice—this is a great source of pride for me. In addition to our expanding farm, we were also able to build a house and open a small shop that my husband manages, and recently a bakery. We can now hire workers for our farm.

Today, we eat three meals a day. My children are well dressed and I can easily pay school fees. My goal is to see at least 80% of the people in my groups change their behavior and improve their standard of living. I feel respected in my community and in my family. I also know that the work I am doing benefits the whole planet. It feels good to be part of the Plant With Purpose global community.

Francine
Village Agent
Burundi

Program Impact

“Thanks to the techniques we’ve learned, we are empowered to respond to the needs of our families.”

— Loriana
Haitian partner farmer

RESILIENCE

While the world continues to grapple with the COVID-19 pandemic, partners in Ethiopia and Haiti also face natural disasters, civil unrest, and government instability.

Expansion Amidst Conflict in Ethiopia

In Ethiopia, where 84% of the population lives in poverty, there are concerns that unrest could lead to civil war. Despite this backdrop, Plant With Purpose completed its two-year pilot program and is ready to scale. Most importantly, all local stakeholders have extended the invitation to expand our work.

Moving forward undaunted: Haiti

In Haiti, Plant With Purpose has been working with local farming families since 1997. This year, the nation experienced a terrible series of civil and natural disasters. Gang activity, inflation, and political crisis have affected our team. However, program participants have shown extraordinary resilience.



Ethiopia

COMMUNITY FOREST MANAGEMENT

A key aspect of environmental restoration and the Watershed Model is the way communities work together to create and manage shared forest space.

Preserving native ecology in Tanzania

In Tanzania, many partner farmers received seed harvesting training this year. As a result, participants harvested a total of 156kg of seeds from 24 different native tree species. This is especially important as most watersheds are found in and around the ecologically important Mt. Kilimanjaro region.

Refugees in Thailand treated as partners

In Thailand, ethnic minority farmers—who are often marginalized and not able to become citizens—are empowered to work alongside government agencies to restore community forests: “Since partnering with Plant With Purpose, people in the community see the importance of forests and maintaining our watersheds. Having a healthy environment can positively impact everything in life.”

— Eair, Thai farmer



Thailand

PANDEMIC RESILIENCE

Through savings, training, and small business, communities and partner farmers were able to build resilience to face crises, even including a global pandemic.

Self-reliance in Oaxaca, Mexico

In our first international trip in almost two years, we visited Don Carlos and Epifania, the family featured in our 2021 Global Impact Video. Through their Purpose Group, Don Carlos and Epifania were able to build a chicken coop. Their hens started laying eggs around the beginning of the pandemic, and they didn’t need to buy a single egg to feed their family. Scan to watch their inspiring story.



Mexico



RECONCILIATION

Spiritual renewal is one of Plant With Purpose’s three core program components. And while this can be difficult to measure with numbers and graphs, it is made evident through a change in attitudes and actions.

Overcoming differences in the DR Congo

In the Democratic Republic of the Congo, two feuding neighbors joined the same Purpose Group. “After prayer, and before starting the savings activities, we would go through this inspirational slogan: ‘TUUDUMISHE UPENDO, MUSHIKAMANO NA NIZAMU,’ which means ‘let us strengthen love, solidarity, and discipline.’ We were touched by these words and so decided to reconcile and reestablish our friendship as it was before.”

Forgiveness for a Burundian family

In Burundi, Purpose Group member Olivier transformed his land through regenerative agriculture, and his spirit was transformed as well. “After attending a Theology of Work discussion, I decided to reconcile with a family member, Sylvestre. Not long afterwards, his house caught fire. I took a risk in order to stop the fire and wound up saving his house. The things I’ve learned from Plant With Purpose have helped me understand mutual love and forgiveness. Now we live in harmony.”

DR Congo



THE COURAGE TO SCALE

Plant With Purpose experienced unprecedented growth this year, even with additional challenges and restrictions due to the pandemic. God is faithful, and we have seen Him work.

The Dominican Republic continues to scale

Plant With Purpose began in 1984 in the Dominican Republic. This year, we were able to dramatically scale impact by starting 83 new Purpose Groups and planting 1.7 million trees, the most of any program. “Why now?” we asked Durbel Lora Brito, Country Director. “Because we are not afraid,” he said. The team recently participated in an identity and vocation workshop and described themselves with the word, “courageous.” Durbel went on to explain that the team has the confidence and capacity to scale. Increased giving from partners in the U.S. helped fund ambitious goals like those of our Dominican Republic team. We thank God for the courage of our partners in the U.S. and abroad.

Dominican Republic

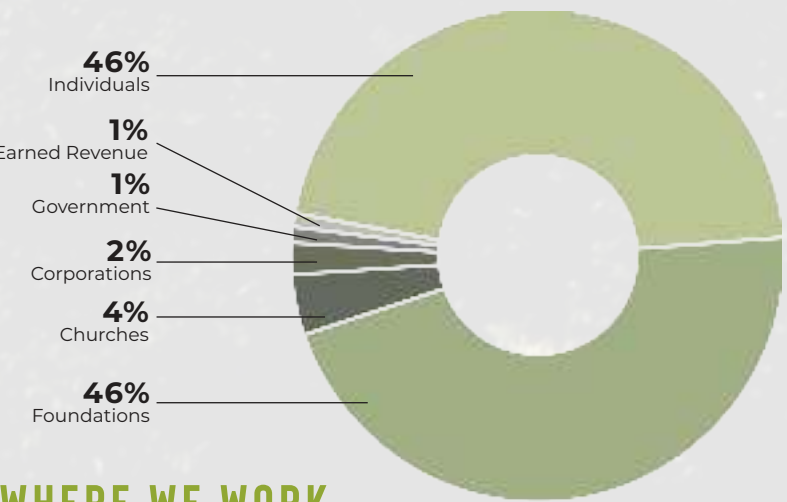


Financials

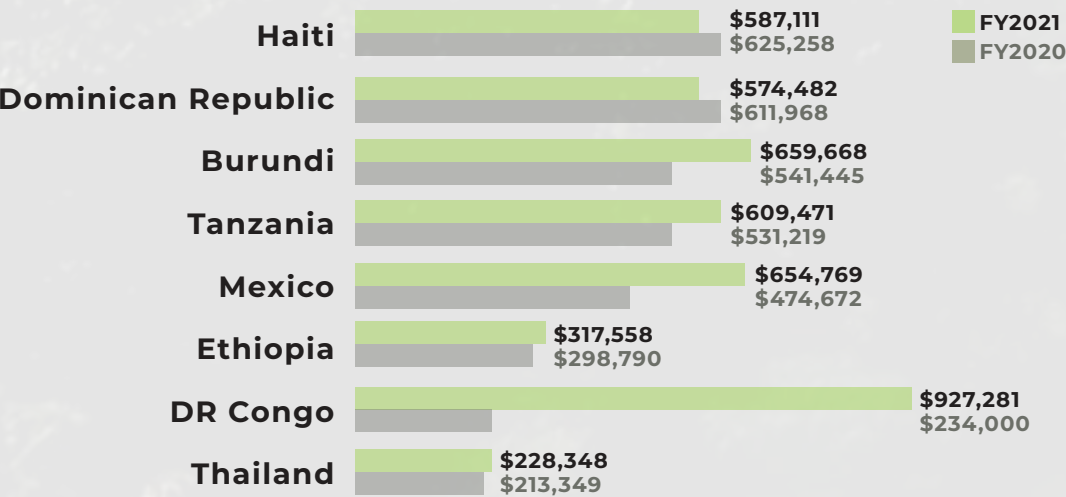
2021 STATEMENT OF ACTIVITIES	TOTAL	2020	TOTAL
REVENUES AND SUPPORT			
Contributions and Grants	\$7,422,728		\$4,832,566
Interest and Dividend Income	26,100		23,192
TOTAL REVENUES	\$7,448,828		\$4,855,758
EXPENSES BY REGION			
PROGRAM ACTIVITIES			
Africa	\$2,513,978		\$1,605,454
Latin America and Caribbean	1,816,362		1,711,898
Asia	228,348		213,349
U.S. Awareness & Education	520,928		687,759
TOTAL PROGRAM ACTIVITIES	\$5,079,616		\$4,218,460
SUPPORTING ACTIVITIES			
Fundraising	929,283		645,162
General and Administrative	542,282		467,013
TOTAL SUPPORTING ACTIVITIES	\$1,471,565		\$1,112,175
TOTAL EXPENSES	\$6,551,181		\$5,330,635
NET ASSETS			
Net Assets, Beginning of the Year	\$4,651,534		\$5,126,411
Change in Net Assets	897,647		-474,877
Net Assets, End of the Year	\$5,549,181		\$4,651,534

2021 STATEMENT OF FINANCIAL POSITION	2020	2021	2020
ASSETS		LIABILITIES & NET ASSETS	
Unreserved Cash & Cash Equivalents	\$558,554	Accounts Payable/Accrued Expenses	\$200,385
Operating Reserves - Cash	217,288	Notes Payable	0
TOTAL CASH & EQUIVALENTS	\$775,842	TOTAL LIABILITIES	\$200,385
Operating Reserves - Investments	2,801,736	Net Assets	
Unconditional Promises to Give	1,962,700	Unrestricted	3,114,618
Prepaid Expenses	61,436	Restricted	2,434,563
Property and Equipment	36,271	TOTAL NET ASSETS	\$5,549,181
Investments	28,307		\$4,651,534
Endowment Investments	83,274		
TOTAL ASSETS	\$5,749,566	TOTAL LIABILITIES & NET ASSETS	\$5,749,566
			\$4,799,547

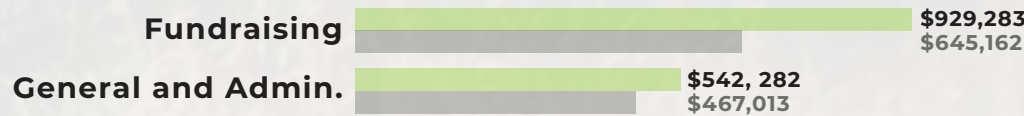
FUNDING SOURCES



WHERE WE WORK



SUPPORTING ACTIVITIES



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*Staff and board for fiscal year 2021.



THE NEED IS GREAT. OUR APPROACH WORKS. TOGETHER, WE'RE DOING EVEN MORE.

We are proud to be endorsed by leading nonprofit review organizations that help individuals find trustworthy partners who keep their promises and faithfully steward resources.



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On the cover: The daughter of Don Carlos and Epifania from Oaxaca, Mexico, featured in our 2021 Global Impact Video. She enjoys an apple, grown on their farm. There is no better indicator of the success of your work through Plant With Purpose than a thriving child.

