



**1A** ambassador

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ONE ARMENIA

# INTRODUCTION

## What do we do?

*We believe in investing in great ideas.  
We don't believe in charity.*

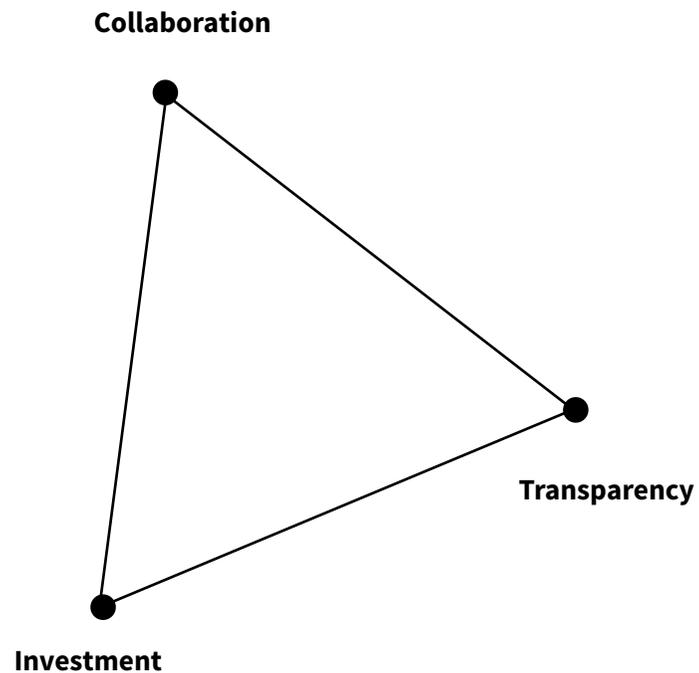
ONEArmenia was founded in 2012 to give individuals around the world a chance to play their part in Armenia's economic and social development. We are a non-profit organization, but we actually identify more with the term "for purpose," a term that was coined by PoP founder Adam Braun because it highlights what a great organization does rather than what it doesn't. And we, above all else, believe in doing.

We make ideas real.

Armenia has a rich 4,500-year (and counting) history that is strongly rooted in its cultural practices and traditions. Meanwhile, its IT sector is booming, taking up a clean, corruption-free 20% of the country's annual GDP, and the country's natural beauty and mountainous terrain are unparalleled. 1A invests in Armenia's future by selecting the most innovative projects within all of these promising industries in Armenia and financing them with the help of a global community of enthusiastic and forward-thinking supporters. We partner with the most trusted organizations in Armenia and once the funds are raised, we follow-up on every project to ensure, without a shadow of a doubt, that your contributions go where we told you they would.

ONEArmenia is your middle-man, your segue into helping decide the direction this country will take in the 21st century. But we are not here to sugar coat things. Armenia is facing a lot of challenges. Life isn't easy and it's difficult to understand from the outside. We do our best to stay true to the reality and to always look forward to progress, and most importantly...

We don't create space for negativity.



## Our Approach

Our tri-partite approach is unique because it is revolves around 3 main principles:

**Investment.** We invest in innovative individuals, progressive ideas, and sustainable endeavors within technology, agriculture and tourism.

**Collaboration.** Our focus is on connecting individuals and communities that care about creating opportunities for a developing country with so much untapped potential. All of our projects are made possible by an impressive global network of thousands of individuals that we've worked so hard to build.

**Transparency.** We are 100% committed to setting a new standard of transparency in Armenia. Detailed information about every project, including budget sheets and project profiles, are made available for review and download on our website. Once funded, we provide updates at every crossroad to keep you informed about the impact your contribution has made.

*"Everything you've ever wanted to know about Yerevan on 2 pages: Where to go, where to eat and drink, for how much, what to say to a taxi driver, where are the places with no smoking policies, and many other 'Local tips'. Well done, ONEArmenia!"*

*Bella Shakhnazaryan,  
Visiting from France in Summer 2015 and user of 1A's  
'Inside Yerevan' guide.*

## Past Work

With 11 successfully crowdfunded projects under our belt so far, we have a solid track record of making ideas real. From 2012 to 2015, we raised over \$200,000 from around 50 countries worldwide. Our work in villages alone has seen us renovating kindergartens, building clean drinking-water systems, and constructing greenhouses. However, our projects are not limited to Armenia's rural areas. We also select initiatives that invest in budding industries, like the time we sponsored the first 100 tablet computers from ArmTab, Armenia's first tablet factory, to distribute to disadvantaged Armenian teens in Yerevan and Vanadzor. When we see a need for something, we do something about it. In 2015, we noticed the absence of a high quality guide to Armenia's capital, so we made one ourselves, totally non-commercial and replete with tips from local connoisseurs. Our guide has already helped hundreds of tourists visiting Yerevan in the Spring and Summer of 2015.

As you can see, our projects have already impacted hundreds of lives all over Armenia and continue to reach more and more industries each year. Your continued support and activity helps us keep branching out in all the right directions.



*"This is one of the most refreshing, envisioned and seriously sustainable campaigns I've witnessed linked to Armenia"*

*A comment from one contributor to our campaign to build greenhouses in Tavush with Oxfam Armenia, Summer 2015*

# AMBASSADOR PROGRAM

## The Next Step

We came up with the 1A Ambassador option with the intention of connecting individuals and communities that care about creating opportunities in Armenia. Ambassadors are key players in our mission and act as local representatives of 1A's community. While our teams are in New York and Yerevan, our community is global and Ambassadors are absolutely critical in activating these local communities. They are creative, dynamic, and enthusiastic individuals who are passionate about volunteering their time, effort, and ingenuity to fostering sustainable and positive change in Armenia through our projects.

*"Being an ambassador is a great way to feel connected to both the land and people of Armenia from anywhere in the world"*

Ani Djaferian,  
1A Ambassador



# How it works

1

Sign up  
it takes less than 2 minutes.

2

Skype with us  
and be filled in on the latest projects.  
It's painless, we promise.

3

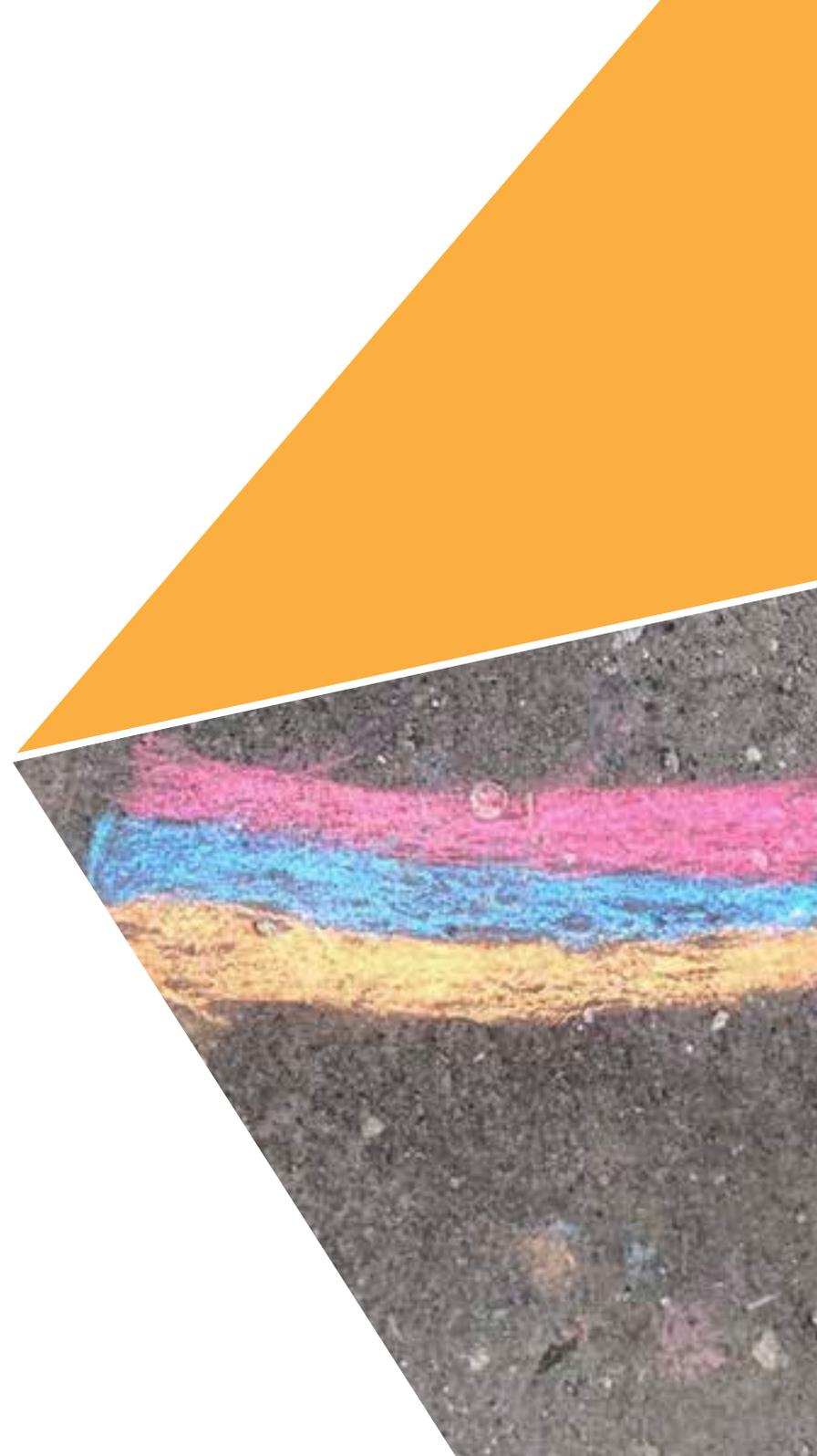
Fill in your profile page  
on 1A's website, takes about 5 minutes

4

Score a set of stunningly  
designed 1A cards

5

Start planning your first event!



"Someday these kids will be the 'givers'."

A comment from 1A contributor, Steve Wozniak, on our campaign to build a kindergarten for children in the village of Moshatagh.



## Responsibilities

As an Ambassador, you are committing to raising awareness of our campaigns and our overall vision.

**Presenting:** Engage with your community and start a conversation about the work 1A is doing in Armenia. Schedule events that fall in line with the theme of our current campaign: lectures, debates, anything goes. The world is your Armenia-shaped oyster.

**Fundraising:** suggest you to dedicate your birthday to raising funds for one of our projects. Hosting your own fundraising events may sound like a daunting task, but don't worry, we are here to help. For starters, here's a quick guide we created.

**Sharing:** Power is in numbers, and with 7 million Armenians scattered across the globe, numbers are on our side, so it's all about likes to build this community. Utilize Social Media at every turn. Digital word of mouth is not only the easiest route to familiarizing your communities about 1A, but it's also one of the most effective. During our first campaign, one of our supporters posted 1A's campaign to his Facebook page and it reached the eyes co-Founder of Apple computers who was inspired by the cause and contributed.

We passionately believe that you don't have to be Armenian to care about Armenia--it's why most of our online content is in English, a universal language, because we strive for accessibility. Our work in this country is interesting and relevant in all walks of life. Keep that in mind, and don't be afraid of broadening your horizons.

*\*\*For fundraising and awareness related events, you will have access to 1A's talented creative team, who will be able to assist you with design-related questions and give you advice when you need it. **We're here for you.***



## “What’s in it for me?”

Other than a lifetime supply of dolma? Being a 1A Ambassador program comes with many responsibilities, but it also comes with a lot of benefits. You’ll have a personal stake in all of our exciting projects unfolding in Armenia. From developmental projects, like building greenhouses, to community ones, like our trendy, local guide to Yerevan, you’ll be the first to know what’s good in the 1A hood. Also, if a 1A event is taking place in your area, you can be sure you will have free entrance and opportunities to present your work regionally. Lastly, we want to share the details of your work with us with our global community by featuring you on our website, in our 1A Blog, or through shout outs on social media. We are inspired by your initiative, and we think others will be too.





## 1A Internships

Ambassadors demonstrating a high level of commitment are eligible for a partial travel fellowship to Armenia, where you'll be invited to complete an internship in our Yerevan office in one of the following fields: video production, graphic design, content writing, PR, and management. You'll be working with an expert creative team, the ingenuity behind all of our content, who have been hand selected by our founder, a digital marketing expert for over 20 years and the driving force behind Sarkissian Mason, named one of the hottest digital agencies around by Ad Age in 2007. We'd be thrilled at the opportunity to welcome you aboard for however long your schedule permits.



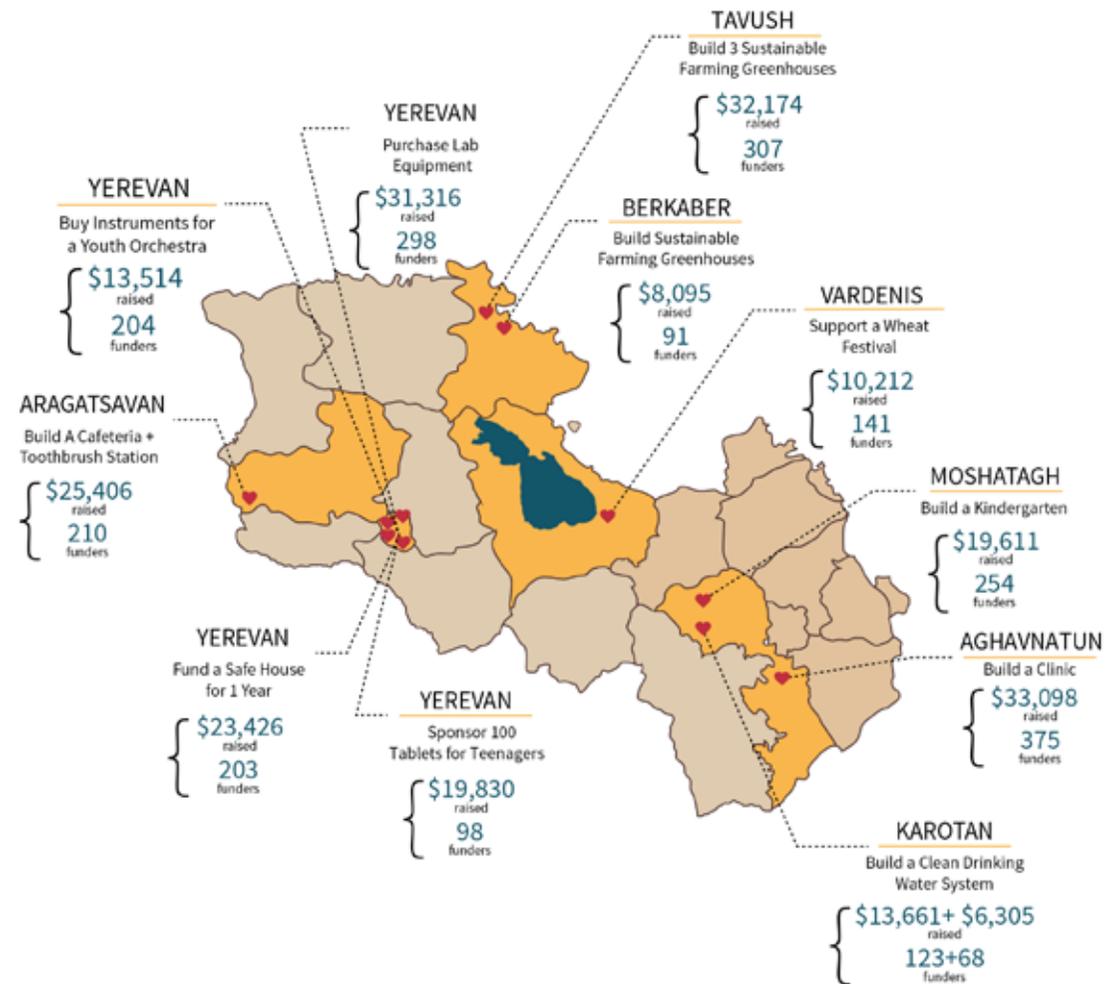
*"When they finally told me my volunteer placement was at ONEArmenia, I breathed a deep sigh of relief. I never could have imagined I would have the opportunity to take action so directly for Armenia and improve the lives of so many people."*

*Stephanie Demirdjian,  
1A's intern in Spring 2015*

**ONE** project at a time, we're spreading the love all over Armenia.

We're in it for the long haul,  
but we need your help.

Join our family of forward-  
thinking individuals who  
care about Armenia.



To take the next step, contact our Outreach Coordinator today at [anahit@onearmenia.org](mailto:anahit@onearmenia.org).