



45th Anniversary Toolkit

Share Your Samaritan Story

Greetings!

In 2025, we embarked on a milestone year for our organization – Samaritan's 45th Anniversary.

Founded in Moorestown, NJ on September 5, 1980, as one of the country's first hospices, Samaritan has continued to expand healthcare services over the past 45 years to help patients and their families at every stage of the healthcare journey.

Today, we are proud to provide support to nearly 12,500 patients and their families annually who are coping with the stresses of aging, serious illness or grief in five New Jersey counties – Atlantic, Burlington, Camden, Gloucester, and Mercer. While hospice care remains a core service, we now provide an expanding range of life-enhancing services – from palliative medicine, advanced illness care, and at-home primary care to social connections, grief support, counseling, education, and advocacy.

When we look at how much we have grown and evolved over the years, all of us at Samaritan know we wouldn't be where we are today without the support of individuals like **YOU** – our dedicated supporters and partners. **YOU** are what truly makes Samaritan what it has become today. We invite **YOU** to celebrate our anniversary with us in a variety of new, exciting ways.

This **45th Anniversary Toolkit** can serve as your guide – outlining different ways for you to get involved and celebrate as part of our Samaritan family.

Thank you for your continued support – here's to the next 45 years!

With gratitude and appreciation,

Phillip W. Heath
President and CEO

what's inside?

SHOW YOUR SUPPORT ON SOCIAL

- Engage With Samaritan's Channels
- Sample Social Media Posts

SHARE YOUR SAMARITAN STORY

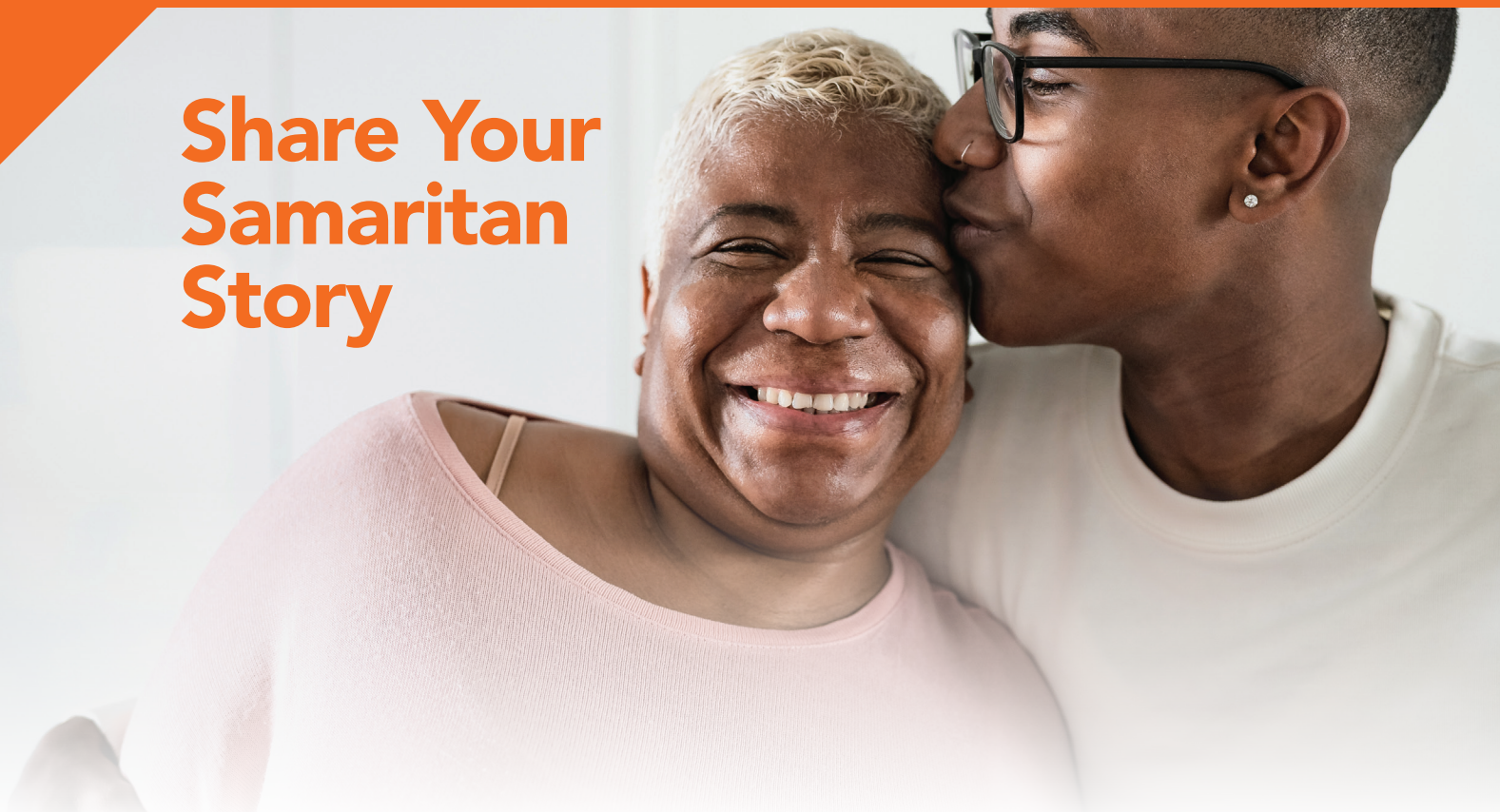
- Mail/E-mail A Letter
- Share Your Video/Photo Message
- Let Us Record Your Story

BECOME A SAMARITAN VOLUNTEER

SUPPORT SAMARITAN

Samaritan
LIFE-ENHANCING CARE FOR 45 YEARS

Share Your Samaritan Story



For our 45th Anniversary, we're looking to highlight real voices and share stories of our patients, staff, families, partners, donors, volunteers and all those who are part of the Samaritan Family!

If you've got a great story to tell about your experience with Samaritan, get in touch with us today – we want to help share it and amplify your message through our connections.

Write Us A Letter

Mail:
Samaritan C/O –
Communications Department
3906 Church Road
Mount Laurel NJ 08054

E-mail:
info@SamaritanNJ.org

Share Your Own Video or Photo Message

Record a short video or snap a photo to share on your social media. Tell us what Samaritan means to you!

Tag us @SamaritanNJ and use our special anniversary hashtags!
#SamaritanNJ45
#SamNJ45
#LeadingTheWay

Let Us Record Your Story

If you are interested in partnering with us to share your story, contact Esther Folaranmi to coordinate and discuss details.

E-mail:
EFolaranmi@SamaritanNJ.org



Social Media

Follow and Engage with Samaritan's Channels

-  facebook.com/SamaritanNJ
-  x.com/SamaritanNJ
-  linkedin.com/company/samaritannj
-  youtube.com/@SamaritanNJ
-  instagram.com/samaritannj

Share Your Samaritan Story

Don't forget to tag our profiles/pages (@SamaritanNJ) and utilize our special **ANNIVERSARY HASHTAGS** in your posts so that we can see your messages of support and experiences as part of our Samaritan Family!

ANNIVERSARY HASHTAGS

#SamaritanNJ45
#SAMNJ45
#LeadingTheWay

Sample Posts

SAMPLE POST 1

CONGRATULATIONS to **@SamaritanNJ** on their 45th Anniversary! **We/I** am happy to support an organization that prioritizes dignity and compassion in delivering life-enhancing care and support to individuals throughout the southern New Jersey region. **We/I** am PROUD to be part of the **#SamaritanFamily** – learn more about their extraordinary work here: <https://www.samaritannj.org/> **#SamaritanNJ45** **#SAMNJ45** **#LeadingTheWay**

SAMPLE POST 2

My/Our friends at **@SamaritanNJ** are celebrating their 45th Anniversary! Since their founding in 1980 as one of the country's first hospices, Samaritan has been providing life-enhancing care and compassionate, supportive services to patients and their families throughout the region. **We/I are/am** PROUD to be part of the **#SamaritanFamily** – here's to the next 45 years! Learn more: <https://www.samaritannj.org/> **#SamaritanNJ45** **#SAMNJ45** **#LeadingTheWay**



Become a Volunteer

At Samaritan, our volunteers are at the heart of all we do.

Samaritan volunteers are of all ages and contribute to our organization in a variety of ways. You do not have to be a healthcare professional to volunteer with us – we welcome you to use the talents you already have, or if you'd like, broaden your horizons and learn new skills.

If you are an individual that:

- Practices good communication
- Has good listening skills
- Possesses a nonjudgmental attitude
- Is flexible, consistent and reliable
- Demonstrates compassion

Then consider becoming a Samaritan Volunteer during our 45th Anniversary year!

For our 45th Anniversary, consider giving the gift of time, support and companionship – learn about different volunteer opportunities at Samaritan and fill out an application here: www.samaritannj.org/volunteer/

Support Samaritan

Another way to support Samaritan during this milestone anniversary year is by making a generous donation or contribution.

Your donation:

- Allows us to provide services to people who might not otherwise have access to them.
- Funds additional programs to enhance quality of life for those at the end of life.
- Supports our mission to deliver quality, life-enhancing, compassionate care.

For our 45th Anniversary, consider giving the gift of comfort, support and dignity – explore different giving opportunities or donate online: www.samaritannj.org/giving/

Samaritan
LIFE-ENHANCING CARE FOR 45 YEARS

3906 Church Road, Mount Laurel, NJ 08054
SamaritanNJ.org (856) 596-1600