



Development and Communications Report

February 27, 2024

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.
- Our email communications through Constant Contact continue to draw high statistics of engagement with an average of 56% of our messages being read, which is over 10% higher than the industry average. We have over 7,600 people who receive our communications regularly.
We are encouraged that people read our news and engage in our activities and ministries.
- The Metropolis Facebook page has over 2,500 followers:
<https://www.facebook.com/GreekOrthodoxMetropolisSF>.
- We are grateful for the ongoing support of The Hellenic Journal and the (online) Orthodox Observer, both of whom continue to provide excellent coverage for our Metropolis activities.
- The Metropolis website (www.sanfran.goarch.org) receives consistent positive feedback from across the Archdiocese. Our webmaster, Rev. Father Daniel Triant (Holy Trinity – Spokane, WA) has done outstanding work over the past nine years to manage the content posting and the “backend” functionality of our website.

Development

- The 2023 Faith Forward appeal was once again successful thanks to the generosity of our donors and stewards. In 2023 we raised over \$310,000 this year, without the benefit of a matching donor. We continue to encourage people to become monthly stewards of the Metropolis as it provides a steady stream of income throughout the year, and it is convenient and secure.
- I continue to assist with the All Saints Foundation, and we will be working on a comprehensive fundraising and marketing plan so that we can appropriately brand this initiative and strategically grow this endowment in support of the ministries of our Metropolis.
- I also support the fundraising efforts for Saint Nicholas Ranch and Retreat Center. In 2023 this included coordinating the annual Saint Nicholas appeal, and in 2024 we are working to raise funds for some much-needed technology improvements.
- We have successfully integrated QuickBooks Online with DonorPerfect, which is streamlining gift entry and helping with reconciliation of income through both platforms.

Events

- I have been appointed to serve as the Coordinator the Archdiocese Biennial Clergy-Laity Congress. I meet with the CLC Executive Team on a weekly basis and am supporting the overall planning and implementation of the Congress, with a special emphasis on Fundraising, Volunteers, Hospitality, the Congress Cultural Event, Outreach Programs, and the Grand Banquet.
- The Metropolis Gala was a major responsibility as I served as the staff coordinator for this event. We had an excellent committee under the leadership of George and Christine Psefteas, and overall it was a very successful effort, raising nearly \$485,000 in support of our Metropolis ministries. AXIOS to His Eminence Metropolitan Gerasimos who was honored with the Theofanis Economidis Award for Extraordinary Leadership.

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. Her assistance with the Metropolis Gala, as well as with Faith Forward and the Ranch Appeal are greatly appreciated!
 - Advancement Technical Support – This is company that has been providing support for DonorPerfect, our Metropolis database. Because of Presvytera Dimitra's technical expertise and growing familiarity with DonorPerfect, we are reducing our reliance on ATS and instead investing more in Presvytera Dimitra's time and efforts in support of our Metropolis Development and Communication department.

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.).



Clergy Laity Assembly March 4-5, 2024

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Our ministries are just a click away! <https://sanfran.goarch.org/ministries>

Ministries

- I continue to support our ministry leaders from the Metropolis offices. I assist our leaders with expense reimbursement, questions, facilitating communications and Zoom meetings with His Eminence, and I attend some ministry meetings. I also facilitate the collection of annual budgets and ministry reports twice a year, and facilitate the participation of some of our ministries at FDF.
- It is impossible for me to comment on all the wonderful programs and resources our ministries offer throughout the year. This is why I urge you to 1) review the enclosed ministry reports 2) review our ministry websites. With 14 distinct ministries, you will be amazed at the number of programs and resources that are available to you, our faithful, and our parishes.
- The Metropolis continues to increase its focus on supporting and growing its ministers. A first level evaluation of our ministries has been conducted. This is helping form a more in-depth systematic evaluation. These evaluations are being conducted with the sole purpose of improving and growing the Metropolis ministry offerings to meet the interests and needs of our faithful of all ages.

Transitions in Ministry Leadership

- Greek Village Immersion Camp – In the summer of 2023, the Metropolis sincerely thanked Katerina Iconomou and Georgia Covell for their many years of dedicated volunteer service as the camp directors. For Katerina and Georgia, Greek Village was a labor of love which reached many young people and their families throughout the Metropolis and beyond. At the same time, the Metropolis is pleased to welcome as the new camp directors, Fr. Christos Kalaitzis and Presvytera Theodora Nakou from Holy Trinity Cathedral in Portland, OR, where they run a very successful Greek school program with approximately 120 students.
- Greek Language and Culture Ministry – In the summer of 2023, the Metropolis again expressed its appreciation to Katerina Iconomou for leading this ministry with her Team for the past several years. The Metropolis is pleased to announce that Katerina Chiotis, Director of the Holy Cross Greek School in Belmont, CA, is the new lead of this ministry.
- Folk Dance Festival – The Rev. Gary Kyriacou served as the Chairman of the Board of Trustees for FDF since 2011. FDF is now an event of approximately 4000 individuals. In December of 2022, Fr. Gary was assigned as the Proistamenos of St. Sophia Cathedral in Los Angeles, CA. With his increased responsibilities, Fr. Gary will no longer serve as Chairman of FDF but will remain on the Executive Committee as the Director of Ministry. Michael Syrengelas and Spiro Beckas now serve as the Co-Chairs of the Board of FDF and we congratulate them on a very successful FDF 2024.

Administration

- Assist the Metropolitan with various administrative requests.
- Assist the Metropolitan with holiday correspondence.
- Assist the Metropolitan with computer and online accounts maintenance.
- Coordinate the Metropolitan's Zoom meetings.
- Assist with maintenance of the Metropolis residence and automobile.
 - Recently replaced electric garage door.
 - Recently upgraded alarm system at Metropolis residence.
 - Looking for a new Metropolis automobile lease.
 - Currently replacing redwood fence that is 20 years old blew over in storm.
- Provide some administrative support to the Office of the Chancellery.
 - Maintain many shared contact lists on OneDrive.
 - Carry out duties upon request.
 - Assist the Chancellor with recording of Metropolis employees' days off.
 - We now use Archdiocese ADP online platform but we also maintain physical records.
- Provide administrative support to Metropolis Allocations Committee.
 - Email letters to parishes requesting Allocation Data.
 - Email letters to parishes proving National Commitment amounts.
- Help facilitate applications to Hellenic College and Holy Cross Greek Orthodox School of Theology.
 - Maintain list of students and seminarians from Metropolis studying at HCHC.
 - Several new students for fall 2024.
- Help facilitate petitions for ordination, once Metropolitan has given blessing.
- Maintain office computers, equipment, and equipment leases.
 - Recently downgraded postage machine to save money on lease.
 - Researching new cloud phone system to replace 15-year-old phone system within next year.
- Assist front office with computer maintenance and technical difficulties.