

# PINNACLE

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JOURNEY

In May of 1948, the first Mother's Day offering was received from the churches of the Virginia Annual Conference to support the Methodist Home for the Aged. This special offering called Virginia Methodists to offer thanksgiving and gratitude for the legacies of faith of the older adults in their lives and congregations. Over the years, the name and time frame of this special offering in support of the benevolent assistance given in Pinnacle Living communities have changed, but the focus has remained the same: to ensure the personal security and peace of mind of residents who have outlived their monetary resources and, through no fault of their own, become unable to pay some or all of their monthly charges.

Pinnacle Living, formerly Virginia United Methodist Homes, does not receive funds through apportionments from local churches or from Virginia Conference grants. This opportunity from Mother's Day, May 13<sup>th</sup>, through Father's Day, June 17<sup>th</sup>, allows us to highlight our charitable mission and our vibrant communities for older adults. Your support of this special offering is crucial not only to inform the congregation of the opportunity to financially support our connectional mission, but also to help tell the story of our Conference ministries with older adults and our senior living communities. To assist you in lifting this opportunity to support the Pinnacle Living Samaritan Program within your congregation, we have enclosed general guidelines which provide you with easy access to website, people, and giving support.

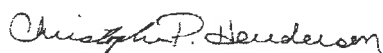
To follow the theme of the 2018 Annual Conference session, "*Servant Leaders: Making a Difference*," bulletin inserts for each Sunday, including Older Adult Recognition Sunday on May 6<sup>th</sup>, will highlight the many ways that our residents, volunteers and team members use their gifts in service to one another and in the larger community. Each insert will include a prayer of thanksgiving and intercession for older adults. The inserts will be posted on our website at [www.pinnacleliving.org/samaritan-offering](http://www.pinnacleliving.org/samaritan-offering) and shared on VAUMC email networks.

You will also find communication tips on our website which can be copied and pasted into your church newsletters, bulletins and websites. Facebook posts and tweets are provided for your use. The communication tools encourage online giving opportunities through our website and Facebook page. However, if you would like to provide giving envelopes to your congregation please contact Allison Smith, our Communications and Engagement Coordinator, by email at [ASmith@pinnacleliving.org](mailto:ASmith@pinnacleliving.org) or by phone at 804-474-8713. We will be happy to send you the number of envelopes you request.

One more thing! We ask that you place a special date on your church calendars. On September 30, 2018, we will recognize the 70<sup>th</sup> anniversary of the founding of Pinnacle Living. We invite all Virginia Conference United Methodists to join us on that Sunday afternoon between 1:00 – 4:00 PM as we celebrate our connection in mission and ministry at our Hermitage Richmond community. If you cannot physically be present, we would welcome your congregation's support that day through a prayer of thanksgiving for the past seventy years and intercession for God's guidance as we look to the future.

Thank you in advance for your support of the **2018 Samaritan Offering**.

With warmest regards,



Christopher P. Henderson  
President/CEO



Martha E. Stokes  
Director, Church and Community Relations