



# Select Articles on Khachkar Studios allocating \$10 Million of \$100 Million Directly to the “Faithful” of the Armenian Eastern Diocese

As of 2 January 2026



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Khachkar Studios Directs \$10 Million To “Faithful” Of Armenian Eastern Diocese In Major Step Of \$100 Million Nationwide Revitalization Initiative



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## 1. 301: Khachkar Studios allocates \$10 million of \$100 million directly to the 'Faithful' of the Armenian Eastern Diocese

301

Khachkar Studios is redefining how religious and cultural revitalization can be funded. As part of its \$100 million faith renewal initiative, the organization has allocated \$10 million to go directly to the "Faithful" of the Armenian Eastern Diocese, marking a shift toward grassroots-led impact.

This approach aligns with broader trends in social innovation that prioritize empowering individuals rather than institutions. Eligible parishes or community members can receive up to \$500,000 if they adopt Khachkar Studios' Biblically inspired management "Framework," which emphasizes data, transparency, and measurable outcomes.

The initiative addresses two critical issues: declining weekly attendance and low Social Return on Investment (SROI). Armenian parishes currently operate with a median SROI of 3.7x, while the target is 7.0x within five years. Khachkar Studios believes this can be achieved by strengthening community-driven programs and improving operational discipline. In addition to financial support, the organization is releasing educational materials that simplify concepts such as budgeting, transparency, and benchmarking.

The goal is to make organizational knowledge accessible to everyday parishioners, many of whom have never participated in parish financial planning.

By prioritizing direct engagement, Khachkar Studios hopes to create a ripple effect—one that elevates community participation, increases accountability, and ultimately transforms parish life. The initiative may also serve as a model for other cultural and faith-based organizations seeking scalable impact.

<https://www.301.am/2025/12/08/khachkar-studios-allocates-10-million-of-100-million-directly-to-the-faithful-of-the-armenian-eastern-diocese/>



## 2. A1plus.am: Khachkar Studios allocates \$10 million of \$100 million directly to the “Faithful” of the Armenian Eastern Diocese



Khachkar Studios has unveiled the latest phase of its sweeping effort to reinvigorate Judeo-Christian faith communities across the United States. As part of its \$100 million investment in religious revitalization, the organization has designated \$10 million to go directly to the “Faithful” within the Armenian Eastern Diocese.

This funding stream is tied to an overarching mission: increase weekly church attendance among Armenian-Americans, which currently stands at just 3%. Khachkar Studios aims to double that figure to 6% within five years by supporting parishes and individuals committed to rebuilding parish life.

Unlike traditional church funding models, this initiative empowers community members directly. Parishes or eligible “Faithful” can receive up to \$500,000 over five years if they adopt Khachkar Studios’ Biblically inspired management “Framework.” The approach emphasizes financial transparency, benchmarking, and measurable social impact—components the organization believes are essential for long-term stability.

Khachkar Studios developed this strategy after conducting two years of research into parish health across 106 Armenian churches. The findings revealed not only low attendance but a significant gap between perception and reality within leadership circles. Many community leaders have long assumed that as much as 30% of Armenians regularly attend church. The organization argues that confronting the accurate data is the first step to reversing the trend.

To support its efforts, Khachkar Studios is also rolling out educational materials and a media campaign designed to reach both active parish members and those who have drifted away. The hope is that increased awareness will spark community-wide engagement and motivate families to reevaluate their connection to church life.

For Armenian communities facing assimilation pressures and shifting generational priorities, this initiative represents a timely opportunity. Whether viewed as a faith-based renewal effort or a cultural preservation strategy, the investment signals a strong push toward revitalizing a cornerstone of Armenian-American identity.

<https://a1plus.am/en/article/494869>

### 3. Aravot: Khachkar Studios allocates \$10 million of \$100 million directly to the “Faithful” of the Armenian Eastern Diocese



In an unusual but forward-thinking approach, Khachkar Studios has announced the release of \$10 million to go directly to the “Faithful” of the Armenian Eastern Diocese. The allocation is part of the group’s large-scale \$100 million initiative aimed at revitalizing Judeo-Christian communities and improving measurable social outcomes.

The strategy centers on the idea that sustainable community improvement requires direct engagement with the individuals who participate most actively in parish life. Parishes or members who adopt Khachkar Studios’ Biblically grounded management and benchmarking “Framework” may qualify for up to \$500,000 over five years. The funding supports projects designed to raise weekly attendance and significantly increase Social Return on Investment (SROI).

The organization’s research shows that Armenian parishes currently generate a median SROI of 3.7x—much lower than comparable Orthodox communities. By focusing on transparency, financial discipline, and data-driven decision-making, Khachkar Studios aims to raise that number to 7.0x.

This systems-based approach is paired with a major education effort. The organization has prepared public resources—including videos, analyses, and concise summaries—to help parishioners understand the connection between financial health and community vitality. The goal is to help even those without formal financial training understand how parish operations can be strengthened.

What makes the initiative notable in philanthropic circles is its direct-to-community model. Rather than routing funds solely through centralized institutions, Khachkar Studios is channeling support directly to the people most invested in the daily life of the church. This is consistent with growing trends in philanthropy that emphasize grassroots empowerment and decentralized impact.

With Armenian parishes spanning dozens of U.S. cities and facing common challenges related to attendance, generational shifts, and organizational strain, this initiative could serve as a catalyst for widespread reform. If successful, it may offer a template for how faith-based philanthropy can blend spiritual mission with rigorous impact evaluation.

<https://en.aravot.am/2025/12/04/365149/>



#### **4. Armenian Life: Khachkar Studios allocates \$10 million of \$100 million directly to the “Faithful” of the Armenian Eastern Diocese**



*Our mission at Khachkar Studios: Empowering Judeo-Christian Faithful through a good news Biblically inspired world-class benchmarking and management excellence “Framework”.*

December 2, 2025

- 1. \$10 million of the \$100 million:** To advance our mission and as part of Khachkar Studios historically unprecedented \$100 million investment to revitalize U.S. Judeo-Christian faith, shepherded by 5,000 senior management hours of a Biblically inspired world-class benchmarking and management excellence “Framework”, we have allocated \$10 million to go directly to the “Faithful” of the Armenian Eastern Diocese to increase the number of “Faithful” regularly attending church and the Social Return on Investment (SROI).
- 2. \$500,000 per “Faithful”:** We are disbursing up to \$500,000 over the next 5 years directly to each of those “Faithful” or parishes of the Eastern Diocese that can help use the “Framework” to reach both our “Faithful” and SROI goals cited below. If you share our goals, contact us directly at [Faithful@khachkarstudios.com](mailto:Faithful@khachkarstudios.com).
- 3. Eastern Diocese Assessment within the “Framework”:** Regarding the assessment of the Eastern Diocese on the financial discipline of a Biblically inspired world-class benchmarking and management excellence “Framework”: best-in-class parishes and their “Faithful” have made commendable progress. The 4 large organizations under the Eastern Diocese umbrella (the Diocese, Endowment, FAR, and St. Nersess Armenian Seminary) have made a good start with the financial transparency part of the “Framework”.
- 4. Extraordinary BENEFITS:** To educate the “Faithful” about the extraordinary BENEFITS of financial discipline with a Biblically inspired world-class benchmarking and management excellence “Framework”, we are sharing publicly, including on our website, 6 assessments of the Eastern Diocese public materials: (i) Briefing Packet #6, (ii) one-page summary memo, (iii) 5-minute podcast, (iv) 7-minute video, (v) one-page financial overview, and (vi) 3-page donor analysis. See <https://khachkarstudios.com/update-1-ks-100m-investment/>.
- 5. “Faithful” education via media:** As part of the \$100 million investment, our team is leading a comprehensive “Faithful” education initiative, featuring content in all 19 Armenian news outlets and major U.S. media platforms, including: New York Times, Boston Globe, Washington Post, Sun Sentinel, Detroit Free Press, The North Jersey Record, and Chicago Tribune.
- 6. 2 years of research and analysis:** Over the past 2 years, we researched and analyzed the best practices of world-class benchmarks and an unparalleled number of both public and non-public documents from 2019 to 2025 across the spectrum of U.S. Armenian Christian religious bodies, including 106 U.S. Armenian parishes.
- 7. “Faithful” Goal of 6%:** We discovered a U.S. Armenian Christian Ecosystem where only 3% of Armenians regularly attend church (the “Faithful”), which is the bottom decile of peers, and where leaders hold a systemic misconception that 30% are “Faithful” and they are best of peers. This 30% systemic misconception hides the need for transformational change. Our goal is to double the number of “Faithful” within the next 5 years to 6%.
- 8. SROI Goal of 7.0x:** The median Social Return on Investment (SROI) of U.S. Armenian parishes is 3.7x, which is only 39% of the U.S. Orthodox parish peers’ 9.4x. Our goal for the Armenians is a 7.0x SROI within the next 5 years, achieved by directly working with and funding the “Faithful”.

<https://www.prnewswire.com/news-releases/update-1-khachkar-studios-allocates-10-million-of-100-million-directly-to-the-faithful-of-the-armenian-eastern-diocese-302629702.html>

## 5. Armenian Weekly: Khachkar Studios allocates \$10 million of \$100 million directly to the “Faithful” of the Armenian Eastern Diocese

Khachkar Studios has announced a new milestone in its sweeping effort to renew Armenian Christian life in the United States: the release of \$10 million to go directly to the “Faithful” of the Armenian Eastern Diocese. The funding comes from the organization’s previously unveiled \$100 million commitment to revitalizing Judeo-Christian communities.

The initiative centers on two urgent goals: increasing the number of Armenian Christians who attend church regularly and raising the Social Return on Investment (SROI) generated by parishes. After a two-year analysis of 106 Armenian parishes, Khachkar Studios determined that only 3% of Armenians attend church weekly, despite a widespread belief among leaders that the figure is much higher. The organization aims to boost attendance to 6% within five years.

Financially, the plan is designed to encourage collaboration with Khachkar Studios’ Biblically-rooted management “Framework,” a structured approach to benchmarking and financial discipline. Parishes or individuals who work within this “Framework” may qualify for up to \$500,000 over five years.

To support this effort, Khachkar Studios has released six public educational materials — including briefing packets, donor analyses and short audiovisual explainers — that highlight how financial transparency and disciplined management can strengthen both parish operations and spiritual life.

A major media campaign is also underway. Khachkar Studios will distribute educational content across all Armenian news outlets and leading American publications, hoping this broad exposure will help parishioners and community leaders appreciate the transformative potential of the “Framework.”

The message behind the initiative is clear: renewal begins with people, not institutions alone. By directing resources straight to the “Faithful,” Khachkar Studios is betting that energized, well-equipped parishioners can spark the cultural and spiritual revitalization long needed in the Armenian Christian diaspora.

<https://armenianweekly.com/2025/12/06/khachkar-studios-allocates-10-million-of-100-million-directly-to-the-faithful-of-the-armenian-eastern-diocese/>

## 6. Arminfo: Khachkar Studios allocates \$10 million of \$100 million directly to the “Faithful” of the Armenian Eastern Diocese



Khachkar Studios is expanding its faith renewal mission with a new funding effort that directs \$10 million to go directly to the “Faithful” within the Armenian Eastern Diocese. The initiative forms part of a broader \$100 million program designed to promote spiritual engagement and operational excellence across Judeo-Christian communities. At the heart of this effort is a Biblically rooted management “Framework” created to enhance financial stewardship, strengthen leadership practices, and increase measurable Social Return on Investment (SROI). Parishes or individuals who participate may receive up to \$500,000 in support over the next five years.

The initiative responds to a sobering reality: only 3% of Armenians in the United States attend church on a weekly basis. Khachkar Studios has set a goal to raise that number to 6%, believing that revitalized leadership and transparent governance can help restore trust and engagement within parish communities.

To facilitate this change, Khachkar Studios has released public educational materials explaining how financial discipline and operational benchmarking can build healthier parishes. These resources aim to empower clergy, parish councils, and lay volunteers with tools long used in high-performing organizations.

Khachkar Studios also emphasizes that the future of Armenian church life depends on aligning mission with measurable progress. By focusing on SROI—which currently sits at 3.7x—the organization seeks to strengthen not only attendance but also the broader impact parishes have on community wellbeing.

For faith-based leaders seeking to modernize their institutions, this initiative offers a model that blends traditional spiritual values with contemporary management approaches. It may also help address a persistent challenge facing churches today: reconnecting younger generations who expect transparency, accountability, and meaningful engagement from the institutions they support.

[https://arminfo.info/full\\_news.php?id=96814&lang=3](https://arminfo.info/full_news.php?id=96814&lang=3)

## 7. Asbarez: Khachkar Studios Allocates \$10 Million for Armenian Parishioners in the Eastern Diocese

**Asbarez**

Khachkar Studios, a philanthropic organization dedicated to revitalizing Judeo-Christian communities, has announced a substantial investment for Armenian churches across the Eastern United States. The group is directing \$10 million to go directly to the “Faithful,” its term for regular attendees of Armenian parishes in the Eastern Diocese.

The investment is part of an unprecedented \$100 million initiative aimed at boosting church attendance and improving financial discipline across Armenian parishes. The launch follows two years of research examining attendance trends and governance practices within the Armenian Christian community. The findings reveal a stark reality: only 3 percent of U.S. Armenians attend church regularly, far below common assumptions.

With parishes in cities such as Detroit, Chicago, Boston, and New York serving as cultural and spiritual hubs, the targeted investment aims to support grassroots renewal. Khachkar Studios plans to offer up to \$500,000 to parishes or individuals who collaborate with its Biblically inspired “Framework” to improve attendance and strengthen Social Return on Investment. The current median SROI is 3.7x, while the organization aims to raise it to 7.0x over the coming years.

To help guide this transformation, Khachkar Studios has released a collection of public analyses evaluating Eastern Diocese finances, governance structures, and transparency practices. These materials outline both areas of commendable progress and opportunities for improvement.

The organization is also launching an extensive media education effort across Armenian and major American news outlets, highlighting the benefits of financial transparency and data-driven decision-making in parish life. The outreach is intended to inspire renewed engagement—particularly among younger members of the diaspora.

Local parish leaders say the initiative could be a turning point for communities facing declining participation and financial strain. By channeling resources directly to active parishioners and their local churches, many hope this support will help strengthen programs, modernize operations, and make church involvement more accessible.

With demographic shifts and assimilation pressures challenging the vitality of Armenian parishes across the region, Khachkar Studios’ investment arrives at a crucial moment. Whether the initiative succeeds will depend on how effectively parishes activate their communities in response to this unprecedented support.

<https://asbarez.com/khachkar-studios-allocates-10-million-for-armenian-parishioners-in-the-eastern-diocese/>



## 8. Civilnet: Khachkar Studios allocates \$10 million to the development of communities in the Eastern Diocese of the Armenian Apostolic Church in the United States



*(Translated from Armenian)*

US-based Khachkar Studios [has announced](#) that it will direct \$10 million of its historic \$100 million investment package to the “believers” of the Eastern Diocese of the Armenian Apostolic Church in the United States. The goal is to increase church attendance and enhance the effectiveness of social programs.

According to the report, Khachkar Studios has expressed its willingness to provide up to \$500,000 over the next five years to individual believers or parishes in the Eastern Diocese that will implement the organization's special governance "Framework," a model of governance excellence inspired by biblical principles.

The organization has studied the activities of 106 Armenian parishes and religious institutions in the United States over the past two years (2019-2025). The studies have shown that:

- Currently, only 3% of Armenians living in the United States regularly attend church (although church leaders often believe that number is closer to 30%).
- The average Social Return on Investment (SROI) of Armenian parishes is 3.7x, which is significantly lower than the figure for US Orthodox churches (9.4x).

The initiative aims to double the number of believers to 6% within five years, and increase the SROI to 7.0x.

Khachkar Studios notes that the four major structures operating under the auspices of the Eastern Diocese (the Diocese, the Foundation, the FAR, and the St. Nerses Oratory) have already made a good start in terms of financial transparency.

A large-scale media campaign is planned to raise awareness about the project in 19 Armenian media outlets and leading American periodicals (New York Times, Boston Globe, Washington Post, etc.).

<https://www.civilnet.am/news/990259/>



## 9. Massis Post: Khachkar Studios Allocates \$10 Million of \$100 Million Directly to the “Faithful” of the Armenian Eastern Diocese

**MASSIS POST**

Khachkar Studios has announced a major step in its ongoing effort to strengthen Judeo-Christian faith communities across the United States. As part of its broader \$100 million commitment, the organization has now allocated \$10 million to go directly to the “Faithful” within the Armenian Eastern Diocese, with a goal of driving both spiritual engagement and stronger community outcomes.

This new investment is grounded in two years of research into parish operations, attendance patterns, and the organizational health of Armenian Christian institutions. The findings show that only 3% of Armenians in the U.S. attend church weekly—a figure significantly lower than leaders have long assumed. Khachkar Studios is targeting a rise to 6% within five years.

Rather than working strictly through diocesan structures, the organization is adopting a direct-to-community funding model. Parishes or individuals who adopt its Biblically inspired management “Framework” may qualify for up to \$500,000 to develop initiatives that increase participation and strengthen Social Return on Investment (SROI). The current median SROI of 3.7x indicates substantial room for improvement.

Khachkar Studios is also publishing educational materials designed to help parishioners understand the benefits of transparent governance and disciplined financial stewardship. These resources aim to make best practices more accessible to communities that may not have formal training in management or analytics.

A nationwide media campaign will accompany the rollout, ensuring that Armenian communities and the broader public understand the scale and objectives of the initiative. Leaders involved in the project believe the combination of direct investment, measurable goals, and community-focused engagement could serve as a model for similar faith-based revitalization efforts across the country.

As demographic changes and cultural assimilation continue to challenge traditional parish life, this \$10 million allocation represents an attempt to reshape how religious renewal is supported. By focusing on the “Faithful” themselves, Khachkar Studios hopes to empower the people who are most committed to sustaining their spiritual and cultural heritage.

<https://massispost.com/2025/12/khachkar-studios-allocates-10-million-of-100-million-directly-to-the-faithful-of-the-armenian-eastern-diocese/>

## 10. News AM: Khachkar Studios allocates \$10 million of \$100 million directly to the “Faithful” of the Armenian Eastern Diocese

**NEWS.am**

Khachkar Studios has taken a significant step in its previously announced \$100 million initiative to strengthen Judeo-Christian communities across the United States. In its latest update, the organization confirmed the allocation of \$10 million to go directly to the “Faithful” of the Armenian Eastern Diocese, marking what it describes as a transformational push to increase church participation and enhance measurable social impact.

The move is part of a larger effort built on two years of research into attendance patterns, parish performance, and financial transparency across the Armenian Christian ecosystem. According to the findings, only 3% of U.S. Armenians regularly attend church—a figure that places the community at the bottom among peer groups. Khachkar Studios aims to double that number to 6% within five years.

This \$10 million disbursement is structured to support both individuals and parishes that collaborate with Khachkar Studios’ Biblically inspired management “Framework”—a benchmarking model the organization views as central to revitalization efforts. Eligible “Faithful” or parishes may receive up to \$500,000 over five years if they contribute to improving attendance and raising Social Return on Investment (SROI), which currently stands at a median 3.7x. The new target is a 7.0x SROI.

Khachkar Studios has also released a series of public assessments—from short memos to in-depth analyses—highlighting the importance of financial discipline and transparent governance across the Eastern Diocese’s key institutions. These include the Diocese, Endowment, FAR, and St. Nersess Seminary, all of which have begun implementing aspects of the “Framework.”

The organization is rolling out a broad communication effort across Armenian and major U.S. media outlets to promote understanding of the initiative. The goal is to encourage clergy, donors, and parishioners to embrace a culture of measurement and accountability.

Leaders at Khachkar Studios argue that longstanding assumptions have obscured the need for change, particularly the widespread belief that 30% of Armenians regularly attend services. By channeling funds directly to the people most engaged in parish life—and supporting them at unprecedented levels—they believe community transformation is now achievable.

<https://news.am/eng/news/918907.html>



## 11. Noyan Tapan: Khachkar Studios allocates \$10 million of \$100 million directly to the “Faithful” of the Armenian Eastern Diocese



Khachkar Studios’ decision to direct \$10 million to go directly to the “Faithful” of the Armenian Eastern Diocese may prove to be one of the most consequential moves in the modern era of the Armenian-American church.

For years, declining attendance has threatened the vitality of Armenian parishes. The assumption that roughly 30% of Armenians attend church regularly has masked the more sobering reality: only 3% do. That gap has prevented communities from grasping the scale of the crisis and taking meaningful action.

Khachkar Studios is pushing for a different approach—one grounded in transparency, measurement, and direct community engagement. The organization plans to distribute up to \$500,000 to parishes or individuals who adopt its Biblically rooted management “Framework,” which emphasizes financial discipline and data-driven planning.

Critics may say that change should come from leadership, not individuals. But the truth is that parish life is sustained by the people who attend services, support programs, volunteer their time, and raise the next generation within the church. Investing directly in them acknowledges where renewal truly begins.

The goal is ambitious: double participation to 6% and significantly raise Social Return on Investment (SROI). Yet the approach is grounded in practical steps—strengthening parish operations, improving financial reporting, and empowering communities to make informed decisions about their future.

Some may resist this shift, especially those accustomed to traditional structures. But the Armenian church in America stands at a crossroads. Without bold action, assimilation and demographic decline will continue to erode community life.

Khachkar Studios’ investment represents a rare opportunity—a chance to rebuild from the ground up by supporting the individuals who keep the faith alive. Whether the community embraces this moment may determine the trajectory of Armenian spiritual life for the next generation.

<https://www.nt.am/en/news/348284/>



## 12. Oragark: Khachkar Studios allocates \$10 million of \$100 million directly to the “Faithful” of the Armenian Eastern Diocese



As Armenian communities across the U.S. work to preserve language, heritage, and faith traditions, Khachkar Studios has announced an initiative that aims to reinforce all three. The organization is releasing \$10 million to go directly to the “Faithful” of the Armenian Eastern Diocese as part of a sweeping \$100 million effort to reinvigorate spiritual and cultural life.

Armenian parishes have long served as centers of identity for immigrant families and their descendants. But recent research shows that only 3% of Armenians regularly attend church – raising concerns about long-term cultural continuity. Khachkar Studios hopes to double that percentage by investing directly in parish members who are committed to strengthening community ties.

Eligible parishes or individuals who adopt the group’s Biblically inspired management “Framework” may receive up to \$500,000 over five years. The funding is designed to support projects that increase attendance while enhancing Social Return on Investment (SROI), a measure of community impact.

The “Framework” emphasizes transparent financial practices and outcome-based decision-making. These principles are intended to help parishes organize programs more effectively, manage resources responsibly, and deepen engagement among families—especially younger generations at risk of disconnecting from Armenian heritage.

Khachkar Studios is also expanding its educational outreach, distributing public analyses and multimedia materials that explain the connection between strong financial systems and thriving community life. This content aims to help parishioners understand how disciplined management can support cultural preservation.

For many Armenian-Americans, the initiative provides a timely boost. With assimilation pressures increasing and generational divides widening, directing substantial resources to the “Faithful” signals a strong commitment to sustaining both spiritual practice and cultural identity for decades to come.

<https://www.oragark.com/khachkar-studios-allocates-10-million-of-100-million-directly-to-the-faithful-of-the-armenian-eastern-diocese/>

### 13. PanArmenian.Net: Khachkar Studios allocates \$10 million of \$100 million directly to the “Faithful” of the Armenian Eastern Diocese



PanARMENIAN.Net - Khachkar Studios has issued its first major update on the rollout of its \$100 million nationwide initiative to strengthen Judeo-Christian life. The headline announcement is clear: \$10 million to go directly to the “Faithful” of the Armenian Eastern Diocese. This marks a rare, people-centered investment focused on revitalizing parish life throughout the diaspora.

The initiative seeks to confront two longstanding challenges: low weekly church attendance and underperformance in Social Return on Investment (SROI) across Armenian parishes. After examining data from more than 100 parishes, Khachkar Studios found that only 3% of U.S. Armenians attend services regularly—far below the commonly cited but inaccurate estimate of 30%. The organization’s goal is to lift the participation rate to 6% within five years.

To achieve this, Khachkar Studios is offering up to \$500,000 in support to parishes or individuals who engage with the group’s Biblically inspired management “Framework.” The “Framework” emphasizes financial transparency, benchmarking, and measurable outcomes—tools that the organization believes are essential for sustainable renewal. Early steps toward implementing these practices have already begun within the Diocese, including its major institutions.

As part of its education campaign, the organization has released several public resources, ranging from briefing packets to donor analyses and short videos, designed to help parishioners and community leaders understand how disciplined management can strengthen spiritual life.

Khachkar Studios is also preparing a wide-reaching media effort across all Armenian news outlets and major American newspapers. The aim is to spark renewed interest in parish involvement, especially among younger and less-engaged members of the community.

For many in the Armenian diaspora, where preserving faith, culture, and identity is an ongoing challenge, this initiative represents a significant opportunity. By directing funding directly to the “Faithful,” Khachkar Studios is signaling that the future of parish life rests not only on institutions, but on the individuals and families who sustain them week after week.

<https://www.panarmenian.net/eng/news/328726/>

## 14. Public Radio of Armenia: Khachkar Studios allocates \$10 million of \$100 million directly to the “Faithful” of the Armenian Eastern Diocese



Khachkar Studios has announced a major new phase in its ambitious effort to revive church engagement within U.S. Armenian communities. As part of its broader \$100 million commitment to strengthening Judeo-Christian life nationwide, the organization is now releasing \$10 million to go directly to the “Faithful” of the Armenian Eastern Diocese.

The initiative focuses on a data-driven diagnosis: Armenian churches in the U.S. face record-low weekly attendance. Only 3% of Armenians are considered “Faithful”—a figure dramatically lower than most peer Christian communities. Khachkar Studios aims to double that number to 6% over the next five years, and views direct funding to parishioners and parishes as a key path forward.

What makes this effort unusual is its bottom-up structure. Instead of directing funds solely through church leadership or diocesan institutions, Khachkar Studios is empowering individuals and local parish communities. Parishes or “Faithful” who agree to adopt the organization’s Biblically grounded management “Framework” may qualify for up to \$500,000 over five years. The objective is to support programs and initiatives that drive measurable growth in attendance and social impact.

This “Framework” has been developed through thousands of hours of benchmarking research into best practices across global Orthodox and Christian institutions. Leaders at Khachkar Studios argue that transparent governance, rigorous financial discipline, and clear measurement systems are indispensable for sustaining parish life in an increasingly secular environment.

To help guide communities through this transformation, Khachkar Studios has released an array of educational resources, including analyses, videos, and summaries aimed at making financial and organizational concepts more accessible to everyday parishioners. The organization also plans to expand its media outreach to spotlight the initiative’s progress and results.

Community response is building. Many parish members see the investment as a long-awaited acknowledgment that revitalization requires direct engagement with the people who show up every week. Others hope the initiative will help younger Armenians reconnect with their spiritual and cultural heritage.

With this \$10 million activation, Khachkar Studios is doubling down on the belief that the future of Armenian Christian life depends not only on institutions, but on the lived commitment of its “Faithful.”

<https://en.armradio.am/2025/12/05/khachkar-studios-allocates-10-million-of-100-million-directly-to-the-faithful-of-the-armenian-eastern-diocese/>



## 15. Tert Am: Khachkar Studios allocates \$10 million of \$100 million directly to the “Faithful” of the Armenian Eastern Diocese

Khachkar Studios’ decision to deploy \$10 million to go directly to the “Faithful” of the Armenian Eastern Diocese is more than a financial move—it’s a signal that the future of religious life may depend on shifting power and responsibility to the people themselves.

For decades, Armenian parishes in the U.S. have struggled with low weekly attendance. Despite a common perception that nearly one-third of Armenians are regular churchgoers, rigorous analysis shows the actual number is closer to 3%. That discrepancy has allowed the problem to persist without meaningful intervention.

Khachkar Studios is attempting to break that cycle. By distributing funds directly to parishioners and local parishes willing to adopt a Biblically inspired performance “Framework,” the organization seeks to double attendance and raise Social Return on Investment (SROI) from 3.7x to 7.0x within five years. It’s a bold, measurable, outcome-based approach—something religious institutions rarely embrace.

Critics may wonder whether funding individuals can truly shift cultural habits. But supporters argue that the initiative recognizes an often-ignored truth: renewal doesn’t come from administrative offices. It comes from the people who show up, volunteer, donate, and carry the community on their shoulders.

The inclusion of strict benchmarking and transparency standards may also push parishes to modernize. Many churches—Armenian or otherwise—have long relied on informal processes. A structured “Framework” could help communities identify what works, what doesn’t, and where resources should go.

Khachkar Studios is also planning a large-scale education campaign, aiming to make financial literacy and organizational discipline accessible to everyday parishioners. This is a step that could democratize knowledge that has historically been confined to clergy or board members.

The strategy is not without risks. Cultural transformation is notoriously slow, and skepticism may arise from those who prefer traditional methods. But if even a portion of the goals are achieved, this initiative could serve as a blueprint for other faith communities navigating similar challenges.

What’s clear is that Khachkar Studios is betting on people—the “Faithful”—as the true agents of change. And perhaps that’s exactly where renewal needs to begin.

<https://tert.am/en/news/2025/12/04/khachkar-studios/4252286>

## 16. The Armenian Report: Khachkar Studios Allocates \$10 Million of \$100 Million Directly to the “Faithful” of the Armenian Eastern Diocese



Khachkar Studios has launched an unusual strategy within the world of religious philanthropy: giving \$10 million to go directly to the “Faithful” as part of its larger \$100 million initiative to rebuild Armenian Christian participation in the U.S. The move raises an important question—can direct community funding succeed where traditional top-down approaches have stalled?

A two-year review of 106 Armenian parishes uncovered sobering trends. Weekly attendance is far lower than perceived, with only 3% of Armenians regularly participating in liturgical life. The assumption that closer to 30% attend has masked long-term decline and delayed action. Khachkar Studios believes acknowledging this reality is the first step toward solving it.

Their solution revolves around a Biblically grounded performance “Framework” combining financial transparency, benchmarking, and measurable outcomes. Parishes or individuals willing to adopt the model may receive up to \$500,000 in support. The target: doubling weekly attendance to 6% and raising Social Return on Investment (SROI) from 3.7x to 7.0x in five years.

The approach resembles modern social-impact strategies more than traditional nonprofit funding. It emphasizes accountability, data, and results—not just intentions. Education is also central. Khachkar Studios has released detailed public materials explaining how improved financial discipline can strengthen parish operations, donor confidence, and community programming.

Critics might ask whether institutional reform can truly be sparked from the bottom up. But supporters argue that the initiative acknowledges a long-standing truth: renewal depends on the people who attend, volunteer, and build parish life every week.

If the model succeeds, it could reshape how diaspora communities approach cultural and religious preservation. More importantly, it could demonstrate that faith institutions can adapt by adopting the same analytical rigor found in successful civic and nonprofit organizations.

<https://www.thearmenianreport.com/post/khachkar-studios-allocates-10-million-of-100-million-directly-to-the-faithful-of-the-armenian-ea>



## 17. The California Courier: Khachkar Studios allocates \$10 million of \$100 million directly to the “Faithful” of the Armenian Eastern Diocese



A major new opportunity is emerging for young Armenian-Americans seeking to reconnect with their spiritual and cultural roots. Khachkar Studios has announced that \$10 million to go directly to the “Faithful” of the Armenian Eastern Diocese will be released as part of its \$100 million initiative to strengthen Judeo-Christian faith communities.

For the younger generation—many of whom have grown distant from church life—this initiative offers a chance to play an active role in revitalizing their local parishes. Khachkar Studios aims to double the number of weekly churchgoers from 3% to 6% within five years and is offering up to \$500,000 to parishes or individuals who use the organization’s Biblically inspired management “Framework” to develop high-impact programs.

This approach encourages youth-driven projects: leadership training, community service initiatives, digital media outreach, cultural events, and faith-based educational programs. Because the funding is directed straight to the “Faithful,” young people have a real opportunity to shape the future of their communities rather than waiting for institutional change from above.

The “Framework” emphasizes transparency, data-backed decisions, and clear goals—all principles that resonate with younger generations who value accountability. Khachkar Studios has also released accessible educational materials to help newcomers understand financial stewardship and effective community building.

Many Armenian-American youth advocates believe the initiative could help reverse the generational drift seen in many parishes. They note that young people often crave community and purpose but struggle to find a meaningful role within traditional church structures. By investing directly in those who want to make a difference, Khachkar Studios is opening the door for youth leadership and innovation.

With this new funding push, young Armenians may find themselves at the forefront of a historic revitalization of parish life—one rooted in faith, community, and a shared desire to build something lasting for future generations.

<https://www.thecaliforniacourier.com/khachkar-studios-allocates-10-million-of-100-million-directly-to-the-faithful-of-the-armenian-eastern-diocese-2/>



## 18. Zartonk: Khachkar Studios Directs \$10 Million To “Faithful” Of Armenian Eastern Diocese In Major Step Of \$100 Million Nationwide Revitalization Initiative

Khachkar Studios has launched a major new phase of its \$100 million nationwide Judeo-Christian revitalization initiative by directing \$10 million straight to the “Faithful” of the Armenian Eastern Diocese to strengthen Armenian Christian life across the Diocese. Supported by 5,000 senior management hours invested in its Biblically inspired, good news, world-class benchmarking and management excellence “Framework,” the initiative applies a bottom-up structure that distributes support directly to individuals and parishes rather than relying solely on institutional leadership, with the goal of doubling weekly Armenian church attendance from 3 percent to 6 percent and raising parish Social Return on Investment through transparent, measurable, and community-driven reforms.

Khachkar Studios emphasizes that this direct-to-“Faithful” model is central to its broader mission to empower Judeo-Christian Faithful and advance parish revitalization and cultural continuity across Armenian communities. The organization frames this approach as a corrective to long-standing challenges within U.S. Armenian Christian life, strengthening local parish engagement while operationalizing its Biblically inspired world-class “Framework” to guide how communities participate in sustaining and improving their churches.

Research into 106 Armenian parishes revealed urgent challenges. Only 3 percent of Armenians attend church weekly, far fewer than community leaders have long believed. Many leaders have held a long-standing misconception that 30 percent are “Faithful,” which has obscured the need for transformational change. Khachkar Studios found that the 3 percent figure places Armenian parishes in the bottom decile of peers. Over the past two years, the organization researched and analyzed best practices across world-class benchmarks and reviewed an unparalleled number of public and non-public documents from 2019 to 2025 across the spectrum of U.S. Armenian Christian institutions.

Khachkar Studios aims to achieve 6 percent weekly attendance within five years. The organization also identified that the median Social Return on Investment of U.S. Armenian parishes is 3.7x, which is 39 percent of the 9.4x median among U.S. Orthodox peers. As part of its initiative, Khachkar Studios has set a parish SROI goal of 7.0x within five years. These goals are designed to drive measurable growth in attendance and measurable improvement in social impact.

To qualify for up to \$500,000 in support over the next five years, parishes or individuals must adopt the Khachkar Studios “Framework,” which emphasizes transparency, financial discipline, and measurable progress. Those who share these goals may contact [Faithful@khachkarstudios.com](mailto:Faithful@khachkarstudios.com). Leaders at Khachkar Studios stress that transparent governance, rigorous financial discipline, and clear measurement systems are essential for sustaining parish life in an increasingly secular environment.

As part of the assessment within the “Framework,” Khachkar Studios noted that best-in-class parishes and their “Faithful” have made commendable progress. The four major organizations under the Eastern Diocese umbrella — the Diocese, the Endowment, FAR, and St. Nersess Armenian Seminary — have taken important initial steps in improving financial transparency.

Khachkar Studios has also launched a broad educational initiative to explain how financial health and organizational structure directly affect spiritual life. The organization has released explanatory videos, reports, and analyses to guide parishioners and clarify the benefits of financial discipline within the “Framework.” To support this effort, six assessments of Eastern Diocese public materials have been published, including Briefing Packet 6, a one-page summary memo, a five-minute

podcast, a seven-minute video, a one-page financial overview, and a three-page donor analysis. These materials are available at [khachkarstudios.com](http://khachkarstudios.com).

Khachkar Studios is conducting a comprehensive “Faithful” education campaign across all nineteen Armenian news outlets and major U.S. media platforms, including the New York Times, Boston Globe, Washington Post, Sun Sentinel, Detroit Free Press, The North Jersey Record, and Chicago Tribune. The organization also plans to expand its media outreach to spotlight the initiative’s progress and results as programs develop.

Community response is building. Many parish members see the investment as a long-awaited acknowledgment that revitalization requires direct engagement with the people who show up each week. Others hope the initiative will help younger Armenians reconnect with their spiritual and cultural heritage. Many across the Eastern Diocese view the project as an opportunity to address long-standing challenges, attract younger families, and build a stronger sense of belonging within parish life.

By directing funds straight to the “Faithful,” Khachkar Studios signals its belief that the future of Armenian Christian life depends not only on institutions, but on the lived commitment of those who participate, volunteer, and sustain their churches each week.

<https://zartonkmedia.com/2025/12/06/khachkar-studios-directs-10-million-to-faithful-of-armenian-eastern-diocese-in-major-step-of-100-million-nationwide-revitalization-initiative/>