



Development and Communications Report

March 3, 2022

Submitted by: Kristen Bruskas, *Director of Development and Communications*

The areas of Development and Communications continue to be a critical link in connecting the ministry of His Eminence Metropolitan Gerasimos and all our Metropolis ministries with our parishes and faithful. All that we offer is for the benefit of others, and it is important that our message be clearly and regularly conveyed, and that we generate the resources needed to support this ministerial development. The efforts I am blessed to lead in the areas of Development and Communication showcase the many good works of our Metropolis which are outlined below.

Communications

- We continue to produce special video reflection messages from His Eminence Metropolitan Gerasimos for major Feast Days and holidays.
- We have re-designed our monthly email newsletter to make it more visually appealing and interactive for our over 7,000 subscribers.
- We have a new way to add subscribers to our Metropolis e-news: Text to Subscribe. Just follow the directions to the right and be “in the know” with our latest Metropolis news. Be sure to share this with your friends and family!
- We simultaneously offer a coordinated social media campaign with complementary designs and messages so that a cohesive look is always presented by our Metropolis.
- The Metropolis Facebook page has over 2,200 followers: <https://www.facebook.com/GreekOrthodoxMetropolisSF>.
- I provide weekly abbreviated announcements and graphics on Metropolis ministries and events to all our parish clergy and office administrators for ease of inclusion in their weekly and monthly parish publications.
- Our Metropolis news receives regular prominent coverage in the monthly newspaper, The Hellenic Journal, which reaches over 11,000 readers monthly.
- The online version of the Orthodox Observer (www.goarch.org/news) includes coverage of our Metropolis events, with many of them also featured on the Orthodox Observer Facebook page: <https://www.facebook.com/orthodoxobserver>
- I continue to serve as a member of the COVID-19 Parish Support Team for our Metropolis, coordinating the communications efforts for our parishes, including the posting of resources, training materials, guidelines, worship tools, and spiritual and educational resources for our clergy, parishes and faithful.



Development

- Our Faith Forward stewardship campaign reached another milestone, with donations totaling \$404,125. Thank you to all the generous stewards who supported this effort. We were blessed to have a \$150,000 challenge grant from The George and Judy Marcus Family Foundation, and our donors more than exceeded this amount, for which we are very grateful.
 - We have two new added features for contributing to Faith Forward:
 - Text to Give: Text FAITH to 877-403-1691 and donate today!
 - QR Code: Scan this code with your mobile phone camera and it takes you to a secure online form to make your donation to Faith Forward:
- As an extension of my work in Development, I continue to collaborate closely with Steve Pappas, chairman of our Metropolis Stewardship Ministry. We also work with Bill Marianes and have nearly completed a comprehensive and engaging year-long Stewardship Town Hall Series that began in February 2021. We are preparing for an expanded monthly series for 2022 that will cover topics pertinent to Stewardship, as well as feature some of the ministries of the Metropolis.
- I am also assisting with the revitalization of the All Saints Foundation, working extensively with attorney Peter Bagatelos on draft bylaw revisions, and the forthcoming convening of the Board of Trustees to re-engage them in their important work to support the ministries of our Metropolis.



Events

- I was involved in the planning and implementation of the very successful Metropolis YAL Conference held in Phoenix, AZ over Labor Day Weekend 2021.
- I continue to support the planning of various events for our Metropolis Philoptochos.
- I assisted with a special fundraising appeal in support of the Archdiocese Centennial and our Metropolis was able to offer a \$50,000 donation to His Eminence Archbishop Elpidophoros during his recent visit to our Metropolis.
- I am supporting the efforts of the Metropolis Council in planning the 2022 Clergy-Laity Assembly. We have an excellent program planned.

Departmental Support

- I am grateful for the support of the following that help me succeed in my position:
 - Presvytera Dimitra Dogias – she has provided invaluable support with special projects, correspondence, public relations, social media, and more.
 - Advancement Technical Support – this company provides support for DonorPerfect, our Metropolis database, and continues to help us manage the complexities of this program and identify additional ways to improve our data, electronic donor relations, and overall data accuracy and applicability.

Thank you for this opportunity serve our Metropolis. Please feel free to contact me if there is anything I can do to assist you (kbruskas@sanfran.goarch.org, 602-525-3488.).



GREEK ORTHODOX METROPOLIS OF SAN FRANCISCO

ΙΕΡΑ ΜΗΤΡΟΠΟΛΙΣ ΑΓΙΟΥ ΦΡΑΓΚΙΣΚΟΥ

Staff Report **Ministries and Administration**

Paul Gikas, Director

Metropolis Council Meeting, February 2022

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Ministries

When the pandemic began in March 2020, our ministry leaders did an outstanding job in adapting to online ministry by offering many online opportunities for our youth, young adults, and adults to gather amidst the challenges of the pandemic. Our leaders keep our ministries “alive” during this time and we are extremely grateful for their accomplishments. Thankfully the summer of 2021 presented the opportunity for some in-person events. In September, despite the Delta variant, we witnessed an amazing Young Adult Conference gather over 600 young adult in Phoenix, AZ with very impressive covid protocols. Unfortunately, when we hoped for in person ministry to resume to normal, the Omicron variant arrived. However, our ministries kept working hard kept offering to our faithful. Last weekend our Folk Dance and Choral Festival Ministry (FDF) had another very successful weekend, with covid protocols in place. I believe the most impressive characteristics demonstrated by our ministry leaders these past two years has been their passion and hard work to continue to offer their ministries to our faithful.

I continue to try support our ministry leaders from the Metropolis Offices in any way I can. Each of our ministries is unique and I try to assist them accordingly. Whether its discussing programs, assistance with compiling budgets, getting expenses reimbursed, or facilitating discussions with His Eminence, it’s a pleasure to assist our leaders. I also try to hold monthly Metropolis Ministry Leader Zoom Meetings with His Eminence and His Grace present, so we can communicate with one another and learn from our ministry leaders’ experiences.

The enclosed ministry reports reflect ministry activities for 2021. Our ministry leaders have submitted budgets for 2022. Ministry events and programs are being added to our Metropolis Ministry Calendar as they develop. We continue to see excellent collaborations between our ministries. For 2022, Steven Pappas from our Stewardship Ministry has spearheaded a series of presentations by several of our ministry leaders to help equip our parish ministry leaders with some new ideas and resources. We look forward to more in-person ministry events, but our leaders will continue to use Zoom as a excellent tool for meetings and ministry!

Administration

During the pandemic the Metropolis Offices also adapted to working in on online environment. We did experience some growing pains but thankfully we all now have several new skills under our belts. During the past two years we have had less visitors to the offices but we have met many more of our faithful online. The addition of Bishop Ioannis as Chancellor has been a tremendous blessing for the Metropolis, and we look forward to advancing the efforts of the Metropolis Offices with his support and leadership.



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Throughout the pandemic I worked from the office on a full-time basis. Its nice to have staff back on a full-time basis. Besides working with our ministry leaders, I continue with assisting the Metropolis with a range for administrative responsibilities. I now facilitate many communications with His Eminence, scheduling the majority of his non-reoccurring Zoom meetings. I continue to oversee the computer and phone systems of the Metropolis Offices and House. In October the Archdiocese transitioned all Archdiocese and Metropolis from Gmail to Microsoft Outlook so I assisted our Metropolis staff with this transition. We are now waiting for instructions from the Archdiocese on when and how we will migrate our server to a Microsoft SharePoint site. The Archdiocese will also be providing all Metropolis Staff with new laptops this year, funded by a generous grant from Leadership 100, to be able to increase computer security and compatibility throughout the Archdiocese. I continue to assist potential applicants to the Diaconate Program and HCHC with the application process, as well as candidates for ordination with the paperwork and process through the Archdiocese. As we are always looking to save money with office expenses, I am currently researching options for our internet and phone system. I provide some administrative assistance to the Office of the Metropolitan, Office of the Chancellor and to the Director of Communications and Development, as well as special events or programs throughout the year.

While we have less physical activity at the Metropolis Offices, we have never been busier. It continues to be a blessing to serve His Eminence and the Metropolis of San Francisco here in the Metropolis Offices. While we have our challenges, we continue to try our best for the Metropolis, our parishes, and the Greek Orthodox Faith here on the west coast. We are always looking to increase our office efficiency and productivity, and with God's help we will continue to do so in 2022.