

MEDIA TOOLKIT

UPDATED APRIL 2024

www.samaritanforsyth.org

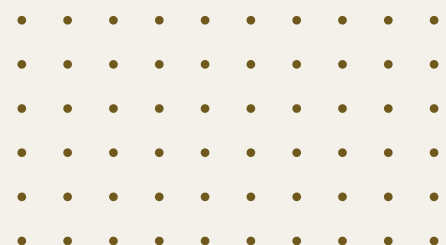
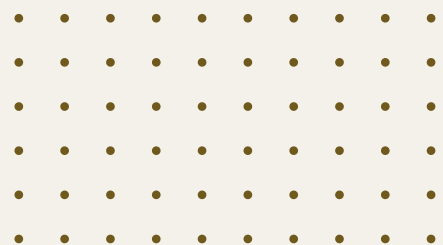


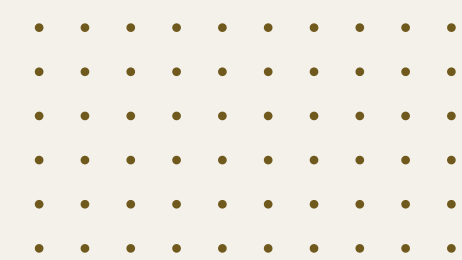
TABLE OF CONTENT

- [Our Mission](#)
- [Programs](#)
- [Annual Report](#)
- [How to get Involved](#)
- [Logos & Branding Guidelines](#)
- [Social Media](#)
- [Media Contacts](#)



www.samaritanforsyth.org





ABOUT SAMARITAN MINISTRIES

Samaritan Ministries was founded in 1981. We are an interdenominational, volunteer-based Christian ministry that serves Winston-Salem and Forsyth County. Our Soup Kitchen and Samaritan Inn Shelter are open 365 days and nights a year to serve people in need.

Our vision: Transforming lives through Christian service.

Our mission: Providing food, shelter and hope through Christian love.

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

www.samaritanforsyth.org



PROGRAMS



Soup Kitchen

The Soup Kitchen opened in March 1981, as a part of Crisis Control Ministry. Under 30 meals were served on the first day. Samaritan regularly serves lunch to 300 guests every day. The Soup Kitchen is open to men, women and children who want a hot meal, with no questions asked. Food and preparation costs per meal are \$3.66. In 2021, 101,216 meals were served as to-go meals due to COVID-19 adjustments.

The Soup Kitchen also provides dinner and breakfast to nightly shelter guests. The Soup Kitchen is open 11 a.m. to 1 p.m. Monday through Saturday and Sunday – noon to 2 p.m.



Samaritan Inn: Shelter

The Samaritan Inn shelter opened in 1988, as a collaboration between five downtown churches: First Presbyterian, First Baptist on Fifth, Centenary United Methodist, St. Paul's Episcopal and Augsburg Lutheran.

Today Samaritan serves homeless men who need safe, temporary shelter for a maximum of 90 days. All shelter guests are referred to appropriate agencies for further assistance with medical care, job training, temporary housing and other needs.

Providing shelter, along with breakfast and dinner costs \$44.66 per guest, per night.



Young Samaritans

Young Samaritans exists to engage young adults in caring for the hungry and homeless population of Greater Winston-Salem through involvement at Samaritan Ministries, in order to establish and expand the next generation of volunteers and supporters.

The group volunteers together, helps our fundraising efforts, gathers for fun community socials, and more.



Project Cornerstone

Project Cornerstone is a long-term residential recovery program serving men with a history of addiction who are also experiencing homelessness. It follows a disease model of addiction, incorporating the 12-step recovery model to create a holistic, whole-being approach to recovery.

Aftercare is an essential part of the program, and former Cornerstone guests have returned to class on Tuesday nights since the program began in 1995. To date, over 200 men have been served by the program, which has an 80% success rate.

www.samaritanforsyth.org

Mission: Providing food, shelter, and hope through Christian love.



"Thank you for giving your time, talent and treasure to impact individual lives. Men who seek shelter have hit rock bottom with nowhere else to turn. Individuals and families who eat in the Soup Kitchen truly don't know where their next meal is coming from. You help create a safe and loving place where people are valued and able to move forward with their lives." – Jan Kelly, Executive Director, Samaritan Ministries

OUR PROGRAMS



**107,011
Meals**

The **Soup Kitchen** operates 7 days a week, 365 days a year, and provides a warm lunch to anyone who is hungry or food insecure. It has never closed in over 15,000 consecutive days. Cost per meal is \$3.66.



**19,248
Nights of
Shelter**

Samaritan Inn offers round-the-clock shelter to any homeless man who needs a haven that provides compassion, shelter, sustenance, and support. In 2023, 452 men were provided shelter. Cost for a night of shelter (24 hour care) is \$44.66.



**80%
Success
Rate**

Project Cornerstone was organized at Samaritan in 1995 as a long-term residential 12-step recovery program for former substance abusers. To date 200 men have completed the program and have become self sufficient.



For every dollar donated, 86 cents is allocated directly to guest services. Samaritan Ministries has 14 full-time and 16 part-time staff members.

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

Samaritan Ministries
414 E. Northwest Blvd.
Winston-Salem, NC 27105 | 336-748-1962

samaritanforsyth.org
@samaritanforsyth
@samaritanministrieswnc

VOLUNTEER SUPPORT

**21,918
Volunteer Hours
Provided**

Volunteers are the heartbeat of our organization, infusing it with passion, dedication, and an invaluable human touch that amplifies our mission. Their dedication is a vibrant and essential part of our outreach to the homeless community. In addition to preparing and serving lunch and dinner to our guests, they also pick up groceries for our kitchen.

COMMUNITY PARTNERSHIP



Since 2018, **United Health Centers** has given access to free health care and an opportunity to develop a primary care physician relationship to people experiencing homelessness. The clinic provided free medical treatment with **187 visits in 2023, a 34% increase over 2022.**

THE IMPACT OF YOUR SUPPORT



Brian C., a retired firefighter, came to Samaritan Ministries after experiencing a broken relationship, being abandoned and his monthly pension stolen. These events lead to a suicide attempt and him refusing treatment for health issues which were later diagnosed as cancer. He was released from a mental health treatment facility with nowhere to go. He found Samaritan Ministries, and a friend in our Assistant Director Marcus Houston. They met on a regular basis and he began his cancer treatments, secured his pension payments, and with Marcus's assistance he was able to find a stable home on his own.

One of the best ways to learn more about Samaritan Ministries is to take a tour of our facility and learn first hand about the many programs we offer. We invite you to stop by for lunch and meet our staff and volunteers. Contact Robin Stone, Director of Development, at robin.stone@samaritanforsyth.org. Visit our website for more information or to schedule a volunteer opportunity: www.samaritanforsyth.org

YOU'RE INVITED!

*Thank
you!*

Forty-three years ago, our founders were inspired by the words of Jesus in Matthew 25:35. By showing love and compassion through the very basic needs of food and shelter, we give encouragement, hope and healing to those in need. We are grateful for our community of Good Samaritans who give their time, talent and treasure each year to ensure we fulfill our mission.

HOW TO GET INVOLVED AT SAMARITAN



Give

In-kind gifts can help provide a variety of food, toiletries, and professional services. Consult our Wish List for ideas.



Volunteer

Lend a helping hand by volunteering with us. We have a variety of opportunities.



Advocate

Help spread the word about our mission and programs by inviting us to your next speaking engagement or follow us on **social media**.

www.samaritanforsyth.org

LOGO:



BRAND COLOR:



PMS: 188
#7D212B

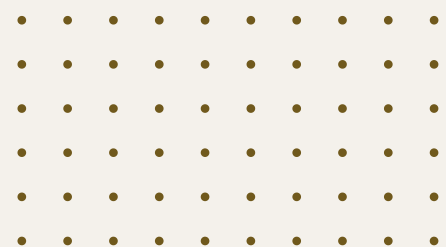
CYMK 0 97 100 50
RGB 139 15 4



PMS: 47
#70591C

CMYK 0 280 100 56
RGB 135 101 0

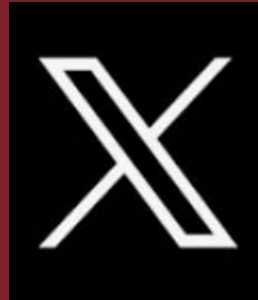
LANGUAGE:



We refer to our brothers and sisters in need as our neighbors or guests.

www.samaritanforsyth.org

SOCIAL MEDIA



x.com/SamaritanWSNC



www.facebook.com/samaritanforsyth/



www.instagram.com/samaritanministrieswsnc/



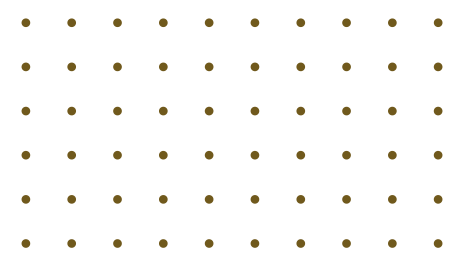
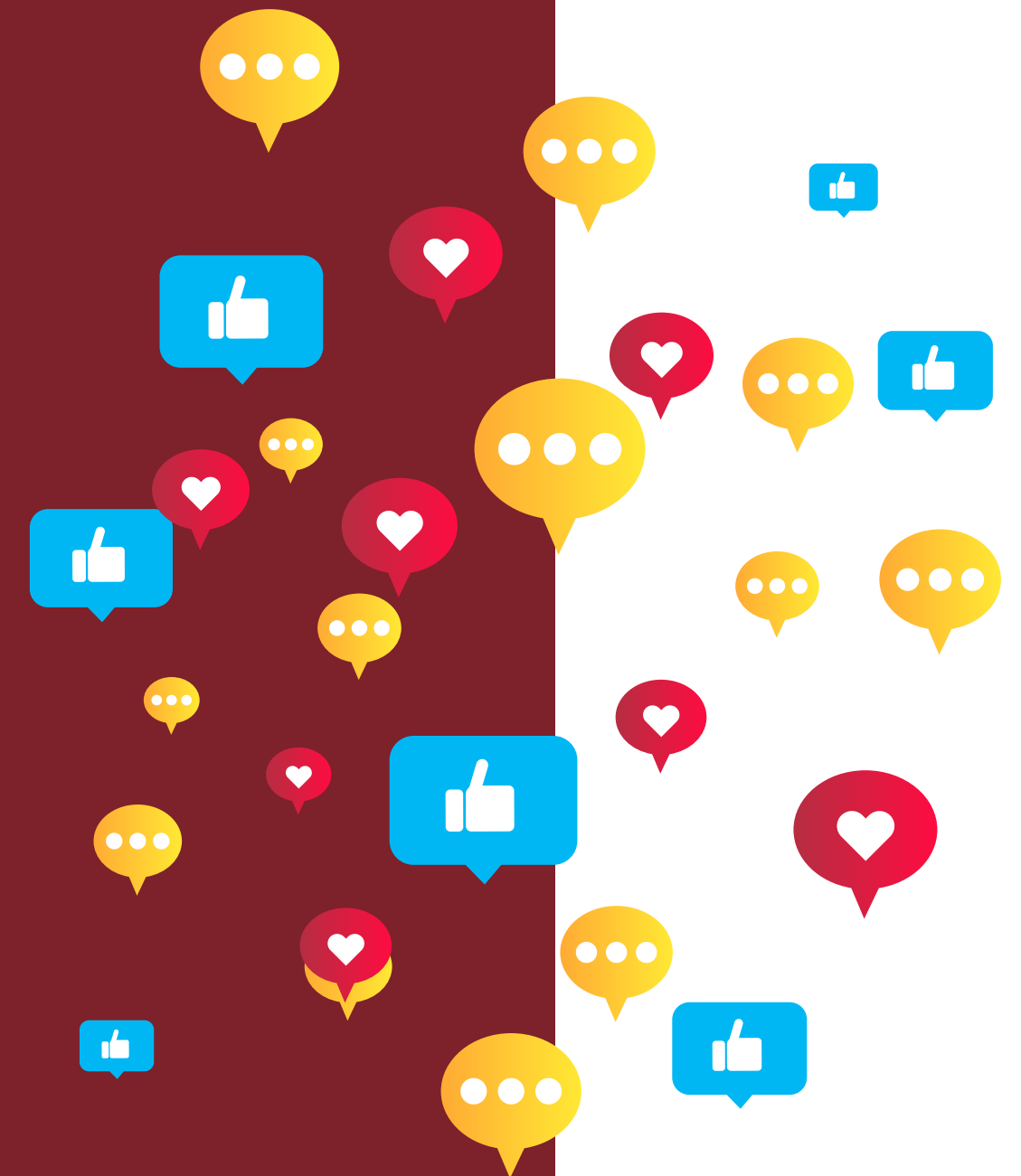
www.youtube.com/channel/UCtsyn81GFL6jR5wJ0cn_fLw



www.linkedin.com/company/samaritan-ministries-forsyth-county

Use the following Hashtags:

#samaritanWSNC #volunteering #hope #volunteer
#samaritanWSVolunteer #GiveVolunteerAdvocate
#nonprofit #giveback #dogood #bethechange #donate



www.samaritanforsyth.org

MEDIA CONTACTS

Jan Kelly

Executive Director

jan.kelly@samaritanforsyth.org

336-448-2665

Robin Stone

Development Director

Robin.Stone@samaritanforsyth.org

336-448-2668

Location:

414 E. Northwest Blvd.
Winston-Salem, NC 27105
(336) 748-1962

www.samaritanforsyth.org