

# PINNACLE

LIVING

**ENRICHING**  
LIFE'S  
JOURNEY

Dear Virginia Conference Clergy and Laity,

I wish you were there - the sounds of children's feet running and the squeals of joy as they nestled into their great-grandmother Annie's arms! With the vaccines in place, it is so exciting that residents can welcome their families into their homes. You can see the excitement in the children's eyes as Annie leads them to the kitchen of her health care neighborhood. On this day, the household team members were assisting Annie in making her legendary chocolate chip cookies.

You may not be familiar with the words neighborhood kitchen and household team member, and these words and phrases are newer to Pinnacle Living as well. Pinnacle Living is committed to providing personalized services and support to all residents. Neighborhoods and households provide the physical spaces and opportunities for engagement that build relationships. Just ask anyone who has enjoyed one of Annie's delicious cookies.

### **But what happens when Annie's finances do not cover the full cost of her services?**

You have the answer: **The Samaritan Program**. Through your generous financial support, Annie can remain right where she is. Make a gift today to help Annie, and others like her, who have outlived their financial resources and can no longer afford the full cost of services? From the beginning, benevolence has been a core element of Pinnacle Living's mission - Enriching Life's Journey.

Challenge yourself, church, church group, and civic group to give:

**\$115** for one day of support.

**\$800** for one week of support.

**\$3,475** for one month of support.

You can designate your gift for use at a specific community or where the need is greatest. Online gifts can be made at [PINNACLELIVING.ORG](http://PINNACLELIVING.ORG). Checks can be mailed to Samaritan Program c/o Pinnacle Living, 5101 Cox Road, Suite 225, Glen Allen, VA 23060 For more information call me at 804-474-8724 or email me at [cwickham@pinnacleliving.org](mailto:cwickham@pinnacleliving.org). Samaritan Program envelopes are available upon request.

Sincerely,



Charles W. Wickham  
Director of Donor Development

PS Make a gift today to help those who need your generosity. You truly can make a difference in someone's life.