

## **Khachkar Studios Introduces New \$10,000 EMPOW Awards for Empowering Armenian Christian Media**

### **\$250,000 for 2025 EMPOW Awards from the Historically Unprecedented \$10+ Million “Good News” Support**

To help guide Khachkar Studios in making each decision, given the responsibility to ensure that every dollar of this historically unprecedented US\$10+ million is spent to increase Non-Holiday Badarak Faithful (NHBF – “The Faithful”), we will ask this one question: “What is the Social Return on Investment (SROI) and where does it rank – by percentile – among both Armenian and non-Armenian benchmarks?”

*(See New Philanthropy Benchmarking: Wisdom for the Passionate for SROI framework education.)*

### **Briefing Packet #3: EMPOW Awards - May 1, 2025**

*Save and Share the EMPOW Briefing Packet:*  
<https://khachkarstudios.com/Empow-Briefing-Packet/>



#### **TABLE OF CONTENTS:**

<b>#</b>	<b>Title</b>	<b>Page</b>
1.	<b>Major Armenian Philanthropic Benefactors - Summary Table of Armenian Church Related Contributions</b>	2
2.	<b>The 3% “Faithful” in a U.S. Armenian Christian Ecosystem 12 Body Parts - Currently Underperforming with Extraordinary Potential: 2024</b>	3
3.	<b>Informational Readings 1957-2024: Armenian Diaspora Stewardship</b>	4
4.	<b>Armenian Diaspora Actual Fieldwork vs. Self-Reported Surveys 1998-2024: Church Related Questions - Summary</b>	5
5.	<b>Summary Per Church Numbers: KPI #1, KPI #2, KPI #3, and KPI #4</b>	6
6.	<b>Khachkar Studios U.S. Armenian Christian - Ecosystem Quiz</b>	7

Attachment #1

**Major Armenian Philanthropic Benefactors - Summary Table of Armenian Church Related Contributions**

Analysis of 59 annual U.S. 990 tax forms (2001 to 2023) and historical research

#	Foundation <sup>(1)</sup>	Total Contributions	Armenian Church		Years covered	# of Years covered	Armenian Church Related Contributions Annual Average	Latest Year Reported		
			Related Contributions	Armenian Church Related % of Total				Total Contributions	Armenian Church Related Contributions	Armenian Church Related % of Total
1	Alex and Marie Manoogian Foundation	\$86,263,524	\$11,945,615	14%	2001-2021	21	\$568,839	\$1,134,000	\$124,000	11%
2	The H Hovnanian Family Foundation	\$82,262,463	\$2,492,720	3%	2001-2023	23	\$108,379	\$9,785,103	\$25,000	0%
3	JHM Charitable Foundation <sup>(2)</sup>	\$36,115,388	\$367,000	1%	2014-2023	10	\$36,700	\$6,027,431	\$65,000	1%
4	The Lincy Foundation <sup>(3)</sup>	\$620,845,483	\$1,245,000	0%	2006, 2008-2011	5	\$249,000	\$251,741,591	\$0	0%
<b>Total</b>		<b>\$825,486,858</b>	\$16,050,335	<b>2%</b>		<b>59</b>	<b>\$962,918</b>	\$268,688,125	\$214,000	<b>0%</b>

5 **Alexander Mantashyants:** Contribution to build the Armenian Church of Saint John the Baptist (Paris) in 1904 is estimated to be the equivalent to €750,000.

6 **Calouste Gulbenkian Foundation:** The Annual Reports of the last 10 years were reviewed and no references to Armenian Christian or religious support were found. The latest Annual Report with disclosure available is from 2021, with a total of €100 million overhead costs, around 3% of which related to Armenia and none related to Armenian churches. The contribution to build the St. Sarkis Armenian Church (London) in 1923 is estimated to be the equivalent to £2.1 million; however, importantly, ownership of the property remains with the Gulbenkian Trust, not the Armenian community. In 1932, Calouste Gulbenkian donated \$400,000 for the restoration of the bell tower of St. Echmiadzin in Armenia.

Notes:

- 1) Supporting data sourced from the U.S. 990 tax forms.
- 2) JHM Charitable Foundation: John and Hasmik Mgrdichian Foundation.
- 3) The Lincy Foundation: founded by Kirk Kerkorian.
- 4) Manoogian Simone Foundation: the latest year with disclosed individual contributions is 2020, with a total of \$6,776,654 contributions, of which zero to Armenian church related entities.

Attachment #2

## The 3% “Faithful” in a U.S. Armenian Christian Ecosystem 12 Body Parts Currently Underperforming with Extraordinary Potential: 2024

“Faithful” defined as those who attend Armenian church on non-holidays.  
Percentages are of U.S. Armenian group.

**2%** of major Armenian Philanthropist donations to Armenian religious activities (2001 to 2023). (2.)

**10%** of Armenians under the age of 18 attending accredited Armenian schools or Sunday/Saturday school. (7.)

**2%** religious content in Armenian theme major international films (1982-2023) (3.)

**3% Armenians “Faithful” (1.)**  
Armenian churches in the U.S. ranked in the bottom decile – next to last place – among the 24 U.S. Orthodox Christian groups in regular weekly attendance % of adherents in both 2010 and 2020.

**0%** reading the Bible daily (8.)

**3%** of articles have religious content in 18 Armenian English language news outlets (2024 sample) (4.)

**0%** attending Bible study classes (9.)

**0%** church leadership managing with benchmarking and best practices (10.)

**5%** of advertisements have religious content in 18 Armenian English language news outlets (2024 sample) (5.)

**0%** of church role models non-work hours participating in church activities training and retention % (11.)

**6%** religious content in 321 Armenian Documentaries (1930-2024) (6.)

**5%** SROI, which is 30% of U.S. Orthodox Christian church average 16% SROI. (12.)

Notes: (a) “Faithful”: Non-Holiday Badarak Faithful, which is Khachkar Studios Key Performance Indicator #1, KPI #1. (b) Numbers are rounded to an integer. (c) SROI: Social Return on Investment. (d) Orthodox Christian SROI is currently undergoing further vetting. (e) For Ecosystem body parts 10 and 11, the analyzed materials are from 1957 to 2024. (f) See Khachkar Studios webpage “Analyses” for additional information.

# Informational Readings 1957-2024: Armenian Diaspora Stewardship

Armenian Church Related							
#	#	Church Related	Focus Group / Survey	Date	Author	Sponsoring Org.	Title
1	1	Yes		May 2025	Khachkar Studios	Khachkar Studios	Briefing Packet #3: EMPOW Awards
2	2	Yes		April 2025	Khachkar Studios	Khachkar Studios	Briefing Packet #2: Pilots
3	3	Yes		January 2025	Khachkar Studios	Khachkar Studios	Briefing Packet #1: Learn How
4	4	Yes		September 2024	Ji-Analytics	Ji-Analytics	Ji-Analytics. Armenian Focused Strategic Plan Next 25 Years: 2025 to 2050
5	5	Yes		February 2024	Stepan Piligian	Armenian Weekly	A new approach to save our declining Sunday schools. Armenian Weekly
6	6	Yes		2024	Aram I of the Great House of Cilicia	Eastern Prelacy	Year of Human Resources Preparation. Prelacy. Message of His Holiness Catholicos Aram I of the Great House of Cilicia
7				2012 - 2024	AMAA	AMAA	Armenian Missionary Association of America: Annual Reports
8	7	Yes		2018-2023	Eastern Diocese of the Armenian Church of America	Eastern Diocese of the Armenian Church of America	Annual Donor Report
9				July 2023	Ji-Analytics	Ji-Analytics	Ji-Analytics HVA #575. Armenian Government, Peers, and 67 Non-Profits.
10	8	Yes		2023	Laura L. Constantine	AGBU	Keeping the Faith: The ties that bind modern Armenians to their ancient Christian Church. CONSTANTINE, Laura L.
11				1992 - 2023	HAAF	HAAF	Hayastan All Armenian Fund: Financial Statements & Physical Audit Reports
12				2015 - 2023	AGBU	AGBU	AGBU: Financial Statements & Biennial Reports & 990s & magazines
13	9	Yes		2017 - 2023	ACEF	ACEF	Armenian Church Endowment Fund: Financial Statements and 990s
14	10	Yes	Yes	2018 - 2022	Hratch Tchilingirian (Director)	Armenian Institute in London; Calouste Gulbenkian Foundation	Armenian Diaspora Survey (ADS): 2018, 2019, 2021, 2022
15	11	Yes		May 2022	Stepan Piligian	Armenian Weekly	The decline of our church requires an outreach revolution. Armenian Weekly.
16			Yes	2018 - 2022	Aleksandr V. Gevorkyan, Ph.D.		Armenian Online Diaspora Survey ( <a href="http://agevorkyan.com/diaspora-survey/">http://agevorkyan.com/diaspora-survey/</a> ):
17				2022	Aleksandr V. Gevorkyan, Ph.D.	IOM - UN Migration	IOM Development Fund - Enhancing Development through Diaspora Engagement in Armenia
18			Yes	2021	Lucia Savchick	IOM - UN Migration	IOM Development Fund - Skills Mapping Through Big Data - A Case Study of Armenian Diaspora In the United States of America and France, IOM
19	12	Yes	Yes	2020	Fr. Abraham Manuk Malkhasyan	M.A.T. University of St. Thomas	Understanding Disaffiliation in the Armenian Church: A Study of Older and Younger Millennials, Fr. Abraham Manuk Malkhasyan
20	13	Yes		2020	Thomas J. Samuelian	Arak-29 Foundation Armenian Prelacy	Future of the Armenian Church, Arak-29 Foundation (Yerevan) Research Team, Thomas J. Samuelian
21	14	Yes	Yes	2014	Alexander Agadjanian	Russian State University for the Humanities, Russia	Armenian Christianity Today: Identity Politics and Popular Practice
22	15	Yes		2009	Matthew Jendian	Journal of the Society for Armenian Studies	Intermarriage and the Armenian Community and Churches in the United States. Journal of Society for Armenian Studies 18, no. 1, JENDIAN, Matthew
23	16	Yes	Yes	2008	Matthew Jendian		Becoming American, Remaining Ethnic: The Case of Armenian-Americans in Central California, JENDIAN, Matthew
24	17	Yes		2007	Hratch Tchilingirian	University of Cambridge	Modern Believers in an Ancient Church-the Armenian Apostolic Church. Tchilingirian, Hratch
25	18	Yes	Yes	2006	Sara Kärkkäinen Terian, Ph.D.	Eastern Diocese	Hidden Treasure: The Armenian Apostolic Church in America (Eastern Diocese) As Seen by a Sample of its Constituents
26	19	Yes		2006	Thomas J. Samuelian	Eastern Diocese	Year of Church and Home: One in Spirit. A Presentation for Regional Conferences Eastern Diocese of the Armenian Church. Thomas J. Samuelian
27	20	Yes	Yes	2005	Dr. Garbis Der-Yeghiayan	Mashdots College	The Armenian Community: An Opinion Survey
28	21	Yes		2004	Archbishop Khajag Barsamian	Eastern Diocese	The Parish Council Handbook: A Sourcebook for Leadership in Your Local Church, Eastern Diocese of the Armenian Church of America
29	22	Yes		2003	Rev. Dr. Vahan H. Tootikian	Armenian Evangelical World Council	The Pastor's Manual for the Officers of the Armenian Evangelical Churches
30	23	Yes		2002	Catholicos Aram I Keshishian	Eastern Prelacy	In Search Of Ecumenical Vision
31	24	Yes	Yes	July 1999	Razmik Mouradyan	Hayastani Hanrapetutyun	Armenia 2020 Survey Results PIRAG Survey Results
32	25	Yes		1996	Catholicos Aram I Keshishian	Eastern Prelacy	Orthodox Perspectives on Mission
33				1996	Khachig Tölölyan	Wesleyan University	Rethinking Diaspora(s): Stateless Power in the Transnational Moment, Khachig Tölölyan
34	26	Yes		1996	His Holiness Karekin I	Eastern Diocese	Challenge to Renewal: Essays for a new era in the Armenian Church, His Holiness Karekin I
35	27	Yes		1995	Vigen Guroian	Eastern Prelacy	Faith, Church, Mission: Essays for the Renewal in the Armenian Church. GUROIAN, Vigen
36	28	Yes		1994	Susan Pattie	Project Muse	At Home in Diaspora: Armenians in America, Susan Pattie
37	29	Yes		1993	Anny Bakalian		Armenian-Americans: From Being to Feeling American, Anny Bakalian
38	30	Yes		1988	Khachig Tölölyan	Armenian Review	The Role of the Armenian Apostolic Church in the Diaspora. TOLOLYAN, Khachig
39				1985 - 1986	Hamo B. Vassilian		Armenian American Almanac
40	31	Yes		1978	Aram Keshishian	Eastern Prelacy	The Witness of the Armenian Church in a Diaspora Situation
41	32	Yes		1958		Armenian Diocese	Crisis in the Armenian Church - Text of a Memorandum to the National Council of the Churches of Christ in the United States of America on the Dissident Armenian Church in America
42	33	Yes		1957	Reuben Darbinian	Armenian Review	Crisis in the Armenian Church - The Armenian Review
<b>Total:</b>		<b>33</b>	<b>9</b>				

# Armenian Diaspora Actual Fieldwork vs. Self-Reported Surveys 1998-2024: Church Related Questions - Summary

<u>Armenian Churches Actual Fieldwork Project 2024</u>		<u>Armenian Diaspora Survey 2022</u>		<u>Armenian Diaspora Survey 2018 <sup>(1)</sup></u>		<u>Armenian Christianity Today: Identity Politics and Popular Practice</u>		<u>The Armenian Community- An Opinion Survey</u>		<u>Becoming American, Remaining Ethnic: The Case of Armenian-Americans in Central California</u>	
1. Survey Year	2024	Survey Year	2022	Survey Year	2018	Survey Year	2011	Year	2004	Survey Year	1998
2. Survey Area	U.S. (25 States)	Survey Area	U.S. and Ontario	Survey Area	Boston and Pasadena	Survey Area	Southern California	Survey Area	U.S. (22 States)	Survey Area	Central California
3. Focus Group / Survey	Verified field survey	Focus Group / Survey	Survey	Focus Group / Survey	Survey	Focus Group / Survey	Survey	Focus Group / Survey	Survey	Focus Group / Survey	Survey
4. # of Armenian Church questions	n.a.	# of Armenian Church questions	3	# of Armenian Church questions	7	# of Armenian Church questions	5	# of Armenian Church questions	7	# of Armenian Church questions	5
5. Total Respondents / Participants % born in the U.S.	<b>21,424</b> n.a.	Total Respondents / Participants % born in the U.S.	<b>9,458</b> n.a.	Combined Boston and Pasadena: Total Respondents / Participants % born in the U.S.	<b>497</b> n.a.	Total Respondents / Participants % born in the U.S.	<b>657</b> n.a.	Total Respondents / Participants % born in the U.S.	<b>3,014</b> 14%	Total Respondents / Participants % born in the U.S.	<b>294</b> 87%
6. Armenian Apostolic	<b>85%</b>	Armenian Apostolic	<b>78%</b>	Armenian Apostolic	<b>66%</b>	Armenian Apostolic	<b>82%</b>	Armenian Apostolic	<b>56%</b>	Armenian Orthodox	<b>60%</b>
7. Holiday and Special services	6%	Holiday and Special services	n.a.	Holiday and Special services	42%	Holiday and Special services	34%	Holiday and Special services	n.a.	Holiday and Special services	n.a.
8. Very rarely attend	n.a.	Very rarely attend	n.a.	Never	7%	Very rarely attend	23%	Very rarely attend	67%	Very rarely attend	n.a.
9. Rarely attend	n.a.	Rarely attend	n.a.	Rarely attend	49%	Rarely attend	57%	Rarely attend	67%	2, 3, 4 or more times a month 1st generation <sup>(2)</sup> 55% 2nd generation <sup>(2)</sup> 39% 4th generation <sup>(2)</sup> 46% <b>Four or more times a month</b> <b>28%</b> (60% of average)	
10. Once a month	n.a.	Once a month	n.a.	Once a month	15%	Once a month	16%	Once a month	21%		
11. 2 to 3 times a month	n.a.	2 to 3 times a month	n.a.	2 to 3 times a month	n.a.	2 to 3 times a month	n.a.	2 to 3 times a month	9%		
12. Four or more times a month	<b>3.0%</b> n.a.	Four or more times a month	n.a. n.a.	Four or more times a month	<b>35%</b> 100%	Four or more times a month	<b>27%</b> 100%	Four or more times a month	<b>4%</b> 100%		
13. Method of selecting: Field observation with photographic proof of the Badarak faithful on 106 previously identified Armenian churches countrywide, on Easter Sunday, the previous Sunday, and the following Sunday.		Method of selecting: The survey was open to all respondents aged 18 and over, who considered themselves Armenian, without further restrictions on whether "Armenian" is defined by origin, by ethnicity, by self-description or by choice. Covered areas: U.S. and Ontario (Canada).		Method of selecting: The pilot survey was organized in four Armenian communities: Boston (USA), Pasadena (USA), Cairo (Egypt) and Marseille (France). The survey covered all people who are normally resident in these four communities and who consider themselves Armenian, without further restrictions on whether "Armenian" is defined by origin, by ethnicity, by self-description or by choice.		Method of selecting: The surveys were distributed to Armenian college students (primarily UCLA and Los Angeles Valley College), adult day care centers, and friends and family members—since five members of the research team are Armenian.		Method of selecting: Names were randomly selected from a master list of 75,000 addresses compiled from different sources: Mashdots College, Church, Armenian community, Armenian yellow pages, alumni, compatriotic, professional, and school/university directories.		Method of selecting: The surveys were mailed to a random sample of 600 addresses computer-generated from the list of more than 5,500 households. Additional surveys needed for a 50% response rate were made via phone calls.  The results of the survey were published in 2008.	
14. Sponsors: Charles & Agnes Kazarian Foundation		Sponsors: Calouste Gulbenkian Foundation; Armenian Institute		Sponsors: Calouste Gulbenkian Foundation; Armenian Institute		Sponsors: Russian State University for the Humanities, Russia		Sponsors: Mashdots College		Sponsors: Isabel Lion of Fresno and the Armenian General Beneficent Union (AGBU).	
15. Author: JI-Analytics		Author: Hratch Tchilingirian (Director)		Author: Hratch Tchilingirian (Director)		Author: Alexander Agadjanian		Author: Dr. Garbis Der-Yeghiayan		Author: Matthew A. Jendian	

Notes:

- 1) None of the other years addressed church attendance.
- 2) First generation= foreign born; second generation= born in the United States or immigrated prior to six years of age; fourth generation= one or more grandparents born in the United States.
- 3) Not included on the above is Understanding Disaffiliation in the Armenian Church: A Study of Older and Younger Millennials, published in 2020 by Fr. Abraham Manuk Malkhasyan, since it is a focus group based on only 6 individuals and they were screened to be truly disaffiliated.

Attachment #5

Summary Per Church Numbers: KPI #1, KPI #2, KPI #3, and KPI #4

Church Group Name: U.S. Armenian Church # of Churches in Group: 106

	<u>Faithful</u> KPI #1		<u>Sunday/Saturday Students</u> KPI #2		<u>Members</u> KPI #3		<u>Total Spending</u> <u>(Net)</u> KPI #4
	<u>Number</u>	<u>NHBF % Max</u> <u>(Members. HBF)</u>	<u>Number</u>	<u>SSS % Max</u> <u>(Members. HBF)</u>	<u>Number</u>	<u>Members % of</u> <u>HBF</u>	<u>Per Faithful</u>
Reference Year	2024		2024		2024		2023
Maximum	495	71%	159	38%	688	399%	\$9,899
Top Quartile	88	39%	31	17%	250	118%	
Median	64	39%	18	11%	117	94%	\$1,646
Bottom Quartile	43	30%	11	6%	72	59%	
Minimum	11	10%	4	2%	22	9%	
Sample Size	61		16		75		
% of Database	37%		10%		46%		

Notes:

KPI #1 Faithful: Non-Holiday Badarak Faithful (Divine Liturgy, mass, service)

NHBF: Non-Holiday Badarak Faithful; HBF: Holiday Badarak Faithful; SSS: Sunday/Saturday Students Students Database of U.S. Armenian churches in East/West Diocese, East/West Prelacy, Protestant , and Catholic.

164



**KHACHKAR STUDIOS**  
EMPOWERING GOOD NEWS

## Attachment #6

# Khachkar Studios U.S. Armenian Christian Ecosystem Quiz

At Khachkar Studios, we believe that strengthening the Armenian Christian community begins with understanding the current ecosystem — its challenges and its extraordinary potential.

Please answer the following five questions. Each question has four possible answers — choose the best one.

**1. What keyword describes the structure that holds the Armenian Christian community together?**

- A. Network
- B. Pyramid
- C. Ecosystem
- D. Government

**2. How many vital “Body Parts” make up the Armenian Christian Ecosystem? (Remember number of disciples.)**

- A. 6
- B. 8
- C. 10
- D. 12

**3. What percentage of U.S. Armenians are “Faithful” — attending Badarak on non-holidays?**

- A. 3%
- B. 10%
- C. 25%
- D. 50%

**4. How does the U.S. Armenian Church rank in weekly attendance compared to 24 Orthodox Christian groups?**

- A. Top five
- B. Middle rank
- C. Bottom decile (next to last)
- D. Best overall

**5. Despite current underperformance, what does Khachkar Studios believe about the future of the Armenian Christian community?**

- A. It is declining.
- B. It has extraordinary potential.
- C. It is too late to fix.
- D. It will stay the same.

Thank you for participating!

Strengthening the 12 Body Parts of our Ecosystem begins with education, training, and the commitment to lead as Armenian Christians.

Learn more at [www.khachkarstudios.com](http://www.khachkarstudios.com)