



**Samaritan Counseling
Services of the Gulf Coast**
3224 Bee Ridge Road
Sarasota, FL 34239
Phone: 941.926.2959

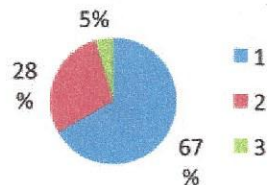
Samaritan Annual Report for 2010

Mary Beth Bos, Board President

We are so grateful to pause and reflect upon our achievements of the past year. Truly God has blessed the efforts of the many people involved with Samaritan and we are proud to share this report with all of those who have partnered with us to sustain God's work in and through Samaritan.

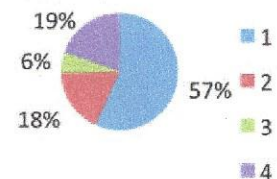
SAMARITAN COUNSELING SERVICES INCOME 2010

\$496,000	Fees & Services
\$211,000	Fund Raising
\$34,000	In Kind Services
\$741,000	Total



SAMARITAN COUNSELING SERVICES EXPENSES 2010

\$414,000	Payroll
\$129,000	CAF Support
\$42,000	Insurance
\$143,000	General Overhead
\$728,000	Total



BOARD DEVELOPMENT

- Completed annual strategic planning session setting goals for the agency
- Developed core values for the organization
- Recruited new board members (Gary Moore, Laura Lowe, Brian Hall)
- Recognized outgoing board (Kim Merritt and Ken Johns)
- Executive Director and Cherie Leetzow attended Fundraising course with the Community Foundation of Sarasota County
- Wrote and received a \$25,000 BOOST Grant from the Community Foundation of Sarasota County to hire a part time Development Director
- Margaret Boyd was hired on Feb. 7th to be our first Development Director
- Our Executive Director is participating in Samaritan's Corporate Institute Leadership & Management Training Program

PROGRAMS

- Provided 4,904 counseling sessions
- Gave client assistance scholarships for 2002 of the 4,904 sessions
- Continued discussion initiated by the University of South Florida School of Medicine Department of Psychiatry on placing a Psychiatry Fellowship with faith integration specialty
- Provided two monthly clergy support groups

MARKETING

- Held our first Community symposium
- Updated Samaritan's Website and added the ability to do a personal mental health assessment for potential clients. Produced newsletters & Annual Report, utilized our new logo, stationary, business cards, posters and all collateral materials.
- Met Fundraising Goal of \$185,000 & Surpassed goal to net over \$197,000 through Local Churches, Women Helping Women Annual Luncheon, Samaritan Golf & Church Challenge Event, Corporate Sponsors, Foundation Grants and Individual Donors

FACTS ABOUT PEOPLE WHO WERE COUNSELED — INSTILLING HOPE; TRANSFORMING LIVES

- 2010 Professional Counseling hours: 4,904
- 2010 Subsidized Professional Counseling hours: 2,002

