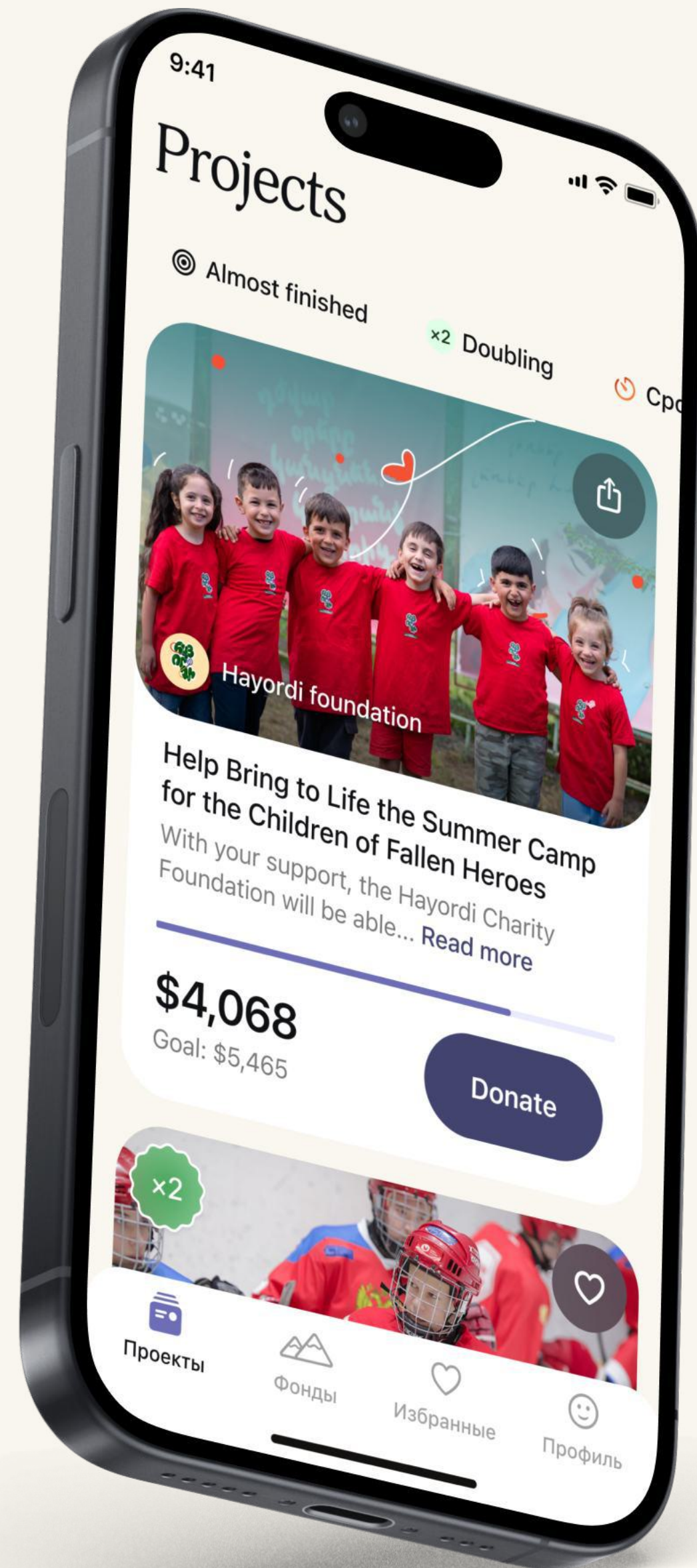




2024 Annual Report



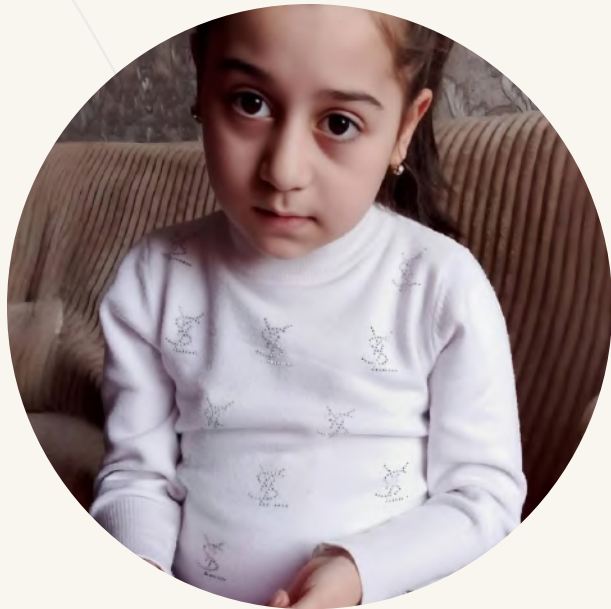
IMAST is Armenia's first micro-donation app, connecting users with verified non-profits

Our Mission & Vision

To be the most transparent and secure charity platform — where every contribution creates a meaningful impact on lives.

A worldwide community of Armenians united through IMAST, where even 10 \$ a month from each member drives transformative change.

* IMAST is a 501(c)(3) organization, making donations tax-deductible for U.S. Armenians.



2024 In Numbers & Peoples





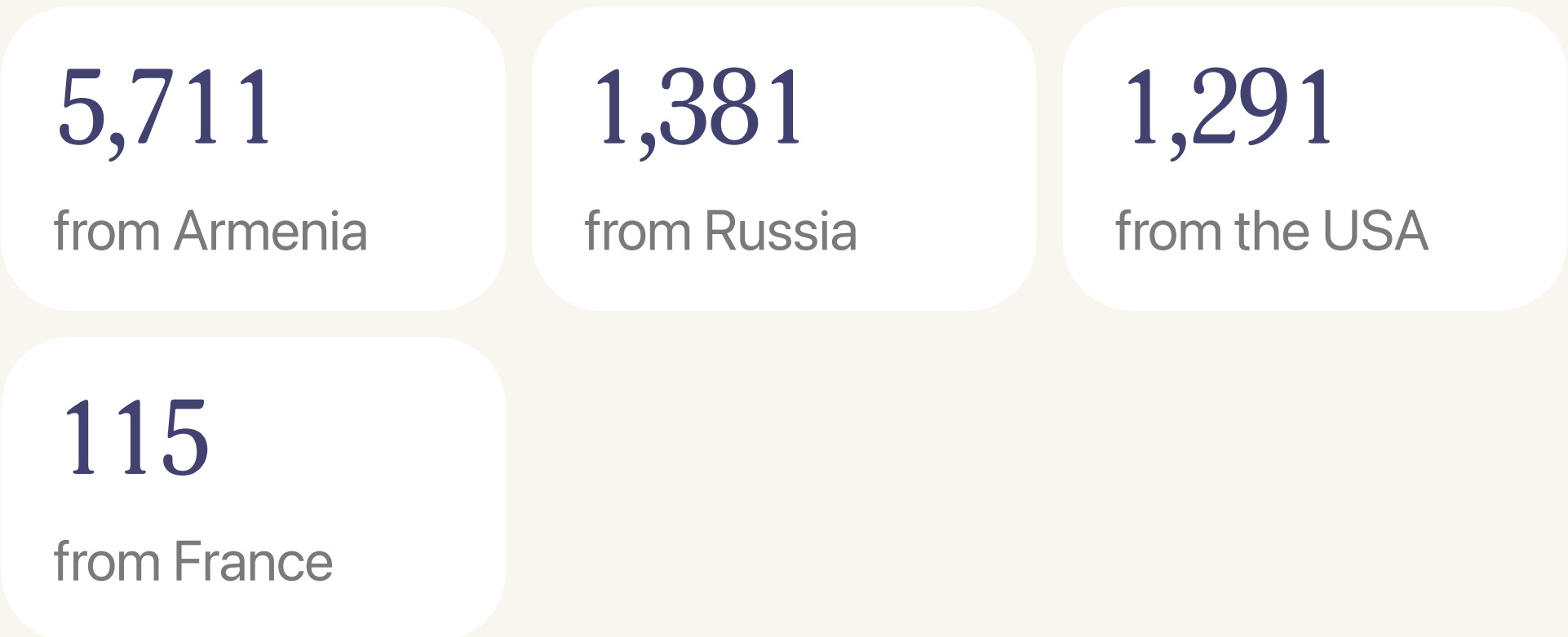
On behalf of our team, I want to thank everyone who has helped build this community. Your trust and generosity have made hundreds of successful fundraisers possible — and together, were transforming compassion into meaningful impact.

Hayk Ayrapetyan Founder & CEO of IMAST

Results and Impact



Donors distribution



Results and Impact

76 successful projects
were funded, covering:

Health initiatives

63.6%

Social support projects

20.8%

Education

15.6%

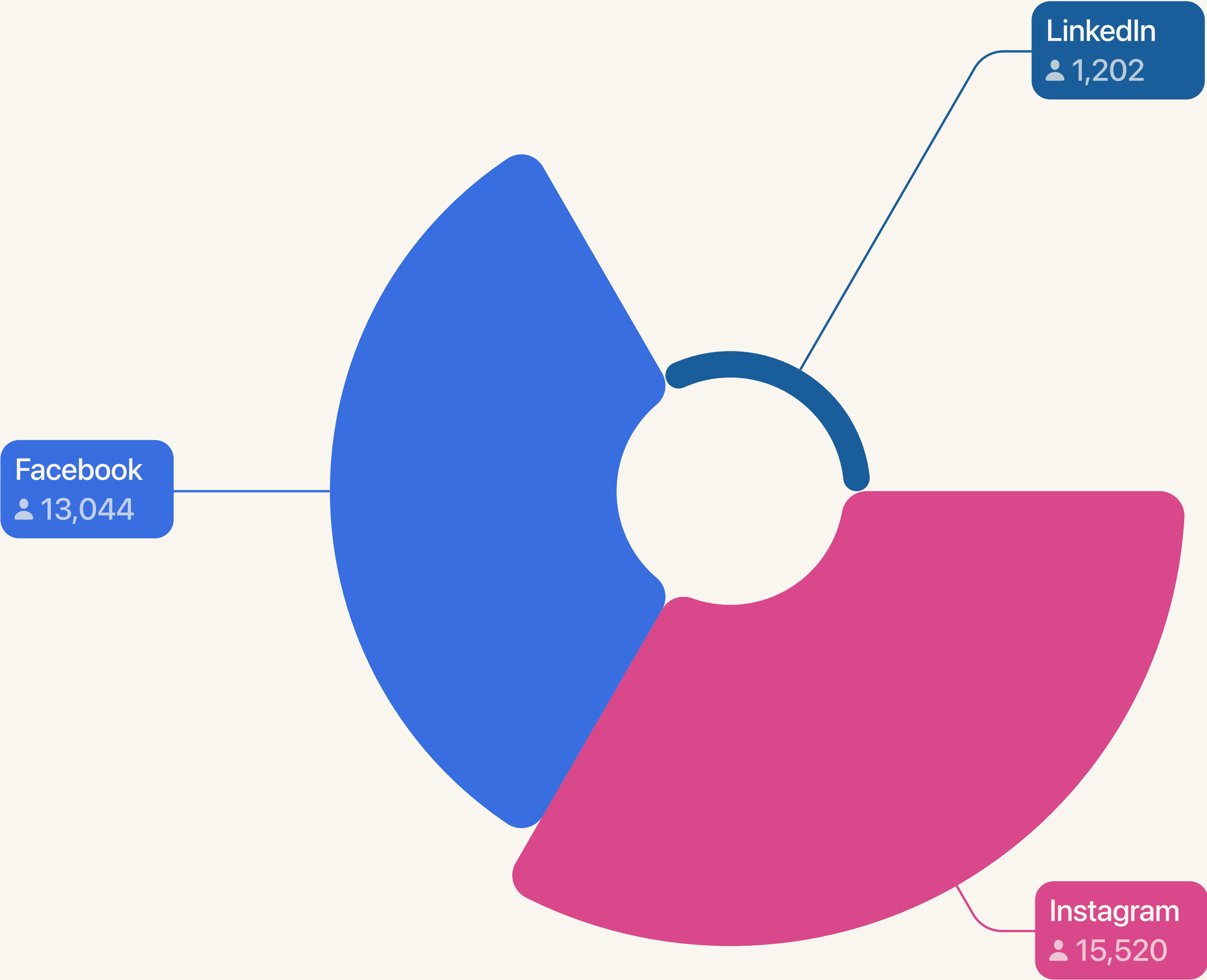
Media That Builds a Community

78,2 million views

5 million reach

29,000+ people

29,000+ people followed our mission on social media, expanding awareness and engagement.



Marketing is part of our brand

It’s the tool we use to reach and engage a growing network of contributors, from individual donors to corporate partners.

Partnering with IMAST means joining a platform where impact grows, stories of success are created together, and social responsibility becomes a shared achievement.

An ideology of unity and responsibility

As Armenians and caring compatriots, we believe in standing together during challenging times. We show that when society acts responsibly and collectively, its power to create change is unstoppable.

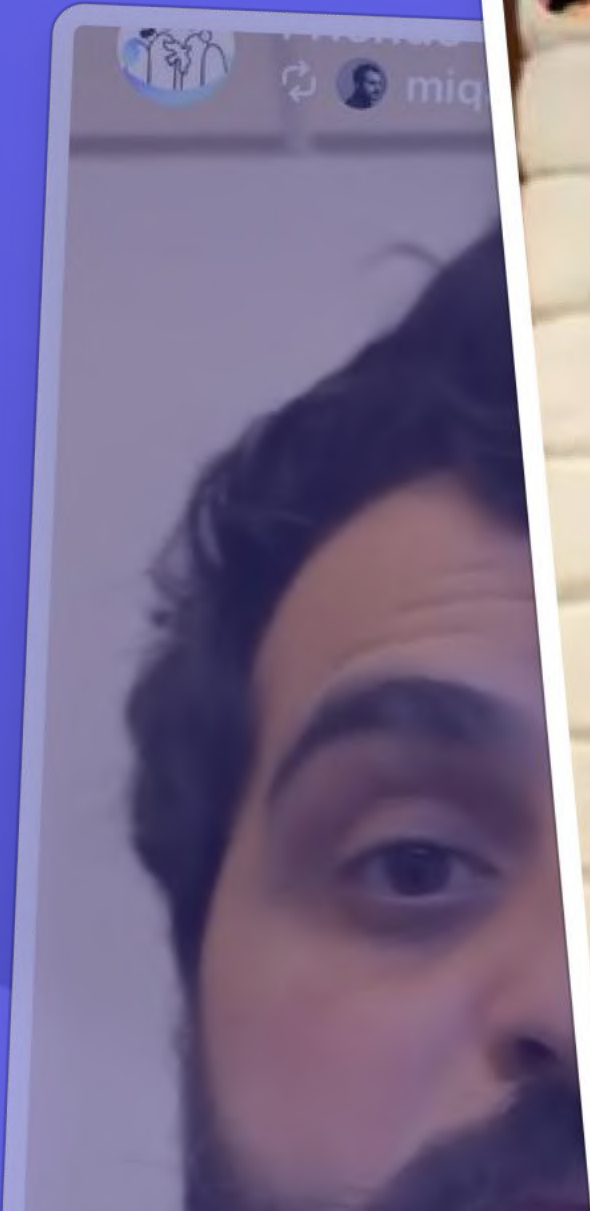
The identity of corporate responsibility

We spotlight our partner organizations through social media and communication channels, recognizing and promoting their role in driving positive change. By standing with us, they not only support important causes but also strengthen their social value and become part of a greater movement.

Simple, powerful solutions

IMAST itself offers an easy way for individuals and organizations to make a difference — through small contributions, donations, and by sharing and amplifying our common message. By supporting educational, healthcare, and social initiatives, every donor and every voice helps build stronger communities and a better future.

Our marketing makes it possible



150+

Influencers were involved in our campaigns

78,2 million

Views

5 million

Reach through ads campaigns

12

Offline events participated



Henrikh Mkhitaryan supporting Camila’s Journey

Camila, an energetic young girl, dreamed of playing football like her idol, Henrikh Mkhitaryan. However, she faced a rare genetic condition that affected the growth of her hands and feet, limiting her height and making it difficult for her to pursue her passion.

When her story reached IMAST, the community responded with open hearts. A fundraiser was launched and gained traction on social media, drawing support from hundreds of donors. Henrikh Mkhitaryan himself joined the effort, sending her a personal birthday gift and words of encouragement.

Thanks to the generosity of our community, Camila underwent specialized therapy and medical procedures designed to support her growth. Though her journey continues, she is now on a path toward greater mobility and the opportunity to chase her football dreams.

[View video](#)



Arman Tsarukyan supporting 75 children with Cerebral Palsy

In 2024, IMAST launched a campaign to support 75 children with cerebral palsy, many of whom had been displaced from Artsakh. These children needed urgent rehabilitation therapy, but the costs were beyond their families' reach.

The Armenian MMA fighter Arman Tsarukyan learned about the fundraiser and immediately stepped in—not only contributing himself but also using his platform to boost awareness. His support helped the campaign go viral, and soon, donors from Armenia and the diaspora joined forces to make a difference.

Thanks to the generosity of our community, each of these 75 children received 10 essential therapy sessions, bringing them closer to mobility, independence, and a better quality of life. Their parents expressed heartfelt gratitude, knowing that they were not alone in their journey.

Corporate Partners who stood with Us in 2024

We are deeply grateful to the corporate donors who supported IMAST’s mission this year:

These valued partners not only amplify the impact of our donors but also become an integral part of a greater change, demonstrating a high standard of corporate responsibility and social commitment.



Freedom
Broker

Matching Partner 25 projects were successfully doubled through their support.



New City
Projects

Financial Supporter for all active HFC fundraisers 10 projects were funded to success.



Background
Production

Matching Partner for a City of Smile fundraiser 10 children were supported through this initiative.



Mayro

Monthly Financial Supporter for near-goal fundraisers 9 projects received crucial support.



Easy Pay

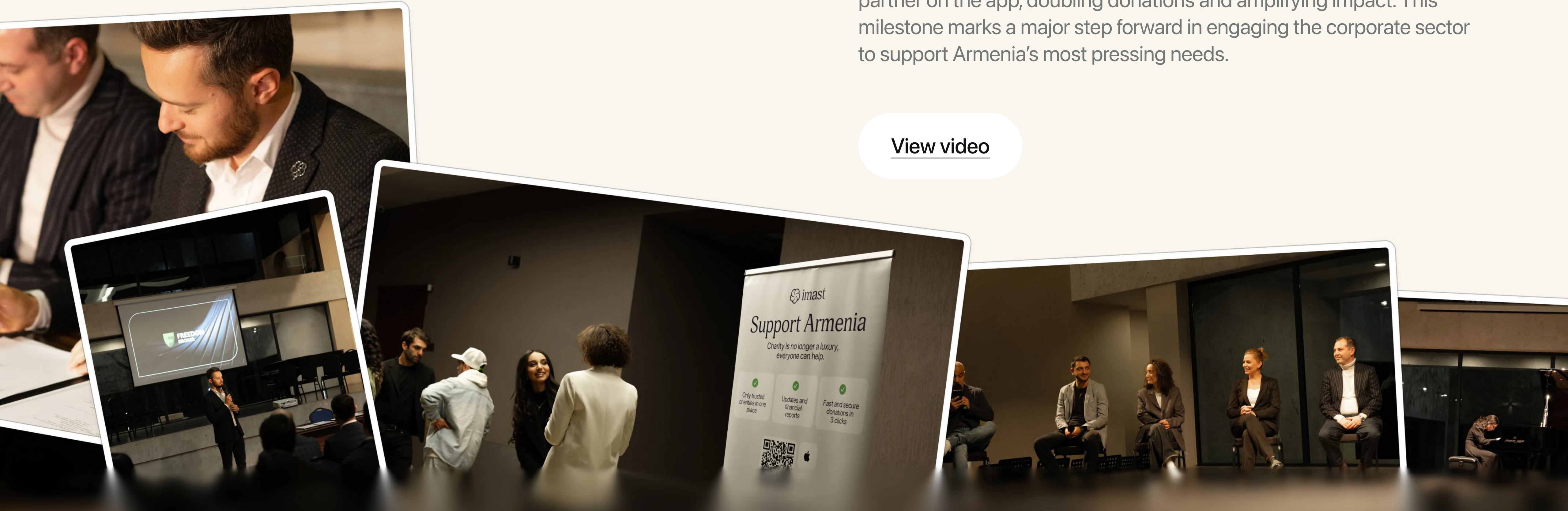
Matching Partner for VMF's student scholarship fundraiser 6 projects were successfully doubled.

\$40,000 from Freedom Broker Armenia to IMAST on Giving Tuesday

IMAST aims to develop the giving culture in Armenia, so the IMAST team organizes events to build awareness and unite more people around its mission.

On December 3, IMAST organized a charity evening on Giving Tuesday, inviting influencers, bloggers, and philanthropists to join our cause. During the event, Freedom Broker Armenia and IMAST signed a \$40,000 agreement, making Freedom Broker Armenia a matching partner on the app, doubling donations and amplifying impact. This milestone marks a major step forward in engaging the corporate sector to support Armenia’s most pressing needs.

[View video](#)



The voices of IMAST

People who had an unmeasurable role
in spreading kindness



Yegor Glumov
TV/Radio host & author



Arman Tsarukyan
Professional MMA fighter



Eteri Voskanyan
Radio host & actress



Mikayel Voskanyan
Musical composer



Davit Manoyan
Professional footballer

Organizations that joined us in 2024



HFC



Hurry For Good



Hayordi Foundation



Dekavva



VMF



Mayri



City of Smile



Hay Mayrer



4090 Foundation



WWF



UATE



AMAA



Teach for Armenia



KOGHB

Its your time to join our community

The future of Armenia
is in your hands



Email

Info@imast.am



Facebook

[@imast.armenia](https://www.facebook.com/imast.armenia)



LinkedIn

[@imastam](https://www.linkedin.com/company/imastam)



Instagram

[@imast_am](https://www.instagram.com/imast_am)