

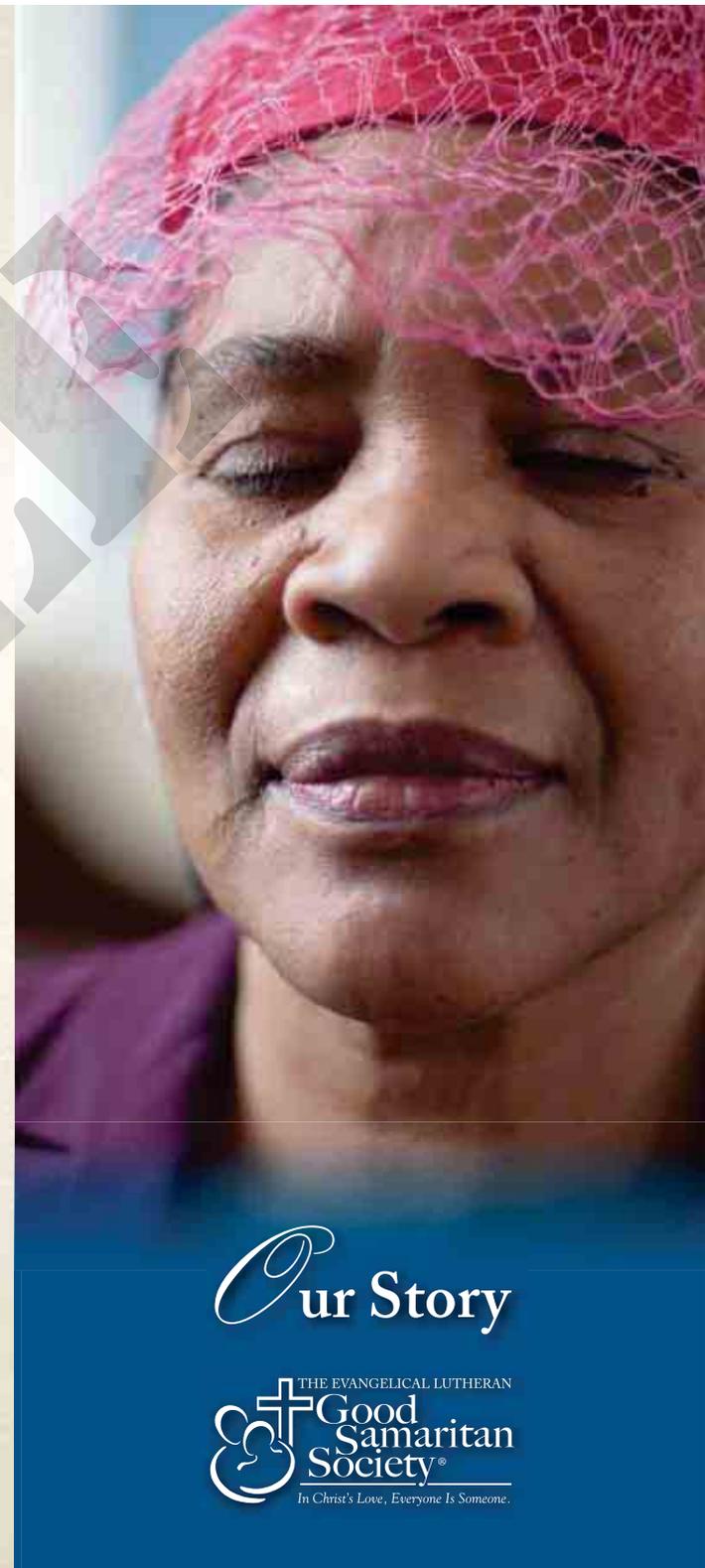
THE EVANGELICAL LUTHERAN  
 Good Samaritan Society®  
*In Christ's Love, Everyone Is Someone.*

[www.good-sam.com](http://www.good-sam.com)



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*Our Story*

THE EVANGELICAL LUTHERAN  
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# Lord, what will you have me do today?

## From Humble Beginnings

The Evangelical Lutheran Good Samaritan Society was first established in Arthur, N.D., in 1922 by the Rev. August “Dad” Hoeger. Dad Hoeger, and those who began the work of the Good Samaritan Society with him, envisioned a home where residents and staff members would live together with deep compassion and optimism while sharing God’s love in word and deed. They demonstrated how God can do extraordinary things through ordinary people whose faith leads them to ask, “Lord, what would you have me do today?”

The only thing those first workers were sure of in 1922 was that they were called to do this work. All they had were a few hundred dollars, their conviction about the power of God’s love at work in the world and a passion to share that love with people in need. They believed then, as we still do today, that the teachings of Christ and the Spirit of God will guide



our actions. And they have. Today, we’re the largest not-for-profit provider of senior care and services in the nation.

## The Difference

What drives us each day is not people’s wants, but their needs—more specifically, their physical, emotional and spiritual needs.

The argument for choosing the Good Samaritan Society is simple. It’s about an expression of love. It’s about dignity, compassion and trust that we will always provide those we serve with our very best—because we strive to emulate the life of service demonstrated by Christ. We are accountable to God and each other, and we know God’s love is present in



the midst of every challenge and every celebration. And because we’ve experienced it, we seek to share that love in word and deed.

## The Essential Truth That Makes Us Who We Are

The Good Samaritan Society is here to represent an essential truth. In standing by our actions and words, we invite people to come to their own conclusions. Because we have a strong set of beliefs about what’s

important in life, we invite judgment on ourselves, and that helps us stay focused on what matters.

Our residents and clients are cherished—each cared for in a way that suits their own physical, emotional and spiritual needs. We love them for who they are and what they have to offer. We strive to provide them with everything they need to live the whole of life. And each and every resident and client defines that for him or herself.

## Our Invitation

We provide those we serve with something that not every organization can: a chance to experience the love Jesus Christ has brought into our lives. It’s about showing our residents, clients, families, communities and each other that “In Christ’s Love, Everyone Is Someone.”



For more information, contact your local Good Samaritan Society community or visit [www.good-sam.com](http://www.good-sam.com).

