

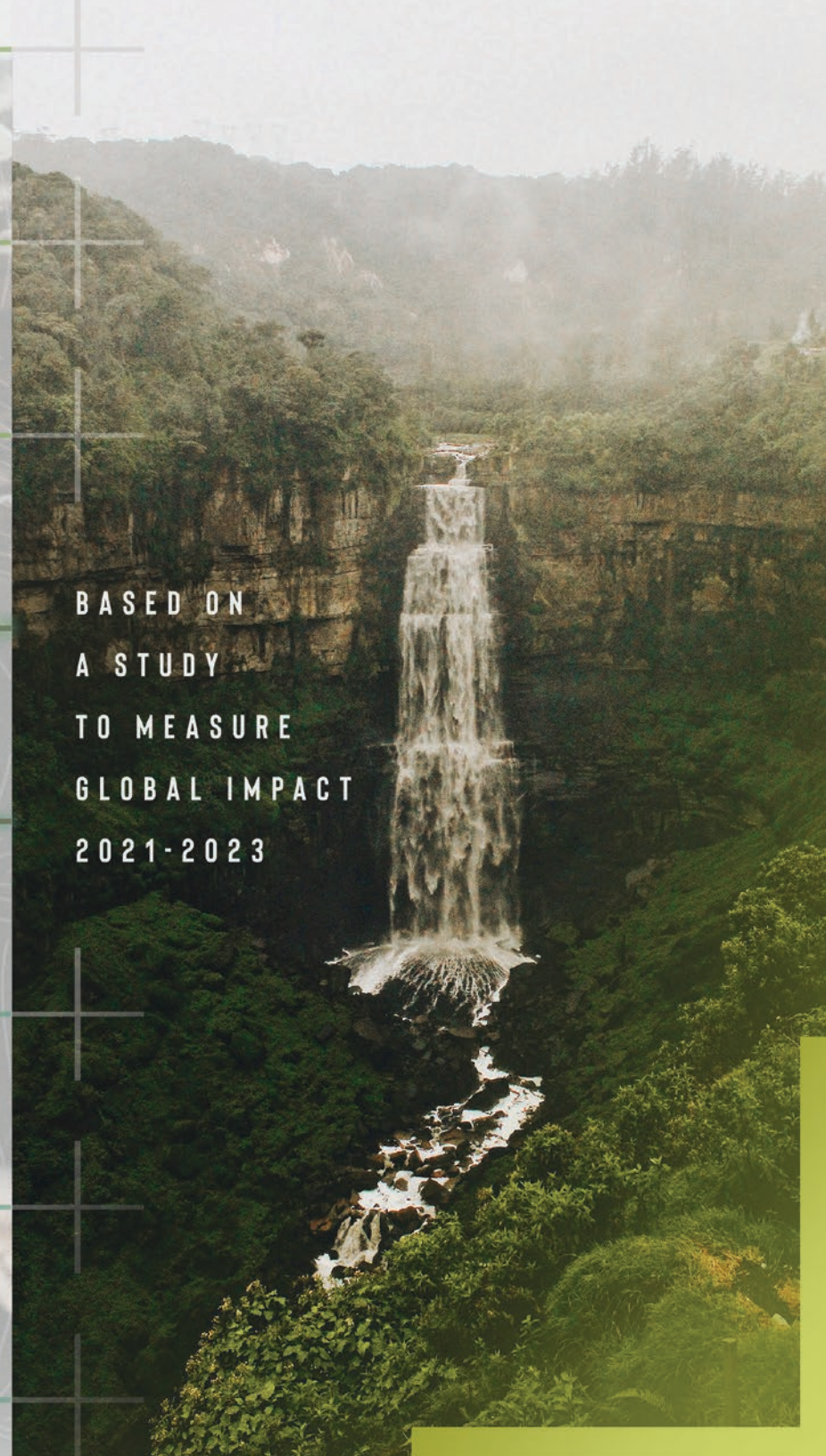


2024 TRIENNIAL Impact Report



LASTING CHANGE FOR PEOPLE AND PLANET

BASED ON
A STUDY
TO MEASURE
GLOBAL IMPACT
2021-2023



2024 TRIENNIAL Impact+ Report+

Since 1984, Plant With Purpose has been committed to holistic, sustainable development through local empowerment, regenerative agriculture, reforestation, economic resilience, and spiritual renewal. Our vision is to see people and planet thriving to the glory of God.

Plant With Purpose Celebrates 40 Years of Learning

Every three years since 2008, we have conducted a comprehensive Impact Evaluation to measure the impact of the program activity and farmer action in our partner communities. The Impact Evaluation focuses on three areas: economic empowerment, environmental restoration, and spiritual renewal, guided by our Theory of Change.

At Plant With Purpose, we understand that good intentions are not enough. This year we are celebrating our 40th anniversary—that's forty years of growth, and our fair share of mistakes too. We are committed to learning from every disappointment and insight, consistently refining our model through monitoring and evaluation to ensure our work is truly effective. By looking at the data, and talking with the people in each watershed, we pursue accountability both to you and the farmers we serve.

Ultimately, rigorous monitoring and evaluation are acts of stewardship.

Thank you for diving into the data and evaluating our work with a careful eye. We invite your questions, your scrutiny, and your accountability. We know our model is impactful, but we also know we can always do better.

In the end, what matters most is what we will do in the future, informed by this research. Thank you for being on the journey with us.

For People & Planet,

Bob & Corey



Robert Morikawa, Senior Director, Innovation Lab

Corey Chin, Director of Monitoring, Evaluation & Learning

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View a snapshot
of our most current
program numbers



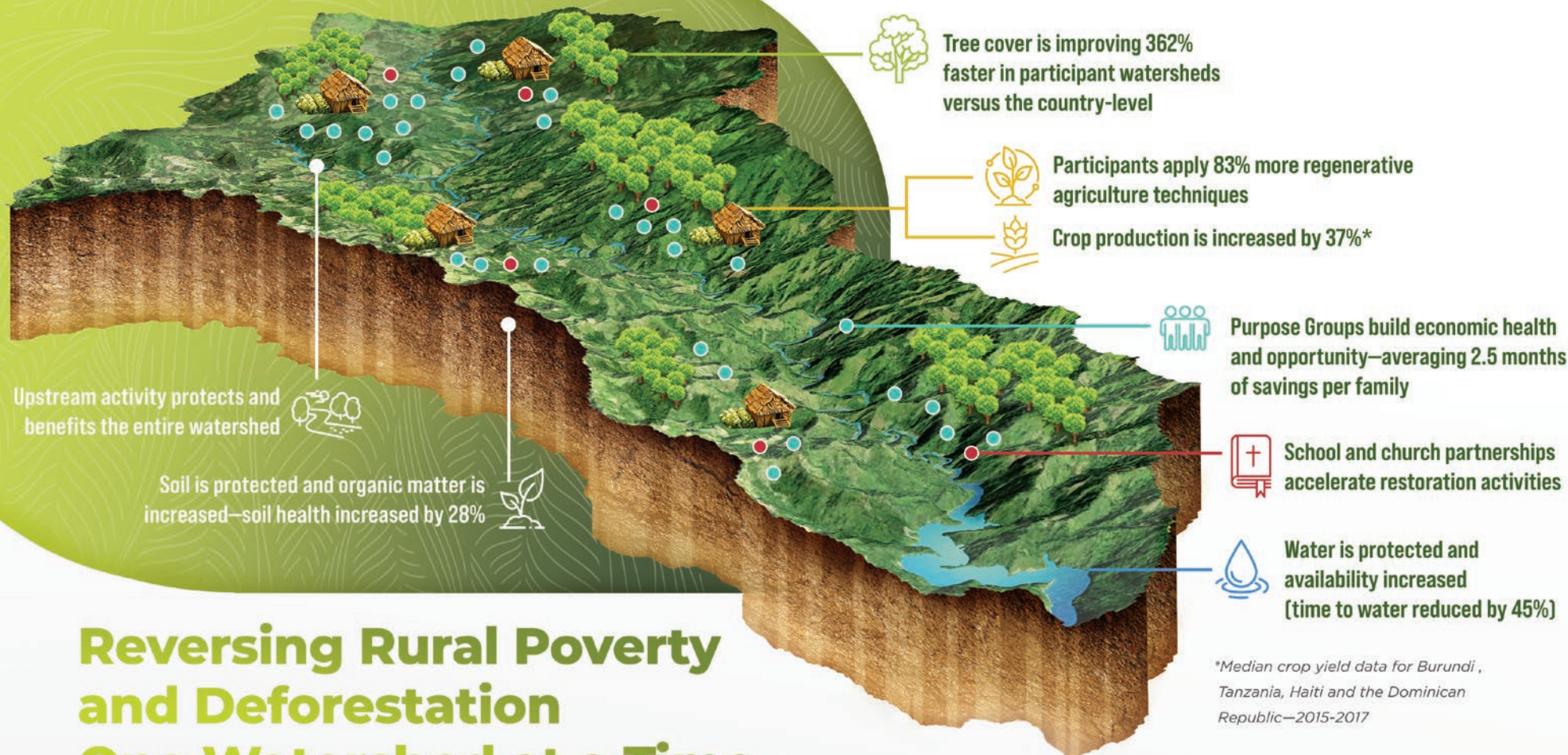
"I have learned how to use sustainable techniques . . . they have become the keys to our economic success. Schooling, medical care, and feeding my family are no longer a major concern for me."

- Divine, Democratic Republic of the Congo

MEASURING IMPACT

Between 2021 and 2023, the Plant With Purpose team gathered data and participant testimonies for this 2024 Triennial Impact Report. And while we are documenting the impact of your partnership, our primary goal through this study is to discover what's working, and how we can improve our efforts with the people we serve. Throughout this report, you will also discover impact data from other research we have conducted. Visit page 18 to learn more about the methodology applied in this study. We've also included a complete case study on our work in the Democratic Republic of the Congo.





Reversing Rural Poverty and Deforestation One Watershed at a Time

COMMUNITY DESIGNED RESTORATION

People often ask how we achieve the results we do. What makes our programs successful? It is a signature approach that we call Community Designed Restoration (CDR), which integrates economic development, environmental restoration, and community empowerment. CDR fosters community ownership and widespread behavior change; **simultaneously addressing the root causes of poverty and deforestation within a watershed.**

Thriving People. CDR increases the long-term economic and social well-being of smallholder farming families through improved food security, and increased agricultural production through agroforestry, tree growing, and regenerative farming.

Healthy Ecosystems. Land is revitalized at the farm and landscape level by planting and growing appropriate trees, increasing biodiversity, promoting environmental resilience, and ensuring the availability of vital ecosystem services such as sufficient clean water and fertile soil.



SATURATION
THE PARTICIPATION OF TOTAL ELIGIBLE
FAMILIES WITHIN A WATERSHED
AVERAGES 55%

55%
OF HOUSEHOLDS



Climate Resilience. CDR builds the resilience of the environment and all its residents against the worsening impacts of climate change.

A WATERSHED MODEL

We begin by identifying a target watershed. Life in a watershed is interconnected. Working within a watershed is an impact multiplier that benefits the entire region, long-term, not only program participants.

BUILT ON PURPOSE GROUPS

The foundation for CDR in these communities is the creation of neighborhood small groups (12-33 people) that we call **Purpose Groups**. The three-fold approach of Purpose Groups makes the deep systemic impact of Community Designed Restoration possible.

How do you choose where to work?

Potential watersheds are identified by Plant With Purpose based on levels of poverty, the degree of land degradation/deforestation, the slope of the hillside farms, and the desire of people within the community to work with us and one another toward positive change. We also seek to work in regions that are overlooked by other organizations - where people truly are underserved.

- **A Savings Group** that fuels financial literacy, resilience, and economic opportunity.
- **A Farmer Field School** where neighbors collaboratively learn regenerative farming techniques that significantly improve soil health, crop yields, nutritional diversity, and income.
- **A Spiritual Community** where faith, encouragement, and support create the unity that fuels individual achievement and community-wide change.

ECONOMIC EMPOWERMENT



“My income and my quality of life has improved. Now I have savings. I have skills from training that I didn’t know before. The money I used to spend on gambling is now being saved or used on my house. My income has grown by 80% and the quality of my life has improved.”

- Genaro, Dominican Republic

MULTIDIMENSIONAL POVERTY INDEX (MPI)





55%

POVERTY REDUCTION
ON AVERAGE, PLANT WITH PURPOSE
PARTICIPANTS EXPERIENCED A 55% REDUCTION IN POVERTY

What does poverty look like?

POVERTY IS NOT ABOUT MONEY ALONE.

To effectively measure our efforts, we evaluate 12 key indicators across six areas. Multidimensional Poverty Index (MPI) is based on recognized benchmarks used in global development. This approach to assessing poverty alleviation is more meaningful, balanced, and comprehensive than the use of any single metric, like income, alone.

The success of Purpose Groups is contagious! Even non-participants are changed for the better when they live in a Plant With Purpose program watershed.

Globally, an average of 55% of the residents in a watershed participate in our program. With this level of saturation, the watershed as a whole experiences transformative impact, including a reduction in poverty as neighbors share with neighbors. Church and school partnerships also help spread and reinforce the principles being shared in the program. As a spillover effect, even non-participants living within the watershed experience a reduction in poverty—the *entire community benefits*.

91%

IN THE DOMINICAN REPUBLIC,
WATERSHED PARTICIPANTS
SAW A 91% DROP IN POVERTY
(AMONG 3+ YEAR PARTICIPANTS)



ECONOMIC EMPOWERMENT



CRITICAL RESILIENCE FOR NOW AND THE FUTURE

Plant With Purpose participant families are truly agents of their own success.

Economic, environmental, and spiritual advancement happens for individuals, families, and entire communities. Families experience improvements in basic needs: eating regular, nutritious meals, having safe, livable housing, sending kids to school, and building savings to manage emergencies or support business opportunities.

Participants are creating a resilient and hopeful future for their families.



	Participants	Comparison
Savings Habit Is your household actively saving cash?	77%	29%
Savings Reserve How many months of savings does your household have?	2.5	0.8
Income Diversity How many sources of income does your household have?	3.4	2.7

My self-image has been transformed because after two years in the group I had saved enough money to start to make my dreams come true. I now collect and sell about 20-50 trays of eggs per month. I am confident that my life trajectory has completely changed.

– Lilian, Tanzania



PARTICIPANTS ARE 167% MORE LIKELY TO SAVE CASH THAN COMPARISON
PARTICIPANTS HAVE 225% MORE SAVINGS THAN COMPARISON
PARTICIPANTS HAVE 24% MORE INCOME SOURCES THAN COMPARISON

Healthier Lives

Reducing poverty impacts the frequency, amount, and nutritional diversity of the food families eat.



PARTICIPANT FAMILIES EAT 14% MORE MEALS PER DAY THAN COMPARISON



PARTICIPANT FAMILIES ARE 23% LESS LIKELY TO REDUCE MEAL PORTION SIZE THAN COMPARISON

Closing The Gender Gap

Women produce 60% to 80% of food worldwide.* We are committed to helping female farmers thrive. Research indicates that women often receive less access to agriculture extension services. Plant With Purpose actively works to close the gender gap.

Our past findings indicate that women demonstrated greater change than men across all three areas: economic empowerment, environmental restoration, and spiritual renewal.

And while participants experienced an increase in income diversity versus the comparison group, female participants saw a 267% greater increase in income diversity compared to male participants in 2020.**

44%

PARTICIPANT HOUSEHOLDS ARE 44% MORE LIKELY TO SEND THE GIRLS IN THEIR FAMILIES TO SECONDARY SCHOOL THAN THE COMPARISON



Empowering Girls

When a family faces financial challenges, older girls in the family are often forced to leave school and do what they can to earn money and help provide. As their income grows, Plant With Purpose families are increasingly prioritizing the education of girls.

93%

IN THE DR CONGO PARTICIPANT FAMILIES EAT 93% MORE MEALS THAN THE COMPARISON GROUP



94%

IN MEXICO PARTICIPANT FAMILIES ARE 94% LESS LIKELY TO REDUCE MEAL PORTION SIZE THAN THE COMPARISON



*UN Food and Agriculture Organization

**Gender analysis based on 2020 Impact Data.

ENVIRONMENTAL RESTORATION



How many trees
has Plant With
Purpose Planted?
Scan to view the
latest numbers



Plant With Purpose participants are planting trees

Planting trees is a critical part of Plant With Purpose's environmental restoration activities. Trees contribute to cleaner and more abundant water, improved soil health, and increased crop yields through agroforestry techniques (planting trees with crops). Reforestation also helps to prevent erosion and sequester carbon, contributing to the renewal of the ecosystem. Participating farmers plant trees on farms, in common areas and in forests, ultimately transforming an entire watershed.

- Tree cover in Plant With Purpose watersheds is increasing at .08% each year.
- Tree cover in program countries outside of partnering watersheds is decreasing at an average of 0.03% a year.
- For the three-year period covered by this study, tree cover in our treatment watersheds diverged from national trends by 0.35% representing almost 2.7 million acres protected or restored.

300 TREES

PARTICIPANTS PLANTED AN AVERAGE OF
300 TREES EACH IN THE LAST 12 MONTHS;
COMPARISON GROUP PLANTED 35

9X

MORE TREES PLANTED
PARTNERING FARMERS IN
PLANT WITH PURPOSE WATERSHEDS PLANT 9 TIMES
MORE TREES THAN THE
COMPARISON GROUP.



	Approximately how many trees did you plant in the past 12 months?							
Comparison	35	63	1	113	7	4	9	12
Participants	300	63	840	851	81	133	43	54

NATIVE TREES PLANTED

71% PARTICIPANTS

22% COMPARISON

PERCENTAGE OF RESPONDENTS WHO SAID
THEY PLANTED NATIVE TREES IN THE
LAST 12 MONTHS

And more trees are surviving...

SURVIVAL RATES

67% PARTICIPANTS

53% COMPARISON

A Powerful Cycle

These environmental changes benefit partner families and communities, creating a powerful cycle for long-term impact. A key aspect of the Plant With Purpose watershed approach is the idea of "saturation." When enough farmers in a watershed are part of Purpose Groups, planting trees, applying regenerative farming practices, protecting soil and forests, and sharing their knowledge with others, a multiplier effect takes place beyond individual farm plots and has a transformative impact on the entire watershed.

1,019% MORE TREES



IN HAITI, PLANT WITH PURPOSE FARMERS PLANTED 1,019% MORE TREES VERSUS THE COMPARISON. FARMERS REPORTED PLANTING 81 TREES IN THE PAST YEAR COMPARED TO 7 FOR THE COMPARISON GROUP.



ENVIRONMENTAL RESTORATION



BRINGING LIFE BACK TO THE SOIL

In the watersheds where we work, families are trained to apply regenerative agriculture techniques to make both short-term and long-term changes to their land. They're bringing life back to the soil. As you can imagine, farming on degraded land is challenging. The heat, irregular rainfall, and extreme weather events made worse by climate change make this problem even worse. It means farmers work harder each year but generate less food and income. Erosion, and conventional farming practices such as tillage or burning, plus increased dependence on chemical inputs, can further degrade the soil and the surrounding environment.

Revitalizing Farms & Communities

When farmers start to think and act differently, it's a game changer. Compared to the control group, families in participant watersheds apply restorative practices at a far greater rate. Globally, our partners rate their soil health 28% better than the comparison group, and 64% more of their land is protected by regenerative agriculture or by planting trees.

**REGENERATIVE AGRICULTURE & TREES = MILLIONS
OF ACRES OF LAND PROTECTED AND/OR RESTORED.**

83%

**INCREASE IN
REGENERATIVE
AGRICULTURE**
THE ADOPTION OF
REGENERATIVE
AGRICULTURE TECHNIQUES
IS 83% GREATER THAN
THE COMPARISON

67% LESS FIELD BURNING



PLANT WITH PURPOSE PARTICIPANTS ARE
67% LESS LIKELY TO BURN THEIR FIELDS
FOR PLANTING THAN THE COMPARISON



99% BETTER SOIL



IN THE DR CONGO, PARTICIPANTS RATED THE HEALTH OF THEIR SOIL
4.3 (ON A SCALE OF 1-5) VS. 2.2 FOR THE COMPARISON GROUP

37% Higher Crop Yields

Regenerative agriculture techniques contribute to 37% higher crop yields,* increasing farmer income and quality of life for their family and community—thereby reducing poverty.

Farmer Field Schools allow participating farmers to test and co-develop regenerative agricultural practices. These practices rebuild healthy soil, increasing long-term crop diversity and crop yield—and, in turn, revitalize farms and shared land throughout the watershed.

*Median crop yield data for Burundi, Tanzania, Haiti and the Dominican Republic—2015-2017.

INCREASED USE OF REGENERATIVE FARMING

LIVING BARRIERS: (90% MORE LIKELY)

MECHANICAL BARRIERS: (232% MORE LIKELY)

PLANTING TREES WITH CROPS (39% MORE LIKELY)

LIVING FENCES (61% MORE LIKELY)

COMPOST (149% MORE LIKELY)

REDUCED TILLAGE (425% MORE LIKELY)

MULCH (71% MORE LIKELY)

WOODLOTS (112% MORE LIKELY)

Plant With Purpose participants apply 83% more regenerative agriculture techniques than comparison (4.1 techniques vs. 2.3 techniques)



SPIRITUAL RENEWAL



**FAITH IS EXPRESSED
IN HOW WE RESPOND TO GOD,
HOW WE SEE OURSELVES, AND IN
OUR ACTIONS TOWARD OTHERS**



Reflecting the Creator

One of the wonderful results of our work is the increased sense of purpose and value our participants experience in their lives and communities.

We've seen that changed attitudes lead to changed actions. Our participants understand that their faith is not just about attending a church on Sunday but rather that their relationship with God impacts every aspect of their lives. As communities champion these values, there is a mindset shift that leads to transformative action.

When we look at the attitudes and behaviors of our participants versus the comparison group, we see they're also experiencing increased personal agency and improved reconciliation in their lives, families, and communities.



75% OF PARTICIPANTS IN OUR MEXICO PROGRAM (VERSUS 26% OF THE COMPARISON GROUP) SAY, "MY COMMUNITY WORKS TOGETHER TO FIX THINGS THAT ARE WRONG IN MY COMMUNITY."



100% OF PARTICIPANTS IN TANZANIA AGREE WITH THE STATEMENT, "THE WORK I DO NOW IS A GOOD USE OF MY TALENTS." 16% MORE THAN THE COMPARISON.



23%

**INCREASED
COMPASSION**
GLOBALLY, PARTICIPANTS
REPORT HELPING THEIR
NEIGHBORS 23%
MORE OFTEN THAN
THE COMPARISON

“[Collaboration] allows people to learn from each other, allows us to resolve many problems, and allows us to live together without complications. We resolve our conflicts well, and will never return to division.” —Partnering farmers in a community workshop in Haiti

“All things are possible if we work together in unity to bring about desired change.” —Partnering farmers in a community workshop in Tanzania

Increased Personal Agency

Greater sense of self-confidence to change their lives

Plant With Purpose participants reported an increased sense of agency, personal value, and belief in their ability to fulfill their potential.

Another way to see spiritual renewal is in reconciliation. Restored relationships with God, ourselves, others, and the land are foundational to Plant With Purpose. From 2021 to 2023, our program countries witnessed instability, including the worldwide COVID pandemic along with increased drought and conflict in several countries. But participants continue to report increased confidence in their community’s ability to resolve problems.

“I used to be the one begging for food, but now I can help feed the less fortunate. My children are healthy and study well. My relationship with God is different after joining the group. I was an angry person who drank alcohol, now I am free from life’s stress. I am no longer the person I used to be.” - Gertrude, Tanzania



Peacemaking and local church partnerships

“We will never return to division”

Participants report a greater sense of unity, responsibility, honesty, and trust across more than 1,000 local church partners. We actively partner with local churches to support communities and together, work toward the spiritual renewal of individuals, families, watersheds, and countries.

In spiritual renewal workshops, we invite a group of community leaders and pastors to share stories of reconciliation or healed relationships within their watersheds.

Survey Results	Participants	Comparison	% More Likely
The work I do now is a good use of my talents.	97%	86%	13%
I have the ability to improve my life.	92%	72%	28%
The actions I’m taking today will have a positive impact on the environment and its future.	98%	85%	15%
My community works together to fix things that are wrong in the community.	95%	89%	7%
My church promotes caring for the environment.	94%	84%	12%



CASE STUDY: DEMOCRATIC REPUBLIC OF THE CONGO

About the Study: *This case study is the result of a three-year difference-in-differences study comparing changes in five treatment subwatersheds (Luvubu, Luberizi, Sange, Kiliba, and Ngovi—home to 107,000 people) and a control watershed from August 26, 2020, through October 7, 2023 (Separate from our 2024 Global Impact Study). The difference-in-differences methodology used in this study allows us to understand the impact of our program in this area, separate from external factors at play across the region.*

The Congo River Basin is one of the most critical biodiversity hotspots on the planet. Home to the world's second-largest rainforest and many endangered species, it is also home to millions of people, many of whom live in conditions of extreme poverty.

While these numbers are dramatic, what's more dramatic is the change that this represents for the people and landscapes in these watersheds.

NOTE: In 2022, a severe drought impacted much of Africa, including the DRC, resulting in a state of emergency. This drought exacerbated existing environmental degradation and food insecurity, already heightened by the global COVID-19 pandemic. The scope of this study spanned this crisis period.

75%

POVERTY REDUCTION

IN THREE YEARS FOR *TOTAL*
WATERSHED POPULATION
(INCLUDING NON-
PARTICIPANTS)

82%



PROGRAM PARTICIPATION
OF TOTAL WATERSHED
FAMILY POPULATION

2,275,326



TOTAL TREES GROWN*
*DURING THREE YEAR STUDY PERIOD
IN THE FIVE PROGRAM WATERSHEDS

326,179 ACRES



TOTAL AREA
PROTECTED OR
UNDER RESTORATION

A Movement of Restoration

Environmental stewardship, tree planting, and regenerative agriculture are all critical elements of the Plant With Purpose model. By addressing poverty, a significant driver of deforestation and environmental damage in this region, we are seeing lives improve, and making long-term positive environmental impact. This impact extends beyond the immediate benefits, bringing hope and opportunity to tens of thousands of families and creating a movement of systemic change that will continue well beyond the program duration.

Table - Environmental Restoration Indicators (Year Three)

Metric*	Participant	Comparison
Trees Planted by Participants (Average) <i>Baseline</i>	735 4	1 2
Native Trees Planted (Average) <i>Baseline</i>	63% 7%	8% 13%
Tree Survival Rates (Average) <i>Baseline</i>	74% 41%	34% 45%
Farmers Burning Fields in the Past 6 Mos. <i>Baseline</i>	6% 14%	83% 38%
Land Protected by Soil Conservation Techniques (Average) <i>Baseline</i>	70% 9%	4% 5%
Trees Grown Through Farmer Managed Natural Regeneration <i>Baseline</i>	31 0	3 1
Soil Health (Scale of 1-5, 5=Very Good) <i>Baseline</i>	4.2 2.8	2.2 2.6

Table - Economic Development Indicators (Year Three)

Metric*	Participant	Comparison
Meals Eaten Per Day (Average) <i>Baseline</i>	2.7 1.8	1.4 1.6
Households Eating Reduced Portions In the Past Month <i>Baseline</i>	36% 90%	93% 74%
Emergency Cash in Reserves (Months) <i>Baseline</i>	3.0 .5	.7 .4
Households w/Girls in Secondary School <i>Baseline</i>	50% 24%	35% 38%
Rooms in House <i>Baseline</i>	4.1 2.7	3.1 3.0
I Feel Pride in the Work I Do Now <i>Baseline</i>	96% 26%	67% 66%
I Have The Ability to Improve My Life (Scale of 1-5, 5=Strong Agreement) <i>Baseline</i>	4.2 2.1	2.6 2.3

*Baseline measurements for each question were taken at the beginning of the study period in September 2020.

HOW WE MEASURE

FOR THE TRIENNIAL IMPACT STUDY, we monitored results and evaluated data collected through three distinct methods: Participatory Workshops, Quantitative Household Surveys, and Remote Sensing Analysis of the landscape.



Participatory Workshops

Plant With Purpose takes a highly relational approach to our work which is also true of our Impact Study. Workshops are conducted in each country with Purpose Group members, schools, churches, and community leaders representing a cross-section of voices in both treatment and comparison watersheds. Program participants share their experiences and observations identifying key changes in their land, lives, and community, through facilitated discussion, open-ended questions, and mapping exercises.

We are honored that our work has been recognized by multiple monitoring organizations and is aligned with the world's most significant environmental restoration and poverty alleviation efforts.



PROGRAM COUNTRIES

As of 2024 we are also working in Malawi, which is not included. For this report, data from Ethiopia was limited as regional conflict did not allow for workshops or survey taking.

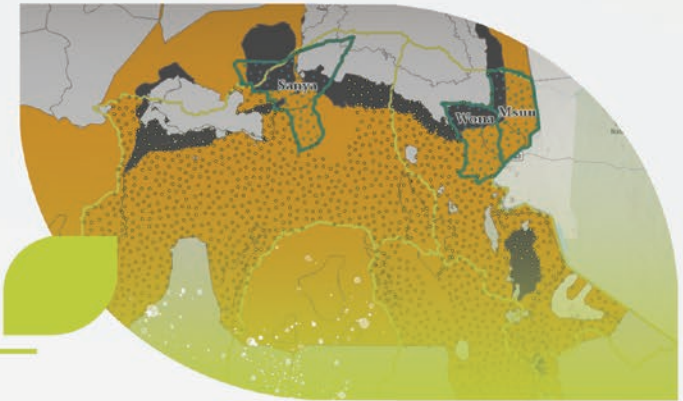
2+



Household Surveys

We use surveys of randomly selected households in participating and comparison communities. Impartial, third-party surveyors are hired to increase the objectivity of the data. Survey questions are tested and validated, including the translations. All respondent participation is voluntary and completed in 30 minutes. The random sample size is large enough to result in data precision of 7.5% with a 95% confidence level in the results.

3+



Remote Sensing Analysis

We use satellite data to measure landscape changes over time. Plant With Purpose uses both NDVI (Normalized Difference Vegetation Index) and percent tree cover (which estimates how much land is covered by trees) as indicators. These methods are widely used in forestry, agriculture, and ecology.



A PROVEN APPROACH.
UNPRECEDENTED GLOBAL NEED.
TOGETHER, LET'S SCALE IMPACT.

Record-setting heat. Flooding. Hurricanes. Biodiversity loss. Deforestation. One can't turn on the news without hearing about another global environmental challenge. And while these events impact us all, they don't impact us equally.

People who live in poverty are disproportionately vulnerable to the effects of these events. Yet surprisingly, they can also be our heroes.

Plant With Purpose partnering families each sequester an average of six metric tonnes of carbon (CO₂e) each year and are protecting and restoring millions of acres of land, all while lifting themselves and their communities out of poverty. It is an honor to come alongside these brave, strong, resilient people and help them to transform their world, and ours. Let's love our global neighbor. We can all become heroes when we work together for change.

Thank you for being part of the solution.



A member of the Plant With Purpose Global Partnership

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