

2024 IMPACT EVALUATION RESULTS

DEMOCRATIC REPUBLIC OF THE CONGO

PARTICIPANTS: 10,693

PURPOSE GROUPS: 369

TREES PLANTED: 6,835,745

Data as of December 31, 2024

The 2024 Impact Evaluation confirmed that many significant and positive changes are happening through our partnership in the Democratic Republic of the Congo. Our partners are restoring land, leading their families out of poverty, and renewing hope. In this report, we will provide a more in-depth look at the specific outcomes of our Democratic Republic of the Congo program.

Spiritual renewal, economic empowerment, and environmental restoration are transforming watersheds in the Democratic Republic of the Congo. Results from the 2024 impact evaluation demonstrate the efficacy of this holistic approach. Even in the midst of persistent drought and political instability, farmers are investing in their future by saving, cultivating healthy soil, and sharing with their neighbors. Farmers plant trees and practice regenerative agriculture to protect their landscapes from erosion and build resilience to climate change. When the environment thrives in one area, interconnected ecological systems carry these benefits throughout, transforming the entire watershed. Farmers don't just apply what they learn—they become leaders in their communities, sharing their knowledge with neighbors and expanding Plant With Purpose's impact beyond those directly involved, fostering lasting change.

ECONOMIC EMPOWERMENT

Participants have

3.8X

more savings in reserve

SPIRITUAL RENEWAL

Participants are

1.8X

more likely to see their work as a good use of their talents

ENVIRONMENTAL RESTORATION

Participants are applying

1.7X

more regenerative agriculture techniques



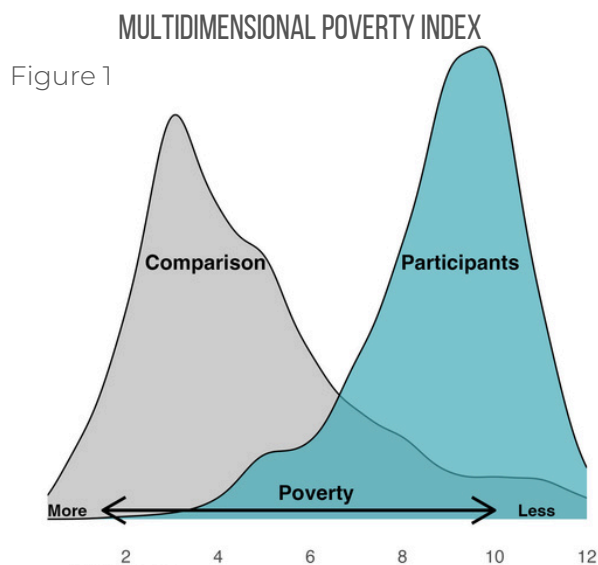
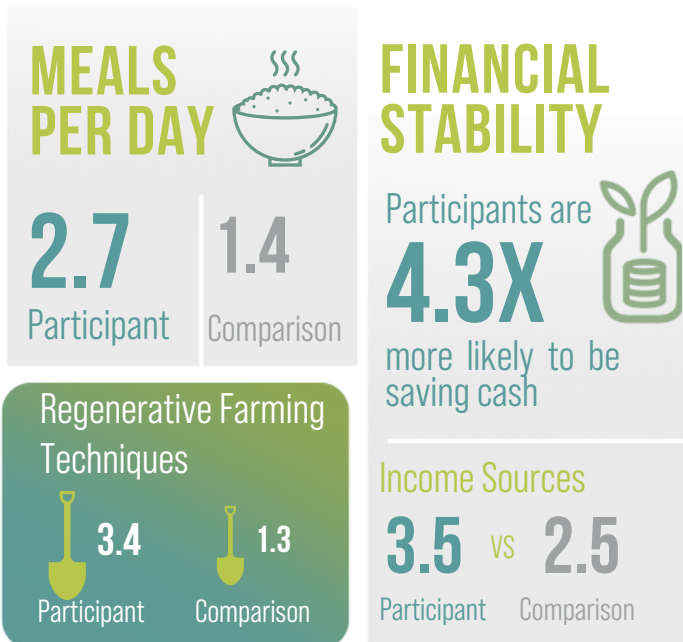
POVERTY IN DR CONGO

POVERTY REDUCED BY 78%

Poverty is inherently complex and challenging to measure. Plant With Purpose uses a multi-dimensional poverty index (MPI) to measure poverty holistically. This approach is adapted from the United Nations' MPI formula and customized for a rural farming context. Twelve indicators across six dimensions help us understand the material and environmental factors of rural poverty. In the Democratic Republic of the Congo, participants experienced a 78% reduction in poverty in just 3 years. Families' level of poverty is severely reduced (as illustrated in Figure 1) as they save, improve their housing, and restore their physical environment.

Participants in the DR Congo are 4.3 times more likely to be saving cash and have 3.2 months of savings in reserve. This financial stability enables families to invest in businesses and in future generations. Participants are three times as likely to be earning income from a business than households in the comparison watershed.

While financial stability is one dimension of poverty, land management and farming practices are two other critical dimensions for Congolese farmers. Participants plant and harvest more varieties of crops and apply more regenerative agriculture techniques which protect and restore soil. As a result, participants' soil is twice as healthy as comparison households.





PEACE & RECONCILIATION <<<

For much of the last 30 years, the Democratic Republic of the Congo has experienced violence and political instability. These conflicts displace families and exasperate divisions within communities. Despite these intense challenges, Congolese households are working together with their neighbors to solve local problems. Plant With Purpose partners with local churches to promote peace and reconciliation in watersheds in the Democratic Republic of the Congo.

Plant With Purpose also invests in the next generation by partnering with schools. In 2024, Plant With Purpose established 19 new school partnerships in the Democratic Republic of the Congo. Students from one school partner formed a peace club responsible for raising awareness on social cohesion, peaceful cohabitation, and preaching peace between communities within their respective schools. This is just one powerful example of how our partnerships can be catalysts for lasting change throughout the community.

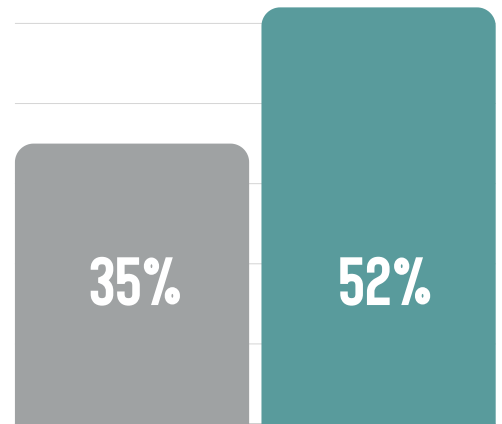
Lastly, Plant With Purpose is increasing gender equity by promoting greater peace and harmony in the watersheds we work in. Participants are 49% more likely to be sending eligible girls in their households to secondary school than households in the comparison watershed. Education empowers girls to be agents for positive change in their community.



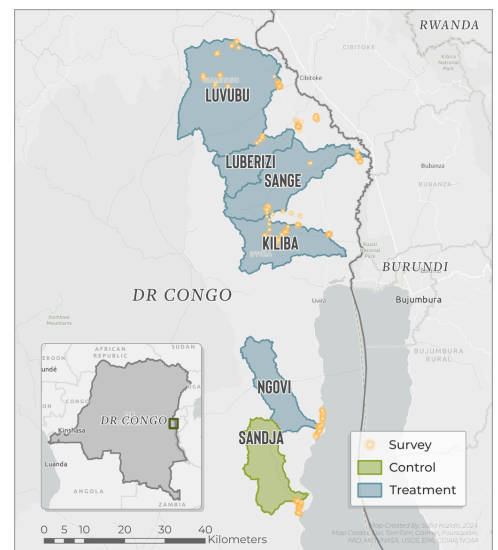
CONGOLESE HOUSEHOLDS
HELP THEIR NEIGHBORS 3
TIMES PER MONTH

● COMPARISON

● PARTICIPANTS



HOUSEHOLDS WITH GIRLS IN SECONDARY SCHOOL



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

DROUGHT IN EAST AFRICA

In the past few years, East Africa experienced persistent drought which continues to negatively impact the farming families Plant With Purpose partners with. Droughts increase farmers' vulnerability to crises and make it more difficult to recover from an environmental or economic shock. Climate shocks also aggravate food crises in the region "where agricultural production is already reeling from the effects of violence and insecurity" (Henry, 2022).

Plant With Purpose promotes strategies to conserve water and increase natural water availability as ongoing drought continues to be a challenge. Yet even during drought in the Democratic Republic of the Congo, participant households travel shorter distances to access water than households in the comparison watershed, thanks to their determination to maintain the health of the watershed ecosystem. This sustainable management increases reliable water availability closer to communities, even under challenging conditions. Participant households become more resistant to drought by applying mulch, cover crops, compost, and other techniques that conserve soil moisture. Improved financial stability also enables families to better respond to environmental hardships. After a natural disaster, farmers with access to savings and loans from their Purpose Group can purchase materials to repair damage to their house and farm, making it more resilient for the next storm.

POWER OF TREE PLANTING


840

PARTICIPANTS PLANTED 840 TREES IN THE LAST 12 MONTHS

8X

PARTICIPANTS ARE EIGHT TIMES MORE LIKELY TO BE PLANTING NATIVE TREES

1.2X

TREES PLANTED BY PARTICIPANTS ARE 1.2 TIMES MORE LIKELY TO SURVIVE

Planting trees is mutually beneficial to farmers and the environment, and it combats the impacts of deforestation and drought. Trees sequester carbon from the atmosphere, protect soil from erosion, and increase water infiltration. Since 2015, our Congolese participants have planted more than 6.5 million trees. Due to Plant With Purpose's localized model, farmers are empowered to choose what trees to plant and where. More than half of participants plant native trees—demonstrating their knowledge of what thrives in their local ecosystem. In addition to the environmental benefits, trees can provide the opportunity to start a business—earning income from harvesting fruit or using that income to invest in another type of microenterprise.



Bibliography:

Henry, Archibald S. "How Climate Change Fuels Instability in Central Africa." United States for Peace. 22 September 2022.

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