



2024 IMPACT EVALUATION RESULTS

THAILAND

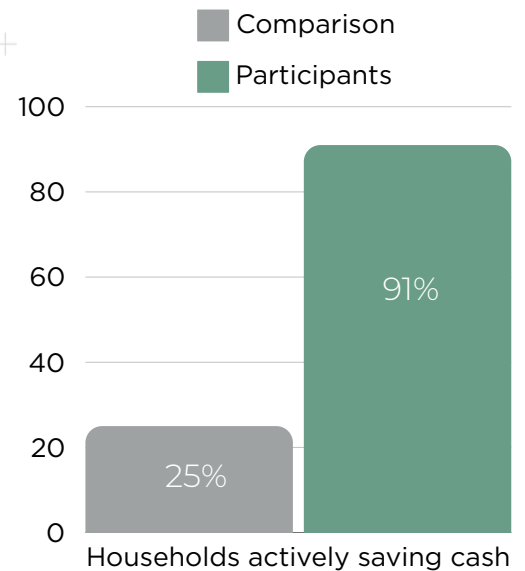
PARTICIPANTS: 1,277
PURPOSE GROUPS: 84
TREES PLANTED: 3,374,535

Data as of December 31, 2024

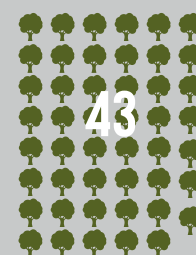
The 2024 Impact Evaluation confirmed that many significant and positive changes are happening through our partnership in Thailand. Land is being restored, families are escaping poverty, and hope is renewed. In this report, we will provide a more in-depth look at the specific outcomes in our Thailand program.

Holistic Transformation in Thailand

Spiritual renewal, economic empowerment, and environmental restoration are transforming watersheds in Thailand. Participants are more than three times as likely to be actively saving for the future, culminating in 1.6 times more savings in reserve than families in the comparison watershed. Participants are protecting more of their land by using soil conservation techniques and planting coffee and tea which are goods in high demand at local markets. As participants increase their income from farming more sustainably, they invest in future generations and practice compassion within their communities. Participants collaborate with their neighbors to address local problems and demonstrate material generosity and social solidarity in difficult circumstances.



TREES PLANTED IN THE LAST 12 MONTHS



Participants



Comparison

POVERTY IN THAILAND

Poverty reduced by 44%

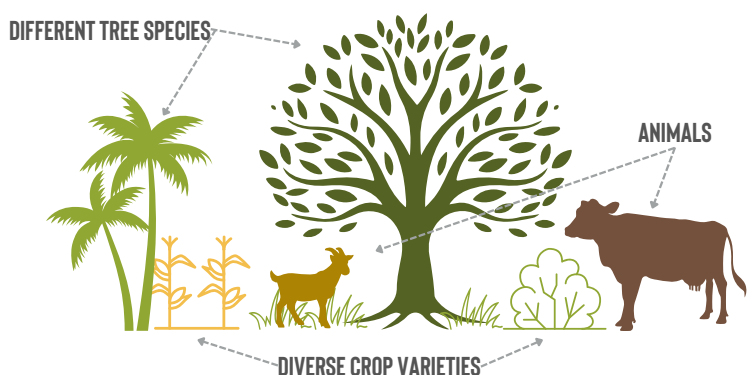
Poverty is inherently complex and difficult to measure. Plant With Purpose uses a multidimensional poverty index (MPI) to take a holistic approach to measuring poverty. This approach is adapted from the UNDP's MPI formula and customized for a rural farming context. Twelve indicators across six dimensions help us understand the material, social, and environmental factors of rural poverty.

Plant With Purpose participants are reversing cycles of poverty even in the midst of environmental degradation and ethnic discrimination. In Thailand, Plant With Purpose participants experience a 44% reduction in poverty. This reduction is driven primarily by households improving the health of their soil, and accumulating savings for emergencies and the future. Participants report nine percent healthier soil than farmers in the comparison watershed.



Agroforestry is a vital solution to poverty and environmental degradation in Thailand, combining diverse crops, trees, soil conservation techniques, and animals to create sustainable ecosystems. This system improves nutrient recycling, enhances soil health, sequesters carbon, and supports biodiversity by providing habitats for species like pollinators. Participants in Plant With Purpose programs are empowered to apply agroforestry practices while having the freedom to choose the crops, trees, and animals that best suit their needs and goals.

ELEMENTS OF AGROFORESTRY



Integrating animals adds natural fertilizers and allows them to graze on cover crops, reducing chemical inputs and protecting soil. By diversifying income sources, reducing risks from single-crop dependence, and conserving land, agroforestry helps farmers build economic resilience while promoting sustainable land stewardship for future generations.

FINANCIAL STABILITY



Participants are

3 X

more likely to be saving cash and

1.7 X

more likely to earn income from formal employment

FARMING

Participants have

9%

healthier soil and

38%

more diverse harvests



AGROFORESTRY

A sustainable land management system that integrates trees and shrubs with crops and/or livestock to enhance biodiversity, productivity, and environmental benefits.



Picture: A traditional La Hu celebratory dance. the Lahu people are one of several minority ethnic groups, immigrants from troubled Myanmar, that Plant With Purpose serves in Northern Thailand.

SERVING MINORITY GROUPS

Plant With Purpose works in Northern Thailand which is home to dozens of ethnic minority groups. These groups fled to Thailand as refugees from neighboring countries and began new lives as farmers in the mountains bordering Myanmar. Despite living there for years and gaining citizenship status, they often have limited or difficult access to land, employment & government services.

Plant With Purpose enters these difficult circumstances to demonstrate that economic resilience and environmental stewardship are possible in the face of discrimination. As a result, participants are 13% more likely to work with their neighbors to solve problems in their community. Ninety-eight percent of participants are empowered to steward their talents to improve their communities. While these minority groups experience conditions of poverty and discrimination, they respond to adversity with hope and agency to improve their lives and care for the watersheds they've adopted as home.



100%

OF PARTICIPANTS ARE WORKING
WITH THEIR NEIGHBORS TO SOLVE
LOCAL PROBLEMS

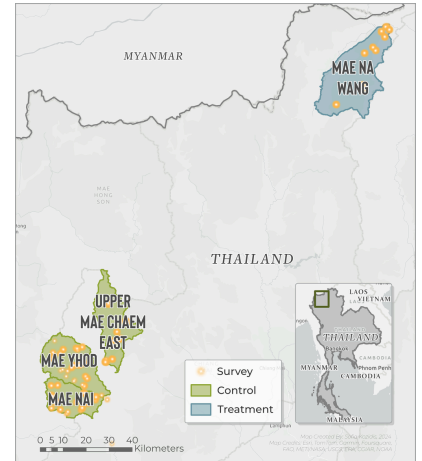


HEARING FROM OUR PARTICIPANTS

Participatory workshops involve 15-20 people representing a typical cross-section of participants. When workshop analysis comes directly from communities, it better helps us understand what factors drive the changes in these watersheds. In Thailand we conducted a mapping workshop, a change matrix workshop, and a spiritual renewal workshop.

In both the change matrix and mapping workshops in the Mae Na Wang watershed, the impact of forest conservation was clear. Participants highlighted collaboration between government programs and community leaders to plant trees - all the more significant given the fraught relationship between the Thai government and ethnic minorities. These tree planting initiatives demonstrate the importance of having sufficient water sources to last the whole year and “conserve resources for the next generation.” The relationship between forestation and water availability is clear among participants who cite preventing drought as a motivation for planting trees. Wildfires are also cited as a cause of deforestation, so participants respond by adding fire breaks to their community forests. Participants from minority groups integrate traditional tree conservation practices with techniques they learn from Plant With Purpose - illustrating how we learn from our farmers as they learn from Plant With Purpose.

Overall, these workshop and survey results highlight holistic change in participants' lives as they work to nurture their physical environment, in collaboration with their neighbors, to build economic and environmental resiliency for generations to come.



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

“THE FOREST IS A VITAL RESOURCE FOR PEOPLE TO HAVE A GOOD LIVELIHOOD.”
-WORKSHOP PARTICIPANT

The map below was marked by workshop participants to show areas of changing water sources and forestation.

