

FARMERS IN ETHIOPIA PRACTICE SOIL CONSERVATION TECHNIQUES TO STEWARD CREATION AND INVEST IN THE FUTURE.



ETHIOPIA

PARTICIPANTS: 12,337

PURPOSE GROUPS: 621

TREES PLANTED: 4,881,557

Data as of September 30, 2025

2025 IMPACT STUDY RESULTS

The 2025 Impact Study confirmed many significant and positive changes happening through our work in Ethiopia. Land is being restored, families are escaping poverty, and hope is renewed. This report provides a more in-depth look at the specific outcomes of Plant With Purpose’s Theory of Change.

Whole Watersheds Transformed

In Ethiopia, communities where Plant With Purpose works have experienced a 68% decline in poverty since 2019. Rooted in faith, our program equips farmers to restore their land, build savings, and strengthen hope for the future. Evaluations in 2018 and 2025 show steady progress across our three program watersheds. Healthier soil, improved access to water, and increased generosity are transforming entire communities—in addition to individual participant households. These evaluations included a household survey and two participatory workshops to learn more about the context of these three watersheds.

Our aim is to contribute to the flourishing of entire watersheds. Because of our holistic approach towards environmental restoration and economic empowerment, benefits such as healthier soil, protection against erosion, and increased access to water are available to the whole community. Therefore, we see positive change both at the watershed level, and the participant household level over the years Plant With Purpose has worked in Ethiopia.

MEASURING CHANGE OVER TIME



● POVERTY IN 2018 ● POVERTY IN 2025



Households

DOUBLED

their savings reserves.



1 month

2018

2 months

2025

HOPE FOR THE FUTURE IN THE MIDST OF INSTABILITY

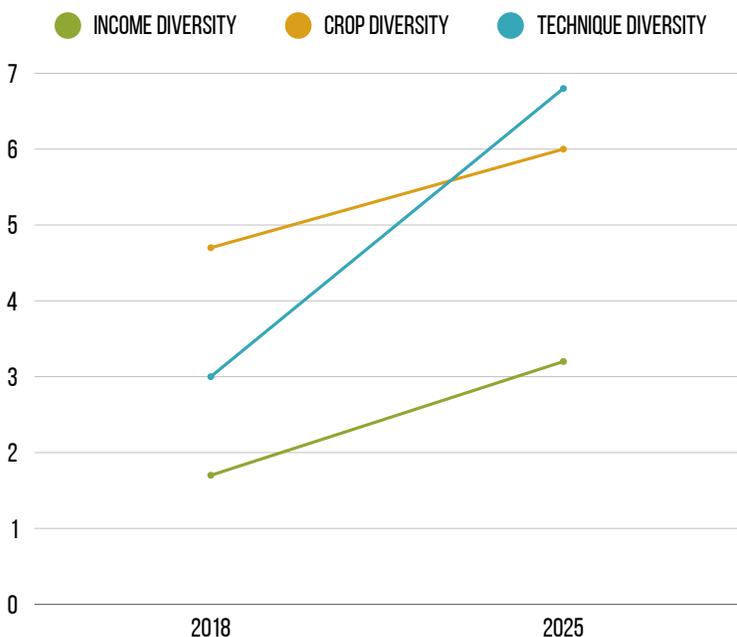
97%

97% OF PARTICIPANTS BELIEVE THEY HAVE
THE ABILITY TO IMPROVE THEIR LIVES

Regional conflict in Ethiopia has caused insecurity and disrupted life over the past few years. From 2020 to 2022, the conflict was concentrated in the Tigray region in far northern Ethiopia. In 2023 and 2024, the violence and instability spread to the neighboring Amhara region, where Plant With Purpose operates. Through God's protection and strong partnerships with local leaders, families remained steadfast in their work to restore both land and livelihoods.

Despite threats of violence and political uncertainty, farmers partnering with Plant With Purpose demonstrate resiliency, courage, and significantly greater confidence in their ability to improve their circumstances. We saw an increase in a sense of agency from 64% in 2018 to 97% in 2025. Households are also helping their neighbors 58% more often than in 2018. **Rather than retreating in crisis, they've grown in solidarity — evidence of a community transformed by hope.**

By diversifying income streams and harvests, farmers build resiliency to the constant change that comes with weather shocks, rural poverty, and a highly volatile political situation. Ethiopian households have 88% more diverse income sources and 28% more diverse harvests in 2025 than 2018. One staff member at Plant With Purpose Ethiopia shared that "they [used to] only work for themselves but now when they finish their own agricultural practice, they work ... for others."



PARTICIPANT HOUSEHOLDS HARVESTED MORE THAN 6 VARIETIES OF CROPS IN THE LAST YEAR WHICH SUPPORTS A HEALTHY DIET AND ADDITIONAL INCOME STREAMS FOR THEIR FAMILIES.

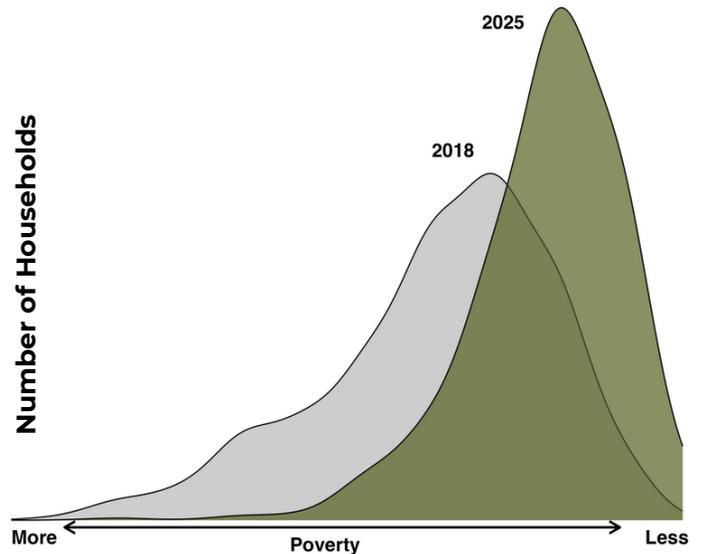
REVERSING POVERTY IN ETHIOPIA



In the midst of challenging circumstances, poverty is decreasing in the three watersheds where Plant With Purpose works in Ethiopia. Poverty is complex and difficult to measure, so Plant With Purpose uses a multidimensional poverty index (MPI) to apply a holistic approach. This approach adapts the UNDP's MPI framework to more accurately reflect the complex realities of rural farming households. Twelve indicators across six dimensions help us understand the material and environmental factors of rural poverty.

Families are improving their homes, strengthening and diversifying their farms, and prioritizing girls' secondary education. This demonstrates how they are investing savings toward a more secure future. Households have doubled their savings since 2018 and now hold 44% more in reserves than nonparticipants. Participants in Mokie are nearly three times more likely to send girls to secondary school. Savings, education, and environmental restoration work together to break cycles of poverty.

Multidimensional Poverty Index



"Because of the savings initiative by the program there are many income generating activities"
- Plant With Purpose Ethiopia's Country Director

56% HOUSEHOLDS ARE INCREASING THEIR GENEROSITY BY 56%

3 HOUSEHOLDS ARE NOW EATING THREE MEALS PER DAY

12% SOIL IS 12% HEALTHIER IN 2025 THAN IN 2018



GIRLS IN MOKIE ARE NEARLY THREE TIMES MORE LIKELY TO ATTEND SECONDARY SCHOOL



This map shows the three watersheds studied in Ethiopia. Our team uses digital data collection methods to monitor incoming survey data, including their location in the watershed.

CHURCH PARTNERSHIPS FOR THRIVING FORESTS



Above: an Ethiopian Orthodox Tewahedo Church

94% OF HOUSEHOLDS ARE PLANTING NATIVE TREES



2018

TREES PLANTED IN THE LAST 12 MONTHS



2025



Scan this code to watch a video that takes you inside an Ethiopian church forest.

Plant With Purpose partners with 99 churches in Ethiopia. Together, we promote the spiritual practice of Creation Care. “In the past 20 years, Ethiopia has been devastated by deforestation. Extensive agriculture, cattle herding, and increased population pressure reduced forest cover to just 4.2% by 2000. Since then, the species richness of Ethiopia’s forests has been declining, and the remaining forests are fragmented, impoverished, and have only a fraction of the diversity they once had.”¹ The Ethiopian Orthodox Tewahedo Church plays a key role in reforestation and restoration efforts. These congregations plant and protect thriving forests that extend for as far as several hundred acres around their churches.

Plant With Purpose partners with the Ethiopian Orthodox Tewahedo Church to promote tree planting and other soil-conservation techniques to restore local landscapes. Passed down through generations, the church teaches that these forests are relics of ancient, largely lost ecosystems and thriving hotspots of biodiversity for indigenous species. **Today, households in Ethiopia are planting an average of 161 trees annually—double what they planted in 2018.** One Plant With Purpose staff member remarks that there is a “culture of tree planting” and planting native trees in particular. **Ninety-four percent of households are planting native trees now compared to only 36% seven years ago.** Families recognize what grows best on their land and choose to plant native trees to promote a healthy ecosystem. Together, Plant With Purpose and local churches encourage tree planting and soil conservation grounded in both faith and science, restoring creation for generations to come.



¹ Read more on Plant With Purpose’s blog

