



2018-2021 EDITION

IMPACT

EVALUATION REPORT



Plant With Purpose Families Cut Their Poverty by Nearly Two-Thirds

One of the most important things Plant With Purpose does is measure the effectiveness of our programs. We constantly collect data, but every three years we conduct an extensive evaluation of each program and its impact. With these evaluations we can ensure we are positively changing the lives of those we serve. Evaluations also help us learn how to continually improve our work, so we can foster hope, opportunity, and the love of Christ in farmers who struggle at the intersection of extreme poverty and environmental degradation.

We completed the most recent impact evaluations in early fiscal year 2018, which included surveys of

2,400 randomly selected families from our programs, as well as data from remote sensors and mapping. The same data is gathered from non-partnering families in the same watershed or neighboring watersheds to make up a control sample.

A key indicator is our multidimensional poverty index, which helps us better understand poverty in communities with very little cash. This index looks beyond income to measure things like access to water, education, and adequate housing. Collectively, **Plant With Purpose participating families cut their poverty level by two-thirds**, compared with control group families. This is one of the most exciting results we have ever measured and gives us great confidence that our work is having the desired effect for tens of thousands of partnering families.

Families Grow More Food and Build Savings



Sustainable agriculture techniques increase farm yields by 44 percent, allowing families to eat healthier and improve their farms.

44%

Yield Increase

Families in Sustainable Development Groups have saved enough to cover living expenses for twice as many months as comparison groups.

2x

More Savings

Communities Reverse Deforestation



While most rural communities see vegetation decreases each year due to deforestation, participant communities see this trend reversed.

+

Increased Vegetation

Plant With Purpose participating communities increase surrounding vegetation by 1 percent over the span of 7.9 years.

7.9

Years

Participants Act Out Their Faith



Families in Sustainable Development Groups help their neighbors 20 percent more often.

20%

Help Neighbors

Plant With Purpose communities are 64 percent more likely to say they have the power to improve their lives.

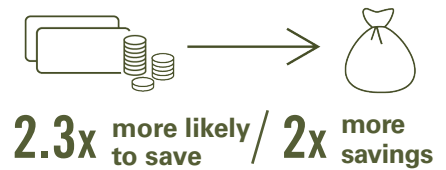
64%

More Feel Empowered

Economic Empowerment

Savings

Plant With Purpose equips families with tools they need to manage personal finances, save, access credit, build equity, earn dividends, and invest in their future. This approach has paid off. The average Plant With Purpose participating family is **2.3 times more likely to save** and has **twice the savings reserve** compared to the control group. In fact, families have enough emergency savings to make it through **2.1 months**. Compare this with the 57 percent of Americans who had less than \$1,000 saved in 2017.

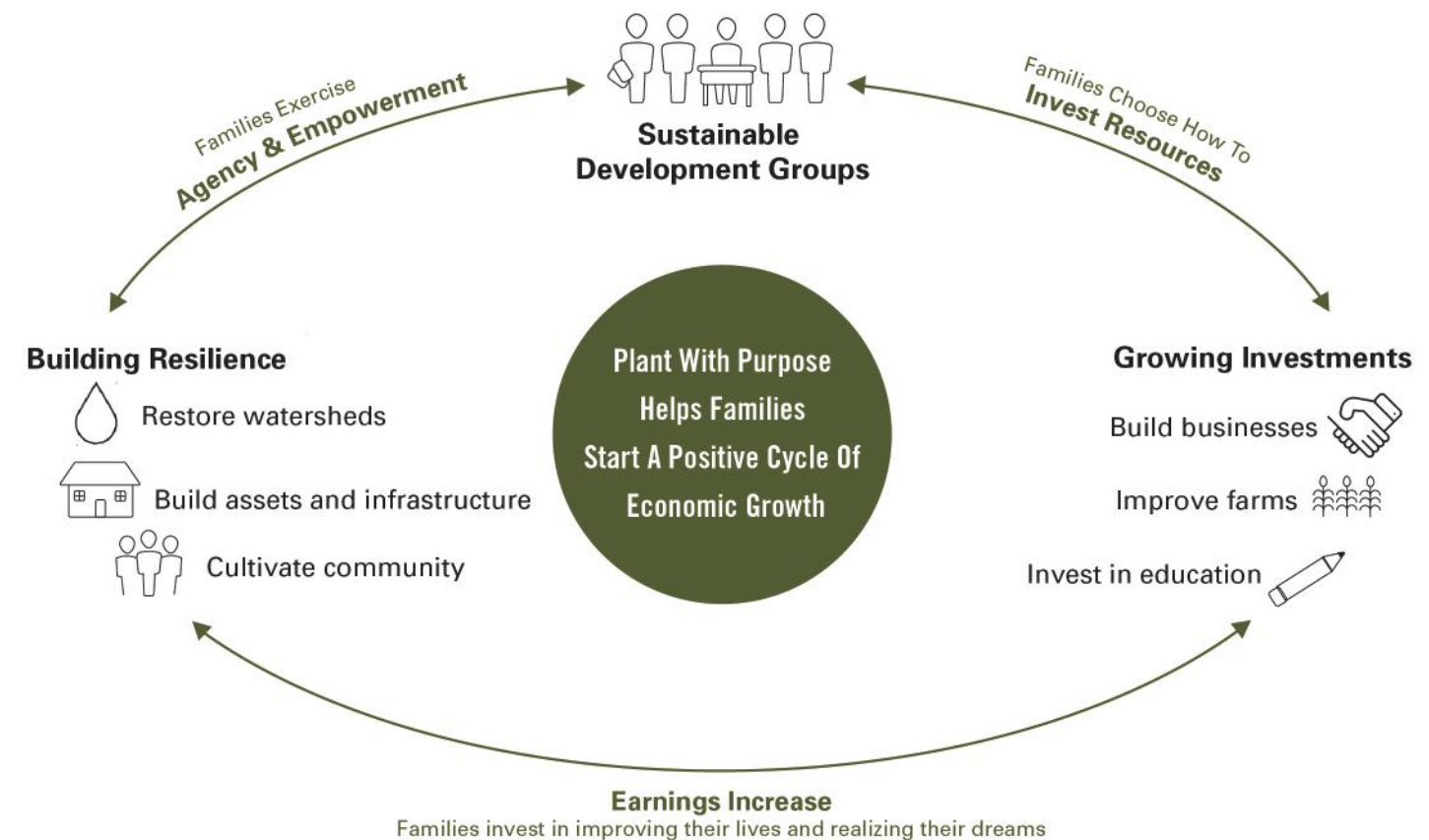


Income Sources

Plant With Purpose equips families with the skills and techniques needed to increase farm production, manage their personal finances, and grow out of poverty. Families choose what works best in their own community, and what best utilizes their God-given talents and abilities. As a result, **participating families have a variety of income sources**. The top four income sources are crops (73 percent), animal husbandry (51 percent), tree products (32 percent), and businesses (29 percent).



Families with income from small businesses and crops are saving the most.





“I Have The Ability To Improve My Life”

Families gain confidence in areas where Plant With Purpose works. In turn, entire communities dream bigger and expand their vision of what they can achieve.

Plant With Purpose participating families in are **64 percent more likely** than the control group to say they have the ability to improve their lives. Families are also more likely to agree with that statement as they add new income sources, grow a wider variety of crops, and improve soil quality on their land. Every bit of progress—no matter how big or small—builds hope.

Investments

Plant With Purpose participating families have a wide variety of choices for how to use their increased income. One way to understand what participating families value is to examine how their choices differ from the control group families.



5.7x

Participating families plant 5.7 times as many trees as the control group.



2.3x

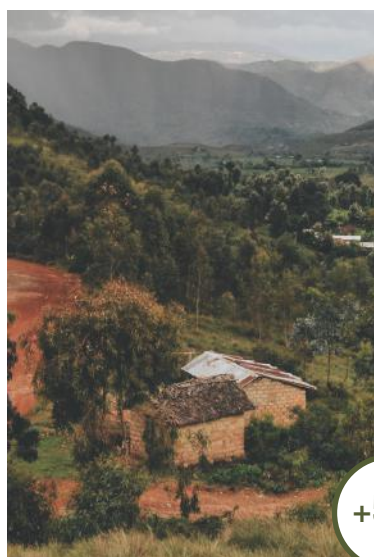
Participating families are 2.3 times as likely to save.



+55%

Participating families are 55 percent more likely to send their daughters to school.

Families Build Assets



+52%

On average, participating families own 52 percent more land. First year participants and control group families own the same amount of land, but land ownership rises with years of participation in Plant With Purpose programs.



**+1.4
Acres**

Participating families **actively protect** an average of **1.4 additional acres** of land per family with trees and soil conservation techniques. On a global scale, this change is substantial.

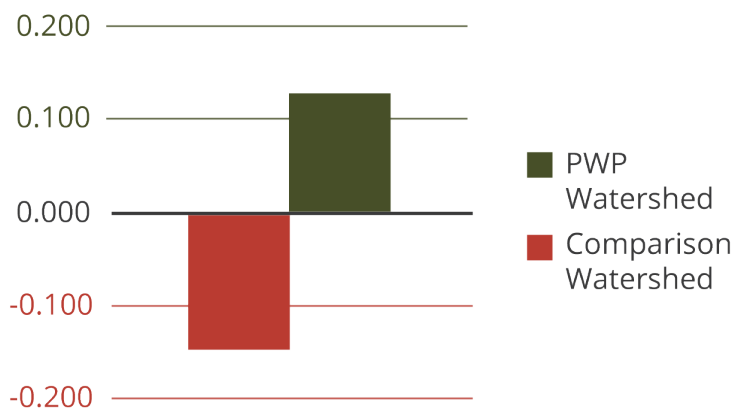
Environmental Restoration

Reforestation: Why Trees?

Deforestation sets the stage for environmental degradation that leads to rural poverty. Reforestation is a key component of Plant With Purpose’s environmental restoration work in watersheds around the world. Plant With Purpose promotes a variety of reforestation techniques including agroforestry, farmer-managed natural regeneration, community forestry, and many others, and we use a remote sensing tool called Normalized Difference Vegetation Index (NDVI) to measure overall change in vegetation cover. Participating communities have a positive change in vegetation.

NDVI Annual Change (%NDVI)

Plant With Purpose participating communities show an increase in vegetation cover (NDVI), while vegetation cover is declining in comparison communities.



5.7X More Trees



Plant With Purpose participants plant 5.7 times more trees than the control group.

+58% Native Species



Plant With Purpose participants are 58 percent more likely to plant native species, improving soil quality and ecosystem health.

Lasting Benefits



Because families depend on their land to survive, reforestation is connected. Families that plant more trees have more money in savings. They are more likely to send their daughters to school, to apply sustainable agriculture techniques, and to believe they have the ability to improve their lives.



Empowerment Through Environmental Stewardship

Plant With Purpose participants are more likely to say that the work they do is a good use of their talents. Families apply their talents as they improve soil quality, plant more trees, and diversify crops and income sources.



Soil Health

Plant With Purpose participating families actively restore their own farms and steward shared areas to heal the entire watershed. These families are **61 percent more likely to apply sustainable agroecology techniques**. The most popular techniques include mechanical or living barriers to prevent soil erosion, green manure and compost to boost soil fertility, and agroforestry, which helps a variety of issues at once. With these techniques, families rapidly increase crop yields.



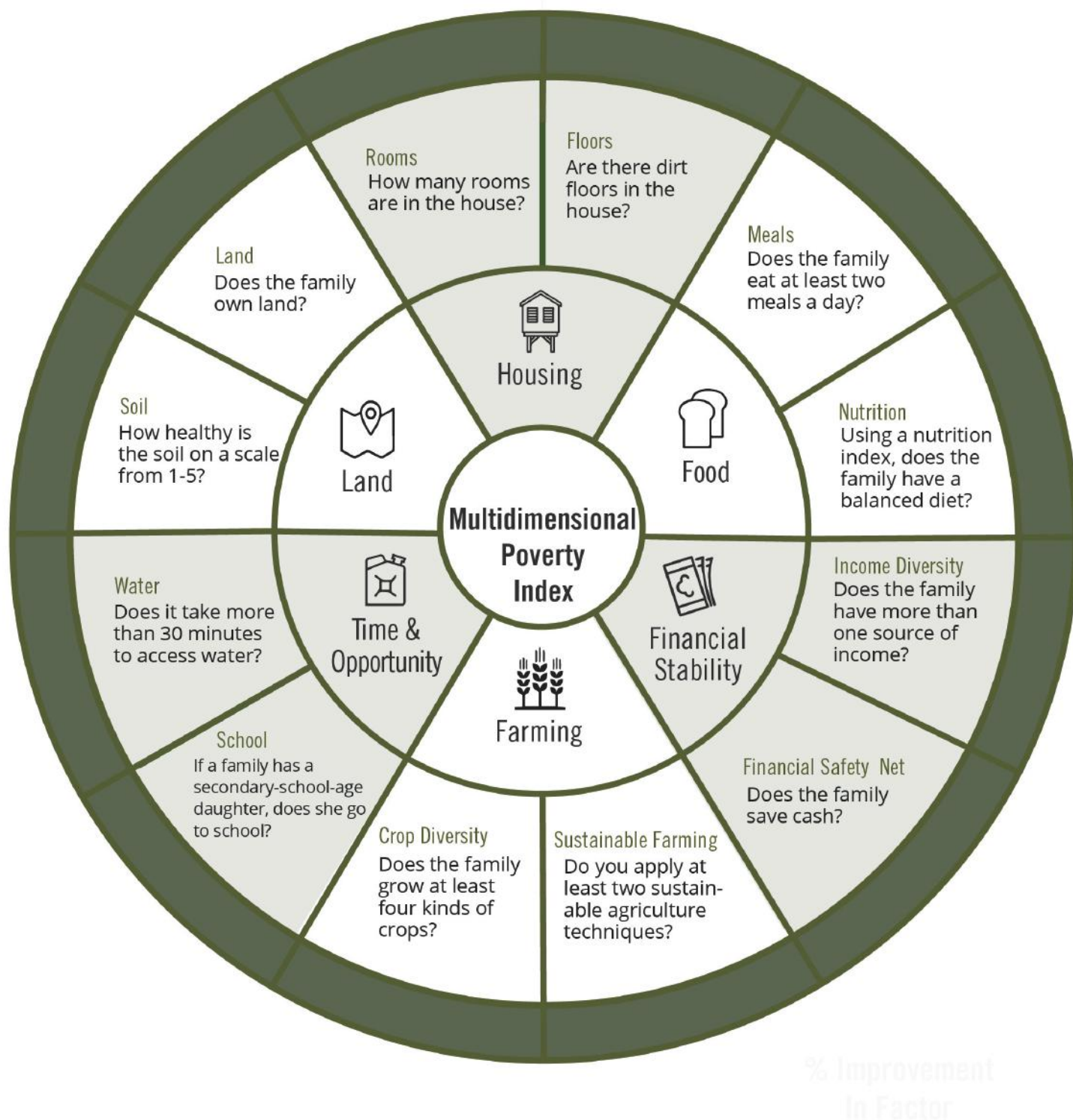
-56% Burned Fields

Participating families are 56 percent less likely to burn fields than the control group. This not only helps protect soil health, but it also combats deforestation. Entire communities are changing the way they think about their resources.

Overcoming Poverty

Poverty is a complicated phenomenon and takes varying appearances in different parts of the world. Our multidimensional poverty index provides a way to measure poverty based on its everyday impact.

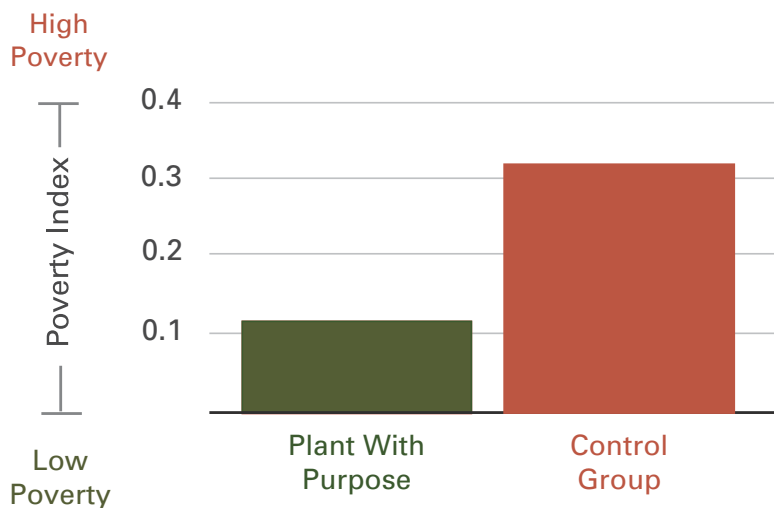
Plant With Purpose participating families are growing out of poverty by improving a wide spectrum of indicators. Some changes are substantially larger than others, but even minor changes can significantly improve quality of life.





63%

Reduction In Poverty



Plant With Purpose Participating Families Cut Poverty by Nearly *Two-Thirds*

When measured against a control group, Plant With Purpose participating families experienced a 63 percent reduction in poverty, improving their quality of life by nearly two-thirds.



Spiritual Renewal

"First it's about praying and having faith. That's how you start the process of being changed. God will come."
-Monika, Kalonge, DRC

Faith is core to all that we do. We firmly believe that true transformation comes not only through economic growth or healed environments, but through a relationship with God.

However, faith is a difficult thing to measure. At Plant With Purpose, we hear stories of families growing deeper in faith. We see God's love taking root in a

variety of ways—from fewer instances of substance abuse to increased church attendance—but we cannot measure the depth of one person's faith. Instead, we rely on personal testimonies of spiritual growth and measure certain indicators of spiritual transformation in communities. Things like service, peace in the midst of trials, and a sense of vocation all indicate a closer walk with God.



Participating families are **64 percent more likely** to say that they have the ability to improve their life.

"People think you have to be strong but it's not like that. If God is so strong and so powerful, He can do anything. I just have to add my little grain of sand. **If you have the opportunity to improve your life, why wouldn't you do it?** I have a lot of dreams, and I hope to accomplish them all."

~ Carolina, La Paz, Mexico



Participating families are **38 percent more likely** to say that the work they do is a good use of their talents. Farmers with more diversified income sources and crops, and those who had done the most to improve their soil quality and plant trees, were most likely to agree with that statement.

"Ever since I attended my first Theology of Work training, I have been passionate about my work and its special place in the Word of God."

~ Nshimirimana, Muzye, Burundi



Plant With Purpose participating families are **10 percent more likely** to say that their faith sustains them through difficult circumstances.

"I have become a Christian and I learn how to love God, love my neighbors and to pray always...I have good relationships with my relatives and with the rest of the village. When I have time, I try to help others as much as I can. I always pray for them."

~ Lu, Hoi Lu, Thailand



Participating families reported **helping a neighbor 20 percent more frequently** than the control group.

"Things like this are not happening everywhere. We are doing what God wants us to do here. The poor are helping the poor. This is the path we are learning from God."

~ Andres, Zumbador, Dominican Republic

Impact Evaluations - How They Work

At Plant With Purpose, we seek to understand and measure what is happening in our participant watersheds by using a mixed methods evaluation approach. By looking at diverse types of information and seeing where they overlap, or where there are gaps, we can triangulate, gaining a better sense of the real conditions that farmers experience. The key sources of information that we use are:

- Intensive household surveys that collect information from thousands of farmers on dozens of indicators such as savings habits, access to water, and farming practices.
- Focus groups (also known as participatory workshops), where a wide range of community representatives discuss and analyze the changes and issues in their community and watershed.
- Vegetation change analysis using satellite data and an

index called NDVI (Normalized Difference Vegetation Index). This allows us to go back through historical data and see where vegetation is increasing or decreasing in participant watersheds, compared to similar areas where we are not working.

- Individual farmer testimonies help us understand the changes, opportunities, and challenges our partners face.
- Local census data or data from independent studies provides a frame of reference on the data we collect, and also gives us access to information we don't have the resources to collect ourselves.

Measuring our work in these ways helps us to learn and improve what we do, serve farmers better, and share key information with our supporters.

