



# 2024 IMPACT EVALUATION RESULTS

## MEXICO

**PARTICIPANTS: 5,002**

**PURPOSE GROUPS: 373**

**TREES PLANTED: 1,304,653**

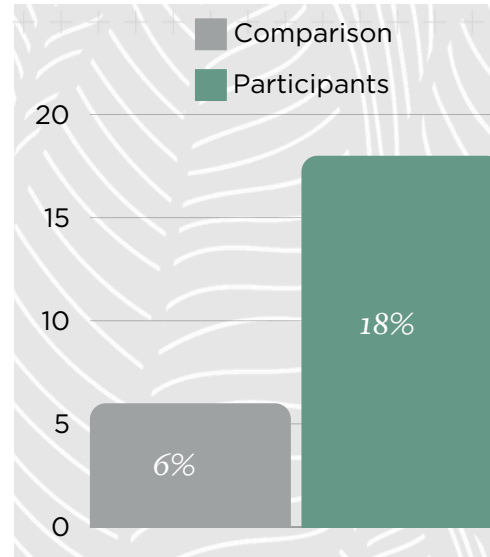
*Data as of June 30, 2024*



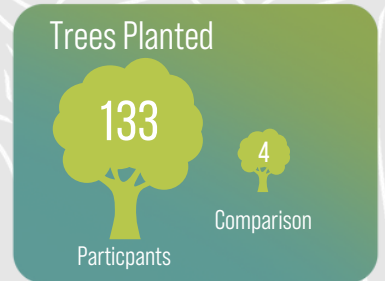
*The 2024 Impact Evaluation confirmed that many significant and positive changes are happening through our work in Mexico. Land is being restored, families are escaping poverty and hope is renewed. This report provides a more in-depth look at the specific outcomes in Mexico.*

### Holistic Transformation in Mexico

Holistic Human Development is transforming watersheds in Mexico! We see increasing gender equity as more participant households are sending girls to secondary school than in the comparison watershed. Through participation in a Purpose Group, members build their sense of agency by saving little by little. In Mexico, conventional gender roles have historically contributed to the marginalization of women, limiting their participation and representation in key societal and decision-making spheres. However, within the Purpose Group, women begin to recognize their potential. Our methodology facilitates opportunities for women to frequently step into leadership positions. This experience empowers them to pursue more ambitious goals beyond the group, such as starting businesses or returning to school. The Purpose Group functions as a mechanism for building savings and accessing credit and loans; in practice, it becomes a vehicle for profound transformation. Despite extreme drought, participants are planting more than 100 trees per year. These trees are 30% more likely to survive than trees planted in a comparison watershed. By cultivating healthier soil, saving together, and investing in future generations, participants are helping to heal and restore creation.



*Participants in Mexico are three times as likely to send girls in their household to secondary school.*



*In the last 12 months, participants planted 29 times more trees than the comparison.*

# POVERTY IN MEXICO

## 43% reduction in poverty

Poverty is inherently complex and difficult to measure. Plant With Purpose uses a multidimensional poverty index (MPI) to holistically measure poverty. This approach is adapted from the United Nations' MPI formula and customized for a rural farming context. Twelve indicators across 6 dimensions help us understand the material, environmental, and social factors of rural poverty. Participants in Mexico experience a 43% reduction in poverty! UNICEF reports that 57% of Mexico's population lacks access to sufficient water sources. In this persistent drought, Plant With Purpose participants spend 79% less time traveling to the closest water source than the comparison households.

Cisterns conserve water to irrigate crops, sustain tree nurseries, and prepare meals. They are built as a co-investment between Plant With Purpose and participants as both parties contribute resources (time, labor, materials, finances) toward a common goal. Farmers take ownership of their development by investing their own resources in cisterns, fostering greater commitment to sustaining and expanding benefits for their family and communities. While cisterns may be built in a participants backyard, they are a resource for the whole community - benefiting nonparticipants as well as fostering community cohesion.

In addition to having greater access to water, participants are moving out of poverty by saving, diversifying their income, applying regenerative agriculture techniques, and cultivating healthier soil. Participants' soil is 22% healthier than the comparison watershed as a result of applying ten times more techniques.



## PARTICIPANTS BUILT 70 WATER CATCHMENT SYSTEMS IN 2024

PARTICIPANTS' SOIL IS 22% HEALTHIER



## Regenerative Agriculture Techniques Applied

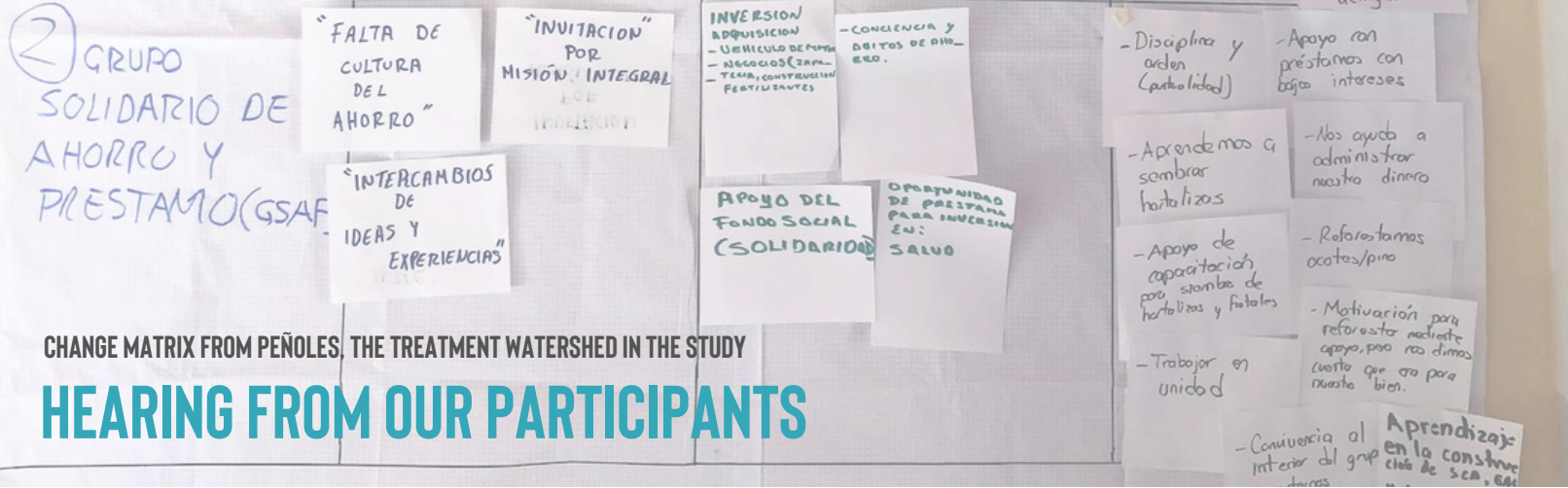


Participant: 2.8

Comparison: 0.2



*Using digital data collection methods, our team can monitor incoming survey data. The yellow dots represent household locations of survey respondents.*



CHANGE MATRIX FROM PEÑALES, THE TREATMENT WATERSHED IN THE STUDY

# HEARING FROM OUR PARTICIPANTS

Two participatory workshops are conducted in each watershed during the impact evaluation - a watershed mapping workshop and a change matrix. Workshops usually involve 15-20 participants who represent a typical cross-section of the people with whom Plant With Purpose works - farmers, small business owners, men, women, youth, elders, leaders. The workshop analysis coming directly from communities better helps Plant With Purpose understand driving factors behind changes in these watersheds.

### Watershed Mapping

In the mapping workshop, participants identified the relationship between planting trees and water availability in their communities. They shared that they saw deforestation negatively impacting their access to water and combated that challenge by planting more trees. The connection between trees and water represents a mindset shift for the community from short term to longer term thinking. Cutting trees for charcoal can yield short term profit, but planting trees to restore water sources is a long term aim. Communities also pointed to forest fires as a cause of both deforestation and water scarcity.

### Change Matrix

In the change matrix, the group identified Purpose Groups as one of the two most significant changes in their watershed in the last three years. They shared they were motivated to join because there's not much of a savings culture in their community. After joining a purpose group they "learned to build toilets, stoves, and grow trees." Beyond the financial and material support from the Purpose Group, participants shared that they learned how to work in unity.



A PURPOSE GROUP MEETING IN MEXICO

# HOLISTIC HUMAN DEVELOPMENT



Plant With Purpose reflects the love of God to all we serve as we are aware that there are spiritual dimensions to both poverty and environmental degradation. Church partnerships align our work with the existing and enduring spiritual and social fabric of the community, encouraging participants to connect their faith to a growing love for creation and their neighbors.

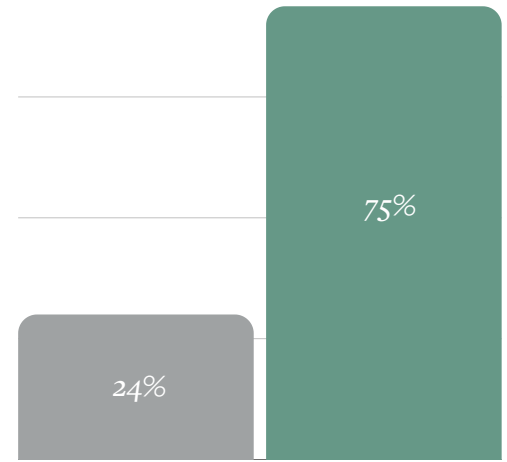
Measuring spiritual growth is admittedly challenging, but where there is an internal transformation, we see external evidence. Changed attitudes lead to changed actions. We don't prescribe what those actions should be, rather, our team teaches healthy practices, for people, farms and the environment. When people understand how to make healthier choices for their families and communities, they are motivated to make positive changes.

When we analyze the holistic development of participants, we look at shifting attitudes and behaviors, increased personal agency, improved reconciliation among families and neighbors, and higher levels of education for girls as a result of holistic flourishing. For example, 100% of participants in Mexico say their work is a good use of their talents. Participants also report helping their neighbors at least two times each month.

## BRIGHT HOPE FOR THE FUTURE

Through Plant With Purpose's holistic approach, families in Mexico are equipped to grow out of poverty. We see greater gender equity as women are empowered through their Purpose Groups and can send their daughters to school. By conserving water and practicing regenerative agriculture techniques, they are resilient to challenges such as persistent drought, improving their quality of life and future despite these challenges.

■ Comparison ■ Participants



*Participants are 3 times as likely to work together with their neighbors to address challenges in their community.*

