



The 2020 Penny Campaign Has Begun!



It takes just 281 pennies to provide a warm meal for someone in need.
It takes 2,774 pennies to provide a night of shelter to a homeless neighbor.
Every donation—even pennies—makes a difference.

For over 25 years, Penny Campaign has energized the greater Winston-Salem community to help feed the hungry during the Christmas season. It is a powerful way to support those in need during the holidays. This year, we have adapted the process in response to the COVID-19 pandemic. In addition to traditional ways of collecting money, we have set up a virtual method to collect funds for the Penny Campaign. We are seeking community leaders and individuals to become “Penny Campaigners,” by setting up a virtual campaign on Samaritan’s website and sharing this giving opportunity with others. This process is easy and you can fundraise as an individual or a team (great for schools, churches, businesses and groups). This virtual fundraising component is new to Penny Campaign and we need members of our community to lead by example and show others that it is easy to set up a virtual fundraising campaign and be a Penny Campaigner. Our traditional coin collection jars will be very limited this year due to COVID-19 restrictions, and our goal is to raise at least \$50,000.

We are grateful for this year’s Penny Campaign sponsors BB&T now Truist and Deuterman Law Group, media sponsors WXII 12 and the Winston-Salem Journal. Special thanks to WXII’s Lanie Pope for serving as our Honorary Chair.

It’s Easy to Sign Up to be a Penny Campaigner

- Go to samaritanforsyth.org/penny-campaign/.
- Sign up to create your own fundraising page.
- Set a goal – \$100 or \$500 or even \$5,000.
- Share your campaign with your network on Facebook, Twitter or through email.

COLLECTION DAY: December 5, 2020 · 9 a.m.– Noon

NEW LOCATION! Truist Stadium (formerly BB&T Ballpark)

Home of the Winston-Salem Dash · 951 Ballpark Way, Winston-Salem

When dropping off coins, please wear a mask and stay in your car. We will come to you.



SAM & Eggs: A Virtual Testimony of Hope— Thank you for your Support!

Our annual fundraiser, SAM & Eggs, had to be a little different this year due to the COVID-19 pandemic. Instead of gathering in person, we came together virtually to watch a video presentation on Wednesday, September 30 at 8 a.m.

We were not sure what to expect from our virtual event, but we are thrilled with the results. We cannot thank our virtual recruiters and our sponsors enough including our Benefactor and Event Sponsors who supported us at the \$2,500+ level: The Budd Group; HanesBrands, Inc.; Bill and Kim Means; Reynolds American; The Tierney Family, and Womble Bond Dickinson.

It is not too late to give to SAM & Eggs. To watch the powerful video and donate, visit samaritanforsyth.org/sam-and-eggs.

SAM & Eggs 2020

48 VIRTUAL RECRUITERS 43 SPONSORS

542 VIEWS OF THE VIDEO

\$165,584.87

RAISED TO DATE

Volunteer Opportunities

Samaritan Ministries needs volunteers, particularly to help with lunch and dinner. Due to the COVID-19 pandemic, and under the guidance of local and state health officials, all lunches are being served to go. Shelter guests, who undergo careful daily screening, continue to eat meals in the dining room. Samaritan has implemented strict COVID-19 protocols to help ensure the safety of volunteers.



Soup Kitchen Volunteers

Lunch Shifts 9 a.m.–1:30 p.m.,
Mon–Sat and 10 a.m.–2:30 p.m. on
Sun. Help prepare and serve to-go
lunches to hundreds of hungry people.

Dinner Helper Every night: 4–7 p.m.
Help the Soup Kitchen staff
prepare dinner.

For info, contact Vania Elliott, volunteer
coordinator, at 336-748-1962 or
vania.elliott@samaritanforsyth.org

Hunger doesn’t stop for COVID-19.

Volunteer today at samaritanforsyth.org/volunteerreg/



Soup Kitchen Year-Round Needs	Soup Kitchen Immediate and Seasonal Needs	Shelter Year-Round Needs
meat, protein	cocoa mix	deodorant
coffee	to-go bags	soap bars
sugar	to-go containers	razors
pasta	disposable compartment plates	shaving cream
marinara/spaghetti sauce	disposable cutlery	lotion
seasonings	disposable 16 oz cups with lids	rain ponchos
steel wool soap pads	condiment packs	toothpaste
case (6 cans) of #10 cans of soup <i>(found at Costco and Sam’s Club)</i>	salad dressing	WSTA bus passes
	individual chip bags	laundry pods

For I was hungry and you gave me something to eat... I was a stranger and you invited me in...” Matthew 25:35

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Good News & Gratitude

Most of you have become very familiar with the virtual world over the last nine months.

The daily life here at Samaritan Ministries is anything but virtual. People are hungry. People need shelter. Recovery does not stop during a pandemic.

We have had to adapt and change, but the heart and soul of our ministry is in person. Since March, we have kept our doors open because our guests depend on us. Lunch is “to-go,” and shelter space is reduced to allow for more social distancing. We serve a vulnerable population, and they need us now more than ever.

I listened to a guest tell his story a few weeks ago. He had been working for several years for a local catering business. When COVID-19 hit, the business closed, and Mark lost his job and apartment. He came to Samaritan to live while he gets back on his feet. He is working part time and hopes to be back on his own soon. COVID-19 is difficult for all of us to navigate but particularly for people who are already living on the edge.

Samaritan remains open and in person for people like Mark. We follow protocols of wearing masks, keeping at least six feet apart, and washing hands. Volunteers still show up at lunchtime seven days a week. We may not be able to join together for a meal around a table in the Soup Kitchen, but people still get a hot meal and an encouraging word daily.

A good friend of Samaritan sent us a sign that is posted outside the Soup Kitchen entrance: “Everything will be OK.” It is a gentle reminder that things are different, but we are going to get through the crisis. We will keep adapting, but rest assured, Samaritan will not become a virtual agency.



Jan Kelly, Executive Director



William P.: A Powerful Story of Acceptance, Courage, and Recovery



William P. on left

Attendees of SAM & Eggs had a chance to hear compelling testimony from William P., a Project Cornerstone graduate, who still takes part in the program today. Samaritan Ministries is celebrating 25 years of helping homeless men in recovery through this successful and powerful program.

William came to Samaritan in 1992. He was addicted to drugs and alcohol and living on the streets. He was angry and afraid, but he knew that he desperately needed to change his life. His dream of being a major league baseball player did not pan out; and when his marriage failed, he stopped believing in himself and fell into a cycle of addiction and homelessness. Through the Project Cornerstone program, he began to develop job skills and slowly gained more and more confidence. He learned to talk about his problems and to ask for help. He learned that no matter what he does or what happens to him, he does not have to use to survive. He also found people who supported him, believed in him, and showed him love: “Everybody believed in me but myself.”

Today, William is celebrating more than 21 years of sobriety. He still attends the weekly aftercare classes at Samaritan on Tuesday nights. He is a mentor to the men currently in the program and encourages them to believe in themselves and to open their hearts to the love and support they can find at Samaritan Ministries.

“I didn’t understand that kind of love until I came to Samaritan. I thought it was phony. But everyone here has been so generous to me. I am so happy I came here.”

William returns that love and generosity through his support of every person who comes through Project Cornerstone. “I’ve seen God work a lot of miracles in here and He is still working miracles,” William said.

Augsburg Lutheran Church Donates Kitchen Equipment to Samaritan

While touring Samaritan Ministries as a member of Leadership Winston-Salem’s Class of 2019, Rev. Paul Wollner, Senior Pastor at Augsburg Lutheran Church, learned that Augsburg was one of the five founding churches of Samaritan Ministries. That got him thinking about ways Augsburg could reconnect with Samaritan.

Early this year, Augsburg received a major gift from a parishioner who passed away. Part of the bequest was designated for new kitchen equipment. The new equipment suppliers offered to buy back the gently used equipment, but that did not feel quite right to Rev. Wollner. Instead, he and the other leaders of Augsburg wanted to find a way for the equipment be used to help others in need. That is when he called Jan Kelly, on her very first day as Executive Director of Samaritan.

“This gift came at just the right time,” said Kelly.

“When we were offered Augsburg’s convection oven, commercial refrigerator, commercial freezer and six burner stove, Derrick Newkirk, our Soup Kitchen Manager, and I were overjoyed. Our convection oven was on its last legs so this was a true blessing, and Derrick’s eyes lit up when he realized we were getting what he calls the ‘Cadillac’ of stoves.”

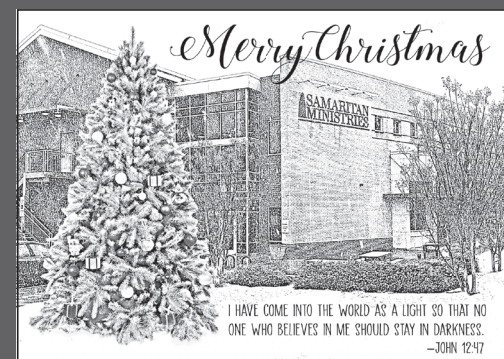
“Caring for the needs of those experiencing homelessness is an important part of Augsburg’s identity,” said Rev. Wollner. “In addition to rekindling a partnership with Samaritan, Augsburg has been a partner with City of Dwellings as one of their overflow shelters. This donation to Samaritan is one of many ways that we have experienced the church being open and sharing love with our neighbors even when we have been unable to worship together in person due to COVID-19 restrictions.”

Another part of the same parishioner’s bequest to Augsburg included a seven-year significant financial commitment to Samaritan Ministries. “We are so grateful for this financial bequest,” said Kelly. “Remembering Samaritan in your will is a wonderful way to help those in need.”



Give a Gift of Love

Looking for a gift for that hard to shop for person? Give a gift that celebrates the true meaning of Christmas. For a donation of \$10 per card, the approximate cost of four meals, you can support Samaritan Ministries’ efforts to feed the hungry and shelter the homeless.



- Perfect for alternative giving to friends, teachers, and family
- Honor a loved one’s memory
- Recognize clients, customers, or employees
- Show your business’ support for the community

Visit samaritanforsyth.org and click on Christmas Card under the “Giving” tab to find out more and place your order.