

Samaritan: Receives \$100,000 donation from lead donor Keller and unveils brand to the public

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MENASHA, Wis. (June 17, 2022) - [Samaritan](#), a state-certified and nationally accredited nonprofit mental health and substance abuse care agency that treats adults and children in northeast Wisconsin, is excited to announce an additional \$100,000 donation from the lead donor of its capital campaign, Lynne Keller.

This donation, made the same day Samaritan opened the doors to its new facility at 1205 Province Terrace in Menasha, helps the organization continue to make room for the growing need for mental health services in the Fox Valley.

“It’s no surprise the pandemic has taken a toll on so many in our community and it has really revealed a need for more mental health services in the Fox Valley,” explained Keller. “When I learned Samaritan was expanding into a new state-of-the-art facility, I wanted to help in any way I could. My hope is that Samaritan continues to grow and help countless others in northeast Wisconsin for many years to come.”

Samaritan also unveiled its new identity at the ribbon-cutting for the new facility. The agency partnered with [A2Z Design](#) of Appleton to create its new logo and branding.

“The move provided the perfect opportunity to evaluate our brand and determine if an update was in order,” explained Samaritan’s development and communications director, Jane Frantz. “We surveyed key stakeholders and learned that there is considerable brand equity in our name. People know who we are and what we do, and they value and appreciate our spiritually integrated care model. We also

learned there is room for clarifying our messaging when it comes to using words like faith, religion, and spirituality. They mean different things to different people, so we are putting more definition to that.”

“Samaritan Counseling Center of the Fox Valley, Inc. is a mouthful, and people often refer to them as ‘Samaritan.’ The agency does much more than counseling. They offer a mental health screening in the K-12 schools, and they have an outreach to faith communities that are often overlooked because ‘counseling’ is in the name,” explained Jeff Amstutz, A2Z Design founder and creative director. “Samaritan serves our community through their spiritually integrated care. They meet you where you no matter your spiritual or religious beliefs. Samaritan’s new brand represents their focus on hope and healing, one person at a time. It’s modern, fresh and simple.”

To learn more about Samaritan, to schedule a counseling appointment or to learn about its school-based mental wellness screening and the Mental Health Ministry, visit samaritan-counseling.com.