



ANNUAL REPORT 2023-2024

Presented at the 103rd Convention - Vermont | July 2024

ELECTED AT THE 102ND CONVENTION

CAROLINE CHAMAVONIAN

Chairperson
Artemis Chapter, PA

TALIN DAGHLIAN

Vice-Chairperson
Agnouni Chapter, NJ

MARGARET BABIKIAN

Treasurer
Armenouhi" Chapter, NJ

SEDA AGHAMIANZ

Secretary
"Shushi" Chapter, MA

ANOUSH BARGAMIAN

Advisor
"Zabelle" Chapter, IL

TAMITZA DAKISSIAN

Advisor
"Tsolig" Chapter, MI

MARY ANDONIAN

Advisor
Sosseh Chapter, FL

Ungh Talin Daghlilian, Vice Chair of the Eastern Region was elected to the Central Executive Board of ARS, Inc. at the ARS 73rd International Convention that was held from October 16-21, 2023 in Yerevan, Armenia.

According to the ARS EUSA By-laws, the first alternate elected at the ARS 102nd Regional Convention in Richmond, VA, will fill the Regional Board vacant position. Ungh Leiza Bouroujian (Hooys Chapter) was elected as the 1st alternate. Ungh Bouroujian graciously accepted this responsibility.

Vartouhie Chiloyan – Executive Director

Verginie Touloumian – PR/Marketing Manager

REGIONAL EXECUTIVE BOARD

	Role	Chapters	Committees/Projects
Caroline Chamavonian	Chairperson Artemis Chapter, PA	<ul style="list-style-type: none"> • "Agnouni," NJ • "Armenouhi," NJ • "Shakeh," NJ • "Ani," RI • "Arax," RI 	Norian Youth Connect Program (YCP), Investment Committee, Biannual Convention Committee, Grant Writing Committee, and Public Relations
Seda Aghamianz	Vice-Chairperson Shushi Chapter, MA	<ul style="list-style-type: none"> • "Ani," PA • "Artemis," PA • "Lousintak," MA • "Noor," VT • "Soseh," WI 	Norian Youth Connect Program (YCP) Grant Writing Committee
Margaret Babikian	Treasurer Armenouhi" Chapter, NJ	<ul style="list-style-type: none"> • "Anahid," NY • "Ararat," MA • "Knar," MA • "Lucia," NY • "Tsiran," NY 	Undergraduate Scholarship Committee, Investment Committee, and Education Committee
Mary Andonian	Secretary Sosseh Chapter, FL	<ul style="list-style-type: none"> • "Artsakh," OH • "Hooys," VA • "Nayiri," NC • "Sevan," FL • "Satenig," DC 	Fundraising Committee
Leiza Bouroujian	Advisor "Hooys" Chapter, VA	<ul style="list-style-type: none"> • "Erebouni," NY • "Suzan Terzian," CT • "Leola Sassouni," MA • "Sosseh," FL • "Mayr," NY 	Norian Youth Connect Program (YCP)
Anoush Bargamian	Advisor "Zabelle" Chapter, IL	<ul style="list-style-type: none"> • "Arax," MA • "Havadk," MA • "Shushi," MA • "Reubena," IL • "Zabelle," IL 	ARS Lazarian Graduate Scholarship Committee Grant Writing Committee
Tamitza Dakessian	Advisor "Tsolig" Chapter, MI	<ul style="list-style-type: none"> • "Maro," MI • "Shakeh," MI • "Sybille," MI • "Tsolig," MI • "Zabel," MI 	ARS Contest

Ungerouhi Melissa Simonian ("Ani," RI) was appointed as Camp Haiastan Liaison
Ungerouhi Ani Panossian ("Agnouni," NJ) was appointed as the ANEC Liaison



LEGAL COUNCIL

Arent Fox and Posternak, Blankstein & Lund of Boston, MA.



Arent Fox



AUDIT

Alexander, Aronson, Finning & Co, PC of Westborough, MA.



INVESTMENT

Charles Schwab managed by Vartanian Capital, Mr. Sevag Vartanian, Advisor.
Morgan Stanley, Daniel Mooradian, Advisor



Morgan Stanley



GRANT WRITING

Sophia Leto, of Through Beyond LLC of New Jersey, on a per diem basis, as a Grant Writer.



ADMINISTRATIVE



HEADQUARTERS

80 Bigelow Ave. Suite 200,
Watertown, MA 02472



BOARD MEETINGS

14



17 CIRCULARS (REB)

17 CIRCULARS (CEB)

COMMITTEES



Investment

Ungh Johanna Chilingirian ("Shushi," MA)
Ungh Melanie Haratunian ("Lousintak," MA)
Nancy Nahigian Tavitian (Boston, MA)



Lazarian Scholarship

Ungh Johanna Chilingirian ("Shushi," MA)
Ungh Ani Zargarian ("Shushi," MA)
Ungh Mimi Parseghian ("Lousintak," MA)
Ungh Mayda Melkonian ("Leola Sassouni," MA)
Ungh Maggy Khatcherian ("Leola Sassouni," MA)



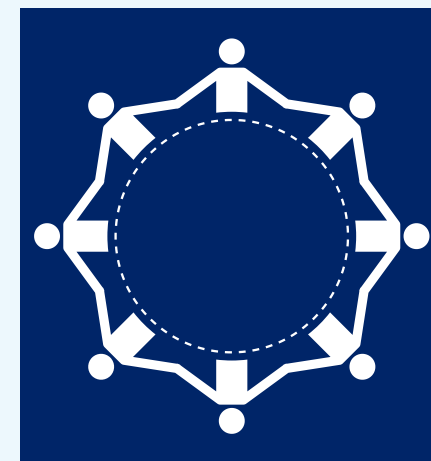
Undergraduate Scholarship

Ungh Siran Tamakian (Waltham, MA)
Ungh Nancy Ganjian ("Shushi," MA)
Ungh Liza Dagdigian ("Lousintak," MA)
Ungh Flo Bahtiarian ("Lousintak," MA)
Ungh Carol Sarajian ("Bergen County," NJ)



ARS Contest

Ungh Sosi Palanjian ("Tsolig," MI)
Ungh Silva Sagherian ("Tsolig," MI)
Ungh Seran Tcholakian ("Maro," MI)
Roxanne Kurkjian
Dzovinar Hamakordzian



YCP Committee

Ungh Sandra Vartanian ("Erebouni," NY)
Ungh Mimi Parseghian ("Lousintak," MA)
Dveen Manoogian (YCP Participant)
Gayane Kaligian (YCP Participant)



ARS EUSA representatives on the Armenian National Education Council were

Ungh Lousin Hovanesian ("Satenig," DC)
Ungh Maria Ebrimian ("Mayr," NY)
Ungh Ardemis Mgrdichian (Leola Sassouni, Watertown, MA)

COMMITTEES



115 Anniversary



Education Committee

Madlen Kaprielian, ("Agnouni", NJ)
Lisa Kupelian, ("Maro", MI)
Meline Topouzian, ("Shushi", MA)
Victoria Hagopian ("Erebouni", NY)



Biennial Convention Committee

Ungh Mimi Parseghian ("Lousintak," MA)
Ungh Sevan Kolejian ("Satenig," DC)
Ungh Linda Wyatt ("Knar," MA)

Celebration Committee

Suzi Azarian ("Armenouhi," NJ)
Nora Hovanesian Mann ("Armenouhi," NJ)
Lena Dichoyan ("Agnouni," NJ)
Suzy Takvorian ("Shakeh," NJ)
Maria Ebrimian ("Mayr," NY)
Vicky Hagobian ("Erebouni," NY)
Caroline Mann ("Tsiran," Manhattan, NY)

Seminar Committee

Valentine Berberian ("Mayr," NY)
Mayda Melkonian ("Leola Sassouni," MA)
Sevan Kolejian ("Satenig," DC)
Madlen Kaprielian ("Agnouni," NJ)
Susan Jolly ("Artemis," PA)
Taleen Lachinian ("Lousintak," MA)
Areni Margosian ("Satenig," DC)

Memorable Book Committee

Angele Manoogian ("Sosseh," FL)
Arpy Seferian ("Zabelle," IL)
Sarin Adishian ("Armenouhi," NJ)
Heather Krafian ("Shushi," MA)
Sona Pomfret ("Hooys," VA)
Ani Attar ("Tsolig," MI)
Ani Zargarian ("Shushi," MA)
Maral Nakashian ("Satenig," DC)
Floria Kasparian ("Agnouni," NJ)
Karine Shamlan ("Ani," PA)



ARS REQUIEM SERVICES

Under the auspices of Prelate, H.E. Archbishop Anoushavan Tanielian, the Churches of the Armenian Prelacy of the Eastern United States held a requiem services on Sunday, February 25, 2024 in memory of ARS members and benefactors, who left behind a legacy of service to our community and nation.

CIRCULARS

17

MEMOS

2

September 5, 2023
September 5, 2023
September 25, 2023
September 28, 2023
September 28, 2023
September 29, 2023
October 31, 2023
November 14, 2023
December 12, 2023
January 4, 2024
January 5, 2024
February 14, 2024
February 15, 2024
March 1, 2024
March 29, 2024
April 1, 2024
April 25, 2024

MEMO # 1
MEMO #2

Regional Executive Board
102nd Regional Convention Reports and Resolutions
Urgent Call
Board Liaisons
Quota
ARS Name and Logo
Regional Executive Board
ARS Amanor Program and Christmas Cheer Campaign
Regional Seminar-Cruise
ARS of Eastern USA Scholarships
ARS Requiem Services
Children of Fallen Heroes Program
103rd Regional Convention
ARS Certificates and Pins
103rd Regional Convention Details
Strategic Guidelines
102nd Regional Convention Resolution #4

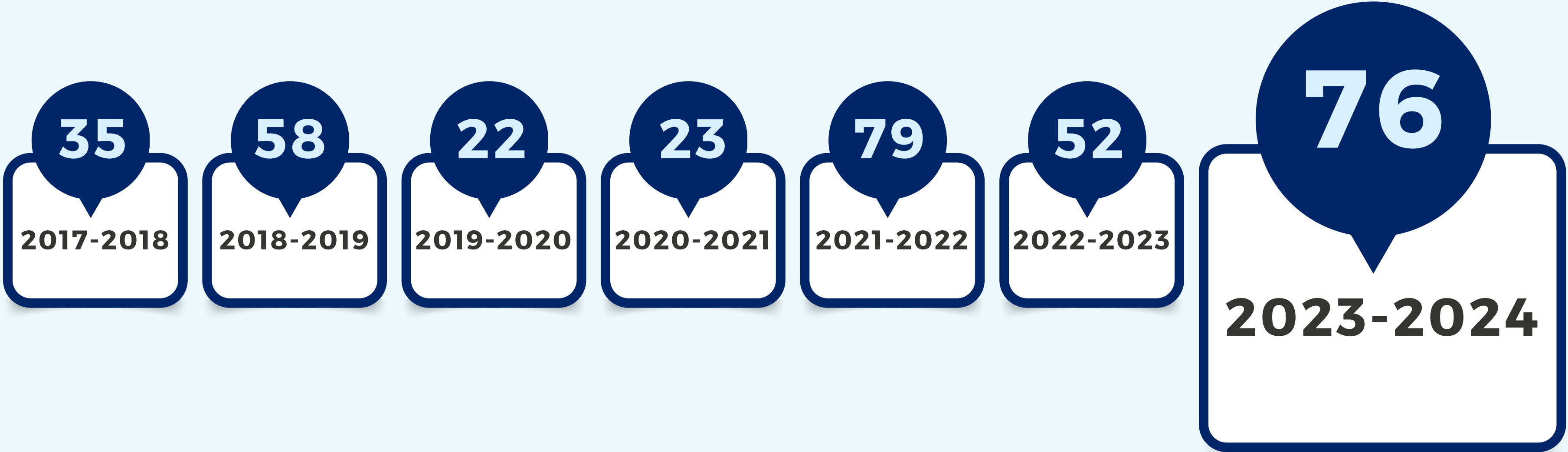
Regional Board Liaison
Regional Board Liaison

CEB Circulars - 17 (Circular #67-70 and #1-13)

CHAPTERS

As of May 31, 2024, the ARS EUSA is comprised of 35 Chapters in 14 states and DC, with a total membership of 1,120

Many Chapters held membership drives and recruited 76 new members into their ranks.
The Board commends these Chapters' efforts in recruiting new members.





CONNECTICUT

ARS "Susan Terzian" Chapter
ARS "Havak" Chapter



FLORIDA

ARS "Sosseh" Chapter
ARS "Sevan" Chapter



ILLINOIS

ARS "Reubina" Chapter
ARS "Zabelle" Chapter



MASSACHUSETTS

ARS "Shushi" Chapter
ARS "Lousintak" Chapter
ARS "Arax" Chapter
ARS "Ararat" Chapter
ARS "Leola Sassouni" Chapter
ARS "Knar" Chapter



MICHIGAN

ARS "Maro" Chapter
ARS "Shakeh" Chapter
ARS "Sybille" Chapter
ARS "Tzolog" Chapter
ARS "Zabel" Chapter



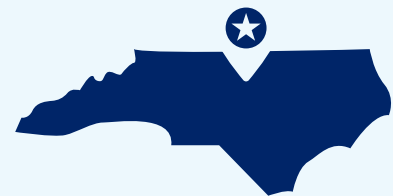
NEW JERSEY

ARS "Armenouhi" Chapter
ARS "Agnouni" Chapter
ARS "Shakeh" Chapter



NEW YORK

ARS "Anahid" Chapter
ARS "Erebouni" Chapter
ARS "Lucia" Chapter
ARS "Mayr" Chapter
ARS "Tsiran" Chapter



NORTH CAROLINA

ARS "Nayiri" Chapter*



OHIO

ARS "Artsakh" Chapter



PENNSYLVANIA

ARS "Ani" Chapter
ARS "Artemis" Chapter



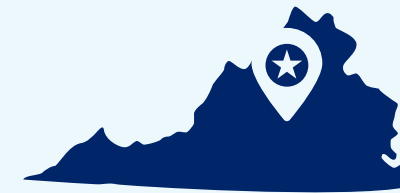
RHODE ISLAND

ARS "Ani" Chapter
ARS "Arax" Chapter



VERMONT

ARS "Noor" Chapter



VIRGINIA

ARS "Hooy" Chapter



WASHINGTON DC

ARS "Satenig" Chapter



WISCONSIN

ARS "Soseh" Chapter

BOARD MEMBER OFFICIAL VISITS/PARTICIPATION



PROJECTS



ANNUAL FUND DRIVE

The ARS EUSA Annual Fund Drive is a solicitation of over 1500 friends and supporters, who generously donate each year. In November 2023, we received \$7,075 in donations, through this direct mailing effort.



NETWORK FOR GOOD—META/FB

Our organization has been fortunate to receive ongoing support from our followers through Meta (previously Facebook). Our followers generously contribute through one-time or monthly donations, as well as by contributing to fundraisers initiated by our members.

FUNDRAISING

WORLD BANK GROUP COMMUNITY CONNECTIONS CAMPAIGN



The ARS EUSA application was, once again, accepted for the World Bank Group Community Connections Campaign in Washington, DC, for fiscal year 2023–2024.

The campaign started on November 1, 2023. As of May 31, we received \$41,562.

\$21,200

“Aren Mehrabyan
Foundation

\$2,500

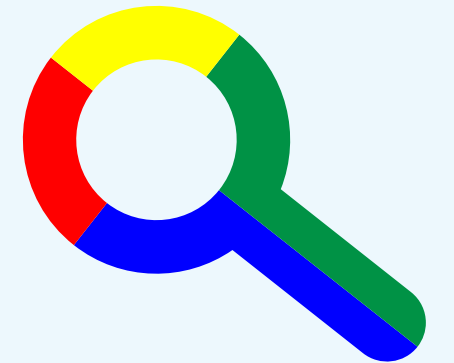
Outstanding
Student Program

\$17,056

Donated to displaced Artsakh Families who
are residing in Proshyan and Masis

Google

Hooshere Bezdikian of New York raised funds through Google match for the displaced families of Artsakh. The Regional Board appreciates Hooshere's effort in raising awareness among Google employees to donate to the Region's Artsakh Relief Fund.



The Regional Office received total of \$108,395

\$50,000

ARS CE "Hearths of Hope" Program

\$17,500

15 Families from Khndzristan

\$7,040

Sponsored twenty-two Students from Artsakh to continue their education

\$14,850

Sponsored 45 - Children of Fallen Heroes who reached the age of 18

\$12,000

Helping Artsakh Families

\$2,500

Outstanding Student Program - 25 Students from Artsakh

ARMENIAN NATIONAL PHILHARMONIC ORCHESTRA

The Armenian National Philharmonic Orchestra benefit concert supported Displaced Families from Artsakh was held at the Boston Symphony hall.

ARS Leola Sassouni Chapter Chair ungh Nartoohi Abrimian attended all the meetings held by the organizing committee of the ANPO. The event was very successful. The proceed was equally divided among five organizations; ARS, AMAA, AGBU, FAR, and Tekeyan Cultural Association. As the concert is underwritten all raised funds will support the people of Artsakh.

The share of each organization was

\$35,000



\$1,000 to each of the 50 families of the Region's sponsored Khndzristan Soseh kindergartens (\$17,500 was also added from Google's Donation) so that they can pay their monthly rent for a couple of months and to put food on their table during the Christmas season.

FUNDRAISING

MATCHING GIFTS

The Regional Executive Board encourages all members, who are employed by companies with matching gift programs, to participate in these programs, to help raise funds for ARS Programs and Projects. Please note that Matching Gifts, that come to the ARS EUSA, must remain with the ARS EUSA. Chapters should designate which program or project they wish that the Matching Gift be used toward.

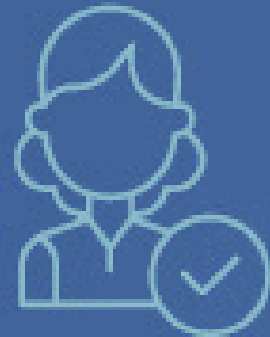
MATCHING GIFT PROCESS

STEP: 1



Individual donates to a nonprofit

STEP: 2



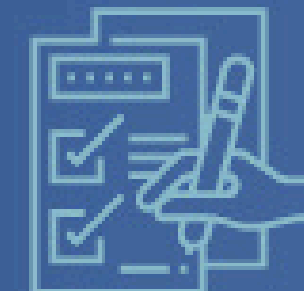
Individual checks eligibility for a company gift match

STEP: 3



Individual submits a request for a gift match

STEP: 4



Company reviews the match request

STEP: 5

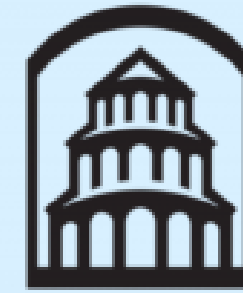


Company matches the donation

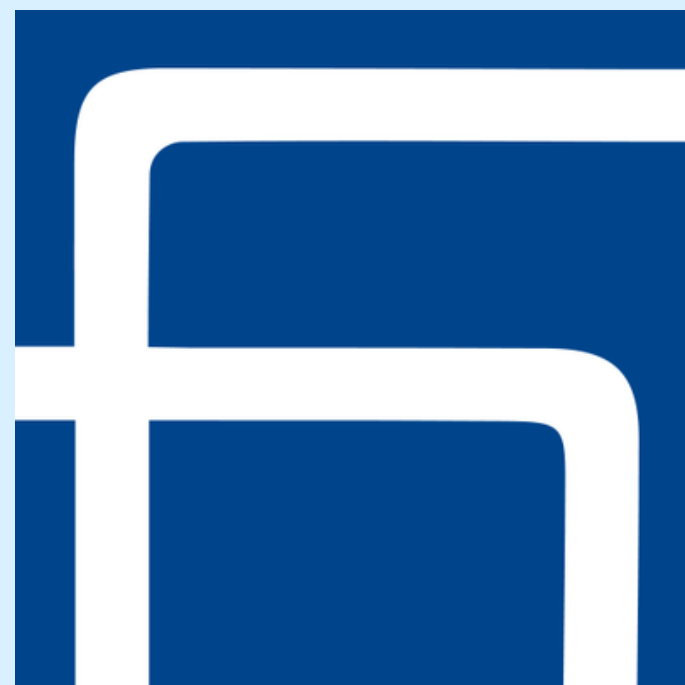
SISTER ORGANIZATIONS/ENTITIES



Hairenik

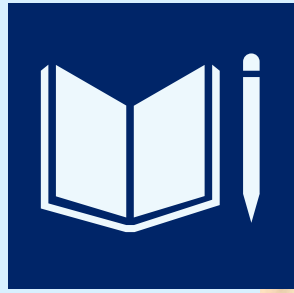


*Armenian Cultural
Association of America*





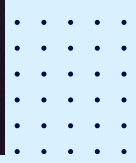
PROGRAMS

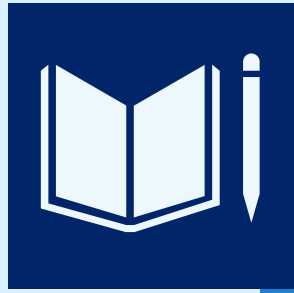


ARS UNDERGRADUATE SCHOLARSHIP

The committee members assessed all the applications using the following criteria: 50% consideration of financial need, 25% evaluation of merit, and 25% assessment of community involvement

\$36,200 in scholarships was awarded to 42 students.

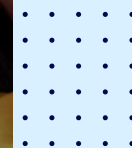


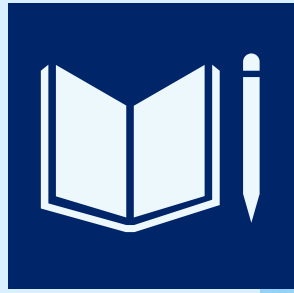


LAZARIAN GRADUATE SCHOLARSHIP

The committee members assessed all the applications using the following criteria: 50% consideration of financial need, 25% evaluation of merit, and 25% assessment of community involvement

\$34,000 in scholarships was awarded to 23 students

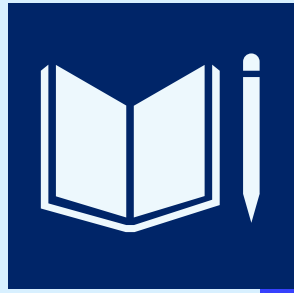




KARNIG ALAJAJIAN FAMILY SCHOLARSHIP

The Alajajian Family Scholarship Fund was established in 2021, to assist students of Armenian descent, from the Middle East, to pursue higher education in the United States.

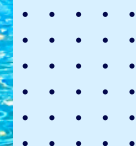
\$3,000 in scholarships was awarded to 2 students.

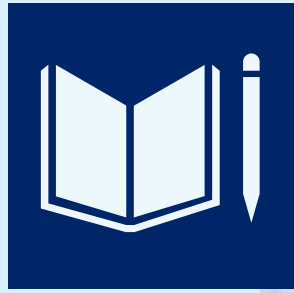


HAGOP AND PEARL MOORADIAN SCHOLARSHIP

The Hagop and Pearl Mooradian Scholarship was established in 2018, to assist students, from the United States, to pursue higher education in Armenia.

1 Student was awarded \$1,500.

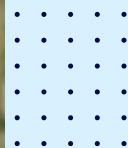


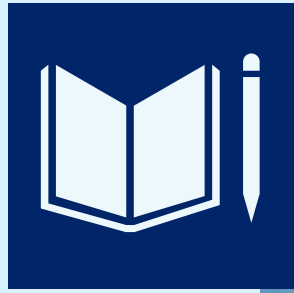


OTHER SCHOLARSHIPS

7 Graduate students who scored high but did not meet the requirements of the Lazarian Will received scholarships at the discretion of the ARS of Eastern USA.

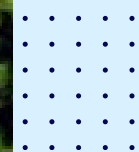
\$13,000 in scholarships was awarded to these 7 students.





AREEN ARMENIAN SCHOLARSHIP

Each year, the ARS EUSA distributes the interest income generated from the Areen Armenian Fund to the Melankton and Haik Arslanian Djemaran in Beirut. It is the heartfelt desire of the family that the scholarship be granted to a talented student with financial need, particularly someone who demonstrates exceptional skills in poetry or any other form of creative art.





**ARS OF EASTERN USA
AWARDS**

\$88,200

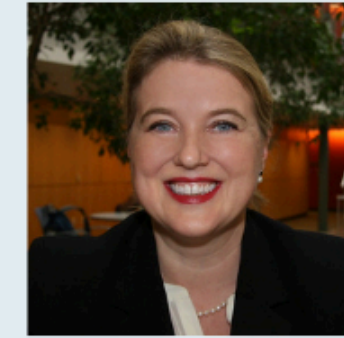
**IN SCHOLARSHIPS
TO 76 STUDENTS**

ARS NORIAN YOUTH CONNECT PROGRAM

The Norian Youth Connect Program was held on February 24-25, 2024, at Columbia University, in New York City with 65 participants.

Before the program began, Ungh Leiza Bouroujian shared a brief history of the ARS, as well as information about its humanitarian programs.

Norian YCP program Director is Dr. Khatchig Mouradian



DR. ELISA VON JOEDEN-FORGEY

**CO-FOUNDER AND EXECUTIVE
DIRECTOR, LEMKIN INSTITUTE**



PROF. PAUL BOGHOSSIAN

**SILVER PROFESSOR OF PHILOSOPHY,
NEW YORK UNIVERSITY**



GARINE BOGHOSSIAN

ARCHITECT AND URBANIST



DR. NORA LESSERSOHN

**VISITING FELLOW, MIDDLE EASTERN
STUDIES, HARVARD UNIVERSITY**



DR. KHATCHIG MOURADIAN

LECTURER, COLUMBIA UNIVERSITY

ARS EUSA CONTEST

TOPIC: "As Armenian youth of the Diaspora, you certainly always long to see your homeland. If you had the opportunity to visit Armenia, what was your experience visiting your homeland?"

7 One-Day Schools and 1 Day School
Participated by submitting essays, videos, art or other projects

All contest winners were awarded Amazon gift cards. First place winners were awarded \$50; second place winners were awarded \$40; third place winners were awarded \$30.



ARMENIAN NATIONAL EDUCATION COUNCIL (ANEC)

Teachers' Training Program – The program offered teachers original and interactive methods to use in their classrooms. Resources include music, games, play writing, animation, creative literacy, visual arts, and other inspiring activities.

Teacher Appreciation – As a token of appreciation ANEC decided to award teachers monetary donations. The Regional Executive Board decided to contribute \$5,000.

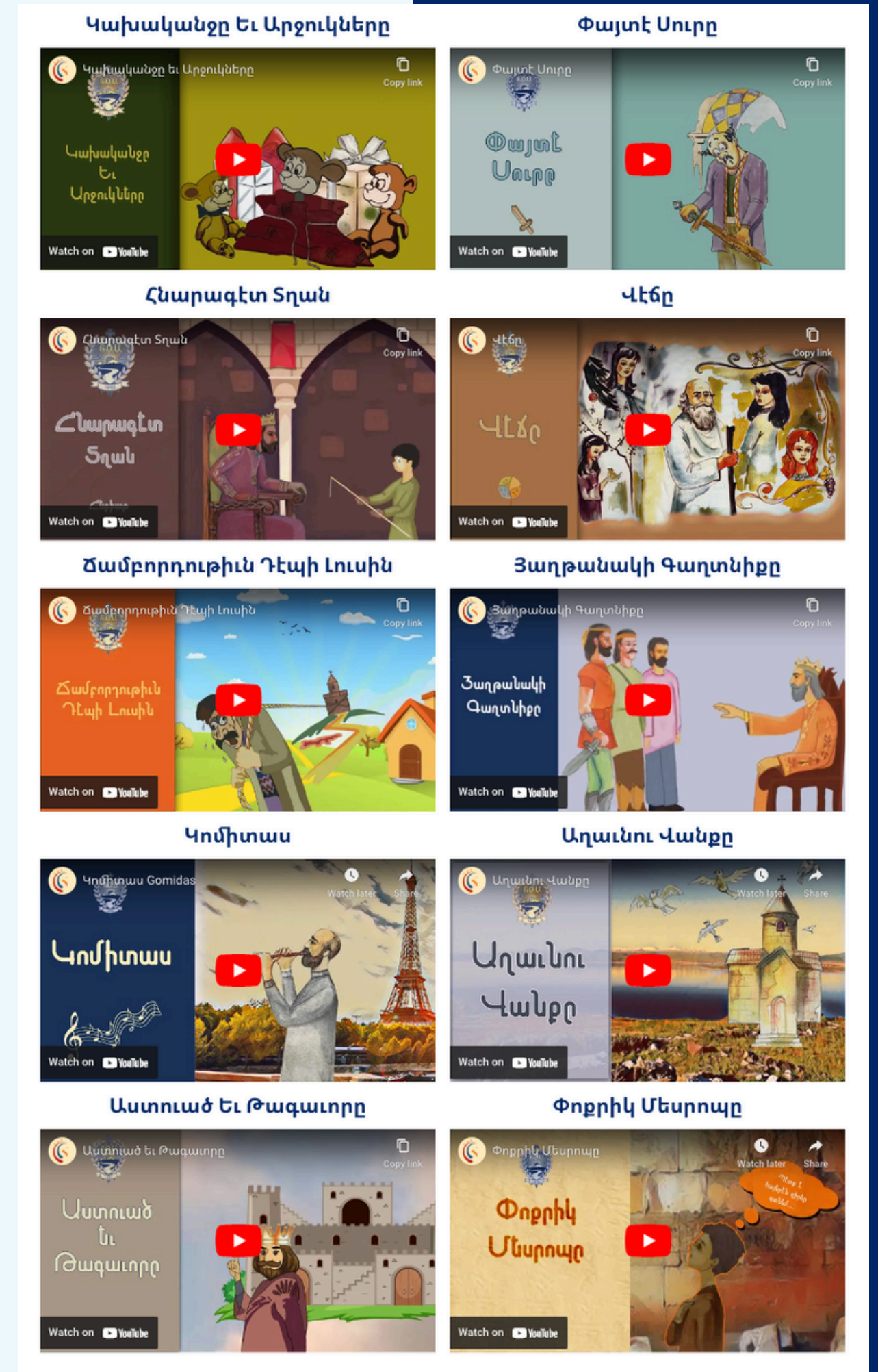
The Siamanto Academy – Siamanto Academy registration was open to students from the entire Eastern Region. The weekly classes were held via Zoom. Classes were held every Saturday from 10:30 am to approximately 12:30 pm ET.



EDUCATIONAL VIDEOS

The Regional Executive Board made the decision to continue working with Nayiri Mgrdichian Daghljan, to continue sponsoring the “Armlands” Educational Videos. This year’s videos were from the Mer Lezoun Armenian textbook, used at One-Day and Day Schools of the Eastern and Western Regions, as well as in Canada.

These videos were uploaded to the ARS EUSA website, under the “Education Tab,” with the sub-link “Educational Corner” <https://arseastusa.org/education-corner/>



CAMP HAIASTAN

During the past year, camperships were, once again, provided by individual Chapters.

This year also Camp Haiastan donated its annual Christmas Card fundraiser total of \$7,000 to the ARS Eastern Region Artsakh Relief Fund for the displaced Artsakh Families.

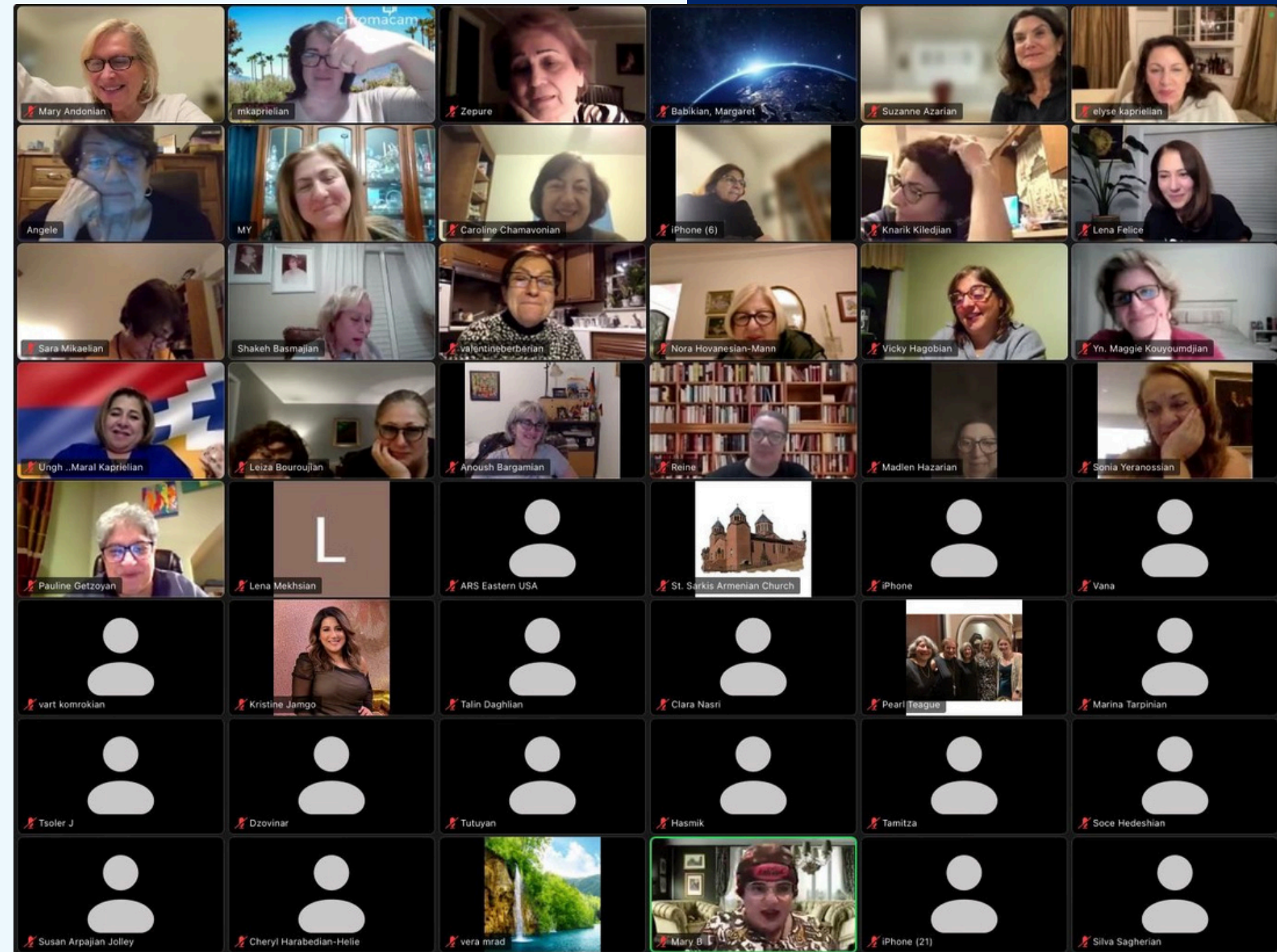
The ARS EUSA continues its support of Camp Haiastan. Ungh Melissa Simonian, of the Providence “Ani” Chapter, who is a past ARS EUSA Board member, as well as a past Camp Haiastan Board member, was assigned as the Board’s Liaison to Camp Haiastan.



REGIONAL VIRTUAL MEETINGS

ARS of EUSA Regional Executive Board invited its membership to a Virtual meeting via Zoom on Wednesday, November 15, 2023, at 7:30 p.m. Ungh Caroline Chamavonian presented a PowerPoint that highlighted the ARS 73rd International Convention, The Resolutions, as well as the delegation visits to the Mother and Child Clinic, Aren Mehrabyan Foundation, and displaced Artsakh Families in Proshyan Village.

On February 7, 2024, members were invited to participate in the Year in Review Meeting, where Ungh. Caroline gave a report highlighting the contributions to the eastern region programs, international programs, and the region Christmas gifts to the displaced Artsakh families.



EDUCATIONALS

The Committee planned two virtual Educational Seminars:

1st Educational Workshop was held Wednesday, January 10, 2024 at 6:30 P.M.

Topics included: Fitness with Tig, Nutritionist: Ungh Lena Filice and The Humor of Mary Basmadjian

2nd Education Workshop held on Tuesday, March 5, 2024, Time: 7:00 P.M. EST

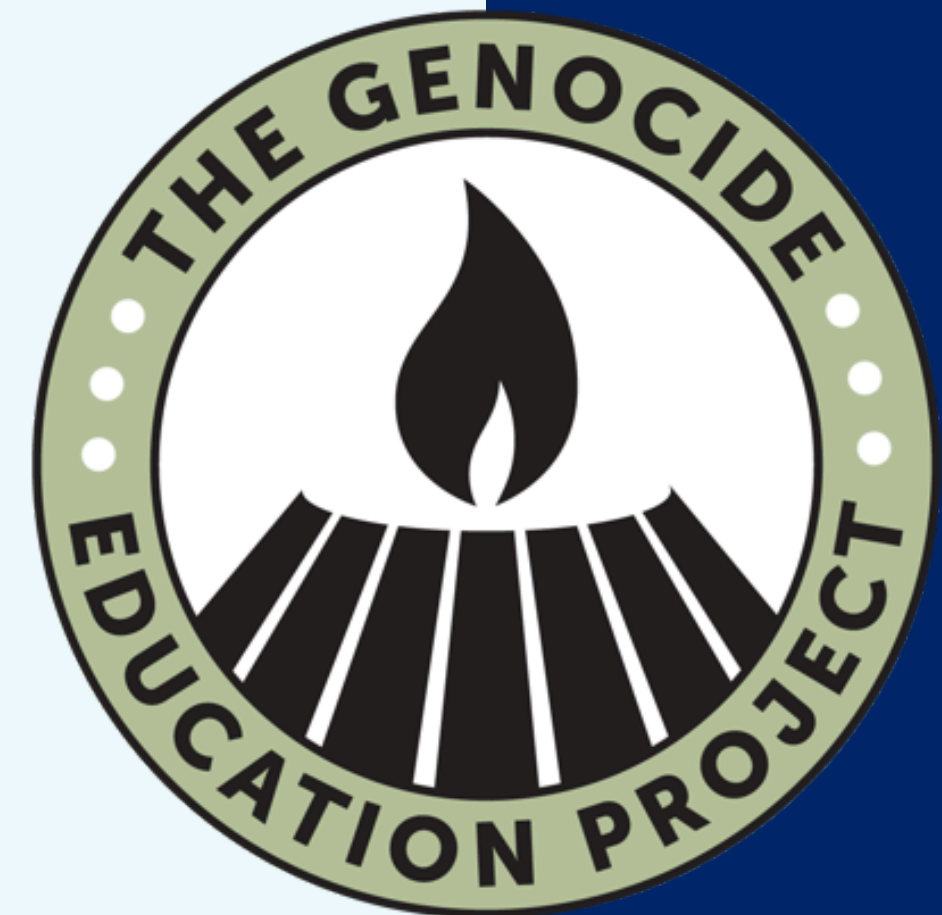
Topics included: Today's woman, how do we juggle careers, home, and family? by Hooshere Bezdikian and The electronic world we live in and how to navigate it by Natalie Shahinian, followed by ARS Feud as an activity.



ARMENIAN GENOCIDE EDUCATION UPDATE

On the 109th Armenian Genocide Commemoration the Regional Board held a virtual seminar on **Wednesday April 17, 2024.**

Roxanne Makasdjian, co-founder and executive director of The Genocide Education Project (“GenEd”) shared insights about the state of genocide education in the U.S. and the work of GenEd to bring awareness about Armenians, and the Armenian Genocide, into Public School classrooms.





REGIONAL SEMINAR

We held our first-ever regional seminar conducted aboard a cruise to the beautiful Bahamas with over 50 members from various ARS chapters across the Eastern United States in May of 2024.

During the cruise the participants engaged in an Armenian dance workshop led by Alex Avaneszadeh and heard an insightful presentation by Dr. Maya Sarkisyan, DOM – Lic Acu., Functional Medicine Practitioner, and Master NLP Practitioner.

ADULT ARMENIAN CLASSES

The Regional Executive Board continued its Adult Armenian Classes on a Regional level. Class instructors were: Ungh Sossi Essajanian Shernezian and Ungh Narineh Abrimian.

The program held in Fall of 2023 and Spring of 2024, each for ten classes, with a minimal fee of \$100, which included all educational materials provided by the instructors. More than 50 students registered for the sessions.

New classes will begin in the Fall.



ARMENIAN HERITAGE CRUISE



Ungh. Angele Manoogian, presented during a special meet and greet session to the participants about the organization, providing valuable insights into the impactful work carried out by the ARS of Eastern USA and the ARS worldwide.

The presentation served as a call to action, inviting individuals to support the organization's initiatives through volunteering, donations, or advocacy. Many members in the audience are also members of the organization and had a chance to meet or reconnect.

CHRISTMAS CHEER CAMPAIGN

\$2,000 for Christmas gifts for children in Armenia
\$5,000 for Christmas gifts for the Khndzristan "Soseh"
Kindergarten (42 students and 8 staff members)
\$2,000 for the children of Javakhk
\$1,000 for the students of the Agnoui Kindergarten in
Akhourian, Armenia
\$2,000 for the Children of the Miyatsyal School of Lebanon
\$3,000 for the Teachers of the Miyatsyal School of Lebanon
\$4,250 for the children of the Miyatsyal School in Aleppo, Syria
\$1,750 for the Teachers of the Miyatsyal School of Aleppo, Syria
\$1,000 for the Aleppo Orphanage (Badsbaran)

\$22,000



AMANOR PROGRAM

This donation is used to assist the children of the Trchnots Buyn (Bird's Nest Orphanage), nursing home, and Zvartnots School for Disabled Children, in Lebanon; the ARS Badsbaran and nursing home in Syria; two nursing homes in South America; ARS Kindergartens in Bulgaria; Artsakh "Soseh" Kindergartens Children residing in Armenia and needy children in Armenia, Lebanon, Artsakh, and Javakhk.

A total of \$3,300 was promptly transferred to the ARS Central Executive Board for distribution.





SPONSOR A CHILD/CHILDREN OF FALLEN HEROES

During fiscal year 2023–2024, there were 36 additional children sponsored by the Eastern Region sponsoring total of 123 orphans. Since the inception of the Sponsor a Child Program in 1992, the ARS EUSA has sponsored a total of 1,113 orphans.

Coordinator – Ungh Nartoochi Abrimian



SPONSOR A STUDENT

The cost of sponsorship is \$320 per year. Since the inception of this program, the ARS EUSA has sponsored a total of 154 students. The Region sponsored 2 students in the Fiscal year 2023-2024.

Additionally, with the funds from Google, we sponsored 22 students.



OUTSTANDING STUDENT PROGRAM

The Regional Executive Board allocated of \$6,000 for the ARS “Outstanding Student” Program, to be disbursed in the following way;

- 25 Artsakh students residing in Armenia \$100 each
- 25 Armenia students \$100 each
- 10 Javakhk students \$100 each

MOTHER & CHILD HEALTH AND BIRTHING CENTER

ARS CEB Circular #4 dated January 29, 2024 informed its regions about Resolution # 19, which reported that according to the standards set by Armenia's Health Ministry, the center's existing mammography machine is considered outdated and no longer viable.

Acknowledging this concern, the ARS Central Executive Board proactively addressed the issue, resolving to equip the Mother and Child Center with a new, advanced mammography machine, which costs \$297,000.

The ARS EUSA Regional Executive Board donated \$10,000 toward this.



AGNOUNI KINDERGARTEN

ARS CEB Letter#18 informed the Eastern region that a kindergarten built by the ARS of Eastern USA after the Spitak Earthquake needs renovations that cost \$11,750.

The Regional Board sponsored the installation of a heating system to ensure a warm environment during the severe winter months and assisted in the overall facility upgrades of the school. Prior to the start of school year 2023-2024.

Regional Board members and Delegation to the 73rd Convention visited the kindergarten in October of 2023 and received a warm welcome from the school administrators and children. They also distributed the gifts sent from the Hovnanian Armenian School Students.



WARM HOME PROGRAM

The ARS CEB initiated the Warm Home Program, in 2013, to provide financial assistance to families in Syria, to purchase fuel to warm their homes during the cold winter months. The Regional Executive Board donated \$10,000 to this program.



MIYATSYAL VARJARAN



The Regional Executive Board donated \$1,750 to the Aleppo Miyatsyal Varjaran, to cheer each teacher at the school with a gift of \$25. The school has 70 teachers and 400 students.



CHRISTMAS CHEER – MIYATSYAL VARJARAN

The Regional Executive Board donated \$4,250 to the Aleppo Miyatsyal Varjaran, to cheer the students during Christmas



ALEPPO ORPHANAGE

The Regional Executive Board
donated \$1,000 to the
Badsbaran.



HOT MEAL PROGRAM

Since Syria War the ARS Eastern Region donates generously to ARS Syria Hot Meal Program. A total of \$10,000 was transferred to ARS Syria for this program.



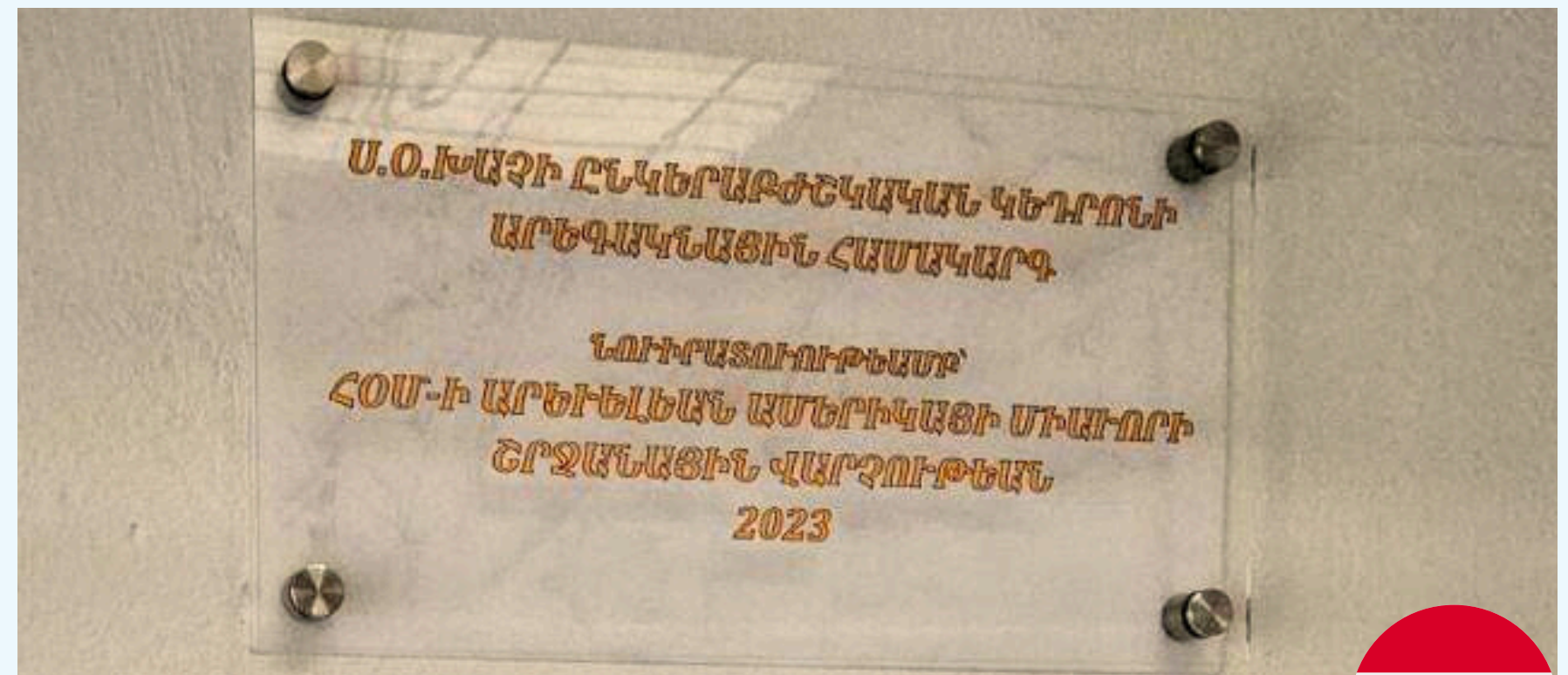
LAPTOPS

The Regional Executive Board donated \$5,000 for the purchase of ten laptops to needy students.



ACKNOWLEDGEMENT

The Armenian Relief Cross of Syria, has added a plaque in honor of the ARS of Eastern USA in their Medical Center for the installation of the solar panel that the region donated to in the year 2023.



MIYATSYAL VARJARAN

The Regional Executive Board donated \$3,000 to the Lebanon Miyatsyal Varjaran, to cheer each teacher at the school with a gift of \$50.

A total of \$2,000 was also provided to sponsor a Christmas Party for the students.



HOT MEAL PROGRAM

The Regional Executive Board donated \$10,000 to ARS Lebanon for the Hot Meal program.



LAPTOPS

The Regional Executive Board donated \$2,500 for the purchase of 5 new laptops to needy students.



ARS EUSA ALLOCATIONS

\$270,172

Artsakh

\$67,750*

Education

\$64,230

Sponsorship Programs

\$32,100

Syrian Armenian Programs

\$27,200

Community Schools

\$25,300

Christmas/Amanor

\$16,243

Youth Programs

\$12,500

Lebanon Armenian Programs

\$12,250

Agnouni Kindergarten

\$10,000

Mother & Child

\$7,745

Promoting Armenian

\$7,068

Donations

\$6,000

Outstanding Students

\$5,900

Javakhk

\$4,321

Regional Seminar

TOTAL ARS EUSA ALLOCATIONS

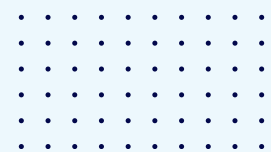
\$568,779





PUBLIC RELATIONS & MARKETING

During the 2023–2024 fiscal year, the ARS of Eastern USA continued its robust focus on marketing and public relations strategies to advance its humanitarian mission and secure crucial donations for its array of initiatives and programs. The Board of Directors once again assigned Verginie Touloumian as the Marketing/PR Manager.



PRESS RELEASES

11

June 6, 2023

ARS of Eastern USA Establishes 35th Chapter in Tampa

June 14, 2023

ARS of Eastern USA announces 2023 contest winners

July 19, 2023

ARS of Eastern USA convenes 102nd Convention in Richmond, Virginia

July 26, 2023

The ARS of Eastern USA awards \$67,750 in scholarships

August 3, 2023

ARS of Eastern USA offering Western Armenian classes

September 22, 2023

ARS of Eastern USA launches urgent appeal to help families from Artsakh

November 20, 2023

ARS of Eastern USA launches "Spread Christmas Cheer"

December 18, 2023

Save the Date for ARS Norian Youth Connect

January 10, 2024

ARS of Eastern USA: Highlighting a year of challenges, milestones and united efforts

January 29, 2024

Norian Youth Connect program announces speaker lineup

May 28, 2024

ARS of Eastern US contest winners announced

WEBSITE

The ARS of Eastern USA diligently maintains and consistently updates its website, recognizing its pivotal role as a primary tool for engaging with donors, supporters, and the wider public. Our website (www.arseastusa.org) serves as a comprehensive hub of information about our organization, its chapters, and ongoing projects/programs.

Armenian Relief Society of Eastern USA, Inc.
A Humanitarian Organization

Scholarship
JOIN ARS
DONATE

HOME OUR STORY OUR PROGRAMS OUR CHAPTERS PUBLIC RELATIONS CONTACT US

WITH THE PEOPLE, FOR THE PEOPLE
In an ever-changing world, we've been changing lives for 110 years

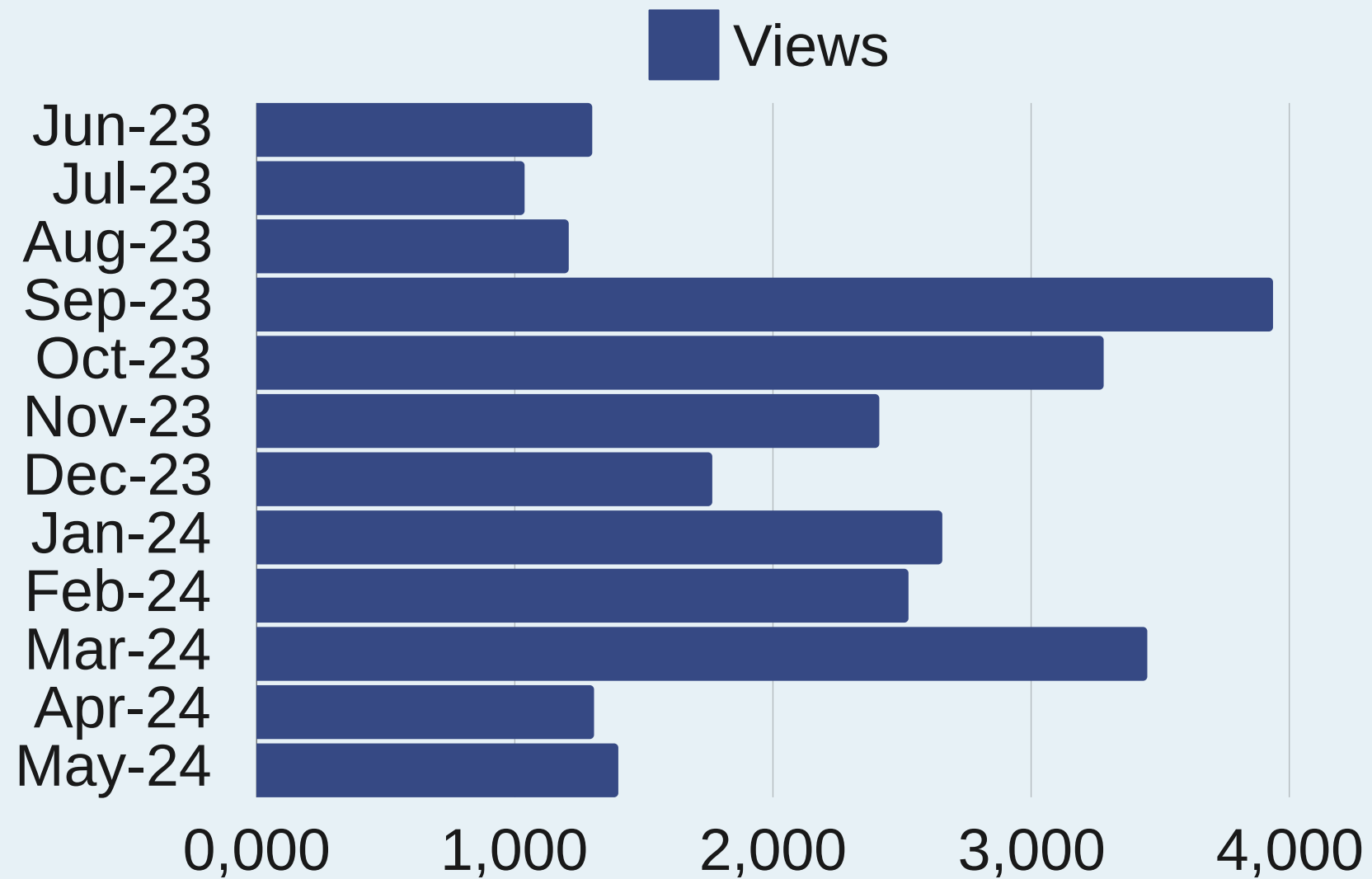
LEARN MORE
EXPLORE THE WORK OF ARS
LOCALLY AND GLOBALLY

JOIN US
MAXIMIZE YOUR IMPACT
IN THE COMMUNITY

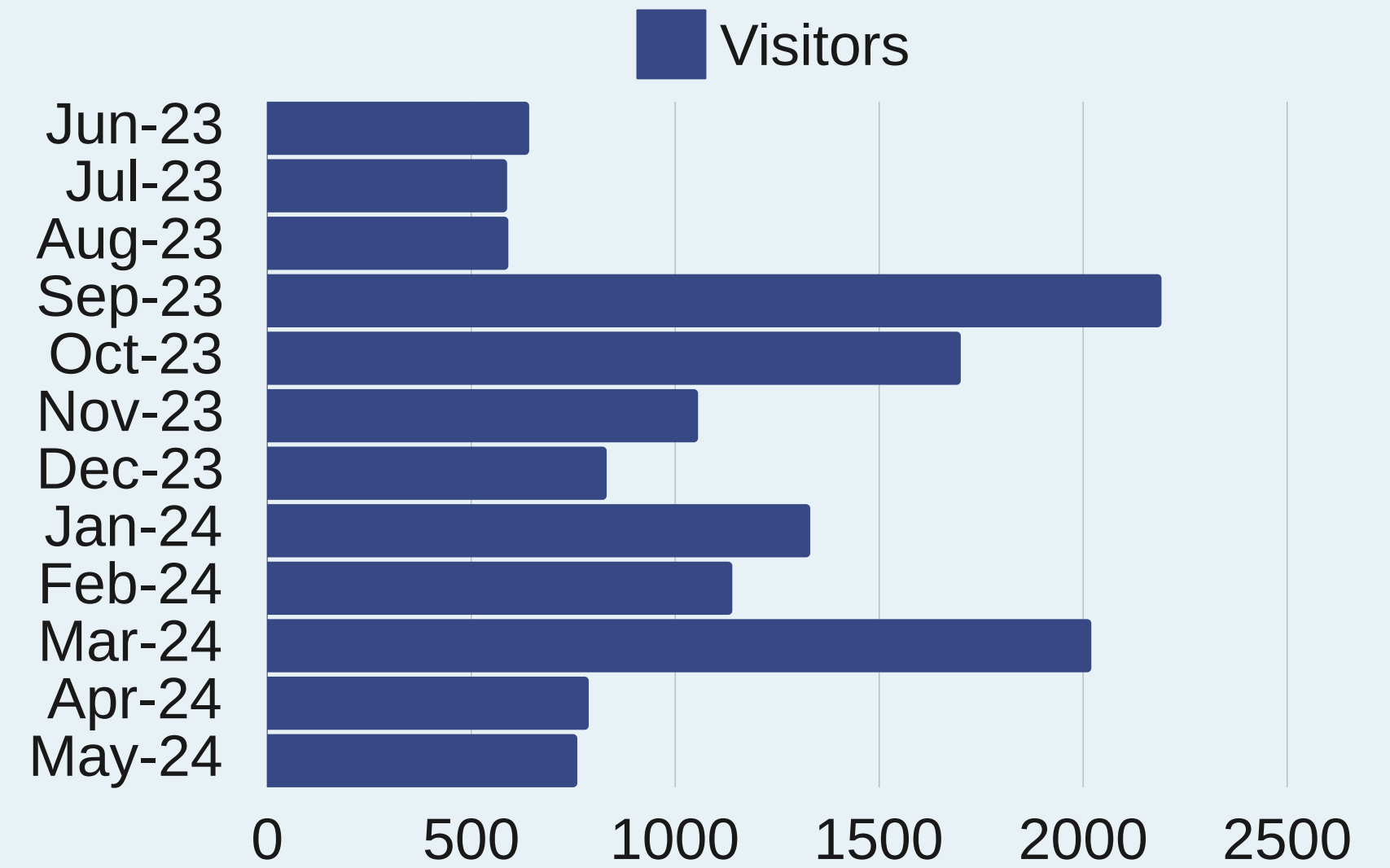
DONATE
SUPPORT URGENT
HUMANITARIAN NEEDS

WEBSITE

Views per Month Total: 26,281



Visitors per Month Total: 13,640



A view is counted each time a visitor loads or reloads a page. A visitor is counted when we see a user or browser for the first time in a given month.

PUBLICATIONS

- A Christmas Card for donors and members
- General Brochure for the Organization
- Powerpoint Presentations and advertisements



ARS 115TH ANNIVERSARY

Preparations are currently in full swing to celebrate the 115th anniversary of the Armenian Relief Society of Eastern USA in New York City. We have drafted a donor packet, which includes a letter addressed to our supporters and a detailed sponsorship tier graphic.



Dear Supporters,

As we stand on the threshold of the 115th anniversary of the Armenian Relief Society, we reflect with gratitude on the journey that has brought us to this significant milestone. For over a century, the Armenian Relief Society of Eastern USA has been a beacon of hope and resilience, steadfastly serving Armenian communities in the United States and worldwide.

In the face of numerous challenges, both old and new, we have remained true to our motto: With our People, For our People. From aiding survivors of genocide to supporting refugees fleeing conflict, our commitment to humanitarian assistance has never wavered. Through wars, natural disasters, and pandemics, we have stood alongside those in need, offering support and solidarity.

As we approach this historic anniversary, we invite you to join us in commemorating our journey. In celebration of our 115th year, we are undertaking the publication of a Commemorative Book that will capture the essence of our organization's history and impact. This book will serve as a testament to our collective resilience and dedication to the Armenian cause.

We are asking community members to support this endeavor by contributing their stories, photographs, and messages of support. Your participation will not only enrich the pages of our Commemorative Book but will also help us to continue our vital work around the world. Your generous contributions will enable us to further our programs and initiatives, ensuring that we can continue to make a difference for years to come.

The Commemorative Book will be unveiled at our 115th anniversary celebration, which will take place in New York City on March 8, 2025. It is our hope that this event will not only honor our past achievements but also inspire us to forge ahead with renewed determination and purpose.

Please visit our website (www.arsastusa.org/115) to submit your advertisement or message. Together, let us write the next chapter in the remarkable story of the Armenian Relief Society. With your support, we can continue to be a source of hope and strength for generations to come.

With profound appreciation,
Armenian Relief Society of Eastern United States

(877) 604-1368 50 Eagle Ave, Suite 200, Watertown, MA 02472 arsastusa@gmail.com

SAVE THE DATE VIDEO

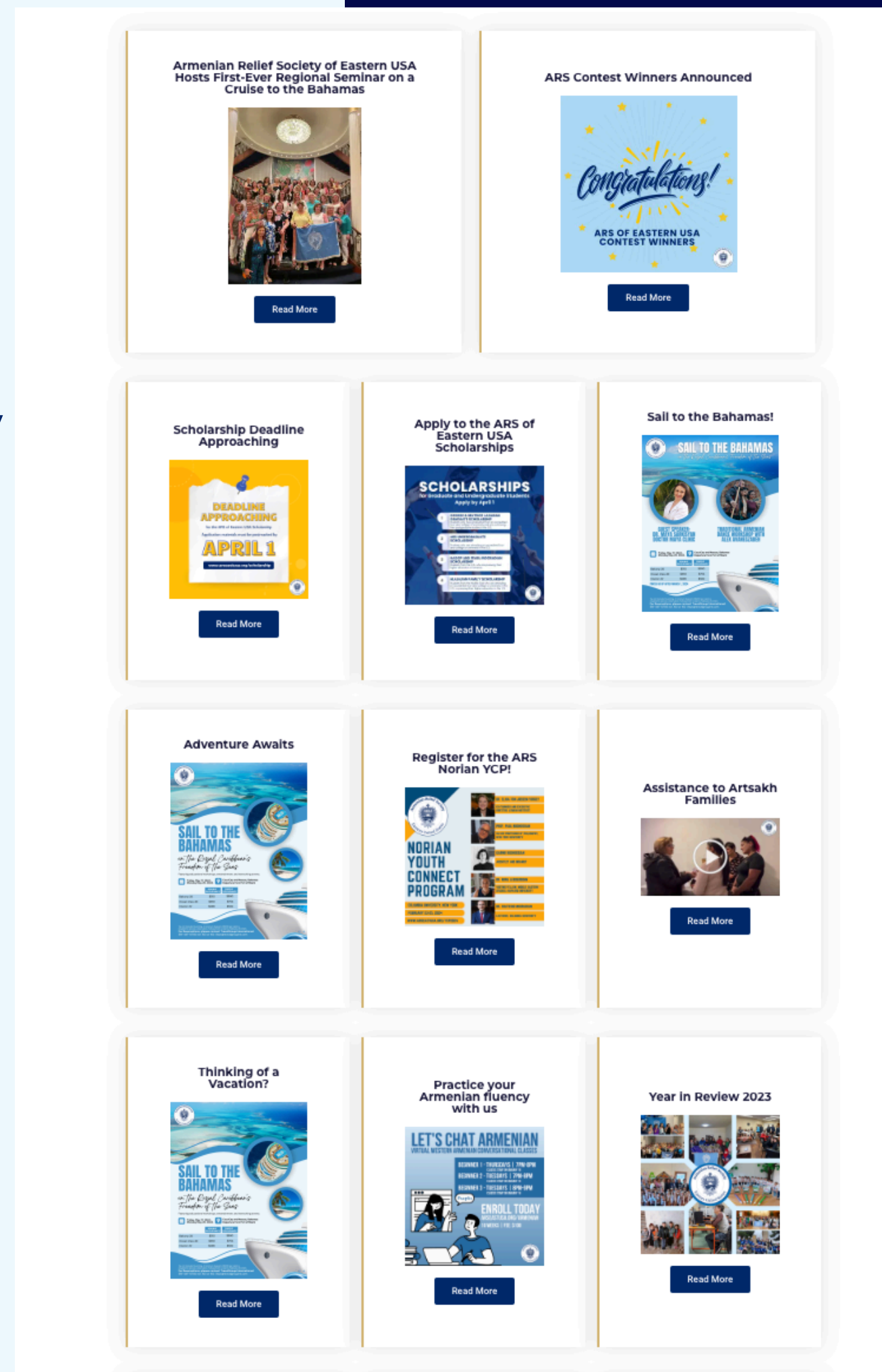
Moreover, we're thrilled to announce that the "Save the Date" announcement and a captivating promotional video for the anniversary celebration.



E-CONNECT NEWSLETTER

The E-Connect Newsletter continues to relay current information about the ARS Eastern Regional and chapter activities. The newsletters are sent to 3,938 (4% increase from last year) subscribers.

Over the course of the year, we have sent 30 newsletters which included articles, press releases, information on campaigns, reports on activities, and special holiday greetings. All newsletters are also posted on our website (arseastusa.org/newsletters).



INSTAGRAM

As of May 31, 2024, the ARS of Eastern USA Instagram has 1,400 followers (12% increase from 2023).

Throughout the period from June 1, 2023, to May 31, 2024, a total of 55 posts were published on our Instagram account. This content aimed to share news, make important announcements, provide updates on ongoing activities, and issued calls to action to the community.





ARS Eastern USA

@arseastus

296

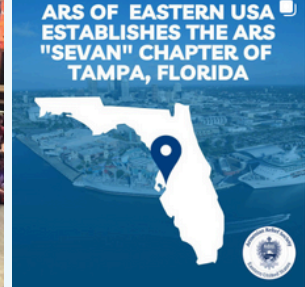
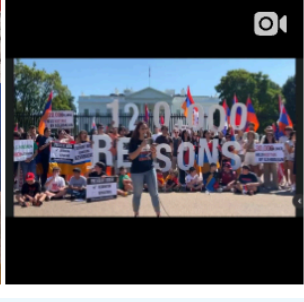
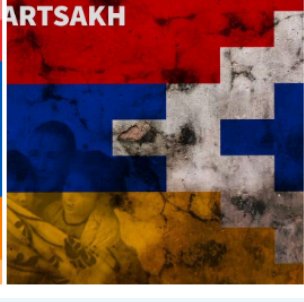
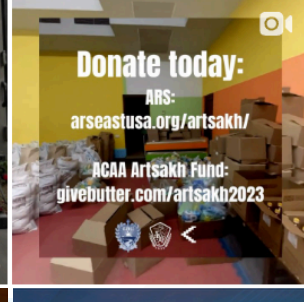
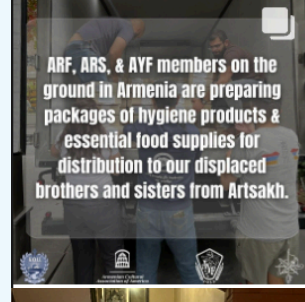
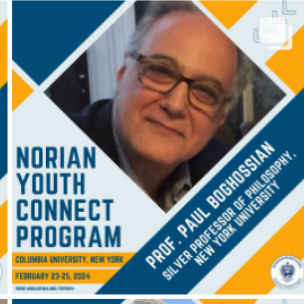
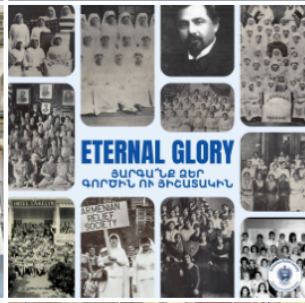
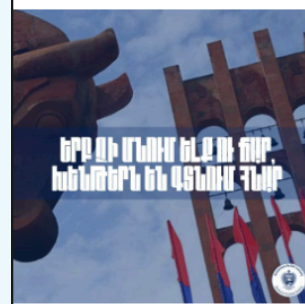
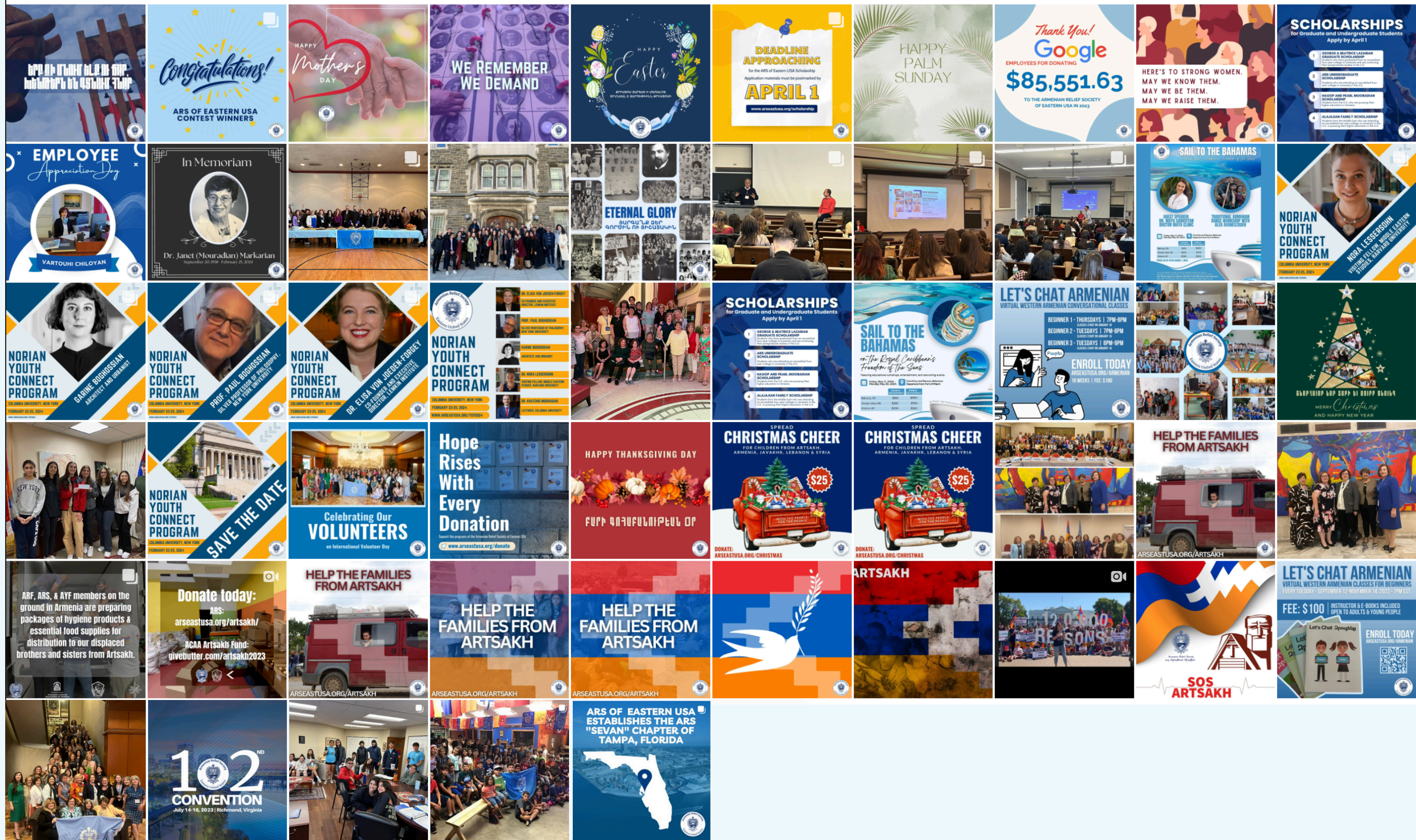
Posts

1.4K

Followers

1.9K

Following



FACEBOOK

Throughout the year, the ARS of Eastern USA created original content to share on both Facebook and Instagram platforms. As a result of these efforts, the ARS of Eastern USA has gained 179 new followers, bringing the total number of followers to 2,984. In addition, the Facebook reach was 35,378.



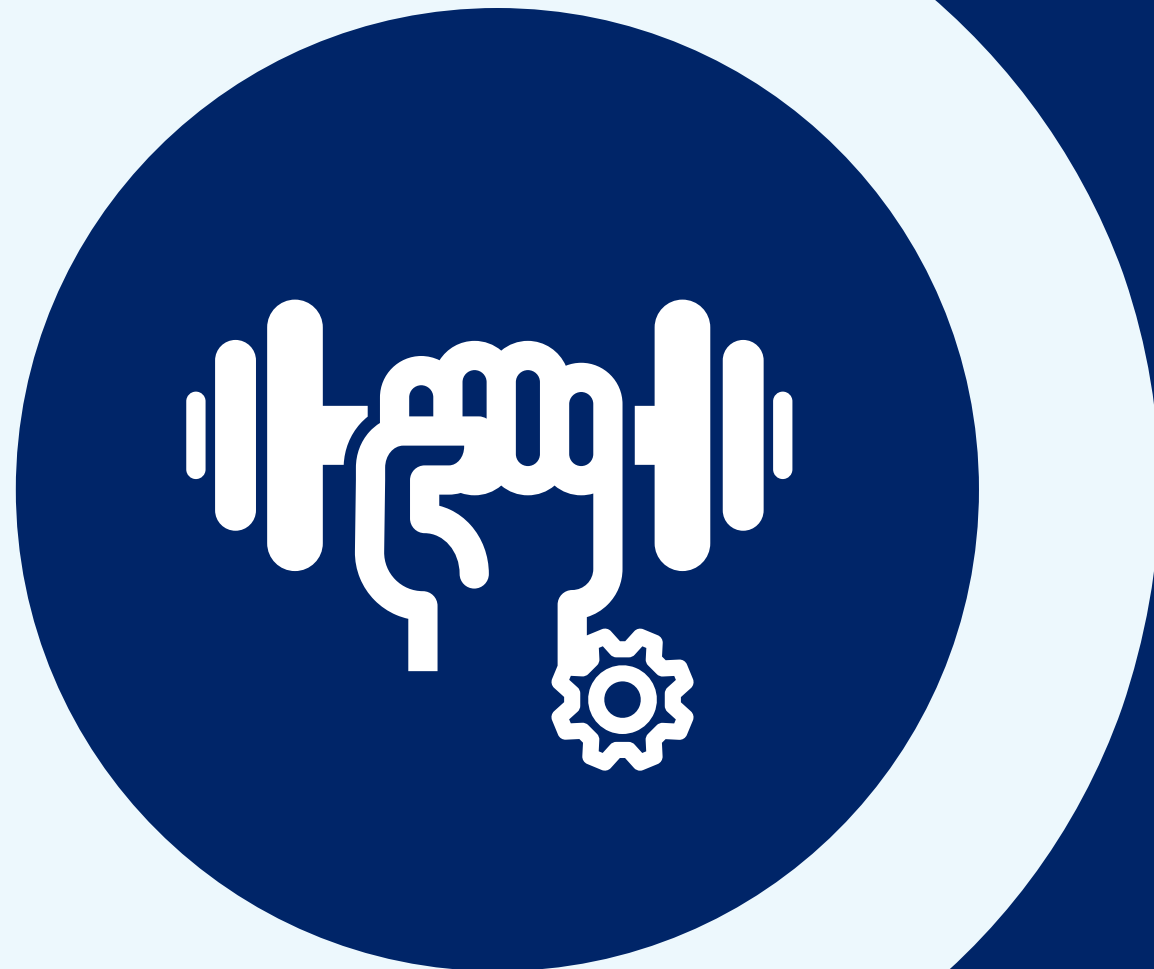


ARS EUSA STRATEGIC PLANNING

The intent of the SP is to assess the health of the ARSEUSA region and to identify specific short- and long-term goals for its growth and the advancement of the mission of ARS.

To develop a master plan document forecasting a path of direction and goals for the ARS Eastern USA, with a scope of interest to include but not limited to the following categories: our purpose, mission, and to identify specific short- and long-term goals for growth and the advancement of the mission of the ARS.

STRENGTHS



- Our long history of survival as an organization
- Our good reputation as a trustworthy organization with transparency
- Fundraising experience
- Ability to mobilize in times of crisis.
- Strong marketing platform regionally.
- Financial resources that enable us to continue various programs.
- We have multi -generational members
- We have support of our sister organizations
- Our presence in our Armenian schools, to make an impact on our youth
- We stick to our mission
- We are a diverse group
- We are collaborative (when we do collaborate with sisters Organizations)

CHALLENGES/OPPORTUNITIES FOR IMPROVEMENT



- Attracting and listening to new generation
- Communications and engagement (Database, social media, Website, and Utilizing personal connections)
- Member Resources not utilized to their potential.
- Not affiliated with other NGO/sister organizations to do joint programs
- Educate and expand our chapters, and members (especially new members) with priority given to smaller and isolated chapters. Long time members need to mentor new members
- Lack in recruiting leadership- We need Leadership seminars
- Maintaining and preserving the Armenian language traditions and culture.
- Need to get new members more involved
- Need to evaluate how we conduct meetings, include young members' ideas

CHALLENGES/OPPORTUNITIES FOR IMPROVEMENT



- We are more reactive we don't do a lessons learned- how do we do things better
- Generation gap in chapters. Young members are not stepping up to take responsibility This may be a generation issue.
- Gap in understanding Technology (emails/databases/forms/on-line payment) Get this technology more attainable on chapter level
- We need to ask the chapters to come back with strengths and weaknesses
- We need to education our sister Org's in the community that we are capable more than our ability to prepare food
- We don't have new programs in this region that will attract our youth
- To advertise ARS by producing articles/press leases outside of social media (more on the chapter level)

CHALLENGES/OPPORTUNITIES FOR IMPROVEMENT



- Our goals should be SMART (Specific/Measurable/Achievable/Relevant/Time-based) goals (just like Corporations)
- We need to build on the legacy of our mothers/grandmothers.
- We need to re-vamp our programs – review current programs come up with new one's
- We need to make our mission relevant to attract the new young very busy woman
- We need to respect and validate everyone's opinion
- We need to evaluate what it means to be an ARS member – may not be active members but they contribute
- We need to have an Internship

SIX-MONTH GOALS



- Begin the development of a survey asking members of AYF, and Homenetmen who joined ARS asking why they chose to join ARS and ask for areas to focus on how to attract younger individuals.
- Ask chapters and members for a list of their chapters' strengths and weaknesses and send to regional.
- Have a virtual meeting with chapter leadership once list of their chapters' strengths and weaknesses listed to engage chapter leaders with long term goals and areas to focus on.

Thank You

The Board of Directors expresses its gratitude to our Chapters for their devotion, time, support, and donations. It is through your hard work and dedication that the Region has been able to continue to serve the needs of the Armenian people in the Eastern USA, Armenia, Artsakh, Javakhk, and the diaspora.

