



MY FOREST
ARMENIA

ANNUAL **REPORT** 2024

myforestarmenia.org



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FOUNDER'S MESSAGE

2024 was a crucial year for us. We marked the 5th year from the establishment of our organization: this was the occasion to have a look back, evaluate our achievements and our difficulties; to acknowledge the dedication of our team members, the involvement of local communities and the invaluable support of our donors.

The year was also difficult, as we lost a major sponsor who suffered a crushing downturn. It turned out to be both a challenge and an opportunity. The focus was to restructure our organization to reduce our costs as much as possible but also to find new sources of funding. New people and organizations responded positively - the Australian-Armenian community, Aznavour Foundation, Gulbenkian Foundation, JHM Foundation to name a few. We planted our 2 millionth tree in 2024 and we feel strong and determined to continue our work.

While numbers highlight our accomplishments, my greatest hope is that everyone fully understands the vital importance of forests to our planet's and our well-being.

The health of our ecosystems and our own survival are deeply intertwined with the state of our forests. More than ever, we have to do our utmost now while we still can, as climate change will inevitably reduce reforestation opportunities. I hope this realization motivates both personal and collective action to prioritize ecological restoration.

Your generosity fuels our reforestation efforts, helping us to cultivate thriving forests and support people in remote communities in the Lori and Tavush regions. Looking ahead, 2025 shines brightly as we plan to plant 600,000 trees in Lori, Tavush and Gegharkunik regions. We have many exciting projects that are planned to be completed next year and we remain as committed as ever.

ANDRE GUMUCHDJIAN
Founder and Executive Director

OUR TEAM



Andre Gumuchdjian

Founder and Director



Lilith Martirosyan

Deputy Director



Vahe Martirosyan

Head of Operations



Taron Aleksanyan

Chief Scientist and GIS Expert



Levon Mkhitarian

Nursery Supervisor



Mary Haroutunian

Website and Content Manager



Arpine Aleksanyan

Event Manager



Heghine Armenyan

Donor Relations Manager



Alina Karapetyan

Corporate Relations Manager



Diana Kirakosyan

Chief Accountant



Ira Mangasaryan

Administrative Assistant



Edvard Edaryan

Field Coordinator



Taron Ghazaryan

Field Coordinator



Gegham Hakobyan

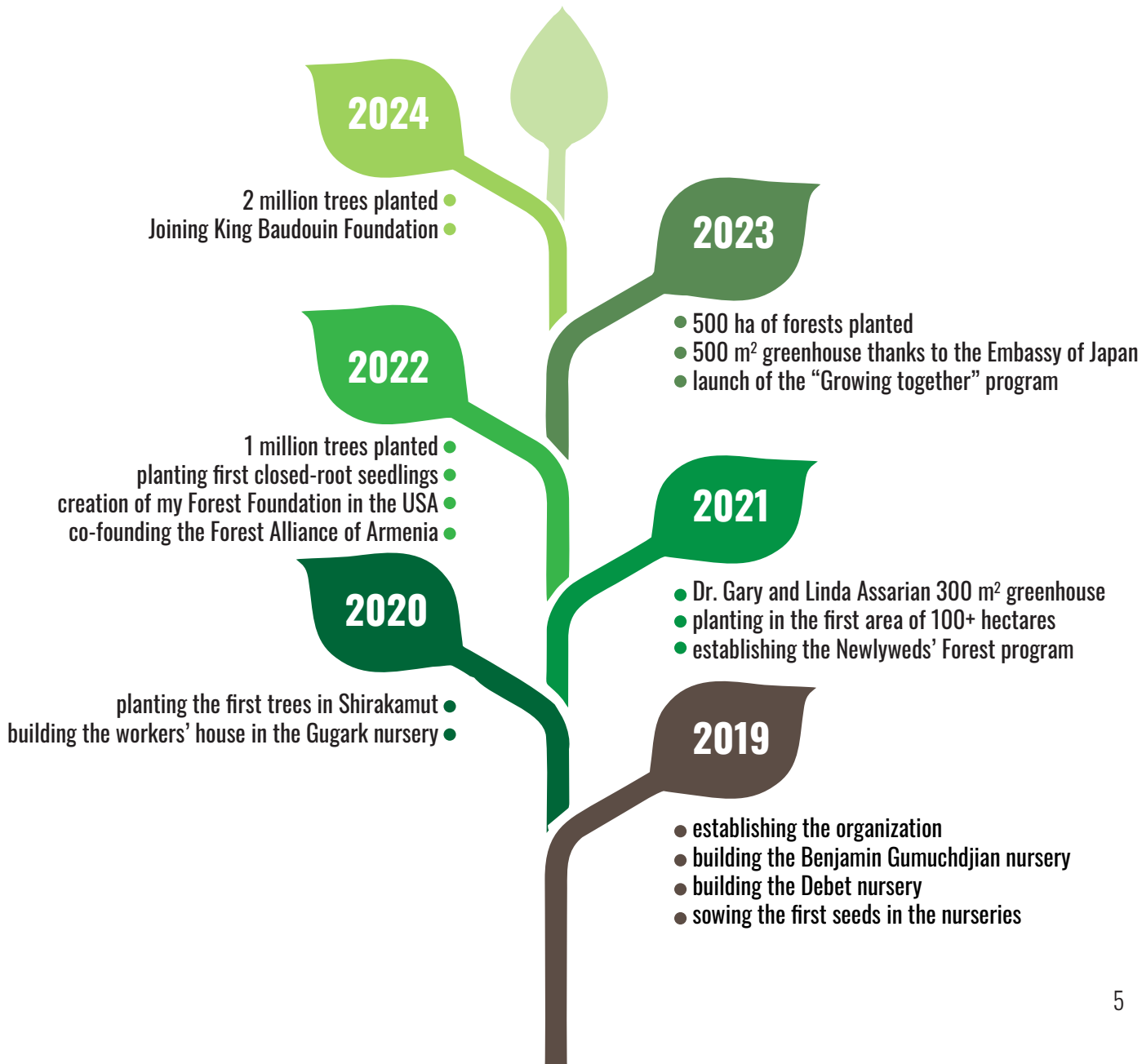
Nursery Coordinator



Sargis Petrosyan

Construction Manager

5 YEARS OF COMMITMENT TO FORESTS





WHY REFORESTATION IS AS URGENT AS EVER

More than 55% of the people in the world live in cities and towns. While those living near forests feel their benefits in very material ways, urban people generally do not even imagine that their everyday lives are impacted by these ecosystems that exist somewhere far from them. Food seems to come from the supermarket and water from the water tap.

It is hard to imagine that 75% of the drinking water in the world comes from forests, and the quality of the land - and subsequently the agricultural yield depends on the forests.

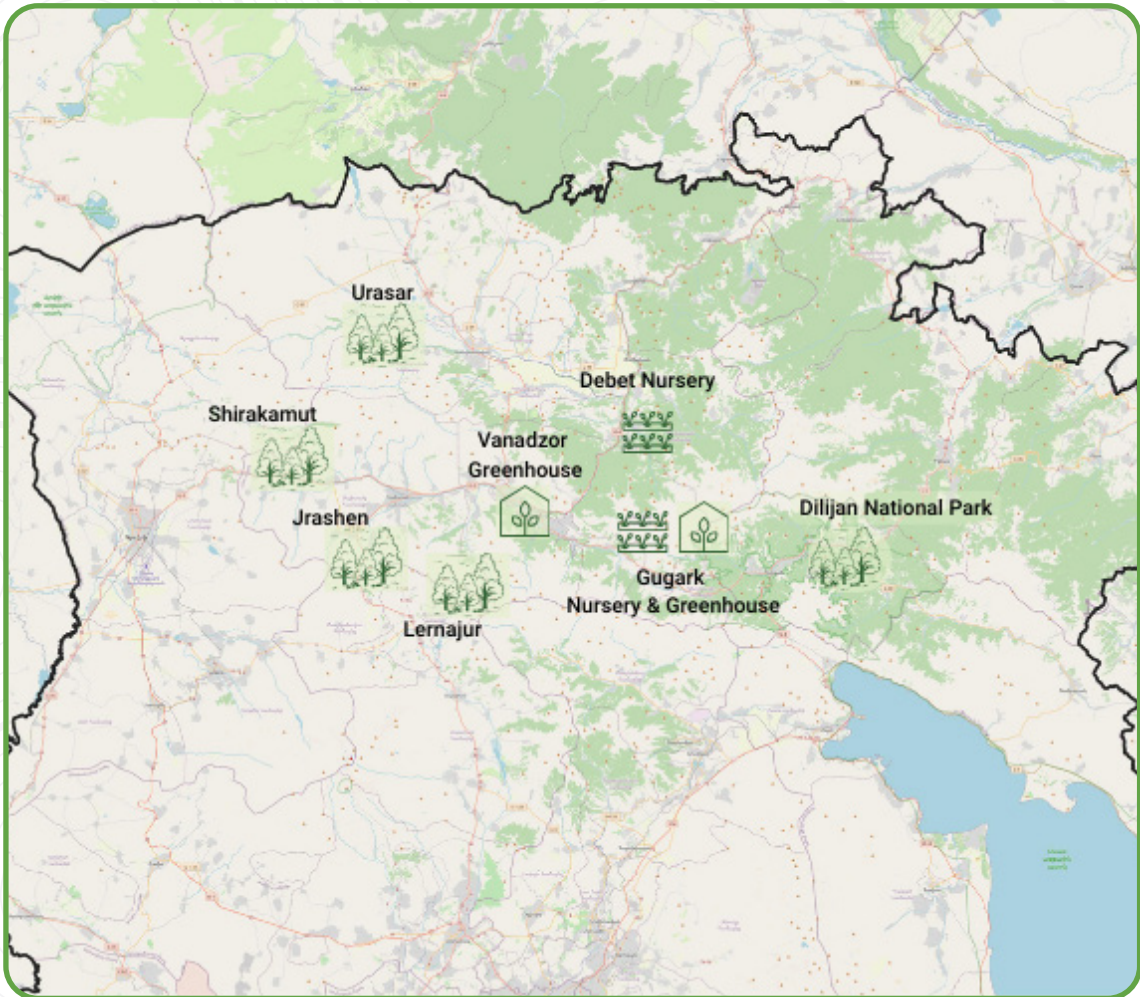
With climate change happening right now under our eyes, and looking at the countries that are already suf-

fering from climate disasters, doing nothing is the way to desertification. With only 10% of forest cover, Armenia is considered to be one of the most vulnerable to climate change.

By planting new forests and preserving the existing ones, we are creating the foundations for a more resilient future. Forests will guarantee future freshwater resources, prevent soil erosion, lower temperatures, secure agricultural yield, ensure quality of life in general, and make strong communities.

The scale of the problem is exceedingly large. This is why we need everyone's involvement to hope for a real achievement.

OUR GEOGRAPHY



Communities are at the heart of what we do. While our action has a direct impact on the socio-economic fabric of the villages, communities play an important role in the selection of the lands, in the planting operation and later protection of the young forests. We have planted

in Lori Province in the following communities: Pambak, Stepanavan, and Spitak, as well as Dilijan National Park in Tavush province. Our Benjamin Gumuchdjian nursery is in the Vanadzor community, and Debet nursery is on the land of COAF Smart Center.

OVERVIEW 2024



120

TREE PLANTERS



61,486

TREE WEEDING



75

HA RESTORED



339,650

TREES PLANTED



375

VOLUNTEERS

GROWING SEEDLINGS

During 2024, 1,035,600 seedlings of more than 15 species of trees and shrubs were grown in our Gugark and Debet nurseries. In addition to that, 130,000 birch seedlings with a closed root system were grown in the greenhouse, of which about 90,000 were suitable for planting, while the remaining part will be nurtured one more year and be planted in 2025.

The construction of earthen barriers continued in the nursery fields: they play an important role in preventing the washing out of the fertile layer of the soil in case of heavy rains.

We had our first experience of educational visits for schoolchildren, in cooperation with Teach For Armenia.

At the end of the year, seeds of various tree species were collected by the nursery staff. These seeds were sown in fall, and we expect around 700,000 seedlings in the Gugark nursery and 300,000 in Debet in 2025.

Our nurseries give work to 26 people who come from 4 neighboring villages and Vanadzor.



TREE SPECIES



Pinus sylvestris
106,224



Betula litwinovii
90,150



Quercus macranthera
57,626



Pirus caucasica
47,600



Malus orientalis
22,200



Ulmus
7,400



Acer platanoides
5,000



Acer trautvetteri
2,700



Acer campestre
750

MIGHTY OAKS FROM TINY ACORNS GROW

Therefore, we need to collect seeds to grow trees and create forests. We plant only native tree and shrub species, this is crucial to preserve biodiversity and to grow forests that are as close to nature as possible. In September and in October, our field coordinators scout to find the good areas to collect the seeds, then the teams of nursery workers and villagers go and collect the seeds of pines, birches, beeches, ashes, oaks and all the species that we grow. When seeds come to the nursery, a huge and meticulous work starts - sorting,

then sowing or drying for conservation as some will be sown in spring.

Every year is not a good year for different tree species, oaks in particular will have abundant acorns only once every three years, 2024 was such a year. We were able to collect 3.600 kilos of acorns, against a measly 230 kg in 2023! 300 volunteers joined us to collect acorns - a fun and inspirational activity to understand the circle of nature and how to be part of it!



REFORESTATION **ACTIVITIES IN 2024**

LERNAJUR V: AFFORESTATION



Area: 115 ha



Elevation: 1900 - 2350 m



Status: In progress, planted 75 ha



In LernaJur V, we have planted 225,076 seedlings across 75 hectares of area in fall 2024. More than 90,000 closed-root birch trees grown in containers took center stage.

While the new afforestation site in LernaJur V required additional logistics, including the use of 4x4 trucks to transport workers, the planting process ran smoothly. Our team adapted to the terrain, ensuring every seedling and acorn was carefully planted to maximize growth potential.

JRASHEN I: REPLANTING



Area: 110 ha



Elevation: 1860 - 2290 m



Status: planted 110 ha

We first planted in Jrashen-I in Spring and in Fall of 2021.

Jrashen-I is our first large-scale afforestation area. Here we planted a total of 359,982 of trees and shrubs. The results of the monitoring in 2022 revealed that while the North and North-West slopes were doing mostly well, with 60% to 70% survival rate, the survival rate was much lower on the Southern slopes.

In the Spring of 2024, we replanted the site with more than 102,000 trees, focusing on areas that presented the best potential. The main goal of this replanting operation was to supplement the surviving trees, our goal is not to plant trees but to create a forest!

COMPLETED PROJECTS - MONITORING RESULTS 2024



 Area: 198 ha
 Elevation: 1950-2350 m
 Status: planted 145 ha

LERNAJUR I & II

In the Fall of 2024, a total of 463,160 trees were planted here including over 80,000 birch trees, in a plot adjacent to a natural birch forest. Lernajur is an excellent area: humid, rich soil, and a lot of rainfall. At the same time the grass grows up to 1.5 meters, sometimes 2 meters high. This means that maintenance, mainly weeding, will be very important to allow our young plants to receive sufficient sunlight.

Our monitoring in September 2024 showed excellent results: 90% of the trees were doing great and survived the summer heat. This result is encouraging.

LERNAJUR III

This small area was planted in Spring of 2024 specifically to help the beekeepers of the Lernajur community who keep their hives nearby. Linden trees are very useful for bees for honey production.



 Area: 6 ha
 Elevation: 1700 m
 Status: planted 6 ha



 Area: 360 ha
 Elevation: 1725 – 2300 m
 Status: planted 233 ha

URASAR

We have planted 409,264 trees in this area in the Fall of 2022 and Spring of 2023. The soil quality is excellent. This allowed us to plant many different broad-leaf species and shrubs - 13 types of trees and several types of shrubs. 240 people from local communities joined our team to complete this huge task. The results of the first monitoring were extremely positive: we registered a more than 80% survival rate in the summer 2023. During the monitoring visits of 2024, we registered that some trees had grown spectacularly, thriving in an environment that is very favorable for the new forest to start.



Area: 105 ha
Elevation: 2150 – 2400m
Status: planted 105 ha

JRASHEN II

Jrashen-II has the big advantage of having mostly northern exposure. There are already some small ravines with natural birch and aspen woods, which is a good sign. We planted 392,710 trees in this area in the fall of 2022.

The monitoring of 2023 showed 81% survival rate, and 70% after the second summer. The seedlings were doing mostly well, except for part of the pines planted in the higher altitudes. Also, while the seedlings planted in the gorges were thriving, the ones on the hills were growing slower because of strong winds. The most important is that the seedlings are growing, albeit slowly in some areas.

DILIJAN NATIONAL PARK

This area has suffered a lot during the energy crisis of the early 90s, when high anthropogenic pressure turned many areas of this high canopy-covered forest into a sparse forest. Reforestation activities for this site included fencing of the area, endemic seed sowing, and tree planting. Seeds and trees represent key species of the national park's biodiversity.



Area: 20 ha
Elevation: 1650 m
Status: planted 20 ha



Area: 86 ha
Elevation: 1750-1900 m
Status: planted 30 ha

SHIRAKAMUT

We planted 104,872 trees in Fall 2020 and in Spring 2021. After the severe drought of 2021, we organized manual watering of the seedlings from the nearby canal. Moreover, we replaced all dead seedlings with pine trees in 2022. Still, even with 8 people working all day, the results were not satisfactory.

In 2023, we started a test area with several new techniques: central among them was a drip irrigation system on a 2 ha testing plot. With new dedicated funds, we will extend this system to larger surfaces.

AUSTRALIAN-ARMENIAN FOREST

The first Sydney-Gugark fundraiser by My Forest Armenia was held on June 16, initially pledging over 27,000 trees to create an Australian-Armenian forest. With the generous support of more donors, we reached the 30,000 trees that span across a 10-hectare area in the Lernajur afforestation site. Held simultaneously in Sydney and Armenia, the event fostered connections between Australian Armenians living in both countries.

Highlights included a speech by environmentalist Jon Dee, seed planting for children in the Gugark nursery, and a virtual address emphasizing reforestation's importance.

We are happy to see that other communities living in other countries are already trying to challenge the bar set by the Australian Armenians.



GROWING TOGETHER

The “Growing Together” special photo frame, established in the Jrashen-I afforestation area, hosts children whose parents have decided to donate trees every month in their name.

As the trees take root and flourish, so will the kids, and the regular pictures of them together will show this path: trees recently planted in Jrashen are so small now, barely surpassing the surrounding grass. One day they will outgrow the children.

These trees will live for centuries and be living testimonies to the love and care poured into the children. Someday they will tell their own stories of the forest that grew up with them.



NEWLYWEDS' FOREST

Imagine a future where the landscape of Shirakamut is a vibrant tapestry of trees, each one representing a unique story of love and unity. This is where the Newlywed's Forest is located.

In keeping with Armenian tradition, newlywed couples give wedding favors to their guests. Since a few years, an inspiring trend among young couples is to gift trees as wedding favors, choosing to leave a lasting, meaningful impact rather than giving temporary physical items. These trees will be there for their children, and grandchildren, standing as a living monument to the love that brought them into being. We are happy and proud to give the opportunity to these couples that are creating new families to keep the tradition alive while doing something meaningful for the future.



INTERNATIONAL DAY OF FORESTS

On March 21, 2024, in celebration of the International Day of Forests, My Forest Armenia initiated two events featuring a conference and an outdoor poster exhibition in Yerevan to emphasize the importance of forests for businesses and the environment.

The conference, titled “Forest Ecosystem Services and Their Impact on Your Business,” took place at the Marriott. Topics covered the role of forest ecosystems in sustaining balanced business activities, as well as the

role of businesses in environmental conservation. Key-note speeches included presentations by our founder Andre Gumuchdjian, Karen Manvelyan, Director of WWF Armenia and Marcos Lopez Ercilla, Project Manager at Life Terra (Spain). A panel discussion followed, focusing on different ways of integrating sustainable business practices, featuring representatives of EasyPay, DataArt, Vega and IDBank. Marriott Armenia generously provided the hall for this event.



In addition, an open-air exhibition called “We Stand with Forests” was inaugurated, in collaboration with ATP and WWF Armenia, curated by the AHA Collective and supported by the Swiss Agency for Development and Cooperation (SDC). This exhibition aimed to raise public awareness about forest preservation and showcased posters created by Armenian artists emphasizing the

connection between people and forests, the dangers forests are currently facing, and the duty of each person to act. The opening ceremony was attended by Hakob Simidyan, the Minister of Environment of Armenia, and Hambardzum Matevosyan, Senior Adviser to the Prime Minister, as well as heads of international organizations and foreign Embassies.

MYSTERIES OF FORESTS


2024 marked the 100th anniversary of the legendary Charles Aznavour. On this occasion, My Forest Armenia initiated the establishment of a forest that will celebrate the name of Charles Aznavour and eternize his legacy along with his eternal songs. Charles Aznavour Foundation supported our idea by donating the first 14,000 trees. On November 18, a special piano concert by Hayk Melikyan took place at Aram Khachaturian Concert Hall, with the general sponsorship of AraratBank. The event featured 2 world premieres: "Mysteries of Forests" by Elen Yolchian and "The Tree" by Hayk Melikyan, along with exceptional pieces by contemporary composers.

*As a result of the concert, we collected funds for an additional **8291 trees**.*

Fundraising will continue in 2025 as we want everyone to have a chance to participate in the creation of this very special forest.

This event was the first in the series "Music for Forests," annual musical events promoting reforestation through music.



 **AraratBank**
General Sponsor

CORPORATE STAFF INVOLVEMENT

In total 375 volunteers representing different companies - ArdShinBank, Synopsys, DataArt, Nvidia - came to collect acorns in the forests or to plant trees in the afforestation areas. Whatever the work, this engagement helps people understand how difficult and long it is to grow a tree, yet to create a forest! Companies that decide to dedicate a team building day to supporting

reforestation in Armenia are truly making a meaningful impact. Their commitment not only contributes to environmental restoration but also fosters team spirit and a shared sense of responsibility for the planet. These companies are setting an example of corporate social responsibility in action.



375

PARTICIPANTS



PARTNERS ABOUT US

"We highly appreciate the steps of the "My Forest Armenia" in the fight for the green future of the country and are happy for the opportunity to jointly implement a long-term environmental program. Thanks to the professional, responsible and structured approach of the company, the results of our work become visible. We are confident that our cooperation will continue in the same warm and productive relationship, full of new successes and projects."

Lusine Nersisyan
Member of the Management Board, Director of Risk Management
"Ardshinbank" CJSC

"The path we are taking is necessary for the future of the country and the generations. The crucial goals at the heart of our partnership are to strengthen the awareness of uniting around a "green mindset" to expand the forest cover in Armenia, prevent landslides and desertification, contribute to the preservation of water resources, and increase employment in remote communities. And all this, with the involvement of volunteers."

Armen Avetisian
General Director
Viva Armenia CJSC

"Environmental protection has a special place in our social responsibility strategy, especially when it comes to afforestation, as it combines the preservation of cultural heritage and the creation of environmental values. We consistently contribute to afforestation in Armenia through our ongoing cooperation with "My Forest Armenia." We are confident that targeted efforts in establishing forests will branch out and spread the vision of having a green and clean country."

Mher Ananyan
Chairman of the Executive Board
ARARATBANK OJSC

"Partnering with My Forest Armenia was a great opportunity to contribute to the restoration of forests and a greener future for Armenia. Seeing the impact of tree planting has strengthened our efforts to protect the environment. We are proud to support this initiative and look forward to continue our collaboration for a more sustainable tomorrow."

Arthur Chobanyan
Business Development Director
VEGA

OUR PEOPLE

Our work would not be possible without the thousands of hands—dedicated individuals who tirelessly persevere through all conditions, whether rain or shine. They brave the mountains, navigate steep terrain, withstand the cold wind, and endure the scorching sun, all to ensure that the trees you donate are nurtured, planted, and cared for. Their unwavering commitment turns each seedling into a promise for a greener future.





CHALLENGES

While many visualize reforestation as an act of planting trees, in reality, it is a long process. We need to plan our work one and half to two years in advance. We also need to secure the lands on time, involve the communities, and organize administrative paperwork. In today's changing and fluctuating world with a lot of external instability, planning and making the right decisions timely is one big challenge, but everything else will later depend on it.

In 2024, one of the main challenges on the field was the accessibility of the planting site in Lernajur. Far from asphalt roads, and even from dirt roads, Lernajur-V offers breathtaking views and is an excellent land for reforestation. To secure

the safety of our workers who would come here every day during the planting season, we did some road improvement work. This made the road accessible and more secure for big trucks, but still difficult. Our team took the challenge with determination, and the planting went in a smooth and organized way.

The planting season is short, so we cannot lose a moment to plant the seedlings grown for over a year and prepared for that season. When standing on these steep slopes where simply walking is hard, one understands the dedication of all those men and women who plant around 100 trees per day.

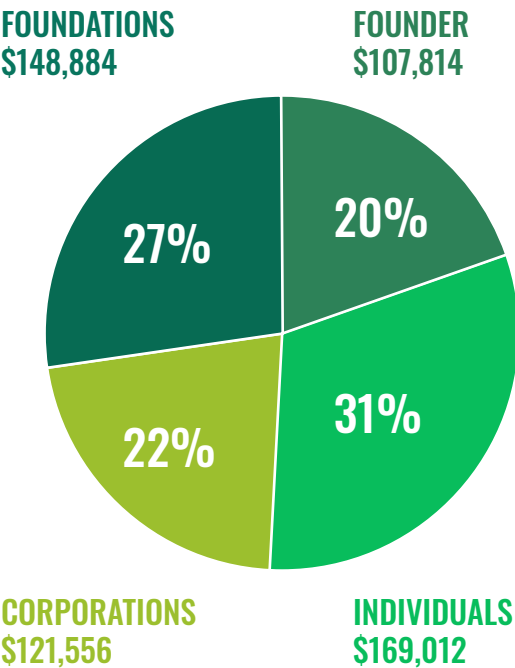


FINANCE

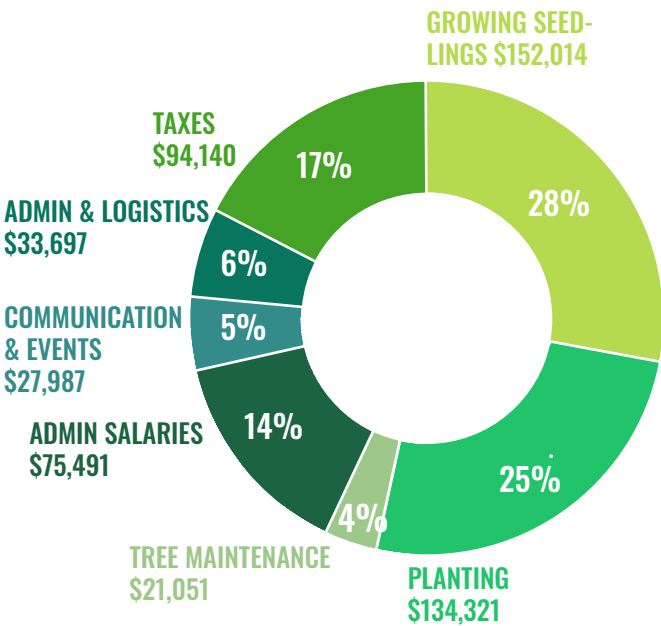
In 2024, our income was \$547,266 and our total expenses \$538,702. With the withdrawal of a big donor at the beginning of 2024, representing half of our income, the year was particularly challenging. In order to keep a balanced budget, we had to reduce our administrative and operational expenses

and reduce planting. At the same time, we found new sources of support and actually doubled the number of our donors. Thanks to these efforts, our expenses were reduced by 46% and our income only by 40%.

FUNDS RAISED



EXPENSES BREAKDOWN



DONORS

None of our achievements would have been possible without our generous contributors. We extend our heartfelt thanks to all who supported our action. This list includes all those who have donated during 2024. We have done everything to make it as accurate as possible. We apologize for any discrepancies or omissions and ask you to contact us if you found one. A big thanks also to everyone who made a donation wishing to remain anonymous.

\$100,000+

Andre Gumuchdjan

\$20,000+

Ardshinbank 

JHM Foundation 

Armenian Medical Fund

Calouste Gulbenkian Foundation 

Aznavour Foundation

Anita Gumuchdjan

Hovann Simonian

\$10,000+

Viva

Libeco Foundation

AraratBank

IDBank

Vega

Adam Kablanian

Grayson Foundation

Gary Assarian

Gumuchian Ltd

Henry Hacobian

Hovsep Tahta

John Stafford

Michel Davoudian

\$5,000+

DataArt

Go Forest

Life Terra

Marleen Duerinckx

Nvidia Armenia

Bank Delen

\$1000

Synopsys

Armenian Seniors' Association

Garo Simonian

Garbis Simonian

Alexander Primary School

Stepan and Hilda Kerkyasharian

Barton Brooks

Monique Krikor

Serge Goblet

We4All

Christian Vrouyr

Todd Zanatta

CMX-Solutions

\$250+

Tufenkian Foundation

Edward Demirjian

Roupinah Simonian

Ara Aghajanian

Armenian Holy Resurrection Church

Christine & Rafik Sarkissian

Dr. Armen and Anna Babajanian

Elena Vartazarian

Hagop and Juliet Kayserian

Khajaque and Teni Kortian

Paul Kassabian

Rest-Well Mattress Company

Avo and Laura Soghomonian

Diran and Virginia Vahratian

Vahan Batmanian

Sill and Sound Architects

Indra Abadjian

Der Kevorkian - Markossian

Apo Taberdian

Aren Simonian

Armenian Apostolic Holy Trinity Church

Arsen Sargsian

Harut Darbinian

Zaruhi Badalyan

John & Annie Der Tateossian

Michael Kolokossian



Created a named forest in 2024

Narek Demirian

\$250-

Razmik Asatour
Rostom Manookian
Homenetmen Ararat
Tanguy De Decker
Apkar Ervan
Carla Haroutonian
Sylvia Iskenderian
Councilor Sarkis Yedelian
Christophe Christiaen
Erik and Annie Carapetian
Fr Avedis and Hasmik Hambartsumyan
Gary & Dalar Aghabekian
Eshkhan and Eshkhanouhi Simonian
Archbishop Haigazoun Najarian
Hratch Yacoubian
Lala Garabedian
Lisa Ter-Minasyan
Nvart Yedelian
Shant and Sosi Tatosian
Soseh Demirian
Viken Kalloghlian
Anttwan Akillian
Karnig and Susan Momjian
Michael and Lynne Johannesse
Adana Harutyunyan
Tamar Papazian
Christiaen CLD
Grant Sergoyan
Hermine Katvalyan
Mane Avetisyan
Michel Mahmoudian
Armine Torosyan
Axelle Martens
Lisa Ter-Minasian
Larisa Hovannisian
Isabelle Bijvoet
Nare Hakobian
Loussine Khatchadourian
Svetlana Sargsyan
Berdj and Alice Momdjan
Toumanian School
Boghos Dekrmenjian
Hovik Jesajan
Movses Hrayr Der Kevorkian
Aram Kayfajyan
Tatevik Koloyan
Vasco Brutyan

Anna Melkumyan
Avetik Harutyunyan
Hasmik Sargsyan
Marie Demeulenaere
Elya Grigoryan
Aida Sarian
Diana Mnatsakanyan
Naira Grigoryan
Sahag and Nora Sevagian
Sebouh and Shelley Simonian
Aleksey Karmanov
Mariam Nazaryan
Anush Apresyan
Nairi Khatchadourian
Ara Makaryan
Benoit Macq
Gayane Gharagyozyan
Karapet Momjian
Kristina Ghazaryan
Lilit Gevorgyan
Lusine Gevorgyan
Sevan Koyoumjian
Veronika Aghinyan
Hayrapet Hakobyan
Onnik Bohcacian
Saro Yesayan
Heghine Armenyan
Lilit Santuryan
Ovsanna Minasian
Aram Nahapetyan
Nathan Isahakyan
Anna Abrahamyan
Avedis Boghossian
Karine Kirakosyan
Kristine Asatryan
Lilit Mnatsakanyan
Anyuta Arstamyan
Shoushan Zarigian
Anna Vardanyants
Arpi Kalayciyan
Hovsep Karoyan
Jemma Torgomyan
Manana Khachatryan
Mariam Nersesian
Melania Karapetyan
Racho Manukyan
Sarkis Helwajian
Satenik Barseghyan
Vardan Frangulyan
Zhenya Kazaryan



Seed Sowers
monthly giving

*We give special thanks to all
Seed Sowers - the participants
of our monthly giving program
- who sustained their support or
joined us in 2024.*

Andre Gumuchdjan
Tatul Ajamyan
Suren Seropian
Lusine Mesropyan
Marleen Duerinckx
Serge Artunoff
Toiler Forest Contracting
Naira Vardanyan
Rebecca Ohanes
Shahen Araboghlian
Aram Iskanderyan
Ani Harutyunyan
Gevorg Poghosyan
Bernard Carette
Nune Azatyan
Robert Levonyan
Vladimir Sarkisyan
Yana Shakhramanyan
Hripsime Harutyunyan
Luse Shahnazarian
Arega Shahnazarian
Artur Pokrikyan
Mary Haroutunian
Sergey Kharatyan
Arsen Hakobyan

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