

PINNACLE

LIVING

ENRICHING
LIFE'S
JOURNEY

Dear Pastors and Virginia Conference Congregations,

Pinnacle Living has a connection to the Virginia Annual Conference dating back to 1948. From the beginning, benevolence has been a core element of our mission. A designated time for each church to take an offering in support of this mission and ministry is set each year by action of the Annual Conference. This year, that time is between Mother's Day (May 9, 2021) to Father's Day (June 20, 2021).

Pinnacle Living is a senior living leader in Virginia. Our person-centered approach is changing how services are delivered to seniors. Team members focus upon resident engagement, putting person before task through the creation of households and neighborhoods, and in turn, building strong communities. This is a progressive approach to offering services in which each resident has a voice in the decisions that impact their daily lives. You can depend on Pinnacle Living as an aging services resource.

Pinnacle Living looks to your support to help raise funds for the Samaritan Program. As people are living longer due to advances in health and wellbeing, the need for benevolence is growing. To help our residents who have outlived their financial resources remain in the place they call home, enjoying lifelong friendships and outstanding service, make a gift today to the Samaritan Program. Gifts can be designated to a specific community or where the need is greatest.

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

\$170 for one day of support.

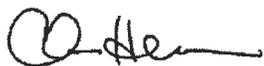
\$1,190 for one week of support.

\$4,760 for one month of support.

Online donations can be made at 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 Charles Wickham at 804-474-8724 or email him at cwickham@pinnacleliving.org. Samaritan Program giving envelopes are available upon request.

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

Sincerely,



Christopher P. Henderson
CEO/President