

MEDIA TOOLKIT

UPDATED JANUARY 2026

samaritanforsyth.org

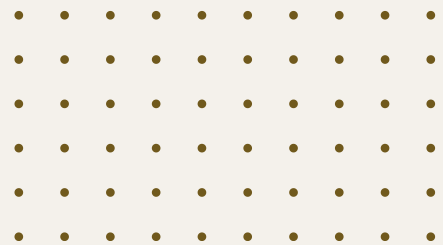
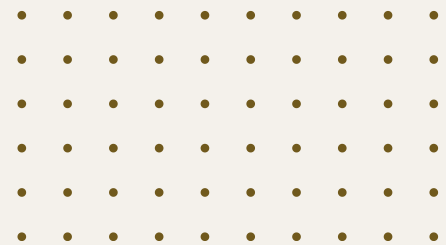
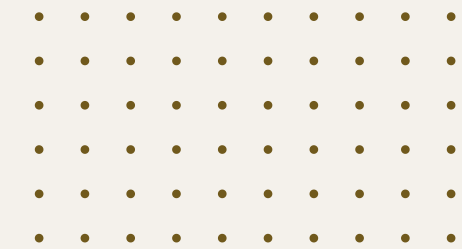


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samaritanforsyth.org





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.

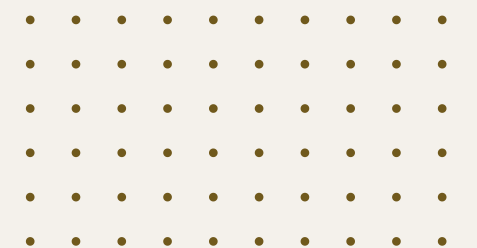
The group volunteers together, helps our fundraising efforts, gathers for fun community socials, and more.



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.



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

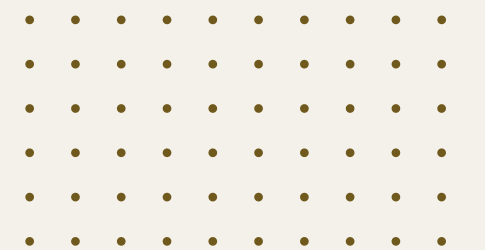
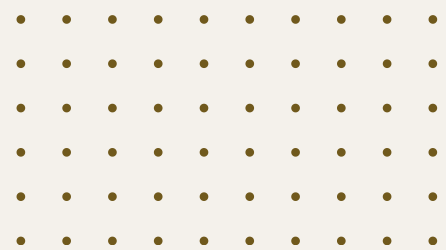
Lend a helping hand by volunteering with us. We have a variety of opportunities.



Advocate

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

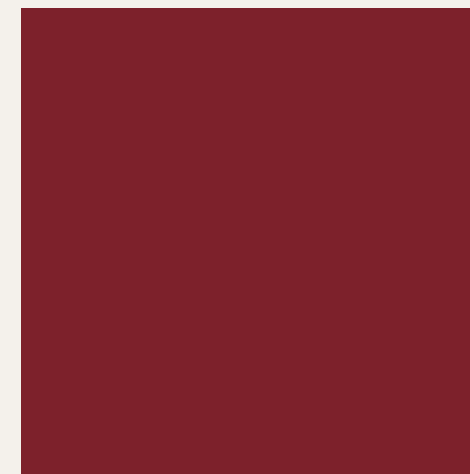
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LOGO:



BRAND COLOR:



PMS: 188
#7D212B

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RGB 139 15 4

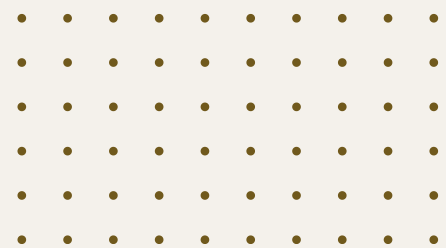


PMS: 47
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CMYK 0 280 100 56
RGB 135 101 0

LANGUAGE:

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



SOCIAL MEDIA



facebook.com/samaritanforsyth



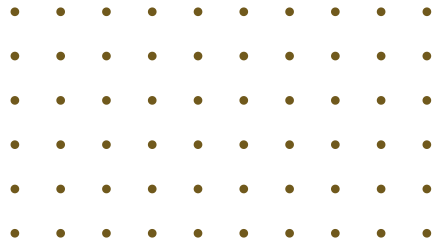
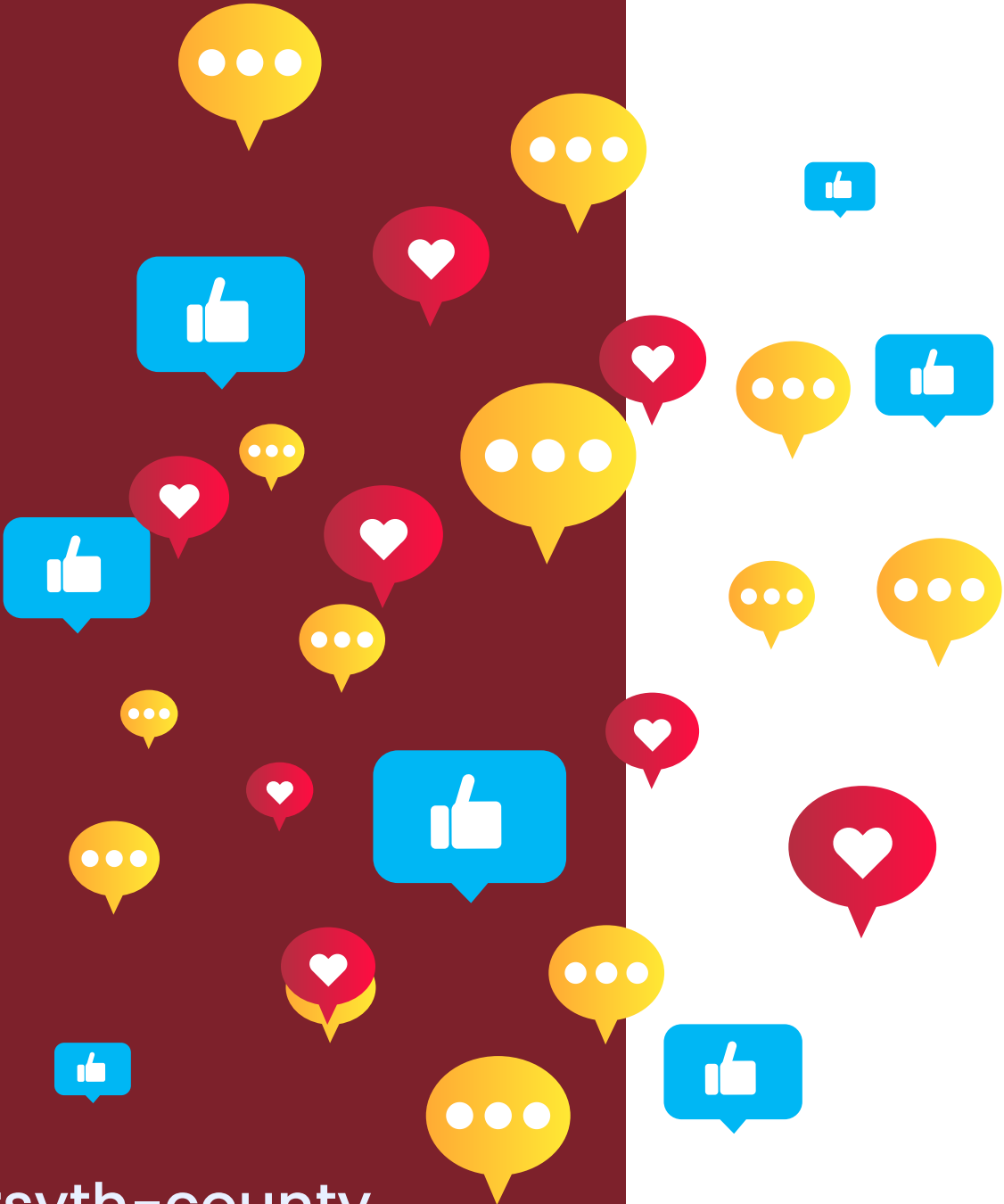
instagram.com/samaritanministrieswsnc



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

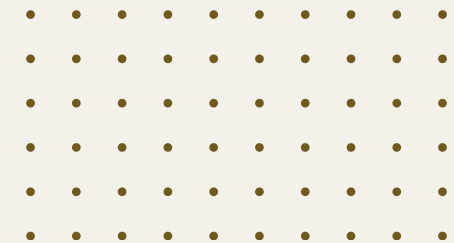
Use the following Hashtags:

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



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MEDIA CONTACTS



Jan Kelly

Executive Director

jan.kelly@samaritanforsyth.org

(336) 448-2665

Anna Rainey

Development Director

anna.rainey@samaritanforsyth.org

(336) 448-2668



Location:

414 E. Northwest Blvd.

Winston-Salem, NC 27105

(336) 748-1962

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