



VIEW THE FULL 26-PILOT TABLE

## KHACHKAR STUDIOS PUBLISHES WEEK #4 OF WEEKLY T•A•P REPORTING ACROSS 26 PILOTS

-- Sunday attendance up 52% or 527, with young women 11% of total, SROI 16x, and \$980,399 in financial support --

October 6, 2026

Washington, D.C. – Khachkar Studios published today week #4 of its weekly T•A•P press releases for the 26 pilots participating in its program to revitalize their communities worldwide.

Two summary tables of key performance metrics for our pilots are published every Tuesday as a world-class benchmark in Transparency, Accountability, and Performance (T•A•P).

All Khachkar Studios work is based on Biblically inspired world-class benchmarks and management excellence.

Key performance metrics include:

1. Sunday attendance: Last four-week average attendance of 1,537 versus a baseline of 1,010 – up 527, or 52% for First Group pilots.
2. Young women attendance: 18 to 29 females 11% of total attendees at 174 of 1,537 for First Group pilots.
3. SROI: An SROI of 16x for First Group pilots with \$980,399 in financial support for all 26 pilots.
4. Outreach and engagement: 153 outreach visits reaching 578 individuals between 27 September and 2 October 2026, 939,716 social media views to date for the “Bring a Friend. Bring a Family Member.” invite videos, and 1,063 total class attendance to date for all 26 pilots.
5. Steps: 77 Steps completed across Steps #1 to #7 for all 26 pilots.

The full summary table of key performance metrics for all 26 pilots, updated every Tuesday, is available at: <https://khachkarstudios.com/weekly-pilot-key-metrics/>

Pilot Church of the Week: Sint Grigor Narekatsi Kerk, in Antwerp, Belgium, led by Fr. Tirayr Hakobyan, has a last four-week average attendance of 199 – up 129, or 184%, versus its baseline of 70 – and a social return on investment of 126x.

Khachkar Studios has 4 goals and 7 Steps for the pilots, and views the Armenian ecosystem with 12 KPIs.

All 26 pilots are expected to work hard to increase non-holiday Sunday total attendance and 18 to 29 female attendance. They work hard to get the “Faithful” to join the movement with the call to: “Bring a friend to church. Bring a family member to church. This Sunday and every Sunday.”

Khachkar Studios supports multi-denominational religious organizations using performance-based criteria.

About: Khachkar Studios’ mission is empowering Judeo-Christian Faithful through a good news Biblically inspired world-class benchmarking and management excellence “Framework”.

For more information about Khachkar Studios, visit: [www.khachkarstudios.com](http://www.khachkarstudios.com)



## **Khachkar Studios 11 Pilots (1<sup>st</sup> Group): Weekly T•A•P <sup>(1)</sup> Key Metrics Summary** **06 October 2026**

| #  | Name                                                     | Location           | Attendance         |                    |                                         |          |                          |                            | Funding to<br>Sep 2026 | SROI     |
|----|----------------------------------------------------------|--------------------|--------------------|--------------------|-----------------------------------------|----------|--------------------------|----------------------------|------------------------|----------|
|    |                                                          |                    | All Ages & Genders |                    |                                         |          | # of 18 to 29 Female     |                            |                        |          |
|    |                                                          |                    | Change             | % Change           | Latest 4 Week<br>Average <sup>(3)</sup> | Baseline | Latest 4 Week<br>Average | % of All Ages<br>& Genders |                        |          |
|    | Total Reporting                                          | All                | 527                | 52% <sup>(2)</sup> | 1,537                                   | 1,010    | 174                      | 11%                        | \$675,054              | 16x      |
| 1  | The Church of the Holy Mother of God (Akhtala Monastery) | Akhtala, Armenia   | 218                | 335%               | 283                                     | 65       | 61                       | 22%                        | \$23,067               | 189x     |
| 2  | Sint Grigor Narekatsi Kerk                               | Antwerp, Belgium   | 129                | 184%               | 199                                     | 70       | 35                       | 18%                        | \$20,400               | 126x     |
| 3  | St. Mary Orthodox Christian Church                       | Wichita, KS        | 52                 | 37%                | 194                                     | 142      | 11                       | 6%                         | \$199,867              | 5x       |
| 4  | Glendale Armenian Church of the Nazarene (Evangelical)   | Glendale, CA       | 48                 | 61%                | 127                                     | 79       | 17                       | 13%                        | \$14,821               | 65x      |
| 5  | Iglesia de San Gregorio el Iluminador                    | Caracas, Venezuela | 28                 | 255%               | 39                                      | 11       | 3                        | 8%                         | \$30,200               | 19x      |
| 6  | St. Thekla Orthodox Church                               | Richmond, TX       | 28                 | 26%                | 135                                     | 107      | 14                       | 10%                        | \$20,200               | 28x      |
| 7  | St. Sarkis Armenian Apostolic Church                     | Douglaston, NY     | 25                 | 31%                | 105                                     | 80       | 4                        | 4%                         | \$107,167              | 5x       |
| 8  | St. Nicholas Orthodox Church                             | Lexington, MA      | 11                 | 10%                | 123                                     | 112      | 9                        | 7%                         | \$82,200               | 3x       |
| 9  | Christ the Saviour Orthodox Church                       | Harrisburg, PA     | 8                  | 4%                 | 217                                     | 209      | 18                       | 8%                         | \$34,333               | 5x       |
| 10 | St. Sarkis Armenian Church                               | Charlotte, NC      | -1                 | -2%                | 64                                      | 65       | 1                        | 2%                         | \$58,400               | Negative |
| 11 | Holy Cross Armenian Catholic Church                      | Belmont, MA        | -19                | -27%               | 51                                      | 70       | 1                        | 2%                         | \$84,400               | Negative |

Notes:

1) T•A•P: Transparency, Accountability, Performance

2) Total Avg. Attendance Last 4 Week % Change from Baseline for all pilots is total combined percentage change.

3) Excludes aberrant event weeks.



# Khachkar Studios 26 Pilots: Weekly T•A•P <sup>(1)</sup> Key Metrics - 06 October 2026

| #               | Pilot Candidate                                             | Location               | Pilot Leader                  | Attendance as of 03 Oct. 2026 |                |                           | Avg. Attendance Last 4 Weeks                                    |                         | 27 Sep. 2026 - 02 Oct. 2026   |                                    | As of 03 Oct. 2026                    | As of 03 Oct. 2026                     | As of 03 Oct. 2026                                                | As of 03 Oct. 2026 | Total to Sep 2026           |
|-----------------|-------------------------------------------------------------|------------------------|-------------------------------|-------------------------------|----------------|---------------------------|-----------------------------------------------------------------|-------------------------|-------------------------------|------------------------------------|---------------------------------------|----------------------------------------|-------------------------------------------------------------------|--------------------|-----------------------------|
|                 |                                                             |                        |                               | Analyses #36                  |                |                           | Analyses #37                                                    |                         | Analyses #39                  |                                    | Short-Clips #8                        | Analyses #42                           | Analyses #41                                                      |                    |                             |
|                 |                                                             |                        |                               | Total (KPI #1)<br>[Goal #2]   | 18-29 (KPI #2) | Female 18-29<br>[Goal #1] | Total Avg. Attendance Last 4 Week Change from Baseline (KPI #3) | % Change <sup>(2)</sup> | # of Outreach Visits (KPI #5) | # of Outreach Individuals (KPI #5) | BFBF Invite Videos Social Media Views | Total Class Attendance (KPI #6 and #7) | Steps Completed (KPI #1, #2, #3, #4, and #5, #6, #7)<br>[Goal #3] | # of EMPOWS        | Total Payments<br>[Goal #4] |
| Total Reporting |                                                             |                        | All                           | All                           |                | Change                    | % Change <sup>(2)</sup>                                         |                         |                               |                                    |                                       |                                        |                                                                   |                    |                             |
|                 |                                                             |                        |                               | 1,978                         | 396            | 231                       | 523                                                             | 35%                     | 153                           | 578                                | 939,716                               | 1,063                                  |                                                                   | 32                 | \$980,399                   |
| 1               | Armenia Lacrosse Ministries                                 | Longboat Key, FL       | Johnny Mouradian              | n.a.                          | n.a.           | n.a.                      | n.a.                                                            | n.a.                    | 8                             | 8                                  | 71,715                                | 307                                    | Ministry, Step #1, 2, 3, 4                                        | 5                  | \$106,745                   |
| 2               | Armenian Apostolic Church of the Holy Spirit                | Amsterdam, Netherlands | Fr. Taron Tadevosyan          | 195                           | 65             | 45                        | -39                                                             | -17%                    | 0                             | 0                                  | n.a.                                  | 0                                      | 1, 2                                                              | None               | \$0                         |
| 3               | Armenian Missionary Parishes - Group A (ACA, HVB, SGB, SPS) | Atlanta, GA            | Fr. Shnork Souin              | n.a.                          | n.a.           | n.a.                      | n.a.                                                            | n.a.                    | 0                             | 0                                  | n.a.                                  | 4                                      | 3                                                                 | 2                  | \$17,000                    |
| 4               | Armenian Presbyterian Church (Evangelical)                  | Paramus, NJ            | Reverend Joseph Garabedian    | 60                            | 8              | 4                         | 0                                                               | 0%                      | 0                             | 0                                  | 32,247                                | 29                                     | 1, 2, 3, 7                                                        | 2                  | \$71,500                    |
| 5               | Chabad-Lubavitch Center (Europe)                            | Europe                 | RE                            | n.a.                          | n.a.           | n.a.                      | n.a.                                                            | n.a.                    | 7                             | 135                                | n.a.                                  | 0                                      | Advisor, Step #4                                                  | None               | \$42,433                    |
| 6               | Chabad-Lubavitch Center (U.S. - North)                      | U.S. - North           | RY                            | n.a.                          | n.a.           | n.a.                      | n.a.                                                            | n.a.                    | 25                            | 50                                 | n.a.                                  | 0                                      | Advisor, Step #4                                                  | None               | \$13,933                    |
| 7               | Chabad-Lubavitch Center (U.S. - South)                      | U.S. - South           | RS                            | n.a.                          | n.a.           | n.a.                      | n.a.                                                            | n.a.                    | 26                            | 140                                | n.a.                                  | 0                                      | Advisor, Step #4                                                  | None               | \$19,933                    |
| 8               | Christ the Saviour Orthodox Church                          | Harrisburg, PA         | V. Rev. Stephen Vernak        | 240                           | 24             | 20                        | 8                                                               | 4%                      | 1                             | 4                                  | 52,462                                | 6                                      | 1, 2, 3, 4, 7                                                     | 1                  | \$34,333                    |
| 9               | Church of Our Lady of the Rosary                            | Liège, Belgium         | Fr. Maghakia Beskisizian      | n.a.                          | n.a.           | n.a.                      | n.a.                                                            | n.a.                    | 0                             | 0                                  | n.a.                                  | 0                                      | In Progress                                                       | None               | \$0                         |
| 10              | Glendale Armenian Church of the Nazarene (Evangelical)      | Glendale, CA           | Rev. Serop Megerditchian      | 118                           | 35             | 18                        | 48                                                              | 61%                     | 16                            | 26                                 | 28,902                                | 64                                     | 1, 2, 3, 4                                                        | None               | \$14,821                    |
| 11              | Holy Cross Armenian Catholic Church                         | Belmont, MA            | Rev. Fr. Ghazar Bedrossian    | 50                            | 3              | 0                         | -19                                                             | -27%                    | 0                             | 0                                  | 43,927                                | 145                                    | 1, 2, 3, 4, 7                                                     | 3                  | \$84,400                    |
| 12              | Iglesia de San Gregorio el Iluminador                       | Caracas, Venezuela     | Bishop Bedros Manouelian      | n.a.                          | n.a.           | n.a.                      | 28                                                              | 255%                    | 0                             | 0                                  | 152,853                               | 3                                      | 1, 2, 3, 4                                                        | 2                  | \$30,200                    |
| 13              | Sint Grigor Narekatsi Kerk                                  | Antwerp, Belgium       | Fr. Tirayr Hakobyan           | 196                           | 42             | 35                        | 129                                                             | 184%                    | 0                             | 0                                  | 29,831                                | 0                                      | 1, 2, 3, 4                                                        | None               | \$20,400                    |
| 14              | St. Garabed Armenian Apostolic Church of the Desert         | Rancho Mirage, CA      | Deacon Gevork Gevorkian       | n.a.                          | n.a.           | n.a.                      | n.a.                                                            | n.a.                    | 0                             | 0                                  | n.a.                                  | 0                                      | In Progress                                                       | None               | \$5,000                     |
| 15              | St. Gregory Armenian Catholic Church of Toronto             | Toronto, Canada        | Fr. Haig Chahinian            | n.a.                          | n.a.           | n.a.                      | n.a.                                                            | n.a.                    | 0                             | 0                                  | n.a.                                  | 0                                      | In Progress                                                       | None               | \$0                         |
| 16              | St. James Armenian Apostolic Church                         | Watertown, MA          | Fr. Arakel Aljalian           | n.a.                          | n.a.           | n.a.                      | n.a.                                                            | n.a.                    | 0                             | 0                                  | 26,981                                | 0                                      | 3                                                                 | None               | \$3,200                     |
| 17              | St. Mary Armenian Apostolic Church                          | Costa Mesa, CA         | Rev. Fr. Yereimia Abgaryan    | n.a.                          | n.a.           | n.a.                      | n.a.                                                            | n.a.                    | 0                             | 0                                  | n.a.                                  | 0                                      | In Progress                                                       | None               | \$0                         |
| 18              | St. Mary Orthodox Christian Church                          | Wichita, KS            | Fr. Aaron Warwick             | 203                           | 23             | 9                         | 52                                                              | 37%                     | 15                            | 82                                 | 59,748                                | 189                                    | 1, 2, 3, 4, 5, 7                                                  | 8                  | \$199,867                   |
| 19              | St. Nicholas Orthodox Church                                | Lexington, MA          | Rev. Fr. George Parsenios     | 114                           | 12             | 5                         | 11                                                              | 10%                     | 19                            | 33                                 | 59,942                                | 121                                    | 1, 2, 3, 4, 5, 6                                                  | 1                  | \$82,200                    |
| 20              | St. Sarkis Armenian Apostolic Church                        | Douglaston, NY         | Fr. Nareg Terterian           | 141                           | 14             | 4                         | 25                                                              | 31%                     | 0                             | 0                                  | 89,885                                | 78                                     | 1, 2, 3, 4, 5, 7                                                  | 3                  | \$107,167                   |
| 21              | St. Sarkis Armenian Church                                  | Charlotte, NC          | Fr. Norayr Kazazian           | 64                            | 4              | 1                         | -1                                                              | -2%                     | 0                             | 0                                  | 150,795                               | 15                                     | 1, 2, 3, 4                                                        | 1                  | \$58,400                    |
| 22              | St. Sarkis Armenian Church, London                          | London, UK             | Fr. Shnork Bagdassarian       | 60                            | 18             | 9                         | 5                                                               | 7%                      | 0                             | 0                                  | 8,942                                 | 0                                      | 1, 2, 3                                                           | 2                  | \$17,600                    |
| 23              | St. Thekla Orthodox Church                                  | Richmond, TX           | Fr. Joseph Hazar              | 117                           | 29             | 13                        | 28                                                              | 26%                     | 7                             | 12                                 | 23,548                                | 14                                     | 1, 2, 3, 4                                                        | None               | \$20,200                    |
| 24              | St. Yeghiche Armenian Church Parish                         | London, UK             | Fr. Nshan Alaverdyan          | 95                            | 59             | 32                        | 4                                                               | 5%                      | 0                             | 0                                  | 18,334                                | 0                                      | 1, 2, 3                                                           | None               | \$4,000                     |
| 25              | Sts. Vartanantz Armenian Apostolic Church                   | Ridgefield, NJ         | Very Rev. Fr. Vache Balekjian | 110                           | 18             | 8                         | 26                                                              | 39%                     | 0                             | 0                                  | 614                                   | 0                                      | 1, 2, 3                                                           | None               | \$4,000                     |
| 26              | The Church of the Holy Mother of God (Akhtala Monastery)    | Akhtala, Armenia       | Fr. Hetum Tarverdyan          | 215                           | 42             | 28                        | 218                                                             | 335%                    | 29                            | 88                                 | 88,990                                | 88                                     | 1, 2, 3, 4, 7                                                     | 2                  | \$23,067                    |

Notes:

- 1) T•A•P: Transparency, Accountability, Performance
- 2) Total Avg. Attendance Last 4 Week % Change from Baseline for all pilots is total combined percentage change.



# Khachkar Studios 26 Pilots: Attendance Goals for KPI #1 and KPI #2

Attendance as of 27 Sep. 2026

| #               | Pilot Candidate                                             | Location               | Pilot Leader                  | Baseline Total Attendance | 100% Goal KPI #1 | Avg. Att. Last 4 Week | % of Goal Reached | Required Increase KPI #1 | 18-29 Females Goal (15%) KPI #2 | 18-29 Females Avg. Att. Last 4 Week | 18-29 Females % of Goal Reached | 18-29 Females Required Increase KPI #2 |      |
|-----------------|-------------------------------------------------------------|------------------------|-------------------------------|---------------------------|------------------|-----------------------|-------------------|--------------------------|---------------------------------|-------------------------------------|---------------------------------|----------------------------------------|------|
| Total Reporting |                                                             |                        | All                           | All                       | 1,508            | 3,016                 | 2,031             | 67%                      | 985                             | 452                                 | 262                             | 58%                                    | 190  |
| 1               | Armenia Lacrosse Ministries                                 | Longboat Key, FL       | Johnny Mouradian              | n.a.                      | n.a              | n.a.                  | n.a.              | n.a.                     | n.a.                            | n.a.                                | n.a.                            | n.a.                                   | n.a. |
| 2               | Armenian Apostolic Church of the Holy Spirit                | Amsterdam, Netherlands | Fr. Taron Tadevosyan          | 225                       | 450              | 186                   | 41%               | 264                      | 68                              | 43                                  | 64%                             | 25                                     |      |
| 3               | Armenian Missionary Parishes - Group A (ACA, HVB, SGB, SPS) | Atlanta, GA            | Fr. Shnork Souin              | n.a.                      | n.a              | n.a.                  | n.a.              | n.a.                     | n.a.                            | n.a.                                | n.a.                            | n.a.                                   | n.a. |
| 4               | Armenian Presbyterian Church (Evangelical)                  | Paramus, NJ            | Reverend Joseph Garabedian    | 57                        | 114              | 57                    | 50%               | 57                       | 17                              | 4                                   | 23%                             | 13                                     |      |
| 5               | Chabad-Lubavitch Center (Europe)                            | Europe                 | RE                            | 65                        | 130              | n.a.                  | n.a.              | n.a.                     | 20                              | n.a.                                | n.a.                            | n.a.                                   | n.a. |
| 6               | Chabad-Lubavitch Center (U.S. - North)                      | U.S. - North           | RY                            | 20                        | 40               | n.a.                  | n.a.              | n.a.                     | 6                               | n.a.                                | n.a.                            | n.a.                                   | n.a. |
| 7               | Chabad-Lubavitch Center (U.S. - South)                      | U.S. - South           | RS                            | 22                        | 44               | n.a.                  | n.a.              | n.a.                     | 7                               | n.a.                                | n.a.                            | n.a.                                   | n.a. |
| 8               | Christ the Saviour Orthodox Church                          | Harrisburg, PA         | V. Rev. Stephen Vernak        | 209                       | 418              | 217                   | 52%               | 201                      | 63                              | 18                                  | 29%                             | 45                                     |      |
| 9               | Church of Our Lady of the Rosary                            | Liège, Belgium         | Fr. Maghakia Beskisizian      | 75                        | 150              | n.a.                  | n.a.              | n.a.                     | 23                              | n.a.                                | n.a.                            | n.a.                                   | n.a. |
| 10              | Glendale Armenian Church of the Nazarene (Evangelical)      | Glendale, CA           | Rev. Serop Megerditchian      | 79                        | 158              | 127                   | 80%               | 31                       | 24                              | 17                                  | 72%                             | 7                                      |      |
| 11              | Holy Cross Armenian Catholic Church                         | Belmont, MA            | Rev. Fr. Ghazar Bedrossian    | 70                        | 140              | 51                    | 36%               | 89                       | 21                              | 1                                   | 5%                              | 20                                     |      |
| 12              | Iglesia de San Gregorio el Iluminador                       | Caracas, Venezuela     | Bishop Bedros Manouelian      | 11                        | 22               | 39                    | 177%              | Goal Already Reached     | 3                               | 3                                   | 91%                             | Goal Already Reached                   |      |
| 13              | Sint Grigor Narekatsi Kerk                                  | Antwerp, Belgium       | Fr. Tirayr Hakobyan           | 70                        | 140              | 199                   | 142%              | Goal Already Reached     | 21                              | 35                                  | 167%                            | Goal Already Reached                   |      |
| 14              | St. Garabed Armenian Apostolic Church of the Desert         | Rancho Mirage, CA      | Deacon Gevork Gevorkian       | 56                        | 112              | n.a.                  | n.a.              | n.a.                     | 17                              | n.a.                                | n.a.                            | n.a.                                   | n.a. |
| 15              | St. Gregory Armenian Catholic Church of Toronto             | Toronto, Canada        | Fr. Haig Chahinian            | 60                        | 120              | n.a.                  | n.a.              | n.a.                     | 18                              | n.a.                                | n.a.                            | n.a.                                   | n.a. |
| 16              | St. James Armenian Apostolic Church                         | Watertown, MA          | Fr. Arakel Aljalian           | 143                       | 286              | n.a.                  | n.a.              | n.a.                     | 43                              | n.a.                                | n.a.                            | n.a.                                   | n.a. |
| 17              | St. Mary Armenian Apostolic Church                          | Costa Mesa, CA         | Rev. Fr. Yereimia Abgaryan    | 72                        | 144              | n.a.                  | n.a.              | n.a.                     | 22                              | n.a.                                | n.a.                            | n.a.                                   | n.a. |
| 18              | St. Mary Orthodox Christian Church                          | Wichita, KS            | Fr. Aaron Warwick             | 142                       | 284              | 194                   | 68%               | 90                       | 43                              | 11                                  | 26%                             | 32                                     |      |
| 19              | St. Nicholas Orthodox Church                                | Lexington, MA          | Rev. Fr. George Parsenios     | 112                       | 224              | 123                   | 55%               | 101                      | 34                              | 9                                   | 27%                             | 25                                     |      |
| 20              | St. Sarkis Armenian Apostolic Church                        | Douglaston, NY         | Fr. Nareg Terterian           | 80                        | 160              | 105                   | 66%               | 55                       | 24                              | 4                                   | 17%                             | 20                                     |      |
| 21              | St. Sarkis Armenian Church                                  | Charlotte, NC          | Fr. Norayr Kazazian           | 65                        | 130              | 64                    | 49%               | 66                       | 20                              | 1                                   | 5%                              | 19                                     |      |
| 22              | St. Sarkis Armenian Church, London                          | London, UK             | Fr. Shnork Bagdassarian       | 70                        | 140              | 75                    | 54%               | 65                       | 21                              | 13                                  | 62%                             | 8                                      |      |
| 23              | St. Thekla Orthodox Church                                  | Richmond, TX           | Fr. Joseph Hazar              | 107                       | 214              | 135                   | 63%               | 79                       | 32                              | 14                                  | 44%                             | 18                                     |      |
| 24              | St. Yeghiche Armenian Church Parish                         | London, UK             | Fr. Nshan Alaverdyan          | 80                        | 160              | 84                    | 53%               | 76                       | 24                              | 23                                  | 96%                             | 1                                      |      |
| 25              | Sts. Vartanantz Armenian Apostolic Church                   | Ridgefield, NJ         | Very Rev. Fr. Vache Balekjian | 66                        | 132              | 92                    | 70%               | 40                       | 20                              | 5                                   | 25%                             | 15                                     |      |
| 26              | The Church of the Holy Mother of God (Akhtala Monastery)    | Akhtala, Armenia       | Fr. Hetum Tarverdyan          | 65                        | 130              | 283                   | 218%              | Goal Already Reached     | 20                              | 61                                  | 313%                            | Goal Already Reached                   |      |