

US trip key achievements: short-term

10 cities visited

70 meetings held

700+ people reached out

\$50,000 – largest one-time donation by John and Hasmik Mgrdichyan foundation LA based

\$10,000 – donation from a real estate agency in LA

X4 – increase in AWHF donations: \$16.8K in November vs 3.K in October

18+ articles / interviews, lives with IFS. Work in Progress

- Promise from LA Consulate General to organize a charitable art auction with all proceedings going to IFS
- Post visit fundraisers in Boston and New York. Initiators: contacts we acquired during the trip
- Trust and awareness built and fostered
- Ties created with the media

X6.3 return rate only 50K and 26K USD counted.

Issues – 3d secure issue for online donations. Beginning of December, we received 3+ daily complaints about failure to donate and the number kept on growing (general issue with new global security standards for card processing)

