



# S.M.I.L.E. Samaritan Ministries Imparting Letters of Encouragement

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## Valentines, Roses, or Hoses?

“Pure religion...is this: that you look out for widows and orphans...” James 1:27

Picture this --

A brisk and breezy Saturday morning, February 13 at 8:30 a.m. in the parking lot of Shepherd of the Coast Lutheran Church, Palm Coast, FL . . .

Ten motor vehicles and their owners--women who have met on hard times, in need of a hand-up, and not a hand-out . . .

Nine volunteers (6 of whom were willing auto mechanics for the day: Van Vickery, Jim Sargis,\* Michael Robinson, Chris Brauner,\* Paul, Ray Michaels,\* and 3 hostesses: Marsha Asbury,\* Janis Farrell,\* Joanne Michaels\*)

All of this was under the auspices of Samaritan Ministries Flagler and Lorraine Colton Vickery, its Executive Director.

From 8:30 a.m. to 1 p.m., cars were repaired, lunch was served, and hearts were touched. An additional blessing to these women this particular weekend, was little boxes of chocolates given to all, to remind them that they are LOVED and cared about.

All in all, a very good day, a God-filled day.



United Way Women’s Initiative, Flagler, donated \$1,000 to **Samaritan Ministries Flagler** towards their Car Ministry Project, which helps provide car maintenance and minor repair needs for women in the Flagler community including single moms, widows, and the disabled who fall below the Federal Poverty Guidelines.

## **We Are *Marketing* to *GROW!***

Though Samaritan Ministries has been around for 15 years, some refer to us as “one of Flagler’s BEST kept secrets”. In 15 years, we have only spent an average of \$100 per year on advertising, yet the women who needed our services were able to find us through word of mouth or other agencies.

Yet, now is the time for change! Due to increased requests for assistance and the unstable economy, Samaritan Ministries will begin being *proactive* in its strategy to increase awareness of what we do and how. The objective is to obtain the support which is so vital in assisting those single mothers and women in crisis in moving forward from lives of homelessness, abuse, or poverty.

Enter CINDY DALECKI of Marketing 2 Go and her team. Well, we’ll let Cindy speak to our newly established business relationship:

*Greetings! We are so excited to be partnering with Samaritan Ministries to help ‘create a buzz’ about the amazing work they do, often unnoticed, in our community for our women in transition. To help kick our marketing program into full gear, we need your help! Here are a few simple ways you can help:*

1. *Like the Samaritan Ministries Facebook page at: <https://www.facebook.com/SamaritanMinistriesFlagler> and invite your friends to like the page. Please visit our page frequently and like, comment or share any of our posts you feel passionate about.*
2. *Write a positive review for us on Google. This helps our SEO (Search Engine Optimization) rankings and lets people find us easier:*

<https://www.google.com/#q=samaritan+ministries+flagler+google%2B&frd=ox88e6eb61fb9c3909:ox6ddd4ec347146889,3>

*We will be launching more exciting social media channels so stay tuned. Thank you in advance for your participation and support!*

*Why market? To assist a homeless mother with 5 kids (3 are disabled) stay in motels for 4 months until they are now in a beautiful, stable residence.*



We are **THANKFUL** for.....

This ministry has SO MUCH to be thankful for: changing lives (including *ours*), God’s presence in this ministry, His love for us AND working through us to help reassure and be a support to others, and faithful donors who give of their resources, time, and prayer support.

This ministry has been particularly blessed with much-needed commodities for those we serve, and funding which is vital for assisting those in need. Our next newsletter will have even MORE about our blessings.

For this issue, we have a big SHOUT OUT to the New York City Transit Retirees for choosing Samaritan Ministries as the charity to benefit from the Martin Luther King Jr. celebration this year. We were blessed and inspired by his life and his legacy.

We thank God for all of our community relationships and friends. Together, we ARE making a difference in Flagler County.

## LOVE THE EARTH!

In an effort to keep it green and reduce costs, we would like to start delivering this newsletter to you electronically. Please send your email address to: [lo\\_raine@bellsouth.net](mailto:lo_raine@bellsouth.net) with the subject line "Green", and we will start emailing you rather than sending this as a hard copy.

(You may also sign up on our website: [www.samaritanministriesflagler.org](http://www.samaritanministriesflagler.org)).

Thank you for helping us cut costs and save the planet!