

Plant with Purpose (PWP) Evaluation



strength



caution





weakness




STRATEGY

-  **Theology of Work.** PWP teaches theology, not just farming techniques, via 683 local church partners in 8 countries. PWP trains local churches in the *Theology of Work* to encourage clients to fulfill their God-given purpose. Changing core beliefs, not just current behavior, creates more lasting impact.
-  **Clear Goals.** PWP's strategic plan lays out 75 specific planned objectives over 5 years. The plan includes income and expense projections through FY2025 with growing cash reserve targets as PWP commits to more work around the world. Other annual goals include church partnerships, families and people served, and number of donors.
-  **Geographic Focus.** PWP serves clients through partnerships in Mexico, Haiti, DR, Thailand, Burundi, DRC, Tanzania, and Ethiopia. PWP leadership must either spend extensive time and money to provide effective oversight across 3 continents in countries with vastly different cultures and languages or risk limited program implementation knowledge. PWP plans to add 2 new countries by FY2025.



LEADERSHIP

-  **Active and Supportive Board.** PWP's gender-diverse Board meets quarterly, works in 4 committees, and evaluates the CEO annually. The Board has approved an up-to-date strategic plan and contributed 12% in gift income in FY2020.
-  **National Leadership.** PWP's 250 field staff are nationals located in Latin America, Africa, and Asia. Indigenous PWP leaders can build trust, avoid miscommunication with stakeholders, and navigate the unique logistical, religious, and cultural challenges.

IMPACT

-  **Impact Evaluation.** In FY2019, PWP clients "experienced a 63% reduction" in measurable poverty indicators. PWP assesses impact with a rigorous sampling method known as Difference in Differences. PWP collects data before and after the program from a treatment group and a comparison group to know if the PWP program was the reason for the progress out of poverty across various indicators.
-  **Spiritual Impact.** PWP teaches participants to trust in God and care for others. Pilot program watershed residents reported that they helped their neighbors twice as often as the comparison group, and they were twice as likely to believe their faith sustains them in challenging circumstances.
-  **Planting Trees.** PWP farmers planted 4.7M trees in FY2020, up from 4.1M in FY2017. By training people to incorporate trees in their farming techniques, PWP helps clients be more resilient by reducing soil erosion and diversifying their incomes.

FINANCES

-  **Financial Policies and Procedures.** PWP has distributed a detailed, recently updated, 30-page Internal Controls and Processes Memorandum to its staff. The document outlines a clear separation of financial duties and provides detailed instructions so each person knows their role.
-  **Financial Position.** PWP has a healthy 3-6 months of cash on hand and managed fluctuations in income related to COVID-19. Net assets of \$4.6M at the end of December 2020 are exaggerated by a \$3.2M gift recorded in FY2018 that will be spent over 7 years.



Nonprofit Analytics

GENERAL

Organization Name	Floresta USA, Inc. - dba Plant With Purpose			U.S. Tax ID#	33-0052976	Year Founded	1984
HQ Street Address	4747 Morena Blvd., Ste 100			City & State	San Diego CA	Zip	92117
Phone	858.274.3178	HQ Nation	United States		Website(s)	www.plantwithpurpose.org	
Primary Contact & Title	Corbyn Small - Regional Representative, Denver			Contact Email	corbyn@plantwithpurpose.org		
Organization Type	Independent Public Charity		Annual Report Link	https://bit.ly/3ec0ZpE			
Nonprofit Accountability Listings	<input checked="" type="checkbox"/> BBB (give.org)	<input checked="" type="checkbox"/> Charity Navigator	Strategic Partners	Global EverGreening Alliance, local universities and schools, 745 church partners across the US and our partner countries, and HOPE International			
	<input checked="" type="checkbox"/> Guidestar	<input type="checkbox"/> Charity Watch					
	<input checked="" type="checkbox"/> ECFA	<input checked="" type="checkbox"/> Ministry Watch					
Primary Program Area	Poverty Alleviation		Peer Group	Tear Fund, Nuru International, HOPE International, World Vision			
Other Program Area(s)	Agricultural Development		Clients Served	Rural Poor			

GROWTH TRENDS

	FY 2017	FY 2018	FY 2019	FY 2020	% Change	Explanation
Paid Staff (FTE)	18.0	18.0	18.0	21.0	17 %	US & Canada only (~250 FT nat'l staff in 8 countries N/I)
Clients Served	193,776	189,382	200,185	221,937	15 %	Individuals (~5 ppl/fam.) 37,203 have graduated entirely.
Annual Income	\$3,822,598	\$8,213,827	\$5,567,740	\$4,855,759	27 %	\$3.2MM pledge was issued in FY18 to be paid over 7 years
Donors	1,246	1,403	1,441	1,511	21 %	Campaign infrastructure investments bearing fruit
Key Activity	4,159,944	4,593,337	4,996,013	4,724,570	14 %	Trees planted. Help soil, diversify incomes, build resilience

FUNDRAISING

Donor Retention Rate	62 %	Gov't Funding %	0 %	Cost to Raise \$1 (NOT "GIK")	\$ 0.13	Self-sustainability %	0 %
Largest Gift for FY2020	\$350,000	Reliance on Largest Gift	7 %	Last Capital Campaign	2015 - 2018	Endowment Fund	\$66,358
Donors Listed by Gift Size for FY2020	Gift Size:	< \$1,000	\$1K - 4,999	\$5K - 24,999	\$25K - 49,999	\$50K - 99,999	\$100,000 +
	# of Donors:	1,075	280	111	24	15	6
	Total Amount:	\$ 243,757	\$ 547,643	\$ 1,074,578	\$ 773,499	\$ 896,708	\$ 1,296,382

FINANCIAL MANAGEMENT

Cash & Equivalents on Hand	3-6 Months	Near-term Expendable Net Assets	\$4,594,984	Total Current Debt	\$31,000
Written Financial Controls	<input checked="" type="radio"/> Yes <input type="radio"/> No	Independent Financial Audits	<input checked="" type="radio"/> Yes <input type="radio"/> No	Reserve Coverage %	86 %
Earned Revenue Sources	Investment Income		Primary Types of GIK	N/A	

	FISCAL YEAR		FY 2017	FY 2018	FY 2019	FY 2020	2021	BUDGET		2017-2020			
	07/01 TO	06/30						ACTUALS			FY TRENDS		
INCOME	Earned Revenue		\$8,405	\$6,226	\$20,854	\$23,192	\$20,000			176 %			
	Gifts in Kind		\$0	\$0	\$0	\$0	\$0			%			
	Cash Donations		\$3,814,193	\$8,207,601	\$5,546,886	\$4,832,567	\$7,090,000			27 %			
	Total Income		\$3,822,598	\$8,213,827	\$5,567,740	\$4,855,759	\$7,110,000			27 %			
EXPENSES	Program Services		\$3,574,003	82 %	\$3,490,659	81 %	\$3,825,944	81 %	\$4,218,460	79 %	\$5,668,660	82 %	18 %
	Administrative		\$331,950	8 %	\$350,816	8 %	\$331,933	7 %	\$467,013	9 %	\$553,040	8 %	41 %
	Fundraising		\$477,056	11 %	\$461,888	11 %	\$551,162	12 %	\$645,162	12 %	\$691,300	10 %	35 %
	Total Expenses		\$4,383,009		\$4,303,363		\$4,709,039		\$5,330,635		\$6,913,000		22 %
SURPLUS/DEFICIT		\$560,411		\$3,910,464		\$858,701		\$474,876		\$197,000			

LEADERSHIP						*Total Volunteers reflective of US only	
CEO Name & Tenure	Scott Sabin		25 yrs	CEO Age	50-59 yrs	Total CEO Compensation	\$ 147,735
CEO Annual Evaluation	<input checked="" type="radio"/> Yes <input type="radio"/> No	CEO has Board Vote	<input checked="" type="radio"/> Yes <input type="radio"/> No	CEO Successor Identified		<input checked="" type="radio"/> Yes <input type="radio"/> No	
Total Paid Staff by Type	FT: 19 PT: 3	Staff Turnover Rate	5 %		Total Volunteers*	51	
Yearly Staff Evaluations	<input checked="" type="radio"/> Yes <input type="radio"/> No	CEO Direct Reports	2 staff		Annual Board Meetings	4	
Board Chair & Tenure	John Steel		7 yrs	Board Size	11	Board Gender Diversity	Men:7 Women:4
Donation % from Board	12 %	Board Committees	4	Term Length	3 yrs	Consecutive Term Limits	2 terms
Additional Advisory or Development Board	<input checked="" type="radio"/> Yes <input type="radio"/> No		Number of Board Members Related to the CEO		0		

STRATEGY			
MISSION	Plant With Purpose, a Christian nonprofit organization, reverses poverty and deforestation around the world by transforming the lives of the rural poor.		
CLIENTS SERVED	We serve marginalized farming families who depend on the land for a living but cannot produce what they need due to the impact of environmental degradation.	LENGTH of Primary Client Relationships	8 Year(s)
The PROBLEM	84% of the economically poorest people in the world are rural and depend on land that is increasingly under strain (MPI poor). Disempowerment and a lack of access to financial tools exacerbate environmental degradation and poverty, leaving families without choices and in a downward cycle.		
Your SOLUTION	We empower families to be the change their community needs. We restore hope through discipleship, reverse the cycle of environmental degradation with sustainable agriculture land management techniques, and equip families to grow out of poverty through savings groups (VSLA) and business development.		
1-3 year PLAN	1.) Our 2015-20 strategic plan focused on strengthening impact and efficiency. Our model of environmental restoration, economic development, & spiritual renewal is ready to take to scale, and we are beginning rapid growth. 2.) In FY21, we will add 572 new groups representing 14,500 families, bringing our program to a total of 53,900 families. 3.) By 2023, we plan to grow from 41,000 to 68,000 families and increase our income from \$5.7MM to \$8 million.		
Up-to-date Board-approved STRATEGIC PLAN	<input checked="" type="radio"/> Yes <input type="radio"/> No	CUT (or Modified) PROGRAM in last 3 years for bad results	<input checked="" type="radio"/> Yes <input type="radio"/> No

IMPACT			
Long-term VISION	Eradicate rural poverty by addressing rural poverty's root cause: environmental degradation. Restore the environment to foster healthy farms and families, inspire hope rooted in faith and knowledge of Jesus Christ, and equip families with financial tools like savings and credit.		
RESULTS Report outcomes not activities	(i.) Families in savings groups have saved 2.1 months of expenses, which is \$137 per family, or \$5.1MM in total equity in FY19. (ii.) When measured against a control group in FY19, Plant With Purpose families: 1.) Were 64% more likely to say that they have the power to improve their lives than the control group. 2.) Experienced a 63% reduction in poverty, improving their quality of life by nearly 2/3. Also, nonparticipants living in project watersheds showed a 44% reduction in poverty rates, which was directly attributed to our program model. 3.) Planted 5.7X more trees. 4.) Lived out their faith by serving their neighbors 20% more frequently. (iii.) 268 graduated groups continue growing and serving.		
Measure outcomes against benchmarks	<input checked="" type="radio"/> Yes <input type="radio"/> No	Track Key Performance Indicators	<input checked="" type="radio"/> Yes <input type="radio"/> No
Completed program logic model(s)	<input checked="" type="radio"/> Yes <input type="radio"/> No	Survey program beneficiaries	<input checked="" type="radio"/> Yes <input type="radio"/> No
Completed independent impact evaluation	<input type="radio"/> Yes <input checked="" type="radio"/> No		Conducted randomized controlled trial (RCT)
Completed randomized controlled trial (RCT)	<input type="radio"/> Yes <input checked="" type="radio"/> No		
Impact STORY	Anastazie, a mother of six in eastern DRC, joined her local Plant With Purpose-trained VSLA. In addition to learning money management skills, she received training in sustainable agriculture. She stated, "Before receiving training, yields were low, bringing little income, but now we are beginning to see good results. My children used to eat once a day, but now my house eats 2 meals a day. I am happy to have Plant With Purpose in our watershed."		
Recent Program IMPROVEMENT	Our watershed methodology has enabled us to extend our impact beyond direct participants to entire communities. We tested this methodology in a DRC pilot project and saw substantial impact results, then replicated it to a second watershed location. We are currently taking it to scale in the DRC.		

GEOGRAPHY	
Where do your programs operate?	<input type="radio"/> Local <input type="radio"/> Regional <input type="radio"/> National (USA) <input checked="" type="radio"/> International (List nations or regions served below alphabetically)

Burundi, Democratic Republic of the Congo, Dominican Republic, Ethiopia, Haiti, Mexico, Tanzania, Thailand

S.W.O.T. ANALYSIS			
STRENGTHS	WEAKNESSES	OPPORTUNITIES	THREATS
- 35+ years of experience - A proven model that is backed by multiple short and long-term studies - Strong community participation and support from churches, governments, etc.	- Our holistic program is difficult to explain quickly to the mass market - Environmental change and community development take time (6 to 10 years)	- Watershed model allows scalability - Mobilizing a movement of US churches to compelling and effective action - Supporters come from across the political spectrum & we often bring unity	- Well-intentioned charity work/handouts that undercuts long-term empowerment - Political, environmental, external volatility in areas where we work can slow progress
SOURCE	Completed By: Corbyn Small	Date:	12/28/2020