



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

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- Khachkar Studios EMPOW Awards:** Starting in May 2025, Khachkar Studios will grant \$10,000 EMPOW (pronounced “M-pow”) Awards for Empowering Armenian Christian media. \$250,000 is allocated for 2025 EMPOW Awards from the Khachkar Studios’ historically unprecedented \$10+ million “Good News” support to increase the number of Armenian Faithful in the U.S. The \$10,000 EMPOW Awards will be for “Good News” Armenian Christian media, including homilies, AI short-clips, and podcasts. Khachkar Studios hopes to grant the awards at least monthly and potentially weekly. Awardees may receive multiple EMPOW Awards.
- EMPOW Five Traits:** Awards will be based on five traits, which are referred to as EMPOW: E - Engaging, M - Motivational, P - Powerful, O - Originality, and W - Wisdom.
- US\$10+ Million Support:** The EMPOW Awards are part of Khachkar Studios’ historically unprecedented US\$10+ million support for U.S. Armenian Pilot Churches and Ministries announced on 11 April 2025, which includes a focus on “Good News” Armenian Christian media. The \$10,000 EMPOW Awards are supplemental to the \$40,000 to \$80,000 per church or ministry from the 8 Activities in the Pilot Menu. To learn more about the Khachkar Studios “Good News” Pilot, see the press release, podcast, and Briefing Packet #2: Pilots at <https://khachkarstudios.com/pilot-menu/>.
- Parable of the Talents:** We at Khachkar Studios are guided in allocating our resources by the parable of the talents: “Much will be required of the person entrusted with much, and still more will be demanded of the person entrusted with more.”
- Sharing the “Good News”:** Khachkar Studios will place award-winning Armenian Christian media on multiple news outlets and social media platforms. The top percentile of award winners will be included in instructional videos for Armenian Christian role models.
- SROI and KPI #1:** At Khachkar Studios, our Social Return on Investment (SROI) is defined as the increase in Key Performance Indicator #1 (KPI #1) – number of Non-Holiday Badarak Faithful (“The Faithful”) – divided by the total investment. Currently, barely 3% of Armenians in the U.S. are Faithful, and Khachkar Studios’ near-term goal is to see that increase to 6%.
- Ecosystem Benchmarking:** From an ecosystem benchmarking perspective, Khachkar Studios and its affiliates are projected to spend far greater than 200% more in supporting Armenian Church activities than iconic figures such as Mantashyants, Gulbenkian, Manoogian, Kerkorian, or Hovnanian – combined. During the past 23 years (2001 to 2023), the major U.S. Armenian philanthropists’ foundations contributed only 2% of their \$825 million total spending to Armenian religious initiatives, as reported in their U.S. 990 tax filings. This near-negligible percentage represents one of the 12 body parts in an Ecosystem that is currently underperforming – yet gifted with extraordinary potential – where the reality is that barely 3% of U.S. Armenians are Faithful. See Briefing Packet #3: EMPOW Awards at <https://khachkarstudios.com/Empow-Briefing-Packet/>.
- About Khachkar Studios:** Khachkar Studios is a multimedia studio that empowers Christian role models through “Good News” education-training-retention, guided by world-class benchmarking and management excellence. Khachkar Studios is an affiliate of the Charles & Agnes Kazarian Foundation, JI-Analytics, and Japonica Partners.

For more information about Khachkar Studios and its initiatives, including EMPOW Award nominations, contact:

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SOURCE The Charles & Agnes Kazarian Foundation

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