



CHILDREN
OF ARMENIA
FUND

ANNUAL
REPORT
2020

*Building for
Generations*

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REPORT
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*Building for
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LETTER FROM THE FOUNDER

2020 was not kind to Armenia. COVID-19, violent conflict, and political tumult ravaged the hope, unity, and stability of the country. But there has been light in the darkness, numberless triumphs of kindness and perseverance. I have been reminded over and over of the resilience of the Armenian people, of their belief in a better world and their determination to bring that world into being.

In this difficult time, COAF has remained vigilant, working to provide the education, support systems, and integrated framework communities require, to realize the ambitions of their residents. Our Child & Family Service is opening spaces for urgently needed discussions regarding mental health. Our partnerships with small businesses are addressing the issue of emigration, by providing opportunities for widespread economic viability. This year, we have also coalesced COAF's core values and tireless initiatives into the SMART Ecosystem, enabling us to broaden the scope of our contribution to village life.

COAF continues to be focused on the health of rural Armenia, driving progress in tangible, long-lasting ways. Our inaugural SMART Center in the Lori region has met with continued success and international acclaim. The Center has become the intellectual hub of the region, fostering networks of students, teachers, and professionals in a self-sustaining, self-renewing cycle of knowledge and curiosity.

This invaluable initiative brings education, training, and multidisciplinary opportunities to residents across the region. The Center sparks a desire to learn, create, and engage, empowering Armenians to reimagine what is possible, in their communities and in their everyday lives.

The events of 2020 were bleak, but the year provided moments of immense pride and gratitude for COAF. We saw former students take new roles in their villages and in the COAF family, launching startups, sharing higher-education success stories, and leading meaningful community innovation. We have always viewed COAF's work as multigenerational, and it is exhilarating to see the roots which have taken hold begin to grow and flourish.

COAF students are taking what they have learned in our SMART Center, Citizen Curriculum, and afterschool programs, and directing change for their nation. They are leading the initiatives which will be integral to Armenia's development. They are building the future, and COAF is enabling their progress. Thank you for joining us.

Thank you,

Garo H. Armen
Founder & Chairman



VISION & MISSION

WE ENVISION

that all children of Armenia achieve their full potential and contribute to the advancement of the world around them.

OUR MISSION

is to provide resources to children and adults with COAF SMART initiatives to advance rural communities through innovation.

With hindsight, the year 2020, for all its difficulties, was characterized by swift action and high-impact recovery. While shifting COAF's functions into crisis mode, we didn't lose sight of our original mission and continued to bring cutting-edge, forward-thinking education and social initiatives to the children and families in rural Armenia.

2020 brought a new, increased demand for our technological savvy, giving us the opportunity to test our capabilities and further refine and optimize our resources. With the launch of our SMART Citizenship App in 2019, COAF was able to smoothly convert to virtual classes and offer the full range of our SMART and Village programs, all while sustaining an average of 80% attendance across all programs.

Simultaneously, we delivered career development packages to COAF Alumni in an attempt to reduce inequality between rural and urban youth, keeping in mind how climate change and the threat of future pandemics are shifting the business landscape globally. We implemented infrastructure improvements throughout our rural communities, including a school renovation in the Tavush region, a playground installation in the Armavir region, and a cafeteria remodeling in the Lori region. In the midst of crises which necessitated broad change and initiatives, COAF was able to simultaneously maintain a concentration on improving the lives of individual citizens across Armenia, so they, in turn, can dedicate themselves to advancing their nation.



IMPACT DATA

Beneficiary villages
63

Regions
5

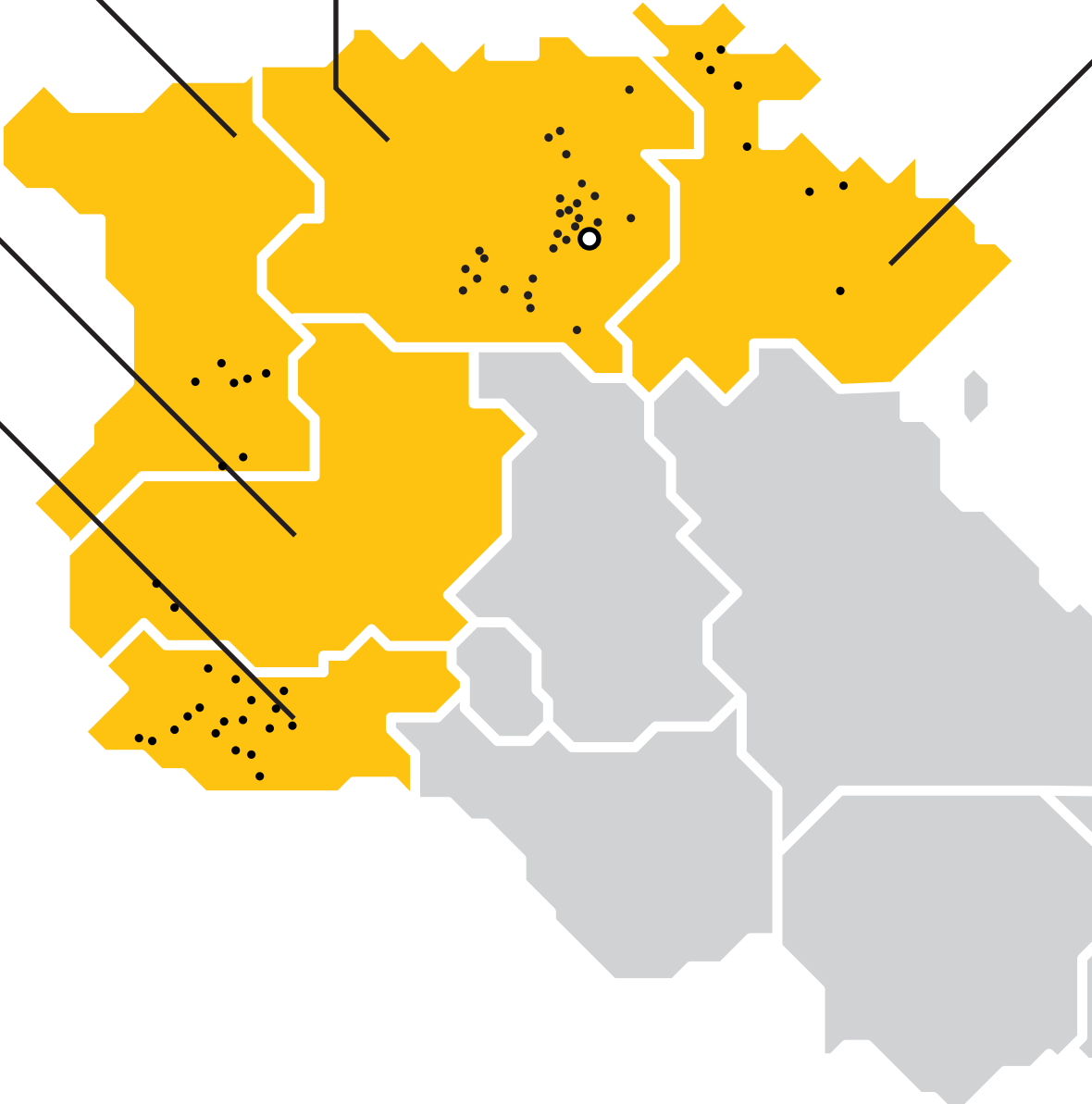
People Impacted
107,239

- SHIRAK**
1. Beniamin
 2. Gusanagyugh
 3. Horom
 4. Meghrashen
 5. Vardakar
 6. Lanjik
 7. Sarnaghbyur

- ARAGATSOTN**
1. Aragatsavan
 2. Arteni

- ARMAVIR**
1. Arevadasht
 2. Argina
 3. Artamet
 4. Bagaran
 5. Baghramyan
 6. Dalarik
 7. Getashen
 8. Hatsik
 9. Hushakert
 10. Karakert
 11. Koghbavan
 12. Lernagog
 13. Myasnikyan
 14. Sardarapat
 15. Shenik
 16. Talvorik
 17. Vanand
 18. Yervandashat

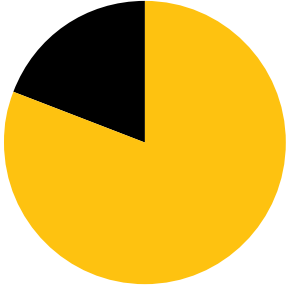
- LORI**
- | | | |
|--------------|----------------|-----------------|
| 1. Akori | 11. Dzoraget | 21. Odzun |
| 2. Alaverdi | 12. Dzoragyugh | 22. Pambak |
| 3. Arevatsag | 13. Gugark | 23. Shahumyan |
| 4. Arjut | 14. Hagvi | 24. Tumanyan |
| 5. Aznavdзор | 15. Karinj | 25. Vahagnadzor |
| 6. Bazum | 16. Lernapat | 26. Vahagni |
| 7. Chkalov | 17. Lorut | 27. Vanadzor |
| 8. Darpas | 18. Margahovit | 28. Yeghegnut |
| 9. Debet | 19. Marts | |
| 10. Dsegh | 20. Mets Ayrum | |



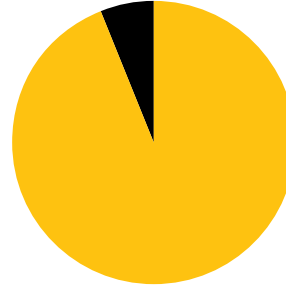
Crisis Response

COVID-19

Over 80% of COAF programs were carried out virtually.



81% of
COAF
Village
Programs



94% of
COAF
SMART
Programs

TAVUSH

1. Archis
2. Aygehovit
3. Berdavan
4. Koti
5. Navur
6. Ptghavan
7. Vazashen
8. Zorakan

ARTSAKH



Humanitarian aid delivered in Stepanakert, Artsakh and in the Tavush region



Temporary housing provided for displaced families from Artsakh in 20 COAF-supported communities



COAF adapted psychological, health, social work, and speech therapy services to help those affected by the war



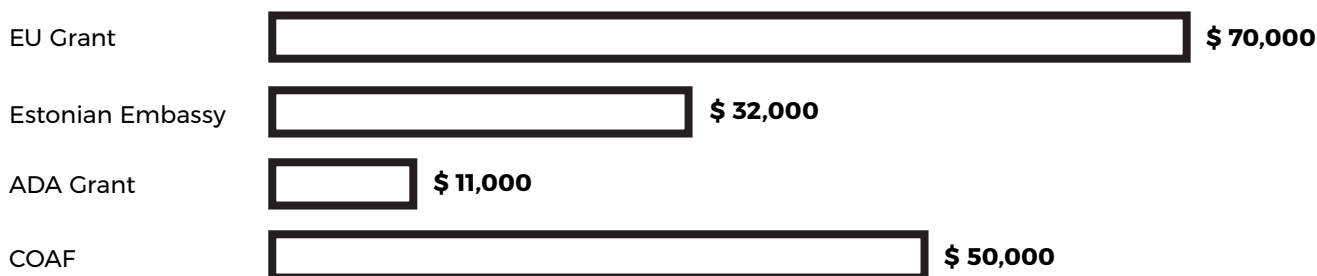
DUAL CRISES

COAF COVID-19 Emergency Relief Fund

The COVID-19 pandemic reached Armenia in March 2020, prompting the Government of Armenia to declare a State of Emergency, enforcing a lockdown until early May. The COVID-19 measures in Armenia included the closing of educational institutions and most businesses, civilian movement restrictions, and the shutdown of public transportation. This left a deep mark on the country's healthcare system and economic vitality.

To alleviate these hardships, COAF established a COVID-19 Relief Fund, which was supported by grants from the EU Delegation to Armenia, the Estonian Embassy, and the Austrian Development Agency (ADA).

Thanks to our reliable and generous network of supporters, COAF provided \$163,000 to directly support 2,218 families and 50 health facilities across 5 regions.



HUMANITARIAN PARCELS



Essential hygiene supplies



Food aid



Educational essentials for children



Information booklets on COVID-19 safety measures

CAPACITY BUILDING



COAF upgraded the professional skills of 176 health providers (54 doctors & 122 nurses) in 50 villages

MEDICAL SUPPLIES & EQUIPMENT FOR HEALTH FACILITIES



Primary supplies (gloves, masks, sanitizer, etc.)



BP tonometer



Glucometer



Pulse Oximeter



3 mobile ultrasound devices for central health facilities



1 biochemical analyzer (including cholesterol, A1c)

Humanitarian Aid for Artsakh

In response to Azerbaijan's gross ceasefire violation, the Government of Armenia declared martial law on September 27, 2020. As the country mobilized its army, COAF launched humanitarian aid to war-affected regions in Artsakh and Armenia, helping displaced people from Artsakh find refuge in COAF beneficiary villages, and extending its health, psychological, social, and speech therapy services to refugees.

Together with a \$70,000 donation from the European Union, COAF provided \$370,000 in support of the families affected by displacement and war.

Humanitarian assistance in Stepanakert provided on a daily basis (food, water, clothing, medicine, first-aid kits, power banks, blankets, and pillows)

Equipped three strategic locations in the Tavush region with gasoline, sleeping bags, blankets, fire extinguishers, medicine, water gallons, canned food, and candles

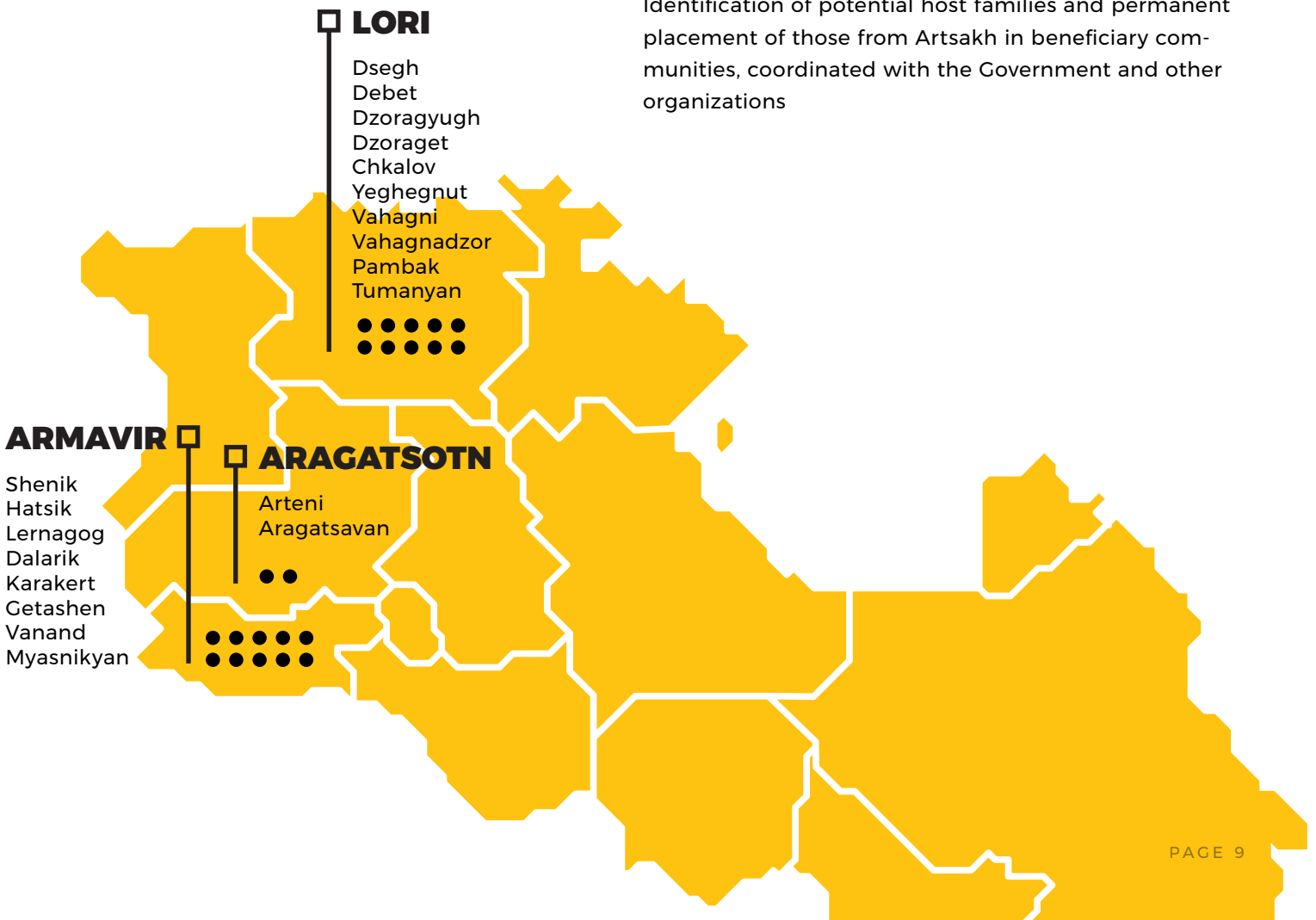
350 families received humanitarian packages (food, hygiene supplies, household supplies, stationery, clothes, and medication as needed)

Temporary shelter for displaced families (40 people) provided at the Concept Hotel

Continuous availability of COAF services (psychological and health services, social work, speech therapy, etc.) to the families from Artsakh and others affected by the war in our beneficiary villages

Immediate incorporation of displaced children from Artsakh in Education programs

Identification of potential host families and permanent placement of those from Artsakh in beneficiary communities, coordinated with the Government and other organizations



EDUCATION FOR SMARTER GENERATIONS



COAF's Education programs empower students to shape their futures and take their communities to new heights. By implementing non-formal education, using project-based hands-on education, and improving village learning environments, COAF enhances the quality of education in the rural communities of Armenia.

- 25** VILLAGES
- 1,154** BENEFICIARIES
- 5** REGIONS
- 84** SCHOLARSHIP HOLDERS



ACHIEVEMENTS



6 fully redesigned Education programs launched in 10 beneficiary villages (judo, basketball, engineering, drawing, aflatoun, and debate clubs)

Over half of HSBC-COAF Scholarship holders found employment within 1 year, as a result of COAF's comprehensive Career Development programs



Strong attendance (over 80%) recorded among English students in virtual classes



CLUBS:
DRAWING,
ENGINEERING,
BASKETBALL,
JUDO

10 VILLAGES
400 STUDENTS



CIVIC
EDUCATION:
AFLATOUN,
DEBATE

10 VILLAGES
200 STUDENTS



ENGLISH
ACCESS
PROGRAM

25 VILLAGES
470 STUDENTS



HEALTHCARE FOR ALL

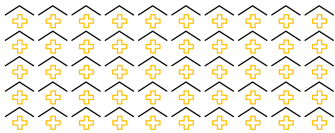
COAF improves the quality of primary health services in rural areas, running and supporting programs which promote the wellbeing of entire communities.

COAF Health programs focus on disease prevention, advocating and modeling healthy behavior starting in primary school. We conduct hands-on training for local health providers, improve the physical conditions of rural health facilities, and implement dental and health screening initiatives.

33 VILLAGES
1,364 BENEFICIARIES
5 REGIONS



ACHIEVEMENTS



50 community health facilities had their resources, equipment, and capacity strengthened to combat COVID-19

23 local schools were transformed into “Healthy Schools” to prevent the spread of COVID-19

1,000+ beneficiaries screened for cancer in 34 villages





DENTAL SERVICES

243 DENTAL PROGRAM BENEFICIARIES



CAPACITY BUILDING

115 HEALTH PROVIDERS TRAINED

EARLY DETECTION

1,006 PEOPLE SCREENED FOR CANCER (BREAST, PROSTATE, THYROID)



CHILD & FAMILY SERVICES FOR SAFETY AND STABILITY

COAF Child & Family Services follow a holistic approach to child and family issues, offering multidisciplinary care by social workers, psychologists, speech therapists, and educators, who provide individualized, and group, services and therapies to children and their families.

13 VILLAGES
1,155 BENEFICIARIES
3 REGIONS

ACHIEVEMENTS



Due to the pandemic, the Child Development Program transitioned online, maintaining its high-level of performance and results across all support services

1000+ beneficiaries received critical social work services (social, psychological, and speech therapy) in a time of uncertainty and crisis

300+ displaced people from Artsakh were supported by COAF's social workers during the war, in collaboration with the Ministry of Labor



SOCIAL WORK

11 VILLAGES
231 FAMILIES



CHILD DEVELOPMENT CENTER

1 VILLAGE
90 STUDENTS



PSYCHOLOGICAL SERVICES

13 VILLAGES
590 BENEFICIARIES

DRAMA THERAPY

2 VILLAGES
34 STUDENTS



SPEECH THERAPY

13 VILLAGES
210 CHILDREN

ECONOMIC DEVELOPMENT FOR FINANCIAL STABILITY

The COAF Economic Development program focuses on business and infrastructure development in rural communities. Villages are assessed and evaluated to identify competitive advantages and investment opportunities. Based on COAF's findings, and in close collaboration with the local government and community residents, business and infrastructure projects are designed, developed, and implemented, each unique and specifically suited to the individual community's needs.

- 6** VILLAGES
- 81** BENEFICIARY FAMILIES
- 1** REGION

ACHIEVEMENTS

81 families received raspberry bushes and training on cultivation, an avenue which resulted in a third of income revenue generated by these families in 2020

Innovative, precision agriculture systems (i.e. drip irrigation systems) were introduced to family farmers





SMART CITIZENSHIP

The opening of the COAF SMART Center in Debet, Lori was accompanied by the launch of a SMART Citizenship curriculum. This new educational model reflects COAF's mission to encourage the children of Armenia to contribute to the advancement of the world around them.

Two years after the unveiling of the SMART Citizenship curriculum, the COVID-19 pandemic presented what seemed an insurmountable challenge for educational institutions, raising questions on how to continue scholastic instruction in a time of virtual interaction.

However, the crisis also gave birth to creative solutions and new approaches to facilitating student learning. Institutions like the SMART Center, which were already incorporating educational technology into their programs pre-pandemic, adapted to the reality of COVID-19 with ease and efficiency.



COAF SMART PROGRAMS

SEED Track 3-6 YEARS OLD

Seed Track students attend a comprehensive 3-year program which emphasizes emotional, social, mental, and physical development. Students aged 5-6 are also prepared for the transition from kindergarten to primary school.

- **165 beneficiaries** from 10 communities
- **32 program graduates** who transferred from kindergarten to primary school.
- A high retention rate (99%) has been observed during the COVID-19 pandemic
- 50% of the Child & Development Corner's participants were previously lacking early childhood education



ROOT Track 6-18 YEARS OLD

COAF SMART Citizenship Curriculum for Root Track was designed as a 2-to-3 years-long quest for SMART Citizenship, an idea focused on:

- Educating the individual as a whole
- Envisioning responsible, civically-engaged citizens

1546 BENEFICIARIES

Over 80% ATTENDANCE WITHIN ALL PROGRAMS.

STEM Track 19+ YEARS OLD

The Stem Track beneficiaries are formed by two groups:

Adults who previously studied English and passed the A1 level (beginner)

Parents of Seed Track students who received parental education through three different educational activities (seminars, trainings, art workshops)

SMART CITIZEN APP

Before the pandemic and the need to transition to online classes, COAF had already started the development of the COAF SMART Citizen app, which serves as:

1. **A learning management system (LMS)**, helping to automate educational operations such as:

- Classroom management (attendance, participation, etc.)
- Transportation management
- Student portfolio management
- Communication with students

2. **An all-in-one platform for students**, integrating:

1. **E-learning:** Gives additional insights and interdisciplinary information on every topic taught at the Center, helping students connect knowledge with their communities and also explore possible global applications
2. **Exploring:** Keeps students in the loop regarding upcoming events, published blogs, and anything new at the Center, via the app's News section
3. **Messaging:** Integrates messaging channels between instructors and students, allowing for easy and productive communication
4. **Progress tracking:** Tailors individual approaches to learning, letting students know where they're at, the progress they've made, and what they need to be working on next

SMART CITIZENSHIP CURRICULUM

The philosophy behind COAF SMART's educational concept corresponds with COAF's mission to provide resources to children and adults through SMART initiatives for the purpose of advancing rural communities through innovation. To successfully complete the SMART Citizenship curriculum and become a SMART Citizen, each student needs to embark on a personalized journey through at least 4 of the 18 programs, making sure to cover all three H's.

COAF's SMART Citizenship curriculum was built using the "3H Theory" of holistic learning, designed by David Orr in 1992. The three H's at COAF cover:



HEAD

COGNITIVE
DOMAIN



HEART

AFFECTIVE
DOMAIN



HAND

PSYCHOMOTOR
DOMAIN

LANGUAGES

- MANDARIN
- ENGLISH
- RUSSIAN

ARTS

- PERFORMING ARTS
- DRAWING
- DIGITAL DRAWING

ENGINEERING

- MECHANICS
- PROGRAMMING
- AGRITECH

ENTREPRENEURSHIP

- FINANCE
- MANAGEMENT
- MARKETING

MUSIC

- VOCALS
- SOUND DESIGN
- MUSICAL INSTRUMENTS

ATHLETICS

- VR FITNESS
- DANCE
- YOGA

COAF starts each academic year with a week-long introductory phase, which requires prospective students and their parents to participate in training which targets the essential parts of COAF's educational programs (healthy lifestyle, emotional intelligence, ICT basics, and civic education).



TURNING AN ENTIRE VILLAGE SMART

SMART DEBET

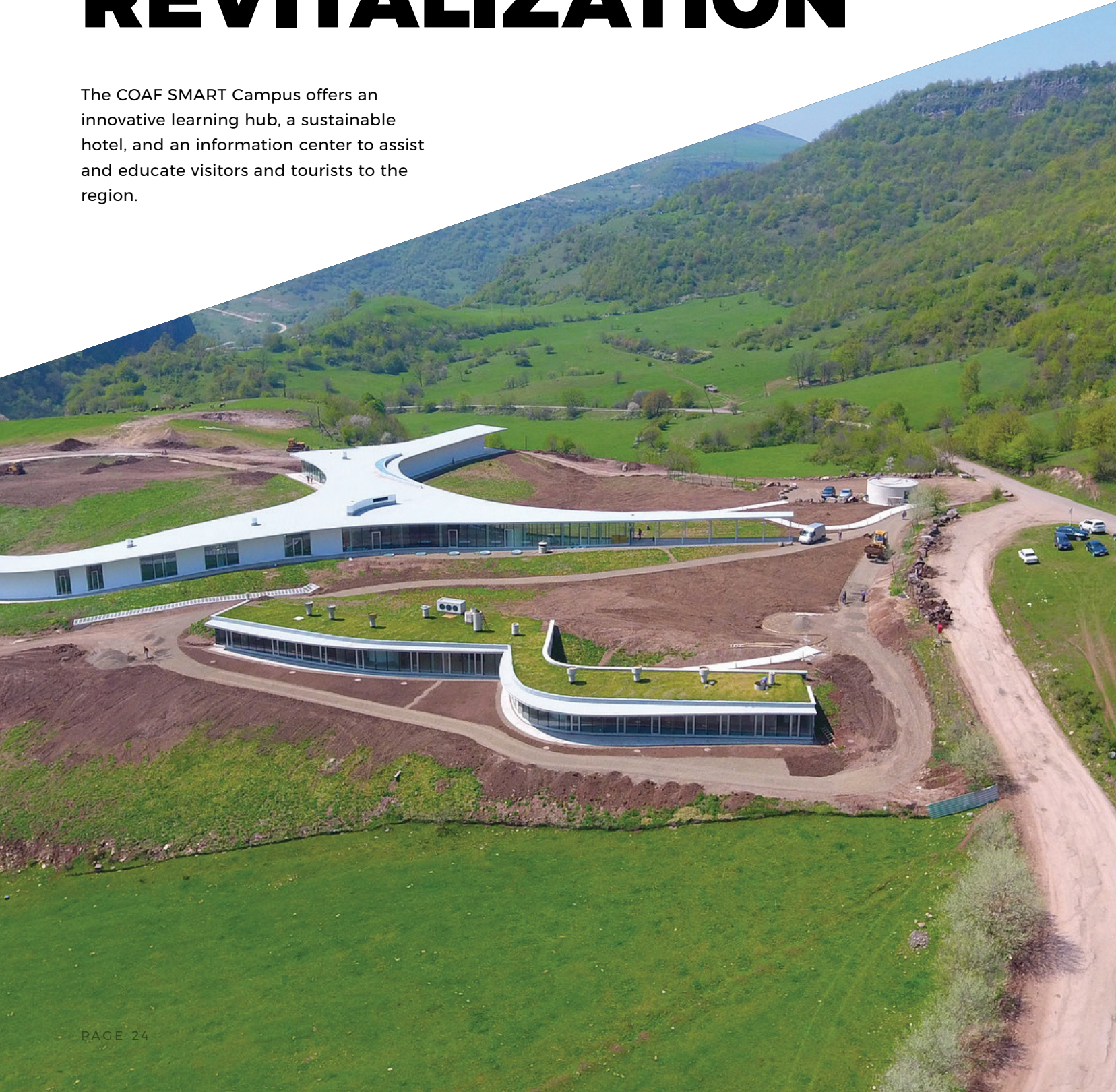
Many roads lead to rural development, and COAF has embarked on several of them. To tackle the multitude of problems present in Armenia's neglected rural regions, COAF has adapted the SMART Village approach as a pivotal component of COAF's SMART initiatives.

To assess the practicability and success of this approach, COAF has selected Debet village, home of the SMART Campus, as its pilot project. Our choice of Debet is inspired by the village's central location in the Lori province, its medium-size demographic, and, most importantly, the likelihood that the village will face depopulation by the year 2040, if its citizens' circumstances and quality-of-life are not enhanced.

By implementing a chain of thoughtful, coordinated advancements to Debet's infrastructure, healthcare system, social environment, and civic standards, COAF believes the residents of Debet are capable of achieving high satisfaction, career opportunities, and meaningful participation in a global future.

SMART INITIATIVES FOR ECONOMIC REVITALIZATION

The COAF SMART Campus offers an innovative learning hub, a sustainable hotel, and an information center to assist and educate visitors and tourists to the region.



CONCEPT HOTEL

The Concept Hotel is comfortably situated within walking distance of the COAF SMART Center. Its modern design and ready accessibility makes the Hotel a popular destination for both business and pleasure tourism.

As a sustainable social enterprise, the Hotel contributes to local economic development, creating jobs for residents by offering training in hospitality and tourism services. All revenue is reinvested in COAF's programs.

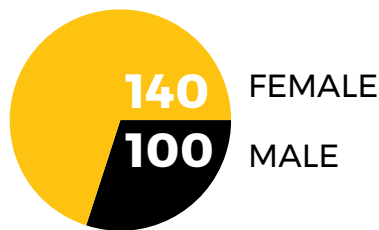
VISITOR CENTER

A further effort to enhance tourism in the Lori region is the Visitor Center, which serves as a gateway for travelers to Lori, offering friendly and comprehensive travel information for tourists, allowing them to tap into the region's heritage, flora and fauna, and culinary offerings. Additionally, locals and guests benefit from practical services such as an ATM, payment terminal, bike rentals, etc.



ARMENIA'S FUTURE IS FEMALE

Our team is a network of talented and hardworking people, who have come from various corners of the world to bring together unique and valuable life and career backgrounds. COAF's staff currently encompasses an international team of employees, spanning Armenia, Australia, Brazil, Lebanon, France, Germany, and the USA, 70% of whom are female, and 100% of whom are determined to achieve change in rural Armenia.



COAF is relentlessly dedicated to improving the standards of living and working conditions of residents in the overlooked regions of Armenia, therefore, **all administrative costs are covered by COAF's Board of Directors, leaving 100% of donations to make meaningful change in the lives of rural Armenians.**





GOVERNANCE

Our COAF team has and will continue to assist our people with vital educational, medical and humanitarian assistance, a role we proudly play and lead.

Diron Jebejian, President of the Board

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OUR PARTNERS



We are grateful for your support!

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Usher



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Williams**



FINANCIALS

INCOME AREAS

Due to the COVID-19 pandemic and the Artsakh war, COAF had to postpone several projects (including the construction of the Conference Center and the Health Center) until 2021.

US COAF

General donations during the Gala and year

\$ 6,688,202

Delegation of the EU to Armenia	\$ 145,860
U.S Embassy to Armenia	\$ 97,470
Other	\$ 93,236



FUNDING AREAS

SMART Initiatives	\$ 1,277,040
Education Programs	\$ 399,568
Health Programs	\$ 395,500
Child and Family Services	\$ 391,765
PR and Fundraising	\$ 379,015
Management and General	\$ 322,814
Capital Investment	\$ 293,729
Economic Programs	\$ 110,770
Infrastructure Programs	\$ 55,835

COAF 2020 GALA



MOVING MOUNTAINS FUNDRAISER



OVER
\$4.5M
RAISED

JOIN US



VISIT

Pay a visit to one of our villages: see COAF schools and meet our talented youth, visit the health facilities and see the incredible work of our local health providers.

To explore Lori's amazing nature and see the state-of-the-art COAF SMART Center, visit our Center in Debet, and have a stay at the Concept Hotel by COAF SMART.



INTERN

Share your knowledge and skills by having an internship with us and contributing to the development of rural Armenia. Visit our webpage to apply for an internship.



PARTNER

If you see change as we do, let's walk hand in hand and make the difference together.



FOLLOW

You will be first to see updates about our everyday work and the progress our communities make. Follow us on Facebook, Instagram, Twitter and subscribe to our Youtube channel.



SPREAD THE WORD

If none of the above is possible, just spread the word about the work we do. Every kind of support matters to us.



DONATE

Your contribution goes directly to the work we do in rural Armenia. Donate once, monthly or annually, have a birthday pledge or start a fundraiser. Every dollar makes a change.

Donate here



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**THANK
YOU**



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