Development and Communications Report

January 27 – 28, 2026

Submitted by: Kristen Bruskas

Director of Development and Communications

Office of Development and Communications

The Office of Development and Communications serves as a vital conduit between the Archpastoral ministry of His Eminence Metropolitan Gerasimos, the many programs of the Metropolis, and our parishes and faithful. Through strategic communications, public relations, and comprehensive fundraising efforts, this office provides the connective framework that supports, sustains, and advances the life of the Metropolis.

At every level, the work of this department ensures that the mission and ministries of the Metropolis are communicated clearly, consistently, and thoughtfully, while also securing the financial resources necessary for their continued growth and impact. The efforts I am blessed to lead in these areas reflect a coordinated and intentional approach to strengthening the Metropolis as a whole, highlighting its many good works and enabling its ministries to flourish for the benefit of others.

Communications

- The video series *Reflections from His Eminence Metropolitan Gerasimos* continues to reach a wide and diverse audience, offering timely pastoral messages aligned with the Ecclesiastical year and fostering a deeper sense of connection between the Metropolitan and the faithful.
- Email communications distributed through Constant Contact continue to demonstrate exceptionally strong engagement, with an average open rate of approximately 55 percent. This significantly exceeds the nonprofit industry average of 41 percent and reflects both the effectiveness of our communications strategy and the attentiveness of our faithful to the work of the Metropolis.
- The Metropolis Facebook page continues to grow and engage a global audience, with more than 2,600 followers. Through regular updates, event coverage, and ministry highlights, the page serves as an important platform for outreach and connection. We also have an Instagram page (GOMetSF) and are cross-promoting our messages between thee two platforms.
- We remain grateful for the ongoing support and coverage provided by *The Hellenic Journal*, *The National Herald*, and the *Orthodox Observer*, all of which consistently highlight the life and ministries of the Metropolis.
- The Metropolis website, www.sanfran.goarch.org, continues to receive positive feedback from across the Archdiocese. Our webmaster, Rev. Father Daniel Triant of Holy Trinity in Spokane, Washington, has provided outstanding service for over a decade, ensuring both strong content management and reliable backend functionality.

Development and Fundraising

Fundraising remains a central and essential component of the work of the Office of Development and Communications. Through careful planning, coordination, and execution, this department supports both annual operations and long-term initiatives that sustain the ministries of the Metropolis.

- **Faith Forward**
  Faith Forward continues to be a cornerstone of financial support for the Metropolis. The 2025 Faith Forward campaign concluded successfully, raising over $495,000 in donations. This outcome reflects the generosity and commitment of our faithful, as well as the importance of consistent leadership support and stewardship engagement. Members of the Metropolis Council play a vital role in setting the example for Faith Forward participation, encouraging others throughout the Metropolis to give prayerfully and generously. Looking ahead, we will endeavor to connect with our donors earlier in the year in order to cultivate ongoing engagement and support throughout the year. I am deeply grateful to Isidoros Garifalakis for his leadership and continued dedication to securing the resources necessary to sustain the ministries of our Metropolis.

- **Metropolis Gala**
  The Metropolis Gala remains one of the most significant fundraising events of the Metropolis. The most recent Gala, held on October 11, 2025, generated more than $940,000 in gross revenue in support of our ministries. The event brought together faithful from across the Metropolis and highlighted the depth of commitment to our shared mission. While the Gala will not be held again until 2027, planning efforts will begin in the coming months to secure a future date and venue, ensuring continued momentum and long-term success.

    - *Collectively, Faith Forward and the Metropolis Gala generated more than $1.3 million in support of the ministries of the Metropolis during this reporting period, underscoring the essential role of development efforts in advancing the life and mission of the Metropolis.*

- **All Saints Foundation**
  The All Saints Foundation represents an important long-term investment in the future of the Metropolis. The Foundation website has now been completed and is expected to be fully functional within seven to ten days following the Assembly (www.allsaintsfoundation.org). This initiative is designed to address the long-term needs of the Metropolis and to provide a solid financial base that will support the expansion of our ministries and good works for generations to come.

Departmental Support

I am deeply grateful for the assistance of Presvytera Dimitra Dogias, whose contributions are invaluable to the daily work of the Office of Development and Communications. Her support in database management, special events, correspondence, public relations, social media, and a wide range of projects is greatly appreciated and essential to the effectiveness of this 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.).

Metropolis Clergy Laity Assembly
Saint Nicholas Ranch and Retreat Center
Dunlap, CA
January 27-28, 2025

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Our ministries are just a click away! Plesae visit: https://sanfran.goarch.org/ministries

Ministries

At this assembly, the Metropolis is proud to present two new publications to our faithful. One is an Annual Report for 2025. The other is a Metropolis Ministry Resource Guide for 2026. The Annual Report contains a colorful overview of the wonderful work our Metropolis Ministries accomplished in 2025, while the Resource Guide is an easy and practical way to see what programs and resources our ministries offer. Also, please do take a moment to review the annual reports provided for our Metropolis Council and this Assembly.

The Metropolis is currently formulating a simple process to help enable our ministries. Beginning in February, we will go through this process with our ministry leaders as a group to bring to light how the Metropolis can better support and enable our ministry leaders and ministries to better serve the needs of our parishes and faithful.

I continue to offer support to our Metropolis Ministries in several ways, including:

- Assist ministry leaders, troubleshoot any challenges they may be facing.
- Facilitate communications and meetings of ministry leaders with the Metropolitan.
- Facilitate participation by Metropolitan in ministry events or programs.
- Facilitate ministry participation at FDF and our Metropolis Clergy Laity Assembly.
- Collect ministry reports (twice a year) and budgets (once a year).
- Facilitate ministry expense reimbursement throughout the year.
    - The process of tracking and submitting expenses by ministry leaders, and then processing and reimbursing expenses by the Metropolis, can be time consuming. I am currently researching the services of companies Clear, Ramp or Expensify to see if this may be beneficial service to Metropolis.

Main Administration Duties

- Assist the Metropolitan with coordinating Zoom calls, meetings, and in-person meetings.
- Assist the Metropolitan with various administrative requests.
- Assist the Metropolitan with maintaining the Metropolis House and car.
    - In March we installed exterior security cameras around the perimeter of the house to provide an extra layer of security.
- Provide some administrative support to the Office of the Chancellery.
- Provide some administrative support to Metropolis Allocations Committee.
    - Email to our parishes the financial data request (spring) and allocation and pension benefit amount letters (fall) annually.
- Help facilitate seminarian applications to HCHC Greek Orthodox School of Theology.
- Help facilitate ordination applications to the Holy Diaconate and Holy Priesthood to the Archdiocese.
- Oversee the maintenance of office computers, equipment, and leases.
    - In July we began using ATT Business Fiber for our office internet. We are now receiving much faster internet speed at a significantly lower price.
    - At this time, we also purchased new internet-based phones for the office. The old Mitel phones were installed when the offices came to the Cathedral in 2008. After much research, we purchased Yealink phones (7 workstations) utilizing the internet phone carrier Nextiva. We are again experiencing significant savings.