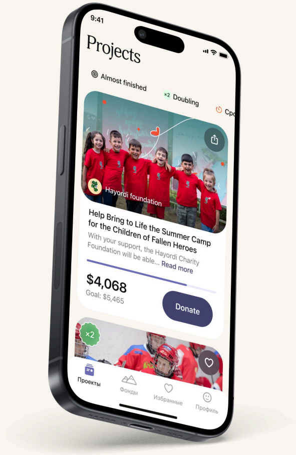
imast

2025 Annual Report



Help Bring to Life the Summer Camp for the Children of Fallen Heroes

With your support, the Hayordi Charity Foundation will be able... Read more

$4,068
Goal: $5,465

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

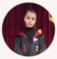
Over $1 million collected to date

Our Mission & Vision

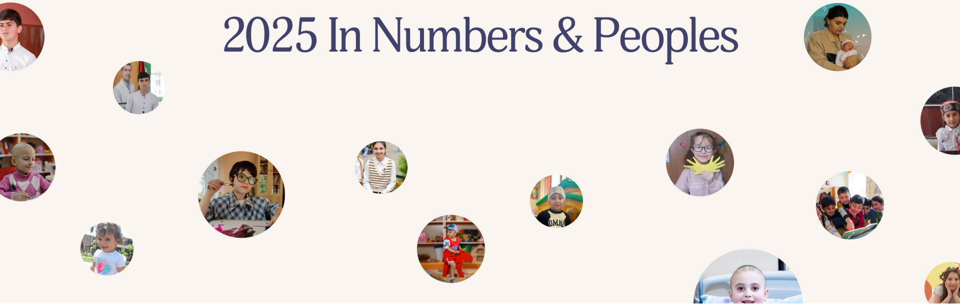
To be the most transparent and secure charity platform, where every contribution creates a meaningful impact on lives

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.

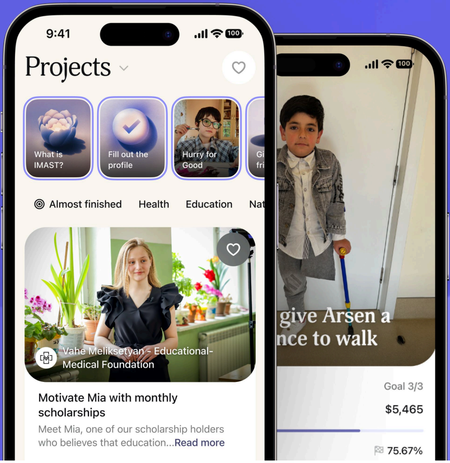


2025 In Numbers & Peoples



Results and impact

$745,040	Raised
1,595	Lives Saved
25,403	Donations
12,320	Users
7,966	Active Donors



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Projects

Vahe Meliksetyan - Educational-Medical Foundation

Motivate Mia with monthly scholarships

Meet Mia, one of our scholarship holders who believes that education...Read more

give Arsen a
nce to walk

Goal 3/3

$5,465

75.67%

Our principles

Transparency
We regularly provide updates and financial reports on finished fundraisers

Simplicity
We digitalize charity and make giving easy

Accessibility
With IMAST, everyone, regardless of their location, can make donations in seconds

Safety
With us, you have access to ONLY screened and verified Armenian charities and their fundraisers

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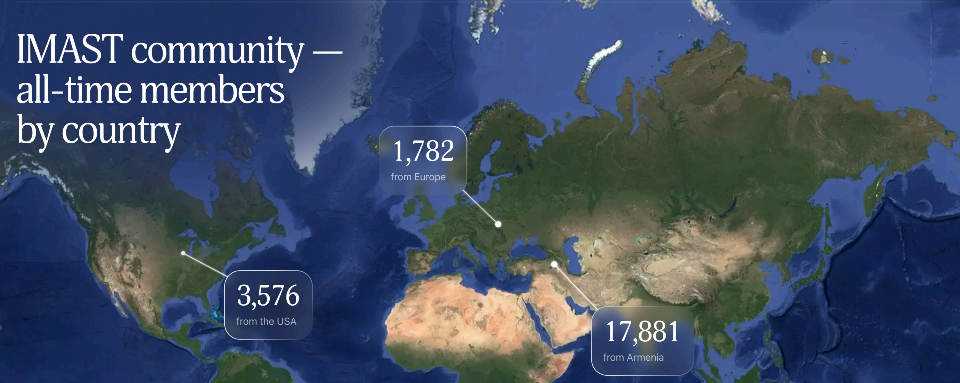
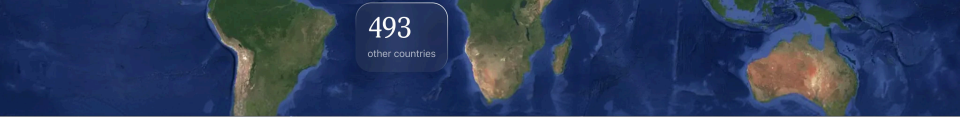
IMAST community — all-time members by country





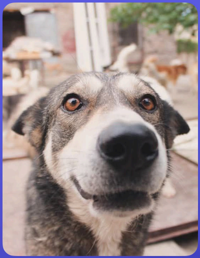
Results and Impact 246 successful projects were funded, covering:

Health initiatives

906 beneficiaries

Social support projects

402 beneficiaries


Animals

197 beneficiaries

Education

90 beneficiaries

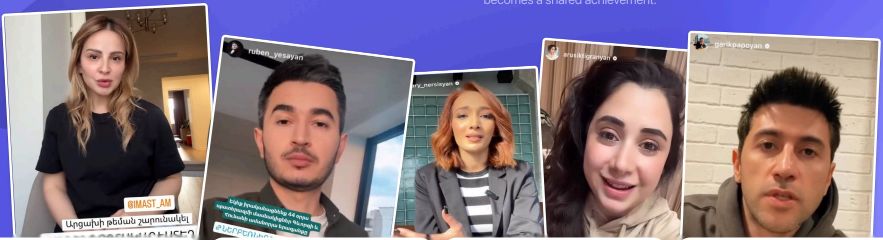
23 funds and received support

Health Fund for Children of Armenia	$264,487
City Of Smile	$167,490
Hurryfor Good	$88,458
DEKAVVA Foundation	$75,172
Hayordi foundation	$58,266
The Way of Life	$29,724
Armenian Mothers	$15,306
KATIL Charitable Foundation	$6,786
Kofi's Home-Shelter	$6,059
Mayri NGO	$5,903
Vahe Meliksetyan - Educational-Medical Foundation	$4,761
UATE	$4,100
Caritas Aregak Foundation	$3,512
Meronts Hamara NGO	$2,815
Music for Future	$2,555
Armenian Missionary Association of America (AMAA)	$2,504
4090 Charity Foundation	$1,909
Frontline Therapists	$1,415
Koghb Foundation	$1,230
Technological Education Foundation	$950
Kenarar Foundation	$775
Teach for Armenia	$440
WWF - World Wildlife Fund	$314

Marketing is part of our brand

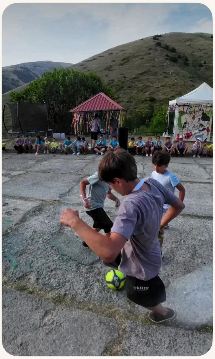
It's the tool we use to reach and engage a growing network of contributors, from individual donors to corporate partners.

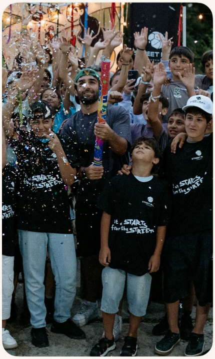
Partnering with IMAST means joining a platform where impact grows, stories of success are created together, and social responsibility becomes a shared achievement.



30+	Influencers were involved in our campaigns
98,3 million	Views
6 million	Reach through ads campaigns
8	Offline events participated

Hayordi camp meets role models





Davit Manoyan

IMAST ambassador and footballer Davit Manoyan brought the energy of street sports to Hayordi Camp, organizing a streetball session that pulled every child into the game. For a few hours, the camp turned into a loud, joyful court—full of movement, teamwork, and pure childhood excitement.

View video

Hayordi camp meets role models

Arsen Harutyunyan

Arsen Harutyunyan visited Hayordi Camp with gifts and a heartfelt conversation that felt personal, not formal. He shared his journey, his discipline, and what keeps him moving forward—leaving the children with real motivation, stronger confidence, and the feeling that their future can still be bright.

View video

Surprise visit that was a new year gift itself

Arman Tsarukyan

Professional fighter Arman Tsarukyan with Arsen Harutyunyan visited the children of our fallen heroes and spent time with them—talking, laughing, and creating a warm New Year atmosphere together. During the visit, he presented 200 New Year gifts, made possible through IMAST community donations.

It turned support into something the children could truly feel—attention, care, and the message that they are not alone.

View video

Steps for impact: kilometers turned into donations

Edmond Margaryan

Edmond Margaryan, known also as the Walking-with-Kindness guy, took on an extraordinary journey — walking from Armenia to Dubai — and turned every kilometer into action. Throughout the walk, he used his daily progress to draw attention to fundraisers on IMAST and motivate people to donate every single day.

He showed how one person's commitment can mobilize a whole community.

View video

Corporate partners who stood with us in 2025

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

Freedom Broker

Matching Partner 31 projects were successfully doubled through their support.

NEW CITY PROJECTS

New City Projects

Financial supporter of all active HFC fundraisers: Supported 10 projects through to successful completion.

mayro

Mayro

Monthly supporter of "Close to Finish" projects: Provided crucial support to 9 fundraisers.

Nairi Insurance

Provided a $1,000 doubling budget to match community donations for 60 New Year gifts for the children of fallen heroes.

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evoca

Freedom Broker

VIVA

Viva

yo

YoHealth

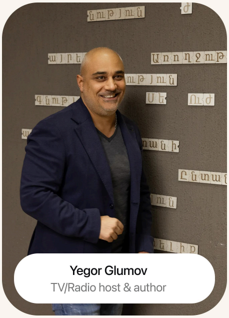
Evoca bank employees fulfilled 100 "letters to Santa" with gifts chosen by children living in remote border villages.

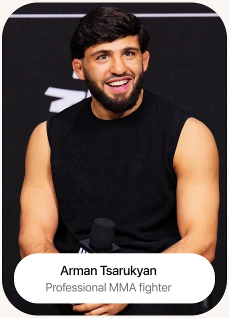
Became a doubling partner for 5 children with thrombocytopenia, supporting their long-term medication with 5,000,000 AMD.

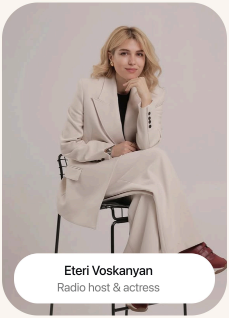
Introduced step-donations, motivating people to live healthier while doing good — with 5,000,000,000 steps donated.

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

The voices of IMAST

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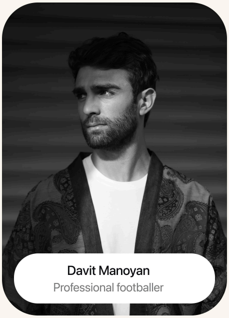
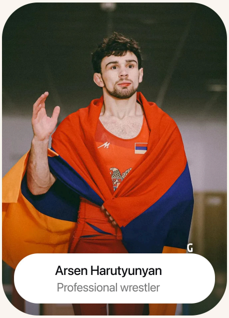
in spreading kindness


Davit Manoyan
Professional footballer


Arsen Harutyunyan
Professional wrestler

Edmond Margaryan
Traveller

Organizations that joined us in 2024

Educational
Technology Education Foundation

Social / Educational
Hidden Road Initiative

Social
Meronc Hamar

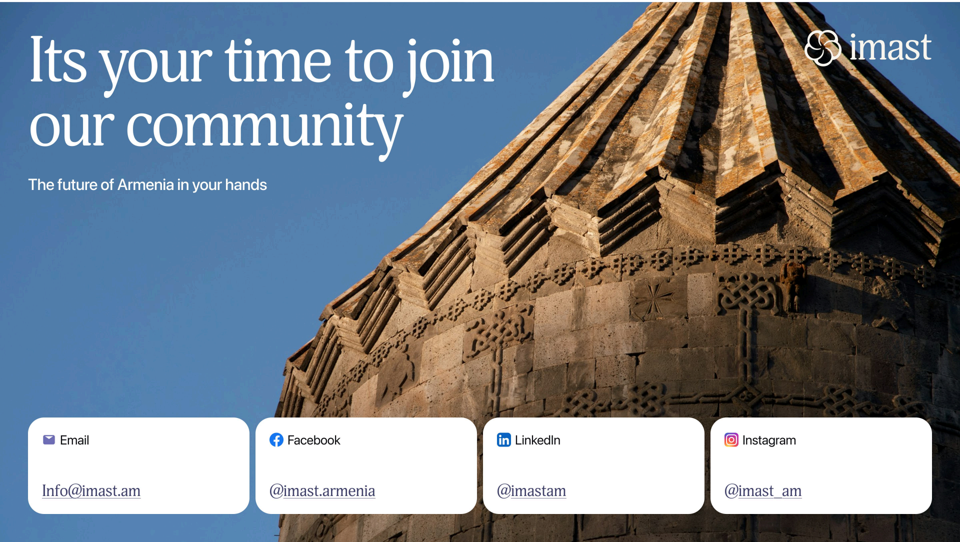
Animals
Kofi's home shelter

Social
The Fontline therapists

Musical Education
Music for Future

Medical
The way of life

Medical
Cartis Aregak



Its your time to join our community

The future of Armenia in your hands

📧 Email
Info@imast.am

Facebook
@imast.armenia

LinkedIn
@imastam

Instagram
@imast_am