

FISCAL YEAR 2023

CULTIVATE
HOPE

RESTORE
THE
EARTH

CULTIVATE HOPE, RESTORE THE EARTH

IN THE EARLY 1980s, during hurricane relief efforts in the Dominican Republic, Tom Woodard recognized a link between rural poverty and environmental degradation, particularly the cutting of trees used for charcoal and firewood. These trees were vital income sources for farmers, but excessive woodcutting left watersheds vulnerable and farmland degraded. Tom was motivated to answer a critical question: **How could rural farming families meet their immediate need for nutrition and income, while at the same time protect and restore the land on which their lives depend?**

Tom realized that in encouraging farmers to implement agroforestry (integrating trees into farming systems) they could break the cycle of degradation, equipping farmers to increase their income while improving the land. This approach not only helped the farmers eradicate poverty but also

brought many environmental benefits. Trees enriched the soil, provided shade, and created habitats for wildlife. This was the beginning of Plant With Purpose.

Today, Plant With Purpose works in nine countries and has successfully equipped 478,302 individuals to heal their land, lift themselves out of poverty, and live with dignity and hope. We continue to address the root causes of rural poverty and deforestation through a holistic approach.

Plant With Purpose is about faith in action, inspired by a belief to steward creation and to care for vulnerable communities. Our work is rooted in relationships—with the environment, our neighbors, and our Creator. Our philosophy of “partners, not projects” defines our connection with donors, international partners, and farmers, co-creating a world where hope blooms and the Earth flourishes. ■

Plant With Purpose
partners are
restoring or
protecting
**2.7 million
acres of land**



*This approach puts
environmental
interventions fully
in the hands of
local communities.*



The application of
**regenerative
agriculture**
by partnering
farmers has
**increased
by 89%**



COMMUNITY DESIGNED RESTORATION®

WHAT SETS PLANT WITH PURPOSE APART

is our holistic approach to community development, which we call Community Designed Restoration® or CDR. This approach puts program interventions in the hands of local communities and includes agroforestry, tree planting, and land restoration projects. CDR is a game-changing innovation among global tree planting approaches due to its hyper-local, participatory model, enhancing ecosystem resilience while reducing poverty.

Plant With Purpose communities applying CDR experience a 55% average reduction in poverty—some much higher. CDR promotes

sustainable management of natural resources and the restoration of degraded lands, benefiting even future generations. These efforts ensure access to vital ecosystems, including clean water and more fertile soil, which can boost agricultural yields and the health of rural households. By improving land conditions, farmers can produce marketable products such as fruits, nuts, timber, and non-timber resources. This directly increases household incomes, making communities more resilient to economic shocks. Most exciting, this change continues even after graduation from our program.

THEORY OF CHANGE

THE CHALLENGE OF POVERTY IS MULTIFACETED, with environmental, economic, and spiritual dimensions. For this reason, we acknowledge that the solution to a challenge as complex as poverty must be equally holistic in its nature. **At Plant With Purpose, we address poverty through a comprehensive Theory of Change.** Our Theory of Change guides our work by helping us to connect specific activities such as tree planting with the “big picture” of environmental, economic, and spiritual transformation we are working to achieve. This approach invites our partners into an ongoing process of collaboration and consensus. **Our work is deeply rooted in Christian values**, and our tested Theory of Change acknowledges the complexities of poverty that extend beyond economics. By addressing the multidimensional layers of poverty, touching the environmental and social aspects, we fulfill our Christian mission, caring for God’s creation, promoting economic justice, and nurturing spiritual transformation within communities experiencing poverty. Integrating economic, spiritual, and environmental dimensions leads to greater measurable and sustainable impact. 🌱

Our tested Theory of Change acknowledges the complexities of poverty that extend beyond economics.

Participants plant
4.3X as many trees
as nonparticipants

Environmental Restoration

We believe our faith calls us to be stewards of creation. Our Theory of Change recognizes that sustainable land use, reforestation, and agriculture are vital for both the environment and poverty alleviation. Tree planting is a key part of this effort, symbolizing hope and serving as an investment in better soil, water, and future crop yields. This year, farming families planted an impressive 9,904,936 trees, while agricultural training sessions garnered a cumulative attendance of 67,715. These numbers reflect the participants’ unwavering commitment to land revitalization and their firm belief that their efforts are positively transforming the lives of their families and communities.

The Watershed Model

Our Watershed Model is a territorial and whole-system approach that effectively combats poverty within a few years. A watershed is a topographical region where rain and snowmelt come together and flow toward a common destination. Through our Watershed Model, we promote community organization, sustainable agriculture, and environmental stewardship at scale. By incorporating sustainable farming practices, we enhance soil health, purify water sources, and increase crop diversity and yields, leading to improved nutrition and higher income for families.

Economic Empowerment

Our programs aim to facilitate the **empowerment of individuals, families, and communities** by providing them with the skills, resources, and mindset required to break from the cycle of poverty. By fostering economic self-sufficiency through savings and loan groups, which we refer to as Purpose Groups, **we equip individuals, families, and entire communities to turn cycles of poverty into cycles of abundance.** In fiscal year 2023, we achieved this by launching 887 new Purpose Groups and strengthening 2,722 existing groups, including 289 graduating groups.



Program participants
have an average of
2.5 months
of savings
compared to the 1
month of savings held
by nonparticipants

Purpose Groups are the cornerstone of our community engagement, uniting members for learning, collaboration, mutual support, and catalyzing positive change. Participants join locally-led savings and loan groups, accessing financial services and literacy. Participants often use loans to improve their farms or for education, businesses, home improvements, or healthcare. Across nine country programs, members collectively hold \$12,218,105 USD in equity with an 18% return on savings. Group members learn sustainable agriculture techniques through Farmer Field Schools, improving their land and strengthening community bonds as they share practices. Purpose Groups instill hope and transform community mindsets, fostering environmental and social care.

Spiritual Renewal

Poverty encompasses more than just material needs; it also has a spiritual dimension. **Our Theory of Change places a strong emphasis on spiritual transformation.** Through collaboration with local churches, we offer leadership training and our Theology of Work curriculum. Participants receive spiritual guidance and mentorship, fostering resilience and strength in their faith, even in the face of adversity. In 2023, we expanded our network by cultivating 126 new church partnerships and reinforcing partnerships with 1,047 churches. Additionally, we hosted spiritual leadership training days with a cumulative attendance of 13,211. Through these activities, participants come to realize that **their relationship with God deeply influences and connects to every aspect of their lives.**

Story of Spiritual Transformation

“Before Plant With Purpose, I didn’t believe in God. I was full of youth and ignorance, but now I have put more interest in building unity between my family and the community and helping people who have the least. With God as my guide, I have learned to pray and present my situations to the Lord. I have a goal to enroll in college, finish my house, and continue building my savings. With the help of God and my effort, I believe I can achieve my goals. The things I have learned have changed my life and my way of thinking. I thank God every day for Plant With Purpose.” — *Perfecto, Partner Farmer, Dominican Republic*





OUR GLOBAL IMPACT

YOUR SUPPORT HAS STRENGTHENED our bonds with communities worldwide. Through your generous contributions, our programs have not only exceeded projected targets but also achieved remarkable milestones this year. With your continued partnership, we are dedicated to empowering farming families to restore the delicate balance of watershed ecosystems and foster the resilience needed to prosper in the face of a changing climate, political instability, and personal challenges. 🌱

MEXICO

319
PURPOSE GROUPS
18,571
PEOPLE SERVED
98
CHURCH PARTNERS
111,978
TREES PLANTED

HAITI

691
PURPOSE GROUPS
97,772
PEOPLE SERVED
125
CHURCH PARTNERS
790,911
TREES PLANTED

DOMINICAN REPUBLIC

386
PURPOSE GROUPS
50,000
PEOPLE SERVED
173
CHURCH PARTNERS
2,766,000
TREES PLANTED

DR CONGO

369
PURPOSE GROUPS
88,632
PEOPLE SERVED
127
CHURCH PARTNERS
1,404,185
TREES PLANTED

TANZANIA

546
PURPOSE GROUPS
64,028
PEOPLE SERVED
312
CHURCH PARTNERS
1,233,588
TREES PLANTED

THAILAND

55
PURPOSE GROUPS
2,843
PEOPLE SERVED
68
CHURCH PARTNERS
807,101
TREES PLANTED

ETHIOPIA

466
PURPOSE GROUPS
45,891
PEOPLE SERVED
92
CHURCH PARTNERS
1,553,436
TREES PLANTED

BURUNDI

777
PURPOSE GROUPS
110,566
PEOPLE SERVED
178
CHURCH PARTNERS
1,237,737
TREES PLANTED

MALAWI

Malawi is a new Plant With Purpose partner in 2023

Two thirds of
Plant With Purpose
participants are women

*Our partners
have not only
exceeded
projected
targets but
also achieved
remarkable
milestones
this year.*

PROGRAM HIGHLIGHTS

We believe that the relationships we nurture, from dedicated farmers to compassionate staff members to generous donors, are at the core of the transformative impact we have on both people and our planet. Just as Christ's teachings emphasize the value of loving and caring for one another, our work is a testament to the profound blessings that come from the relationships we cultivate. Together, we thrive and sow the seeds of hope, stewardship, and sustainable change. ■



Dominican Republic: The Dominican Republic program has made a profound impact with the planting of 2.7 million trees, the formation of 110 new Purpose Groups and 20 new church partnerships, as well as the establishment of four new watershed projects. As part of our environmental stewardship efforts, the Dominican Republic program has partnered with One Tree Planted in utilization of a tree monitoring app.

Ethiopia: Amidst Ethiopia's social and political challenges, the growth of Purpose Groups has been substantial, with 256 new groups added, more than doubling the program's size. Partnering farmers planted more than 1.9 million seedlings, including trees, grasses, and shrubs, revitalizing the land. Notably, female participation has increased to 30%, a significant rise from the program's initial 14% in fiscal year 2018.



Burundi: A major highlight in Burundi was our expanded partnership with HOPE International. During the initial phase of the partnership, we worked with 74 HOPE International savings groups to implement our agroecology curriculum, *Seeds of Change*. Our study showed a 20% reduction in multidimensional poverty among those using our curriculum, while the control group saw a 19% increase in poverty. This contrast highlights the substantial impact of our curriculum, indicating a 39% difference in poverty levels for Purpose Groups. We plan to engage 250 Purpose Groups in Burundi over the next two years through this partnership.

Democratic Republic of the Congo:

The Democratic Republic of the Congo (DRC) has endured decades of conflict and instability, characterized by the presence of multiple armed groups in various regions. These conflicts have led to widespread violence, displacement, and a severe humanitarian crisis. Within the DRC program, a local committee has been established to promote peace within specific watersheds. This committee is composed of individuals from local communities, with the primary goal of resolving conflicts and increasing peace. Working in close partnership with the local government, this committee has made significant efforts to unite communities in their effort against acts of violence.





Haiti: In the midst of formidable challenges faced by everyone in Haiti, innovation prevails. With insecurity, inflation, and irregular rainfall posing extraordinary hurdles, the team's unwavering commitment shines. Our locally-led program model has enabled work to continue unabated at the regional level. In order to keep the team safe and reduce costs, local staff have taken many creative measures such as limiting travel and stockpiling fuel. Throughout these trials, the Haiti program team and partnering farmers remain vigilant and dedicated, demonstrating that resilience and innovation triumph even in the most trying circumstances.

Malawi: This fiscal year, we've made significant strides in our Malawi program under the leadership of Country Director Elizabeth Maneya. We've added seven new team members, including a program director, MEL specialist, and finance and HR personnel, following careful recruitment. Additionally, we're opening a new office space in Lilongwe, supporting team operations. These accomplishments pave the way for the establishment of a regional field office in Nkhata Bay where official program operations will launch in 2024.



Mexico: In southern Mexico, shifting rain patterns and prolonged drought have become a continual challenge. However, the team's determination and participant efforts have led them to exceed tree planting goals, partly due to the relief provided by irrigation initiatives. The participants' dedication showcases the resilience of local communities and their ability to adapt to changing environmental conditions, underscoring the program's commitment to sustainable solutions in the face of adversity.

Tanzania: In the Tanzania program, Purpose Groups are working together to address community needs. A noteworthy example from this year occurred in the Sanya watershed, where nine graduating Purpose Groups joined forces to support The Faraja Center, a nonprofit organization providing shelter and vocational training to vulnerable young single mothers. These groups collectively donated around \$200 USD worth of food and other items. This example demonstrates the power of Purpose Groups in fostering cooperation and making a positive impact on the well-being of the community.



Thailand: This fiscal year, the Thailand program reached a significant milestone with the graduation of the Huay Lu watershed. Plant With Purpose has not been actively involved in the Huay Lu watershed for the past two years. However, 75% of households in the area are still actively saving and participating in savings groups. Additionally, nearly all households (97%) report the existence of a community forest management plan.



PARTNERS IN PURPOSE

THE CARE THAT THE Plant With Purpose community invests in relationships is essential to our success. Whether it's farmers rebuilding their connection with the land, our devoted U.S. and global team embracing care in their interactions with local partners, or supporters like you who have wholeheartedly joined us on our mission to alleviate rural poverty and heal the Earth, our shared dedication is evident in the remarkable achievements we accomplish as a united team. 🌱



Azmara

Plant With Purpose Partnering Farmer, Ethiopia

My journey was a constant battle against discouragement and the societal expectation that women should have modest aspirations. Then Plant With Purpose intervened and provided me with loans and opportunities. Thanks to the relationships I formed with my community and other Purpose Group members, I delved into crafting handwoven baskets and became an advocate for environmental conservation. My determination eventually led me to become the group chairperson, where I championed equality and women's rights. I later got married, helped my husband become a barber, and together, we saved for our future. Now, we eagerly await the arrival of our first child, and my aspiration is to be an educator, proving that with a positive mindset and unwavering determination, anyone can achieve their dreams.



Dafrozah Samwaga

Program Director, Tanzania

The relationships we form as a local team is key to success. Our success goes beyond mere skills and training; it's rooted in the trust, respect, and common goals we share. We actively promote mutual respect, nurture positive team dynamics, and benefit from our supportive leadership. I'm proud of our commitment to helping our team members grow, celebrating their achievements, and actively seeking their feedback for continuous improvement. Our team thrives harmoniously, thanks to our empowering leadership. I understand that the people I work with have a significant impact on my job satisfaction and overall success. To me, my colleagues are more than just coworkers; they are my associates, friends, and advocates. We're all part of a shared mission to make the world a better place.



John Richert

*Program & Environmental Sustainability Officer,
Latin America & the Caribbean*

We thrive on relationships. It starts with donors and our Plant With Purpose team, understanding that it's about more than just trees and equity; it's about nurturing healthy connections. As a member of our International Programs team, I'm responsible for fostering relationships with our country directors and local staff, knowing that these connections translate into care for our local partners. We prioritize the behavior of our local staff in communities, emphasizing love, respect, and humility instead of coercion or manipulation. This is rooted in our personal relationship with God and guides every interaction. Our program's success is measured by how participants treat each other, within groups, at home, and between communities. It's the stories of restored relationships that reveal transformation.



Richard & Susan Laffin

Plant With Purpose Supporters

We're members of St. Clement's Episcopal Church in St. Paul, Minnesota, united with Plant With Purpose in our shared goals of environmental sustainability, economic empowerment, and spiritual renewal. Church members have visited a community in Haiti, witnessing the resilience and dedication of our Haitian partners as they work to improve their communities and the land. Despite government challenges, they quietly persevere, sharing their knowledge with others. Through community savings groups, they secure a better future. A recent survey of St. Clement's parishioners highlights the vital nature of this partnership, fueled by our Haitian partners' passion and commitment, which inspires us to believe in our ability to make a difference.

STATEMENT OF ACTIVITIES

Fiscal year ended July 1 - June 30			2023		2022		
	without donor restrictions	with donor restrictions	TOTAL	without donor restrictions	with donor restrictions	TOTAL	
SUPPORT, REVENUE, & RECLASSIFICATIONS							
Contributions.....	\$4,270,341	\$4,255,318	\$8,525,659	\$3,857,897	\$5,775,285	\$9,633,182	
Special events							
Gala income.....	330,738	11,479	342,217	583,736	54,229	637,965	
Less: costs of direct benefits.....	(85,504)	-	(85,504)	(55,372)	-	(55,372)	
Net revenues from special events.....	245,234	11,479	256,713	528,364	54,229	582,593	
Other income.....	12,211	-	12,211	26,288	-	26,288	
Investment income (loss).....	28,591	-	28,591	(60,605)	-	(60,605)	
Loss on project operations.....	(129,197)	-	(129,197)	-	-	-	
Net assets released from:							
Purpose restrictions.....	4,398,393	(4,398,393)	-	3,091,442	(3,091,442)	-	
Time restrictions.....	1,496,776	(1,496,776)	-	1,995,846	(1,995,846)	-	
TOTAL SUPPORT, REVENUE, & RECLASSIFICATIONS	\$10,322,349	(\$1,628,372)	\$8,693,977	\$9,439,232	\$742,226	\$10,181,458	
EXPENSES							
Program Activities							
Haiti.....	\$1,273,459	-	\$1,273,459	\$893,931	-	\$893,931	
Dominican Republic.....	1,199,986	-	1,199,986	741,316	-	741,316	
Democratic Republic of the Congo.....	1,017,559	-	1,017,559	841,477	-	841,477	
Burundi.....	992,057	-	992,057	816,918	-	816,918	
Tanzania.....	982,889	-	982,889	771,412	-	771,412	
Mexico.....	953,361	-	953,361	758,123	-	758,123	
Ethiopia.....	833,814	-	833,814	1,179,962	-	1,179,962	
U.S. awareness and education.....	660,298	-	660,298	726,756	-	726,756	
Malawi.....	637,547	-	637,547	37,517	-	37,517	
Thailand.....	568,076	-	568,076	293,790	-	293,790	
Total Program Activities.....	\$9,119,046	-	\$9,119,046	\$7,061,202	-	\$7,061,202	
Supporting Activities							
Fundraising	\$2,041,023	-	\$2,041,023	\$1,309,458	-	\$1,309,458	
General and administration.....	882,023	-	882,023	637,585	-	637,585	
Total Supporting Activities.....	2,923,046	-	2,923,046	1,947,043	-	1,947,043	
TOTAL EXPENSES.....	\$12,042,092	-	\$12,042,092	\$9,008,245	-	\$9,008,245	
CHANGE IN NET ASSETS.....	(\$1,719,743)	(\$1,628,372)	(\$3,348,115)	\$430,987	\$742,226	\$1,173,213	
NET ASSETS, BEGINNING OF THE YEAR	\$3,545,605	\$3,176,789	\$6,722,394	\$3,114,618	\$2,434,563	\$5,549,181	
NET ASSETS, END OF THE YEAR	\$1,825,862	\$1,548,417	\$3,374,279	\$3,545,605	\$3,176,789	\$6,722,394	

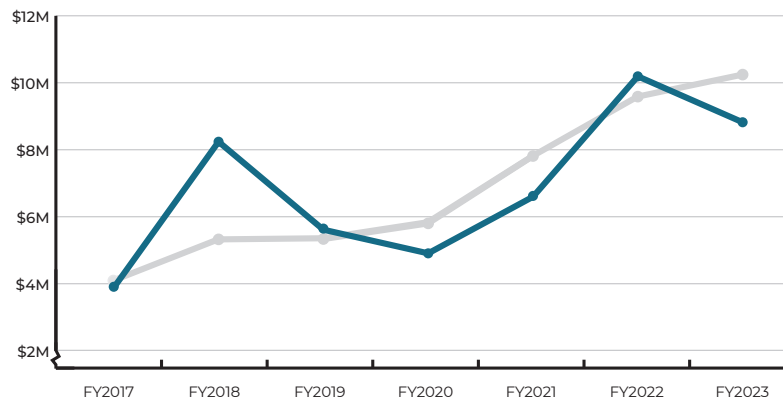
STATEMENT OF FINANCIAL POSITION

As of fiscal year end, June 30	2023	2022
ASSETS		
Cash and cash equivalents.....	\$1,441,805	\$931,113
Unconditional promises to give, net.....	1,405,545	2,723,948
Prepaid expenses and other assets.....	86,095	124,580
Operating reserves - investments.....	649,719	3,155,734
Operating lease - right-of-use assets.....	135,023	0
Property and equipment, net.....	54,751	42,005
Investment, other.....	0	28,307
Endowment investments, at fair value.....	81,538	74,880
TOTAL ASSETS	\$3,854,476	\$7,080,567
LIABILITIES & NET ASSETS		
Liabilities		
Accounts payable.....	\$82,443	\$163,793
Accrued expenses.....	254,618	194,380
Operating lease obligations.....	143,136	0
Total Liabilities	\$480,197	\$358,173
Net Assets		
Without donor restrictions.....	1,825,862	3,545,605
With donor restrictions.....	1,548,417	3,176,789
Total Net Assets	\$3,374,279	\$6,722,394
TOTAL LIABILITIES & NET ASSETS	\$3,854,476	\$7,080,567

ANNUAL INCOME GROWTH

Plant With Purpose uses accrual basis accounting where income from multi-year pledges is recorded in the year the pledge is received, resulting in fluctuations in annual income and changes in net assets. Cash income however shows steady year-over-year growth.

— Accrual income
— Cash income



BOARD OF DIRECTORS*

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Steve Dhanens, Treasurer
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EXECUTIVE TEAM*

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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 2023





LETTER FROM SCOTT SABIN

Chief Executive Officer

*In fiscal
year 2023,
we celebrate
Scott Sabin's
30th anniversary
with Plant With
Purpose.*

THIRTY YEARS AGO, when I was first hired part-time, I certainly did not expect this to become my life's work. However, I was motivated to help those in poverty, and I was drawn to the organization's unique mission combining faith and environmental restoration. Working with smallholder farmers to address rural poverty while restoring land has proven to be an effective win-win solution. Our watershed-focused approach maximizes ecological benefits, and we've seen positive economic and social changes, even for nonparticipants.

In recent years, our work gained recognition, attracting more funders

committed to measurable impact and benefiting from the growing interest in nature-based climate solutions. Despite some slowdown in 2023, we launched our ninth program in Malawi and expanded partnerships in Burundi. Globally, we added 11 new watersheds, with Thailand's Huay Lu watershed graduating from our program.

Furthermore, participating farmers planted nearly 10 million trees, and nearly 900 new Purpose Groups were launched.

However, the year was not without challenges. Civil unrest posed difficulties in several countries, particularly Haiti, Ethiopia, and the Democratic Republic of the Congo.

Scott hired
to administer
USAID Grant

Annual
revenue hits
\$1 million for
the first time

Floresta renamed
Plant With
Purpose

Purpose Groups
established across
all programs

1993

1993

1995

2005

2009

2010

2012

Scott promoted to
Executive Director

First Theory
of Change
developed

Scott writes
and releases
Tending to Eden



Trees



Groups



People



Church Partners

Our local teams adapted and persevered. Funding also presented a challenge. While we celebrate our most successful year to date, the growth we targeted for fiscal year 2023 did not fully materialize. Fortunately, we had the resources to support the work and enter fiscal year 2024 with more modest goals while remaining prepared for rapid expansion if the opportunity arises.

The resilience of the global partner families we serve together continues to be an inspiration to me and a true example of resilience and hope. I am grateful for the support and prayers of our funders. This is truly a partnership that involves us all. ■

FY2024 GOAL	70,577,863	4,053	527,678	1,293
FY2023	60,919,473	3,609	478,302	1,173
FY2022	51,014,537	2,866	399,110	1,053
FY2021	43,376,455	2,157	307,460	869
FY2020	37,374,454	1,647	221,937	745
FY2019	32,649,884	1,465	200,185	683
FY2018	27,653,871	1,346	189,382	601

Global Expansion

**Reflects active projects only. We have an additional 70,332 graduated program participants.*



JOIN US ON A MISSION THAT MATTERS



Fiscal year 2023 stands as a powerful testament to our shared commitment to safeguarding creation and combating poverty. In the face of numerous challenges, our programs not only met but also exceeded their fiscal year goals.

This past year has been a period of tremendous growth for both our global partners and U.S. staff. In 2021, we began our journey to THRIVE 25, our strategic plan for growth and development. In 2022, we boldly revised our targets, nearly doubling all our goals. Now by 2025, our vision is to be active in 10 countries, spanning across 70 watersheds, and impacting the lives of over 800,000 people through the planting of an additional 20.8 million trees.

Will you join us as we aim to increase our impact by 2025? Together, we will further expand our initiatives to alleviate poverty and protect our environment. With unwavering faith, we are fully confident that we can make this vision a reality.

Thank you for your dedication in our shared mission to combat rural poverty.



ON THE COVER: This year we highlighted Ethiopia in our Global Impact Video. This child was part of a community-wide tree planting effort. Watch this video to celebrate the work of our partners in Ethiopia.

@plantwppurpose



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