

# Khachkar Studios U.S. Pilot "Faithful" Correlations: FY2025 or Latest Available

**“Faithful”:** The U.S. religious sector universally agreed upon definition is average non-holiday attendees.

| # | Correlation Between Parish Performance and Financial Performance |   | Correlation  | Statistical Relationship           |
|---|--|---|--------------|------------------------------------|
|   | Parish Performance   | Financial Performance                     |              |                                    |
| 1 | "Faithful" % of Capacity   | Church-Related Income % of Total Spending | <b>+0.71</b> | <b>Strong Positive Correlation</b> |
| 2 | "Faithful" % of Members  | SROI                                      | +0.58        | Moderate Positive Correlation      |
| 3 | Number of "Faithful"   | Church-Related Income % of Total Spending | +0.48        | Moderate Positive Correlation      |
| 4 | "Faithful" % of Members  | Church-Related Income % of Total Spending | +0.17        | Weak Positive Correlation          |
| 5 | "Faithful" % of Members  | Spending per "Faithful"                   | -0.43        | Moderate Negative Correlation      |
| 6 | Spending per "Faithful" <sup>(a)</sup>                           | Church-Related Income % of Total Spending | <b>-0.70</b> | <b>Strong Negative Correlation</b> |

(a) Also Financial Metric.

### Select Metrics of Khachkar Studios Pilot Churches

|                | <u>SROI</u> | <u>"Faithful"</u> | <u>Spending per "Faithful"</u> | <u>Church-Related Income per "Faithful"</u> | <u>Church-Related Income % of Total Spending</u> | <u>"Faithful" % of Capacity</u> | <u>Faithful % of Members</u> |
|----------------|-------------|-------------------|--------------------------------|---|--|---------------------------------|------------------------------|
| <b>Average</b> | 4.4x        | 139               | \$5,888                        | \$2,889                                     | 59%  | 63%                             | 50%                          |
| <b>High</b>    | 10.1x       | 510               | \$10,831                       | \$5,204                                     | 114%   | 171%                            | 94%                          |
| <b>Low</b>     | 1.8x        | 64                | \$1,976                        | \$1,518                                     | 25%  | 18%                             | 19%                          |

### Correlations Definitions

|   |   |
|---|---|
| Strong Positive Correlation: +0.70 to +1.00   | Strong Negative Correlation: -0.70 to -1.00   |
| Moderate Positive Correlation: +0.40 to +0.69 | Moderate Negative Correlation: -0.40 to -0.69 |
| Weak Positive Correlation: +0.10 to +0.39     | Weak Negative Correlation: -0.10 to -0.39     |
| No or Negligible Correlation: 0.00 to +0.09   | No or Negligible Correlation: 0.00 to -0.09   |