

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.

This year we celebrate seventy years of this Virginia Conference-related ministry with older adults. What a year 1948 was for the organization!

- 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.
- Property at 1600 Westwood Avenue in Richmond, named "Hermitage," was purchased in June 1948 with possession slated for September 1st.
- August of that year saw Bernard S. Via, Sr., appointed as the first administrator. Rev. Dr. Via had been serving as the Superintendent of the Charlottesville District when he and his wife, Armen, answered the call to start Hermitage Richmond.
- On November 1, 1948, the Hermitage Board took responsibility for operating the Snyder Home as a "boarding home for aged men and women."

Much has changed in the fields of aging and senior living. Today's options for community living could never have been imagined when the Snyder Memorial Home and Hermitage Richmond opened their 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:

- Your local church representative to or a leader of the Community Guild
- 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 (888) 673-1031 or e-mail: MStokes@pinnacleliving.org.

Website Support

With the exception of Samaritan Offering envelopes, resources for the 2018 offering can be found on our website at www.pinnacleliving.org under the heading of “Philanthropy”. Select “Samaritan Program” and “Samaritan Offering” from the drop down list. These materials can be used at any time throughout the year.

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.

- **Online Giving:** We ask that you encourage the opportunity to give online by credit or debit card as much as possible in communications with your congregation. This allows us to be the best stewards possible of print materials and support services. The online giving option is easily accessible on our website (pinnacleliving.org) and Facebook pages (@PinnacleLiving).
- **Giving Envelopes:** Please contact us directly if you prefer to provide special offering envelopes for your congregation. We will gladly send the requested number of giving envelopes to you. Once completed, the church offering may be sent directly to Pinnacle Living. Please enclose the completed Samaritan giving envelopes. Gifts are gratefully acknowledged by Pinnacle Living but only if we have the donor’s complete contact information from the envelope.
- **Mailing Address for Donations:** If there is a need to send a donation in an envelope other than the Samaritan giving envelope, please use the following address:

Pinnacle Living
Attn: Samaritan Offering
5101 Cox Road, Suite 225
Glen Allen, VA 23060

- **Giving Outside the Designated Offering Time Period:** Individuals, groups, and churches can make contributions at any time by completing the information on the giving 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.
- **Other Means of Gifting:** Individuals and organizations may also choose to contribute to capital projects at our family of communities or underwrite special programs dedicated to improve the quality of life for our residents. Contact Allison Smith to request information about planned giving, making a major one-time gift, or other means of gifting. Allie can be reached by email at ASmith@pinnacleliving.org or by phone at (804) 474-8713.