

MEDIA TOOLKIT

UPDATED FEBRUARY 2025

samaritanforsyth.org

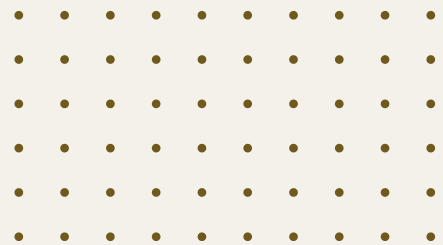
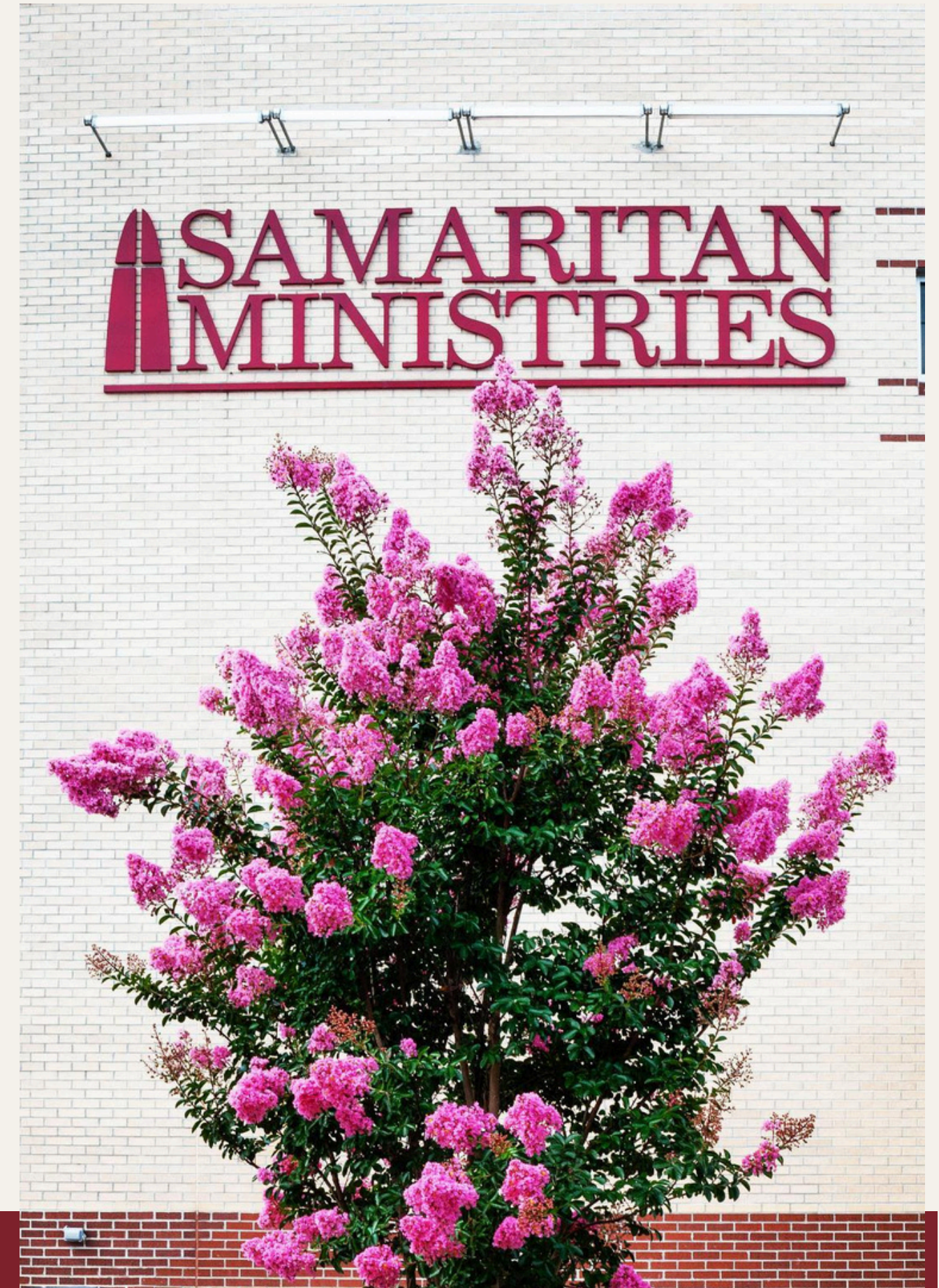
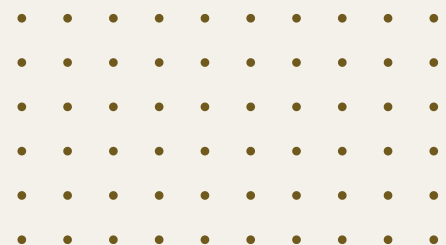
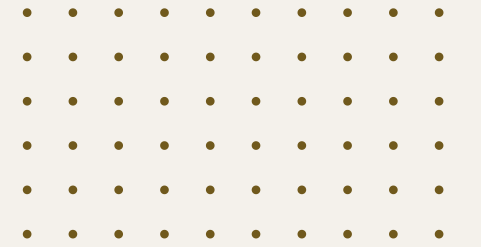


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ABOUT SAMARITAN MINISTRIES

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.

Samaritan regularly serves lunch to more than 300 guests daily.

The Soup Kitchen is open to men, women, and children who want a hot meal, with no questions asked. Each meal costs \$3.37.

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 2024, Samaritan provided 24,157 nights of shelter to 468 individual guests. The cost for each guest's night of safe shelter is \$43.52.



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.

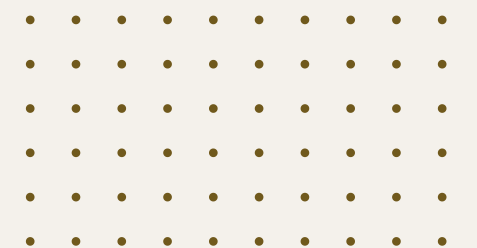
The group volunteers together, helps our fundraising efforts, gathers for fun community socials, and more.



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 150 men. Up to ten men are admitted to the program at a time, with an average stay of 13 to 18 months.





2024 YEAR IN REVIEW

For **44 YEARS**, Samaritan Ministries has welcomed guests and provided food, shelter, and hope through Christian love. In over **16,000 DAYS**, we have never closed our doors to those in need. We live out our mission statement through our three major programs:

FOOD,

Samaritan Ministries operates the only **SOUP KITCHEN** in Forsyth County. We serve meals to over 300 guests per day. Each meal only costs \$3.37.

SHELTER,

THE SAMARITAN INN offers 24-hour shelter along with meals for men experiencing homelessness. The cost per each guest's night of safe shelter is \$43.52.

& HOPE
THROUGH CHRISTIAN LOVE.

PROJECT CORNERSTONE is a residential long-term recovery program for men seeking to overcome homelessness and addiction. The program focuses on mental, physical, and spiritual needs while providing long-term support.



Jose Perez suffered the wilderness of addiction. He was lost in his own ways until he found Project Cornerstone. This 12-step program taught him about both the clinical and spiritual sides of addiction, as well as how to become the best version of himself. Now 21 years clean and sober, he serves the unhoused at Forsyth County Library and is pursuing a degree in behavioral science.



128,469
meals served

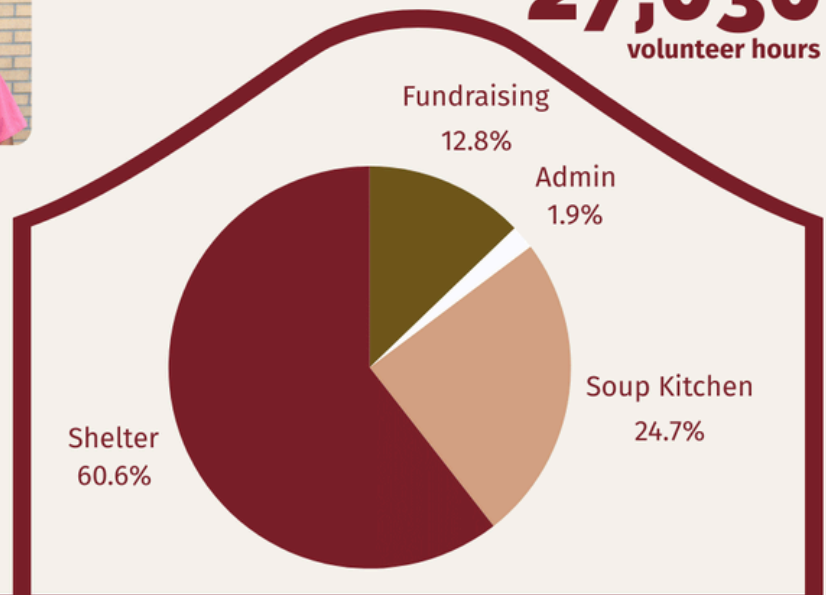
24,157
nights of shelter

468
individual guests

229
served by Project Cornerstone since 1995

2,028
total volunteers

27,030
volunteer hours



2024 FINANCIALS

Individual & Major Gifts	\$758,583	36%
Events	\$368,000	17%
Endowments	\$206,918	10%
Churches	\$182,000	9%
Corporations & Foundations	\$155,000	7%
Government	\$89,745	4%
Civic & Other	\$358,455	17%
Total Income	\$2,118,701	100%

For every \$1 donated, 85¢ goes **directly toward guest services**. Samaritan Ministries has 13 full-time and 17 part-time staff members.

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A MESSAGE FROM...

JAN KELLY
EXECUTIVE DIRECTOR

A Project Cornerstone guest shared with me that HOPE indicates to those with nowhere else to turn, that they can find help and opportunity in a safe place. At Samaritan, we have a spirit that sees each person's worth and potential to overcome personal adversities through God's presence in all of our lives. God works in us and through us each day. Our hope is to bring out the best in all of us.

JOE ELY
BOARD PRESIDENT

For four decades, Samaritan Ministries has been an integral part of our community's safety net by providing the very basic needs of food and shelter. When you give your time, talent, and treasure, you ensure our guests find hope, healing, and encouragement. We are steadfast and committed to walk alongside of our guests each day and night of the year and to be good stewards with the blessings entrusted to us.

"For I was hungry and you gave me something to eat...I was a stranger, and you invited me in."

VOLUNTEERS

Volunteers provide vital support by helping us prepare and serve meals to more than 300 guests along with all of our shelter and Cornerstone guests. Volunteers also help with grocery pickups, donation sorting, and administrative projects! Bring a team or volunteer as an individual.

Sign up today to be part of the Samaritan Family by visiting our website: samaritanforsyth.org/volunteer.

MILESTONES

- Our 5 Millionth Meal (and counting) was served on July 16, 2024.
- To follow a more trauma-informed approach, we hired a Licensed Clinical Social Worker. This allows us to effectively assess and refer guests to community resources and create long-term stabilization.

EVENTS

- **TOUR DE LLAMA:** Cycling Fundraiser at Divine Llama Vineyard IN JUNE. Experience beautiful cycling routes, food trucks, & llamas!
- **SAM & EGGS:** A Community Breakfast Fundraiser IN SEPT. Enjoy a breakfast buffet, recovery stories, & fellowship!
- **PENNY CAMPAIGN:** Every Cent Gives Hope Fundraiser IN NOV./DEC. Collect coins, dollars, & checks to give hope during the holidays!

YOUNG SAMARITANS

Join our group of young professionals who strive to be change-makers in our community. Encounter personal growth and attend networking socials with others like you! **Empower | Engage | Enrich**

UNITED HEALTH CENTERS

This free clinic provides a primary care physician relationship for guests on Thursdays. They served 112 different guests in 2024.

MEET YOUR SAMARITAN FAMILY

Want to learn more about Samaritan Ministries? We invite you to spend time with us - hear more stories of hope and tour our facility! Please contact Robin Stone via email: robin.stone@samaritanforsyth.org or via phone: 336-448-2668.



336-748-1962

www.samaritanforsyth.org

@samaritanministrieswsnc

@samaritanforsyth

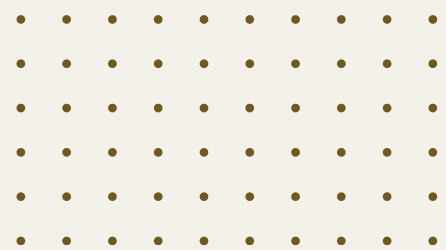
414 E. Northwest Blvd.
Winston-Salem, NC 27105

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

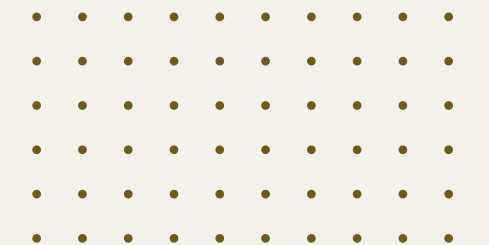
Lend a helping hand by volunteering with us. We have a variety of opportunities.

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Advocate

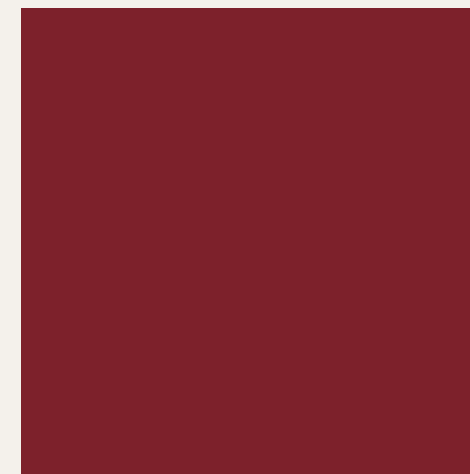
Help spread the word about our mission and programs by inviting us to your next speaking engagement or follow us on social media.



LOGO:



BRAND COLOR:



PMS: 188
#7D212B

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RGB 139 15 4

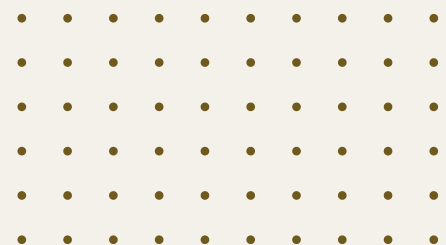


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LANGUAGE:

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



SOCIAL MEDIA



facebook.com/samaritanforsyth



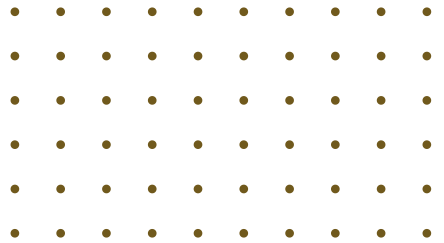
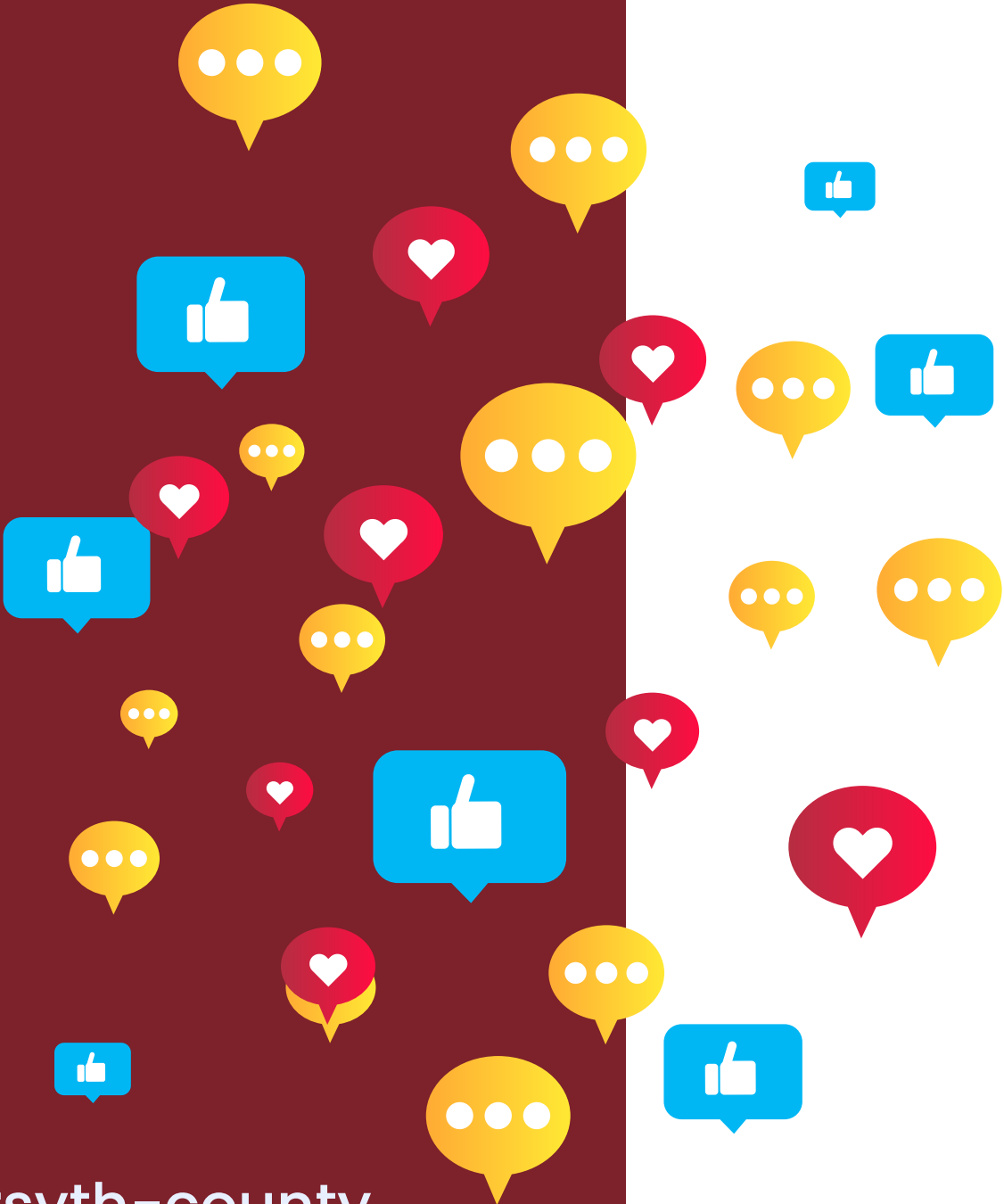
instagram.com/samaritanministrieswsnc



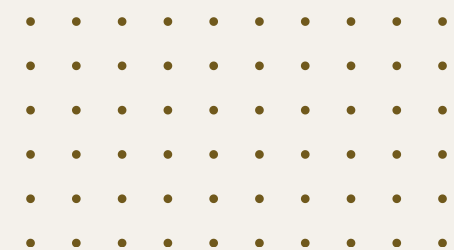
linkedin.com/company/samaritan-ministries-forsyth-county

Use the following Hashtags:

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



MEDIA CONTACTS



Jan Kelly

Executive Director

jan.kelly@samaritanforsyth.org

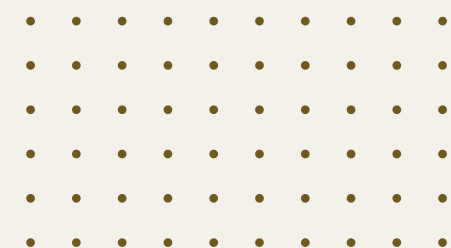
(336) 448-2665

Robin Stone

Development Director

robin.stone@Samaritanforsyth.org

(336) 448-2668



Location:

414 E. Northwest Blvd.

Winston-Salem, NC 27105

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