

2008-2009 ANNUAL REPORT

Taking Next Steps to

SUCCESS

SAMARITAN
MINISTRY
of Greater Washington



Mission Statement

Samaritan Ministry of Greater Washington is a community partnership bringing together homeless people and others in need in Greater Washington with support and volunteers from Episcopal and other churches in a joint effort to improve the lives of all. Samaritan Ministry pursues this goal by:

- Promoting awareness of community needs,
- Fostering partnerships at all levels,
- Breaking down barriers imposed by poverty, and
- Developing participants' abilities to help themselves to better lives.

Core Values

The following core values reflect the essential and enduring tenets and philosophy of our work together. They are the basis for our mission and for all our goals and activities. They are the principles that unite us with one another — program participants, volunteers, staff and partners.

God's Love — We believe that we are called to love our neighbors as God loves us, with kindness and compassion, sharing one another's suffering and joy, and treating each other as we would like to be treated.

Dignity — We believe that we are called to honor the dignity of all persons, promoting each other's self-respect and self-confidence, celebrating our shared humanity, and rejoicing in the journey that binds us together.

Partnership — We believe that we are called to work in partnership with others both inside and outside our organization, embracing diversity, holding ourselves accountable to one another and, thus accomplishing more together than we can do alone.

Transformation — We believe that we are called to be a part of one another's transformation in ways that encourage each other's strengths and abilities, bringing positive, life-enhancing changes, and empowering each other to lead fuller lives.



David Downes

Dear Friends,

At Samaritan Ministry, we like to share the success stories of *Next Step* Program participants. Those successes are not "one-size-fits-all" and are defined in many ways. People have different gifts and face different struggles — whether overcoming a difficult family situation, an addiction, lack of education, domestic violence or abuse, mental health issues, physical challenges, poor choices or some combination of these. Individual success depends on many factors.

We believe that *Next Step* Program participants should define their own success. We don't tell participants how to live their lives. They know their needs, dreams and aspirations better than we do. We encourage and help participants to set goals, define and take steps to reach those goals, and celebrate each small accomplishment. In the end, the achievements and the successes are theirs, not ours.

Samaritan Ministry's success in being able to help program participants depends on the commitment of many people and on adequate funding. This year, the downward-spiraling economy added to the challenge of reaching our organizational goals. With the loss of a government grant and some additional funding sources, we faced the reality of making some painful decisions, laying off two talented employees and cutting the budget in other areas. At the same time, individual donors stepped up their giving, helping meet our revised budget. The possibility that Fannie Mae's Help the Homeless Program, where we raised about \$200,000 in last year's walk, would be discontinued loomed as an additional challenge. We are happy to report that the 2009 Help the Homeless Walkathon will go on as usual. We look for your support again this year and invite you to walk with us either in a mini-walk or on the National Mall and to recruit your family and friends.

In the pages of this year's annual report, we're sharing some of our success stories.

- A *Next Step* Program participant shares his steps toward success.
- A former employee and continuing supporter talks about the impact Samaritan Ministry continues to have on his life and his definition of success.
- A casework intern writes of the moving experience of an HIV/AIDS retreat and her thoughts on success.
- Highlights of the *Next Step* Program, our development efforts, our financial statement and our communications and volunteer successes are also included.

During this year, we also decided to purchase the house that has been our main office for 15 years — another success story for the Samaritan Ministry partnership (see details on the next page). Without this faithful partnership and the many individuals deeply committed to our mission, this year's celebration of so many successes would not be possible. Thank you for your continued support.

Yours faithfully,

David Downes

The purchase of Samaritan Ministry's main office at 1516 Hamilton St., N.W., in July 2009 was made possible in part with the financial support from the Foster Family Foundation, the John Edward Fowler Memorial Foundation, St. Dunstan's, Bethesda and the MacLean, Manning, Maxwell, and White families, as well as an anonymous donor. Their generosity made a \$155,000 down payment on the building possible and covered \$20,000 in closing costs.

Financial success is generally defined by financial growth and black ink on the bottom line, but (in the non-profit world especially) it is sometimes more a matter of weathering unanticipated storms well and seizing unanticipated opportunities that move the organization forward. Fiscal year (FY) 2009 was one of those times for Samaritan Ministry.

Our ongoing efforts to expand contributions from individual donors, most notably through our Next Step Breakfast in May 2008, continue to be successful. Each year we have added new pledges of long-term support for which we are exceedingly grateful. But the economic downturn took its toll on most of our fundraising efforts during the year, although not as much as it did for some other non-profits. In fact, a number of our supporters increased their giving in recognition of the growing needs of our program participants, most of whom are among the poor and who are always hit first and hit hardest by declines in the economy.

We also suffered a significant set back halfway through our fiscal year when a \$150,000 government grant for support of our *Next Step* Program was not renewed. This forced us to lay off a newly-hired program outreach coordinator and cut back in other ways. The full-year impact of this loss has also caused us to make further cuts in our FY2010 operating budget. What is

remarkable is that we ended FY2009 with an operating loss of only \$31,000. We have also kept our overhead (administrative and fundraising costs) to about 15 percent of our total expenses (including contributed services).

Samaritan Ministry's board of directors made the bold decision during FY2009 to purchase the house at 1516 Hamilton Street, N.W., Washington, D.C. that has been our main office for the past 15 years. The owner, partner parish Christ Lutheran Church, had to sell the house to finance its own renovation; and after searching out a variety of other rental options, our board concluded that purchasing the house ourselves would actually cost us significantly less than moving to new rented space. Shortly after the close of FY2009, and with no time for a major capital campaign, we raised an incredible \$175,000 from a small number of very generous donors to cover the down payment and closing costs and purchased the house in July 2009.

We look forward with confidence and faith to the coming year. Reassured by the support of a growing number of faithful donors, we will continue to weather whatever financial storms await us, finding and seizing opportunities to move forward in our efforts to help people who are homeless and others in need who want to make changes in their lives. Please keep us in your prayers.

Comparative Statement of Income and Expenses for Fiscal Years Ending March 31, 2008 & 2009

INCOME	FY2008	FY2009
Partner Parishes	\$127,807	\$108,007
Individual Contributions	\$525,337	\$510,662 (a)
In Kind: Specialized Services	\$397,920	\$477,270 (b)
In Kind: Other Donations	\$50,607	\$55,232
Other Organizations	\$44,471	\$40,481
Contracts	\$331,225	\$135,718 (c)
Grants	\$255,590	\$236,510
Special Events	\$80,532	\$55,620
Net Interest Income/Realized & Unrealized Gain/(Loss)	\$10,281	(\$71,078) (d)
Total Income	\$1,823,770	\$1,548,422
EXPENSES		
Staff	\$591,372	\$651,839 (e)
Contributed Services	\$397,920	\$477,270 (b)
Consultants	\$100,387	\$80,346
Insurance	\$8,763	\$9,398
Indirect Program	\$129,168	\$132,990
Direct Program	\$256,702	\$164,897 (c)
Communications	\$36,421	\$25,720
Events/Fundraising	\$34,191	\$28,169
Depreciation	\$4,116	\$8,972
Total Actual Expenses	\$1,559,040	\$1,579,601
Other Contributions to/ (from) Reserve	\$264,730	(\$31,178) (c)
Total Net Expenses	\$1,823,770	\$1,548,422

(a) Includes pledges of long-term financial support slightly lower in FY2009

(b) Does not include an additional \$513,453 in other "non-specialized" volunteer services

(c) Reflects loss of \$150,000 D.C. government grant for *Next Step* Program and changes in timing of HIV/AIDS burial assistance grant reimbursements

(d) Includes impact of unrealized losses in endowment funds

(e) Increase due to COLAs, new development coordinator, and new outreach coordinator (released after 6 months due to budget cutbacks)

Based on financial statements audited independently by Kronzek, Fisher & Lopez, PLLC, Certified Public Accountants



Worshippers from Church of the Epiphany's Welcome Table Service carry the Samaritan Ministry banner during the Help the Homeless mini-walk sponsored by the church. Over 100 people participated in the mini-walk.



(left to right) Karen Chane, John Chane, Christiana Carter, Dick Norton and David Downes enjoy the Mardi Gras Celebration where Bishop Chane and Ms. Carter were honored for their dedication and service to Samaritan Ministry.

financial strategies for success

Measuring Success

Success at Samaritan Ministry is as individual as the varied stories of *Next Step* Program participants. Some participants reach success in the traditional sense, moving on to self-sustaining lives, while others require additional support and revisit the program to take additional next steps. All successes, both large and small, are celebrated. Many participants say they have encountered a lot of doubt in their ability along life's path. But at Samaritan Ministry, they find encouragement and people who believe in them. That support, along with their own hard work, helps lead them to success.

The *Next Step* Program offers help with:

Employment Services: Help finding a job is one of the major reasons program participants take part in Samaritan Ministry's *Next Step* Program. This year participants learned how to apply and interview successfully for jobs through employment workshops; developed professional resumes with Samaritan Ministry's experienced, volunteer resume writers; learned computer skills from volunteer mentors to complete job searches and apply for jobs on-line using Samaritan Ministry's computer labs and high-speed Internet. Almost 100 participants became computer proficient during more than 200 one-on-one computer mentoring sessions offered at all three offices, and nearly 450 participants used Samaritan Ministry's computers to access the Internet. More than 130 participants found jobs even in an economic recession.

Social Services: Samaritan Ministry's casework staff helped participants find assistance programs to improve their lives such as finding temporary shelter or completing applications for more permanent housing. Some participants also received assistance in completing applications for food stamps and Supplemental Security Income (SSI). Others needed help finding detoxification and recovery programs or mental health services. Some completed a GED or further training toward a better job. This year, almost 200 people were prescreened for food stamp eligibility. Although permanent, affordable housing is hard to come by, 57 program participants celebrated having a place to call home this year.

HIV/AIDS Services: A series of four spiritual retreats for *Next Step* Program participants living with HIV/AIDS continued this year despite the loss of dedicated funding to the program. With generous scholarships from the Sisters of Bon Secours, the final two retreats for the 2009 fiscal year were held as scheduled at the Bon Secours Spiritual Center. A new two-day retreat model hosted by partner parishes will be piloted during the 2010 fiscal year. (See also "Help with Burial Expenses, page 3.)

Community Outreach

This year, the *Next Step* Program staff partnered with other community service providers and employers for two job resource fairs, one in Southeast, D.C. and one in Northwest, D.C. The fairs, initiated by Samaritan Ministry, attracted over 800 people who came to find community resources, assistance with the job search process and employers looking for qualified job candidates.

Program staff also visited over 15 service providers, including United Planning Organization, Arlington Department of Human Services, Bread for the City and Capital Area Assets Builders. These visits help coordinate services offered by Samaritan Ministry with other community services and provide information about the *Next Step* Program to those who can direct participants to the program.

In response to heightened participant interest and excitement about the 2008 presidential election, program staff arranged voter registration drives for participants in all three offices. Participants who had never voted before were registered and cast their first vote in the November election.

Representing the interests of our program participants, program staff participated in Arlington's Implementation Task Force of the 10 Year Plan to End Homelessness, including the Integrated Services Committee, and D.C.'s Coalition of Housing and Homeless Organizations. These are

comprised of a cross section of service providers and government representatives working toward goals that include affordable housing and homelessness prevention.

With the assistance of George Washington University graduate students in public policy and public administration, a new participant survey was developed and tested. The survey seeks to obtain program participant views and opinions of the *Next Step* Program to accurately determine if the program is positively impacting lives.

Challenging Times

We had planned for a year when the *Next Step* Program would serve an increasing number of participants with enhanced services. Having spent more time in the previous year on outreach, spreading the word about our program, we had begun to see more new participants. With the support of a grant from the D.C. government, we hired an outreach coordinator to expand this effort, allowing caseworkers more time to improve and expand services.

Then, halfway through the year, this grant was not renewed for lack of funds. We had to let the outreach coordinator go, after only six months, and scale back other growth plans as well. By year's end, the full impact of losing this grant, combined with the impact of the recession, forced us to let a full-time caseworker go and reorganize the program staff to maintain the improved quality of service we had achieved. Just as more people were beginning to need our services, efforts to publicize the program stalled, resulting in a slight decline in overall participant numbers.

Recently, however, renewed outreach efforts combined with the continuing impact of the recession (particularly on people who are poor, homeless and unemployed), have begun to reverse this trend. To supplement the efforts of full-time program staff, we are now actively recruiting and training outreach volunteers to connect with people in need who may be ready to take *next steps*. As more people seek help through the *Next Step* Program, the work of our direct-service program volunteers, as well as the support of many others, will be even more critical to continued program success.

The Next Step Program

Samaritan Ministry's *Next Step* Program provides assistance to people who are homeless and others in need while promoting change, dignity and self-reliance. Working with staff members, many of whom are volunteers, program participants define goals for how they want their lives to change, and set and take manageable next steps toward those goals.

Typical goals involve finding a job, a place to live, health care, and recovery programs. Participants meet with caseworkers, use Samaritan Ministry's computers, phones and mailing address as well as get help with resumes, job applications, obtaining food, clothing, training and other resources.

The program includes spiritual retreats and support group dinners for those living with HIV/AIDS, as well as burial assistance and bereavement support for families of those who have died with HIV/AIDS.

There are no religious requirements for participation in the *Next Step* Program and anyone in need who wants to make positive life changes is welcomed.

The Next Step Program (April 1, 2008–March 31, 2009)

Total Participants 1,000 New Participants 378 Next Steps Completed 4,339

Direct Assistance (number of participants receiving assistance)

Computer mentoring	99
Resumes completed/updated	227
Participants hired	131
Housing obtained	57
Food stamp screenings	193
Off-site employment workshop attendees	84

Times Participants Used:

Computers	2,384
Telephones	1,845
Mailing address	908

Direct Assistance (number of times participants were helped)

Food	693
Clothing	243
Toiletries	332
Metro passes/tokens	1,619

HIV/AIDS Statistics

Retreat attendees (four spiritual retreats)	78
Roundup dinner participants	105
Families receiving burial assistance	110
Persons receiving bereavement support	127

Demographics

Ages of participants	
Over 65	3%
41–65	75%
26–40	17%
18–25	5%
Race of participants	
African American	84%
Hispanic	2%
White	8%
Other	6%
Homeless participants	69%
Ex-offender participants	42%

Help with Burial Expenses

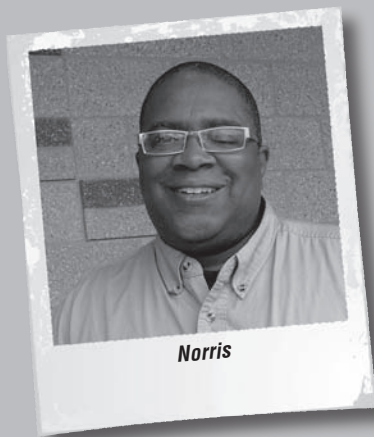
Losing a loved one is an emotionally turbulent time. For a low-income family, meeting funeral expenses makes it even more difficult. With the average funeral costing over \$7,000, many families are distraught as they try to find funds to bury their loved one.

“When people have virtually no money and lose someone through AIDS, it often happens suddenly,” said Melinda Keane, HIV/AIDS services coordinator. “In many cases they have not had time to prepare spiritually or financially.” A loss can be especially devastating when loved ones have not told others about their disease.

With a grant from the D.C. HIV/AIDS Administration, Samaritan Ministry’s burial assistance services can alleviate some of the financial

shock endured by bereaved families. Families meet with Melinda, who provides information about funeral homes and options about bereavement resources. Samaritan Ministry helps an average of nine to ten families each month with up to \$800 toward funeral expenses, paid directly to the funeral home. Melinda notes that this assistance was especially important this year as other sources of assistance dried up.

Nothing can take away the pain of losing a loved one to a disease like HIV/AIDS, but the success of the burial assistance services comes from its ability to continue to support low-income bereaved families. This year, 110 families received assistance.



Taking a Detour to Success

By Deaweh Benson

Cycles are the natural rhythm of life, but not all of them are positive. Five years ago, Norris seemed to be plagued by a never-ending cycle of poor choices. The absence of his father, loss of his son, and his negative environment led to a self-destructive cycle of alcohol and drug addiction. In an

attempt to run away from his problems, Norris fled his life in North Carolina and set his eyes on New York.

Three hundred miles short of his destination, Norris was left behind by his travel mates in a Maryland suburb outside Washington, D.C. Abandoning his New York plans, he decided to find a job. But, at the urging of his sister, Norris decided to deal with his addiction problems first, enrolling in a treatment program at the homeless shelter where he had ended up. While there, he heard about Samaritan Ministry, a place he would later come to cherish and describe as “a place for rebuilding lives.”

As a participant in the *Next Step* Program, Norris felt empowered. “Sometimes others have to believe in you before you can believe in yourself,” he says. At the beginning he set small goals. After accomplishing those, his

blossoming confidence enabled him to strive for more. Samaritan Ministry’s caseworkers helped him obtain housing and further demonstrated their support by attending his graduation from the recovery programs.

The next step approach helped Norris deconstruct his old life pattern and map out his own plan for the future. With an infectious smile, Norris says, “The *Next Step* Program allowed me to believe in myself again.” Before coming to Samaritan Ministry, Norris says, he did not have a life. He just survived, burdened with resentment and regret. Now he feels he has transformed his life by learning to confront his problems one step at a time.

Today he is a successful manager of the seafood department at a chain grocery store where he has been for three years. He makes a point of touching the lives of others, just as Samaritan Ministry touched his. He is an active alumnus in the Steps to Recovery program, speaks with high school students on behalf of Samaritan Ministry, and has recently obtained tax-exempt (501c3) status for a non-profit called “Children Helping Elders,” which he founded. “We hope to get kids to help our senior citizens,” said Norris.

With the support of Samaritan Ministry, Norris rejected the life that would lead him to failure. Instead, he continues to envision further success by writing a book and managing his non-profit. “God had a plan for me,” Norris says. “I thought I was running away from something in North Carolina, but I realize now that I was running towards something even better.”

Norris’s success story was written by Deaweh Benson, 2009 ExxonMobil Community Summer Jobs Program communications specialist intern and Spelman College student.

Success by the numbers

Program Success Depends on Volunteers

In large part, Samaritan Ministry's success is due to the contributions of thousands of volunteers. Some volunteers serve weekly as front office coordinators, resume writers and in other program positions, while others represent their parishes as partner parish representatives or walk for Samaritan Ministry in the Help the Homeless Program. Still others paint walls, mow lawns and clean carpets. This year over 5,800 people made a contribution of time to Samaritan Ministry. Some highlights include:

Help the Homeless Walkathon: Dedicated supporters participated in 18 Help the Homeless Program mini-walks and the Walkathon on the National Mall to help meet the challenge of 1,500 participating walkers. By reaching this goal, Samaritan Ministry received an additional \$25,000 contribution from the Help the Homeless Program.

Virginia Theological Seminary: Five seminarians from Virginia Theological Seminary volunteered for two weeks in January as part of an inaugural course in practical theology. The students worked on a range of projects including social marketing, updating Samaritan Ministry's history and working on communications and development projects.

St. Albans Workshop: Ten students from St. Albans School participated in a summer workshop to learn more about homelessness, poverty, Samaritan Ministry's *Next Step* Program and volunteering. In addition to observing caseworkers and front office coordinators, the students heard from a program participant about how his life has changed through the *Next Step* Program. The students also completed volunteer projects helping spruce up the Southeast and Northwest offices.

Creative Services: Moving Content, a film production company led by principals Bryan Elsom and Virginia Bertholet, donated over 110 hours to produce a film for Samaritan Ministry that features participants sharing their stories in their own words.

Direct Service Volunteers: The number of volunteers providing direct one-on-one assistance to *Next Step* Program participants increased by 36 percent this year from 11 to 15 volunteers. The average number of shifts worked by these volunteers increased from nine per week to 12 per week, a 33 percent increase. This includes volunteers working as resume writers, computer mentors and casework associates.

Service Learning: Students in service learning programs at St. Andrew's Episcopal School and The SEED School of Washington volunteered throughout the school year with Samaritan Ministry. Over 100 students learned about the issues of homelessness and poverty and provided more than 370 hours of service.

Internships: Opportunities for students and recent graduates include year-long, semester-long and summer internships in direct service positions as well as in development and communications. In August, we bid farewell to casework interns Alanna Copenhaver, Abra Lyons-Warren and RuthAnn Reshan following their year of service while welcoming casework interns Alacia Earley, Charlotte Emigh and Jalaine Polk.

William Payne, a student at Pittsburg State University, Pittsburg, KS interned through the Institute on Philanthropy and Volunteer Services as a summer development intern. International student Julie Funke, Martin Luther University, Halle-Wittenberg, Germany, spent three months last fall as a development intern. *(continued on page 5)*

Volunteer Success by the Numbers

5,849 volunteers donated **28,200** hours of service during the 2009 fiscal year.

11,926 hours of specialized volunteer services were donated by web developers, marketing specialists, casework volunteers and interns, employee counselors, HIV/AIDS specialists and others.

5,804 hours were contributed by volunteers who: dined and spoke with prospective program participants at Washington area meal programs; provided and shared a "round up" meal at a monthly gathering for people living with HIV/AIDS; participated in Thanksgiving and Christmas celebrations and food and toy drives, toiletry drives and worked on special projects as group volunteers.

3,216 hours contributed by front office coordinators, computer mentors, resume writers and food pantry and clothing room volunteers.

7,254 hours were devoted to board and committee work, partner parish representation, special events and HIV/AIDS services and activities.



Misha Goodman

Success Through Service

By Deaweh Benson

After considering many other possibilities, Misha Goodman, a student at St. Albans School in Washington, decided to organize a food and toiletry donations drive for Samaritan Ministry as his ethics/service project.

Organizing a food and toiletry drive is no easy task. "There were plenty of things

I had to think over to make it work out," Misha says. First, he had to decide whether to set up the drive in his school or in his neighborhood. He decided on his neighborhood because he knew it would cover a larger area, although a larger area created greater responsibilities for young Misha. Still, he managed to juggle schoolwork, sports practices, and other priorities so that he could successfully complete his drive.

Misha's next major task was to collect enough bags to distribute to his neighbors. Determined, he sought donations from local chain grocery stores. Misha distributed 300 donated paper bags to local residences with

a flyer attached that read, "Spring Valley Student Needs Your Help." One week later, Misha returned with several friends and found that his neighbors had answered his plea. The donations, ranging from pasta to reading glasses, filled his entire living room.

The food and toiletry drive was remarkable in many ways. Not only was it organized by one eighth grader, but the drive enhanced the lives of many Samaritan Ministry *Next Step* Program participants, many of whom are homeless or at risk of homelessness.

Misha's life was also enriched. He says, "I started to notice how much people care about the needy." When asked why he thought his project was a success, Misha answers, "Success is something that works out for the greater good. Even if only one bag had been returned, it would have been a success because that bag would have helped somebody. Having the majority of the bags returned was a real success!"

Ultimately, the drive showed Misha that he could spark a major change regardless of his age. Maybe Misha's commitment to service has ignited a desire in his neighbors to "go and do likewise."

Deaweh Benson, 2009 ExxonMobil Community Summer Jobs Program communications specialist intern, interviewed Misha and wrote his story. Deaweh is a student at Spelman College in Atlanta.

(continued from page 4)

James Allen, Alma College, Alma, MI, was the 2008 ExxonMobil Community Summer Jobs Program communications specialist intern. Funded by a grant from Exxon Mobil, the internship program is administered by Volunteer Fairfax.

Abby Olson, Bryn Mawr College, Ashley Weech, University of Michigan, and Mona Singh, George Mason University served summer casework associate internships in 2008.

Maret School senior Zahra Dawson selected Samaritan Ministry as the internship site for her senior project. She worked in various aspects of the Ministry for two weeks in May 2008.

Volunteer Appreciation: A trip to the Newseum and a picnic on the grounds of Washington National Cathedral honored volunteers and full time staff in June 2008.

Communications Highlights

Urban Experiences: Over 120 young people from area schools, partner parishes and other churches learned about the challenges faced by people who are homeless or at risk of becoming homeless, poor, and trying to survive in the city. The experience includes a neighborhood walk along Georgia Avenue where students calculate the expense of washing and drying clothes by visiting a laundromat, study a bus schedule to determine how to navigate the city, pinpoint locations, or lack thereof, of major grocery chains, note the number of check cashing, package stores and mom and pop convenience stores and discuss the impact of these stores on the lives of neighborhood residents. The morning concludes with lunch at Loaves and Fishes, St. Stephen and the Incarnation's meal program, where students spend time sharing a meal and conversation with fellow diners.

Newsletters: Samaritan Ministry's continuing story was shared through quarterly newsletters mailed to over 5,000 Samaritan Ministry supporters and posted on www.samaritanministry.org. The newsletter was scaled back to eight

pages from 12 and printed in black and white to help meet a streamlined budget. Readers were given a choice of receiving an email notification and viewing the full-color newsletter on the website or receiving the printed version.

Facebook: Samaritan Ministry utilized social media marketing tools to increase awareness of the Ministry by creating a Facebook presence with fan, group and cause pages. (You can join through the Facebook link at www.samaritanministry.org) The use of mass emailing tools contributed to the increased number of walkers who walked for Samaritan Ministry in the November 22 Help the Homeless Walkathon on the National Mall. Over 100 walkers braved the frigid temperatures to walk for homeless people, an increase of 233 percent from the previous year's 30 walkers.

Createathon: Selected to participate in the 2008 Createathon, an annual event where local advertising agencies offer creative services for non profits, Samaritan Ministry received marketing consultant services and website creative design services.

Partner Parish Communications: Communications strategy continued to focus on partner parishes and their members with monthly news items distributed to editors of parish newsletters and websites and the sharing of information through presentations at partner parish council meetings. Parishioners and others were also invited to learn more about Samaritan Ministry by attending a Next Step Experience either at a Samaritan Ministry location or through an on-the-road event held at partner parishes.

Advertising: Print advertising in *East of the River* and *Street Sense* supported efforts to spread the word about the *Next Step* Program while ads in diocesan publications supported events like the Mardi Gras Celebration and the "Gift that Gives Again," our meaningful, alternative gift program.

Website: Volunteers Bob Graf and Marge Miller donated many hours to keep information current on the Samaritan Ministry website (www.samaritanministry.org).

Successful communications



Jalaine Polk

A Successful Retreat By Jalaine Polk

I learned about Samaritan Ministry's spiritual retreats for people living with HIV/AIDS during my orientation as an intern caseworker. Assigned to the Southeast office, I was blessed to get to know Melinda Keane, the HIV/AIDS services coordinator. I grew to admire the compassion and love she shows through her work and hoped I could work with her

on one of the retreats sometime during my year-long internship.

So I was grateful to be invited to join the staff team for the June retreat, but as the day to leave approached, anxiety filled my thoughts. Would the retreat participants accept me? I wanted to get to know them, but would they want to get to know me, a young girl from Kentucky?

I rode to the retreat with two participants. I connected with them, but I continued to feel anxious (getting lost along the way and arriving late didn't help). After a quick lunch and orientation, we had our first group discussion. When a beautiful woman living with HIV and cancer shared her fears and emotions, the group instantly bonded. People responded to her honesty with openness. The atmosphere was warm and comforting.

One participant observed that each one of us was supposed to be there; that it was purposeful, whether we were HIV-positive or not. In that moment, I released all my apprehensions and realized that any fear I had had about acceptance into this incredible community was absolutely ridiculous. Each person was there for a reason, including me.

Each person's story was an immense blessing. Engaging with each other and sharing each other's joy, pain and continuing struggle, was a deeply emotional experience. I will cherish forever the many stunning moments of love and laughter. It was an overwhelming honor to be welcomed into this retreat community.

Our last evening featured a festive dinner served by the staff team and followed by an exchange of gifts (and of love and affirmation), as each person revealed their secret prayer buddy, saying a special word of encouragement, giving a homemade card or gift, or simply sharing a meaningful hug with their prayer buddy. The evening ended with a variety show, where I was "initiated" into the group as a participant in the traditional "candy store skit," resulting in much laughter.

A healing service closed the retreat the next day. Through silent prayer and devoted touch, we shared the power of love and hope. To close the service, we gathered in a circle of togetherness to sing a gospel song called "I Need You to Survive." We sang "I need you, you need me, we're all a part of God's body....I pray for you, you pray for me...you are important to me." We acknowledged in song the value of every person and the need we all have for each other.

Was this retreat a success? If success means there was openness, honesty, support, love, genuine relationship, faith, and giving of ourselves — then the answer is "Yes!" The experience was immeasurable, and words do not give it justice. It was real. It was a community of love. At the end, my soul craved more time with each beloved person.

Jalaine Polk, a Discipleship Year volunteer, served as a year-long, full-time intern caseworker in Samaritan Ministry's Southeast office from September 2008 until August 2009. She was invited to stay on after her internship to help with the orientation of new interns and, luckily for them and for Samaritan Ministry, she agreed.

Fundraising Success in Difficult Circumstances

Despite a difficult year, Samaritan Ministry had many successes with development efforts. Diversified financial support continued to come from individual donors, partner parishes and other churches, schools, foundations, corporations, other organizations, and government funding for HIV/AIDS burial assistance, allowing the *Next Step* Program to continue helping people achieve personal success in their own lives.

Like others, Samaritan Ministry and *Next Step* Program participants struggled to meet growing challenges with fewer resources. Due primarily to the economy and the loss of a large D.C. government grant, Samaritan Ministry had to make significant budget cuts to help balance the budget.

Fortunately, contributions from individuals increased and more and more people made generous pledges of long-term support. Some donors saw a decline in their own assets, yet increased their giving. One donor told us she postponed replacing her nine-year-old car so that she could make an extra gift to Samaritan Ministry. She, and others like her, understood that in difficult economic times, poor people are hurt the most.

In fact, increased support from individuals enabled us to not only keep the doors open, but also to welcome and support all those who came ready to take next steps — away from poverty, unemployment and homelessness, and toward financial stability, secure employment and stable housing.

Development highlights this year included:

Next Step Breakfast: Our second annual Next Step Breakfast, held in May 2008, raised almost \$300,000 in gifts and pledges over five years. Highlights included Judy Woodruff as mistress of ceremonies, Ken Harris as participant speaker, the Rev. Mpho Tutu's opening and closing prayers and the Welcome Table Choir from Church of the Epiphany who contributed a spirited musical offering.

Planned Giving: In June 2008, Samaritan Ministry received a \$20,000 bequest from the estate of Mrs. Georgette Kamenetz.

Development Coordinator: Mary Belknap joined the staff to expand our development efforts and specifically to manage foundation giving and coordinate the annual Mardi Gras Celebration, Next Step Experiences and other events.

Help the Homeless Walkathon: Another record-setting year with more than \$200,000 raised through the Friends of Samaritan Ministry, mini-walks (by partner parishes and schools), incentive grants from Fannie Mae and other walkathon activities.

Individual Giving: Despite a poor economy, many of our long-time donors increased their financial giving at the end of the calendar year. Our first ever face-to-face individual donor campaign generated close to \$50,000 to help meet the budget including many very generous gifts from board members. The fiscal year ended with Samaritan Ministry receiving more than \$500,000 in individual gifts and pledges — remarkable and gratifying in this economy.

Mardi Gras Celebration: With 165 attendees, about \$20,000 was raised through this year's Mardi Gras ticket sales and vacation homes auction. Next Step Awards were presented to the Right Rev. John Bryson Chane, bishop of Washington, and Ms. Christina Carter, partner parish representative at St. Paul's, Rock Creek, for their involvement and dedication to Samaritan Ministry. Bishop Chane is an active supporter of Samaritan Ministry. He and his wife, Karen, walk every year in the Help the Homeless Walkathon and support the Ministry throughout the diocese. Ms. Carter has served as partner parish representative from St. Paul's, Rock Creek since 1989.

Corporate Giving Society: Established with a goal of achieving long-term partnership between Samaritan Ministry and individual corporations, the new Corporate Giving Society encourages businesses to give at annual levels ranging from \$1,000 to over \$10,000, receiving varying benefits at each level.

Next Step Giving Society: Our multiple-year giving society, established in 2007, now has over 70 members and is still growing. Members pledge to give \$1,000, \$5,000, \$10,000 or more each year for five years. This special group is building a stronger foundation for expanding and providing a stable future for Samaritan Ministry's *Next Step* Program. In this

challenging year, many Next Step Giving Society members even made additional financial contributions over and above their existing pledges.

Building Purchase: Although the purchase of the house that has been Samaritan Ministry's main office for the past 15 years did not take place until after the close of the fiscal year, the decision to take this bold step (which will save the organization thousands of dollars in rental expense) and the abbreviated effort to raise a down payment and closing costs (resulting in \$175,000 in special gifts) were both initiated during FY2009.



The Blue Card

Samaritan Ministry's *Next Step* Program and an index-sized blue card continue to have a profound effect on the life of Chris Norman.

Chris applied for the Northern Virginia lead caseworker job at Samaritan Ministry in 2002. "I was interested in non-profits and a job that made a difference," said Chris.

Once hired, Chris was introduced to the blue card. The cards are used by caseworkers to help *Next Step* Program participants hold themselves accountable for making progress toward their goals. The blue card records the next steps that the participants have identified and are committed to taking plus the time frame for completion. "So many people miss the first step of setting their next steps," said Chris.

Chris still remembers, and often thinks about, the program participants with whom he worked. "Until you sit across the table from someone who is homeless and jobless and have the opportunity to connect personally and learn of their struggle, everything you hear about these issues is theoretical," said Chris. "I'm so thankful to have had that opportunity early in my career."

Taking his own next steps, Chris went on to become Samaritan Ministry's development coordinator before leaving in 2004 for graduate school. Interested in the structural elements that lead to homelessness and joblessness, he wanted to be part of the solution. "I wanted to build on the strengths that Samaritan Ministry helped me realize I had," says Chris. Chris completed masters programs in urban planning and business administration, and now works for Deloitte Consulting's Organization and Talent practice. He says he still uses the story of the blue card to illustrate the value of planning.

Before Chris joined the company, some other Deloitte staff had already been involved conducting mock interviews with Samaritan Ministry participants, helping them prepare for real job interviews. Deloitte had also been a long-time sponsor of Fannie Mae's Help the Homeless program. So Chris suggested that Deloitte designate portions of its Help the Homeless contribution to Samaritan Ministry and other agencies. This resulted in a success for the *Next Step* Program — a \$10,000 earmarked contribution in the 2007 walkathon.

Chris, 30, (and now a member of Samaritan Ministry partner parish St. Thomas, Dupont Circle) says his life's path has been winding, but wonderful, and that the influence of Samaritan Ministry continues to shape his work and his life. "You have to be thinking about what's next, how you can grow into who you are here to be, about what's on your blue card."

For *Next Step* Program participants, daily steps often seem to be about survival. But when setting and taking next steps becomes part of a plan for reaching life-changing goals, they lead not just to survival, but to success. And as Chris Norman says, "I don't think you are being successful if you don't have a blue card."

Thank You for Your Support

This list reflects financial support received from April 1, 2008 through March 31, 2009. We regret and ask to be notified of any inadvertent errors or omissions.

Partner Parishes

A special thank you to all of our partner parishes that made contributions this year. See page 9 for a listing of our partner parishes.

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Next Step Giving Society

A special thanks to Next Step Giving Society members for their multiple-year commitment to the sustainability and growth of Samaritan Ministry's *Next Step* Program.

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Antoinette "Toni" Drain
 November 16
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 St. Dunstan's, McLean

Georgiana Aboko-Cole
 February 26
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