

# The Samaritan Rebrand



At one point during the height of the pandemic, one in ten COVID-19 vaccines in the U.S. were coordinated through Samaritan's volunteer management software. We were pretty proud of that. But we didn't give the shots. And we didn't work for hours behind masks. And we certainly didn't put our safety on the line.

It was our clients and their employees and volunteers that did that. They're the heroes. They're the ones that saved lives.

In the story of the Good Samaritan, we hear about a man on a donkey who comes across a stranger lying beside the road. The stranger has been robbed of his possessions and beaten half-to-death. Seeing someone in need, the Good Samaritan immediately gives what aid that he can, then he puts the stranger on his donkey and leads them both to an inn. There he pays for the restorative care that will bring the stranger back to health, before going on his way.

At Samaritan, we know we're not the real heroes. We know that the actual Samaritan is you. You and your army of volunteers. Out there, everyday, saving the world.

Over the last several months, we've been thinking a lot about our values and about the images we use to represent our company. And so we got to thinking about our namesake and his trusty sidekick.

**With that in mind, we'd like to introduce you to Samaritan's new logo:**



# Samaritan

It takes a lot of work to manage an army. And that's why we exist. To carry your burdens and to make your work behind the scenes as light as possible. So you can be you and do the hero stuff.

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## Security Issues

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