

Saints Sahag & Mesrob Armenian Church Providence, RI, USA

Reduced Transcript (5 Minutes): 2025 Financial Transparency Overview

Cover Page

Today I will present the 2025 Financial Transparency Overview of Saints Sahag & Mesrob Armenian Church in Rhode Island.

Saints Sahag & Mesrob has been recommended and is being vetted as a Khachkar Studios pilot church.

We have four key takeaways: 1. The extraordinary BENEFITS of our financial framework; 2. The world-class benchmarks in financial transparency; 3. Our 2025 Financial Transparency Profile and SROI; and 4. The seven concrete steps to grow the “Faithful” by 100% in five years.

1. **Page 1 – Intro**

Saint Sahag & Mesrob Armenian church has been recommended and is being vetted as a pilot to increase the number of U.S. Armenian Sunday church parishioners – the “Faithful” by 100%.

2. Page 2 – BENEFITS Framework

The mnemonic BENEFITS captures what financial discipline and world-class benchmarking can deliver.

B – Biblically inspired financial wisdom. E – Educate communities never taught financial discipline. N – Attract high-value new “Faithful”. E – Build environments of trust, not dysfunction. F – Strengthen financial position and performance. I – Anchor identity in intellectual integrity. T – Build track record-based decisions. S – Develop high-value, lead-by-example stewards.

A powerful sentence from the Evangelical Council for Financial Accountability, repeated to its 2,500 members: "Accountability accelerates Biblical wisdom." And, two power questions asked by the Catholic Leadership Institute. “Are you aware? Do you care?”

3. Page 3 – Sunday attendance

Premier institutions – from Pew Research Center to the Hartford Institute, to the Association of Statisticians of American Religious Bodies – consistently identify Sunday attendance as the single most important indicator of church health, and six world-class pilot churches are already publishing it publicly every week.

4. Page 4 - T.A.P

Organizations like OMS, CLI, and ECFA set the gold standard for transparency, accountability, and performance – and six Khachkar Studios pilot churches are now joining them.

5. Page 5 - Financial Transparency & Parish Growth

A 2025 survey of 35,000 U.S. Catholic parishioners reveals a striking finding: financial transparency is one of the strongest predictors of whether parishioners recommend their parish, with a correlation of 0.94.

The results are clear: in parishes with no financial transparency, only 20% strongly recommend. In parishes with excellent financial transparency, 87% strongly recommend. The message is unambiguous – only those willing to pursue financial discipline at a world-class level will see transformational results.

6. Page 6 - Correlation Between Total Spending per "Faithful" and "Faithful" % of Capacity

Across 37 U.S. Armenian parishes, the data shows a moderately negative correlation of -0.45 between spending per "Faithful" and capacity utilization – more money does not equal more people in the pews.

7. **Page 7 – Introducing SROI**

SROI – Social Return on Investment – measures how effectively a church converts spending into faith and community, calculated in 2026 as average Sunday “Faithful” multiplied by \$20,000, divided by total annual spending.

8. Page 8 - Saints Sahag & Mesrob: 2025 Financial Profile

The heart of our transparency overview in the 2025 Financial Profile. The financial position of this church is, by any measure, exceptional: Financial Assets of \$14.5 million – 14 times the Orthodox benchmark. Financial Assets per “Faithful” of \$193,454 versus \$4,207 for peers. Total Income is 484% of Total Spending.

Yet the “Faithful” metrics tell a different story. Only 75 average Sunday attendees – versus a benchmark of 147 – and that number declined by 13 from 2024 to 2025, while peers grew by 24. Spending per “Faithful” is \$6,549 – three times the benchmark. Capacity utilization is 18% versus 69%. And, Social Return on Investment is 3.1x versus 9.4x for peers.

The financial capacity is clearly there. The opportunity now is to ensure it translates into a growing and engaged “Faithful”.

9. Page 9 - Rhode Island Context

Across all three Rhode Island Armenian churches combined, the median “Faithful” stands at 242 – just 4.2% of the 5,806 Armenians in Rhode Island.

Among the youngest generation, 18-to-29-year-old female “Faithful”, there are only 5 across all three churches – representing 1.1% of that age group, versus a U.S. Protestant and Catholic benchmark of 31% to 32%.

The urgency for focused outreach in this demographic cannot be overstated.

10. Page 10 & 11 - Seven Steps to 100% Growth in Five Years

The first two steps to grow the “Faithful” by 100% involve weekly Sunday attendance transparency. The third step is weekly Saturday "Bring a Friend. Bring a Family Member." invitation videos. Step four requires building monthly outreach plans for both age groups 18 to 29, and 30 and above.

Steps five to seven are the financial transparency steps. They include 5-year historical and 5-year projected financial and attendance data; independently audited financial statements; and share quarterly information.

11. Annex 1 – Rhode Island Armenian Population 1980 to 2020

Regarding Rhode Island, it is one of only two U.S. states where the Armenian population has actually declined – down 7% since 1980 – while all other states grew by 120%, making this work especially urgent.

12. Annex 2 – Khachkar Studios and Affiliates Historical Support

For full financial transparency, Khachkar Studios and its affiliates have provided \$321,133 in support to Sts. Sahag & Mesrob Armenian Church, including \$41,833 in 2025 alone, which was 26% of 2025 church-related income.

13. Annex 3 – 2025 Budget vs. Actual Numbers

Annex 3 shows 2025 actual results significantly exceeded budget due to investment income outperformance, highlighting an opportunity to improve financial forecasting accuracy.

14. Closing - Cover

We began with four takeaways, and they come together clearly: exceptional financial resources, a real gap in “Faithful” numbers and SROI, a declining Armenian population in Rhode Island – and a proven seven-step path that pilot churches are already using to work toward 100% growth in the “Faithful” over the next five years.

Thank you. For more information, please visit the Saints Sahag page on the Khachkar Studios website.