



# Khachkar Studios 26 Pilots: Weekly T•A•P <sup>(1)</sup> Key Metrics - 22 September 2026

| #               | Pilot Candidate                                          | Location               | Pilot Leader               | Attendance as of 20 Sep. 2026 |                         |                           | Avg. Attendance Last 4 Weeks       |                               | 13 Sep. 2026 - 19 Sep. 2026   |                                    | As of 20 Sep. 2026                    | As of 20 Sep. 2026                     | As of 20 Sep. 2026                                                | Total to Aug 2026           |
|-----------------|----------------------------------------------------------|------------------------|----------------------------|-------------------------------|-------------------------|---------------------------|------------------------------------|-------------------------------|-------------------------------|------------------------------------|---------------------------------------|----------------------------------------|-------------------------------------------------------------------|-----------------------------|
|                 |                                                          |                        |                            | Analyses #36                  |                         |                           | Analyses #37                       |                               | Analyses #39                  |                                    | Short-Clips #8                        | Analyses #42                           | Analyses #41                                                      | Analyses #31                |
|                 |                                                          |                        |                            | Total (KPI #1)<br>[Goal #2]   | 18-29 (KPI #2)          | Female 18-29<br>[Goal #1] | Total Avg. Attendance Last 4 Weeks | Change from Baseline (KPI #3) | # 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] | Total Payments<br>[Goal #4] |
|                 |                                                          |                        |                            | Change                        | % Change <sup>(2)</sup> |                           |                                    |                               |                               |                                    |                                       |                                        |                                                                   |                             |
| Total Reporting |                                                          | All                    | All                        | 1,736                         | 386                     | 223                       | 346                                | 25%                           | 137                           | 369                                | 858,768                               | 1,059                                  | 72                                                                | \$879,145                   |
| 1               | Armenia Lacrosse Ministries                              | Longboat Key, FL       | Johnny Mouradian           | n.a.                          | n.a.                    | n.a.                      | n.a.                               | n.a.                          | 3                             | 3                                  | 70,251                                | 307                                    | Ministry, Step #1, 2, 3, 4                                        | \$105,945                   |
| 2               | Armenian Apostolic Church of the Holy Spirit             | Amsterdam, Netherlands | Fr. Taron Tadevosyan       | n.a.                          | n.a.                    | n.a.                      | n.a.                               | n.a.                          | 0                             | 0                                  | n.a.                                  | 0                                      | 1, 2                                                              | \$0                         |
| 3               | Armenian Presbyterian Church (Evangelical)               | Paramus, NJ            | Reverend Joseph Garabedian | 55                            | 5                       | 2                         | -6                                 | -11%                          | 0                             | 0                                  | 29,761                                | 29                                     | 1, 2, 3, 7                                                        | \$67,533                    |
| 4               | Chabad-Lubavitch Center (Europe)                         | Europe                 | RE                         | n.a.                          | n.a.                    | n.a.                      | n.a.                               | n.a.                          | 9                             | 27                                 | n.a.                                  | 0                                      | Advisor, Step #4                                                  | \$40,167                    |
| 5               | Chabad-Lubavitch Center (U.S. - North)                   | U.S. - North           | RY                         | n.a.                          | n.a.                    | n.a.                      | n.a.                               | n.a.                          | 17                            | 34                                 | n.a.                                  | 0                                      | Advisor, Step #4                                                  | \$11,667                    |
| 6               | Chabad-Lubavitch Center (U.S. - South)                   | U.S. - South           | RS                         | n.a.                          | n.a.                    | n.a.                      | n.a.                               | n.a.                          | 11                            | 15                                 | n.a.                                  | 0                                      | Advisor, Step #4                                                  | \$17,667                    |
| 7               | Christ the Saviour Orthodox Church                       | Harrisburg, PA         | V. Rev. Stephen Vernak     | 180                           | 21                      | 13                        | 5                                  | 2%                            | 5                             | 11                                 | 49,029                                | 6                                      | 1, 2, 3, 4, 7                                                     | \$31,067                    |
| 8               | 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                                                       | \$0                         |
| 9               | Glendale Armenian Church of the Nazarene (Evangelical)   | Glendale, CA           | Rev. Serop Megerditchian   | 140                           | 31                      | 20                        | 47                                 | 59%                           | 12                            | 19                                 | 23,798                                | 64                                     | 1, 2, 3, 4                                                        | \$12,500                    |
| 10              | Holy Cross Armenian Catholic Church                      | Belmont, MA            | Rev. Fr. Ghazar Bedrossian | 70                            | 8                       | 2                         | -24                                | -31%                          | 5                             | 10                                 | 41,740                                | 145                                    | 1, 2, 3, 4, 7                                                     | \$78,600                    |
| 11              | Iglesia de San Gregorio el Iluminador                    | Caracas, Venezuela     | Bishop Bedros Manouelian   | 11                            | 1                       | 1                         | 55                                 | 500%                          | 0                             | 0                                  | 147,165                               | 3                                      | 1, 2, 3, 4                                                        | \$29,600                    |
| 12              | 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                                                       | \$5,000                     |
| 13              | St. Geragos Armenian Apostolic Church                    | Las Vegas, NV          | Fr. Sasoon Zumrookhdian    | n.a.                          | n.a.                    | n.a.                      | n.a.                               | n.a.                          | 0                             | 0                                  | n.a.                                  | 0                                      | In Progress                                                       | \$0                         |
| 14              | 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                                                       | \$0                         |
| 15              | 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                                                                 | \$2,800                     |
| 16              | St. Josef Church (Sint-Josefkerk)                        | Antwerp, Belgium       | Fr. Hayr Tirair            | 211                           | 38                      | 37                        | -68                                | -27%                          | 0                             | 0                                  | 11,257                                | 0                                      | 1, 2, 3                                                           | \$0                         |
| 17              | St. Kevork Armenian Apostolic Church                     | Clackamas, OR          | Deacon Gagik Martirosyan   | n.a.                          | n.a.                    | n.a.                      | n.a.                               | n.a.                          | 0                             | 0                                  | n.a.                                  | 0                                      | In Progress                                                       | \$0                         |
| 18              | St. Mary Orthodox Christian Church                       | Wichita, KS            | Fr. Aaron Warwick          | 178                           | 28                      | 12                        | 37                                 | 26%                           | 18                            | 120                                | 55,662                                | 189                                    | 1, 2, 3, 4, 5, 7                                                  | \$196,600                   |
| 19              | St. Nicholas Orthodox Church                             | Lexington, MA          | Rev. Fr. George Parsenios  | 128                           | 30                      | 15                        | 9                                  | 8%                            | 17                            | 30                                 | 55,508                                | 121                                    | 1, 2, 3, 4, 5, 6                                                  | \$81,000                    |
| 20              | St. Sarkis Armenian Apostolic Church                     | Douglaston, NY         | Fr. Nareg Terterian        | 102                           | 16                      | 5                         | 31                                 | 39%                           | 6                             | 11                                 | 84,098                                | 78                                     | 1, 2, 3, 4, 5, 7                                                  | \$83,200                    |
| 21              | St. Sarkis Armenian Church                               | Charlotte, NC          | Fr. Norayr Kazazian        | 63                            | 0                       | 0                         | 1                                  | 2%                            | 0                             | 0                                  | 141,546                               | 15                                     | 1, 2, 3, 4                                                        | \$58,400                    |
| 22              | St. Sarkis Armenian Church, London                       | London, UK             | Fr. Shnork Bagdassarian    | 75                            | 25                      | 14                        | 6                                  | 9%                            | 0                             | 0                                  | 7,465                                 | 0                                      | 1, 2, 3                                                           | \$16,400                    |
| 23              | St. Thekla Orthodox Church                               | Richmond, TX           | Fr. Joseph Hazar           | 140                           | 27                      | 14                        | 36                                 | 34%                           | 7                             | 13                                 | 20,877                                | 14                                     | 1, 2, 3, 4                                                        | \$18,600                    |
| 24              | St. Yeghiche Armenian Church Parish                      | London, UK             | Fr. Nshan Alaverdyan       | 50                            | 28                      | 14                        | -11                                | -14%                          | 0                             | 0                                  | 14,040                                | 0                                      | 1, 2, 3                                                           | \$1,200                     |
| 25              | The Church of the Holy Mother of God (Akhtala Monastery) | Akhtala, Armenia       | Fr. Hetum Tarverdyan       | 333                           | 128                     | 74                        | 228                                | 351%                          | 27                            | 76                                 | 79,590                                | 88                                     | 1, 2, 3, 4, 7                                                     | \$20,600                    |
| 26              | United Armenian Congregational Church (Evangelical)      | Los Angeles, CA        | Rev. Haig Kherlopian       | n.a.                          | n.a.                    | n.a.                      | n.a.                               | n.a.                          | 0                             | 0                                  | n.a.                                  | 0                                      | In Progress                                                       | \$600                       |

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 11 Pilots (1<sup>st</sup> Group): Weekly T•A•P <sup>(1)</sup> Key Metrics Summary 22 September 2026

| #  | Name                                                     | Location           | Attendance         |                         |                       |          |                       |                         | Funding   | SROI     |
|----|----------------------------------------------------------|--------------------|--------------------|-------------------------|-----------------------|----------|-----------------------|-------------------------|-----------|----------|
|    |                                                          |                    | All Ages & Genders |                         |                       |          | # of 18 to 29 Female  |                         |           |          |
|    |                                                          |                    | Change             | % Change <sup>(2)</sup> | Latest 4 Week Average | Baseline | Latest 4 Week Average | % of All Ages & Genders |           |          |
|    | Total Reporting                                          | All                | 419                | 42%                     | 1,424                 | 1,005    | 151                   | 11%                     | \$677,700 | 12x      |
| 1  | The Church of the Holy Mother of God (Akhtala Monastery) | Akhtala, Armenia   | 228                | 351%                    | 293                   | 65       | 67                    | 23%                     | \$20,600  | 221x     |
| 2  | Iglesia de San Gregorio el Iluminador                    | Caracas, Venezuela | 55                 | 500%                    | 66                    | 11       | 4                     | 6%                      | \$29,600  | 37x      |
| 3  | Glendale Armenian Church of the Nazarene (Evangelical)   | Glendale, CA       | 47                 | 59%                     | 126                   | 79       | 16                    | 13%                     | \$12,500  | 75x      |
| 4  | St. Mary Orthodox Christian Church                       | Wichita, KS        | 37                 | 26%                     | 179                   | 142      | 11                    | 6%                      | \$196,600 | 4x       |
| 5  | St. Thekla Orthodox Church                               | Richmond, TX       | 36                 | 34%                     | 143                   | 107      | 14                    | 10%                     | \$18,600  | 39x      |
| 6  | St. Sarkis Armenian Apostolic Church                     | Douglaston, NY     | 31                 | 39%                     | 111                   | 80       | 5                     | 5%                      | \$83,200  | 7x       |
| 7  | St. Nicholas Orthodox Church                             | Lexington, MA      | 9                  | 8%                      | 121                   | 112      | 9                     | 7%                      | \$81,000  | 2x       |
| 8  | Christ the Saviour Orthodox Church                       | Harrisburg, PA     | 5                  | 2%                      | 214                   | 209      | 18                    | 8%                      | \$31,067  | 3x       |
| 9  | St. Sarkis Armenian Church                               | Charlotte, NC      | 1                  | 2%                      | 66                    | 65       | 2                     | 3%                      | \$58,400  | 0x       |
| 10 | Armenian Presbyterian Church (Evangelical)               | Paramus, NJ        | -6                 | -11%                    | 51                    | 57       | 3                     | 6%                      | \$67,533  | Negative |
| 11 | Holy Cross Armenian Catholic Church                      | Belmont, MA        | -24                | -31%                    | 54                    | 78       | 2                     | 4%                      | \$78,600  | 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.