40 Years of
FAITH & FLOURISHING
PLANT WITH PURPOSE
FISCAL YEAR 2024
1984-2024
40
PLANT WITH PURPOSE

Since 1984, Plant With Purpose has been committed to holistic, sustainable development through local empowerment, regenerative agriculture, reforestation, economic resilience, and spiritual renewal. **Our vision is to see a world where people and planet flourish**.

This report will highlight the lives and land that are changed through the partnership of supporters and program participants in the fiscal year 2024 and an accounting of our audited financials.

The results: 55% reduction in poverty.

During fiscal year 2024, Plant With Purpose conducted a triennial impact evaluation to better understand the impact of our program and how we can improve our efforts with the people we serve. **We invite you to dive into the data.**

Scan to see our impact report data.

THE ADOPTION OF REGENERATIVE AGRICULTURE TECHNIQUES IS 83% GREATER THAN THE COMPARISON

83%

INCREASE IN REGENERATIVE AGRICULTURE

23%

INCREASED COMPASSION

GLOBALLY, PARTICIPANTS REPORT HELPING THEIR NEIGHBORS 23% MORE OFTEN THAN THE COMPARISON

9X

MORE TREES GROWN

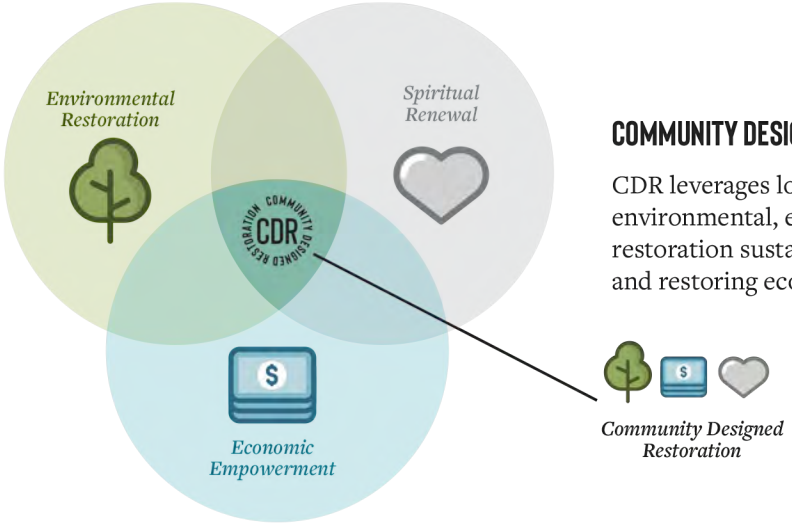
PARTICIPANTS PLANT NINE TIMES MORE TREES THAN THE COMPARISON, A SIGNIFICANT INVESTMENT IN WATERSHED REVITALIZATION

TABLE OF CONTENTS

- Our Model: Community Designed Restoration / 4
- The Plant With Purpose Global Partnership / 6
- Meet Mary / 8
- We are Christian / 10
- Audited Financials / 12
- Letter from CEO Scott Sabin / 14

HOW IT WORKS

Community Designed Restoration



COMMUNITY DESIGNED RESTORATION (CDR)

CDR leverages local initiative to make environmental, economic, and spiritual restoration sustainable—improving lives and restoring ecosystems for the long term.

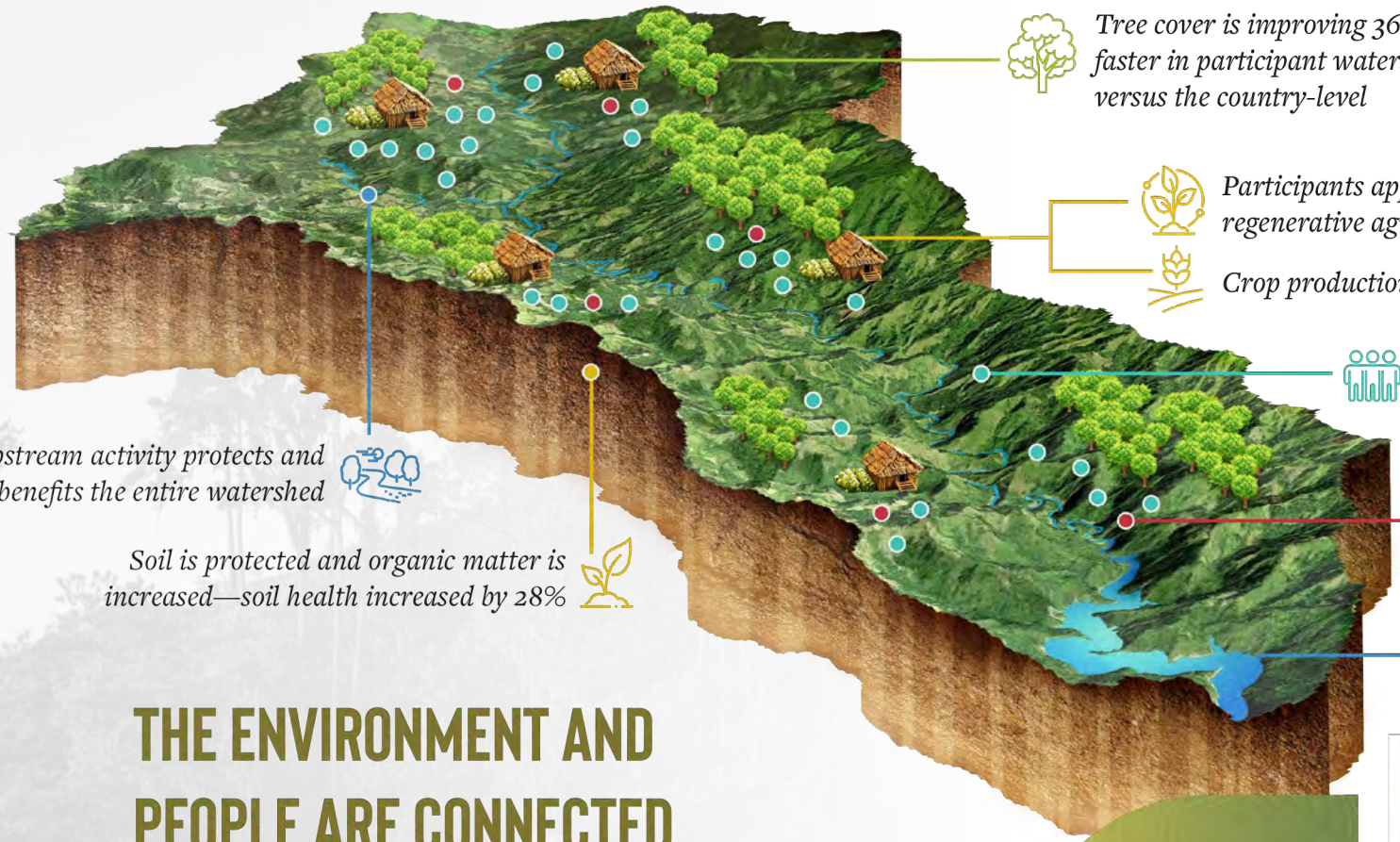
After 40 years of continual refinement, we have developed an approach we call Community Designed Restoration (CDR). Not only does CDR put local farmers in the driver's seat, but it simultaneously addresses the root causes of poverty and environmental damage within a watershed, multiplying the overall effectiveness of these holistic efforts.

It all starts with Purpose Groups—communities of about 25 farmers who meet weekly to save, access loans, and make investments to improve their families' lives. In Purpose Groups, farmers are also trained in our *Seeds of Change* curriculum and participate in collaborative learning in regenerative agriculture, agroforestry, community forestry, watershed restoration, and other practices. On average, 55% of the farmers in our program watersheds choose to join a Purpose Group. These farmers have a positive ripple effect throughout the watershed, meaning every farmer in the area benefits from a Purpose Group in their community.

CDR's impact is measurable—in the communities in which we work, poverty is being reduced by 55%, farmers are planting 9x more trees, and, as they put their faith into action, participants report helping their neighbors 23% more often than comparison groups. As the local ecosystem improves, agricultural yields improve alongside it, allowing farmers to increase food security, sell more crops, and build resilience. We are thrilled to see that even farmers in graduated watersheds continue to apply what they learned from Plant With Purpose in their everyday lives. Driven by the local people themselves, CDR leverages traditional knowledge to make environmental restoration sustainable—improving lives and restoring ecosystems for the long term.

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

afr100 TERRA MATCH



Tree cover is improving 362% faster in participant watersheds versus the country-level

Participants apply 83% more regenerative agriculture techniques

*Crop production is increased by 37%**

Purpose Groups build economic health and opportunity—averaging 2.5 months of savings per family

School and church partnerships accelerate restoration activities

Water is protected and availability increased (time to water reduced by 45%)

Upstream activity protects and benefits the entire watershed

Soil is protected and organic matter is increased—soil health increased by 28%

Crop yield data for median crop production is increased for Burundi, Tanzania, Haiti, and the Dominican Republic - 2015-2017

- Purpose Groups
- School & Church Partners

THE ENVIRONMENT AND PEOPLE ARE CONNECTED

All life in a watershed is connected ecologically, hydrologically, and economically. For example, an environmental activity like planting trees and other plants upstream can reduce soil erosion and increase water quality throughout the region. One farm's improvement will impact another, as neighbors share their successes, and the benefits multiply throughout the region. This interdependence means that watersheds are transformed as the collective efforts of farmers, churches, schools, and other local stakeholders work together to lift their community.

55%

AVERAGE REDUCTION IN POVERTY

WATERSHEDS THAT PRACTICE CDR SEE A 55% AVERAGE REDUCTION IN POVERTY

Our Localized Approach

At Plant With Purpose we believe that every participant farmer brings their own unique talents and expertise to address the issues of their family and community. Each of our global programs are 100% locally-led, putting environmental interventions entirely in the hands of local communities. The results speak for themselves. Our programs have exceeded projected targets, and achieved incredible milestones this fiscal year. This map highlights each program's leadership and the milestones the partnering farmers in that country achieved.

U.S.

Staff	43
Church Partners	43
Technical Papers Published	1
Difference-in-Differences studies	2
NGO Partnerships	2

Mexico

Purpose Groups	451
People Served	27,350
Church Partners	116
Trees Planted	139,082*
Staff	37

*Target overachieved by 127%

Haiti

Purpose Groups	1,115*
People Served	156,431
Church Partners	141
Trees Planted	1,158,164**
Staff	52

*Target overachieved by 101%
**Target overachieved by 107%
Haiti country director kept anonymous for program safety.

Dominican Republic

Purpose Groups	620
People Served	76,040
Church Partners	200*
Trees Planted	3,543,629**
Staff	36

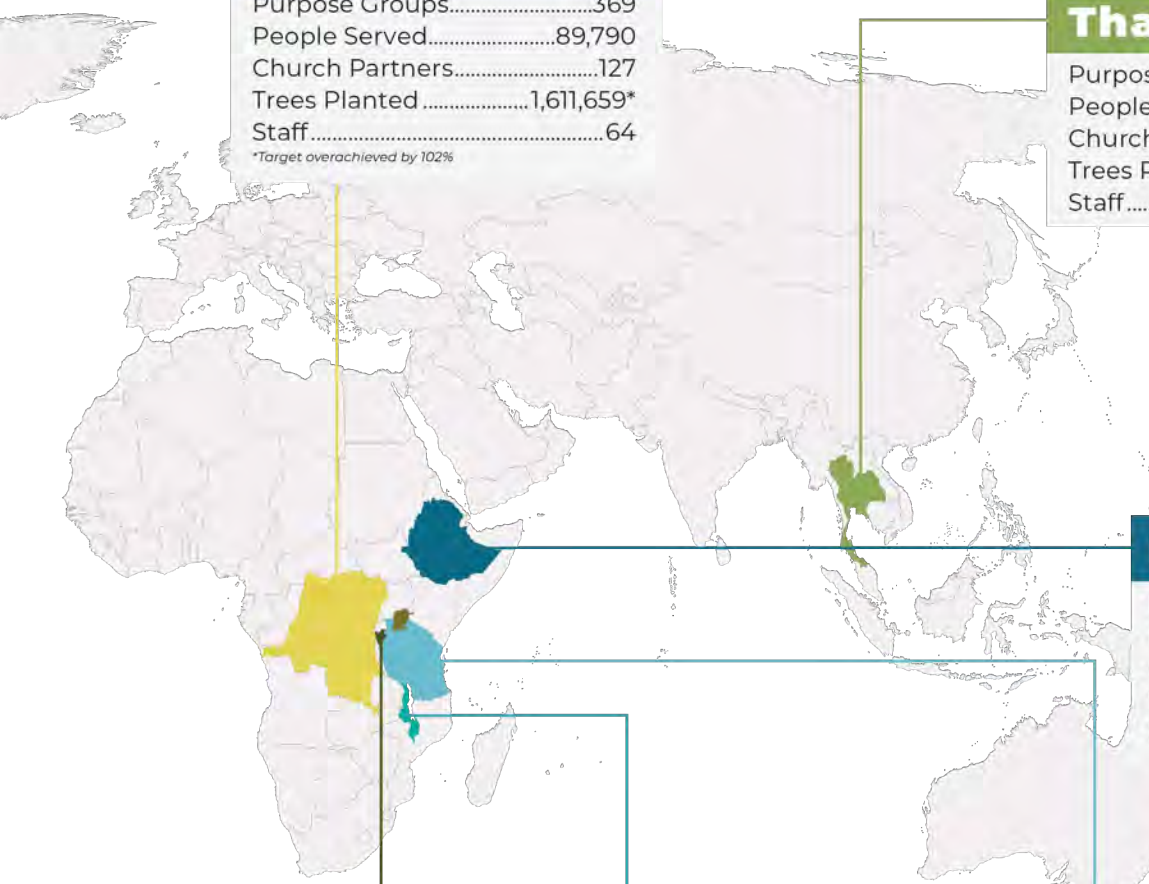
*Target overachieved by 109%
**Target overachieved by 130%

U.S. Staff Statistics

6 years & 4 months	*34*	*64%*
Average Tenure	*Average Age of US Staff*	*Percentage of Female Employees*

In the U.S., Plant With Purpose also promotes Learning and Action activities (sometimes called constituency education), one of our oldest programs. We seek to reverse poverty and deforestation by transforming lives through:

- *Amplifying the voices of our partnering small holder farmer families.*
- *Advocating for what works best in international development.*
- *Taking action on environmental issues that impact rural families.*
- *Speaking boldly about our faith and the call for Christians to care for the Earth, which God entrusted to us.*



BIRORI

DRC

Purpose Groups.....369
People Served.....89,790
Church Partners.....127
Trees Planted.....1,611,659*
Staff.....64
*Target overachieved by 102%

JAMLONG

Thailand

Purpose Groups.....88
People Served.....5,885
Church Partners.....74
Trees Planted.....700,979
Staff.....29

ENGIDA

Ethiopia

Purpose Groups.....541
People Served.....50,427
Church Partners.....93
Trees Planted.....1,105,579
Staff.....89

NOÉ

Burundi

Purpose Groups.....914
People Served.....130,351
Church Partners.....202
Trees Planted.....1,157,799*
Staff.....38
*Target overachieved by 102%

ELIZABETH

Malawi

Purpose Groups.....21*
People Served.....3,125
Church Partners.....15
Trees Planted.....23,189**
Staff.....14
*Target overachieved by 105%
**Target overachieved by 129%

RICHARD

Tanzania

Purpose Groups.....694
People Served.....81,158
Church Partners.....332
Trees Planted.....1,565,406*
Staff.....108
*Target overachieved by 143%

4,810

ACTIVE AND GRADUATED PURPOSE GROUPS WORLDWIDE

Our model is designed to empower local communities. Purpose Group data for each country includes active and graduated Purpose Groups.

Introducing Mary

Meet Mary, a resilient single mother from the Lwafwa watershed in Malawi. She faced adversity early in life, orphaned as a child, and then faced poverty and the impacts of systemic deforestation and climate change as an adult. Each challenge built on the others, leaving unique spiritual and psychological effects on her life.

Mary also struggled with her farm. The Lwafwa watershed offers limited land, seeds, fertilizers, and technology, making it difficult to produce sufficient crops for a family. Deforestation multiplied these challenges, leading to widespread crop failures and water shortages. Poverty quickly became a vicious cycle: lack of income prevented farmers from investing in their farms, and lack of investment led to greater economic hardship.

Things came to a head a few years ago when Mary collapsed from illness. In her darkest moments, Mary felt abandoned. She questioned whether God had forsaken her, refused to spend time in prayer, and turned away from her church.

But then she recalled her late father's wisdom: "Never forsake God, no matter what." Inspired,

MARY IN FRONT OF HER CHURCH IN LWAFWA

Mary returned to her faith and found strength in a renewed relationship with God.

This year Mary was introduced to Plant With Purpose, and she took another step toward hope and restoration. She dove headfirst into our program and discovered a profound truth: God cares deeply about our spiritual and earthly lives—the people and planet God created.

As Mary participated in our program, she began to see caring for the environment as an extension of her faith. She learned strategies to combat deforestation and was eager to share all she learned with her community.

"I am glad that I can teach creation care to the members, and I can do it confidently because I have understood the principles of agricultural development."

Today, Mary is a powerful agent of change in her community. She has the support of her church and Purpose Group, and she is equipped with new environmental strategies that protect her land and yield stronger crops. Her story of hope and resilience is rippling throughout her community. She says, **"...creation care is for everyone, and I will make sure that I play my part in caring for the environment and will keep on teaching the other members."**

500+

PEOPLE HAVE JOINED PURPOSE GROUPS IN MALAWI

Since the Malawi program launched in January 2024, over 500 people like Mary have joined Purpose Groups and are now saving and creating new economic opportunities. Despite dry conditions, farmers planted over 23,000 trees during the first two quarters of operation. More than 70% of the population of Malawi lives in conditions of poverty, with many experiencing severe chronic food insecurity.*

**United Nations*

We are Christian

The well-being of people and our planet are synergistic. We express our faith through care for creation and love for others. In practice, faith also plays a part in the efficacy of our work. Roughly 85% of the world is deeply religious, and the people we work with are often, but not always, inspired by this same faith. We partner with 1,300 churches within the global communities where we work, which fuels connection and trust within a community, while also lifting up these local faith communities.

Plant With Purpose often partners with local Christian churches to support spiritual renewal training, which is a foundation of our work. Together with churches we teach about the inherent value of each individual, peace,

Plant With Purpose is a global partnership of Christians dedicated to loving our neighbors by addressing the underlying causes of deforestation and poverty in our communities. Our services are offered and available to the entire population without discrimination or faith-related requirements.

unity, love for neighbors, and environmental stewardship. Even after our work in a watershed is complete, the churches remain an integral part of the community, promoting enduring hope and behavior change. In our experience, when participants understand how the program elements connect to their faith, it is a **catalyst for widespread transformation in the watershed.**

The Value of Each Individual

Every person is created in the image of God and has talents to offer their families and community. One of our goals is to demonstrate how faith is applied beyond a church service, expressed in how we see ourselves and in our actions toward others and the world. In our 2024 Impact Report, we have documented how a growing faith impacts our participants' lives. ***For example, 75% of participants in Mexico report their community working together to address local issues.*** When participants with changed hearts and attitudes work together, they can have a lasting impact on everyone's farms, lives, families, and communities.

STATEMENT OF ACTIVITIES

Fiscal year ended June 30	2024			2023		
	without donor restrictions	*with donor restrictions*	TOTAL	*without donor restrictions*	*with donor restrictions*	TOTAL
SUPPORT, REVENUE, & RECLASSIFICATIONS						
Contributions	**$1,365,736**	**$12,986,257**	**$14,351,993**	**$4,276,999**	**$4,248,660**	**$8,525,659**
Special events						
Gala income	402,583	7,200	409,783	330,738	11,479	342,217
Less: costs of direct benefits	(87,327)	-	(87,327)	(85,504)	-	(85,504)
Net revenues from special events	**315,256**	**7,200**	**322,456**	**245,234**	**11,479**	**256,713**
Other income	-	-	-	12,211	-	12,211
Investment income (loss)	12,840	10,550	23,390	21,933	6,658	28,591
Loss on project operations	-	-	-	(129,197)	-	(129,197)
Net assets released from:						
Purpose restrictions	7,721,340	(7,721,340)	-	4,398,393	(4,398,393)	-
Time restrictions	3,253,101	(3,253,101)	-	1,496,776	(1,496,776)	-
TOTAL SUPPORT, REVENUE, & RECLASSIFICATIONS	**$12,668,273**	**$2,029,566**	**$14,697,839**	**$10,322,349**	**($1,628,372)**	**$8,693,977**
EXPENSES						
Program Activities						
Dominican Republic	$1,390,971	-	$1,390,971	1,199,986	-	$1,199,986
Haiti	1,199,925	-	1,199,925	1,273,459	-	1,273,459
Burundi	1,184,457	-	1,184,457	992,057	-	992,057
Tanzania	1,103,408	-	1,103,408	982,889	-	982,889
Mexico	979,536	-	979,536	953,361	-	953,361
Ethiopia	957,807	-	957,807	833,814	-	833,814
Democratic Republic of Congo	872,657	-	872,657	1,017,559	-	1,017,559
Constituency Education	643,919	-	643,919	660,298	-	660,298
Thailand	535,875	-	535,875	568,076	-	568,076
Malawi	328,538	-	328,538	637,547	-	637,547
Total Program Activities	**$9,197,093**	-	**$9,197,093**	**$9,119,046**	-	**$9,119,046**
Supporting Activities						
Fundraising	$2,279,285	-	$2,279,285	$2,041,023	-	$2,041,023
General and administration	999,026	-	999,026	882,023	-	882,023
Total Supporting Activities	**3,278,311**	**-**	**3,278,311**	**2,923,046**	**-**	**2,923,046**
TOTAL EXPENSES	**$12,475,404**	**-**	**$12,475,404**	**$12,042,092**	**-**	**$12,042,092**
CHANGE IN NET ASSETS	**192,869**	**2,029,566**	**$2,222,435**	**(1,719,743)**	**(1,628,372)**	**(3,348,115)**
NET ASSETS, BEGINNING OF THE YEAR	**$1,825,862**	**$1,548,417**	**$3,374,279**	**$3,545,605**	**$3,176,789**	**$6,722,394**
NET ASSETS, END OF THE YEAR	**$2,018,731**	**$3,577,983**	**$5,596,714**	**$1,825,862**	**$1,548,417**	**$3,374,279**

Financials

STATEMENT OF FINANCIAL POSITION

As of fiscal year end, June 30	2024	2023
ASSETS		
Cash and cash equivalents	$2,340,658	$1,441,805
Unconditional promises to give, net	3,485,895	1,405,545
Prepaid expenses and other assets	269,144	86,095
Operating reserves - investments	96,586	649,719
Operating lease - right-of-use assets	34,045	135,023
Property and equipment, net	38,599	54,751
Endowment investments, at fair value	92,088	81,538
TOTAL ASSETS	**$6,357,015**	**$3,854,476**
LIABILITIES & NET ASSETS		
Liabilities		
Accounts payable	$119,446	$82,443
Accrued expenses	303,994	254,618
Grant advances	300,110	-
Operating lease obligations	36,751	143,136
Total Liabilities	**$760,301**	**$480,197**
Net Assets		
Without donor restrictions	2,018,731	1,825,862
With donor restrictions	3,577,983	1,548,417
Total Net Assets	**$5,596,714**	**$3,374,279**
TOTAL LIABILITIES & NET ASSETS	**$6,357,015**	**$3,854,476**

BOARD OF DIRECTORS*

Jeff Busby
Cindy Chen
Richard Dahlstrom
Steve Dhanens, Treasurer
Matt Ellingson
Judy Enns, Secretary
Jeff Kahler
Eric Kaiser
Sebastian Mathews
CIndy Outlaw
Katrina Pennington
Curtis Robinson
Scott Sabin, CEO
John Steel, Board Chair

SENIOR LEADERSHIP TEAM*

Christi Huizenga Renaud, Vice President of Marketing and Development

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

Bob Morikawa, Senior Director of Innovation Lab

Scott Sabin, Chief Executive Officer

Doug Satre, Senior Director of Strategic Partnerships

Paul Thompson, Chief Operating Officer

**Staff and board for fiscal year 2024*

1984 2024 40 PLANT with PURPOSE

PLANT WITH PURPOSE FOR PEOPLE & PLANET

A Letter from Scott

Scott Sabin
Chief Executive Officer

As we celebrate our 40th anniversary, I have had the privilege of being a part of 31 of these years. Undoubtedly, what has kept me involved for so long is our unwavering commitment to keep getting better at what we do, becoming continually more effective in serving people and planet.

Part of that commitment includes rigorously evaluating our impact on an ongoing basis, to determine what is working and what isn't. This culminates in a more extensive evaluation every third year. This spring we analyzed the data from our 2023 evaluation and were extremely gratified by the results, many of which are shared throughout this report. Plant With Purpose, in collaboration with our partners, and by the grace of God, is making a tremendous difference in people's lives! Of course, we are not satisfied yet, and some of the data gives us areas in which to improve.

The impact report was just one of several accomplishments which marked this fiscal year. In January, we officially launched our ninth program, in northern Malawi, with a celebration that was attended by some of Malawi's top leaders.

We continue to put significant effort into capacity building and raising our standards throughout our global partnership, ensuring our teams in each country are utilizing the best of what we have learned around the world, while operating at a high level of accountability and effectiveness.

We also made significant progress toward rebuilding our financial health, after a challenging FY2023, during which we had to dip into our reserves to meet our international commitments.

As we near the end of our current strategic plan during which our growth significantly

FY2025 GOAL	Trees 81,593,559	Groups 5,540	People 566,217	Church Partners 1,437
FY2024	71,924,959	4,269	511,227	1,302
FY2023	60,919,473	3,609	478,302	1,173
FY2022	51,014,537	2,866	399,110	1,053
FY2021	43,376,455	2,157	307,460	869
FY2020	37,374,454	1,647	221,937	745

"[We have an] unwavering commitment to keep getting better at what we do, becoming continually more effective in serving people and planet."

exceeded expectations, we are working on our next plan, which will take us through FY2028. We look forward to continued improvement, continued growth, adding a tenth country, and seeking ways to more broadly share what we have learned with both our partners and our peers.

No review of FY2024 would be complete without pointing out that our partners, both staff and local farmers, persevered despite very challenging security situations in several countries. Undaunted, our leaders still found ways to come alongside those they serve. Their courage and resourcefulness are an incredible inspiration to me. It is a blessing to call them colleagues, and to work alongside them.

Thank you for your partnership, and may God bless you this year.

© 2024 Plant With Purpose | plantwithpurpose.org
5075 Shoreham Place, Suite 240, San Diego, CA 92122

THE PLANT WITH PURPOSE COMMUNITY WORLDWIDE IS STRONGER THAN EVER. Fiscal year 2024 marks 40 years of a shared commitment to restoring creation and ending rural poverty. Despite political, environmental, and economic challenges, each of our programs has worked hard to meet its fiscal year goals.

This past year has seen tremendous growth in both our U.S. and global partner teams. In fiscal year 2024, we celebrated our 40th anniversary, were blessed to meet many new supporters, and began program operations in Malawi. Today, we are on track to achieve our 2025 goals: to be active in nine countries, spanning 70 watersheds, and impacting the lives of 841,000 individuals as we plant an additional 11.2 million trees.

Together, let's increase our impact in 2025. We will further expand our programs to alleviate poverty, bring hope, and restore our environment. With your support and with the continued efforts of partnering farmers around the world, we will make this vision a reality. **Thank you for your support and dedication to our shared mission.**

ON THE COVER: A Purpose Group participant we met this summer on her farm in Thailand.