

Mission Statement

Together -- Reversing rural poverty. Restoring watersheds. Renewing hope. Rooted in faith.

Vision Statement

A world where people and planet flourish

EXECUTIVE OVERVIEW

The Vision - Ready to Scale

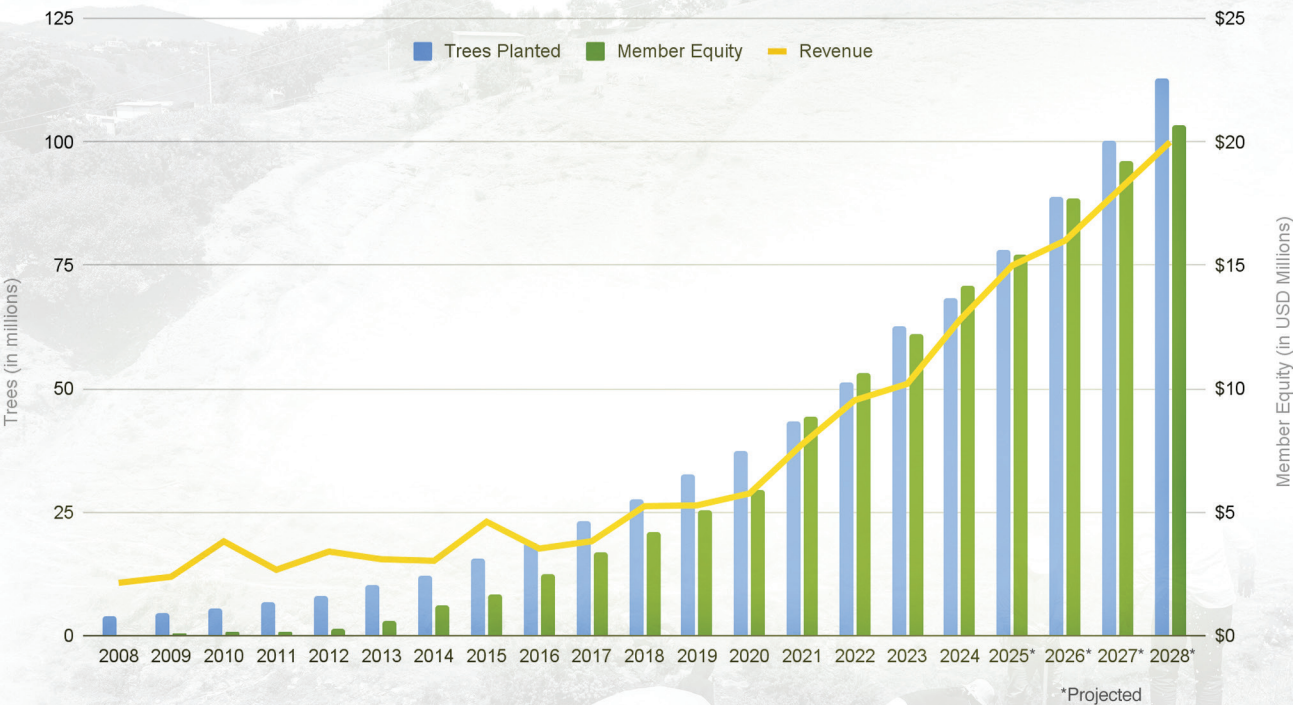
We will spend the next three years optimizing our work and infrastructure so **many, many more vulnerable communities will experience the restoration of their land and a life-changing reduction of poverty.**

Plant With Purpose has developed a **high-impact, sustainable development model** we call Community Designed Restoration (CDR) that is transforming the lives of smallholder farmers globally. CDR is replicable and highly adaptable, reducing multidimensional poverty rates by 55% while restoring environmental health. When we apply CDR across a watershed, the **benefits are experienced by the entire population, not just program participants, and even impacts neighboring communities.**

Projected Program Goals			
	2026	2027	2028
Total Countries	9	10	10
Total Watersheds (incl. graduated)	72	81	82
Annual Trees Planted (Total Trees)	10,800,000 (92 Million)	11,500,000 (104 Million)	12,500,000 (116 Million)
Total Purpose Groups (incl. graduated)	5,900	6,400	6,900
Total Church Partnerships	1,560	1,700	1,800
Total Families	129,000	140,000	151,000
Total Individuals	720,000	780,000	840,000
Total Member Equity	\$17,700,000	\$19,200,000	\$20,700,000

By The Numbers

Growth (in millions)



Purpose Plan Pillars

2026 - 2028

EXECUTIVE OVERVIEW

The Purpose Plan is built on six pillars grouped in three integrated themes—Equip, Optimize, and Scale. These are steadfast, overarching, and supportive principles intended to last through the three-year planning horizon. They guide our actions, work plans, and strategic priorities for the duration of the Purpose Plan implementation.

EQUIP

We will equip our people and partners to manage projected future growth.

Investing in our People

We will strengthen our team with a laser focus on our mission and vision, maintaining momentum without distraction.

Investing in our Partners

We will enhance the capacity and capabilities of our global partners in leadership, impact, and organizational strength, co-creating a more robust global partnership.

OPTIMIZE

We will focus on efficiency, evaluation, and refinement in order to optimize our impact through effective systems and operations

Strategic Simplicity

We will identify what works best and align resources, strategies, and systems to optimize our work for efficiency and efficacy.

Focused Innovation

We will identify, refine, and share innovative ideas, intentionally creating space for the innovation process.

SCALE

We will apply critical and expansive thinking to prepare to scale our impact beyond addition, to multiplication.

Impact Beyond Growth

We will think outside the box and, in unique and innovative ways, intentionally propagate our impact within the broader development field.

Intentionally Outward

We will multiply ministry impact through increased collaboration, innovation, and transformational change in partnership with others.

Financials

GROWTH PLANNING

To execute this strategic plan, we will grow from \$15 to \$20 million in annual revenue by the end of Fiscal Year 2028.

