

SAMARITAN PROGRAM

A BENEVOLENT MISSION OF PINNACLE LIVING

The Pinnacle Living Story

The story of ministry with older adults that was to become Pinnacle Living began in the 1930s. Records show that leadership of the Virginia Annual Conference became interested in a home for the aging and a need in Virginia was pointed out. As if in answer to this need, Mr. George Julian Snyder and his sister, Miss Anne Lee Snyder, offered a home and grounds in Richmond in memory of their parents, Asa and Blandina Snyder. A special committee was appointed, including the Executive Committee of the Conference Board of Hospitals and Homes, to study the matter of a "Home for the Aged" on the Snyder property. At the Annual Conference in Lynchburg in 1944, the report was submitted, asking that Bishop William Walter Peele 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 become Pinnacle Living was born.

In May 1948, the first Mother's Day offering was received from the churches of the Virginia Methodist Conference to support the Methodist Home for the Aged. That offering continues, 73 years later, as the Samaritan Offering appeal from Mother's Day to Father's Day.

Much has changed in the fields of aging and senior living. Today's options for community living could never have been imagined when the Virginia Methodist Home for the Aged opened its doors. Across the decades, Pinnacle Living has been a leader and innovator in developing and providing communities, services, and programs to enrich life's journey for persons moving into elderhood. The commitment of the Virginia United Methodist Conference continues today as we partner to raise awareness of the needs of older members of our church congregations and communities across our United Methodist connection.

Gifts through the Samaritan Offering help to ensure the personal security and peace of mind of our most vulnerable residents. Contributions to the Samaritan Program go directly to the financial support of residents in need and will not be used for operational, capital, or administrative costs. We are thankful for that support as it is a foundation of a promise we've made since the first resident arrived in 1948.

People Support

To schedule a speaker for a brief presentation about the Samaritan Program in your church contact:

- The Executive Director of the Pinnacle Living community nearest to you
- Martha Stokes, Director of Church and Community Relations by phone at 804 474 8718 or email: mstokes@pinnacleliving.org.
- Charles Wickham, Director of Donor Development by phone at 804 474 8724 or email: cwickham@pinnacleliving.org.

Digital Support

Apart from the Samaritan Offering envelopes, all resources for the 2023 offering can be found on our website at <https://www.pinnacleliving.org/samaritan-offering>. These materials can be used at any time throughout the year. This year, we have provided a short Power Point presentation along with individual slides that you can use as part of your worship service.

You will also find regular posts on our Facebook page (@PinnacleLivingVA) that we invite you to share with your friends and on your church Facebook page.

With moving to our new location, print materials are not available this year. Please see the website for resources at <https://www.pinnacleliving.org/samaritan-offering>.

Giving Support

Churches often set aside Mother's Day, Father's Day, or a Sunday between to receive the special offering for the Pinnacle Living Samaritan Program. This support could also take the form of a love offering, communion offering, or other special giving activity or event. Contributions can be designated to a specific community. Undesignated gifts will go to the community with the greatest benevolent care need.

- **A Note to the Church Treasurer/Financial Secretary:** Once completed, the church offering may be sent directly to Pinnacle Living. Please enclose the Samaritan Offering envelopes if available. Gifts are gratefully acknowledged by Pinnacle Living but only if we have the donor's complete contact information.
- **Giving Outside the Designated Offering Time Period:** Individuals, groups, and churches can make contributions at any time online or by completing the information on the offering envelope, enclosing a check payable to Pinnacle Living, adding postage, and mailing the envelope to Pinnacle Living. An acknowledgement letter will be sent following receipt of the contribution.
- **Mailing Address for Donations:** If there is a need to send a donation in an envelope other than the Samaritan Offering envelope, please use the following address:
Pinnacle Living
Attn: Samaritan Program
120 Eastshore Drive, Suite 130
Glen Allen, VA 23059
- **Online Giving:** You can visit our website at <https://www.pinnacleliving.org/donate> to give a one-time or recurring gift online by credit/debit card or check.
- **Other Means of Gifting:** Individuals and organizations may also choose to contribute to capital projects, underwrite special programs, or make a planned gift. Contact Charles Wickham to request information about these and other forms of giving.