

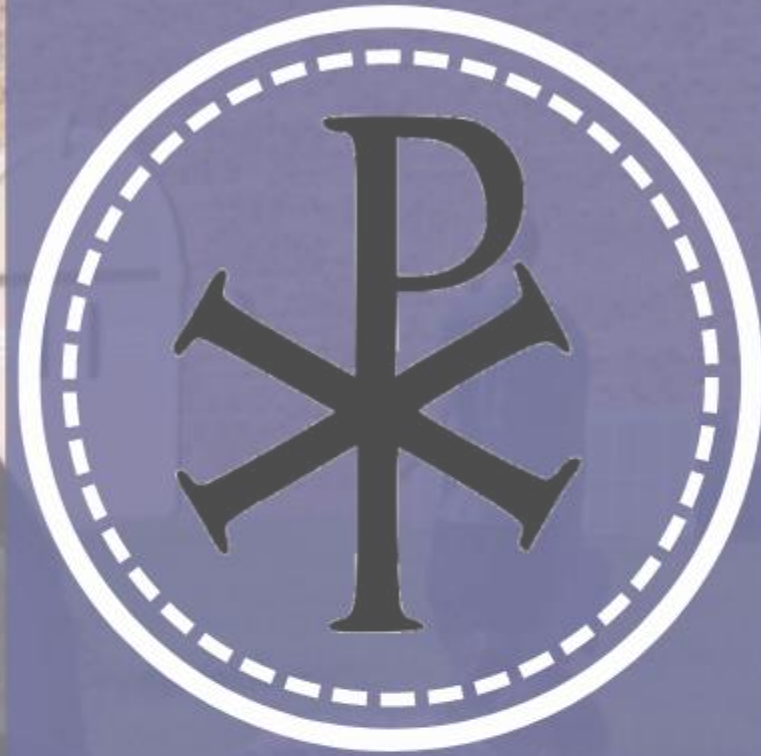


NATIONAL PHILOPTOCHOS SOCIETY

**PUBLIC RELATIONS
COMMITTEE**



PHILOSTRONG



- When Philoptochos sees pain and suffering, we strive to offer comfort.
- When Philoptochos sees hunger, we aspire to offer sustenance.
- When Philoptochos sees despair, we strive to offer hope.

For more information, visit
<http://www.philoptochos.org>

WHO WE ARE

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- When Philoptochos sees hunger, we aspire to offer sustenance.
- When Philoptochos sees despair, we seek to offer hope.



**BARBARA PASALIS,
CHAIR**

Metropolis of Pittsburgh



**VALINE GEORGESON,
CO-CHAIR**

Metropolis of Atlanta



DESPINA "DES" DENNE

Metropolis of Pittsburgh

THANK YOU!



MARI LOU DIAMOND
Metropolis of San Francisco



CINDY KEZOS
Metropolis of San Francisco



MARTHA STEFANIDAKIS
Metropolis of San Denver



IRENE STEFFAS
Metropolis of Atlanta



AMY KALOGEROPOULOS

National Philoptochos Development
& Information Officer



VIVIAN SIEMPOS HAIDAS

National Philoptochos
Communications Consultant



COME JOIN US



That's A Wrap

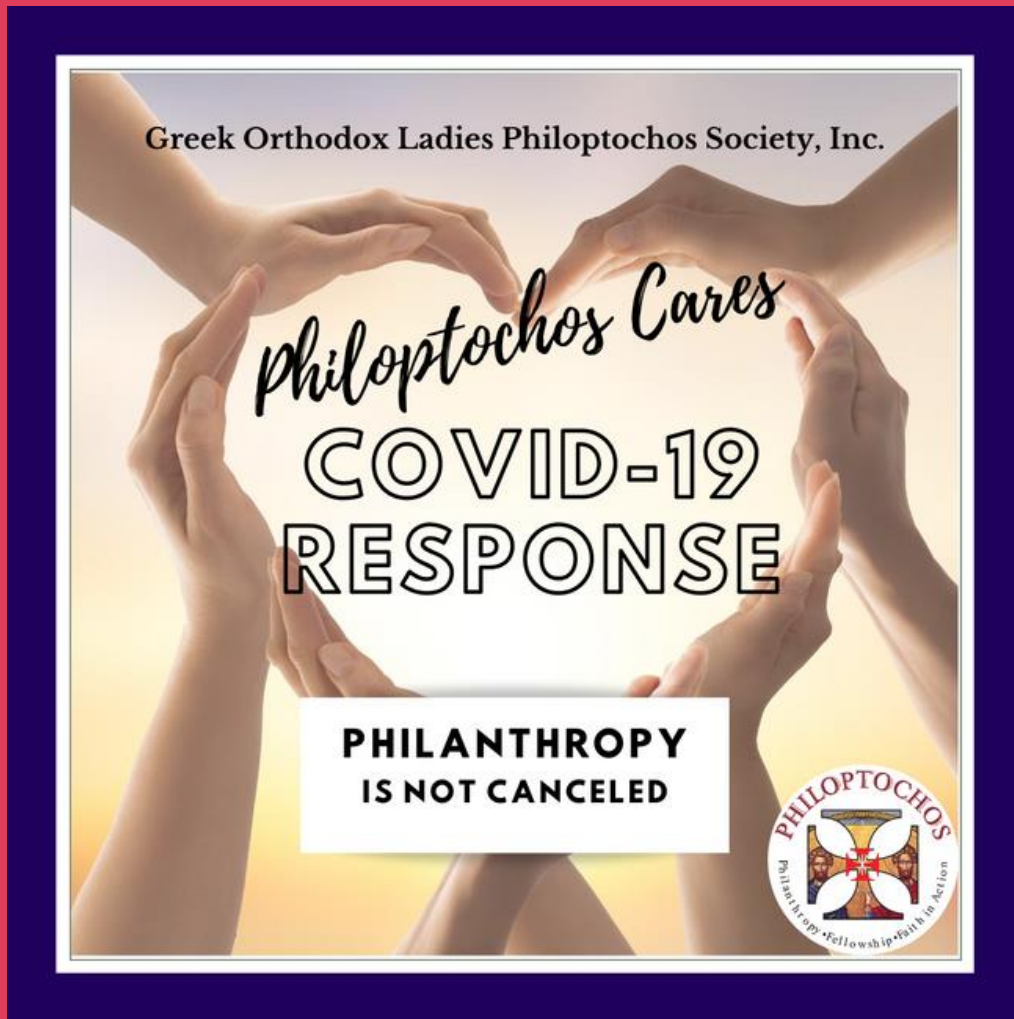




COVID-19 INITIATIVES

As the COVID-19 Pandemic spread across the globe, Philoptochos responded immediately with a variety of initiatives to provide assistance, food and spiritual comfort to our communities.





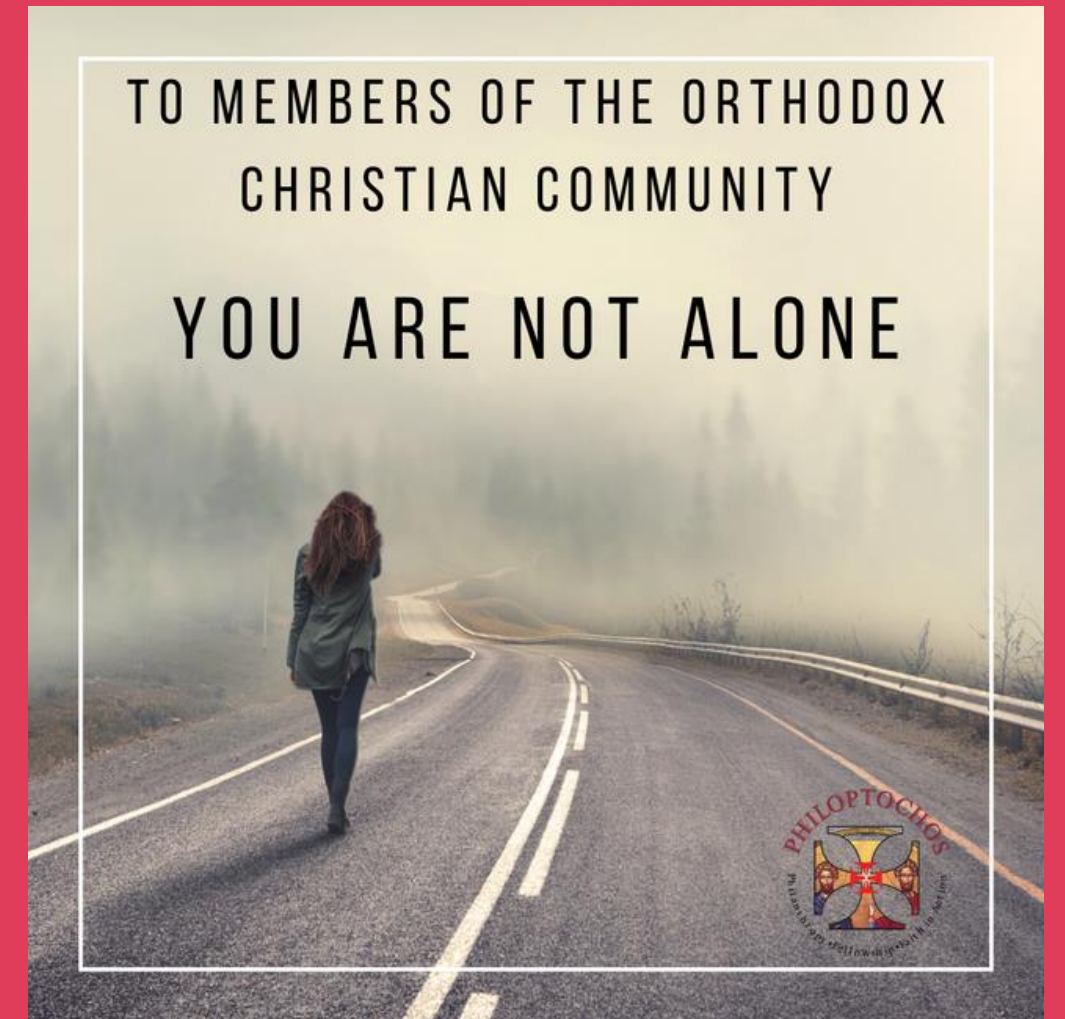
COVID-19 RESPONSE

In March, National Philoptochos established the COVID-19 Emergency Drive to provide funding for social service requests for rent, mortgage, or utility payments, medical or other daily living expenses, food, or childcare.



\$50,000 DISBURSED

On March 20, donations totaling \$50,000 were sent to national feeding programs that distribute food across the US, \$25,000 to Feeding America and \$25,000 to the Meals on Wheels Program.



SOCIAL SERVICES

National Philoptochos Department of Social Services developed a streamlined Application for Assistance to expedite the delivery of critical monetary support to families affected by the Pandemic.



#MASKON

The #MASKON campaign urged chapters to make and distribute masks within their local communities to assist with the nationwide need for face coverings, and to encourage everyone to follow the CDC's guidelines for social distancing and safety practices.



THE POWER OF THANK YOU

This campaign asked chapters to write thank you notes to "heroes": healthcare personnel, grocery staff, building managers, and delivery workers.



#THANKSHEALTHHEROES

Chapters across the country arranged for food to be delivered to healthcare workers as a special "thank you."

Rev. Dr. Nicholas Louh

"Finding Christ in the Crisis"





USA
TODAY

AMERICA RESPONDS

Unprecedented global health crisis
pushes nation into action.

America Responds

Unprecedented global health
crisis pushes nation into action

- Businesses of all sizes weigh options
- Stories of front-line heroes and survivors
- Money and morale: Stars do their part

12
SALE THROUGH 8/10 \$4.95



SPECIAL EDITION

A four color magazine, written, produced and distributed by USA TODAY hit newsstands in mid-July.

USA TODAY PAYS TRIBUTE

Companies from industries far and wide are lending a helping hand to Americans during their time of greatest need. USA TODAY issued a special edition publication to highlight companies' heroic efforts.



The Greek Orthodox Ladies Philoptochos Society, Inc.

90 UNINTERRUPTED YEARS OF PHILANTHROPY AROUND THE WORLD

OVER 400 CHAPTERS AND 26,000 MEMBERS IN AMERICA

Philanthropy and Love- Our COVID-19 Response

COVID-19 Emergency Fund

Over \$125,000 raised to help families in need with rent/mortgage and health care expenses.

The Power of Thank You

This campaign asked chapters to write thank you notes to "heroes": healthcare personnel, grocery staff, building managers, and delivery workers. Chapters enlisted the help of the youth in their communities to write thank you notes. In addition, chapters across the country arranged for food to be delivered to healthcare workers as a special "thank you."

Over 272,000 meals provided across the United States

On March 20, the National Philoptochos Executive Board approved immediate disbursements to two domestic food distribution organizations: \$25,000 to Feeding America, and \$25,000 to Meals on Wheels America. Chapters across the US also continued to provide meals in their local areas.

Spiritual Guidance and Support

A lecture from Rev. Dr. Nicholas Louh, entitled "Finding Christ in the Crisis" on April 30. Fr. Louh provided resources from the Bible to provide comfort and support during these anxious and challenging times. This event was livestreamed on Facebook, reaching over 19,000 people.

#MasksOn Campaign

Chapters sewed and distributed masks in their local communities to assist with the nationwide need for face coverings, and to encourage everyone to follow CDC guidelines.

Mental Health Resources

Resources to help people deal with anxiety during this stressful time were posted on our website and referrals were provided for mental health counseling.

www.philoptochos.org

ORTHODOX OBSERVER

ORTHODOX OBSERVER

A fully web-based news and information experience. The online Observer resides as part of the Greek Orthodox Archdiocese website, and has become the place where all content of the Archdiocese, Metropolises, ministries and departments, institutions and organizations, parishes and faithful, can be found.

NEWS



Philanthropy Witness



The Official Newsletter of the Greek Orthodox Ladies Philoptochos Society

July 2020

THE NATIONAL BOARD HOSTS
1ST VIRTUAL BOARD MEETING



PHILANTHROPY WITNESS

Previously a bi-monthly electronic, now our monthly electronic newsletter.

It includes important updates for our membership and highlights chapters and their outreach efforts.

In order to receive "news," you must subscribe via mailchimp on our website.



SOCIAL MEDIA

STAY CONNECTED WITH US

GROWING OUR BASE

The Public Relations/Communications Committee has worked tirelessly to increase Philoptochos' reach throughout the United States with a dynamic social media presence harnessing the power of Facebook and Instagram. National Philoptochos now has over 5,000 followers, including Nia Vardalos who regularly forwards Philoptochos messages across her social media network, exclaiming, "You know who gets it done? The ladies of the church! Philoptochos is the ever-amazing philanthropic group." The committee has also harnessed the power of the Internet to raise money for the various projects and programs. A #GivingTuesday campaign to benefit Social Services raised \$10,000 in just a few days. These funds were used to produce a Caregiver's Support Group to assist individuals caring for ill and aging family members in their homes.

LIKE • FOLLOW • SHARE



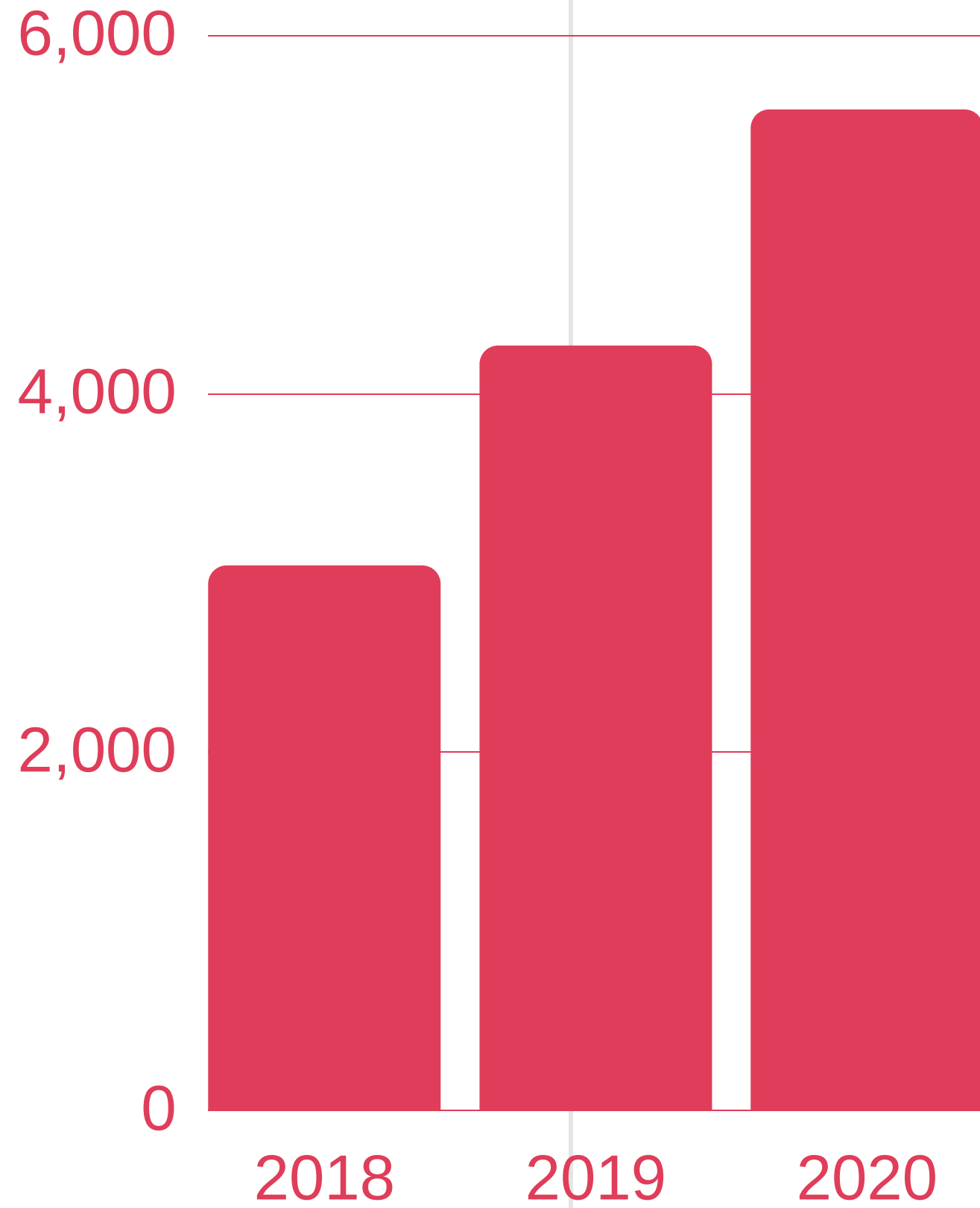
FACEBOOK

TWITTER

INSTAGRAM

YOUTUBE

LINKEDIN



FACEBOOK FOLLOW INSIGHTS

- As of June 2018 **3,038**
- As of June 29, 2019 **4,266**
- As of August 10, 2020 **5,583**

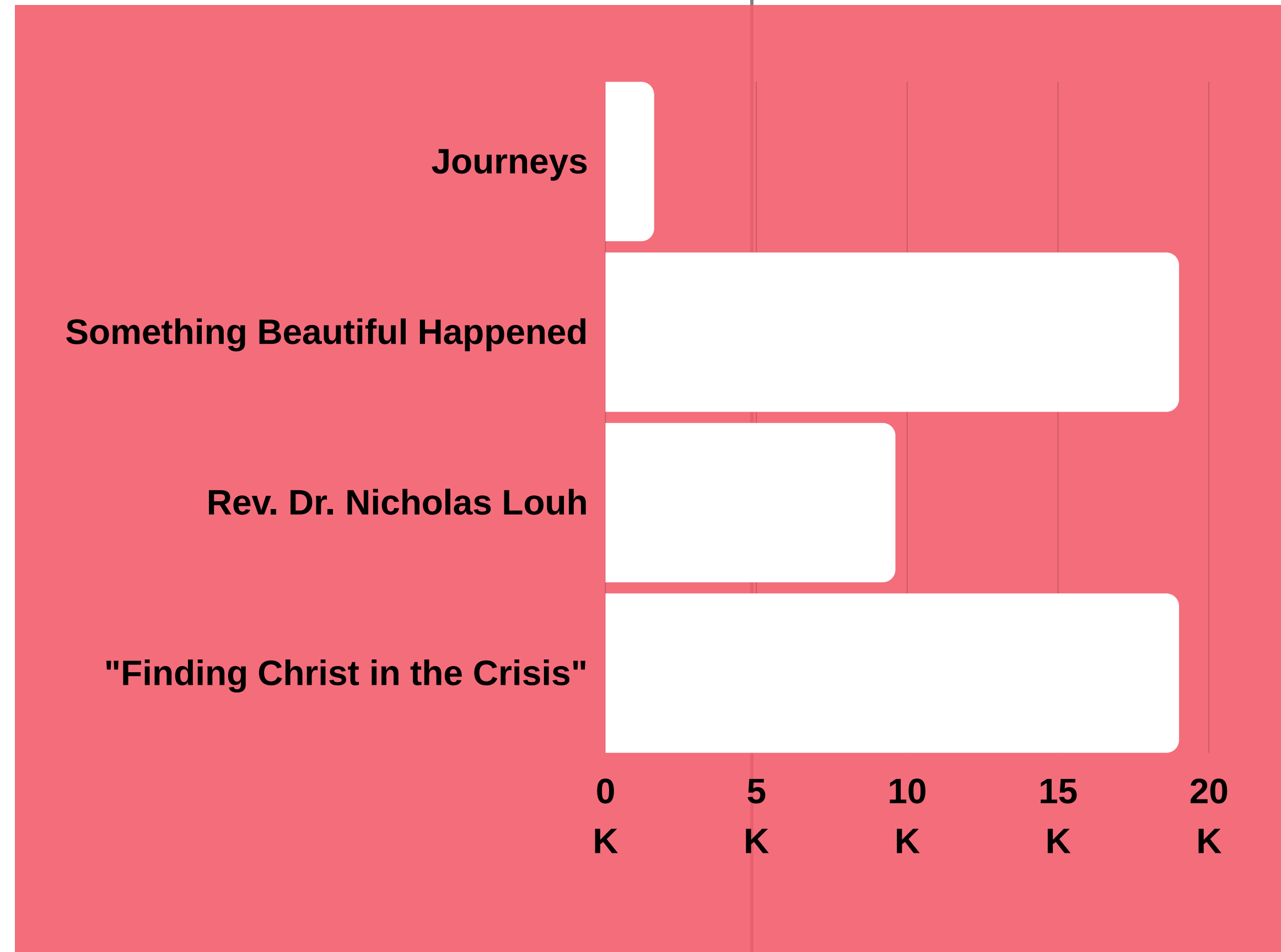
INCREASE

84%

AS OF AUGUST 2020

"LIVE" SPEAKER EVENTS

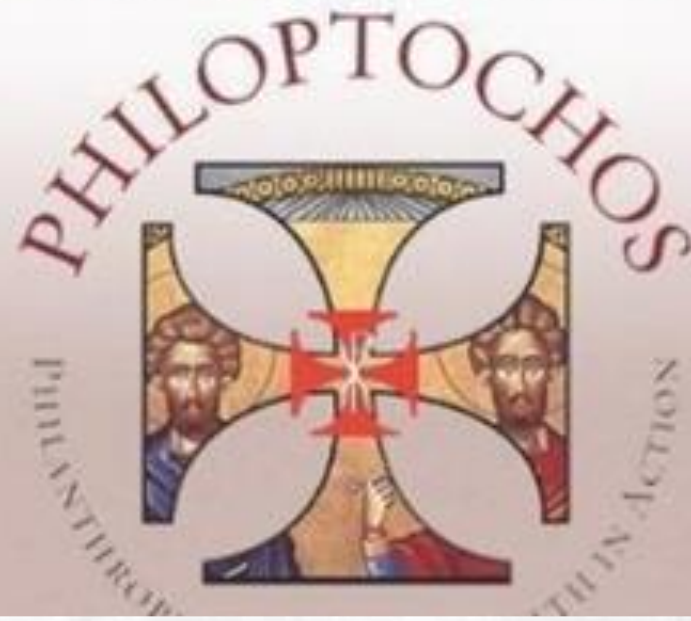
Leveraging technology, Philoptochos initiated a speaker series over the last two years. The **Engaging Our Minds** series livestreams the speakers via Facebook.



WWW.PHILOPTOCHOS.ORG

In January 2020, Philoptochos launched a new, modern, interactive website at www.philoptochos.org.

The easy to navigate site is a true reflection of the multi-faceted work that Philoptochos stewards across the nation perform.



EXPLORE OUR WORK

SNAPSHOTS OF HOMEPAGE



Community Educational Initiatives



Feed the Hungry



Fundraising Initiatives



Operation Classroom



Philanthropic Projects



Social Services



PHILOPTOCHOS
AND
WE STRIVE TO
PORT.



WHEN PHILOPTOCHOS
SEES HUNGER, WE ASPIRE
TO OFFER SUSTENANCE.



WHEN
SEES D
OFFER

NEW DEDICATED EMAILS FOR EVERY CHAPTER

Will facilitate communication with the
National Office

Each Chapter must assign one board member
who is responsible for managing the account



“

**Let your light so shine before men, that
they may see your good works and
glorify your Father in heaven.**

”

-MATTHEW 5:16