

SAMARITAN PROGRAM

A BENEVOLENT MISSION OF PINNACLE LIVING

Communication Ideas to Promote the 2021 Samaritan Offering

Have questions or need additional information? Contact:

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The Virginia Annual Conference annually recognizes the time-period from Mother's Day to Father's Day for a special offering for the Samaritan Program. As you share this giving opportunity to your congregation and community, you are welcome to adapt the text for any of the materials which follow to use throughout the year and to add instructions specific to your planned church giving opportunities.

Share the Pinnacle Living story and offering opportunity in your newsletter or e-mail blasts. Here are three sample texts you can use.

Newsletter or E-Blast Announcement #1 – Educational

From Mother's Day to Father's Day, our congregation will be lifting up the opportunity to support the 2021 Samaritan Offering for Pinnacle Living. How much do you know about the historical connection of residential ministry with older adults in our denomination and the Virginia Conference?

John Wesley, the founder of the Methodist movement, is known for his concern for the welfare of others, from basic health care to improved working conditions. In the birthday reflections in his journals, Wesley wrote about many factors he attributed to his own successful aging into his eighties. He recorded insights on a variety of topics including the importance of a good diet, feeling useful, and being active. Wesley lived to be a very old man in the 18th century! As Methodism spread to the American Colonies, early leaders saw a crucial need for care of orphaned children in the early colony of Georgia. This led to the first Methodist-related home to care for children in 1741. It would be more than 100 years later in 1850 that the first "home for aged persons" was established in New York City.

The story of ministry with older adults that was to become Pinnacle Living goes back to the 1930's when a need for a home for the aging in Virginia was pointed out to church leaders. After several years of study, a report was submitted to the Annual Conference in Lynchburg in 1944, asking Bishop William Walter Peele to appoint a committee with authority to incorporate a board for the "Home for the Aged" and to seek out other gifts and bequests, and what would eventually become Pinnacle Living was born. As the needs and expectations of seniors have evolved and shifted, Pinnacle Living communities have grown and changed, too. Our mission of **Enriching Life's Journey** lives out in five distinctive communities across the Virginia Conference.

In 1948 when the doors of the Snyder Memorial Home and The Hermitage opened for residents, the average life expectancy for a man was almost 65 years and for a woman, almost 70 years. With ever increasing

longevity, more and more of us today wonder if we will be able to financially support ourselves into our 80s, 90s, even possibly our 100s. Your support of the Samaritan Program offers financial assistance to residents in our Pinnacle Living communities who have outlived their monetary resources and, through no fault of their own, can no longer afford the full cost of services. Benevolent assistance is at the heart of the mission of Pinnacle Living.

For more information about the communities of Pinnacle Living and to make an online donation, visit [PINNACLELIVING.ORG](https://www.pinnacleliving.org) or the Pinnacle Living Facebook page @PinnacleLiving.

Announcement #2 – Older Americans Month

Did you know that May is “Older Americans Month”? Since 1963, this month-long celebration has been a time to acknowledge the contributions of past and current older persons to our country. The theme for 2021, **Communities of Strength**, will celebrate the strength of older adults and the Aging Network, with special emphasis on the power of connection and engagement in building strong communities.

One way for our congregation to be engaged in **#OAM21** is by honoring or recognizing the memory of older adults who have been inspirations in our lives with a gift to the Samaritan Offering. Contributions to the Samaritan Offering received from Mother’s Day, May 9th, through Father’s Day, June 20th, assist in providing a sense of security and peace of mind when residents of the communities of Pinnacle Living are most vulnerable. The Samaritan Program offers financial assistance to residents who have outlived their monetary resources and, through no fault of their own, can no longer afford the full cost of services. Benevolent assistance is at the heart of the mission of Pinnacle Living, our Virginia Conference-related ministry with persons living into elderhood.

Please consider a gift to the Samaritan Program during this special offering season. Gifts may be designated to any of our Pinnacle Living communities. Undesignated gifts are used where the need is greatest. One hundred percent of your contribution to the Samaritan Program will go directly to the financial support of the residents in need and will not be used for operational, capital, or administrative costs. Contributions can be made through the church regular or special offering. You can also visit the Pinnacle Living website at [PINNACLELIVING.ORG](https://www.pinnacleliving.org) or Facebook page @PinnacleLiving to give online.

Announcement #3 – Offering Specific

The 1948 report of the Board of Hospitals and Homes to the Virginia Annual Conference noted the amount raised through the first special offering to support the mission and ministry of the Virginia Conference “Home for the Aged.” For seventy-three years, Virginia Conference churches have continued to dedicate a special offering time period for the Samaritan Program of Pinnacle Living. Over the years, the name and time frame of the special offering have changed, but the focus has remained the same: to ensure the personal security and peace of mind of our most vulnerable residents. During the 2020 fiscal year, the Samaritan Program provided \$412,224 to help residents remain in their “home” at their respective Pinnacle Living community.

Your gift to the Samaritan Offering supports residents who have been blessed by longevity but have outlived their financial resources. Samaritan gifts are not used for operational, capital, or administrative cost but are instead made available only for benevolent care. Your gift ensures someone’s personal security and peace of mind.

Samaritan Offering gifts, which are received from Mother’s Day, May 9th, through Father’s Day, June 20th, may be designated to any of our Pinnacle Living communities. Undesignated gifts will be used where the need is greatest. Both designated and undesignated gifts serve the same purpose: *to provide financial assistance to residents whose ability to pay for care has been diminished*. Please consider making a gift today to help those who need your generosity. You truly can make a difference in someone’s life. Contributions can be made through the church regular or special offering. You can also visit the Pinnacle Living website at [PINNACLELIVING.ORG](https://www.pinnacleliving.org) or Facebook page @PinnacleLiving to give online. For more information, call Pinnacle Living at (804) 474-8700.

Announce the offering in your church bulletin.

Bulletin Announcement – Older Adult Recognition Sunday

In April 2008, the General Conference of The United Methodist Church adopted legislation inviting congregations to celebrate Older Adult Recognition Day each year during the month of May. We were well ahead of this legislation when the 2006 Virginia Annual Conference agreed to designate the first Sunday in May of each year as Older Adult Recognition Sunday. Through an Older Adult Recognition, United Methodists are invited to show appreciation and support for older adults who continue to enrich and strengthen our faith communities. Older Adult Sunday and Older Americans Month which is also celebrated in May are great opportunities for us to remember and honor the older adults that have been important in our faith journeys. Consider a gift to the Samaritan Offering for Pinnacle Living, as one way to recognize those who have made a difference in your life. One hundred percent of your contribution will go directly to the financial support of the residents in need and will not be used for operational, capital, or administrative costs. Contributions can be made through the church regular or special offering. You can also visit the Pinnacle Living website at PINNACLELIVING.ORG or Facebook page @PinnacleLiving to give online.

Mother's Day to Father's Day Time Frame

For over 72 years, the Samaritan Offering has generated vital funds to assist residents of the communities of Pinnacle Living, when they are at their most vulnerable. Your gift supports the Samaritan Program, a benevolent fund that provides financial assistance to residents who have outlived their monetary resources and, through no fault of their own, can no longer afford the full cost of services. Samaritan Offering gifts, which are received from Mother's Day, May 9th, through Father's Day, June 20th, may be designated to any of our Pinnacle Living communities. Undesignated gifts will be used where the need is greatest. Please consider making a gift today to help those who need your generosity. You truly can make a difference in someone's life. Contributions can be made through the church regular or special offering. You can also visit the Pinnacle Living website at PINNACLELIVING.ORG or Facebook page @PinnacleLiving to give online. You can also print a donor gift form from the website which can be mailed directly to Pinnacle Living.

After Father's Day

Think you missed the opportunity to give to the 2021 Samaritan Offering for Pinnacle Living? You can still support the residents who have been blessed with longevity but have outlived their financial resources. Contributions can be made through the church office, on the Pinnacle Living website at PINNACLELIVING.ORG or Facebook page @PinnacleLiving. You may give to the collective Samaritan Program or designate a specific community. Your contribution will go directly to the financial support of the residents in need and will not be used for operational, capital, or administrative costs. For more information, call Pinnacle Living at (804) 474-8700.

Use your church social media outlets to tell the Pinnacle Living story and share the opportunity to support the Mother's Day – Father's Day offering.

Help us spread the word of the Samaritan Offering on your church or individual website, Facebook, and other social media pages. Below are a few suggestions for posts and tweets. We encourage you to be creative in how you use social media to inform members of your faith community about our mission and opportunity to participate in this year's Samaritan Offering. You can also simply share posts from the @PinnacleLiving Facebook page.

Sample Facebook Announcements

Prior to Mother's Day

During the month of May, you can celebrate Older Adult Sunday and Older Americans Month. Both are great opportunities to honor the older adults who have made an impact on your faith journey. Please consider giving to the Samaritan Program between Mother's Day and Father's Day (May 9th and June 20th) to help Pinnacle Living recognize those who have made a difference in your life. To learn more about the Samaritan Program, please visit the Pinnacle Living website at [PINNACLELIVING.ORG](https://www.pinnacleliving.org) or Facebook page @PinnacleLiving.

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A Good Samaritan has come to mean any person who helps another without thought or reward. So, what is the Samaritan Offering? Find out at [PINNACLELIVING.ORG](https://www.pinnacleliving.org) or on Facebook @PinnacleLiving.

Mother's Day to Father's Day Time Frame

The Samaritan Program provides the opportunity to assist residents in the communities of Pinnacle Living, who have outlived their monetary resources and, through no fault of their own, can no longer afford the full cost of services. Please consider giving to the Samaritan Offering between May 9th and June 20th to help those who need your generosity. Visit [PINNACLELIVING.ORG](https://www.pinnacleliving.org) or @PinnacleLiving on Facebook for more information.

Ever wonder if you will be able to financially support yourself into your 80s, 90s, even possibly your 100s? The Samaritan Program offers financial assistance to residents in the communities of Pinnacle Living, who have outlived their monetary resources and, through no fault of their own, can no longer afford the full cost of services. For more information or to give online, visit [PINNACLELIVING.ORG](https://www.pinnacleliving.org) or @PinnacleLiving on Facebook.

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Mother's Day, May 9th, through Father's Day, June 20th, provides the opportunity to support the Samaritan Offering for Pinnacle Living. Please consider making a gift today to help those who need your generosity. Contact the church office or visit the Pinnacle Living website [PINNACLELIVING.ORG](https://www.pinnacleliving.org) or Facebook page @PinnacleLiving.

After Father's Day

If you missed the opportunity to donate to the Samaritan Offering before Father's Day, you can still give in support of the residents who have been blessed with longevity but can no longer afford the full cost of services. Donations are accepted and greatly appreciated at any time of the year through the church office, online at [PINNACLELIVING.ORG](https://www.pinnacleliving.org) or on the Pinnacle Living Facebook page @PinnacleLiving.

Even if you missed the opportunity between Mother's Day and Father's Day to give to the 2021 Samaritan Offering for Pinnacle Living, you can still support the residents who have been blessed with longevity but have outlived their financial resources. Send your gifts through the church office, online at [PINNACLELIVING.ORG](https://www.pinnacleliving.org) or on the Pinnacle Living Facebook page @PinnacleLiving.

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You can support the Samaritan Offering and offer peace of mind to the most vulnerable residents of Pinnacle Living communities at any time throughout the year. Visit the Pinnacle Living website at [PINNACLELIVING.ORG](https://www.pinnacleliving.org) to learn more or make a gift online. You can also visit the Pinnacle Living Facebook page @PinnacleLiving.

Twitter – Tweet Suggestions

Help Pinnacle Living give back to those who have done so much for us. Learn more at [PINNACLELIVING.ORG](https://www.pinnacleliving.org) #2021SamaritanOffering

It's time to donate to the Samaritan Offering between May 9th and June 20th! Learn more at [PINNACLELIVING.ORG](https://www.pinnacleliving.org) #2021SamaritanOffering

What makes a true Good Samaritan? Learn more about the Samaritan Offering and how you can make a difference at [PINNACLELIVING.ORG](https://www.pinnacleliving.org) #2021SamaritanOffering

Share the story and opportunity to give during worship or other church events.

Offering Prayer of Dedication

Holy and Loving God:

We long to be faithful disciples and faithful givers, modeling ourselves after the example of your Son. Through the story of the Good Samaritan, Jesus taught us to not pass by those in need but to reach out in unconditional love to offer assistance in whatever way we can. May these gifts to the Samaritan Program be instrumental in wiping away insecurities and fear. Let them be living expressions of what it means to be a true Samaritan: a good neighbor, a supporter, and a protector. Bless those who receive these gifts, just as we are blessed in the act of sharing them joyfully, together this day in Jesus' name. Amen.

Invite a Pinnacle Living Speaker to Offer a Mission Moment, Program, or Message

We have tremendous people resources who would love to connect with your congregation. Here are a few suggestions.

- Schedule your local church Guild representative or a leader of the Community Guild at the Pinnacle Living community nearest you to speak to the congregation, fellowship gathering, UMW, UMM, or small group.
- Reach out to the Executive Director/Administrator of the Pinnacle Living community nearest you.
- Contact Martha Stokes, Director of Church and Community Relations, by phone (804) 474-8718 or by email at mstokes@pinnacleliving.org.
- Contact Charles Wickham, Director of Donor Development, by phone (804) 474-8724 or by email at cwickham@pinnacleliving.org.