



ANNUAL REPORT

FISCAL YEAR 2022

A photograph of a man wearing a dark hat and a striped polo shirt, looking upwards in a lush, green forest. The image is partially obscured by a large, curved, light-colored graphic element that sweeps across the top and right side of the page.

FOR PEOPLE & PLANET

At Plant With Purpose, we believe in the inherent value, equality, and agency of all people. We believe that the rural farmers we partner with can solve the problems of poverty and environmental damage in their communities with the right tools and support.

IN 1984, TOM WOODARD CATALYZED a movement of rural community transformation. While in the Dominican Republic on a hurricane relief effort, he came to understand the link between environmental degradation and rural poverty. Inspired by God's call to look after the Earth and our neighbors, he was determined to create long-term solutions to combat this problem and launched Floresta, now known as Plant With Purpose.

Today, Plant With Purpose is a Christian global development organization that partners with almost 400,000 people in eight countries to reverse rural poverty and deforestation through environmental restoration, economic empowerment, and spiritual renewal. Guided by the Biblical call to environmental stewardship and care for marginalized communities, Plant With Purpose addresses the root causes of poverty by partnering with rural farming families to restore their land, affirm dignity, and cultivate hope.

We believe sustainable and holistic community development results from restoring relationships—between people and the environment, between people and their neighbors, and between

people and God. Many of the farmers with whom we partner are overlooked and underestimated by society. At Plant With Purpose, we believe in the inherent value, dignity, and agency of all people, as they were made in God's image. We believe that the farmers we partner with can be agents of sustained change in their communities when they are given the tools and support needed to reduce poverty and environmental damage. That's why every Plant With Purpose program is locally led and community based. **People are our partners not our projects.**

This year has not been easy for our global partners. Civil conflict, natural disasters, environmental crises, and the COVID-19 pandemic have created significant challenges in many of our partnering countries. Despite these difficulties, we met or exceeded our program goals in almost every category, including tree planting, Purpose Groups, church partnerships, and community graduation. The dedication and resilience of partnering families has been an inspiration to our team. Likewise, the enthusiasm from supporters like you has kept us pushing forward in difficult times. ■

Economic Empowerment

Community members are able to take control of their finances, send children to school, improve households and farms, and establish a financial safety net by generating savings from Purpose Groups.

Economic Empowerment

Spiritual Renewal

Spiritual Renewal

As a Christian organization, spiritual renewal activities are a foundation of our programs. From our Theology of Work curriculum and prayer, to our more than 1,000 local church partnerships, spiritual renewal is key to creating lasting, sustainable transformation.

Environmental Restoration

Environmental Restoration

The farmers and communities we partner with rely on their land to feed their families and to generate income. However, when soil is degraded and natural resources are depleted, farmers cannot grow the crops that they need to survive. Through Plant With Purpose programs, farmers can combat these issues and learn skills like regenerative agriculture, soil conservation, and tree planting.

THEORY OF CHANGE

The crisis of poverty is a multidimensional problem that is environmental, economic, and spiritual. Because of this, solutions must also be multidimensional and comprehensive. Our Theory of Change addresses each of these challenges holistically.

IMPACT STAT

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



OUR UNIQUE WATERSHED MODEL

IN FISCAL YEAR 2022, WE PLANTED OUR 50 MILLIONTH TREE! This significant milestone results directly from working with local communities and building relationships that enable us to learn from one another and ensure that the best possible agricultural practices are implemented with a combination of expertise, indigenous knowledge, and farmholder experience.

These practices come to fruition through our Watershed Model. We maximize our impact by working strategically within the boundaries of a watershed, an area of land defined by hydrological boundaries where water flows downhill along natural contours to a river or a common body of water. Within watersheds, all life is interconnected. That's why the signature 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. 🌱

IMPACT STAT

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

Within watersheds, all life is interconnected.



Reforestation



Savings Groups



*Farmer Field
Schools*



*Spiritual
Encouragement*

watershed *noun*

1. The entire region draining into a river, river system, or other body of water.
2. A ridge of high land dividing two areas that are drained by different river systems.
3. A critical point that marks a division or a change of course; a turning point.

PURPOSE GROUPS

The heart of our watershed model is the Purpose Group: dynamic communities of local families committed to mutual support. These groups provide an avenue for farmers to participate in a locally-led savings and loan group as well as learn sustainable agricultural techniques through Farmer Field Schools. Farmers improve their own land, work together to strengthen their community, and share what they learn with their neighbors. Partnerships between local churches and Purpose Groups provide hope and change the way entire communities think about their role in caring for the environment and one another.

THE GLOBAL IMPACT

YOUR GENEROSITY HAS ENABLED OUR programs across the globe to surpass projected targets and achieve anticipated goals this year. With your help, we are equipping farming families to restore watershed ecosystems and build the community resilience they need to thrive. That resiliency empowers vulnerable communities to continue to grow out of poverty even in the face of natural disasters, political unrest, local conflict, and the growing effects of climate change. ■

IMPACT STAT

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.

MEXICO

252
PURPOSE GROUPS
15,617
PEOPLE SERVED
84
CHURCH PARTNERS
100,849
TREES PLANTED

HAITI

607
PURPOSE GROUPS
87,326
PEOPLE SERVED
112
CHURCH PARTNERS
545,828
TREES PLANTED

DOMINICAN REPUBLIC

324
PURPOSE GROUPS
43,666
PEOPLE SERVED
153
CHURCH PARTNERS
2,050,331
TREES PLANTED

BURUNDI

577

PURPOSE GROUPS

83,130

PEOPLE SERVED

162

CHURCH PARTNERS

1,050,484

TREES PLANTED

ETHIOPIA

210

PURPOSE GROUPS

20,953

PEOPLE SERVED

74

CHURCH PARTNERS

851,580

TREES PLANTED

THAILAND

36

PURPOSE GROUPS

1,747

PEOPLE SERVED

59

CHURCH PARTNERS

389,178

TREES PLANTED

DR CONGO

369

PURPOSE GROUPS

87,846

PEOPLE SERVED

127

CHURCH PARTNERS

1,218,159

TREES PLANTED

TANZANIA

491

PURPOSE GROUPS

58,824

PEOPLE SERVED

282

CHURCH PARTNERS

1,431,673

TREES PLANTED

Partnering for Impact

Plant With

*Purpose is grateful
for our partnership
with One Tree*

*Planted, who
provided funding
of \$472,000 to
plant trees in Haiti,
the Dominican
Republic, Burundi,
and Thailand
during FY2022.*

*Their partnership
led to the successful
planting of 100,000
trees in our Haiti
program alone.*

PROGRAM HIGHLIGHTS

Plant With Purpose's greatest strengths are the smallholder farmers and the communities we partner with. Communities are driven by solidarity, enabling them to restore their land, rise above poverty, and deepen their discipleship. 🌱



Resilience

Haiti: *Resilience in the face of civil unrest*

Haiti has been the embodiment of resilience for our programs. Throughout the years the country has faced devastating natural disasters and unimaginable periods of civil unrest, the latter of which increased significantly over the past year. Gang activity, inflation, and political crisis have affected our team. However, despite the conflicts, communities showed inspiring determination and exceeded many program goals.



Economic Empowerment

Ethiopia: *Economic empowerment in spite of civil war*

In Ethiopia, where 84% of the population lives in poverty, extreme civil unrest has been an ongoing issue. Despite this tension, participants have completed entrepreneurial training to learn how to thrive in Ethiopia's unique market. This is driving economic empowerment throughout the program. This year, Ethiopia was able to establish 162 new Purpose Groups, compared to just 18 groups the previous year.

Tanzania: *Building economic sustainability*

In Tanzania, many program members participated in entrepreneurial training through their Purpose Groups, and we saw an increase in the number of members who opened new businesses. 2,097 members managed to establish income-generating activities like selling produce and livestock in the local markets as well as other entrepreneurial endeavors.



Care for Creation

Burundi: *Innovating ways to protect the Earth*

In Burundi, environmental protection was a top priority during fiscal year 2022. Burundians came together to plant trees and combat bushfires, facilitate school lessons about environmental education, and apply unique strategies to continue to heal the environment.

"The manufacturing and use of improved stoves has provided a solution to the exploitation of forest resources. Surprisingly, now almost every woman in our Purpose Group knows how to make an improved stove when this activity was intended to be for the men." - Ella, Siguvyaye I

Thailand: *Restoring the land in Thailand*

In Thailand, many partnering farmers are still recovering from the effects of the global pandemic, however participants have shown dedication to the development of their land.

"Since I've been planting seeds, I can grow more fruit and rice to feed my family. I started to protect my own plantation and take care of the environment. Sometimes this means planting trees in the forest, other times it means making a firebreak. But this all makes for a better environment." - Yayu, NamKohk



Community & Connection

Dominican Republic: *Fostering a dedicated community*

As Plant With Purpose's oldest partnering country, the work in the Dominican Republic has grown tremendously over the years. This year, participants re-emphasized their focus on togetherness. Community members often gathered to address and solve issues together, leading to great successes within the program.

"We believed in the ideas Plant With Purpose was promoting. We were inspired. We came together as a group and we started working towards our community's progress." - Pablo, Ozama

Mexico: *Creating success together*

This year Mexico has seen significant growth, with a commitment to better their communities as a whole. *"The group feels like a family because we trust each other. We are very close, we get together once a month. It's nice because we live alongside each other and we support each other whenever anyone needs anything. You can see the unity we have and that motivates me to continue in the group." - Juana, Oaxaca*



Spiritual Renewal

The Democratic Republic of the Congo: *Honoring God leads to peace*

Peace and reconciliation play a significant role in the Democratic Republic of the Congo's (DRC) spiritual renewal activities. Partners in the DRC are committed to fostering peace and reconciliation in their communities. This year, many community members and church leaders gathered together to celebrate peace and forgiveness.

IMPACT STAT

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%).



CONNECTED BY PURPOSE

ABOVE ALL ELSE, THE PASSION AND DEDICATION of the entire Plant With Purpose community is what enables us to experience such remarkable impact. From the farmers planting trees, to the U.S. and global staff supporting participants with love and expertise, to supporters like you who believe we are called to be champions for both vulnerable people and God's creation—we are all connected by a common purpose, and it shows in the successes we accomplish as a team. ■

IMPACT STAT
Crop yields increased
by 37% through
regenerative agriculture.

THERE IS SO MUCH I HAVE LEARNED FROM witnessing the faithfulness and dedication of the Plant With Purpose farmers. I believe they may show those of us in the developed world the power of low-tech, community-led solutions to climate change.

I became active in the adult education programs of my church and pushed for creation care courses. We planted fifty oaks and pines, which felt good—but also felt like too little, too late in the fight to slow climate change. As I learned about Plant With Purpose, I began to glimpse a solution to our climate problem. I learned that the farmers who partner with Plant With Purpose are taught regenerative agriculture techniques, including agroforestry.

I realized these smallholder farmers are the key. They are the ones who suffer first from climate change, but they are not helpless—they are taking charge of their own land and futures. Their indigenous knowledge and personal connection with the Earth may help them care for the land as God intended. I'm grateful that through my support of Plant With Purpose I am able to partner with these farmers in changing the world.

Ellen Tucker
*Plant With Purpose
Supporter | Monterey, CA*



MY LIFE HAS BEEN GREATLY SHAPED BY

the generosity and kindness I experience through our Plant With Purpose donor community. Thinking back to my early days at Plant With Purpose as the newly arrived, first staff person in Texas, I greatly appreciated the genuine openness of our supporters. They would happily introduce me to their friends and networks so the cycle of connection could continue as we grew the Plant With Purpose community. Their kindness and hospitality was truly contagious.

I've been astounded by the commitment these partners have for our mission. From international Vision Trips, public speaking, volunteer projects, and more, I saw these supporters faithfully live out the values they share with our ministry—creating restoration locally AND globally as they heal broken relationships and create a more just world.

As these supporters welcomed me into their lives and we built meaningful relationships, I found a sense of a community where previously I'd had none. I am privileged to see God at work in so many ways through our donors, and as they

mentor and encourage me,
my own faith and generosity
continue to grow.



Valerie Foulkes
*Plant With Purpose
U.S. Staff | Strategic
Initiatives Manager*

I AM GRATEFUL FOR EVERYTHING I HAVE

learned from Plant With Purpose staff members. I joined a Purpose Group in my community and began to make a lot of progress with saving. Many of the staff members began teaching me techniques in soil conservation that I applied to my land.

My tree plantations were depleted of healthy soil because I had been using unhealthy practices for a long time. Soil conservation is a good thing and important knowledge that must be passed on from generation to generation. If we do not maintain soil, it will be damaged and the next generation cannot use the land.

I also learned about how agroforestry is just as important as soil conservation. When the sun is hot, the trees in plots provide shade and we can breathe comfortably. In the beginning of this world, God created a beautiful and good creation. These days, everything has been degraded, but agroforestry makes me realize that we can maintain our environment by planting. Agroforestry sustains a plot full of food where and we can harvest products to sell for income, such as tea. I can sell every part of my tea tree—even the old leaves can be sold, which makes us money every month.

Zha Phe
*Partner Farmer |
Mae Na Wang,
Thailand*



GOD'S WORD HAD TAUGHT ME A LOT

about protecting the Earth and cultivating peace. Peacebuilding is a pillar of our program. In the Democratic Republic of the Congo (DRC) it is a key to success for our program. Communities have spent much time in conflict, but we bring communities to trust each other and work competently together.

Churches who are teaching the word of God are playing a significant role in peacebuilding in the community and they are also motivating people to care for the environment themselves.

We are excited about everything we are accomplishing through God. There are considerable reductions in bushfires and we are confident that in the years to come the environment will be restored. Also, more participants are starting businesses in our communities, boosting the local economy. This is something that we are really proud of.

Having God and the church in our program is a part of our identity. We learn from God and put God in the center of everything we do. This builds confidence and trust in our communities.

Birori Dieudonne
*Plant With Purpose Global
Staff | Program Manager, DR
Congo*

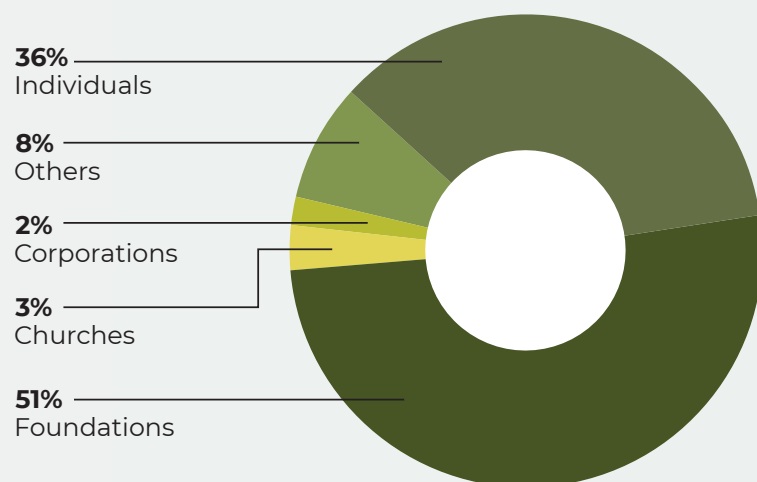


FINANCIALS

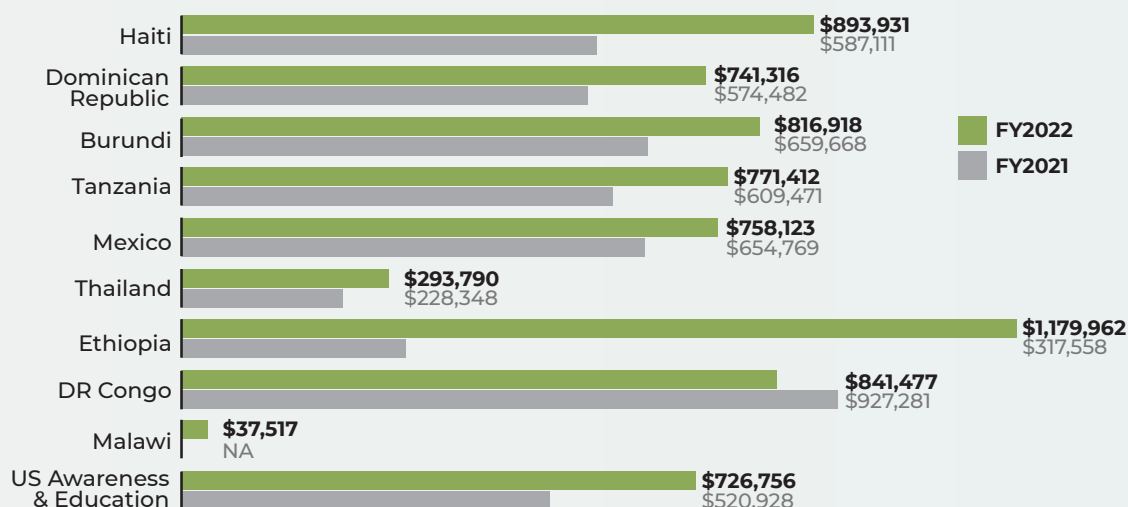
STATEMENT OF ACTIVITIES		2022	2021
REVENUES AND SUPPORT			
Contributions and Grants		\$10,215,775	\$7,422,728
Interest and Dividend Income		-\$34,317	\$26,100
TOTAL REVENUES		\$10,181,458	\$7,448,828
PROGRAM ACTIVITIES			
Africa		\$3,647,286	\$2,513,978
Latin America and Caribbean		\$2,393,370	\$1,816,362
Asia		\$293,790	\$228,348
U.S. Awareness & Education		\$726,756	\$520,928
TOTAL PROGRAM ACTIVITIES		\$7,061,202	\$5,079,616
SUPPORTING ACTIVITIES			
Fundraising		\$1,309,458	\$929,283
General and Administrative		\$637,585	\$542,282
TOTAL SUPPORTING ACTIVITIES		\$1,947,043	\$1,471,565
TOTAL EXPENSES		\$9,008,245	\$6,551,181
NET ASSETS			
Net Assets, Beginning of the Year		\$5,549,181	\$4,651,534
Change in Net Assets		\$1,173,213	\$897,647
NET ASSETS, END OF THE YEAR		\$6,722,394	\$5,549,181

STATEMENT OF FINANCIAL POSITION 2022			2021	2022			2021
ASSETS				LIABILITIES & NET ASSETS			
Unreserved Cash & Cash Equivalents	\$931,113		\$558,554	Accounts Payable/Accrued Expenses	\$358,173		\$200,385
Operating Reserves - Cash	\$0		\$217,288	Notes Payable	\$0		\$0
Total Cash & Equivalents	\$931,113		\$775,842	TOTAL LIABILITIES	\$358,173		\$200,385
Operating Reserves - Investments	\$3,155,734		\$2,801,736	NET ASSETS			
Unconditional Promises to Give	\$2,723,948		\$1,962,700	Unrestricted	\$3,545,605		\$3,114,618
Prepaid Expenses	\$124,580		\$61,436	Restricted	\$3,176,789		\$2,434,563
Property and Equipment	\$42,005		\$36,271	TOTAL NET ASSETS	\$6,722,394		\$5,549,181
Investments	\$28,307		\$28,307				
Endowment Investments	\$74,880		\$83,274	TOTAL LIABILITIES & NET ASSETS	\$7,080,567		\$5,749,566
TOTAL ASSETS	\$7,080,567		\$5,749,566				

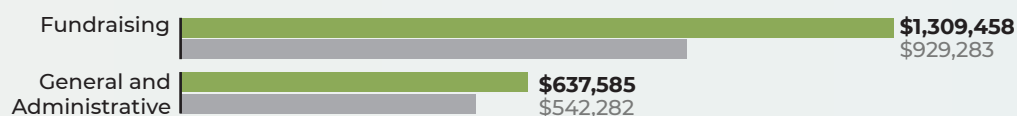
FUNDING SOURCES



WHERE WE WORK



SUPPORTING ACTIVITIES



BOARD OF DIRECTORS*

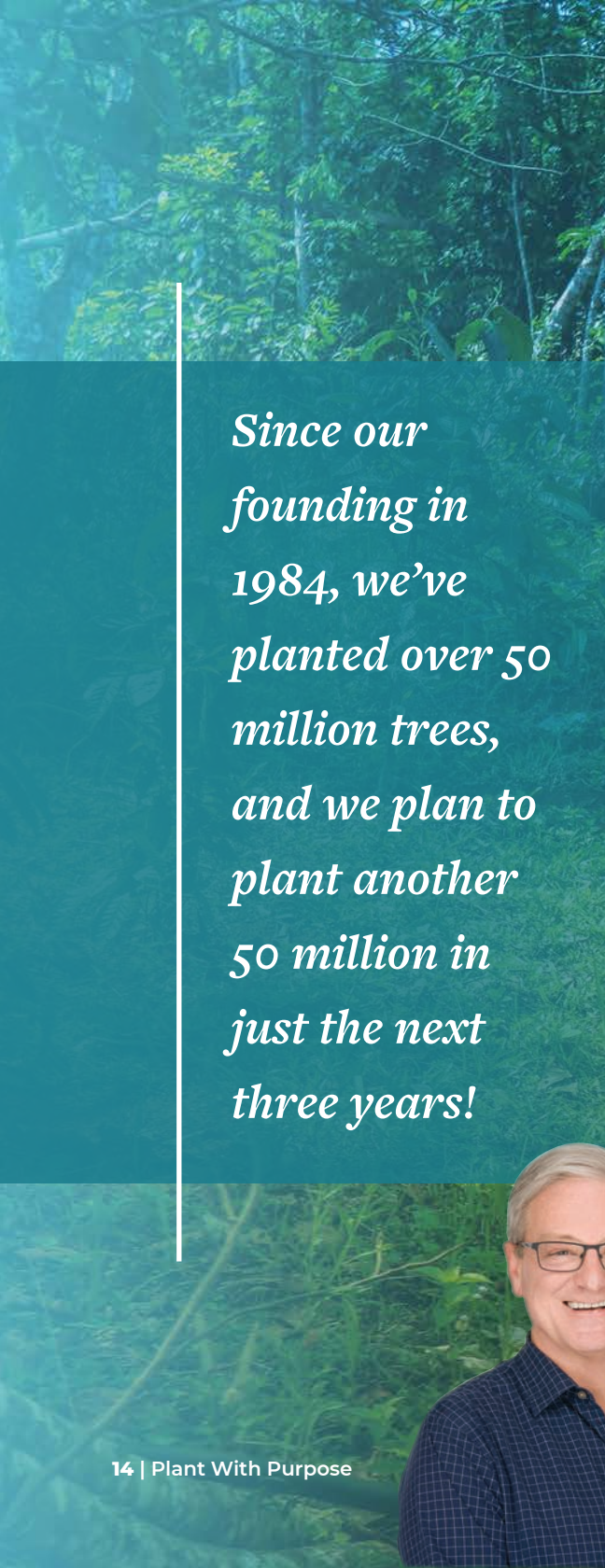
Jeff Busby
Cindy Chen
Steve Dhanens, Treasurer
Judy Enns, Secretary
Jan Farley
Jeff Kahler
Eric Kaiser
Ted Law
Cathi Lundy
Sebastian Matthews
Cindy Outlaw
Curtis Robinson
Scott Sabin, CEO
Darrell Shrader
John Steel, Chair

EXECUTIVE TEAM*

Scott Sabin, Chief Executive Officer
Paul Thompson, Chief Operating Officer
Kristen Kreitzer, Vice President of Finance and Administration
Josh Kyallo, Vice President of International Programs
Christi Huizenga Renaud, Vice President of Marketing and Development
Bob Morikawa, Senior Director of Innovation Lab
Doug Satre, Senior Director of Strategic Partnerships
Donna Johnson-Lebert, Director of Executive Office and Board Operations

*Staff and board for fiscal year 2022





Since our founding in 1984, we've planted over 50 million trees, and we plan to plant another 50 million in just the next three years!

LETTER FROM SCOTT SABIN

Chief Executive Officer

IN 2022, WE FACED CHALLENGES OF

ongoing global pandemic, drought, and armed conflict in many of the countries where we work. However, the faith, determination, and resilience of our international partners and the families we serve together have been phenomenal. In spite of all of the headwinds they face, they continue to plant trees, restore their watersheds, improve their farms, start businesses, and reconcile with their neighbors.

This year, after a pandemic induced hiatus, we finally began to travel again. However, the previous two years taught us to be more efficient, using remote tools to work together, making our international partnership more collaborative and integrated than it has ever been.

Thanks to a growing cadre of faithful donors, and increased interest in tree planting as a nature-based solution to climate change, our budget grew by over 36%, exceeding expectations. Our work has received attention with our long track record of not just planting trees, but ensuring local communities benefit from them and are engaged in their long-term survival. This makes me excited about possibilities for future growth, despite current economic uncertainty.

One example of this was having our programs in the Democratic Republic

of the Congo (DRC) and Burundi selected by AFR100, a coalition of 31 African governments, as being among the top 100 land restoration projects in Africa. Over 3,200 programs were considered and the top twenty, which included our work in the DRC, were announced at COP26. Both our DRC and Burundi partners received significant funding.

As a result of this increased support, our partners were able to plant their 50 millionth tree. Perhaps even more gratifying to me is the fact that today I can walk through mature forests planted soon after I first began working with Plant With Purpose almost 30 years ago.

We are eagerly looking forward to fiscal year 2023 when we will launch our 9th country program in Malawi, having completed all of the preparation work this year.

I am mindful that none of the success we are experiencing would be possible without God's blessing. I am reminded of this constantly when I talk with our international directors, who see the transformation taking place in the hearts of partnering farmers as the key to lasting change. Participants in deep-seated conflict are reconciling, working together for peace and the restoration of the land they share, out of a renewed sense of purpose and the hope that comes from God. ■





GLOBAL EXPANSION

BY THE END OF FISCAL YEAR 2025, we plan to scale our poverty alleviation and environmental efforts to impact almost 900,000 people across ten countries and 89 watersheds. Since our founding in 1984, we've planted over 50 million trees, and we plan to plant another 50 million in just the next three years. From growing and scaling programs, exceeding revenue goals, and expanding our staff, with your help we are confident that we will continue to reach our Thrive25 strategic plan goals. These accomplishments will guide Plant With Purpose as we become the leading organization operating at the intersection of poverty alleviation, environmental restoration, and spiritual renewal. We will also partner with hundreds more local churches, fueling spiritual renewal and discipleship. ■



Trees



Groups



People



Church Partners

89,000,000	6,700	880,000	2,000	<i>FY2025 GOAL</i>
51,116,712	2,866	399,110	1,053	<i>FY2022</i>
43,376,455	2,157	307,460	869	<i>FY2021</i>
37,374,454	1,647	221,937	745	<i>FY2020</i>
32,649,884	1,465	200,185	683	<i>FY2019</i>
27,653,871	1,346	189,382	601	<i>FY2018</i>

Trees are a critical part of our environmental restoration activities. Trees prevent erosion, increase soil health, purify water, and improve crop production, especially when planted with agroforestry techniques and whole ecosystem health in focus. Trees also sequester carbon, contributing to the long-term renewal of entire ecosystems.

Purpose Groups are the core component of our holistic empowerment model. Integrating savings and loan groups, Farmer Field Schools, and spiritual encouragement, Purpose Groups are the foundation of Plant With Purpose's model.

Families involved with Plant With Purpose programs are true partners. Their success is due to their own skill and effort. As a result of partnership, families are able to reduce their poverty by more than half and become catalysts for the economic, environmental, and spiritual flourishing of their entire community.

We come alongside local churches with training and support, encouraging leaders and community members to grow in their love and care for their neighbors and creation as a reflection of their love for God. One of the results of our work is the increased sense of purpose and personal value experienced by our participants.

TOGETHER WE CAN CARE FOR BOTH PEOPLE AND PLANET!

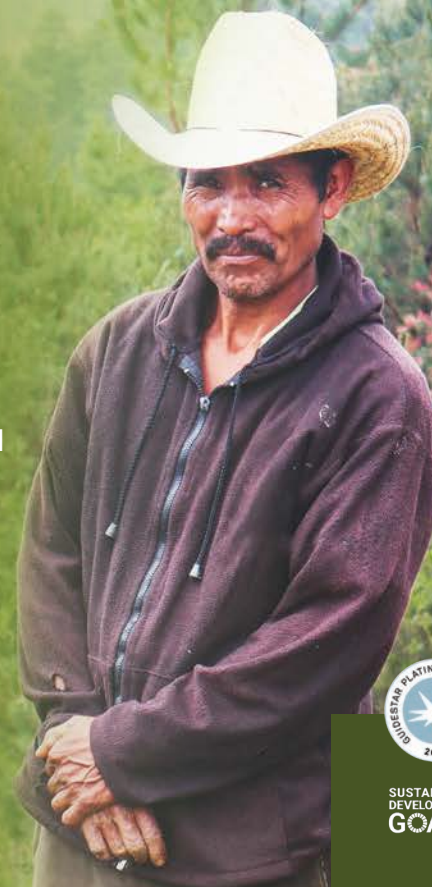
The Plant With Purpose community across the globe is **committed**, tenacious, and resilient. During fiscal year 2022 we saw that despite obstacles, the passion and commitment to protect God's creation and reverse poverty is alive and well. This year we planted our 50 millionth tree while equipping almost 400,000 people with the tools they need to continue the impact.

We invite you to join us as we seek to **DOUBLE** this impact, by 2025, as we scale our poverty alleviation and environmental efforts to impact almost 900,000 people across ten countries and 89 new watersheds. Families, communities, and our fragile ecosystem are counting on us. Together, with God, we know it is possible. **Thank you for your continued faithfulness and commitment to Plant With Purpose.**



@plantwppurpose

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SUSTAINABLE
DEVELOPMENT
GOALS



WATER AND SOIL CONSERVATION
ECOSYSTEM
RESTORATION
2021-2023



EverGreening
WATER AND SOIL CONSERVATION



It.org us



ON THE COVER: Esperance from Mubone Colline, Burundi, once hid from the world, convinced her life was without value. Today, her community thrives and this woman who once hid has become a leader.