



# 2024 IMPACT EVALUATION RESULTS

# TANZANIA

**PARTICIPANTS: 14,219**  
**PURPOSE GROUPS: 582**  
**TREES PLANTED: 19,729,850**

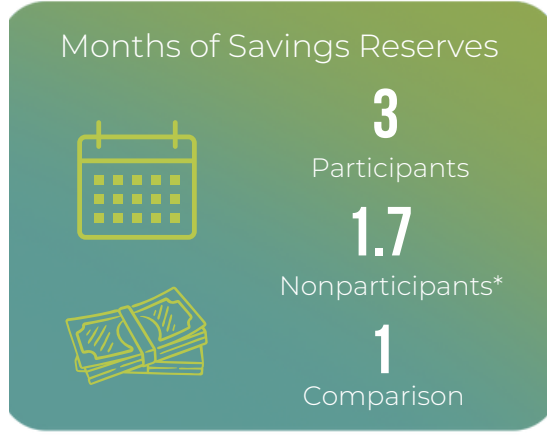
*Data as of December 31, 2024*

*The 2024 Impact Evaluation confirmed significant and positive changes from our partnership in Tanzania. Land is being restored, families are escaping poverty, and hope is being renewed. This report provides an in-depth look at the specific outcomes of our Tanzania program.*



## Whole Watersheds Transformed

When Plant With Purpose works in a watershed, entire communities benefit. Our efforts yield improvements for both participant and nonparticipant households within treatment areas. In Tanzania, participants are twice as likely to save for the future, plant three times as many trees, and cultivate healthier soil compared to those in comparison areas. Participants share their knowledge, influencing their neighbors within the watershed to make positive changes as well. In fact, even nonparticipants within our watersheds have 70% more savings than those in comparison watersheds. Additionally, 94% of participants recognize their ability to make positive improvements in their lives. These collective impacts demonstrate how entire watersheds improve as a result of our work.



*\*Nonparticipants are households located within a Plant With Purpose program area, while Comparison households reside outside the treatment area.*

**“WE WORK IN UNITY TO BRING ABOUT DESIRED CHANGE.”**

*Workshop participant in the Sanya River watershed*



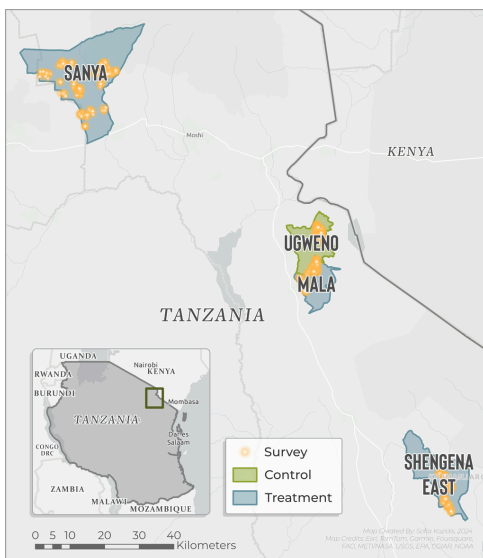


# POVERTY IN TANZANIA

**Poverty reduced by 50%**

Poverty is inherently complex and challenging to measure. Plant With Purpose uses a multidimensional poverty index (MPI), adapted from the UNDP's model and tailored to rural farming contexts, to assess poverty holistically. This index includes twelve indicators across six dimensions, capturing the material and environmental factors of rural poverty. In Tanzania, participants have experienced a 50% reduction in poverty. While challenges persist, participants are significantly reducing poverty by saving, improving their housing, and restoring their environment.

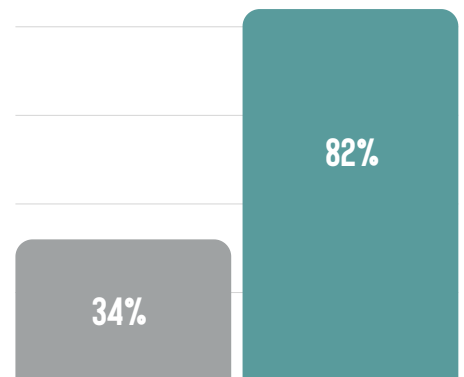
Water availability remains a critical issue for farmers in the regions where we work. In Tanzania, participants live half as far from a water source compared to households in comparison areas. This proximity is a result of environmental restoration and protection of natural water sources. Water availability also enables farmers—especially women and girls—to use their time to pursue other endeavors such as attending school. By practicing regenerative agriculture—including planting trees and implementing soil conservation techniques—participants enjoy 15% healthier soil and harvests that are 27% more diverse. These practices help create resilience against natural disasters and climate change.



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

Enhanced environmental and economic resilience empowers farmers to advance in their journey out of poverty. Participants in Tanzania are 138% more likely to save for the future than comparison households and enjoy 13% more diverse income. By planting trees, selling animal products, investing in businesses, and leveraging loan capital from Purpose Groups, participants build a secure financial future.

● COMPARISON ● PARTICIPANTS



**HOUSEHOLDS ACTIVELY SAVING**



**PARTICIPANTS LIVE 51% CLOSER A WATER SOURCE**

**“WHEN ONE PERSON IN THE COMMUNITY FLOURISHES ECONOMICALLY, THEIR NEIGHBORS ARE ALSO POSITIVELY IMPACTED.”**

*Workshop participant in the Mala River watershed*

# CHURCH PARTNERSHIPS



Plant With Purpose fosters church partnerships to encourage communities to grow in their love and care for neighbors, God, self, and creation. In 2024, Plant With Purpose established 20 new church partnerships, equipping local leaders with training to inspire love for God, creation, and their neighbors. Churches in the communities where Plant With Purpose works are key actors for social services and change. Plant With Purpose trains church leaders about how to promote environmental stewardship and ninety-seven percent of participants in Tanzania report that their church is putting that training into practice. Participants in Tanzania are 22% more likely to recognize their talents as God-given gifts, using them to steward their work as farmers. Analysis reveals that increased personal agency, improved reconciliation, and higher levels of education for girls lead to holistic flourishing.



## POWER OF TREE PLANTING



### 3.4X

PARTICIPANTS PLANTED 3.4 TIMES MORE TREES IN THE LAST 12 MONTHS

### 1.2X

PARTICIPANTS ARE 1.2 TIMES MORE LIKELY TO BE PLANTING NATIVE TREES

Tree planting is central to combating the effects of climate change. Trees sequester carbon, prevent soil erosion, and conserve water. Since 2004, Plant With Purpose participants have planted nearly 20 million trees in Tanzania. Through our localized model, farmers are empowered to choose which trees to plant and where. Sixty-nine percent of participants in Tanzania plant native trees, demonstrating an understanding of their local ecosystems and appreciation of the intrinsic value creation. Government-supported tree planting campaigns in 2023 further bolstered these efforts. When local actors collaborate to foster healthy forests, the entire watershed benefits.

## TREES PLANTED IN THE LAST 12 MONTHS

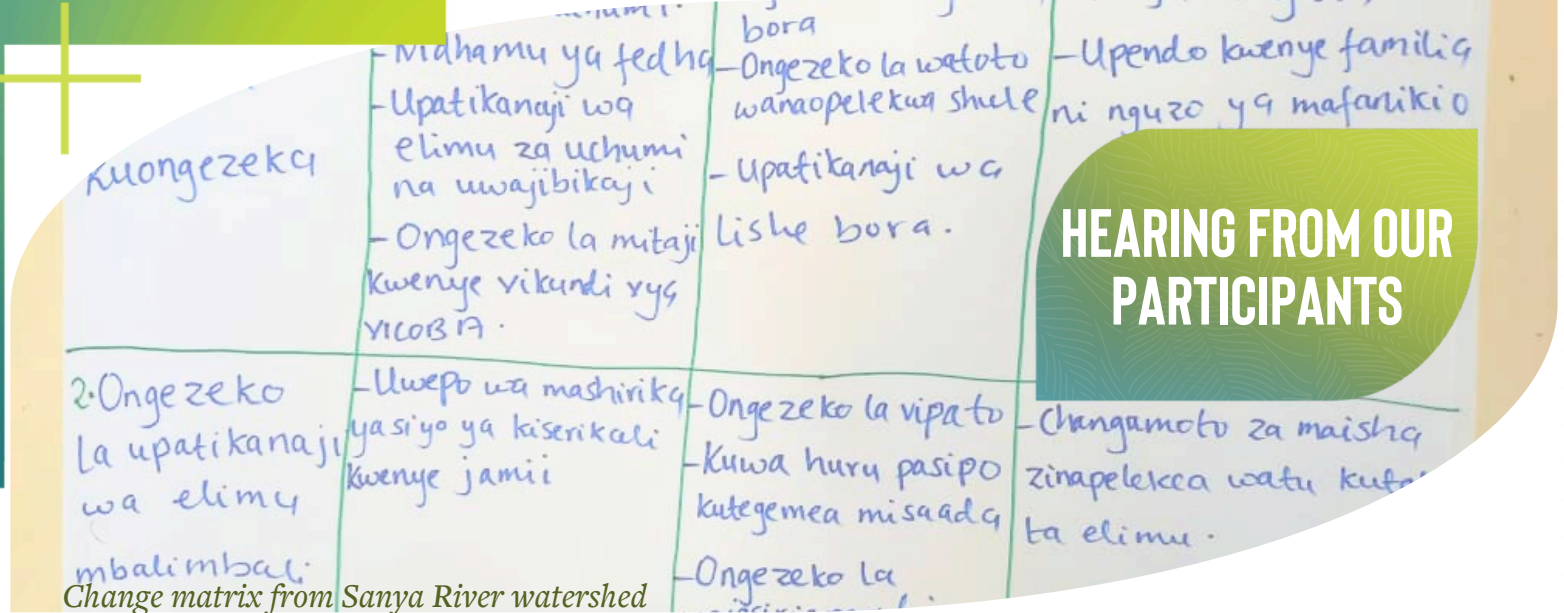


Participants



Comparison

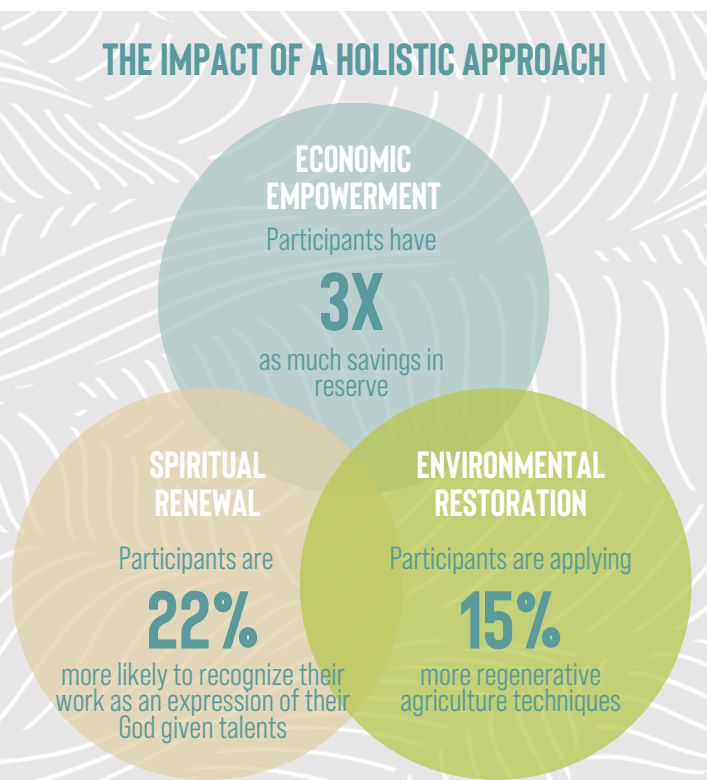




Participatory workshops bring together 15-20 individuals representing a cross-section of the community, including farmers, small business owners, men, women, youth, elders, and leaders. These workshops provide valuable insights into the factors driving change within watersheds.

### Watershed Mapping

Satellite mapping offers a high-level view of watershed conditions, but the local knowledge of farmers is invaluable. During mapping workshops, participants identify changes in forestation and water availability, along with the factors driving these changes. In one watershed, participants highlighted the establishment of woodlots for income generation as a key factor in increasing tree planting. This highlights one of the many economic benefits of trees—not only providing a source of income through woodlots but also providing fruit, shade, and enriched soil. Additionally, participants noted that planting native trees near water sources has improved water availability, illustrating the connection between reforestation and water resources.



### Why Are These Changes Happening?

When asked about the most significant changes in their community, workshop participants highlighted an “increased family economy,” attributing it to access to Purpose Group capital, financial literacy training, and greater spending discipline. Beyond tangible assets and financial capital, members also reported shifts in their mindset around finances. Many noted that Purpose Groups have enabled their families to send more children to secondary school and improve nutrition and housing. These changes reflect the holistic impact of Plant With Purpose’s work in transforming lives and landscapes.

