

PLANT WITH PURPOSE

Annual Report

FISCAL YEAR 2025

Propagate Hope



Propagate Hope Introduction

Welcome to the Plant With Purpose Fiscal Year 2025* Annual Report

As you will see, there is much to celebrate this year, including the completion of our THRIVE 25 strategic plan and the achievement of our fiscal year-end goals. In this report, you will find updates on our ongoing program expansion and meet our new CEO, Craig Jagers. However, amid this celebration, we also take time to remember one who was at the very center of our mission, whom we recently lost.

In Memoriam: Durbel Lora Brito (1967–2026)

As this report was nearing completion, we received heartbreaking news. On **January 8**, our beloved colleague and friend **Durbel Lora Brito**, Country Director of our Dominican Republic program, passed away due to injuries sustained in an automobile accident while on a field visit.

For more than **27 years**, Durbel faithfully served the people and communities of the Dominican Republic through Floresta Incorporada, Plant With Purpose's partner organization and the birthplace of our global ministry. Under his strong and loving leadership, the program has impacted more than **138,000 people** and planted over **27 million trees**, restoring land, strengthening food security, and transforming lives across the country.

Durbel's leadership was rooted in humility and unwavering faith. **He was a mentor, a friend, and a servant leader whose life embodied the very heart of our mission—to join Jesus in the renewal of all creation.**

The fiscal year 2025 annual report is **dedicated to the memory of our brother Durbel**—a man who led with compassion, served with joy, and reminded us all what it means to live a life of purpose.

*Fiscal Year 2025 is July 1, 2024 - June 30, 2025



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Propagate hope.

Through the group, I learned about the power of savings. Together, we saved money, took out loans, and invested in our farms. For the first time, I was able to strengthen my farm and prepare my family for difficult times.

Patrick's story reflects patterns we see across thousands of Purpose Group participants.



Patrick's Story

Dear Friend,

My name is Patrick, and I'm a father of five, church secretary, and farmer in Lwafwa, Malawi. Today my farm has changed, and my neighbors work hand in hand to help the community flourish. But a few years ago, life looked different.

My family, like most people in my community, relies on farming to eat and make a living. But after generations of farming the same land, the soil grew tired. Then the rains became unpredictable. Many families were unable to produce enough food to last through the season. Desperate, some people began cutting down trees to sell. The hillsides grew barren, the rivers became muddy, and growing conditions worsened. We worked hard, but there was little hope.

Then Plant With Purpose came to my village. They shared how spiritual renewal, environmental restoration, and economic empowerment together can transform communities like ours. I quickly joined a Purpose Group, and that decision has changed everything.

Through the group, I learned about the power of savings. Together, we saved money, took out loans, and invested in our farms. For the first time, I was able to strengthen my farm and prepare my family for difficult times.

Plant With Purpose also helped me understand that Christians have a vital role to play in creation care. My church became a hub for environmental restoration. I used to think that what I did on my farm was separate from what I did in church—but now I know that the two go hand in hand. We planted trees on church grounds and at the homes of our members, eventually establishing our own tree nursery.

Since Plant With Purpose came to my community, our lives are transforming. We've learned the importance of working together. People who were once strangers now plant trees side by side, caring for creation and for one another.

God is restoring our land, and He is restoring our hearts as well.

With gratitude,

Patrick

Patrick
Lwafwa, Malawi



Our Impact

Poverty and environmental degradation are devastating rural farming communities across the globe. In just two decades, the world has lost 10% of its tree cover (World Resources Institute)—trees that farmers depend on for food, fertile soil, biodiversity, and protection from natural disasters. Yet trees continue to be cut out of desperation to survive, fueling a vicious cycle of deforestation and poverty.

But there is hope.

Farmers are breaking the cycle of poverty and deforestation, and building thriving and resilient communities. People in neighboring watersheds are asking us to bring this change to their communities too.

Fiscal Year 2025 marked the conclusion of THRIVE 25, our five-year strategic plan. THRIVE 25 was an ambitious effort to strengthen and build our infrastructure and expand our work to even more communities around the world, including expanding to our ninth country—Malawi. With supporters like you, we made progress very quickly. In fact, **in less than a year, it was clear that our goals weren't ambitious enough, so we increased them!**



THRIVE 25 Accomplishments

THRIVE 25	2020*	2025*
Revenue	\$5.8M	\$14M
Program Countries	8	9
Trees Planted	37,374,000	82,152,316
Purpose Groups (Active & Graduated)	1,647	5,559
Partner Churches	745	1,464
Total Participants (Active & Graduated)	221,937	716,655
Purpose Groups Savings Equity	\$5,585,000	\$17,446,082
U.S. Staff	22	48
Total Global & U.S. Staff	234	471

*By end of fiscal year

PLANT WITH PURPOSE
 SOCIETY OF THE FUTURE
 Annual Report 2025



Growing in Purpose

Our Program Design

Community Designed Restoration (CDR) is our approach to integrating local knowledge with skills taught by our staff to make environmental restoration sustainable.



The foundation of this approach is the **Purpose Group**—community-led savings and loan associations where neighbors come together to strengthen their farms, families, and faith. Purpose Groups serve as a platform for Farmer Field Schools, where members learn about regenerative agriculture from our skilled field staff and from one another. **This peer-to-peer learning model is particularly powerful, because it enables participants to learn from shared experiences in their local context and set their own priorities.**

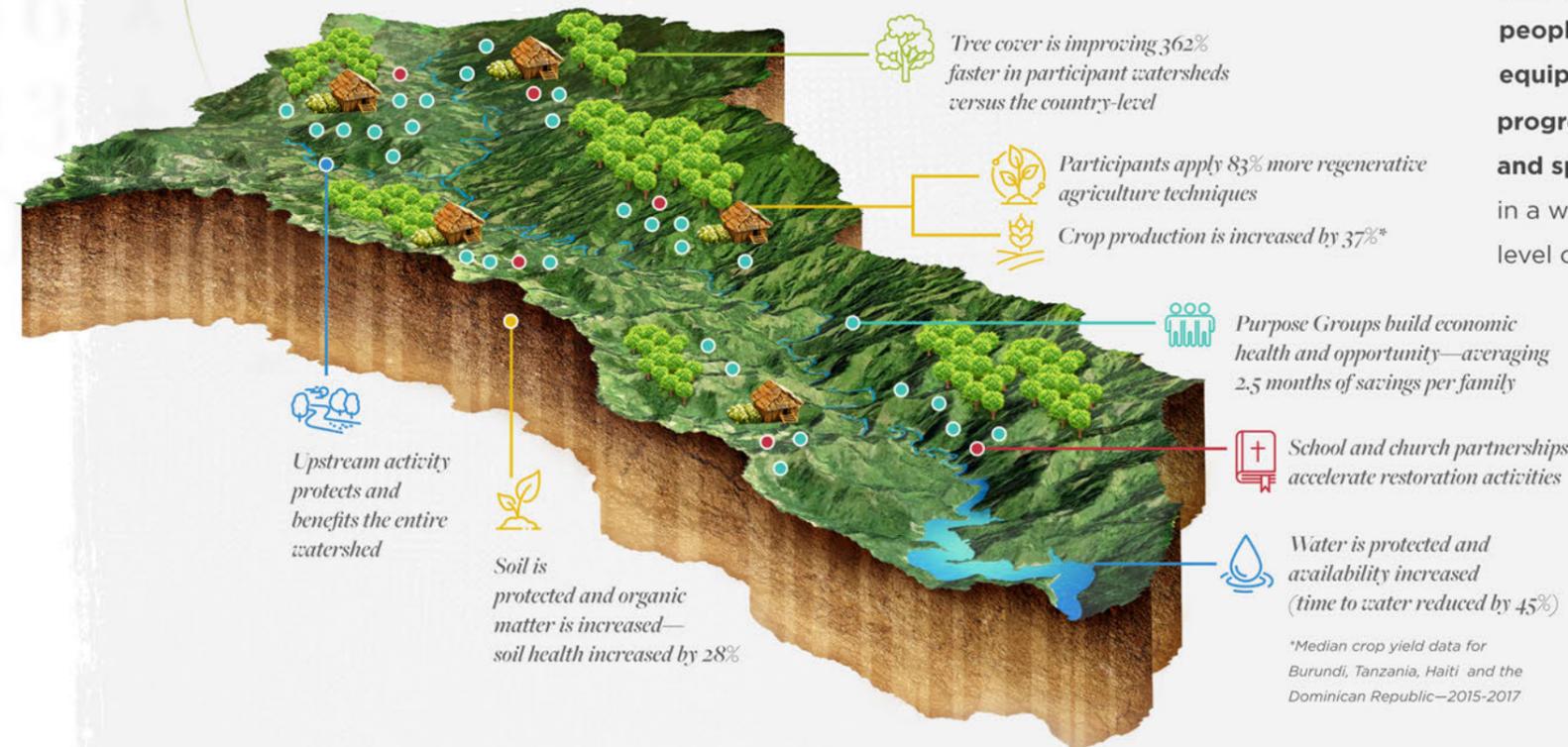
The result of Purpose Groups is far more than economic growth—it's a renewed sense of dignity, leadership, and community resilience.

The results are incredible. In the watersheds where we work, poverty is being reduced by 55%, farmers are planting 9x more trees, incomes are increasing by up to 325%, and participants report helping their neighbors 23% more often than comparison groups.

55% WATERSHED PROGRAM PARTICIPATION

100% WATERSHED BENEFITS

The Watershed Model



Plant With Purpose works within watersheds—a geographic area where all the water flows to a common outlet, like a river. In a watershed, the land, water, people, and ecosystems are deeply interconnected. Because of this, **our watershed model is an impact multiplier, enabling your investment to have a broader and more sustainable effect.** For example, an environmental activity upstream, such as planting trees, can reduce soil erosion and improve water availability downstream and throughout the entire region.

This interconnectedness also extends the reach of the work. **On average, about 55% of watershed residents participate directly in our program. However, research has proven that 100% of the watershed benefits.** As upstream improvements flow downstream, neighbors share with neighbors, and local churches and schools join as partners, impact is multiplied throughout the watershed and even spills over into neighboring communities.

When we begin work in a watershed, our goal is graduation. This means **local people are leading their own initiatives, equipped to sustain and continue their progress toward economic, environmental, and spiritual vitality.** Typically, we work in a watershed for six to ten years until this level of self-sufficiency is achieved. As part

of our ongoing effort to scale our work, we are conducting a Watershed Lifespan Study to compare the success of watersheds that graduate in three, six, and nine years. This study will guide our future programming, helping us optimize the impact of our work.

Growing in Purpose

We Are Christian

We express our faith through care for creation and love for others. Roughly 75% of the world is motivated by their faith.* While we serve people of all faiths, our Christian faith is often a bridge to inspiration, trust, and common ground in the communities where we work.



Our partnership with local churches further fuel connection and trust within a community. These churches often partner with us to teach our spiritual renewal curriculum, *Restoration of Relationships*, start community gardens, and protect the local ecosystem together. Long after our work in a watershed is complete, these churches remain an integral part of the community, promoting peace, love for neighbors, and environmental stewardship. **As participants come to see creation care as an expression of their faith, it sparks lasting transformation throughout the watershed.**

75% OF THE WORLD EMBRACE FAITH*

*Hackett, C.; Stonawski, M., Tong, Y., Kramer, S., Shi, A. F., & Fahmy, D. (2025, August 14). How the Global Religious Landscape Changed From 2010 to 2020. Pew Research Center.

Partners, Not Projects

Perhaps our greatest commitment as an organization is to treat participants not as projects that need fixing, but as partners in local and global transformation.

We call this commitment Partners, Not Projects. This commitment is born from our Christian belief that all people are made in the image of God, and from the knowledge that lasting change must be co-created with partnering farmers—honoring their dignity, agency, and expertise.

As participants come to see creation care as an expression of their faith, it sparks lasting transformation.

By empowering local leaders, we ensure that change endures. Our dedicated local teams equip leaders and Purpose Groups, but the farmers themselves are in the driver's seat. When participants are trusted to make their own decisions, they grow and innovate. Because of their ownership, the groups continue to mature and thrive long after graduation. In recent years, we have seen Purpose Groups take initiative to build homes for families in need, restore roads and bridges, create innovative water projects, and more.

Our value for people also informs our commitment to ethical storytelling.

We intentionally portray partners as whole people with unique stories, gifts, knowledge, and agency. When we share a farmer's story of transformation, we focus on their initiative. We emphasize that they are active partners in global restoration, not passive recipients of aid. Their voice is central to our narrative. **Ethical storytelling reminds us to present participants as the leaders they are, rather than reducing them to statistics.**



Letter from the CEO

Craig Jagers, CEO, Plant With Purpose

Dear Friends,

As the new CEO of Plant With Purpose, I begin with deep humility, gratitude, and excitement about our future. Each of you—whether a participant, staff member, or supporter—has nurtured decades of transformational work around the world. Carrying forward this legacy is a sacred privilege, and I am energized by the opportunity to foster even greater, world-changing impact, together.

To our partner farmers and global program leaders—your faithfulness and perseverance are transforming lives, families, communities, and ecosystems. We celebrate the restoration of creation and renewed hope because of what you do each day.

To our supporters, your generosity and prayers fuel Plant With Purpose's growing impact. We will soon celebrate the planting of our **100 millionth tree** and expand our work to **tens of thousands of new people**. Every milestone we reach tells a story of faith, stewardship, and love in action.

I also honor the extraordinary leadership of **Scott Sabin** and the entire Plant With Purpose team. Scott has led with grace and vision for over three decades, growing us from a small idea into a global movement. His faithfulness is the cornerstone of this ministry's success. I am privileged to carry forward his legacy.

As I look ahead, my prayer for us is bold: that God would guide, empower, and equip us to achieve impact far exceeding what we imagine today. The needs of our world—environmental, economic, and spiritual—are immense. Yet I am filled with hope. Together, we will continue our mission of restoring lives and lands—joining Jesus in the renewal of all things.



With deep gratitude,
Craig Jagers
Chief Executive Officer
Plant With Purpose

Our Global Family

At Plant With Purpose, people are our greatest asset. Each partner office around the world is staffed by local experts with a wealth of knowledge, experience, and passion for our mission to transform people and planet. What's more, our global programs are 100% community-based with economic, spiritual, and environmental initiatives, all truly owned by local people.

We achieved our goal,
planting 10,227,457 trees
across nine countries!

Growing in Purpose



Burundi

Director: Noé Nizigama

Active & Graduated Purpose Groups: 1,100
People Served: 156,654
Church Partners: 233
School Partnerships: 49
Trees Planted: 718,901
Staff: 37



Malawi

Director: Elizabeth Maoneyi Maneya

Active & Graduated Purpose Groups: 21
People Served: 2,944
Church Partnerships: 39
School Partnerships: 7
Trees Planted: 141,885
Staff: 14



Democratic Republic of the Congo

Director: Birori Gaparani Dieudonne

Active & Graduated Purpose Groups: 504
People Served: 114,226
Church Partners: 151
School Partnerships: 122
Trees Planted: 1,329,431
Staff: 83



Mexico

Director: Luis Alberto Castellanos

Active & Graduated Purpose Groups: 502
People Served: 31,124
Church Partners: 129
School Partnerships: 68
Trees Planted: 124,599
Staff: 45



Dominican Republic

Director: Interim Team

Active & Graduated Purpose Groups: 700
People Served: 84,588
Church Partners: 224
School Partnerships: 119
Trees Planted: 4,024,274
Staff: 39



Tanzania

Director: Richard David Mhina

Active & Graduated Purpose Groups: 751
People Served: 88,366
Church Partners: 352
School Partnerships: 325
Trees Planted: 1,388,399
Staff: 65



Ethiopia

Director: Belaynesh Tesema

Active & Graduated Purpose Groups: 621
People Served: 58,814
Church Partners: 97
School Partnerships: 71
Trees Planted: 835,388
Staff: 56



Thailand

Director: Jamlong Pawkham

Active & Graduated Purpose Groups: 102
People Served: 6,755
Church Partners: 86
School Partnerships: 9
Trees Planted: 502,141
Staff: 32



Haiti

Director: Not Shown for Security

Active & Graduated Purpose Groups: 1,258
People Served: 173,184
Church Partners: 153
School Partnerships: 66
Trees Planted: 1,162,439
Staff: 52



United States

Craig Jagers: CEO

Year Founded: 1984
Church Partners: 36
Corporate Partnerships: 47
Staff: 45



Our Finances

Fiscal Year 2025 Board of Directors:

Jeff Busby, Treasurer

Richard Dahlstrom

Matt Ellingson

Judy Enns, Secretary

Jeff Kahler

Eric Kaiser

Cindy Outlaw

Katrina Pennington

Curtis Robinson

Scott Sabin, CEO

Darrell Shrader

John Steel, Board Chair

Christy Vines

Fiscal Year 2025 Senior Leadership Team:

Christi Huizenga Renaud, Vice President of Development and Marketing

Donna Johnson-Lebert, Director of Executive Office and Board Operations

Kristen Kreitzer, Vice President of Finance and Administration

Milmer Martinez Vergara, Vice President of International Programs

Scott Sabin, Chief Executive Officer

Doug Satre, Senior Director of Strategic Partnerships

Paul Thompson, Chief Operating Officer

Statement of Financial Position

	June 30	
	2025	2024
ASSETS		(RESTATED)
Cash and cash equivalents	\$854,795	\$2,340,658
Unconditional promises to give, net	2,742,476	3,485,895
Prepaid expenses and other assets	231,953	269,144
Operating investments	2,784,140	96,586
Operating lease - right-of-use assets	933,033	34,045
Property and equipment, net	41,417	38,599
Endowment investments, at fair value	101,811	92,088
TOTAL ASSETS	\$7,689,625	\$6,357,015
LIABILITIES AND NET ASSETS		
Liabilities		
Accounts payable	\$195,825	\$119,446
Accrued expenses	366,824	303,994
Grant advances	150,000	300,110
Operating lease obligations	947,111	36,751
Total Liabilities	1,659,760	760,301
Net Assets		
Without donor restrictions	1,031,919	1,050,115
With donor restrictions	4,997,946	4,546,599
Total Net Assets	6,029,865	5,596,714
TOTAL LIABILITIES AND NET ASSETS	\$7,689,625	\$6,357,015

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TerraFund for AFR100 supports our tree planting program in Mugere, Burundi and Kambekulu, Democratic Republic of the Congo.



Statement of Activities

	2025			2024 (Restated)		
	Without Donor Restrictions	With Donor Restrictions	Total	Without Donor Restrictions	With Donor Restrictions	Total
SUPPORT, REVENUE, AND RECLASSIFICATIONS						
Contributions	\$2,664,541	\$11,451,456	\$14,115,997	\$2,016,526	\$12,335,467	\$14,351,993
Special events:						
Gala income	485,575	14,800	500,375	402,583	7,200	409,783
Less: Costs of direct benefit to donors	(130,649)	-	(130,649)	(87,327)	-	(87,327)
Net revenues from special events	354,926	14,800	369,726	315,256	7,200	322,456
Investment income	45,471	9,723	55,194	12,840	10,550	23,39
Net assets released from:						
Purpose restrictions	8,390,703	(8,390,703)	-	7,721,340	(6,752,724)	-
Time restrictions	2,633,929	(2,633,929)	-	2,602,311	(2,602,311)	-
TOTAL SUPPORT, REVENUE AND RECLASSIFICATIONS	14,089,570	451,347	14,540,917	11,699,657	2,998,182	14,697,839
EXPENSES						
Program activities:						
Burundi	1,612,943	-	1,612,943	1,184,457	-	1,184,457
Dominican Republic	1,557,746	-	1,557,746	1,390,971	-	1,390,971
Haiti	1,240,417	-	1,240,417	1,199,925	-	1,199,925
Tanzania	1,229,977	-	1,229,977	1,103,408	-	1,103,408
Democratic Republic of Congo	1,096,353	-	1,096,353	872,657	-	872,657
Mexico	905,159	-	905,159	979,536	-	979,536
U.S. Learning and Action	779,430	-	779,430	643,919	-	643,919
Ethiopia	708,993	-	708,993	957,807	-	957,807
Malawi	646,313	-	646,313	328,538	-	328,538
Thailand	533,598	-	533,598	535,875	-	535,875
Total program activities	10,310,929	-	10,310,929	9,197,093	-	9,197,093
Supporting activities:						
Fundraising	2,622,920	-	2,622,920	2,279,285	-	2,279,285
Management and general	1,173,917	-	1,173,917	999,026	-	999,026
Total supporting activities	3,796,837	-	3,796,837	3,278,311	-	3,278,311
TOTAL EXPENSES	14,107,766	-	14,107,776	12,475,404	-	12,475,404
CHANGE IN NET ASSETS	(18,196)	451,347	433,151	(775,747)	2,998,182	2,222,435
NET ASSETS, BEGINNING OF YEAR	1,050,115	4,546,599	5,596,714	1,825,862	1,548,417	3,374,279
NET ASSETS, END OF YEAR	\$1,031,919	\$4,997,946	\$6,029,865	\$1,050,115	\$4,546,599	\$5,596,714

Our Growth

In fiscal year 2026, we are launching our next strategic plan, the "Purpose Plan." We will spend the next three years optimizing our work and infrastructure so that many more vulnerable communities can experience the restoration of their land and a life-changing reduction in poverty. This plan is built around three strategic priorities: Equip, Optimize, and Scale.



FY 2020 FY 2021 FY 2022 FY 2023 FY 2024 FY 2025 FY 2026 GOALS

TREES PLANTED*	37,374,454	43,376,455	51,014,537	60,919,473	71,924,959	82,152,316	92,000,000
ACTIVE & GRADUATED PURPOSE GROUPS*	1,915	2,489	2,866	3,609	4,269	5,559	5,900
ACTIVE & GRADUATED INDIVIDUALS*	263,735	361,579	399,110	478,302	511,227	716,655	720,000
CHURCH PARTNERS*	745	869	1,053	1,173	1,302	1,464	1,560

*Values are cumulative and based on the end of the fiscal year listed

Growing in Purpose

PLANT WITH PURPOSE
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Growing in Purpose

This fiscal year marks yet another year of lives transformed, land restored, and communities strengthened. Every story and statistic in these pages represents people of faith and purpose working together to see communities flourish. As we look back, we are filled with gratitude and awe for all that we have accomplished together.

As we look forward, we are especially excited about the Purpose Plan, our three-year rolling strategic plan designed to propel us through the years ahead. This bold vision will deepen our impact, expand our reach, and bring holistic transformation to more farming families around the world.

We are also thrilled to welcome our new CEO, Craig Jagers, whose leadership and deep commitment to our mission will guide us into this next chapter with momentum and grace. Craig's arrival marks an exciting new season for Plant With Purpose, as we continue to walk alongside rural farmers and expand our programs to more communities around the world.

Thank you for your continued support and dedication to our global mission of transforming lives and landscapes. We celebrate what has been accomplished—and look forward with confidence to what we will do next, together.



Watch the Purpose Plan video and catch the vision for our next season of ministry!



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