



REACHING OUT

Never underestimate the capacity of one agency...

SPRING · 2009

LUTHERAN SOCIAL MINISTRIES of NEW JERSEY



The Ardrey Family at the Annual Adoption Options Picnic.



Lutheran Care at Moorestown Float in the Moorestown Halloween Parade



Eleanor Hoffman, Bergen Auxiliary member, presents a check to LSM/NJ President Jerry Nugent



Susan Harnos of Village Lutheran Church donated backpacks for LSM/NJ back to school backpack drive



Building of the Phase II cottages

S E R V I C E S

COMMUNITY OUTREACH

- Adoption Options
- Assisted Living Program
- Community Partnering
- Immigration & Refugee Services
- Lutheran Disaster Response
- Lutherans Feeding Friends
- News Visions Day Homeless Shelter
- Speakers Bureau

COMMUNITY RESIDENTIAL SERVICES

- Lutheran Home for Children
- Piscataway Community Residence
- Sayreville Community Residence

HOUSING DEVELOPMENT

COMMUNITY REDEVELOPMENT

- Lutheran Social Ministries of Camden

SPECIAL NEEDS HOUSING

- Luther Haven
- Project Home
- Stepping Stones Commons

AFFORDABLE FAMILY HOUSING

- Cadwalader Apartments
- Elwood Driver Townhomes
- Mott Centre Street Apartments
- Peapack-Gladstone Family Housing
- West Hanover Street Apartments

AFFORDABLE SENIOR HOUSING

- Birchwood at Old Bridge Senior Apartments
- Circle F Senior Apartments Luther Arms*
- Lutheran Senior Residence at Pennsauken
- Mirota Senior Residence
- Mt. Olive Manor I & II
- Roosevelt Solar Village*
- South Plainfield Senior Residence

SENIOR HEALTHCARE

- Lutheran Care at Moorestown
- CONTINUING CARE RETIREMENT COMMUNITY
- Crane's Mill



Crane's Mill 10th Anniversary Ice Sculpture

*Professionally managed by Lutheran Social Ministries of New Jersey

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MOST DANGEROUS *or* MOST DETERMINED?

Camden Grows Stronger, Lutheran Programs Help

Every November the city of Camden, New Jersey, has its annual 15 seconds of fame. Early risers watching television news with their second cup of coffee, commuters reading their newspapers on the train learn that, once again, Camden is one of the top ten crime-ridden cities in the nation. In the latest report, released November 24, 2008, Camden ranked second, behind New Orleans. Camden was ranked number five on the list for the previous two years and was listed as the nation's most dangerous city in 2004 and 2005.

It is a bit of notoriety that residents of Camden would rather do without. And, as with so many flashes of fame, the annual crime-ranking tells only a small part of the story.

The report released in November 2008 was calculated using crime statistics for the year 2007. The rankings were based on crimes per capita for each city in six crime categories: murder, rape, robbery, aggravated assault, burglary, and motor vehicle theft. A city must have a population of at least 75,000 to be included in the ranking. Camden, population 78,967, just made the cut. The study was compiled and released by CQ Press.

While mayors and law enforcement officials across the nation have been known to criticize the methodology used to calculate the crime "score" for each city, the specific ranking is not what most skews outsiders' view of Camden. Whatever the numbers, it cannot be denied that the small city of Camden suffers from a disproportionately high degree of crime. But, based on this single-focus view, the true character of Camden becomes obscured.

Camden is not a place where law-abiding citizens decry their city, cower behind closed doors and hope for a chance to escape to the suburbs. Residents of Camden are generally proud of their city, and they have a right to be. It is a city of tight-knit neighborhoods, a city where people help each other, a city where residents are always looking for ways to make things better. In fact, a more accurate overall picture of Camden might be not as one of the most dangerous cities in the nation, but as the most tenacious. Camden is a city that never gives up.

THE KINDNESS OF STRANGERS?

There have been people—politicians, developers, leaders of social organizations—who have claimed to have ideas on how to revitalize Camden. Residents have learned the hard way that these "champions" are not always what they

seem. A few have preyed on the city rather than boosted it. Others have had good intentions but not much staying power.

Residents have become understandably wary of outsiders. Any group or agency that seeks to help



Michellene Davis

IF THE SUBURBS ARE SUFFERING FROM THE FLU, THE CITIES HAVE PNEUMONIA.

Michellene Davis
Chief Policy Counsel to N.J. Governor Jon Corzine

rebuild Camden, therefore, must first build a bond of trust with the residents.

Lutheran Social Ministries of New Jersey (LSM/NJ) faced both tasks starting in September 2006. At that time LSM/NJ was asked to become property manager for a group of homes known collectively as the North Camden Land Trust. The request came from the New Jersey Housing and Mortgage Finance Agency (HMFA) and the Department of Community Affairs (DCA).

The North Camden Land Trust was formed in the mid-1980s. At that time Concerned Citizens of North Camden had started a squatters' movement, under which citizens began living in abandoned buildings that had been seized by the city government. Eventually squatters in 89 units were officially recognized as tenants. The NCLT's vision was to restore the buildings and thus help rejuvenate the neighborhood.

Unfortunately, things didn't go as planned. A series of property agents tried to salvage the NCLT, but the homes disintegrated, along with the residents' faith in the program. By the time LSM/NJ took over in 2006, the name of the pro-

gram had a certain irony, because trust of any property manager was notably absent among residents of the North Camden Land Trust.

Fortunately, LSM/NJ is not merely a manager, but a ministry. In fact, the ministry is what is always foremost in the minds of LSM/NJ staff.

LSM/NJ brought in an architectural firm to evaluate the buildings but, just as important, the organization also focused on what was needed to build a relationship with the residents. For example, Lisbeth Roque, a social worker who speaks both Spanish and English, was hired to facilitate communication between LSM/NJ staff and North Camden residents. The organization also established a presence in the community by having Roque, Program Property Manager Karen Lang, and three other LSM/NJ employees work out of an office in North Camden rather than from the organization's headquarters in Burlington, N.J.

These and other efforts by LSM/NJ let residents know that "we want to help them if they have questions or concerns about anything, not just the housing," explains Peg Bucci, LSM/NJ's Vice President for Housing and Community Services.

Under the able direction of Bucci, LSM/NJ applied for, and was awarded, a 9% tax credit application. Achieving that, and finding a major investor who would supply funds to repair the homes in return for a long-term tax write-off, allowed LSM/NJ to begin repairs on the properties. It takes a couple of sentences to write about the tax credit/investment combination, but it took months of intense work to bring it about. As just one example of the sustained, cooperative effort required, there were weekly conference calls that included LSM/NJ, HMFA, DCA, the City of Camden, the architect, the general contractor, the

Continued on next page



Residents of North Camden receive generous donations of groceries and Thanksgiving turkeys.

Camden, continued from previous page

tax credit counsel and the tax credit consultant.

Repairs to the properties began in early 2007, and by the end of January 2008, 16 of the 89 rental units had been completely rehabilitated. "The project is right on schedule," says LSM/NJ President and CEO Rev. Jerry Nugent, "but there's still a lot more that needs to be done."

NIGHT & DAY

One person who is pleased by what she has seen so far is Michellene Davis, Chief Policy Counsel to New Jersey Governor Jon Corzine.

Davis was born and raised in the Parkside section of Camden. Her parents still live there. Before being appointed Chief Policy Counsel in January 2009, Davis had held an impressive array of posts, which included Acting State Treasurer from September 2007 to January 2008 and Senior Special Counsel to Governor Corzine from January 2008 to January 2009. Davis' background also includes seven years as a deputy public defender in Essex County, New Jersey.

Davis speaks of "the wonderful housing programs" that Lutherans have achieved in Camden. "It's also my understanding that [LSM/NJ] has done a variety of things with food banks and workforce development initiatives."

Davis is quite correct: LSM/NJ's work in Camden does include providing food to citizens and helping people to learn the skills needed to find jobs. For example, LSM/NJ now manages New Visions, a day shelter for the homeless

founded a number of years ago by what was then known as Camden Lutheran Parish. Unfortunately, in 2008, the executive director of New Visions became ill and could no longer manage the shelter. In August of that year LSM/NJ was



The residents and children of Lutheran Social Ministries of Camden celebrated Christmas with a very special visit with Santa.

asked by the Board of New Visions to take over the interim management of the day shelter.

Homelessness is a huge problem in Camden. Although there are some evening shelters currently run by faith-based and secular organizations, many Camden citizens are still scrounging for places to sleep at night. Some homeless people sleep on couches or in cars owned by friends, some sleep on the street, and some find makeshift shelter in structures that homeless people call, according to Rev. Bruce Davidson, "Abandominiums," a courageously creative term that fuses "abandoned buildings" with "condominiums."

Rev. Davidson is the Director of the Lutheran Office of Governmental Ministry in New Jersey. He is a tireless advocate for the poor, the powerless, the people who need help but may have trouble being heard above the hubbub of politics.

More night shelters are definitely needed in Camden, says Rev. Davidson, but he points out that New Visions fulfills a need that is often forgotten: the homeless, particularly in cold weather, also need a place to spend the day.

"Evening shelters are not [always] staffed during the day," says Rev. Davidson. New Visions offers the homeless breakfast and lunch, facilities that allow the homeless to take showers and do laundry, and, in the winter, a place to stay warm until the night shelter opens its doors. New Visions also provides clothing and assists patrons in finding jobs.

New Visions serves 125 to 200 people each weekday. Up to now the shelter has not been open on weekends, but that may change. It is not yet an ideal arrangement, but it is far better than nothing.

THE UPSIDE OF STUBBORN

Michellene Davis first learned about Lutheran programs in Camden through Rev. Davidson. The two have worked together on a number of issues to try to benefit residents of Camden and of New Jersey in general. "I cannot speak highly enough of him," says Davis. "He has become my heart friend."

Davis also speaks highly of LSM/NJ. In describing the work the organization has done, she refers

Camden, continued on next page

IF YOU HAD \$5 MILLION...

It's a fantasy, but we have it on good authority that fantasizing—imagining something before it exists—can be useful. "...If thou canst believe, all things are possible to him that believeth." (Mark 9:23)

With that in mind, we asked three friends of Camden—Rev. Jerry Nugent, President and CEO of Lutheran Social Ministries of New Jersey, Rev. Bruce Davidson, Director of the Lutheran Office of Governmental Ministry in New Jersey, and Michellene Davis, Chief Policy Counsel to New Jersey Governor Jon Corzine—a question. If a donor offered you \$5 million to be used for the benefit of Camden, but with the stipulation that the money must be concentrated on addressing one problem and one problem only, what would you spend it on? Here are summaries of their answers.

Rev. Nugent: We would use that money very effectively to continue revitalizing the North Camden neighborhood. We have 89 properties that we're working with, but there is still triple that

number that need to be brought up to standards and kept as an affordable type of property to make the neighborhood truly safe and appealing. Five million would go a long way toward bringing these properties up to where they need to be.

Rev. Davidson: I would try to do something about providing better access to treatment for drug addiction. That's the main thing that I hear people concerned about in Camden right now. There are a lot of people struggling with addiction issues, and access to treatment programs is not [readily] available. Addiction leads to violence, to crime, to homelessness.... It is also circular: unemployment and homelessness can lead to addiction. But \$5 million could do quite a bit in terms of getting an in-house, in-city treatment program underway.

Michellene Davis: If that donor were to come right now, with the national economy being what it is and then as a result of that the state being what it is, I would love to do an infrastructure infusion to ensure that we were putting the people who live in the city directly to work. This is all a chain reaction.

If the [nation] is in a recession, the urban areas are in a depression. If the suburbs are suffering from the flu, the cities have pneumonia. I would [want to include] apprenticeships and job training in addition to an infrastructure investment, [so that] we don't just help people out right now, but we are able to create a generational shift.... From raising an employment rate, you also raise spirits, you raise expectations, you raise hope.

Three different answers, three great answers. Although there might not be a donor out there with \$15 million to put all these ideas into action, we also have it on good authority that great things can come from small beginnings. "...If ye have faith as a grain of mustard seed...nothing shall be impossible unto you." (Matthew 17:20)

To make a donation, or to find out more about Lutheran programs in Camden or throughout New Jersey, please phone or email Susan Arnold, Vice President of Fund Development & Marketing, at (609) 699-4108, sarnold@lsmnj.org

Camden, continued from previous page

to it as “a proud partner of the city.” In particular, she commends the organization’s staying power.

There have been other organizations, says Davis, who have started good programs in Camden, but “sometimes when people don’t talk about how great they are, they move out. Instead of doing that, LSM/NJ has dug their heels in, and they’re more committed than ever.”

Rev. Nugent also commends the commitment of his staff. “In many organizations, staff members would look at Camden and say, ‘Ooh, it’s challenging, maybe a little dangerous,’ but among our staff, nobody has flinched,” says Rev. Nugent. “We didn’t have to ask for people to go there. They volunteered. And there’s been a sense of enthusiasm and just a stubborn determination to make this work.”

This is not to imply that LSM/NJ is the only organization that ministers to the needs of the people of Camden. There are many groups, both faith-based and secular, that serve the city, and for some their presence in Camden has been of longer duration than that of LSM/NJ. But any group that wants to help Camden must be willing to match the tenacity of its residents, and tenacity is something that LSM/NJ can claim.

LSM/NJ has served residents throughout New Jersey for more than one hundred years. It has weathered its own problems, including financial troubles that threatened to shut the organization down. But LSM/NJ persevered. It is now financially healthy and stronger than ever. Its strategic plan, first formed in 2005 and updated regularly since, includes a mandate for expansion, a controlled but aggressive push to serve an ever-larger number of New Jersey residents. LSM/NJ’s work in Camden is part of that expansion.

CITY & CHURCH

No matter how hard it works, though, no single group or organization can solve all the problems of Camden. Just as the resuscitation of the North Camden Land Trust required the cooperation of many individuals and groups, so too will the rejuvenation of the city.

One long-standing source of strength for Camden has been its churches. Although churches of many denominations have been a potent force for positive change, Rev. Bruce Davidson is, naturally enough, most familiar with the work of the churches of his own denomination, such as Grace Lutheran Church, Bridge of Peace Community Church, and Christus Evangelical Lutheran Church. Says Davidson, “These churches are mission-focused, are proclaiming the good news but have also become islands of care and concern and stability for the community.”

PARTNERS IN ANTI-CRIME

In case you were wondering, LSM/NJ and Lutheran churches do not serve only Lutherans. Anyone, of any religious faith or no religious faith, can benefit from Lutheran programs in Camden.

Such programs strike at the roots of crime—poverty, homelessness, addiction, and so on—to try to make Camden a safer place. But in addition to preventing future crime, it is also crucial to protect law-abiding citizens from becoming victims of violence now.

In both efforts, Camden has found a powerful anti-crime ally in Governor Jon Corzine.

Corzine’s commitment to making Camden a safer, stronger city has been noted and commended by Rev. Nugent, by other LSM/NJ executives and staff members, and by Rev. Davidson. Michellene Davis, as a high-ranking member of the Governor’s staff, has had an even closer view of the steps that Governor Corzine has taken to reduce crime in Camden and throughout New Jersey.



Bill Johnson, New Visions Volunteer

“Governor Corzine has made such a dynamic point about stopping the violent crime across the state, and he really launched that initiative by putting his foot down about the violence in Camden,” says Davis. “...Even one lost life is too much. The Governor wanted to make certain that everyone heard that message: that law enforcement heard it, that those who are recklessly harming our neighborhoods because they’re spreading violence heard it, and that the people of the cities, who deserve to be protected, heard it.”

Among the steps that the Governor has taken, says Davis, is the addition of 25 police vehicles to the Camden fleet. “...We have more police in the street and available to community residents,” says Davis. “[Also], those vehicles are equipped with technology so that the police officers themselves are protected and safe when they’re patrolling.”

WHAT’S ON THE HORIZON?

Camden. A complex city with a complex story to tell. You won’t find it on the list of the “Ten Most Desirable Cities to Live In.” Yet if you talk to

its residents, you might discover a degree of loyalty that will surprise you.

“The people who live in Camden want to be in Camden,” observes Rev. Nugent. “For the most part, they are not looking to go somewhere else. They want it to be a restored community. They want things to work. A lot of them have been there for a long time, and whether the city is struggling or not, Camden is home.”

And Camden’s citizens have some great ideas about how to make their home better.

“One of the reasons why LSM/NJ and Lutheran congregations have been effective [in helping the city],” believes Rev. Davidson, “is that they don’t come from the outside with a magic answer. They listen to the people who live in the neighborhoods, and they respect what people say needs to change. As the old saying goes, the people of Camden are not looking for a handout, they’re looking for a hand up.”

Opportunity is the key, agrees Michellene Davis. It takes only a few minutes of conversation

with Davis to see that she is a powerhouse of energy and ideas. But, says Davis, “When people get to know me, and then they hear I’m from Camden, they always seem surprised. And the one thing that I want to make clear is that I am not out of the ordinary [compared to other people from Camden].” For example, although the students of Camden “have barriers to overcome...they are bright and intelligent and just need an access to opportunity,” says Davis.

“I am excited about the future of the city of Camden,” adds Davis. “I think the future of Camden is directly related to the future of the state....There are great things on the horizon....And I cannot tell you how happy I am, and how grateful the Governor is as well, that LSM/NJ is this dedicated to the city of Camden.” ■



MESSAGE from the PRESIDENT/CEO

Advantageous time for LSM/NJ



With increasing frequency, I am being asked by people, "How is Lutheran Social Ministries doing in this economic crisis? Are you having to cut programs or scale back?" The answer that I usually give is that we are managing pretty well, but what I probably should tell people is that this is an advantageous time for LSM/NJ. This doesn't mean that we are not impacted by the financial meltdown going on around us. Our deteriorating economy has been distressful for all of us. The bank account of LSM/NJ has taken a hit with the downturn; however we remain financially healthy and able to operate with confidence for the future. LSM/NJ does great things to relieve suffering in New Jersey and we may be called to do even more in the future.

What sets this time apart for LSM/NJ is our mission. Advantageous is a good word to use because it implies opportunity and ability. Our mission never called us to do things that are easy and comfortable. We are always doing what is difficult. Our challenges range from the tremendous complexity of keeping each program focused and running smoothly, bringing building projects to completion and the daily need to bring encouragement to the sometimes overwhelming challenges that our staff, residents and

clients face.

For example, when people heard that we were going into North Camden to help redevelop that community, those who knew a little about the community applauded our intent. Those who knew the community well questioned not just our ability, but the ability of anyone to pull such a thing together. Today, the project is progressing well and nice places to live are being provided to families that are in great need of housing. Our work is difficult, requiring finesse, compassion and boldness.

When we were asked to come in and help with New Visions in Camden, we didn't know just what to expect. This is a wonderful program that many homeless people depend on, but it had run into problems with its funding and grant reporting. There was a danger of losing the funding that comes from United Way, government and other sources. In meeting with the funding sources, we were impressed with their compassion and desire to provide a future for New Visions. With our help, the program should now continue and strengthen its ability to serve.

This is an advantageous time for us because our whole society is facing the dilemmas that we work with. It may now be more financially chal-

lenging for us, but the awareness and sensitivity to the needs of people around us is growing. It is no longer some faceless person who is in need of a place to live; it may be my neighbor or my friend. Rather than just having pity for the distant unfortunate, there is much more realization that we are all vulnerable and all in this together. People who support our programs have increased their awareness such that, while some have had to give less, overall more people are getting involved in their support.

The economy will always come and go, but our calling to serve our neighbor remains. God's love for us is what drives us, not the condition of the stock market. We have a great deal of confidence because the love that we have been given needs to be shared with others. We have the capacity, the people and especially the mission to be able to do so.

Sincerely,

A handwritten signature in blue ink that reads "Jerry Nugent". The signature is written in a cursive, flowing style.

Reverend Jerry Nugent
President/CEO

IMMIGRATION & REFUGEE SERVICES HUMANITARIAN Award

Congressman Rush Holt and Thrivent Financial for Lutherans were recently honored by Lutheran Social Ministries of New Jersey (LSM/NJ) with the organization's prestigious Immigration & Refugee Services Humanitarian Award. Each year, LSM/NJ proudly recognizes One Man and One Organization that have provided significant humanitarian services or demonstrated exceptional philanthropy to LSM/NJ's Immigration & Refugee Service Program and to the citizens of New Jersey. The dinner raised over \$28,000 for the program.



Pictured from left to right: Fran Kardos, VP of Finance (LSM/NJ), Margaret Bucci, VP of Housing & Community Services (LSM/NJ), Susan Arnold, VP of Fund Development & Marketing (LSM/NJ), Jerry Nugent, President & CEO (LSM/NJ), Congressman Rush Holt, New Jersey 12th District, Jan Elsasser, Manager of Lutheran Community Services-Northeast Region for Thrivent Financial for Lutherans, Michelle Hodgson, Director of Immigration & Refugee Services, Paul Cranmer, Exec. Director of Lutheran Care at Moorestown, Craig Karczmer, Exec. Director of Crane's Mill Continuing Care Retirement Community.



HARD HAT *Update*

A PROGRESS REPORT ON PROGRAMS EXPANSION

Food, clothing, shelter, medical care. Four basic human needs. Through its programs and services, Lutheran Social Ministries of New Jersey (LSM/NJ) supplies thousands of New Jersey residents each year with these basic necessities. Perhaps even more important, LSM/NJ helps fulfill another basic human need: the need to feel that someone cares.

The LSM/NJ mission statement says it well:

Through the power of the Holy Spirit, and in response to God's love as revealed in the Gospel, the mission of Lutheran Social Ministries of New Jersey is to serve those in New Jersey who hurt, who are in need, or who have limited choices.

In the latest installment of our Hard Hat Update, we explore several programs in which that mission lives and breathes. The food supplied to hungry people through the Lutherans Feeding Friends program, the medical services that will improve the quality of life for seniors through PACE, the new construction that will provide shelter and solace—these are the ways in which LSM/NJ responds to, and manifests, God's love.

☆☆☆☆☆ Five Stars for CRANE'S MILL



Crane's Mill 10th Anniversary. West Caldwell Mayor, Joseph Tempesta Jr. presents a proclamation to LSM/NJ President Jerry Nugent and Crane's Mill Executive Director Craig Karczmer

The skilled nursing facility at The Health Center at Crane's Mill Continuing Care Retirement Community in West Caldwell, N.J., recently received a five-star rating, the highest quality rating possible, from the Centers for Medicare & Medicaid Services (CMS).

In addition to the skilled nursing facility evaluated in the CMS report, The Health Center at Crane's Mill includes assisted living apartments. Plus, Crane's Mill Continuing Care Retirement Community offers cottages and apartments designed for independent living. (For more on assisted living and independent living, see the section headed "Not Only Stars, But the Moon" below.)

The CMS report, released December 18, 2008, rated each of the 15,800 nursing homes across the nation that participate in Medicare or Medicaid. Each nursing home's overall rating is based on the compilation of data from an evaluation of three key areas: health inspections, staffing, and quality measures. A five-star rating means the facility is "Much Above Average"; four stars indicate "Above Average"; three stars, "Average"; two stars, "Below Average"; and one star, "Much Below Average."

"We are thrilled to have received the highest overall rating possible from CMS," says Beth Mancuso, Health Services Administrator of The Health Center at Crane's Mill. "The rating is affir-

mation of our commitment to providing high quality, compassionate care." Adds Mancuso, "The recognition truly belongs to the dedicated staff members who make a difference in the lives of our residents."

NOT ONLY STARS, BUT THE MOON

The Five Star Rating described above is only one sign of the fine quality of care and service provided to residents at Crane's Mill. That ever-useful indicator, consumer choice, also speaks well of the quality of life at the West Caldwell, N.J., continuing care retirement community. For example, to keep pace with the market demand for independent living apartments and cottages, Crane's Mill embarked on an extensive renovation and expansion beginning in 2008.

Like the moon, the expansion and renovation of Crane's Mill has phases. Phases II and III are now in progress. Phase II, with an expected completion date of January 2010, will add ten cottages and 70 apartments to the independent living portion of the Crane's Mill campus, bringing the total number of residential units to 286. All ten cottages are sold out, and all but a few of the apartments have been reserved.

Phase III includes the renovation and expansion of The Health Center, which houses the assisted living and skilled nursing portions of Crane's Mill. The expansion will reconfigure the current offering of 60 assisted living apartments into 48 apartments, plus a separate 17-apartment memory support wing to provide specialized attention for residents with Alzheimer's.

Despite some weather-related delays, construction is progressing quickly. In a recent issue of the Millstream, an in-house newsletter staffed and published by about 15 Crane's Mill residents, Craig Karczmer, Executive Director of Crane's Mill, wrote a column in which he warned residents, "Don't blink—it seems that the site changes every second!"

For more information, please call the Marketing Department of Crane's Mill Continuing Care Retirement Community at 973-276-3035. ■

RETIREMENT CAN BE AN EXCITING VENTURE...

*Come Experience the Possibilities of
Retirement Living at Crane's Mill*



It's time to rediscover the things you enjoy in life. It's time to make new friends, develop new interests, and explore new avenues of learning. A time to relax, renew, and revitalize.

Plan your future today!

Is it any wonder that your friends have already chosen to make Crane's Mill Continuing Care Retirement Community their home

CALL TODAY FOR A PRIVATE TOUR
973.276.3035



CRANE'S MILL

Continuing Care Retirement Community
459 Passaic Avenue, West Caldwell, NJ
www.cranesmill.org • www.lsmnj.org

Purpose of this advertisement is to solicit Priority Applications & Agreements, which may be cancelled at any time, without cause up to the time of occupancy. Any deposits paid to us shall be refunded on request along with cancellation of the Priority Agreement & Application.



A program of Lutheran Social Ministries of New Jersey, a not-for-profit agency serving New Jersey since 1904.





PACE GATHERS Speed

PACE stands for Program of All-Inclusive Care for the Elderly. The program provides seniors with preventive, primary, acute and long-term health care services.

Lutheran Social Ministries of New Jersey (LSM/NJ) is in the process of setting up PACE programs in Jersey City and Bayonne, N.J.

For participants, PACE can simplify life and improve its quality. For example, it can help some seniors who might otherwise be forced to move into nursing homes to continue to live in their own homes.

For social service agencies trying to set up a PACE, however, the process is anything but simple. Extensive research, effort and expertise are needed to find and choose the best building sites, medical personnel, and other resources.

Plus, any potential PACE provider must file

a lengthy series of applications, with daunting bureaucratic labels such as "Request for Zip Code Extension," "Letter of Support," and "Request for Technical Assistance." The applications are required by the New Jersey Department of Health and Senior Services (DHSS). DHSS, quite understandably, wants to examine thoroughly the plans and qualifications of each potential PACE provider before granting approval to its program. The process, however, involves numerous steps, and it takes time.

But faith can move mountains, even mountains of paperwork. And it helps if some humans pitch in with effort as well as faith. Thanks to the diligence and expertise of Peg Bucci, LSM/NJ's Vice President for Housing and Community Services, and her staff, PACE

is progressing from concept toward reality. The step-by-step application and approval process is moving along nicely.

Also, LSM/NJ has leased space in a building at 277 Skinner Memorial Drive, on the campus of the Jersey City Medical Center. At present, this new building is somewhere in between concept and reality. It has not been built, but ground breaking took place in December 2008.

To qualify for PACE services, participants must be at least 55 years old, live in a PACE service area, and be certified by an appropriate state agency as eligible for the type of care provided by nursing homes. PACE uses an integrated system of Medicare and Medicaid funding to finance services to participants.

For further information about PACE, please phone or email Megan O'Brien 609-699-4107. ■



LUTHERANS FEEDING FRIENDS

One of the nicest ways to spend an evening is sharing a meal with friends.

Usually the friends are all gathered at the same table. But sometimes, with a big group of friends, more than one table is needed to give everyone a place.

With Lutherans Feeding Friends, there's no telling how many tables there will be. Tables that might otherwise have been bare will have food on them. People who might otherwise have gone hungry will eat.

Lutherans Feeding Friends is the name of a program that is being developed through the collaborative efforts of Lutheran Social Ministries of New Jersey (LSM/NJ), the Lutheran Foundation of New Jersey, and churches and community organizations throughout the state.

The U.S. economy is struggling. Americans are losing jobs. And food pantries which previously

provided help to families in need are sometimes struggling themselves, as shelves empty at an unprecedented rate.

Two kinds of action are required: a swift response to this pressing problem, and a deeper-seated strategy that will help keep food pantries operating efficiently for a long time to come.

Lutherans Feeding Friends is designed to provide both. Phase I is the creation of an emergency fund to support and replenish the shelves of Lutheran food pantries that are in immediate need. The food pantries, generally run by Lutheran church congregations, supply food not only to Lutherans, but to hungry people of any religious faith or no religious faith.

Phase II is for the long haul. To help ensure that the food pantries receiving assistance stay strong, and to meet the need for start-up or expansion of food pantries throughout New Jersey, the Lutherans Feeding Friends program will include training of church and community members in the most effective methods of gathering, stocking and distributing nonperishable food supplies.

All food pantries that receive training and funds through Lutherans Feeding Friends will be

required to report back on how funds were used, how many people were served, and other pertinent information. The goal will be to provide assistance for a specified period (for example, three months) so that food pantries will become robust enough to be self-sufficient.

LSM/NJ's foundation, the Lutheran Foundation of New Jersey, has established a fund to grant seed money to provide immediate and future support. In addition, Lutherans Feeding Friends will seek funding from individuals, corporations and foundations.

The importance of individual contributions, no matter how large or how small, cannot be emphasized enough. A single snowflake will melt without a trace, but a multitude of snowflakes can blanket the earth. And a multitude of generous people, each giving what he or she can, will stave off hunger during the cold climate of an economic crisis.

To make a donation, or to receive more information on Lutherans Feeding Friends, please write to The Lutheran Foundation of New Jersey, 6 Terri Lane, Burlington, NJ 08016; or call Susan Arnold, Vice President, Fund Development & Marketing, 609-699-4115. ■

152 LICENSED BEDS

Look for a Place to Stay

Virtually everybody knows you need a license before you can legally drive a car. And most people are familiar with the concept of fishing licenses, hunting licenses, and so forth. But licenses for beds?

Under some circumstances, you do need a license for a bed. (Don't worry; it has nothing to do with those confusing "Do Not Remove This Tag" things that are attached to new mattresses.)

In more than half of the states in the U.S., when the beds in question are contained in an assisted living facility or a nursing home, they must be licensed. Once you think about it, it does make sense. State and local officials don't want just anybody to start building facilities that require a high level of administrative knowledge, medical skill and compassion to be run properly. And those same officials want to make sure that licenses are, as far as possible, kept in line with the needs of the community. If too many or too few licenses are granted, supply and demand become lopsided.

At one time, such licensing was required in all 50 states. The passage of the federal Health Planning and Resources Development Act of 1974 introduced a program called Certificate of Need (CON), under which anyone wishing to construct or expand facilities such as nursing homes had to apply for and be granted a CON from the state. The state's job was to estimate the number of nursing home beds needed to meet present and future demand and to select the most qualified CON applicants. Although the federal mandate

was repealed in 1987, more than 30 states retain a CON program.

New Jersey is one of them. About two years ago, Shore Memorial Hospital in Somers Point, N.J., closed a 152-bed nursing home that had been located on hospital grounds. For a while, Shore Memorial kept the 152 bed licenses, perhaps with the idea of starting a nursing home at a different location. Recently, however, the 152 bed licenses were offered for sale. Lutheran Social Ministries of New Jersey (LSM/NJ) bought them.

LSM/NJ has had ample experience in overseeing the administration and operation of skilled nursing facilities, both at Lutheran Care at Moorestown in Moorestown, N.J., and at Crane's Mill Continuing Care Retirement Community in West Caldwell, N.J. Crane's Mill, which recently passed its 10th anniversary, also has an assisted living facility and an independent living section. Lutheran Care at Moorestown (LCM), originally called Lutheran Home of New Jersey, has been operating a skilled nursing facility since 1947 and is about to open its newly constructed Grace Assisted Living facility on the LCM campus.

LSM/NJ plans to use the recently purchased 152 bed licenses to open a new skilled nursing facility at a location yet to be decided. Under the licensing rules, the 152 licenses must be used either in the county in which the CON was originally granted, Atlantic County, or the purchaser may apply to transfer the CON to an adjoining county, such as Burlington, Camden, Gloucester,



Executive Director of Lutheran Care at Moorestown Paul Cranmer

Cumberland or Cape May. Thus far, the city of Blackwood in Camden County seems to be the most likely location for LSM/NJ's proposed facility, but plans may change.

Once the site for the skilled nursing facility has been chosen, "we would like to apply for an assisted living certificate of need to see if we could add some assisted living beds to that campus as well," says Paul Cranmer. Cranmer, Executive Director of Lutheran Care at Moorestown (LCM), administrated and negotiated the purchase of the 152 bed licenses from Shore Memorial Hospital.

For LSM/NJ, the start-up of a new skilled nursing facility that may have an assisted living adjunct fits in well with the organization's strategic plan, formulated in 2005 and updated regularly since. The strategic plan calls for aggressive, but controlled, expansion, so that an ever-increasing number of New Jersey residents may benefit from the many services offered by LSM/NJ.

For the eventual residents, the facility promises to provide the compassionate and pleasant living environment evident at all LSM/NJ senior care residences, with medical treatment when needed, and, at the end of the day, the comfort of retiring to a warm (fully-licensed) bed.

For more information, please phone or email Paul Cranmer at 856-813-5801, pcranmer@lsmnj.org

Whether the question is Rehabilitation, Assisted Living or Skilled Nursing

The Answer is LUTHERAN CARE at MOORESTOWN



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Sixty-two Years of Service, Yet Not Retired

LUTHERAN CARE at MOORESTOWN Continues to Shine in Use

*How dull it is to pause, to make an end,
To rust unburnished, not to shine in use!*
--Alfred, Lord Tennyson

In 1894 Samuel Leeds Allen, inventor of the Flexible Flyer sled, built a new dwelling for himself and his family in Moorestown, N.J. Taking the words “A man’s home is his castle” literally, Allen built one. Allen named the castle Breidenhart.

Breidenhart, often called simply “The Castle” by area residents, is an imposing stone edifice, complete with a turret and parapets, designed by Philadelphia architect Walter Smedley.

It is likely that Allen chose the name “Breidenhart” in honor of his great-grandmother, Sarah Breidenhart. Allen family genealogies tell us that the word Breidenhart means “broad hearthstone” and implies hospitality.

In 1920, another inventor, Eldridge R. Johnson, purchased Breidenhart. Johnson was the founder of The Victor Talking Machine Co., which later became RCA. He invented the Victrola, a trademark name for a type of phonograph that was in some ways an improvement over a previously trademarked phonograph, the Gramophone, invented by Emile Berliner.

Johnson made a few alterations to Breidenhart, but none so drastic as to change that undeniable castle look. In 1978, Breidenhart was added to the National Register of Historic Places.

But although Breidenhart has been officially recognized as a historic structure, it has not entered into a stately retirement where its only visitors are tourists and photograph seekers. Breidenhart always was, and still is, what might be termed a working castle.

The Allen family called it home for roughly a quarter century. Elsie Johnson, the wife of Eldridge Johnson, was reportedly not as fond of Breidenhart as the Allens had been, but she and her husband, as well as various other members of the Johnson family, used it as a residence off and on during the next quarter century. In 1947, two years after Eldridge Johnson had passed away, Mrs. Johnson sold Breidenhart and its twelve surrounding acres to what was then known as the Lutheran Home of New Jersey.

THE BUILDINGS

Like the castle, the Lutheran Home of New Jersey has gone through a few changes in its time. At first, Breidenhart housed all parts of the

Lutheran Home: offices, residents’ rooms, and so forth. As the number of residents grew, however, Breidenhart came to be used exclusively for offices, and an addition was built in which to house and care for the residents.

In 1961, the name of the facility was changed from Lutheran Home of New Jersey to Lutheran Home at Moorestown (LHM).

By about the year 2000, it was clear that even something as sturdy as a castle needs refurbishing now and then. Breidenhart’s heating system had deteriorated, it had no air conditioning, and the roof and windows required repairs. LHM’s office staff began to work in a different part of the Moorestown structure, and Breidenhart itself lay fallow.



Grace Assisted Living

Lutheran Social Ministries of New Jersey (LSM/NJ), which oversees the administration and operation of the facilities at LHM, sought funds to begin repairs. LSM/NJ applied for a grant from the New Jersey Historic Trust. In 2004 the New Jersey Historic Trust awarded LSM/NJ about \$47,000 from the Garden State Historic Preservation Trust Fund to assist in the planning for the restoration of Breidenhart.

The repairs to LHM did not stop there. Through other fund-raising efforts, LSM/NJ was able not only to proceed with the restoration of Breidenhart, but to launch renovations and refurbishments in other portions of LHM. Plus, LSM/NJ began to construct an assisted living facility on the Moorestown campus.

The new facility, called Grace Assisted Living, is designed for seniors who are healthy enough to enjoy a high degree of independence, but who may need assistance with such chores as bathing, dressing, or managing medication.

Because of the spectrum of care that will be offered on the Moorestown campus, the name

“Lutheran Home” no longer seemed appropriate. The skilled nursing portion of the complex is still known as Lutheran Home at Moorestown, but the entire campus, which includes Breidenhart and Grace Assisted Living, is now called by a more all-encompassing name, Lutheran Care at Moorestown (LCM). In addition, the subacute unit of the skilled nursing facility, which specializes in short-term medical and rehabilitation stays, is now known as the Hope Rehabilitation Center.

In speaking of the decision to add Grace Assisted Living to the campus, Paul Cranmer, Executive Director of LCM, explains, “We believe that the model for a long-term care setting is a continuum of care. There isn’t a single solution to the needs of the elderly. There are a number of needs, and a number of ways of filling those different niches.”

Grace Assisted Living is nearly complete. It consists of 46 independent living apartments, some with balconies. Most of the apartments have already been reserved.

THE PEOPLE

Paul Cranmer has served as the Executive Director of what is now Lutheran Care at Moorestown for the past seven years. Cranmer’s introduction to nursing home administration was somewhat unusual.

“I grew up in a nursing home,” says Cranmer. “My mother was a nurse and an administrator. My parents had a nursing home in Collingswood, N.J. It had ten beds. I thought everybody had ten grandmothers.”

Cranmer had not envisioned nursing home administration as his career, but various life events somehow led him back onto that path. In the early ’70s he worked as an administrative intern for a company called Geriatric Medical Centers in Mount Laurel, N.J., helping to coordi-



Lutheran Care at Moorestown sign

nate the reconstruction of a convalescent center to meet new life safety codes.

The experience prompted him to study nursing home administration and prepare for the exams that would certify him as a licensed administrator. The exams and licensure requirements were also new, part of a state and federal certification program introduced to professionalize nursing home administrators and improve the operation of skilled nursing facilities.

"I took the first interstate exam given in New Jersey in December of '74 and became a licensed administrator on my 24th birthday," says Cranmer. "My first job as an administrator, where I used the license, was in Pennsylvania. [There was] a 100-year old building there that the state



Lutheran Care at Moorestown Bell Choir

was probably going to put out of business because it was old and didn't meet the life safety codes, either. I guess the only reason they hired me at age 24 was that no one with experience would have wanted the job."

Cranmer kept the building in operation until it was replaced with new construction that met all the codes, and he continued to work in nursing home administration at various facilities. "I've been at this for 35 years, and most of it was with proprietary, profit-making facilities, but I wanted to finish the rest of my career with a nonprofit organization," says Cranmer.

"When you bring a proprietary business acumen to a nonprofit, you can incorporate efficiencies and good business techniques to keep it financially healthy, but the difference is that we don't have to yield those profits over to investors..." says Cranmer. "Instead, we have some of the proceeds of our endeavors to plow back into what we do, to keep the operation top-notch. There are a lot of good proprietary facilities out there, but I think, on average, when it comes to quality, the nonprofits have an edge because they're able to reinvest their proceeds into the quality of operation. And I think that [the staff members] here feel the same way. They know that their work goes toward improving care."

Susan Arnold, LSM/NJ's Vice President for Fund Development and Marketing, agrees. To express her respect and admiration for the staff's dedication and the quality of service it provides, she refers to Lutheran Care at Moorestown as "a shining ruby."

Says Arnold, "When I think of a ruby, I think of passion and power. The employees of LCM have

great passion for what they do and the residents they serve. The ruby color implies warmth, and this valuable gemstone is often passed down from generation to generation," continues Arnold. "When I look at LCM, I think about the warmth and passion of the staff and how they have cared for many generations of family members."

THE FUTURE

To shine in use. That is what Tennyson's poem, *Ulysses*, quoted at the start of this article, is all about. Ulysses, now an aged king, sits by the hearth and relives in his mind the many years of traveling, adventure, and danger that he has passed through. But he is not content to end his life in reminiscence. "Some work of noble note, may yet be done," says Ulysses, as he plans his next journey. Neither he, nor we, know what the journey will bring, but Ulysses will be true to the way he has always lived: "To strive, to seek, to find, and not to yield."

In its own way, Lutheran Care at Moorestown will continue to shine in use. The skilled nursing portion of the facility will strive to maintain the high quality of care, and caring, that has been its hallmark from the start. The inhabitants of Grace Assisted Living will not require as much help and treatment as those in the skilled nursing portion, but the staff will serve them with the same warmth and concern exhibited throughout LCM.

And Breidenhart, the oldest part, the castle that has stood for 115 years, will have the newest job. In addition to housing offices for the LCM staff, Breidenhart will serve as a community center to assist seniors throughout the Moorestown area.

It harks back to what Cranmer referred to as the "different niches" needed to serve seniors. Some seniors need full-time medical care in a skilled nursing facility. Some seniors may not be able to manage living in their own homes but, with the help provided in a facility such as Grace Assisted Living, may be able to maintain a high degree of independence and freedom.

And some seniors, given the right kind of help, may be able to continue living in their own homes. Cranmer envisions that when the renovations are complete, Breidenhart will become a community center for seniors, with a staff that will include doctors to provide outpatient services and possibly even make those all-but-extinct house calls to seniors who need them. A licensed social worker will counsel seniors and their families and coordinate in-home services, such as Meals on Wheels or visits by home health care aides.

The first floor of Breidenhart will also be spacious enough, and gracious enough, so that community events and open houses can be held there, in the midst of the beautifully restored mahogany wood finishings and other elegant touches of a bygone era.

"We want to be able to share the building with the community," says Cranmer.

Like a well-polished ruby, Breidenhart will continue to shine in use. ■

THE GREATEST GENERATION Lends a Helping Hand



Sign for Auxiliary's June Day

The Lutheran Home of New Jersey opened in a castle named Breidenhart in 1947. But if not for a small band of dedicated people known as the Auxiliary, it might have become extinct long ago.

Mrs. Dorothy Shockey was one of the founders of the Auxiliary, and she is still an active member. Her late husband, Rev. Ralph I. Shockey, served as the first Administrator of the Lutheran Home.

The Auxiliary held its first formal meeting on the West Lawn of the Lutheran Home in 1947 and presented a check for \$2,000 to the Board of Directors. For decades the Auxiliary has donated thousands, and sometimes tens of thousands, of dollars annually to the Lutheran Home of New Jersey, now called Lutheran Care at Moorestown (LCM).

One of the Auxiliary's major fund-raising events each year is June Day, an outdoor festival held on LCM grounds and attended by both LCM residents and members of the surrounding community. Hamburgers, hot dogs and other foods are offered for sale, flea markets peddle their treasures, and musicians, such as country music bands and Mummies, provide entertainment.

Auxiliary funds have purchased furnishings, built a dining room, and supplied other necessities to LCM. The Auxiliary has also sponsored many morale-boosting amenities, such as LCM's popular Ice Cream Parlor.

Impressive as its fund-raising is, the Auxiliary makes even more valuable contributions to LCM. "The volunteer work of the members brings a feeling of warmth to the facility that you just wouldn't have without them," says Paul Cranmer, LCM's Executive Director.

The work of the volunteers takes place both within and outside the facility, for they sponsor trips to take LCM residents to Great Adventure, to shopping malls, to lighting displays at Christmastime, to baseball games in summer. "The Auxiliary members have not only purchased the vehicles and bought the gas that makes these trips possible, but they also provide volunteer help to [escort] the residents," says Cranmer.

Cranmer estimates that the Auxiliary has about 40 to 45 members, representing the congregations of about 17 different Lutheran churches in New Jersey. As older members of the Auxiliary retire from active service, younger members join to continue its work. However, says Cranmer, "I don't think we've had quite as many new members coming in as older members leaving."

Adds Cranmer, "We want to keep the group vibrant. We're looking to make the Auxiliary's good deeds, and the fun of being in it, better known."

The Greatest Generation has, as usual, done a great job. It is now time for the next couple of generations to demonstrate their capacity for greatness, as well.



LUTHERAN
SOCIAL MINISTRIES
of NEW JERSEY

SAVE *the* DATE
2 0 0 9 E V E N T S

MAY 5

LSM/NJ Open House
Burlington Administrative Office

MAY 6

Brick Dedication
*Crane's Mill Continuing
Care Retirement
Community*

JUNE 1

Spring Golf Classic
Pine Barrens Golf Club

AUGUST 4

Brick Dedication
Lutheran Care at Moorestown

AUGUST 5

Brick Dedication
*Crane's Mill Continuing
Care Retirement
Community*

SEPTEMBER 18
Thank You Golf Event
*Ballyowen Golf Club
at Crystal Springs*

FALL 2009
Lutherans
Feeding Friends
date to be determined

DECEMBER 5

Annual Craft Show
*Crane's Mill Continuing
Care Retirement
Community*

OCTOBER 16
Fall Golf Classic
*Wild Turkey Golf Club
at Crystal Springs*

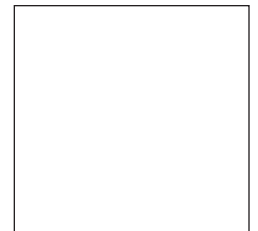
DECEMBER 2
Immigration & Refugee
Humanitarian Award Dinner
Trenton Country Club

MISSION
STATEMENT:

Through the power of the Holy Spirit, and in response to God's love as revealed in the Gospel, the mission of Lutheran Social Ministries of New Jersey is to serve those in New Jersey who hurt, who are in need, or who have limited choices.



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