



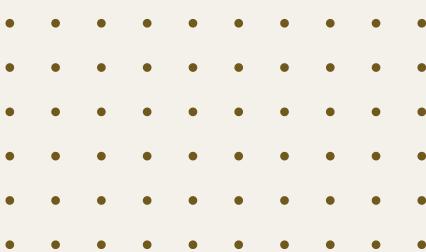
# MEDIA TOOLKIT

UPDATED JANUARY 2026

[samaritanforsyth.org](http://samaritanforsyth.org)

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[samaritanforsyth.org](http://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, North Carolina. Our Soup Kitchen and Samaritan Inn shelter are open 365 days and nights each 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**

# PROGRAMS



## Soup Kitchen

The Soup Kitchen opened in March 1981, as a part of Crisis Control Ministry. Less than 30 meals were served on the first day. Now, Samaritan regularly serves lunch to more than 300 guests a day.

The Soup Kitchen is open to men, women, and children who want a hot meal, with no questions asked. Each meal costs \$3.25.

The Soup Kitchen also provides dinner and breakfast to shelter guests. The Soup Kitchen is open 11am to 1pm. Monday through Saturday and noon to 2pm on Sunday.



## 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.

In 2025, Samaritan provided 26,374 nights of shelter to 480 guests. The cost for each guest's night of safe shelter is \$45.11.



## Young Samaritans

Young Samaritans exists to engage young adults in caring for the poor 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 was organized at Samaritan in 1995 as a residential, long-term recovery program for former substance abusers. Men live at Samaritan while overcoming addictions, developing job and life skills, and becoming more self-sufficient.

Since its beginning, the program has served over 239 men. Up to ten men are admitted to the program at a time, with an average stay of 13 to 18 months.

# 2025 ANNUAL REPORT

[samaritanforsyth.org](http://samaritanforsyth.org)



**SAMARITAN  
MINISTRIES**  
FOOD FOR THE BODY. HOPE FOR THE SOUL.

## ROOTED IN FAITH & READY FOR TOMORROW

Every Moment. Every Meal. Every Guest.

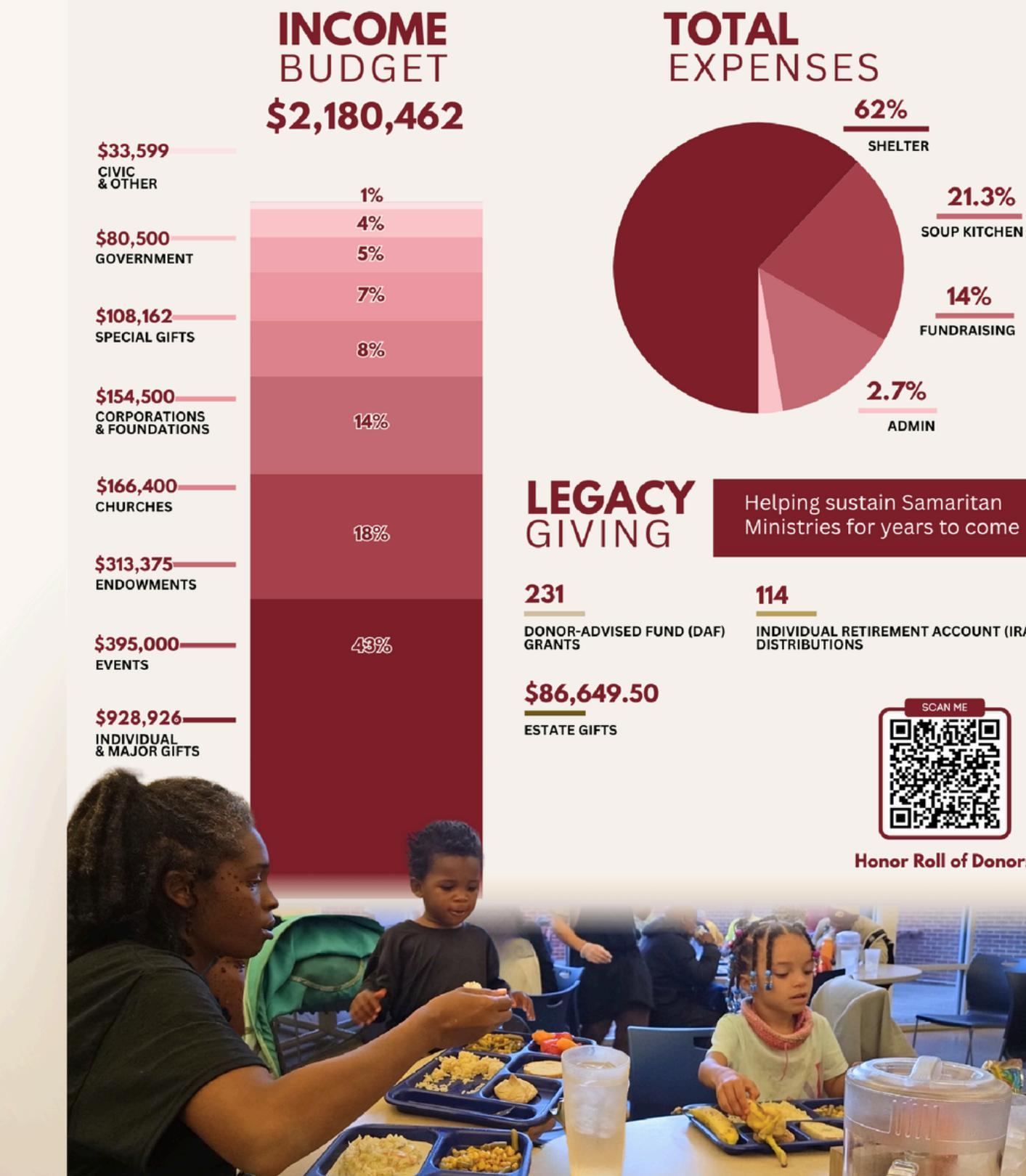


**2025  
ANNUAL  
REPORT**

A YEAR OF COMPASSION.  
A FUTURE OF HOPE.

## YOUR GIFTS AT WORK FISCAL YEAR 2025 FINANCIALS

Your support fuels hope every day. For every \$1 donated, 83¢ goes directly toward guest services. Here's how your generosity made an impact in the last year.



## OUR MISSION & IMPACT

For over 40 years, Samaritan has provided nourishment and hope. That's millions of meals, thousands of safe nights, and countless acts of kindness.

**124,446**  
MEALS SERVED

**26,374**  
NIGHTS OF SHELTER

**480**  
SHELTER GUESTS

**239**  
SERVED BY PROJECT  
CORNERSTONE SINCE 1995

**2,238**  
TOTAL VOLUNTEERS

**29,771**  
VOLUNTEER HOURS

Providing food, shelter, and hope through Christian love.

## OUR THREE PILLARS

### Soup Kitchen

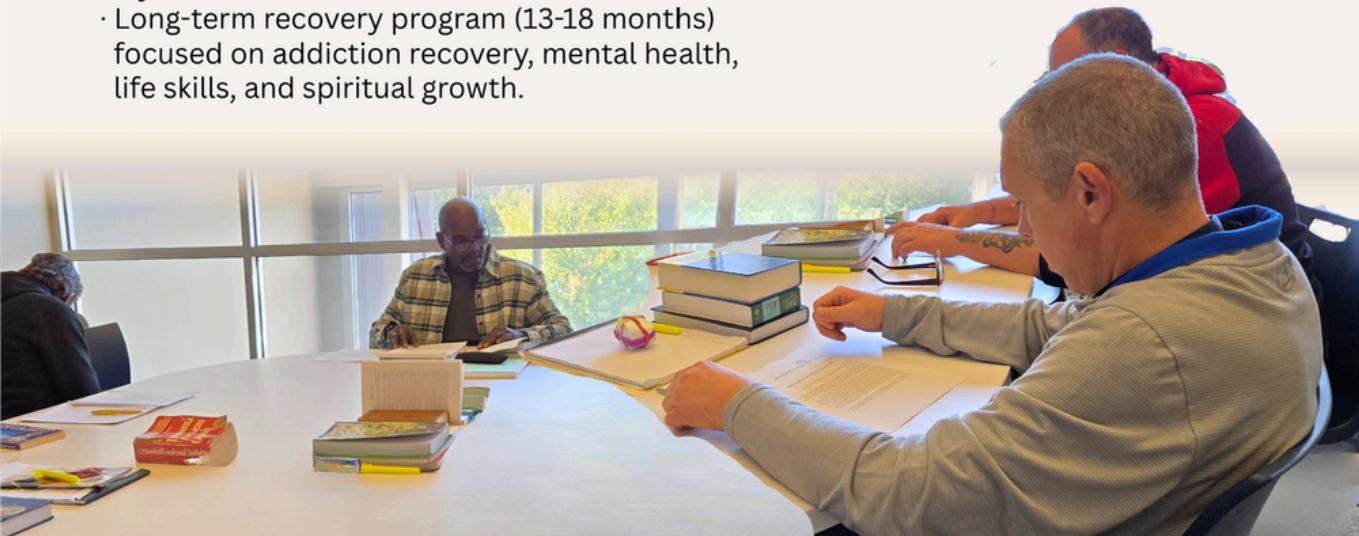
- Open 365 days a year.
- Forsyth County's only Soup Kitchen.
- Serving 300+ meals daily.
- The cost per meal is \$3.25.

### Project Cornerstone

- Long-term recovery program (13-18 months) focused on addiction recovery, mental health, life skills, and spiritual growth.

### Samaritan Inn

- 70-bed shelter for homeless men.
- Up to 90-day stays with meals, provisions, and support.
- The cost per night of shelter is \$45.11.



## INNOVATIONS IN CARE

We're building a continuum of holistic care to address the root causes of homelessness and hunger.

Here's what progress looked like in 2025:



### REFERRALS

Referrals made by our Licensed Clinical Social Worker (LCSW): **358**  
Including referrals for housing, mental health, and employment resources.  
Not including referrals for general assistance and vital documents.



### GUEST EVENTS

**"The Way Out"** sessions, helping guests identify and resolve barriers to housing needs.

United Health Centers drop-in clinics, providing individual care for guests.

*"One of the great joys for me is forming relationships—especially when guests transition out of Samaritan. Some have continued to see me as their primary physician both at Samaritan and at my regular clinic."*

— Dr. Lindsay Sachs, United Health Centers

Novant Health mobile screenings and health education sessions, covering nutrition basics, hydration, and chronic disease prevention.

*"Ultimately, the goal is to empower guests to lead a healthier lifestyle of independence and contribution in the community."*

— Leigh Hammond, Health Educator, Novant



### TRAUMA RESILIENCE

Professional development for staff to address their own trauma and respond to guests with compassion.

Organization-wide recognition that all guests have experienced trauma, often in childhood.

Nightly devotions, support group meetings, and more.

### STAY CONNECTED

Pray. Volunteer. Donate. Share Our Story.



**Samaritan Ministries**  
414 E. Northwest Blvd.  
Winston-Salem, NC 27105  
EIN: 56-1490019

📞 (336) 748-1962  
🌐 www.samaritanforsyth.org

📠 @samaritanforsyth  
📠 @samaritanministrieswsnc

# 2025

# ANNUAL REPORT

[samaritanforsyth.org](http://samaritanforsyth.org)

# HOW TO GET INVOLVED AT SAMARITAN



## Give

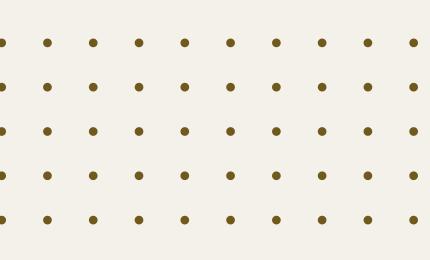
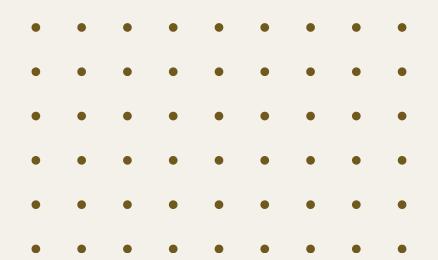
In-kind gifts can help provide a variety of food, toiletries, and professional services. Consult our Wish List for ideas.

## Volunteer

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

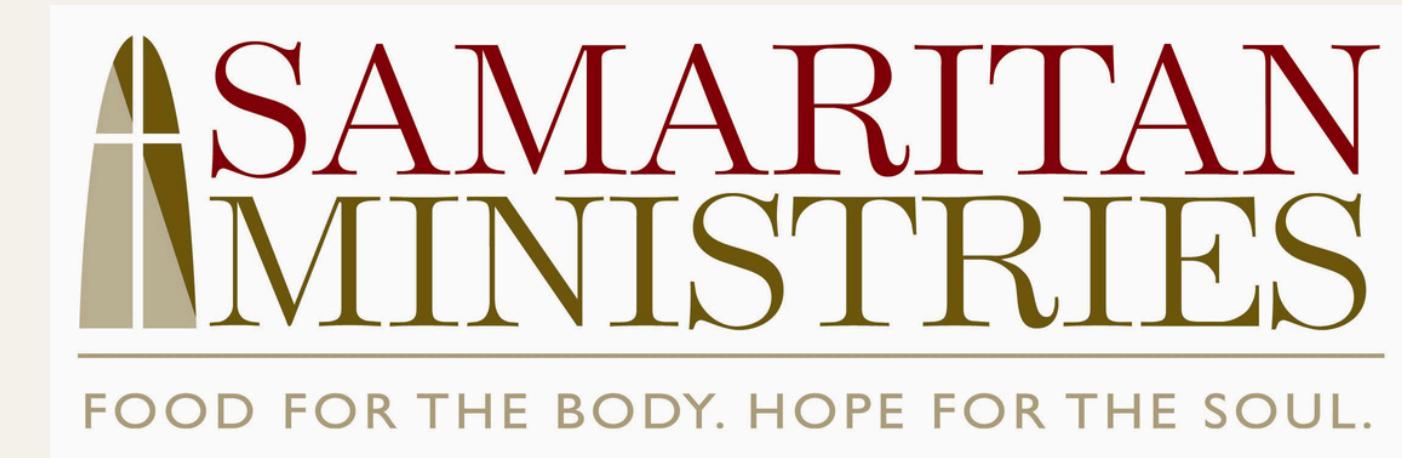
## Advocate

Help spread the word about our mission and programs by inviting us to your next speaking engagement or follow us on [social media](#).



[samaritanforsyth.org](http://samaritanforsyth.org)

## LOGO:



## BRAND COLOR:



PMS: 188  
#7D212B

CMYK 0 97 100 50  
RGB 139 15 4

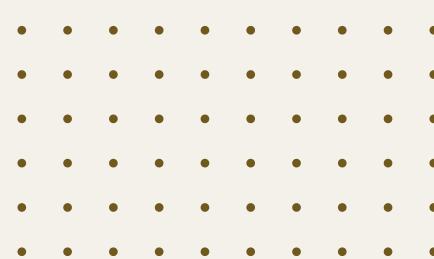


PMS: 47  
#70591C

CMYK 0 280 100 56  
RGB 135 101 0

## LANGUAGE:

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



[samaritanforsyth.org](http://samaritanforsyth.org)

# SOCIAL MEDIA



[facebook.com/samaritanforsyth](https://facebook.com/samaritanforsyth)



[instagram.com/samaritanministrieswsnc](https://instagram.com/samaritanministrieswsnc)



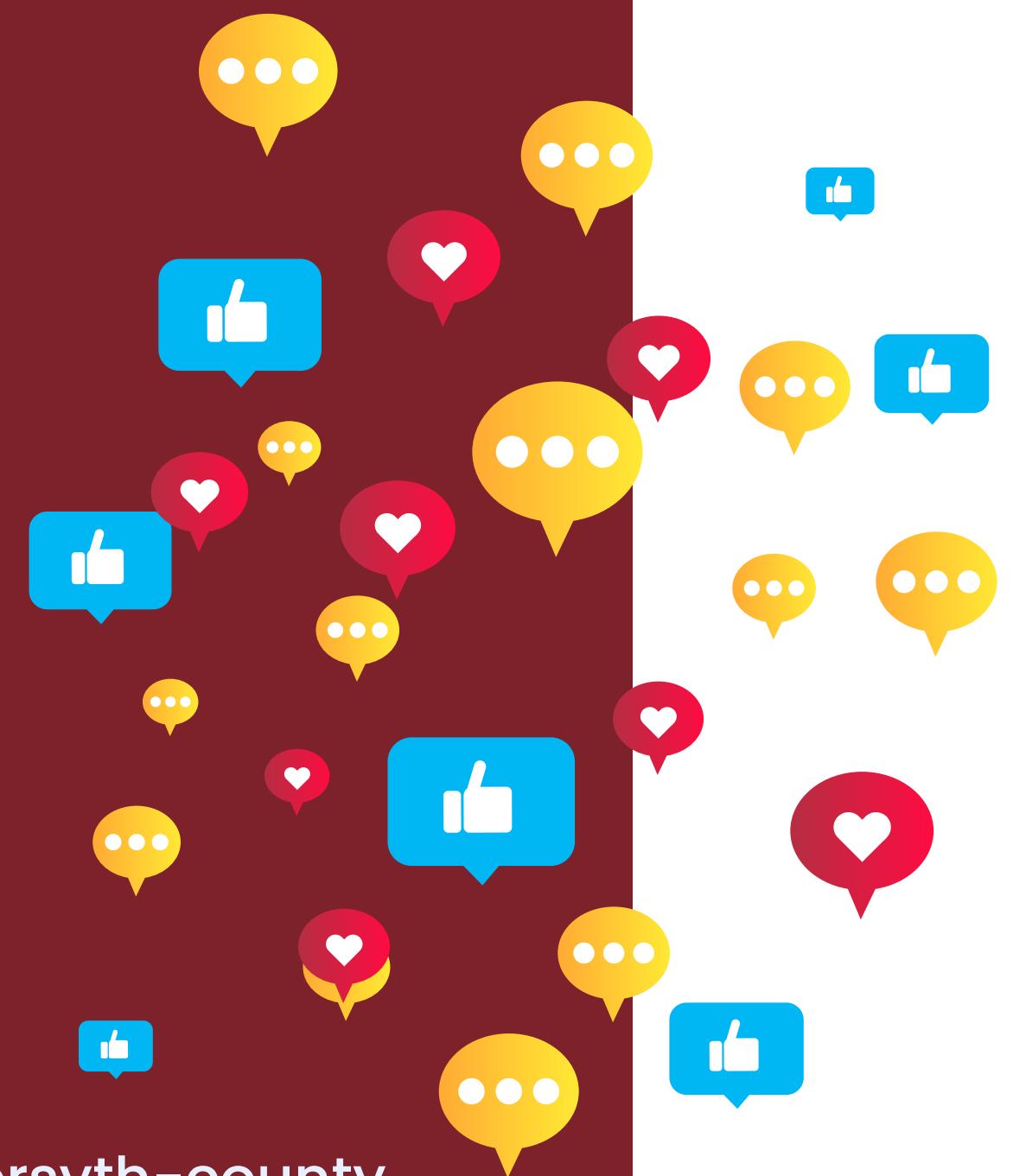
[linkedin.com/company/samaritan-ministries-forsyth-county](https://linkedin.com/company/samaritan-ministries-forsyth-county)

Use the following Hashtags:

#samaritanWSNC #volunteering #hope #volunteer

#samaritanWSVolunteer #GiveVolunteerAdvocate

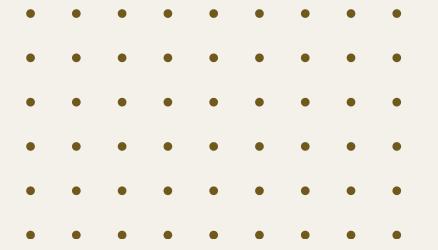
#nonprofit #giveback #dogood #bethechange #donate



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# MEDIA CONTACTS

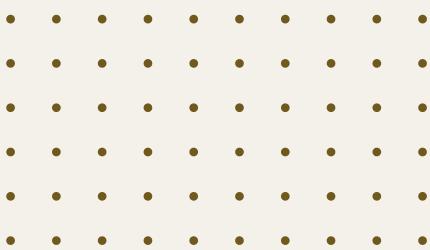


## **Jan Kelly**

Executive Director

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(336) 448-2665



## **Anna Rainey**

Development Director

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## **Location:**

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Winston-Salem, NC 27105

(336) 748-1962

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