



# LUTHERAN SOCIAL MINISTRIES OF NEW JERSEY

Annual Report to the Community

## THE YEAR 2011

**Feature Story:**  
Enabling a  
Purposeful LIFE

**IN THIS REPORT:**

- An Adoptive Family's Gift
- Care for NJ's Aging
- LSM/NJ Developments



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Special thanks to those who have contributed to the production of this publication. **Editors:** Ruth Lewis, Heather Kato & Barbara Noe. **Designers:** Debbie Bedrosian Vozzo & Elaine Paxson. **Contributors:** Lisa Barnes, Jason Konek, Mary Ann Conway & Lorraine Seabrook. **Photography:** Maggie Bucci, Jaime Escarpeta & Heather Kato. **Printer:** RMS Graphics, Inc.



MESSAGE FROM THE PRESIDENT/CEO

Most New Jersey residents can't recall a time when things around us have been as dramatic as 2011 was. A disastrous October snowfall, record heat, an earthquake, hurricanes, and flooding - just to name a few—made 2011 a year to remember. Add to that the challenging economy and the political climate, and it's clear we live in interesting times.

It's heartwarming to see the ways that the people of Lutheran Social Ministries of New Jersey (LSM/NJ) dealt with all of this. When the power went out at Crane's Mill, we found creative ways to keep residents fed and warm. When water damage from Hurricane Irene made the Children's Home uninhabitable, we temporarily moved to another location and have now refurbished the Home, making it again ready to serve children in need. To support recovery from floods that wreaked havoc in many lives, we added staff for Lutheran Disaster Response in New Jersey. These are only a few examples of how LSM/NJ adjusts and brings hope to people's lives.

All of this stems from our mission. As our Mission Statement says, we act "in response to God's love." This means that we understand the damage or the challenge but then concentrate on how we can best respond "to help those who hurt, are in need, or have limited choices." At LSM/NJ we have tremendous resources in our people, our size, and our diversity. But our real resource is God's love. In responding to that love, we are able to keep on consistently serving and responding by doing things that truly make a difference for people in New Jersey.

With warm regards,

Jerry Nugent, President & CEO

LSM/NJ CORPORATE News



LSM/NJ has experienced significant growth in the past few years. To better support the current capacity and projected expansion of programs, LSM/NJ management in 2011 re-organized the former Fund Development and Marketing office into two new departments. As a result, we welcomed two new faces to the organization—**RUTH LEWIS** (above right) as Executive Director of Marketing and **MARY ANN CONWAY** (above left) as Executive Director of Fund Development and the Lutheran Foundation. Since joining the team in March 2011, Ms. Lewis has guided the direction and implementation of marketing, advertising, media, and public relations efforts for LSM/NJ and its diverse programs. Ms. Conway became part of the organization in September. She has already been instrumental in developing new fundraising initiatives and strategizing with the Lutheran Foundation Board on ways to add support for LSM/NJ's programs and services.



**BETH GEBHART** was promoted in April 2011 to the newly created position of Executive Director of Community Services. In this role she oversees the daily operations and management of several key LSM/NJ programs: Adoption Program of LSM/NJ, Community Partnering and Advocacy, Lutheran Home for Children, New Visions Homeless Day Shelter, and Piscataway & Sayreville Community Residences for the Developmentally Disabled. Beth brings to LSM/NJ more than ten years experience as a manager in varied community programs.



In April, **LISA BARNES** joined LSM/NJ in the role of Director of Community Partnering & Advocacy. With more than ten years of experience as an ordained minister, she most recently served as the pastor of St. John Lutheran Church in Westville, NJ. Lisa's professional career also includes an extensive background in journalism. In her new role at LSM/NJ, Lisa serves as a congregational liaison by partnering with Lutheran congregations to provide support and assistance to expand their social ministries and advocacy efforts. She also facilitates the Lutherans Feeding Friends program, which provides congregations with grant money for food ministries, and Lutheran Disaster Response, which assists in providing emergency assistance and disaster relief.



# Reaching NEW HEIGHTS AT LSM/NJ



## From the desk of Jason Konek

2011 was quite a busy year for project development at Lutheran Social Ministries of New Jersey. We added two properties to our portfolio of affordable family housing and continued to further new construction projects that will take shape in 2012.

Construction of a corporate office building for LSM/NJ broke ground in August 2011. This two-story, 15,000 sq. ft. building (rendering above) will be situated on eight acres in Burlington, just a short ride down the road from our current location. We anticipate our move date will be sometime in May 2012, with a grand opening scheduled for early August.

### Additional new construction projects in the initial phases of development include:

- The conversion of an old nursing home in Cinnaaminson, NJ, into a 54-unit, affordable senior housing facility.
- Demolition of four vacant row homes, which will be reconstructed into two affordable family housing units as part of the Neighborhood Stabilization Program in North Camden.
- The development and new construction of a 62-unit, affordable senior complex along the Delaware River, in Bordentown, NJ – part of a larger scale development that will include retail, office, and market rate homes.

A main focus for LSM/NJ is on developing quality livable space for individuals in need of housing who have limited choices. As an accomplished developer of affordable and mixed-income housing, LSM/NJ continually looks to partner with public and private entities to develop such housing.

### LSM/NJ's partnerships include:

- Municipalities by helping them meet their housing obligation.
- For-profit developers by building their affordable housing component.
- Churches and community development corporations by revitalizing neighborhoods and meeting housing demands within suburban and urban communities.
- Communities by ensuring an inclusive planning and community development process.

For more information about our housing development projects, contact me at 609.699.4132 or at [jkonek@lsmnj.org](mailto:jkonek@lsmnj.org). Watch our construction projects unfold by visiting us at [www.lsmnj.org](http://www.lsmnj.org).

## NEW TO OUR HOUSING MANAGEMENT PORTFOLIO:

### CHESTNUT MONMOUTH APARTMENTS



Chestnut Monmouth Apartments are 13 affordable rental apartments for families on Chestnut and Monmouth Street in Trenton. The apartments offer one-two-and three-bedroom apartments throughout four renovated homes.

### STOCKTON ARMS



An affordable housing property with 34 apartments, located in Trenton on Stockton Street. Stockton Arms offers studio, one-bedroom, and loft apartments with secure, off-street parking.



## PAVING THE WAY FOR NEW JERSEY'S AGING POPULATION

Throughout Jerry Nugent's term as President and CEO of LSM/NJ, he has advocated on behalf of those who hurt, who are in need, or who have limited choices. Overseeing programs and services designed to serve the essential needs of these target audiences, Nugent strategizes solutions daily. At the very core of this population, New Jersey's aging adults bring some of the most difficult challenges for him.

"As I see retirement on the horizon for baby boomers, including me, I can't help but consider the impact our programs and services have on seniors across the state," explains Nugent. "From healthcare to housing, we provide affordable options to make aging a 'journey' with multiple destinations to choose from. "We also find ways to offer alternatives to family caregivers—often baby boomers in the 'sandwich generation'—who accept the burden of making decisions for their aging parents. Offering them affordable options for housing and healthcare in a secure, home-like environment is high on their list of expectations."

Nugent's compassion to assist seniors with economic and healthcare issues has paved the way for some of LSM/NJ's most laudable initiatives, such as:

**AFFORDABLE SENIOR HOUSING** – LSM/NJ provides over 500 affordable senior housing apartments at eight locations throughout the state. With age and income qualifications determined by New Jersey's Department of Housing and Urban Development (HUD), some units rent for as little as \$350/month\* (\*rental rates vary by location and apartment size).

**LUTHERAN SENIOR LIFE AT JERSEY CITY** – A Program of All-Inclusive Care for the Elderly, Lutheran Senior LIFE enhances the quality of life for seniors by managing all their healthcare needs so they can continue to live safely in their community.

**LUTHERAN CARE AT MOORESTOWN** – Located in historic Moorestown, NJ, this well-known facility is home to Grace Assisted Living Center, Hope Rehabilitation Center, and Lutheran Home Skilled Nursing Facility. Lutheran Care at Moorestown provides compassionate care to meet the physical, emotional, and spiritual needs of its residents.

**CRANE'S MILL CONTINUING CARE RETIREMENT COMMUNITY** – Located on a 48-acre campus in West Caldwell, NJ, Crane's Mill offers gracious living for adults 62 years or older with active and independent living for today, and the added security of quality care for tomorrow. Independent Living, Assisted Living, and Skilled Nursing options provide an unmatched lifestyle of comfort and convenience among a close-knit community.

**LUTHERANS FEEDING FRIENDS** – This grant-based program provides emergency funding to Lutheran food pantries throughout New Jersey, providing access to food for low-income seniors as well as families.

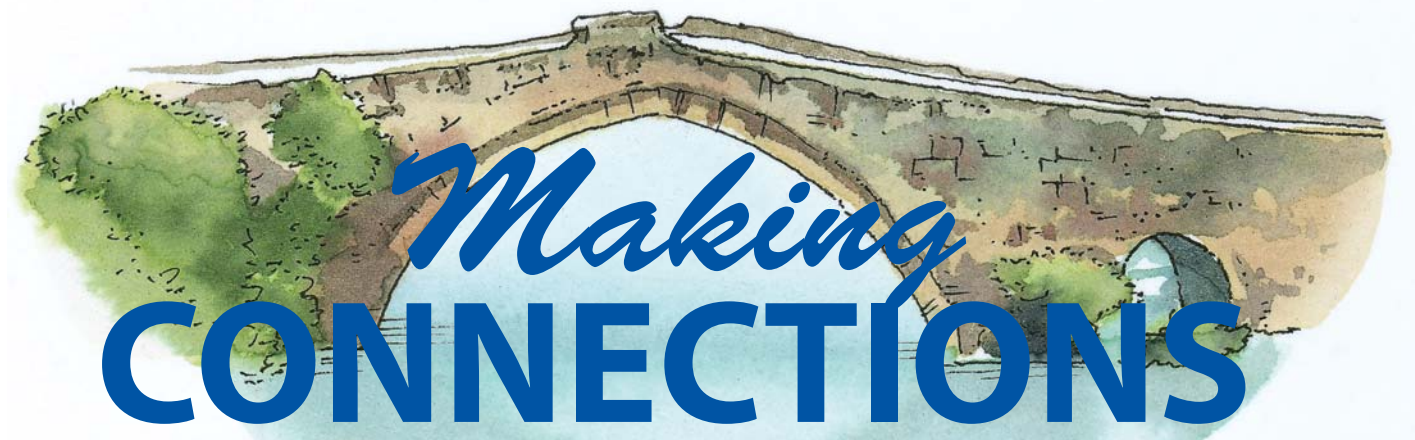
With all of these successful programs managed through LSM/NJ under his administration, it's no surprise that LeadingAge New Jersey recently appointed Nugent as its Chairman. Previously known as the New Jersey Association of Homes and Services for the Aging (NJAHSA), this non-profit organization is an important advocate for senior living and health care programs. During his two-year term as Chairman, he will provide direction and leadership to this association of more than 140 New Jersey-based organizations that provide services to seniors.

Nugent's knowledge of the changing trends in senior care and the economic challenges facing New Jersey and its aging population has positioned him as a leader in the industry and the perfect person to guide LeadingAge New Jersey as it advances quality aging services in the state.

Stay current on news about aging services by visiting [www.lsmnj.org](http://www.lsmnj.org) or [www.leadingagenj.org](http://www.leadingagenj.org).







## THROUGH COMMUNITY PARTNERING

In the last half of 2011, administrators for Community Partnering and Advocacy took steps to fulfill two future directed goals: (1) assess how current programs actually support communities now and (2) determine how to continue addressing the ever-changing needs of New Jersey residents. Based on our findings, new initiatives can roll out in 2012 and beyond. Lisa Barnes, director of community partnering and advocacy, notes that positive outcomes from this project are already impacting her work. "I have come to see Community Partnering as a bridge, one that connects Lutheran Social Ministries of New Jersey and congregations across the state in our common purpose—to bring forth the mission of grace and mercy." Lisa adds, "Sometimes that bridge connects congregations to existing LSM/NJ programs," such as:

- Collecting school supplies for children living in affordable housing.
- Delivering Thanksgiving dinner to teenagers residing in the shelter in Jersey City.
- Donating Christmas gifts to families in Camden affordable housing.
- Assembling Easter baskets.
- Serving lunch to the homeless at New Visions.
- Providing friendship to senior residents of the housing communities.



Programs like these are examples of the collaborative efforts between congregations and LSM/NJ that bring smiles to children's faces and hope to people in need.

Other times, the bridge of Community Partnering connects congregations to opportunities of ministry in the local communities they serve. Lisa helps congregations to discern the gifts they have to offer. In 2011, as she assisted congregations working with adults and youth, Lisa found areas of interest, such as:

- Social Ministry: Living Out the Gospel
- Using What You've Got: Being Who You Are Called to Be
- Just Neighbors Education Program

Lisa is available to speak and teach on service-related topics. For more information on Community Partnering with LSM/NJ, visit [www.lsmnj.org](http://www.lsmnj.org) or call 609.699.4143.

### A Few Outcomes of Community Partnering in 2011



- ✚ In preparation for the 2011-2012 school year, congregations assembled over 500 backpacks filled with school supplies, which LSM/NJ collected and then delivered to students in need living in our various housing programs.
- ✚ For the Christmas holiday, congregations donated gifts for 254 children. They made spirits bright for LSM/NJ family and senior housing residents by providing 113 bags of groceries; 50 "goodie" bags; grocery and department store gift cards; numerous hats, scarves, and gloves; hygiene items; calendars; and other miscellaneous gifts.
- ✚ Three churches participated in the 2011 holiday program that had not previously done so.
- ✚ Through a variety of Community Partnering initiatives, LSM/NJ reached out to more than 50 different New Jersey churches and organizations.

### Please Share Your Thoughts

In 2012, we will be surveying the various food ministries supported by the Lutherans Feeding Friends program. Our goal is identify additional ways to best help churches serve the needs of the more than 1 million (12.7 percent) residents who live with food insecurity in New Jersey. If you receive a survey, please respond.

## DISASTER RECOVERY CENTER

As a result of the impact of Hurricane Irene, in fall 2011 LSM/NJ received a grant to fund a position for a disaster recovery center coordinator. Thanks to a partnership between Lutheran Social Ministries of New Jersey and the national organization, Lutheran Disaster Response, Kathryn "Trink" Schwartz of Morristown worked primarily in Morris County to help meet the long-term needs of those impacted by flooding in the aftermath of Hurricane Irene. During her six-month assignment, Trink worked with local congregations,



community officials, and disaster response organizations to assess recovery needs and helped coordinate volunteer efforts. She also assisted individuals and congregations on disaster preparedness, helping them implement plans to prepare for future disasters.

The partnership between LSM/NJ and Lutheran Disaster Response also resulted in \$16,000 of unmet needs grants. These grants assisted Morris County families in rebuilding their lives after Hurricane Irene.



Over one million people were food insecure in New Jersey in 2010. Of those, about half (49%) were not eligible for federal nutrition assistance and almost 400,000 were children. (Source: Feeding America's Map the Meal Study, 2010)

According to USDA's most recent Economic Research Service's "Household Food Security Report," nearly one in four food insecure households accessed emergency food from a food pantry one or more times during the calendar year. Already realizing this kind of need, Lutheran Social Ministries of New Jersey developed Lutherans Feeding Friends in 2009. This grant-based program supports food pantries across the state in need of emergency financial support. Since the program began in 2009, it has raised over \$120,000 and provided 54 grants to food pantries across New Jersey.

Lutherans Feeding Friends grant funding has helped food pantries statewide replenish shelves, provide summer lunch programs to children, purchase equipment for food storage, and develop and sustain community gardens to grow fresh vegetables for families. Financial support for this program has been made possible through the generosity of individual donors, corporate sponsorships, and congregational outreach. In addition, canned good donations are accepted throughout the year.

### In 2011:

Lutherans Feeding Friends presented 20 grants totaling \$40,000 to various New Jersey food pantries.

### How to Apply?

Lutherans Feeding Friends grants are available to qualifying New Jersey food pantries that are in need of emergency funds. We offer grants to food pantries that meet our specified criteria:

- Be a church partnering with a community/ecumenical food pantry program.
- Be a church with an existing food pantry program.
- Be a church engaged in starting a food pantry program.

Eligible food pantries can apply for a grant by downloading the application at [www.lsmnj.org](http://www.lsmnj.org) and submitting it to Lisa Barnes, director of community partnering & advocacy, at [lbarnes@lsmnj.org](mailto:lbarnes@lsmnj.org).

For more information, please call 609.699.4143.



### INFORMATION AT YOUR FINGERTIPS!

LSM/NJ has a dedicated webpage for information and resources pertinent to congregations.

Access it at [www.lsmnj.org/churches/](http://www.lsmnj.org/churches/).

- Download church bulletins
- Update contact information to receive our e-newsletters
- Find info about our educational workshops
- Request LSM/NJ materials to distribute to your congregation

### Did You Know?

Forty LSM/NJ employees who work out of the corporate office in Burlington, NJ, raised \$4,325 and donated 1,665 canned goods in support of Lutherans Feeding Friends in 2011 as part of their Jean Day Friday program.





# Enabling a purposeful LIFE

"Whoever brings  
blessings will be  
enriched and one  
who waters will  
himself be watered."

Proverbs 11:25

Lutheran Senior LIFE, located in Jersey City, is a federally-recognized PACE (Program of All-inclusive Care for the Elderly) provider. By managing the health-care needs of qualified participants aged 55 and over, LIFE enables seniors to retain their independence and live at home safely with confidence and dignity. The PACE approach is simple and effective: provide seniors personalized care that is developed in partnership with an interdisciplinary team of doctors, nurses, social workers, therapists, and support staff. Together team members anticipate, evaluate, and meet participants' needs and do so in a caring, respectful manner. Having celebrated the one-year anniversary in the fall of 2011, LIFE is looking forward to welcoming more participants as the new year unfolds.

## Meet Ms. Roberta Barnes

Ms. Roberta Barnes enrolled in LIFE in August 2011, and she credits the program with enhancing her quality of life in ways both big and small. No stranger to life's hardships, Ms. Barnes has diabetes, is on dialysis, has survived three heart attacks, and is managing the loss of a close family member. Before joining LIFE, the 58-year-old Ms. Barnes acknowledges that she was sinking—she had little energy, was subject to frequent falls, and was depressed. Needing dialysis three times a week was a challenge, and she found herself wanting to do nothing more than sleep the day away. Then a girlfriend stepped in. Giving full credit to her dear friend Sharon Bronner, Ms. Barnes notes that it was Ms. Bronner who saw an ad in the Jersey Journal and

called LIFE for more information. She then shared the details with Mrs. Barnes' two sons. They thought the program sounded great and brought their mother to visit the center. Thanks to Ms. Bronner's encouragement and the support of her family, Ms. Barnes enrolled in the program and is very happy to again be leading a purposeful life.

## Giving As Much As She Gets

Cheryl Baez, LIFE director of marketing, couldn't be more pleased that Ms. Barnes is a participant in the program. "She is a terrific person and a natural caregiver. Her enthusiasm inspires all of us. Even though we're taking care of her, she's giving just as much, if not more, than she gets."

When asked about her reputation as a one-woman welcome wagon, Ms. Barnes says with a humble laugh, "I just love people. A lot of people sit in their own shell and don't come out. If I talk to others, they talk back to me. I like to greet people with a happy 'hello' or 'hola'—it lets them know that others are interested in what they have to say." Unsurprisingly, Ms. Barnes volunteered to sit on the Participant Advisory Committee, which works closely with LIFE's management staff to address participant concerns. Even her neighbors in the senior housing development where she resides have commented about the positive change they see in her.

## How LIFE Makes a Difference

Director of Nursing Amie Glasser is pleased that LIFE is able to meet all of Ms. Barnes' needs, both at home and at the center. Ms. Barnes participates in physical, occupational, and recreational therapies; receives dietary guidance for the management of her diabetes; enjoys nutritious hot meals at the center; and benefits from home care. LIFE has provided Ms. Barnes with various assistive devices and equipment to



reduce her risk of falling and to help her live safely in her home. LIFE's Medicaid Specialist has even helped Ms. Barnes access other supportive social services.

Another small but important change in Ms. Barnes' daily routine involves the management of her medications. Before joining LIFE, Ms. Barnes was confused by the different medications she was taking and wonders if she may have been making some errors. She no longer worries about that, noting, "I like the way they divide my medication into morning, noon, evening, and bedtime packages—there's no way for me to mess up and overmedicate myself, and that's such a relief."

In addition to playing bingo and trivia games at the center, Mrs. Barnes was instrumental in forming a prayer group. What started out with five people is now a strong group of 22. Mrs. Barnes says that they set aside about half an hour and pray for others. "I don't know why God put me here," she says, "but working with people makes me feel like I'm doing His work."



To learn more about Lutheran Senior LIFE in Jersey City and nearby areas, call 1.877.LIFE188 (1.877.543.3188) or visit [www.lutheranseniorenj.org](http://www.lutheranseniorenj.org).

## What Lutheran Senior LIFE Provides:

The scope of services provided by Lutheran Senior LIFE will encompass all Medicare and Medicaid services, plus any additional services your individualized care plan includes.

### Services include:

- Primary and Specialty Medical Care
- Medications, Supplies & Medical Equipment
- Hospitalization and Emergency Services
- After-hours care by a physician
- Adult Day Services
- Physical, Occupational & Speech Therapies
- Transportation
- Recreational Therapy & Exercise
- Dietary Counseling
- Personal Care including bathing, hair & nail care
- Hot Meals & Snacks
- In-home Support Services
- Home-Delivered Meals
- End-of-life care
- Support services for caregivers & family members

### To qualify for Lutheran Senior LIFE services in Jersey City, you must:

- Be 55 years or older and able to live safely at home at the time of enrollment.
- Live in the following service areas:  
Bayonne (07002);  
Hoboken (07030);  
Jersey City (07302, 07304, 07305, 07306, 07307, 07310, 07311);  
North Bergen (07047);  
Union City (07087);  
Weehawken (07086);  
Guttenberg (07093);  
Secaucus (07094)
- Be certified to need New Jersey nursing home level of care and want to stay at home.

### Please Note:

As a Lutheran Senior LIFE participant, you:

- You must be enrolled in Medicaid or Medicare or pay privately. There are no out-of-pocket charges if you qualify for Medicaid or both Medicare and Medicaid. Once enrolled, Lutheran Senior LIFE will handle all paperwork and claims for you.
- Must receive primary care and specialist physician services exclusively from Lutheran Senior LIFE.
- May be fully and personally liable for the cost of unauthorized services or services provided outside the Lutheran Senior LIFE program network.
- May disenroll from the program at any time.



October 20<sup>11</sup>

Dear MaryAnn Sager,

My name is AnnMarie, and my husband Brian and I are parents to four beautiful boys thanks to Lutheran Social Ministries of New Jersey. When I was diagnosed with infertility, my husband and I really had to take a step back and decide if we wanted to pursue artificial means or adoption in order to become parents. We both realized that a couple does not need to have a biological child to become a Mom and Dad. You simply need love and perseverance. We are so glad that we chose adoption as a means to pursue becoming a family.

A friend of the family recommended LSM/NJ to us and right from my first contact I knew my husband and I had the right agency. The social worker we spoke to couldn't have been more kind and personable. She started us on the path by signing us up for a free informational meeting. In the following months after the meeting, we met with her for our interviews, paperwork completion, a tour of our home and our home study. We are so fortunate that we found your agency to pursue the adoption of our sons. LSM/NJ provided us with a step-by-step process that expedited the adoption of our boys. Your agency was very supportive and encouraging each step of the way. At the informational meeting in January 2010, we were told that we would be matched within the year, and boy were you true to your word! On December 1, 2010, we received the call that we were waiting, hoping and praying for; that we were matched with our sons!

I will always remember the day we brought our sons home. They were 2, 3, 5 and 8. For the past two years prior to finding a forever family, our sons were separated in the foster care system. The two oldest were together and an hour's drive away from the two youngest, who were together. For that very reason their coming home day was so special; they were finally all together and we had the privilege of being with them. I can still recall the pure joy I felt as I was preparing a bath for my five year old and his two younger brothers on his first night home. The bath water was running and the two little guys were already in the tub. I called downstairs to my five year old requesting him to come up and get in the tub. As he ran up the stairs (while peeling his clothes off), he said, "Hurry, there's no time to waste!" and he couldn't have been more excited. It was at that moment I realized it had been a very long time, if ever, that he had taken a bath with his brothers.



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MaryAnn Sager, MSW, LSW  
Director

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www.facebook.com/lutheranadoption

A Program of Lutheran Social Ministries of New Jersey

ADOPTION  
Program

The ensuing three to four months after the boy's arrival home was an exciting yet stressful time, but things slowly improved in terms of the boys' behavior as they adjusted to the boundaries we set for them. I think our biggest strength as a family was that Brian and I were "on the same page" with our expectations and discipline for the boys. We established a routine for everyone and we realized very quickly how important consistency was in helping the boys' anxiety levels decrease and adjust to their new home. My husband and I were also committed to being the sole caretakers for our children - at least their first year home. We felt it would only add stress by expecting them to adjust to other caregivers in addition to their new parents, new home, being reunited with their brothers, etc... Fortunately, my schedule enabled me to work nights so we could fulfill this commitment.

Now, ten months later, it is all pure joy and it feels like the boys have been here forever. We feel so tremendously blessed. From my nine year old's smile that lights up his whole face; to my six year old's Evel Knievel bicycle stunts; to my four year old's adorable habit of grabbing my hand and kissing it when he walks past me; to my three year old's hugs that will make you feel as if everything is right in the world; well, life is great! My sons have fulfilled my wish, ache and desire to become a mother and for that I will always be grateful. I think that my four year old summed up our feelings best one evening, while we were eating dinner, when he said, "It's really nice having a family."

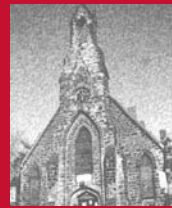
Thank you LSM/NJ, for helping us build our forever family!!

Sincerely, AnnMarie & Brian





# 2011 HIGHLIGHTS



## New Visions HOMELESS DAY SHELTER

From 8:00 a.m. – 4:00 p.m. five days a week (six days in winter), New Visions Homeless Day Shelter provides for those in need of breakfast, lunch, laundry and mail services, shower facilities, clothing, and a food pantry. But during the colder months—many guests leave New Visions with no safe and warm place to get through the night.

Responding to this need in early 2011, New Visions partnered with another non-profit organization, Joseph's House of Camden, to open the "Joseph's House Café." Housed at New Visions, the Café has two primary goals: first, to provide a safe, warm, and hospitable drop-in warming center for the homeless; second, to connect homeless with area social service providers who can offer assistance to the homeless through, but not limited to, veterans services, connection to benefits, counseling services, job and housing referrals, prenatal care, and the like.

Open seven nights a week from 9:30 p.m. to 6:30 a.m., during winter 2011 the Café served 135 different men and women and reached capacity – 45 guests – almost every night. 4,410 simple meals, many more cups of coffee and tea, and thousands more conversations were shared. Continuing the successful partnership between New Visions and Joseph's House, Joseph's House Café re-opened its doors on November 1, 2011, with plans to operate for a full second season until April 30, 2012.

Fifty-five college students from Morrisville State College participated in a Homeless Weekend Retreat Experience during the April 8-10, 2011, weekend. Hosted by New Visions Homeless Day Shelter, the students had the opportunity to hear from individuals who live and work in the city of Camden, volunteer in various roles at the shelter, and make a visit to Tent City. One student commented, "I loved touching the hearts of the homeless...I can't wait to do this again."

Thanks to a \$10,000 grant awarded in 2011 by TD Bank, New Visions will be adding a Neighborhood Network Center. There, guests will have access to computers with Internet connectivity, which will assist them in learning basic computer skills and in finding education and employment opportunities.

*Aaron McCargo, Jr. of ABC's 'The Chew' visited New Visions Homeless Day Shelter in October 2011 to tape footage for a 'Feeding America' segment on the show. Although the segment only featured a few seconds of his visit, it was great exposure on ABC. In this photo, Kevin Moran, executive director of New Visions, was assisting Mr. McCargo with the delivery of items for the shelter while the camera crew was filming.*

### Thank You

#### TO THOSE WHO ARE PARTNERS IN OUR MISSION.

We are grateful to have been awarded the following grants in 2011. This funding is essential to New Visions and enables us to provide vital services to our clients.

Camden County Social Services for the Homeless - \$30,000  
Camden County Human Services - \$13,000  
ELCA Domestic Hunger - \$2,000  
Gannett Newspaper - \$1,500  
TD Bank Charitable Foundation - \$10,000  
United Way Emergency Food & Shelter Grant - \$5,000  
United Way of Camden County Core Community Needs - \$8,000

### Food Network Star

## Aaron McCargo

#### Visits New Visions



# PROJECT HOME

IN JERSEY CITY



In 2011,  
PROJECT HOME  
served 33 women and 35 children.

Project Home, previously known as St. Paul's Shelter, could also be considered a lifesaver and life-changer by those who call it home. Owned and operated by LSM/NJ, Project Home provides transitional housing and an array of necessary support services for 18 women and their children in Jersey City. In addition to a small apartment for each family, the site also includes a communal kitchen and dining facility, administrative offices, classrooms, and meeting rooms.

Project Home was designed as a transitional residence for homeless women who are victims of domestic violence and substance abuse. Helping both mothers and their children free themselves from the orbit of homelessness and addiction requires safe, secure, and affordable housing, coupled with extensive social services.

LSM/NJ partners with two social service agencies with long track records of success to deliver a wide range of services required to meet the needs of resident families, such as:

- Intensive outpatient programs to end substance abuse
- Counseling around the issues of domestic violence and abuse
- Job training and job placement
- Education about parenting, nutrition, cooking, and budgeting
- Help in obtaining permanent affordable housing.

"All three agencies work together as a team. We meet weekly to discuss each resident's progress and problems. Whatever she's struggling with—from managing money to parenting issues—we come up with a way to best serve that resident and help her get back on track," says Deanna Pheribo, administrative assistant at Project Home. "Our goal is to return every resident to independent living and self-sufficiency at the end of 12 months."

## IMMIGRATION & REFUGEE Services

For nearly 25 years, Lutheran Social Ministries of New Jersey has provided low-cost immigration legal services to US citizens and immigrants residing throughout the State of New Jersey. In addition, LSM/NJ has been a advocate on behalf of immigrants and refugees.

In 2011, the program assisted more than 700 people with immigration legal services. These services include but were not limited to representation before US citizenship and immigration services, family reunification and resident status, and assisting victims of persecution and domestic violence. Additionally, the program provides citizenship and civics classes for adult immigrants and refugees residing in Mercer County, English-as-a-Second-Language classes to Burmese & Bhutanese refugees residing in Trenton, and comprehensive employment services to refugees and asylees residing in Mercer County.

Immigration & Refugee Services are offered by appointment at our Trenton office. For more information or to schedule an appointment, call 609.393.4900.







## Redefined Dining

### Incredible NEW Dining Venues Earn Crane's Mill Residents Boasting Rights

Crane's Mill Continuing Care Retirement Community in West Caldwell showcased the latest trends in senior living in November 2011 with the unveiling of the community's newly reinvented dining spaces. "We wanted to elevate our dining venues to reflect the beauty, warmth, and vibrancy of our residents while offering them special places to socialize and enjoy a meal," says Executive Director Craig Karczmer.

Borrowing ideas from top restaurants and cruise lines, Karczmer, working with Director of Food Services Sue Knapp and other professionals from dining vendor Morrison Dining, embarked on an ambitious plan to redefine the community's restaurant, marketplace, and cafe venues. The results of the \$1.7 million reinvention are impressive. Capitalizing on the soaring wooden beam ceilings and arched windows that define the town square's grand foyer, the dining spaces are open, warm, and inviting.

- **Center Stage** features a huge stone hearth oven where diners can gather round to watch Executive Chef Peter Day prepare meals and conduct televised cooking classes.
- The sleek design and open layout of the **Heartwood Café** (right) complements the marketplace's nutritious select-your-own choices.



- The **Candleberry Dining Room** (above) offers full nightly table service.
- For special occasions, residents can make reservations at the upscale **4Five9**.
- At the **Cherry Blossom Lounge**, key club residents can snack on hors d'oeuvres and enjoy drinks in a pub atmosphere.



Crane's Mill

## Fall HEALTH FAIR to Be an Annual Event!

A community health fair first sponsored by Crane's Mill in the fall of 2011 attracted over 200 local residents. More than 12 exhibitors set up displays offering information and educational demonstrations on topics ranging from holistic approaches to wellness, blood pressure checks, bone density testing, cardiac and nutritional education, osteoarthritis, chiropractor, and respiratory care. Due to the overwhelming response, the event will now be held annually as part of Crane's Mill's "Aging Well, Living Well" community education series.

A number of Crane's Mill departments were represented, including Health Care, Assisted Living, and Rehabilitation Services. "All of us who work within healthcare, both here on our staff and the participating vendors are committed to patient education," remarked Beth Sparling, health center administrator at Crane's Mill.

The Health Fair was a great way to not only emphasize the importance of health and wellness to local seniors, but to also introduce them to the benefits of Crane's Mill. "Many people are drawn to Crane's Mill not only because of the quality of our residences, but also because of programs like this," says Karla Traficante, director of marketing. "Special events at Crane's Mill provide wonderful opportunity for them to meet our residents and to learn firsthand ways to lead a healthier lifestyle."



# 0%

## LUTHERAN CARE AT MOORESTOWN EARNED COVETED "ZERO DEFICIENCY" RATING FROM STATE AGENCY



Kudos to the staff of Lutheran Care at Moorestown's Skilled Nursing Facility for earning an outstanding "zero deficiency" status on the New Jersey Department of Health and Senior Services annual survey for healthcare facilities. In assessment lingo, that's the equivalent of scoring 100% or getting an A+.

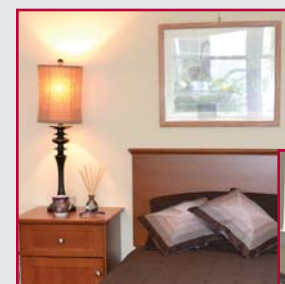
The mandatory state survey is designed to promote and ensure the health, safety, and welfare of the elderly in healthcare facilities. When state assessors visited Lutheran Care between April 25 and May 2, they inspected the facility to record how it measured up to the many regulatory standards required of all Medicare-certified nursing facilities. The lengthy health inspection includes everything from medication management practices to preventing resident abuse and neglect to food preparation and safety. If the inspectors find any violation

of a state or federal regulation, they mark it as a deficiency. On average, skilled nursing homes in the United States receive eight deficiencies in their annual survey. Lutheran Care was one of only a handful of facilities in the state to receive a survey with zero deficiencies.

Paul Cranmer, executive director of Lutheran Care at Moorestown, credits his employees. "I'm so proud of our staff and grateful to them for their hard work and dedication. We strive to offer our residents exceptional care, and I am thrilled that we are living up to these high standards. Our staff was excited to see their hard work recognized and they look forward to once again receiving a zero deficiency survey in 2012."



## Newly Renovated...



In Fall 2011, Lutheran Care at Moorestown cut the ribbon on a new wing of its Grace Assisted Living Center. Comprehensive remodeling and updating of an existing space created ten new assisted living suites, complementing the 46 original suites built in late 2009. Each suite is appointed with a kitchenette, living area, private bath, and peaceful views. There are seven floor plans to choose from and some offer a spacious bedroom and a balcony. A soft, neutral color palette allows residents to customize their apartments in their own style with their own accessories. Grace Assisted Living, along with Hope Rehabilitation and Lutheran Home Skilled Nursing, provides a continuum of care in a warm, friendly, home-like environment. Learn about Lutheran Care at Moorestown's services at [www.LutheranCareatMoorestown.org](http://www.LutheranCareatMoorestown.org).





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Senior Vice President, Housing & Community Services
- FRANCIS J. KARDOS**  
Vice President, Finance & Chief Financial Officer
- MARK BIANCANELLO**  
Executive Director, Human Resources
- MARY ANN CONWAY**  
Executive Director, Fund Development and Lutheran Foundation of New Jersey
- PAUL CRANMER**  
Executive Director, Lutheran Care at Moorestown
- LEE DOTY**  
General Counsel
- BETH EICHFELD**  
Executive Director, Lutheran Senior LIFE at Jersey City
- BETH GEBHART**  
Executive Director, Community Services
- CRAIG KARCZMER**  
Executive Director, Crane’s Mill Continuing Care Retirement Community
- JASON KONEK**  
Executive Director, Project Development & Plant Operations
- RUTH LEWIS**  
Executive Director, Marketing

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DAVID W. SCHOENHERR  
Celebrating 12 Years of Service on LSM/NJ Board of Trustees

At the end of 2011, David Schoenherr completed his 12-year term of service on the LSM/NJ Board of Trustees. We extend to David our sincere appreciation for his role in shaping our organization and for his participation on the Housing and Financial committees, as well as serving as Treasurer for six years. As a retired banker of PNC Bank, Philadelphia, he will continue to support the organization by serving on the Lutheran Foundation of New Jersey Board. David credits the tremendous growth at LSM/NJ to the leadership and vision of Jerry Nugent and the direction of its Board.



2011  
SCRAPBOOK



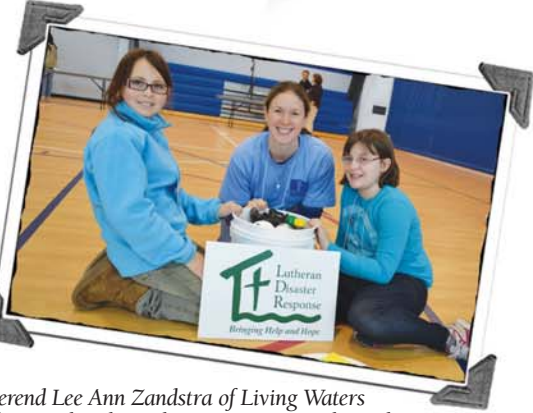
Raising a toast in September 2011 to celebrate the opening of 10 new Assisted Living Suites at Lutheran Care at Moorestown.



Emily DeHart (12), Zachary Bornyas (13), and Emily Fleisher (12) turned a regular community service project into an act of kindness for the guests at New Visions Homeless Day Shelter in Camden. They collected 143 ‘Shoebboxes for the Homeless.’



Jerry Nugent, Peg Bucci, and Beth Eichfeld of LSM/NJ join President and CEO of LibertyHealth Joseph Scott in a photo at the one-year anniversary celebration of Lutheran Senior LIFE in Jersey City.



Reverend Lee Ann Zandstra of Living Waters Lutheran Church in Flemington, NJ, works with youth group members Evelyn Zizelmann (left) and Hanna Goldfarb (right) to assemble flood buckets.



Pat and Jeff celebrate the finalization of their son’s adoption



Beth Gebhart (right) delivers food donations to members of Trinity Lutheran Church in Jersey City for their food pantry.



LSM/NJ management and Board members join township and construction officials in a ceremonial groundbreaking for the organization’s new corporate office.

**We’re Moving!**  
Our new home will be located at the corner of Manhattan Drive and Elbow Lane – just blocks from our current location.  
As of May 2012, our new corporate address will be:  
**3 Manhattan Drive, Burlington, New Jersey 08016**  
Our staff phone numbers, as well as main phone number, 609.386.7171, will remain the same.



## *Our Mission:*

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.



LUTHERAN SOCIAL MINISTRIES OF NEW JERSEY  
[www.lsmnj.org](http://www.lsmnj.org)