

COMMUNITY REPORT 2025



**Good
Samaritan**
HOSPICE • PALLIATIVE • HOME HEALTH

Welcome

COMMUNITY REPORT 2025

Since 1992, Good Sam has been the only non-profit, community-based hospice serving Southwest Virginia. No other local hospice offers you more comprehensive services than Good Sam. We provide the highest-quality care with the most options, expertise, support, and compassion. Every decision we make is guided by our values and mission, with the goal of providing the best care, rather than gaining the most profit.

Our mission is to affirm life in the midst of illness and grief, and above all, to honor what matters most to each person and family served.

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Christiansburg, VA 24073
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Letter From CEO

What began thirty-four years ago as a calling to care for those most vulnerable in our community continues to grow in ways that both humble and inspire me. This past year has been a powerful reminder that while our mission has never changed, our ability to live it out continues to grow. At Good Samaritan, we remain steadfast in our commitment: to provide compassionate, high-quality care to every person who needs us! That is who we are. That is why we exist. And today, we are able to say with gratitude and excitement: same mission, more care.

Over the last year, we took meaningful steps forward to meet the growing needs of our region. We expanded our hospice service area to include Lynchburg and the surrounding communities, ensuring that more patients and families have access to the kind of care that honors dignity, provides comfort, and supports them through life's most difficult moments. At the same time, we broadened our services with the formal launch of Good Samaritan Home Health. This expansion allows us to walk alongside patients earlier in their healthcare journey, supporting healing, independence, and quality of life in the place they call home. Together with our hospice and palliative care programs, we are building a more complete continuum of care, one that meets people where they are and surrounds them with the support they deserve.

But growth, for us, is never just about numbers or geography. It is about people. It is about the nurse who enters a patient's room bringing not only clinical expertise, but calm, comfort, and reassurance during difficult moments. It is about the social worker helping a family navigate uncertainty



with compassion and clarity. It is about the therapist helping patients regain strength, independence, and confidence in the place they call home. It is about the aide who shows up each day with quiet dedication, providing dignity in the smallest, most meaningful ways. It is about the chaplain who brings presence, peace, and spiritual support in life's most sacred moments. It is about the medical team guiding care with expertise, compassion, and a deep respect for each patient's goals and wishes. It is about every member of our team who chooses this work, not because it is easy, but because it matters.

Because of them and your support, we are able to say "yes" more often. To more patients, more families, and more moments that truly matter. At Good Samaritan, one of our guiding principles is that we "find our way to yes." It means we do not stop at barriers or limitations. Instead, we lean in with creativity, compassion, and commitment to ensure that those who need

us most receive the care they deserve. As we look ahead, we do so with both humility and resolve. The need in our communities continues to grow. More individuals are facing serious illness. More families are navigating complex decisions. And more than ever, there is a need for care that is not only clinically excellent but deeply human. At Good Sam, we are committed to meeting that need: to expanding access; to strengthening our services; to investing in our people; and to ensuring that no one in our community walks this journey alone. Thank you for being part of this mission. Your support, whether as a partner, donor, volunteer, or advocate, makes this work possible.

Together, we are not only continuing a legacy of care, but we are building its future!

Aaron Housh
Good Sam CEO



At Good Samaritan, one of our guiding principles is that we "find our way to yes."

**AFFIRM
LIFE
IN THE MIDST
OF ILLNESS
AND GRIEF**



It is a privilege to continue to be part of this work and to witness the difference it makes in the lives of so many.

Letter From Board Chair



More than three decades ago, Good Samaritan began with a simple but deeply held belief: that every person deserves to be cared for with dignity, compassion, and respect at every stage of life. Today, as I reflect on this past year, I am filled with gratitude for how that belief continues to take shape in meaningful and tangible ways.

This year marked a significant milestone with the Sheila S. Strauss Hospice House completing its first full year of service. What was thoughtfully envisioned as a place of comfort has become exactly that, a space where patients and families can gather, find peace, and be fully present with one another. It stands as a powerful expression of who we are and what we value, offering not only expert care but a sense of home in life's most tender moments.

We also took an important step forward with the addition of home health services.

This expansion allows Good Samaritan to come alongside individuals earlier in their journey, providing support, healing, and encouragement in the place where most people feel most comfortable, their own home. It reflects our ongoing commitment to meeting people where they are and walking with them through each chapter of care.

While these milestones are worth celebrating, what continues to define Good Samaritan most is our people. Every day, our staff and volunteers bring a remarkable level of competence and compassion to their work. They are the heart of this organization and the reason our reputation for excellence continues to grow throughout the communities we serve. Their dedication does not go unnoticed, and it is deeply appreciated.

I would also like to recognize our CEO, Aaron Housh, for his leadership over the past year.

Under his guidance, Good Samaritan has continued to grow thoughtfully and faithfully, always grounded in our mission and focused on those we are called to serve. Aaron represents the rare person who combines passion for the heart of Good Sam care and excellence in leadership. We are grateful he said “yes” to joining Good Sam eight years ago.

Our board members also deserve recognition and thanks for their dedication to the mission of Good Sam, which manifests in many ways, including their willingness to think outside the box and consider services and projects that our community needs rather than solely focusing on finances.

As we look ahead, I remain as confident as ever in the future of Good Samaritan. The needs around us continue to grow, but so does our ability to respond with care, compassion, and purpose. It is a privilege to continue to be part of this work and to witness the difference it makes in the lives of so many.



Sue Ranson
Sue Ranson

Board Chair, Good Samaritan

2025 Board of Directors

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Mary Baron
Scott Berglund
Carolyn Clark, M.D.
Janet Crawford (Secretary/Treasurer)
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Christine Lockhart Poarch
Sue Ranson (Chair)
Beth Scott

2025 Advisory Council

Kandy Elliott
Kay Hix
Rhona Levine
Chris Moore
Chuck Reedy
Melissa Robinson
Kathy Stockburger (Chair)
Margot Thompson

2025 Impact At A Glance

In 2025, Good Sam provided approximately

\$1,083,901

in uncompensated care to our patients and families. Good Sam is able to offer unparalleled care and extra services with support from our community. Contributions allow us to provide services to anyone in need, regardless of ability to pay.



Where Good Sam Served



8%
hospital



37%
facility



55%
patient home



68 days
average length of stay



1,633
patients



71,727
nursing visits



20,637
social work visits



276
average daily census

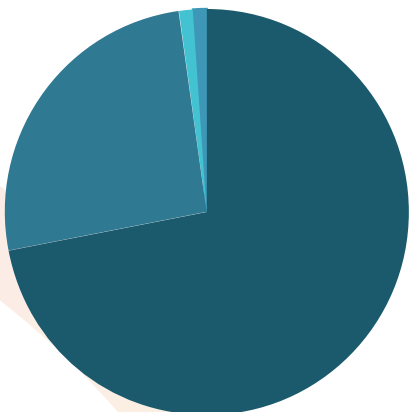


40,422
hospice aide visits



6,277
spiritual care visits

2025 Donation Designations



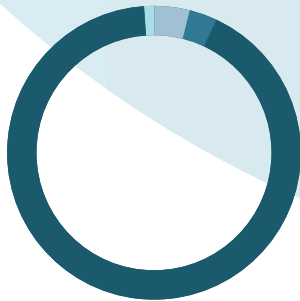
- **\$307,924** Areas of Greatest Need
- **\$847,510** Strauss Hospice House
- **\$9,389** Patient Care Funds
- **\$13,444** Other

Characteristics Of Patients Served



- Neurological and Dementia 30%
- Cancer 27%
- Respiratory 15%
- Cardiac 13%
- Other 15%

Patients Served



- Medicare 90%
- Commercial 5%
- Medicaid 4%
- Self-pay 1%

Referral Sources



- Hospital Referral 49%
- Community Referral 16%
- Assisted Living Facility 4%
- Nursing Home 10%
- Physician Referral 15%
- Other 6%

5,435

Total Volunteer Hours

100

Total number of Volunteers

80

Average patient age





Angels At The Door

How Sylvia Calloway Found Her Way Back With Good Sam's Home Health

When Sylvia Calloway reflects on the past year, one word comes to mind again and again: *angels*.

Some arrived wearing scrubs. Some showed up with casseroles and open doors. One drove back and forth across state lines to check on his mother.

And one walked through the door with a warm smile and introduced herself simply as Stephanie.

At 81, Sylvia has lived a life rooted in resilience, faith, and connection. After retiring from a career in housing authority management, she never quite slowed down. Today, she works at the front desk of a local funeral home, greeting visitors and often becoming the first voice people hear in one of life's hardest moments.

"It's a family business, and I love it," Sylvia says. "Everybody knows me."

Offering comfort to others has always come naturally to her, but in late 2024, she began experiencing persistent pain in her lower abdomen. Doctor visits turned into repeated trips to the emergency room. Week after week, the discomfort worsened until imaging finally revealed the problem. Sylvia needed emergency surgery.

The operation went well, and the diagnosis was not cancerous, bringing immense relief. Still, the recovery was difficult. After a week in the hospital, the question became where she would go next.

“I said I didn’t want to go to a nursing home,” Sylvia recalls. Instead, friends from church opened their home to her. Sylvia hesitated, but their invitation was genuine. She moved into a guest suite where she could rest and recover, surrounded by people who cared deeply about her.

Her son, Randal, became another steady presence, driving from Raleigh as often as he could to check on her. His visits brought reassurance during a time when even small tasks felt overwhelming.

And then one more person arrived at the door.

Stephanie Housh, a registered nurse with Good Samaritan Home Health, introduced herself and explained she would help guide Sylvia through recovery. Sylvia admits she had only associated Good Samaritan with hospice care. She hadn’t realized they also provided home health services designed to help people recover safely at home.

For Sylvia, that care quickly became something more personal.

“From the time she walked in the door, she had a smile on her face,” Sylvia says. “She was just a joy to be around. She made you feel comfortable. That’s my angel.”

Stephanie remembers the same first impression.

“Sylvia is warm and inviting,” she says. “Even when she was hurting, she had this joyful spirit.”

Over the following weeks, Sylvia returned home, supported by Stephanie and the Good Samaritan Home Health team. Nurses monitored her recovery while therapy helped her rebuild strength and mobility.

But what stood out most wasn’t just the medical care. It was how Stephanie showed up.

Each visit began with a conversation. She listened, answered questions, and made sure Sylvia felt confident in every step forward.

“She just took her time with me,” Sylvia says. “Her way of talking to you was so caring. That’s a lot of healing.”

For Sylvia, that personal approach made all the difference. She had seen other forms of care before. Sometimes caregivers seemed distant or rushed. Stephanie was different.

“She rolled up her sleeves and jumped right in,” Sylvia says. “She didn’t act like she didn’t want to be there.”

Recovery came not just through treatment, but through the rhythm of everyday life. Evenings spent watching college basketball, laughing with her friends, slowly rebuilding strength. Being in a home environment, Sylvia believes, helped her heal faster.

“You’re getting personal attention,” she says. “And being in your own surroundings means a lot.”

From the beginning, Sylvia had one goal. She wanted her life back. She wanted to drive again, walk without assistance, and return to the job she loved.

“I want to get well and get back on my feet,” she told her care team.

That determination carried her through six weeks of home health visits. Gradually, the walker was no longer needed. Then the cane disappeared. Strength returned. Confidence followed. Before long, Sylvia was back at the funeral home, greeting visitors with the same warmth she had always offered.

Today, a year after her surgery, she is still working, still driving, and still living life with purpose. She and Stephanie keep in touch through texts and photos, and a plant Sylvia gave her now sits in Stephanie’s office, three times its original size.

Looking back, Sylvia sees her recovery as the result of people showing up at the right time. A doctor who looked deeper. Friends who opened their home. A son who kept showing up. A nurse who brought compassion into every visit.

For Sylvia, healing is about more than medicine. It is about people taking the time to truly care.

Every morning, she wakes up grateful.

“I’m thankful I can still do for myself,” she says. “You all helped put me back on my feet.”

And if someone asks her about Good Sam’s home health care, she doesn’t hesitate.

Because when someone takes the time to understand you, not just as a patient but as a person, healing has a way of finding you.

Every morning, she wakes up grateful.





Where Presence Matters as Much as Care

Sara Roetken's story of loss and the people at the Sheila S. Strauss Hospice House who made all the difference

Sara Roetken is not the kind of person who waits to be told what to do. She is direct, clear-eyed, and, by her own admission, the sort of woman who, when her husband was struggling to accept an impossible reality, pulled up the medical research and said simply, "If you don't believe me, read it." She has buried both of her parents. She has navigated surgeons, insurance, and long-distance drives through snowstorms in the dark. She knows what she is made of, and she knows that loving someone sometimes means making the hardest calls on their behalf.

So when her father was brought by ambulance to a hospital in Roanoke after a freak accident on a snowy evening, Sara didn't crumble. She got to work.

It had been a light dusting of snow. Her father stepped onto the tailgate of his truck to grab a leaf blower, thinking it would be easier than shoveling. He slipped and fell backward, hitting his head. A passing neighbor found him and tracked Sara down through Facebook while she was out of town.

On her way to the hospital, Sara spoke with his doctors and was told he would likely be ready to go home by the time she arrived. That was not how things unfolded. Thirty-eight days later, they said goodbye.

When it came time to decide what came next, Sara leaned on the network she had built over years in Roanoke. She called people she trusted, people connected to Good Samaritan. One name kept coming back: the Sheila S. Strauss Hospice House, the Roanoke Valley's first freestanding hospice facility. It was designed not to feel like a hospital, but like a place where families could gather, breathe, and simply be together.

The Sheila S. Strauss Hospice House is a 16,000-square-foot facility with 16 private suites, each with space for loved ones to stay close. Beyond the rooms, there are shared spaces for families: a living room, kitchen, dining area, courtyard, and chapel. Every detail reflects a simple truth. End-of-life care is not just about the patient. It is about everyone who loves them.

What Sara found there is something she still struggles to fully put into words. She returns to one again and again: wonderful. From the moment they arrived, the staff was welcoming and warm. One of the nurses turned out to be a long-lost cousin, a

connection neither of them knew until they started talking. In the middle of loss, they found family.

At the Hospice House, Sara found a team that understood what it meant to meet someone where they are. They showed up with presence, not just efficiency. They made sure her father was comfortable, and just as importantly, that she was cared for too. When she hadn't eaten, they brought her food. When she needed space, they gave it. When she needed support, they were there.

The hospice house provides round-the-clock clinical care for patients whose needs cannot be managed at home, including pain and symptom control and support through complex medical conditions. It also offers short-term residential stays for patients transitioning from hospital to home, along with respite care so caregivers can rest.

Sara never left her father's side. She stayed with him the entire time. Because the people who designed the Hospice House understood something essential. Comfort is not clinical. It is personal. It looks different for every family.

The experience moved Sara so deeply that she made a donation before she ever left. "I just felt like it was right," she said. "Because they were good to Dad."

Today, her and her husband's names are on a donor plaque in the hallway, part of a growing community of families whose stories now live within those walls.

As a community-based nonprofit, Good Samaritan serves patients regardless of their ability to pay. Hospice services are covered by Medicare, Medicaid, and most private insurance plans. That commitment matters in a region where many families face end-of-life decisions without the resources or guidance to navigate them.

Sara hopes more people will find the Hospice House without having to fight as hard as she did to get there. She hopes someone tells them sooner.

And if they do, they will find what she found. A place where, even in the hardest moments, families can gather, breathe, and simply be together.

To find out if the Sheila S. Strauss Hospice House is right for you or a loved one's situation, give us a call at 540-776-0198.



The Samaritan Society



The Samaritan Society recognizes donors whose generous contributions help ensure compassionate, high-quality hospice and palliative care in our community. Their support makes it possible to provide specialized services, extended bereavement care for families, and expanded programs.

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\$50,000+

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\$25,000 – \$49,999

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Oakey's Funeral Service

Path Leader

\$10,000 – \$24,999

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Every effort has been made to ensure our list is correct. If there are any errors, please accept our apologies and let us know via development@goodsam.care.

Guide

\$5,000 – \$9,999

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\$2,500 – \$4,999

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Elisa E. Walker
Walmart Neighborhood
Market #3614
Tom and Jane Wenrich
Scott and Bonny Winter
Sadie Wiseman
Emily A. Witt
Christian Youngblood

*deceased

Your Gifts Help Us Remember

We are deeply grateful to our donors who made special gifts in memory of their loved ones.

In Memory Of

Every effort has been made to ensure our list is correct. If there are any errors, please accept our apologies and let us know via development@goodsam.care.

Priscilla Abernathy
Blanche Acree
Kathy Adkins
Maurice Alexander
Eva All
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Mazola H. Allen
David (Bryan) Altizer
Janet Amos
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My Mission

Employee Campaign: Year Five



Our dedicated team is the driving force behind our purpose.



\$19,604.15 total raised

With 77 employees participating

Many of our passionate employees participated in our employee campaign, My Mission, by directly contributing to causes they deeply care about. Their collective efforts have strengthened Good Sam initiatives, such as the Sheila S. Strauss Hospice House, The Care Fund and Area of Greatest Need. Every contribution embodies our shared commitment and collective dedication to our patients and families.



Christian Youngblood

Community Liaison



“I support Good Sam because I believe in our mission. When I think about the care and support that we provide to our patients and families, it is the care that I would want for my own family.”



Tony Nix

Bereavement Coordinator



“The mission of Good Sam is noble and stays at the forefront of all that Good Sam does.”



Kayla Holland

Social Worker



“I witness each day the impact we make on people’s lives, and I want to be able to continue to do that by contributing financially.”



Our 2025 Heroes

Gratitude from the families we serve is among the most meaningful measures of our mission in action. This past year, that gratitude was reflected in a record number of nominations for the Good Sam Hero Award, which recognizes team members, including volunteers, whose extraordinary compassion leaves a lasting impact on the patients and families in their care. Each honoree receives a badge representing not only this recognition, but the profound bonds formed at the heart of our work. We are proud to celebrate the 2025 Good Sam Heroes — individuals whose dedication reminds us of the difference one person can make in the lives of many.

Laura Beth Alden

Joslynn Aldridge

Susan Allen

Jenna Boerstler

Sandy Booth

Danielle Caul

Sonu Chavla

Kya Enoch

Ginger Furmage

Kirstin Gordon

Callie Hale

Chelsea Hall

Ariana Hash

Kelley Haverty

Loresa Heyward

Kayla Holland

Lisa Hopkins

Deana King

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Katie Mullins

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Sarah Quinlin

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Julie Simmerson

Lottie Simmons

Dakota Slick

Linnea Smith

Michelle Smith

Alice Stump

Hylea Whitlock

Sybil Williams

Chaley Wilson

Nicole Winfield

Same Mission. More Care.

Bringing mission-driven support to patients earlier in their journey

Healing often begins with something simple: the comfort of home.

It is the place where people feel most like themselves. The place where routines are familiar, loved ones are near, and recovery can feel less overwhelming. In 2025, Good Sam expanded its mission to support more people in that setting with the launch of Good Samaritan Home Health, bringing skilled care, compassionate support, and personalized attention to patients earlier in their healthcare journey.

For more than three decades, Good Sam has served our region with mission-driven hospice and palliative care, walking alongside patients and families during some of life's most difficult moments. With the addition of home health, that same trusted philosophy of care now extends to a broader range of patients, including those recovering from surgery, acute illness, or managing complex chronic conditions. The goal is clear: to restore function, improve outcomes, and help people live as fully and independently as possible.

Home health is an important part of Good Sam's growing continuum of care, but it is also a high-quality clinical service in its own right. It is not simply an in-between step or a bridge to something else. It is a distinct service line designed to meet the needs of patients who require skilled nursing, therapy, and evidence-based support at home. Many of those patients may be years, even decades, away from ever needing hospice, if they need it at all. What they need now is excellent clinical care that helps them heal, regain strength, and move forward with confidence.

That is what makes this service such an important addition to the community. Good Samaritan Home Health is built not only on compassion, but on clinical excellence. It is shaped by close physician partnership, a commitment to evidence-based care, and a focus on meaningful outcomes for patients and families. As the program grows, Good Sam is continuing to invest in innovation, including disease- and comorbidity-based protocols that strengthen care delivery and help ensure patients receive the right support at the right time. What makes that investment especially meaningful is that Good Sam provides this care as a community-based nonprofit. That means decisions are driven by mission and community need, not by profit margins or outside shareholders. It means resources are reinvested into care, innovation, and services that directly benefit local patients and families. And it means Good Sam can continue to grow

thoughtfully, always asking not what is most profitable, but what will make the greatest difference for the people it serves.

For patients, that can mean receiving care from nurses and therapists who take time to understand not only medical needs, but recovery goals, health goals, and life goals as well. For physicians and healthcare partners, it means having a trusted clinical partner focused on quality, coordination, and outcomes. For families, it means reassurance during a season that can feel uncertain and exhausting. And for the community, it means access to a nonprofit provider committed to delivering exceptional care close to home.

This growth is also a reflection of what community support makes possible. As a community-based nonprofit, Good Sam depends on the generosity of donors, partners, and advocates who believe in care that puts people first. Their support helps sustain and strengthen services across the organization, making it possible for Good Sam to respond to changing needs, invest in innovation, and expand its impact across the region. The launch of Good Samaritan Home Health is one more example of how that shared commitment is helping build a stronger, more complete model of care for our community.

Today, Good Sam is better equipped than ever to serve patients and families across a broad spectrum of healthcare needs. Home health, palliative care, and hospice are not steps in a sequence, but distinct service lines, each designed to deliver the right level of clinical care at the right time. Together, they are unified by a shared mission that is invaluable to our community: to affirm life in the midst of illness and grief and to honor what matters most to each person and family served. With home health now part of that mission, Good Sam is bringing more care, more clinical excellence, and more compassionate support to the place many people most want to be: home.

Get Involved

01 Tributes

Remember a loved one by making a gift that honors their memory. Honor someone close to you or celebrate a special occasion by making a gift.

02 Good Sam Hero

Honor a Good Sam staff member by making a gift acknowledging the care provided to you and your loved one.

03 Monthly Giving

Recurring gifts may be set up via Good Sam's online donation system. Simply select the frequency option when entering in your donation information.

04 Gifts of Stock

Contact Good Sam's development department at 540.776.0198 or development@goodsam.care to learn more.

05 Corporate Sponsorship

Businesses or organizations interested in supporting vital hospice, palliative care, and home health services may sponsor a Good Sam fundraising event. To learn more, contact the development department.



Donations may be made online, by check/money order, or by contacting:

goodsam.care
Good Samaritan / Attn: Development / 4751 Cove Road NW / Roanoke, VA 24017
540.776.0198

VOLUNTEERS ARE VITAL MEMBERS OF OUR TEAM. They make it possible for us to provide quality care and support services for patients and families in the final stages of life. Opportunities include both family support and office work. If you are interested in learning more about becoming a volunteer, please contact us at 540.776.0198 or volunteer@goodsam.care.

GOOD SAMARITAN



Good
Samaritan
HOSPICE • PALLIATIVE • HOME HEALTH



Memorial Service &
Butterfly
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June 6th | 10:00 am
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**Join us to celebrate life,
give flight to butterflies, and
remember loved ones!**



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