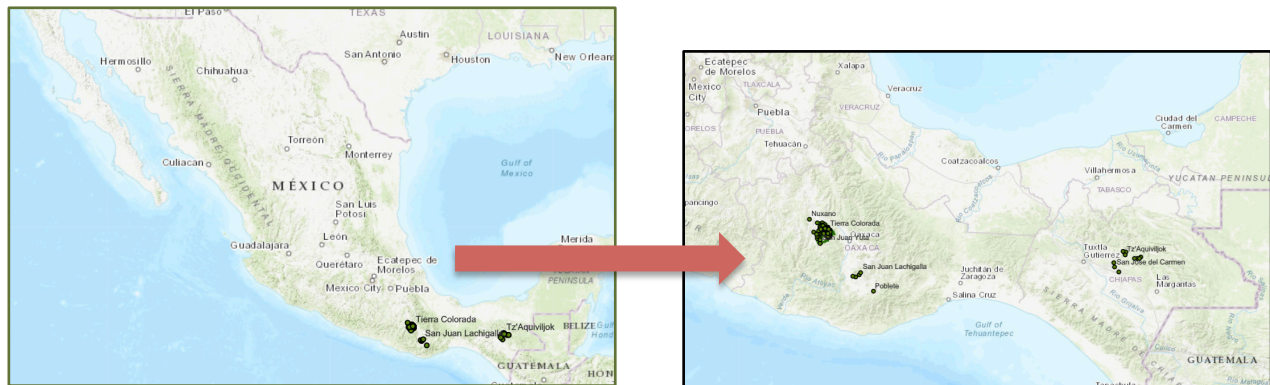


In rural areas of Mexico, 61 percent of the population, or 15 million people, were living below the national rural poverty line in 2010 (source: World Bank). Among the rural poor, indigenous families and households headed by women are most likely to experience poverty (source: International Fund for Agricultural Development).

Plant With Purpose works in two of the three poorest states in Mexico: Oaxaca and Chiapas. Here, more than 75 percent of the indigenous families—mostly small-scale farmers—live in extreme poverty (source: IFAD). Indigenous communities depend on the land for survival, but due to environmental degradation, the land has not been producing enough. Malnutrition is chronic in a place where 79 percent of people go without enough to eat. This critical problem affects children most acutely, as under-nutrition can cause devastating effects including stunted physical and mental development and vulnerability to illness and disease. Further, indigenous communities are marginalized within mainstream Mexican culture, making them even more vulnerable.

This extreme poverty has also resulted in an extremely high rate of migration as farmers head north to the United States or other parts of Mexico to seek whatever work they can find to provide for their families. Women are often left behind to take care of the children and household needs on their own.

WHERE WE WORK



*The green dots are representative of communities where we work.

Plant With Purpose Mexico employs a holistic, integrated approach to community development. Rather than focusing on one problem or solution at a time, our programs address the interconnected root causes of poverty from three perspectives: environmental, economic, and spiritual. The central components of Plant With Purpose's program in Mexico include sustainable agriculture training both for smallholder farmers and family gardens; reforestation; ecological improvement such as wood-saving stoves and cisterns; microfinance through Village Savings and Loan Association (VSLA) groups; and local leadership development.

Through our programs, farming families are providing nutritious meals for their children; increasing their income through crop diversification and sustainable agricultural practices; learning to save through VSLA groups; and experiencing God-given hope and dignity. In addition, church leaders are learning how to effectively lead their congregations and churches are addressing community problems with local resources.

IMPACT AT A GLANCE

- **22 years of partnership** in Mexico
- **24 country-based staff**
- **89 communities** actively participating in Plant With Purpose programs
- **100 Village Savings and Loan Association (VSLA)** groups helping families save for the future
- **1,379 individuals (71% female)** saving through VSLA, with total **member equity of \$133,930**
- **806,792 trees planted** to date, improving soil quality and restoring land
- **369 cisterns, 712 latrines, and 581 wood-saving stoves** improving family health
- **8,532 children and adults** eating healthier, nutritious meals
- **34 local churches** teaching discipleship and addressing community needs

TESTIMONY OF TRANSFORMATION

Elauterio Juarez Cruz struggled to find economic opportunity in his rural community of Coatecas Altas. Faced with little hope for his future, Elauterio migrated to the United States to find work. After 12 years away from his family, Elauterio returned to Coatecas Altas. His newfound faith drove the decision to return. Elauterio explains, "I came back to bring the Gospel to those who don't know God," but he returned not knowing what he was going to do for work.



During the years when Elauterio was gone, Plant With Purpose began working in Coatecas Altas and presented a solution to his financial fears. Elauterio implemented the sustainable agriculture techniques taught by Plant With Purpose and his land flourished. But more than his farm was restored. He shares, **"This partnership has helped me significantly, especially to value myself more and ... to give my life in service."**

Elauterio is now the local representative for Plant With Purpose. He says, "Working with Plant With Purpose is not just about learning how to plant crops. It equips me to share the Gospel with other people. It is an excuse to share the Gospel."

Elauterio is motivated to see his community change through building cisterns, planting orchards, diversifying crops, saving money, and learning about God. He explains, "I have plans, and I have dreams. ... I have faith and I have hope that one day the community will understand our connection to the environment and will reforest their land and change their way of life." The lasting fruit of Plant With Purpose's presence in Coatecas Altas is captured in Elauterio's words, "Peace has come to this community."

HOW YOU CAN HELP

Give – For just \$10,000, you can fund our holistic program in one village in Mexico for a year and for \$50,000 you can fund a regional watershed. Your sponsorship will advance Plant With Purpose's life-changing work and will connect you with individuals in long-term partnership.