

ayoi!

A photograph of two men standing outdoors in front of a blurred green background. The man on the left is smiling broadly and wearing a light blue patterned button-down shirt. The man on the right is wearing a darker blue patterned button-down shirt and has his arm around the first man's shoulder. Both are wearing blue jeans. The man on the left is holding a blue and red object, possibly a tool or a small device.

## From Frontlines to Storefronts

### **Goal**

Give wounded and disabled veterans the chance to reroute and rebuild their lives through the development of sustainable new business ventures.

### **Objectives:**

Fund business development grants for wounded veteran entrepreneurs.

## Project Background and Description

There are currently more than 9000 wounded and disabled veterans in Armenia, a number which dramatically increased in 2020 due to the 44-day war.

As they seek to restart their lives, these veterans face many obstacles to reintegration into community life, including lack of professional skills, inability to earn sustainable income and inaccessibility of the built environment.

The Yerevan-based **Support to Wounded Soldiers NGO** was founded as a response to this problem. Since 2018, the NGO and its Homeland Defender's Rehabilitation Center have helped more than 3000 wounded soldiers to get back on their feet through therapies, counseling, vocational training programs and employment assistance.

Now, the NGO and the **Aznavour Foundation** have joined their forces to launch a project which will further promote their social and economic integration.

All wounded veterans, including but not limited to those who participated in the 2020 Artsakh war, are encouraged to submit their entrepreneurial ideas for the chance to receive up to 5000 EUR (~\$6000) in seed funding. In addition to financial support, grant recipients will receive training, ongoing mentorship and professional consultation to develop their concepts into successful and sustainable businesses.

After an earthquake ravaged northern Armenia in 1988, legendary artist and philanthropist Charles Aznavour began many initiatives to help those in greatest need. Aznavour and his son Nicolas later created the Aznavour Foundation to continue their development work in the fields of education, culture and social welfare.

During the war, the Foundation delivered 175 tons of humanitarian and medical aid. Now, they have committed more than \$10,000 to promote veteran entrepreneurship. Ayo! is excited to partner with them to further expand the grant financing pool.

By raising an extra \$30,000, we can give 5 or more veterans the opportunity to restart their lives while promoting Armenia's economic development.

Our veterans gave everything for us; it's time we give them a new future.

Will you join us?

Exchange rate: 1 USD = 515.5 AMD

**Budget**  
**₴ 15,465,000**