DIRECTOR'S STATEMENT

Dear Friends,

I am pleased to share ATP’s Annual Report for 2020. We began 2020 with robust energy following our 25th anniversary celebrations in 2019. Our team in Armenia prepared for a successful spring planting ahead, while our team in the U.S. continued educational visits to schools, churches, and community centers.

In March, COVID-19 paused the world. Though the global pandemic presented many challenges, even affecting some of our own staff members, our team saw the beauty behind the madness. We rejoiced in seeing videos of dolphins swimming in the Venice canals, in seeing pictures of cities in Asia free of pollution, and many other sights that showed us just how much Mother Nature needed to heal.

Then, our homeland and people needed to heal following the tragic war in Artsakh. Our office quickly turned into a supply drop-off location, some of our staff members served in the Army, and our team helped fundraise during the war. We were heartbroken by the enemy’s use of white phosphorus on Artsakh’s ancient forests. In the coming months we will explore the extent of the damage and determine how ATP can assist with restoration.

We are proud to tell you that despite these challenges, we retained all of our 70 full-time employees, hired more than 150 seasonal workers, and managed to plant a record number of seedlings - more than ATP has planted in any prior year!

ATP continues to secure the same vision our founder, Carolyn Mugar, established in 1994: a greener Armenia, as well as providing economic opportunities for our homeland’s citizens. It has always been our priority to assist those with the fewest resources by providing socioeconomic growth through reforestation initiatives.

Our team – which includes you, our supporters – remains strong and unbroken in spirit. Our mission to use trees to improve Armenia’s standard of living continues. We are thankful for your continued support and belief in our mission, and look forward to a successful year ahead.

JEANMARIE PAPELIAN
Executive Director
Thank you for continuing to support our mission, and enabling us to continue greening Armenia and Artsakh.

ATP planted 399,001 trees in 2020: more trees than any other year!
From 1994 to 2020, a total of 1,327,160 trees were planted at community sites across Armenia and Artsakh. From these trees, 941,718 survived, bringing the total survival rate to 71% over 26 years.

In addition to plantings, ATP works to ensure a high survival rate of their trees, which requires an understanding of the land, the opportunities presented by new technologies, and the challenges presented by climate change.

Guy Hydrick, Geography doctoral student, Clark University
BY THE NUMBERS

2020

399,001 trees planted
1,982,749 pounds of fruit harvested/produced
9,215 fruit trees distributed
3,430 students educated on Zoom
150 seasonal workers hired
A Year in Review

One of the greatest achievements for the Forestry Department in 2020 was the availability of electricity in the Mirak Family Nursery!

ATP is thankful to its dedicated sponsor, the Mirak Family from Boston, Massachusetts, for continuing to support this nursery.

The availability of electricity in the nursery now allows for more efficient working conditions, new opportunities for better seedling care, and increasing the number of seedlings grown in containers.
Spring Planting

The Forestry Department planted 3 times more trees than usual in spring 2020! A total of 102,206 seedlings were planted at 2 new sites in the Lori region: Aznvadzor (42 hectares) & Privolnoye (30 hectares)

Due to the pandemic, many villagers could not leave for seasonal work abroad. ATP hired 110 seasonal representatives of rural communities to work on spring plantings.

A total of 361,910 seedlings were planted by the ATP Forestry Program in 2020

Fall Plantings

With the pandemic and war in Artsakh, the fall planting season presented several difficulties; however, our team pulled through and planted more trees than in any previous year.

We worked in four planting areas- Urut, Bovadzor, Privolnoye, and Aznvadzor, where a total of 259,704 seedlings were planted. This was a record-breaking number for ATP!

Another first in ATP’s history was the use of container plants during all our plantings. We expect that these trees will have very high survival rates.
COMMUNITY TREE PLANTINGS

A Year in Review

In 2020, we planted 37,091 trees and shrubs in community sites, out of which 26,237 were produced in our Karin, Khachpar and Chiva nurseries.

10,864 trees were sourced from backyard nurseries in Keti, Aghavnnavank, and Margahovit.

The trees were planted in 106 sites, in all 11 regions of Armenia, including Yerevan; 34 sites were new territories for ATP.

We involved and trained over 4,000 community members to help us plant and care for the trees!
FRUIT YIELDS

IN 2020, 1,982,749 POUNDS OF FRESH FRUIT WERE HARVESTED FROM 334 CTP SITES.

APPLE
729,721 lbs.

APRICOT
690,157 lbs.

SWEET CHERRY
53,228 lbs.

PEAR
232,836 lbs.

PLUM
48,911 lbs.

WALNUT
64,154 lbs.
FRUIT TREE DISTRIBUTION

- **2,653** ASHNAK
- **2,089** SIS
- **2,467** SAYAT NOVA
- **1,376** CHIVA
- **630** GOMK
INTERVIEW WITH CTP MONITOR
ALEKSANDR (SASHA) MIRZOYAN

Aleksandr (Sasha) Mirzoyan works as a monitor for ATP's community tree planting program. He is responsible for organizing, overseeing and monitoring plantings in the provinces of Aragatsotn, Armavir, Shirak, Tavush, Syunik and Vayots Dzor. He has been working for ATP since 2015 and has a background in psychology, sociology, pedagogy and finances.

WE OFTEN HEAR THAT A CTP MONITOR MUST BE A GOOD PSYCHOLOGIST TO BE SUCCESSFUL. BASED ON YOUR EXPERIENCE, WHAT PSYCHOLOGICAL EFFECT DOES PLANTING TREES HAVE ON PEOPLE?

I think the birth of any new life changes something in humans. Trees change people in a similar way that babies do. Once a seedling takes root, you begin to love it like you would your own child. You start to look after it, giving it your time and attention. We all get excited whenever someone is born, because it motivates us to think about the future, to work and to create.
CAN YOU DESCRIBE YOUR WORK?

I want to start off by saying that it's a really great job. We help people and communities all over the country. When we return to sites to check on the trees and offer professional advice, we are always given a warm welcome. That tells me what we're doing really helps people and they appreciate it. That's the most important thing about this work - it's kind and it's helpful.

As for the technical part of the job, well, we work with nature. For instance, in the winter if there's snow in the northern areas, we start plantings from the south and make our way up. In the fall, we start working our way down from the north, before snowfall begins, so on and so forth.

We search for locations for plantings and at the same time we respond to requests for trees. Usually, what will happen is we'll plant somewhere, then the community next door will hear about it and want to benefit too.

Monitoring visits follow every planting. We return to the site soon after the planting to ensure the trees take root. We visit all our sites from time to time but priority is given to newly planted sites and 1-year-old sites, because they are in the most critical period of the planting process. Older sites are visited less often since the trees there are already out of that critical period, but those sites continue to remain in our plans.

We usually visit older sites once or twice a year, and that's mainly to see if the site requires any replacement trees or additional trees, and in general to stay up to date about the situation in order to be able to offer professional advice or assistance. Our partners in the communities tend to change from time to time (school principal, community leader etc.), so we make sure to go back and establish new connections and re-introduce the program.

WHEN ARE PLANTINGS MOST SUCCESSFUL?

In my opinion a lot of it depends on the relationship we build with our partners in the community. It's also the most challenging part of the job - finding people in the community to collaborate with. Whoever we entrust in the community must realize the importance of the work we're doing and be ready to take on the responsibility for the trees. You find different kinds of people - good, bad - but the important thing is that they understand our cause, and be responsible. Some of the most successful planting sites are supervised by people who aren't exactly 'nice' but rather strict and determined.

WHEN IT COMES TO TREES / PLANTINGS, WHAT DO YOU THINK ARMENIA NEEDS MOST? HOW DO YOU SEE THE FUTURE OF ARMENIA?

I think we need intensive fruit tree orchards the most. ATP is focusing more on dwarf fruit trees recently, because they produce fruit in less time. Armenia's agriculture and economy sectors, its farmers and villagers can really benefit from those trees. In addition, I think our people need to move on to more modern methods of cultivation, while still preserving some of the traditional ways. As for the future, it's bright! And the more CTP there is, the more the country will grow and prosper!
HOW WAS 2020 DIFFERENT FOR THE CTP PROGRAM?

I can't recall a worse year. Somehow we managed to get some plantings done before corona really took over in the spring. But when the war came, the entire nation was broken. No one was concerned with anything but winning the war. In every household in every community, it was the same thinking and same concerns. The borders and the war were on everybody's minds. It definitely had a worse effect than corona. We were all in a state of uncertainty. CTP did carry out its plantings but not on the scale that we had planned. One thing is for sure, all of this is going to have a negative impact on the economy, so it's nice to know that the harvest from even a single one of our trees helps people.

WHAT IS YOUR FAVORITE CTP SITE AND WHY?

My favorite isn't a CTP site yet, but I'm planning on turning it into one. There is a church in Vahramaberd, which I really love. It's a touristic location and I'm going to organize a planting there first chance I get. Other than that, I think Grigor Lusavorich (Gregory the Illuminator) in Goris is one of our most beautiful planting sites. I really enjoy my visits to Shirak province as well, since I spent my childhood in Gyumri, where my mother is from. I also love going to Tavush, which is where I fell in love with my wife.

IN YOUR OPINION, WHAT IS THE IMPORTANCE OF PLANTING IN BORDER VILLAGES?

You'll have to come on a monitoring visit and see for yourself. In Chinari village, because the local cemetery is within view from the adversary's posts, the villagers are forced to do funerals at night to avoid falling under fire. Our poplar trees were planted there to obstruct the view, and they are getting really tall!

Besides that, when we distribute trees in border communities, it somehow helps keep people in the village. The trees become one of their main pastimes, and as you know, there are very few pastimes in these communities. They invest their time in the trees, they cultivate them and focus on growing them. The villagers are also able to sell the fruit and generate income to take care of their own needs.

SASHA SERVED IN THE ARMENIAN ARMY FROM 2008 - 2010 AS AN ARTILLERYMAN. HE WAS STATIONED IN KHARCHAGHBYUR, WHICH HE HELPED GREEN LATER ON AS AN ATP EMPLOYEE. HE RETURNED FROM HIS SERVICE AS A JUNIOR SERGEANT WITH 2 MEDALS.

SASHA IS MARRIED TO ATP ENVIRONMENTAL EDUCATION PROGRAM MANAGER KRISTINE HOVSEPYAN.
Since 2002, ATP has planted **35,884 trees in various community sites in Artsakh**.

Our trees were planted in military bases, village and city parks (Stepanakert, Martuni, Berdzor, Shushi), at a hospital in Martuni, at Tigranakert Museum, in schools and kindergartens, around memorials, churches, and monasteries (Gandzasar), as well as along borders.

Trees were also distributed to locals in the Tsiternavank community, and to Syrian-Armenian families in the Kashatagh region.

According to the post-war situation, it is evident that **out of ATP's 42 planting sites in Artsakh, 14 sites (8,140 trees) are currently under Azeri-occupation**.

We are especially heartbroken over the illegal and harmful use of white phosphorus on Artsakh's ancient forests.

As of now, it is unclear when we can return to our sites and the forests to continue developing green spaces for communities in Artsakh. When we are given permission, we plan on using our indigenous seedlings grown in our nurseries to replant the affected areas.
HOW WE HELPED

- Our Yerevan office sprung into action to collect necessary items for the soldiers at the beginning of the war. The ATP office served as a local collection point for donations.

- The Yerevan staff personally contributed $200 to purchase additional supplies. Supplies included shovels, pickaxes, sweatshirts, hats, undershirts, socks, blankets, and juice boxes. We also sent one of four pickup trucks to the front lines.

- Collectively, ATP staff, board, and supporters donated over $30,000 to aid Artsakh.

- Lastly, we organized a joint-statement with 19 environmental organizations to condemn the destructive use of white phosphorus on Artsakh’s ancient forests. When it’s feasible, we will utilize our resources and knowledge to help replant the damaged areas.

KHACHPAR NURSERY WORKER, GRIGOR ANTONYAN (34), RETURNS HOME AFTER SERVING IN THE WAR
ENVIRONMENTAL EDUCATION

Environmental education has been one of Armenia Tree Project’s major programs for the past 15 years, so when schools closed and people began following the norms of social distancing to prevent the spread of the coronavirus outbreak, the organization changed gears quickly.

In Armenia and in the Diaspora, ATP had an ambitious agenda of programs and visits scheduled with students, including preparations for diasporan students who were planning to visit Armenia to plant trees with their peers this spring. Within a week, most programs had been cancelled or postponed, so ATP’s educators went into action to present new material online.

Our team prepared a series of PowerPoint presentations and supplemental materials based on various environmental topics. The topics stem from the United Nations Sustainable Development Goals. The lessons were distributed to schools in the Diaspora, and were utilized during Zoom presentations by our team in Armenia.

3,430 STUDENTS WERE EDUCATED VIA ZOOM BY ATP’S ENVIRONMENTAL EDUCATION TEAM IN 2020
ENVIRONMENTAL EDUCATION (CONT.)

- Over 40,000 students have been educated at ATP’s Ohanian Education Centers since their opening!

- Due to the pandemic, students were taught over Zoom. 44 schools, universities, and NGOS across 15 different communities in Armenia participated in ATP’s Zoom classes.

- ATP launched its “Grow Together” initiative in December. Over 700 students in Armenia were provided with acorn seedlings, and were taught by ATP educators how to grow and care for their seedlings.

- In the Diaspora, ATP expanded its reach to more than 100 schools, Saturday/Sunday schools, and Armenian youth groups!

- As part of our joint collaboration with the Calouste Gulbenkian Foundation, ATP translated three of our Building Bridges newsletters into Western Armenian. Our goal is to translate all of them soon!
Outreach

Yours Digitally, ATP

In a typical year, ATP visits over 80 schools, churches, and community centers in the Armenian Diaspora to raise awareness about our organization.

We especially look forward to the various events and fundraisers, through which we meet our supporters and volunteers.

In light of the pandemic, ATP heavily focused on digital and online outreach in 2020, so that we may continue fundraising for our tree-planting initiatives.

Here are a few examples of how we practiced social distancing through our online programs:

ATP collaborated with Kooyrigs to produce merchandise, which directly benefits ATP’s initiatives.

ATP hosted its first virtual wine tasting event via Zoom featuring Aran wines!
OUTREACH

Both of our Trees for Life Newsletters were released online!

ATP hosted two successful #GivingTuesday campaigns on Facebook!

We celebrated the Class of 2020 in various schools in the U.S. by gifting them ATP certificates, and planting trees in their honor!

Lastly, we highlighted our dedicated employees on social media.
FINANCIAL OVERVIEW

Thanks to the generosity and support of its donors and corporate partnerships, ATP recorded revenues of nearly $2.5M in 2020!

During the early months of the global pandemic, ATP found it necessary to reduce its spending. These budget cuts were concentrated in its U.S. office so that ATP could retain all 70 of its full-time employees in Armenia as well as hire 150 temporary workers for its Spring and Fall planting seasons. In addition, ATP received a Small Business Association loan from the US government under the Coronavirus Aid, Relief and Economic Security (CARES) Act. Together these actions enabled ATP to continue its mission and maintain its operations.

In the last quarter of the fiscal year, we Armenians were faced with yet another tragedy. Fighting broke out in our beloved Artsakh, and like many organizations, ATP took to raising funds for the war effort. Collectively, from its donors, staff and Board members, ATP contributed $30,000 to Artsakh relief!

I would like to personally invite each one of you to become an integral part of the ATP family and establish a recurring monthly donation. You may do so through your employer with an automated payroll deduction or by contacting our Woburn office.

Armenia Tree Project is included in the 501© 3 ruling of its fiscal agent, the Armenian Assembly of America, tax identification number 52-1614093.

RACHEL BOLOYAN
Controller
SOURCE OF REVENUE

- Donations: 43%
- Bequests: 41%
- Grants: 14%
- Other: 2%

EXPENDITURES

- Fundraising & Development: 24%
- Forestry & Mirak Nursery: 22%
- Community Tree Planting & Nurseries: 20%
- Finance & Administration- U.S.: 13%
- Finance & Administration- Armenia: 11%
- Environmental Education: 10%
Donor Listing

ATP Partners Circle

SPECIAL THANKS TO OUR DONORS!

Armenia Tree Project extends our deepest gratitude to the following partners who supported our mission by contributing to ATP in 2020. Together we plant, grow, and nurture seeds of hope for our homeland and our people.

In an effort to reduce costs and save paper for this year's report, we are listing donors who gave $100 or more.

In 2020, more than 600 partners supported us at the $1 to $99 level. Your generous donations fuel our growth and deepen our impact, and for that we thank you.

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Oak Society, Backyard Nursery, and CTP Sites

Our Oak Society members have supported our mission by making a gift to ATP through their will or living trust. Bequests are essential in our nonprofit’s mission. Bequest provisions are simple to establish and ensure that your intentions are carried out quickly, with fewer complications for your family and loved ones. By making a bequest to ATP, you provide one of the greatest levels of support to our organization. Although it is not required, making us aware of your bequest is helpful. By informing us of your wishes, we can recognize you today for your thoughtful generosity and plan for ATP’s future.

Our Backyard Nursery Program sponsors are essential in supporting families in rural villages that depend on the income from this program. By supporting a family, you ensure that they are able to increase their annual income by 30%!

By supporting the sponsorship of a Community Tree Planting (CTP) site, you can revitalize an entire community by greening a village or city while sustaining its natural ecosystem. Greening CTP sites is an integral aspect of ATP’s mission.

For more information, please contact Michelle Bazarian at (617-926-8733) or email michelle@armeniatree.org

Sustainers

We recognize and celebrate our loyal ATP partners who have supported our organization with more than 50 gifts. Thank you for remaining committed to our mission, and supporting our work with your continued contributions.

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ARmenia TReE pROJECT

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Tom Carabedian
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