



Khachkar Studios Briefing Packet #5 Retention Quiz – Press Release

Date: _____

Location: _____

This quiz should take approximately 10 minutes to complete (~1 minute per question). The minimum passing grade is 9 correct answers (90+%).

- 1. How is this investment described in the context of religious philanthropy?**
 - A. The smallest religious investment in U.S. history
 - B. Comparable to military spending
 - C. One of the largest philanthropic investments in modern history to advance Judeo-Christian faith
 - D. A routine budget adjustment
 - E. None of the above

- 2. By what percentage does Khachkar Studios' \$100 million investment surpass the total religious spending of the four largest Armenian-founded foundations over the past 23 years?**
 - A. 100%
 - B. 250%
 - C. 400%
 - D. 500%
 - E. 623%

- 3. How many skill areas are included in the management support?**
 - A. 8
 - B. 9
 - C. 10
 - D. 11
 - E. 12

- 4. How many Body Parts are in the U.S. Armenian Christian Ecosystem?**
 - A. 5
 - B. 7
 - C. 10
 - D. 11
 - E. 12

- 5. What is the percentage of “Faithful” among U.S. Armenian Churches?**
 - A. 10%
 - B. 7%
 - C. 3%
 - D. 23%
 - E. 50%



- 6. A systemic misconception is that church attendance among Armenian Americans is as high as what percentage?**
 - A. 10%
 - B. 15%
 - C. 25%
 - D. 35%
 - E. 60%

- 7. What is the SROI goal for the U.S. average "Good News" Pilot mentioned in the near-term goals?**
 - A. 2.0x
 - B. 3.0x
 - C. 4.0x
 - D. 6.0x
 - E. 7.0x

- 8. How many weeks of church-related income might the pilot funding represent?**
 - A. 2
 - B. 10
 - C. 16
 - D. 20
 - E. 26

- 9. How many variables are studied to assess pilot performance gaps?**
 - A. None
 - B. 1
 - C. 19
 - D. 100
 - E. Not disclosed

- 10. The initiative draws on how many years of Armenian Church-related materials, and has identified how many pervasive traits that yield $\leq 0\%$ SROI?**
 - A. 10 years and 7 pervasive traits
 - B. 25 years and 4 pervasive traits
 - C. 45 years and 2 pervasive traits
 - D. 69 years and 10 pervasive traits
 - E. 100 years and 50 pervasive traits