

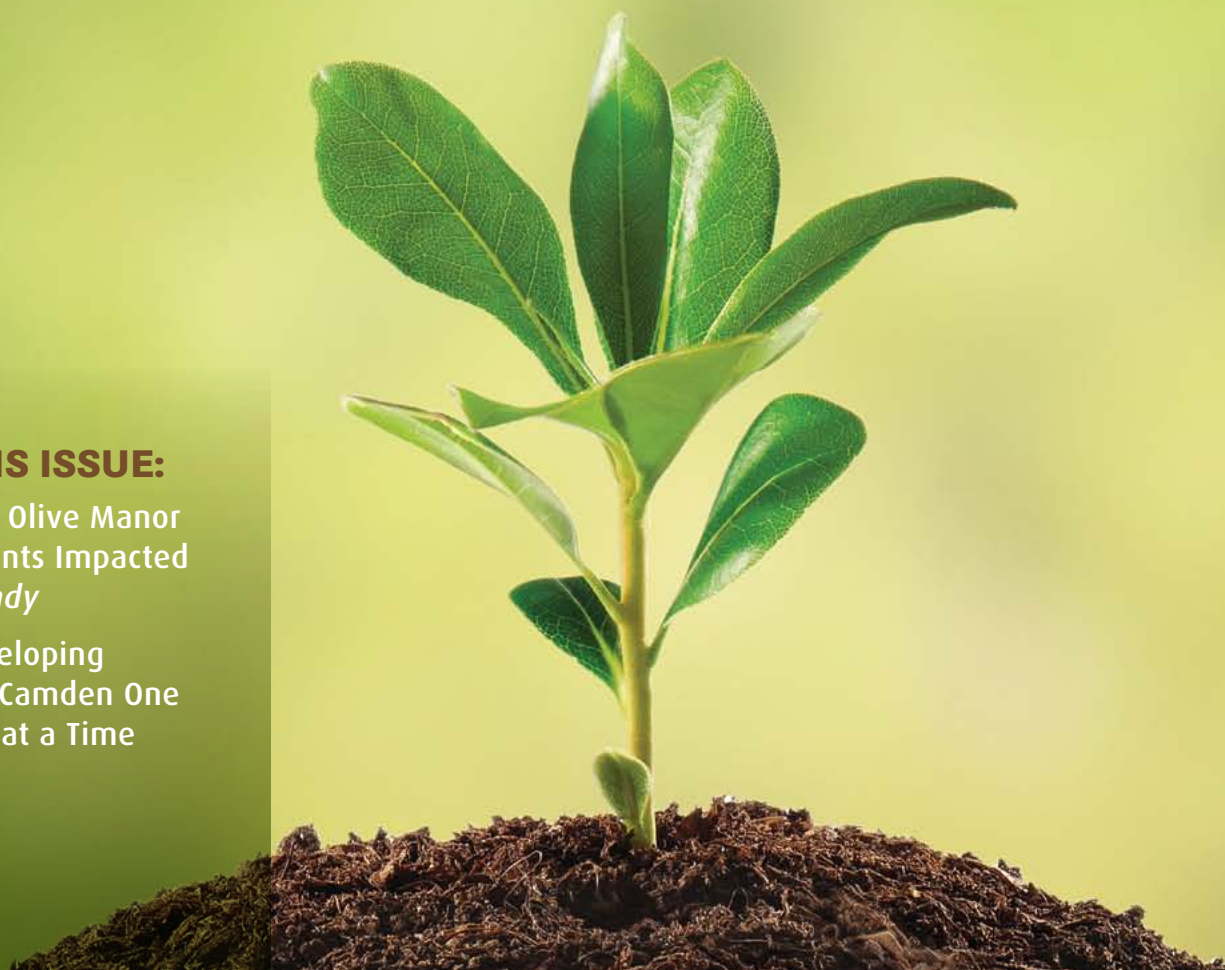


2012 ANNUAL
REPORT TO THE
COMMUNITY

... And One
to Grow On

IN THIS ISSUE:

- Mount Olive Manor Residents Impacted by *Sandy*
- Redeveloping North Camden One Home at a Time





2012 REPORT TO THE COMMUNITY

- 1 Letter from the President & CEO
- 2 2012 Highlights & 2013 Projects
- 4 LSM of Camden
Seeds of Hope
- 10 LSM/NJ Adoption Program
Four Siblings Find A Loving Home
- 12 Behind the Lens
Portrait of the Immigrant Experience
- 13 Crane's Mill
Learning Sessions
LSM/NJ Foundation
- 15 Project Development
- 16 Board of Trustees
Management Team
- 17 LSM/NJ Corporate News

Special thanks to those who have contributed to the production of this publication.

CONTRIBUTORS

Barbara Fullerton, Heather Kato, Genene Morris, Thomas Ragusa, Lorraine Seabrook

EDITORS

Heather Kato, Ruth Lewis, Barbara Noe

PHOTOGRAPHY

Maggie Bucci, Michael Howard, Heather Kato, Brandon Rechten

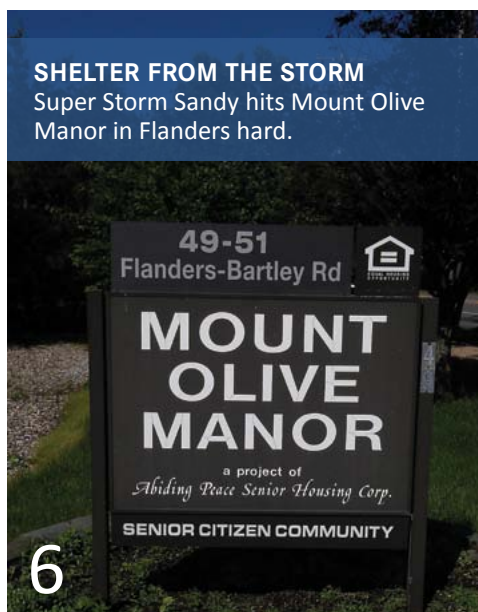
PRINTER

RMS Graphics



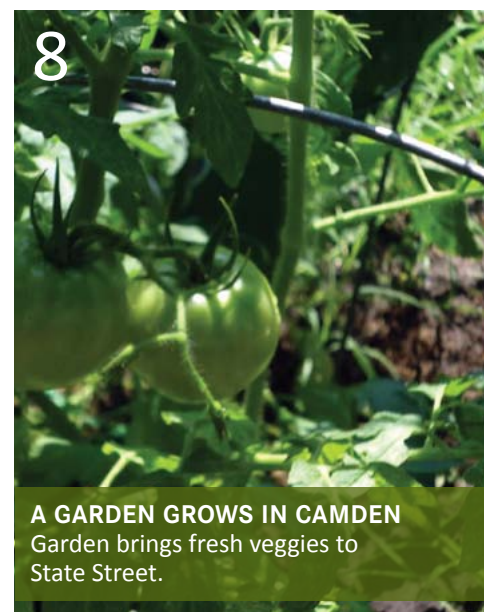
A NEW LOOK FOR LSM/NJ

Re-branding and updating the identity of LSM/NJ was a huge undertaking in 2012. However, it's not the first time a new look was introduced. See how LSM/NJ's logo has evolved.



SHELTER FROM THE STORM

Super Storm Sandy hits Mount Olive Manor in Flanders hard.



A GARDEN GROWS IN CAMDEN

Garden brings fresh veggies to State Street.

MESSAGE FROM OUR PRESIDENT & CEO

... And One to Grow On



In last year's Annual Report, I described 2011 as "dramatic." I never expected 2012 to surpass it with historic devastation statewide from what has been referred to as Super Storm Sandy. Thousands of people were seriously affected by the storm. Even residents within our programs directly felt the impact.

We at Lutheran Social Ministries of New Jersey (LSM/NJ) find comfort in knowing we were able to help many during the storm's crippling aftermath and will continue to do so over the months ahead. If there is a silver lining to the challenges resulting from the storm, it's the opportunity for our organization to help rebuild lives and further demonstrate our dedication and genuine care for the people we serve.

Looking back over 2012, we saw much growth and change within our organization. So it seemed fitting to title this year's report ... **And One to Grow On**. For us the year was a celebration of LSM/NJ's milestones and accomplishments, as well as a stepping stone for all that is to come in 2013 and beyond. Even in programs where there weren't significant changes, the consistent day-to-day work and quality caring for residents and program participants remained strong, thanks to our financial soundness and commitment to our mission.

An important sign of LSM/NJ's growth was the rebranding of our organization this past spring. We embraced a new logo and brand identity that we expect will carry us well into the future. It opened the door for us to incorporate new types of marketing and for each of our anchor programs to revitalize their visual brands as well.

This is an exciting time to be part of LSM/NJ – whether you are a board member, an employee, a client, or a partner in delivering our mission. 2013 promises to be a productive year, and we all look forward to continuing our ongoing programs and adding new opportunities to address the needs of residents across New Jersey.

Sincerely,

Jerold Nugent, President & CEO

2012 FINANCIALS

Year Ended December 31, 2012

- Total LSM/NJ revenue for 2012: **\$69,772,676**
- Uncompensated services and Charity Care: **\$14,790,239**
- Total number of employees – **718**

To view our organization's yearly 990 forms and annual audits, visit www.lsmnj.org/about-us/financials/.

LSM/NJ PROGRAMS & SERVICES

AFFORDABLE HOUSING

Affordable Family Housing
Affordable Senior Housing

COMMUNITY OUTREACH SERVICES

Adoption Program
Community Partnering
Immigration & Refugee Services
Lutheran Disaster Response
Lutherans Feeding Friends
New Visions Homeless Day Shelter

COMMUNITY RESIDENTIAL SERVICES

Lutheran Home for Children
Luther Haven
Piscataway Community Residence
Project Home
Sayreville Community Residence

PROJECT DEVELOPMENT & MANAGEMENT SERVICES

Community Redevelopment
Housing Development
Housing Management Services
Professional Management & Planning Services

SENIOR HEALTHCARE & RETIREMENT LIVING

Crane's Mill
Lutheran Care at Moorestown
Lutheran Senior LIFE at Jersey City

Reflections



ONCE A YEAR, we take this opportunity to look back at the accomplishments that have allowed us to grow as an organization.

LSM/NJ SHARES ITS “SEEDLINGS” FROM 2012:

- 1** **Lutheran Senior LIFE in Jersey City** progressed from being a start-up to a healthy and ongoing program that is making an impact in the lives of both senior participants and their families.
- 2** LSM/NJ acquired 13 vacant lots in Camden from the New Jersey Housing and Mortgage Finance Agency (NJHMFA). The lots will be developed to provide affordable home ownership opportunities through **LSM of Camden**.
- 3** A new **LSM/NJ Corporate Administrative Office** was constructed in Burlington, NJ. The two-story, 15,000 sq. ft. building is situated on 8 acres and home to more than 50 employees who provide administrative support and manage operations for all of LSM/NJ programs and services. The new building was designed to accommodate and meet the organization’s anticipated level of growth and expansion.
- 4** LSM/NJ’s **Lutheran Disaster Response** provided flood buckets, food, clothing, and personal hygiene products to congregations and individuals in areas hit hardest by Sandy. Grants were also provided to assist storm victims in rebuilding homes and lives.



2013

... AND ONE TO GROW ON PROJECTS BEING CULTIVATED

- **New Visions** will be seeking additional grant opportunities to expand services for Camden’s homeless.
- LSM/NJ’s work with **Lutheran Disaster Response** will continue to provide assistance and grants to those affected by Sandy. A dedicated disaster recovery coordinator will join the LSM/NJ team to respond to the needs of state residents who require further assistance and resources during the extended recovery process.
- A facility expansion is planned for **Lutheran Care at Moorestown**. A new two-story wing will be added, housing 48 private-care beds. Additionally, renovation to an existing wing will convert all semi-private rooms into 42 private rooms. Dining and recreation areas will be greatly enlarged on both resident floors. A zoning application was filed in early 2013.

Lutheran Care at Moorestown expansion



- A new, revitalized **website** is coming for LSM/NJ. Fresh visuals, easy navigation, valuable content, and user-friendly tools will make it an engaging online experience.
- Affordable housing and senior care **development projects** in Bordentown, Camden, Cinnaminson, and Washington Glen will begin to take shape over the course of 2013.

1945 – 2012

The Evolution of the LSM/NJ Brand



2012



1990



1974



1945

WE ARE POSITIVELY CHANGING. LSM/NJ is evolving and growing in response to changes impacting residents across New Jersey. In support of new initiatives and strategic directions, the LSM/NJ “brand” was updated in 2012 to better reflect our public presence as the social services leader people currently count on.

As a first step, Munroe Creative Partners—the firm partnering with LSM/NJ on this project—initiated market research to collect input from a variety of audiences. A key finding, stated in their resulting report, provided a clear direction for the work to follow.

“... the mission is what ties all of LSM/NJ’s programs and services together, and—although the organization will grow and change in the future—the mission will remain the same. ... Many respondents feel it is the mission that has allowed the organization to maintain the personal, hands-on feel that is at the heart of the organization’s reputation.”

Munroe made a point of saying that they had never worked with an organization where there was such a strong, positive consensus about the mission being its enduring foundation, independently expressed in both focus group remarks and individual conversations.

Creative concepts for a logo and other brand elements grew from this and additional core findings:

- LSM/NJ team members have a genuine synergy with the mission—they believe in it and want to help and serve others.
- Most employees find comfort in the fact that LSM/NJ is faith-based.
- Research participants were overwhelmingly proud to be conduits of the mission and want others to recognize LSM/NJ’s dedicated efforts across the state.
- LSM/NJ is constantly changing and growing to better fulfill the mission.

The new corporate branding was received with such enthusiasm that spin-off projects to update brands for anchor programs were initiated. The resulting family of logos, taglines, and other identifiers are provided for your review below. Watch for our new looks as a gradual rollout of this LSM/NJ family of brands continues through 2013.





SOWING SEEDS OF HOPE ONE HOME AT A TIME

Darria Cole and Lisbeth “Liz” Roque are in a conference room at the offices of Lutheran Social Ministries of Camden (LSM Camden), a unique affordable housing program run by Lutheran Social Ministries of New Jersey (LSM/NJ). They are deep into a lively conversation about food.

Ms. Roque, the social service coordinator of LSM Camden, is advising Ms. Cole, a resident of the community, on how to prepare *pernil*, a traditional Puerto Rican roasted pork dish. Animated in her hand gestures, she rattles off a litany of seasonings to use in a marinade for the pork.

“Get lots of fresh garlic and put it in a blender. Make it into a paste. Then rub it and the other seasonings into the roast. Don’t be afraid to use your hands,” Ms. Roque admonishes. “You’ve got to become one with the meat.”

And let us not grow weary of doing good, for in due season we will reap, if we do not give up.

GALATIANS 6:9

CAMDEN REVITALIZED:
The 400-block of State Street
is now a blossoming community.

“All this talk of food is making me hungry,” Cole declares with a chuckle.

It’s this kind of down-to-earth way of engaging residents that has garnered the staff of this program the respect of the people who live here. LSM of Camden has revitalized a once-rundown neighborhood of abandoned buildings into a vibrant rental community of 92 homes scattered throughout a 10-by-6-block area of North Camden.

Karen Lang, LSM of Camden’s property manager, knows firsthand how challenging it was to gain the residents’ trust. In September 2006, LSM/NJ was approached by the New Jersey Department of Community Affairs and the New Jersey Housing and Mortgage Finance Agency to manage scores of North Camden homes that had been part of the North Camden Land Trust. When LSM/NJ took over and created LSM of Camden, Lang says they quickly discovered that many of the homes were uninhabitable. The “before” pictures show exactly how dire the situation was: roofs with gaping holes, rotting floorboards, and boarded-up windows. Working with architects, contractors, and state and city officials, LSM of Camden helped turn things around in a matter of two years.

“It was a huge undertaking,” says Lang, who remembers going door to door with fliers to invite residents to meetings. “We came

here as strangers. There was some anger and resentment. We had to ask them to change the locks on their doors so we could have access. We had to bring everything up to code, which in some cases meant moving tenants into different units,” says Lang. But when the residents saw for themselves the quality of the repairs and how committed LSM of Camden was to improving the community, they eventually came around. “They saw that we were here to help.”

Key to that trust, Lang explains, was LSM of Camden’s dedication to honoring its commitments. “We try to make everything the way it should be and the way we say it will be. When we sign lease agreements, it’s not just the residents who have to keep their end. We have to keep our promise, too.”

Since taking over the \$22 million project, LSM of Camden has restored or built 92 one- to five-bedroom homes, including two modular units that were added in 2012, which house 300 residents. Each two- or three-story structure features new windows, doors, and roofs; water- and energy-efficient appliances; renovated kitchens and bathrooms; and washer/dryer hook-ups.

Part of what makes LSM of Camden so special is the presence of Roque, a Camden native of Puerto Rican descent. The bilingual Rowan University graduate helps tenants by identifying and linking

them with the support services they need, providing them with career and financial counseling, and arranging health workshops and screenings.

In addition to the services it provides for residents, LSM of Camden also runs a summer camp for children in the community and, in 2012, developed a vegetable garden. With the support of LSM/NJ, staff members help to coordinate the annual visit from Santa Claus and

long-term tax write-off. In addition to benefiting investors, there’s an added plus for residents, explains Lang. Unlike most other affordable housing programs, LSM of Camden tenants’ rent won’t increase as their incomes do. This means that tenants “have the ability to save and perhaps, one day, purchase their own home,” she says.

Indeed, this program sows seeds of hope. For Cole, her dreams were realized



“My house itself, I love the way it came along. They really fixed these houses up.”

~ Ms. Cole, LSM of Camden tenant and her grandson

provide residents with donations of clothes, Christmas gifts, Easter and food baskets, and backpacks and school supplies.

But what is perhaps the most unique aspect of the program, according to Lang, is the fact that LSM of Camden is a low-income housing tax-credit property, where investors who provide funds for rehabilitation and new construction receive a

when she became a tenant of LSM Camden. A native of Philadelphia, she was in the process of taking custody of her grandkids—a girl, Summer, and a boy, Shyeem—but she needed a three-bedroom apartment to do so.

“It was by God’s grace that my application went through, when it did,” says Cole. In the five years since Cole moved into her home, she has taken custody of

continued on page 14



REBUILDING AFTER THE STORM, IT TAKES MORE THAN JUST MANPOWER

THE WEATHER REPORTS were ominous. A dangerous super storm was barreling its way up the Eastern Seaboard and was expected to hit the Northeast in late October 2012, bringing with it gale-force winds and heavy rain. Caribbean nations like Jamaica and Cuba had already felt the fury of this monster storm, and now it was threatening the East Coast.

At Mount Olive Manor, an affordable senior housing community in Flanders, New Jersey, run by Lutheran Social Ministries of New Jersey (LSM/NJ), property manager Carolyn Swenson and her staff were busy preparing for the storm that, in the days leading up to its arrival, had earned the nickname “Frankenstorm.”

“I had an emergency plan in place,” for the facility, which consists of two buildings —Mount Olive Manor I and II,” Swenson says. “We’d been through power outages before. I had two standby generators, one for each building, which powered the elevators, the emergency lighting, and the hallway lighting and kept the office open and the heat on.” Flashlights were purchased for the

110 residents of the two buildings; the generators were serviced; and the buildings’ superintendent, Diego Aquino, arranged to stay on-site overnight. “People expected to be a little inconvenienced by no power, but we didn’t expect what happened.”

When the storm made landfall in New Jersey and New York on October 29, 2012, it unleashed a torrent of wind and rain that left in its wake dozens of people dead; billions of dollars in property damage; floodwaters that filled entire cities like swimming pools; downed trees and utility lines that left millions without power and telephone service; widespread gas shortages; and crippled transportation systems.

At about 1:30 a.m. October 30, Swenson received a call from Aquino. A large portion of Mount Olive Manor I’s roof had been blown off, and water quickly penetrated the ceiling of apartments on the top and bottom floors. Both buildings, which are subsidized by the federal Department of Housing and Urban Development, lost power and were running on generators.

“The weather was still pretty bad,” says Swenson. “Diego and I agreed that as soon as daylight came I would come.”

But getting to work was easier said than done. “It took ... almost four hours with all the trees down. I drove over 140 miles one way to get there,” Swenson says of her normally 35-minute commute.

When Swenson arrived, some displaced residents had taken refuge in the building’s “little community room,” she and Aquino assessed the damage, noting that 37 apartments had sustained water damage and more than half of the roof had either blown

away or peeled back. Some apartments were completely soaked, and barrels had been used to catch water that “was still dripping in the lobby.”

Though remediation efforts began quickly, all 60 residents of Mount Olive I were told they needed to leave. “It simply wasn’t safe,” says Swenson. Swenson and her staff worked to ensure that each person had a place to go.

All but 14 tenants went to stay with family. Those who didn’t have anywhere to go were initially transported to a makeshift shelter run by the American Red Cross in a skating rink in Morris Township. When residents complained it was too cold there, Swenson arranged to have them brought back to Mount Olive Manor II’s community room where cots, provided by Flander’s Fire Chief Fred Detoro, were set up.

Tenants of Mount Olive Manor II rallied around their fellow residents, providing meals and allowing them to shower in their apartments. And when neighbors in the surrounding area learned

of Mount Olive Manor’s plight, they too helped out. “Different churches ... brought food to us. The Mount Olive football team brought over boxes of Steak-umms ... and we had individuals from the neighborhood right by us ... they brought us food,” says Swenson.

LSM/NJ’s corporate office also sent staff members with blankets and groceries to Mount Olive Manor and other affected LSM/NJ programs. And because many gas stations lost power, they sent supplies of gas to staffers so they could get to and from work and to residents who needed to travel to doctors’ appointments.

When Mount Olive Manor tenants appeared despondent over their living conditions, Swenson arranged for LSM/NJ’s Lisa Barnes, Director of Community Partnering and Advocacy, and Beth Gebhart, Executive Director of Fund Development & LSM/NJ Foundation to come and offer comfort and spiritual guidance to them. Though power had been restored to both buildings within a week, the staff realized it would be several

weeks until displaced residents could move back home. Concerned for the residents’ well-being, Gebhart arranged to have them wait out the renovations at Crane’s Mill, a continuing care retirement community in West Caldwell, owned and operated by LSM/NJ. There they stayed until December 13, when Mount Olive Manor I reopened.

STATEWIDE DISASTER RESPONSE
Efforts at Mount Olive not only reflect LSM/NJ’s mission and the compassion it has for the people it serves, but also the organization’s commitment to help alleviate the suffering of Sandy victims throughout New Jersey.

Serving as LSM/NJ’s New Jersey Coordinator for National Lutheran Disaster Response, a collaborative ministry of the Evangelical Lutheran Church in America, which helps people in times of natural disasters, Barnes reports that LSM/NJ has been working with long-term recovery groups to assist those significantly impacted by the storm.

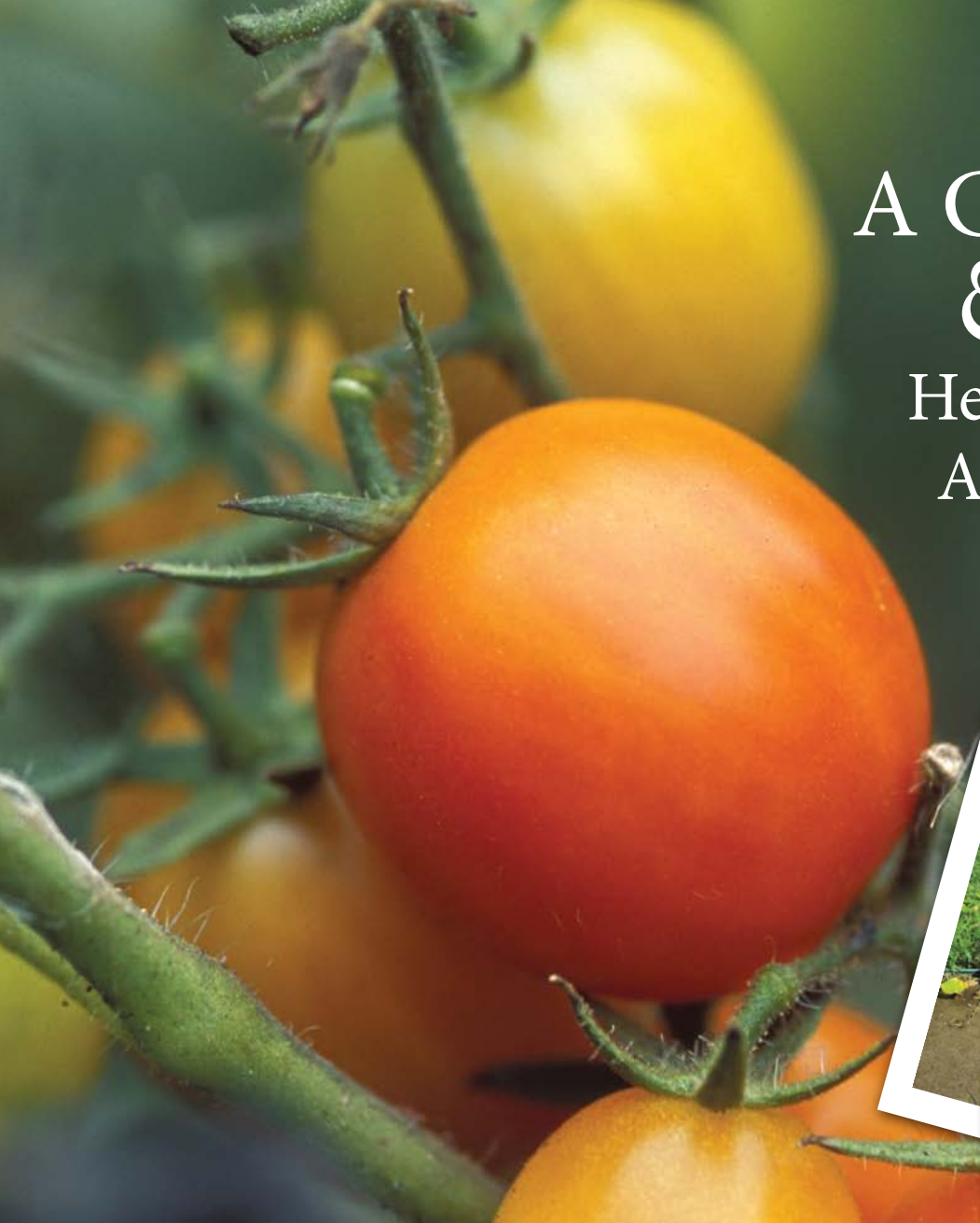


LEFT: Mount Olive Manor I residents (and sisters), Marie Megna and Gloria Ruggerio, were temporarily displaced due to Sandy’s heavy rain and winds. **CENTER:** Mount Olive Manor Staff (L to R): Freddie Williams, Karen Feldman, Carolyn Swenson, Robin Schloesser, and Diego Aquino. **RIGHT:** Super storm Sandy peeled away the roof of Mount Olive Manor I like a can opener.



A GARDEN & CAMP

Help to Regrow A Community

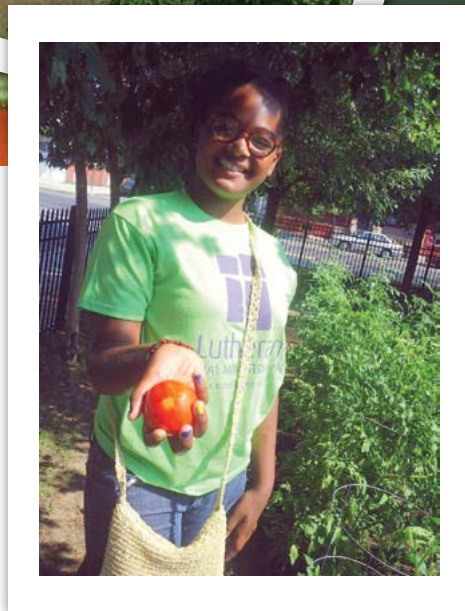


North Camden is an area whose past reads like a Langston Hughes poem. Its story—marked by crushing poverty, high crime, and a riot that blighted the city decades ago, leaving it tattered and scarred—is one of suffering, struggle, and pain. Yet, in the midst of the gloom, there is the promise of better days.

Enter Lutheran Social Ministries of Camden (LSM of Camden). Since moving into the community more than five years ago, the staff of this affordable housing community has worked with tenants to improve their quality of life.

LSM of Camden has helped to change the fate of this previously rundown neighborhood. Working with skilled professionals, LSM of Camden has ensured that the once-dilapidated buildings lining the streets, including those in Camden's State Street Historic District, received the critical structural repairs that rendered them safe and the cosmetic enhancements that beautified them inside and out.

"We want to cultivate a sense of community," says Karen Lang, LSM of Camden's property manager. Lang has worked for LSM/NJ for more than 10 years and has been with LSM



TOP PHOTO: *LSM of Camden campers take turns watering the vegetables.*

ABOVE: *Autumn Woloshin proudly displays a reward from the garden.*

of Camden since its inception. "We understand our tenants' needs and want to help them create a better community." That desire to help led to the development of LSM of Camden's free Summer Camp Program for the children of the neighborhood in 2011.

"Karen had mentioned that there was a camp at her prior workplace," says Lisbeth Roque, LSM of Camden's social service coordinator, who provides counseling support to tenants. "From there, the idea for the camp evolved."

With assistance from LSM/NJ, funding was secured from private donors to support the camp. In addition, the City of Camden's Bureau of Recreation supplied free lunches for camp participants. In all, 15 children ranging from age 5 to 13 were registered for the six-week-long camp, which ran from 10 a.m. to 2 p.m. every weekday between July 9 and August 13. Offering indoor and outdoor activities run by Roque, another counselor, and an assistant, the camp expanded in 2012 to include a gardening program.

Located outside the fenced-in yard of the now-closed Grace Lutheran Church on State Street in North Camden, a vegetable garden comes to life in the spring and summer months with plants that bear green peppers, squash, jalapenos, zucchini, tomatoes, and basil. In the warm weather, it buzzes with children and adults alike who help to care for the plants and, when the time is right, harvest their produce.

The camp and garden have been well received by community members who say both programs serve as examples of how much the LSM of Camden staff cares for them. "What we have in this development is a blessing. I love that they always have an activity going on in the summertime," says Crystal Coleman, a nine-year resident of LSM of Camden. As the mother of six children, ranging in ages from 19 to 1, she appreciates that they have a safe place to go when school is out and



A single rose blooms within the LSM of Camden garden and serves as a symbol of the strength and resilience in a community that will come back stronger than ever

that she knows the people with whom her children are interacting.

Coleman is especially enamored with the garden program, in which her children also took part. "They would come home with something different every day. I had fresh green peppers and basil. It's different when you bring it from the ground. The smell is totally different," she says. The fresh produce, which she used in spaghetti and potato dishes, "makes a big difference in the taste."

Gwenevere ("everybody calls me Gwen") Davis doesn't have young children but says she is grateful for what both programs have done for the community. "Liz comes out in the morning knocking on the doors, gathering up the children, bringing them to the program, making sure they have lunch, getting them back home," says Davis. "I come and stick my head in and see what they're doing. Everybody says I'm nosy, but I just want to see what's going on. They have their little arts and crafts and stuff like that. I think it's good." And the garden, Davis says, was such a hit with her and the other neighbors

that in 2013 she plans on helping out. "It's got to be early in the morning, before the sun comes up. I remember how hot it was in the summer—I don't do heat well," she says. Despite the heat, "the vegetables were delicious. I used them to make spaghetti, meat loaf, salmon cakes..."

The success of both programs is a source of great satisfaction for Lang and Roque, who say they would love to see the programs expanded to include field trips for the camp-goers and a greater variety of fruits and vegetables for the garden, noting that the residents have already chimed in with requests for eggplant and collard greens.

"It's not just our job," says Roque. "You become part of the family. It's the relationships you build with the residents and the children. You want to see them grow up, graduating from high school, going to prom, going to college."

With the development of these programs, the LSM of Camden staff members are working to nurture the children of the community, just as those children have been taught to care for the garden.

A trip to the offices of LSM of Camden during the waning days of the fall finds the garden dormant. Enclosed behind a locked wrought-iron fence, the once-abundant plants have begun the process of shriveling and dying, save for a few hardy peppers.

On the other side of the vegetable plants, a lone rose has bloomed. It's a brilliant shade of fuchsia and seems to stand in defiance of the chilly December air. The rose serves as a symbol of the strength and resilience of a community that has experienced unspeakable hardships and is a reminder that just like the garden in the springtime, this growing neighborhood will come back stronger than ever.



Where Loving Hearts Preside

a portrait of adoption

Children do not ask to be born, nor do they know what to expect from life. They learn what they live, and their circumstances affect who they become. Every day, the more than 100,000 children in the United States who are currently in foster care awake with hope—hope that today is the day they will be found by an adoptive family. In other homes across America, there are couples hoping to expand their families through adoption.

At LSM/NJ, the adoption program staff are committed to matching families with children. Being able to place children in a loving, permanent home is the ultimate success. MaryAnn Sager, MSW, LSW, director of adoption,

explains that unlike a foster agency, LSM/NJ facilitates the placement of children who are legally free for adoption, meaning that they stay in their adoptive homes and are not returned to their birth parents, whose rights have been severed. LSM/NJ is one of the few agencies that provides a waiting child program. “Waiting children” are those who have been removed from the care of their birth family due to neglectful or abusive circumstances. They are in the custody of the state in which they reside and live in foster or residential facilities. LSM/NJ uses AdoptUSKids, a digital service of the U.S. Children’s Bureau, to help connect adoptive families throughout the country.

Diane D’Agostino, MSW, LSW, adoption counselor with LSM/NJ, notes, “It’s a whole different way to adopt and much less expensive than infant adoption. For people who want to help out kids who are considered special needs because of circumstances, learning issues, or the level of care needed, this is an excellent choice. Many states will cover a lot of the initial expenses and all provide a monthly stipend for children under 19.”

D’Agostino explains that there is a tremendous need to find suitable families who will adopt older children and sibling groups. While the adoption process is understandably complex, the rewards are immeasurable.

Meet the Forster Family:

What once was just Matthew Forster, Roseanne Nicolucci, and their five-year-old son John Paul (JP), this family of three grew exponentially when they welcomed Jae (age 11), Jasmine (age 7), Xiomara (age 4), and Beatrice (age 3)—four sisters from Texas—into their home and hearts earlier this year.

- Q:** Adopting a child is an ambitious undertaking; adopting four is borderline miraculous. What was it about these girls that made you believe you were meant for each other?

A: ROSEANNE: Divine intervention. Matt and I weren’t sure what we should do when we were presented with the opportunity to parent our girls. We talked a lot about it and were nervous about taking in four children. Then I started to feel like this was the plan God had in store for us—that He meant for the girls to be part of our family, and we gradually accepted the idea and moved forward. I feel very blessed. I want people to know though... we’re not saints. We lose our patience with our kids and parent just like everyone else.

Q: It must have been difficult to explain this process to JP. How did you handle that?

A: ROSEANNE: We tried to explain to him (on an age-appropriate level) that we were adopting the girls because we wanted him to have siblings, and at the same time wanted to give a permanent family to children who didn’t have one. We took him with us when we went to Texas to meet the girls. I think all the children were scared because they didn’t know what to expect. Seeing each other in person really helped. The girls liked that we came to visit them in Texas. Jae and Jas told us
- that after they met us they were less scared but were still nervous about flying and moving to a new state and going to a new school.

Q: What kind of preparations did you need to make before the girls’ arrival?

A: ROSEANNE: We had to prepare ourselves and our families emotionally based on the information we had; then we adjusted as the changes came to fruition. We revamped our house: John Paul changed rooms, we painted and decorated all three bedrooms, and we built a tiny loft for our cats (who were displaced from their “room”). We chose schools and got the girls enrolled, we set up doctor and therapy appointments, and we made contacts regarding developmental doctors in case those were needed. We also sent letters and pictures to the girls, went to visit them, and spoke with them a few times via the phone.

Q: Now that everyone’s living together under one roof, how are the kids feeling?

A: ROSEANNE: They’re all adjusting well. The girls like our dog Mocha and our cats Peanut and Ginger, playing with toys, reading books, playing outside and blowing bubbles, and going on vacation. JP says that the hardest thing about his new sisters is all the noise and sharing his
- toys. The best thing is experiencing things with them that they’ve never done before. For example, this was the first time the girls were allowed to go trick-or-treating on Halloween.

Q: What are your hopes and dreams for all your children?

A: ROSEANNE: Matt and I want them to grow up happy and knowing that they are loved—to enjoy their childhoods and be able to look back on the changes that have occurred this year and know that it ultimately made us a strong and loving family.

Q: What message would you like to send to the general population who may know very little about the adoption process and the extreme need in our country right now?

A: ROSEANNE: There are so many children available for adoption through the foster care system in the U.S. Many people want to adopt infants or younger children, but most children in foster care are not infants and when they don’t get adopted it is extremely difficult for them to make it on their own. The statistics reveal the sad fact: many foster children who ‘age out’ of the system often make poor life choices and wind up in jail, battling addiction, or dead. Why are we letting this happen? These kids are in the foster system through no fault of their own. Their biological families could not care for them, so it’s our responsibility to step in and do that.

Oliver’s pillow was smoothed by gentle hands that night; and loveliness and virtue watched him as he slept.

~ CHARLES DICKENS, OLIVER TWIST

To help educate the public, Lutheran Social Ministries of New Jersey holds an information meeting on the first Tuesday of every month from 6:30 to 8 p.m. in the main Burlington office. If you or someone you know might be a good candidate for becoming an adoptive family, please go to lsmnj.org and click on Adoption Program under “Programs and Services.”

Behind the Lens

BY DANIEL WILKINSON



DANIEL WILKINSON
Former Job Developer for
LSM/NJ's Immigration &
Refugee Program

Although I am not an immigrant myself, I have experienced both the joys and the challenges of living in a foreign culture and also readjusting after being gone for several months or years. These experiences, as well as my experience at LSM/NJ with helping refugees navigate American culture and the job search process, have given me a deep appreciation and interest in the stories of immigrants and refugees.

I captured this photo on October 26, while participating in **Philly Photo Day**, an event organized by a nonprofit called Philadelphia Photo Arts

Center (PPAC). The PPAC invites anyone to submit one image on that day, taken somewhere within Philadelphia.

My goal on **Philly Photo Day** was to capture an image that would represent the immigrant face of Philadelphia. I headed down to an area of South Philly which has long been known as an immigrant neighborhood. Not far from the famous Italian Market, this area now is home to many immigrant populations, including Mexicans, Cambodians, Vietnamese, Burmese and Bhutanese. I went to a park at 6th & Ritner that is across the street from a Buddhist temple and hoped that something would jump out at me. I was not disappointed.

When I saw what appeared to be four young Buddhist monks with tattoos taking a smoke break on a street corner, I knew there must be more to the story. Turns out I was right. They weren't monks; they were

Cambodian-American teenagers—children of refugees who had survived the Killing Fields during the Cambodian genocide of the Khmer Rouge. They had grown up in the tough neighborhoods of South Philly, and were clearly as much hip-hop culture as anything else.

Nearing the end of high school, they didn't seem to feel they had a lot of options. "I hope I can get a job" one of them told me when I asked him what his plans were. When I asked why they were dressed in the orange robes, a tragic story emerged. One of the teenagers, who had an arm full of Philly-themed tattoos as well as the word "Family" tattooed on his chest, explained they were participating in a two-day mourning ritual for a cousin of his—a young Cambodian man who had been shot. After a few minutes, they had to go back inside the temple to continue the funeral service.

I walked away, feeling the weight of the ironies and tragedies that are often a part of the immigrant experience. I thought about the Burmese and Bhutanese clients that

I have worked with in Trenton, NJ—some of whom have been the victims of violent crimes since being resettled in the US. I wondered what life would be like for the kids of my clients. Will they get an education? Go to college? Start businesses and take care of their aging parents? Or will they get caught up in the drugs and violence that often characterizes the communities they live in?

Speaking to these Cambodian teenagers was a fresh reminder of the importance of not just "welcoming the stranger" but walking alongside them for the long haul. I have been privileged to work at LSM/NJ, an organization whose core values I admire. I have no doubt that the work I did on a daily basis, helping refugees obtain employment and visiting with them in their homes, will make a difference in their lives for years to come. I hope to continue finding opportunities to listen to the stories of immigrants near and far and to create beautiful images that tell of their joys and their struggles.

Crane's Mill Shines as Learning Resource for New Jersey Seniors



MIKE MAZUR, trail keeper, visits Crane's Mill to lead an educational session about the Hatfield Swamp and the wildlife that lives there.

In 2012, Crane's Mill introduced a series of learning sessions geared specifically for the needs of seniors. The retirement community, located in West Caldwell, found success in leveraging its strong relationships with area organizations and professionals to produce programs beneficial to the community at large.

Top doctors from area hospitals led discussions on pain management, vein disease, sleep disorders and more, bringing the topics to life with colorful presentations, videos and dialogue with guests. In addition to medical concerns, seminars from lawyers, financial planners, social workers, and even a trail keeper from Hatfield Swamp rounded out the series and helped establish Crane's Mill as a unique forum and valuable resource for area seniors.

The series quickly gained attention as Crane's Mill welcomed over 400 attendees from Essex, Passaic, Morris and Bergen counties. Guests included seniors, along with their children and caregivers, looking for quality information presented in an easy to understand and accessible manner.

A key factor in this success has been the addition of Hearing Loop technology in Hinman Hall at Crane's Mill. Installed in response to the changing needs of the community's residents, the system helps the hearing-impaired by transmitting the sound from the microphone directly into a person's hearing aid. With the simple flip of a switch, audience members with a telecoil-equipped hearing aid enjoy the lessening of room noise and amplification of sound coming through the PA system.

In 2013, Crane's Mill is looking to continue and expand the series by producing even more quality seminars. Just some of the scheduled sessions include discussions on scams targeting seniors, end-of-life issues and brain health. Programs are open to the public, free of charge and typically occur once per month. For updates on specific sessions, please visit the "News and Events" page on cranesmill.org.



The LSM/NJ Foundation is supported by a strong board that is reflective of communities from across the state. Members recently participated in tours of many of the Northern and Southern properties, to become acquainted with each program's unique personality and diverse community. Staying updated on programs helps the board better tell the LSM/NJ story as they reach out into their communities for support.

The tours began in the North with a stop at Crane's Mill Continuing Care Retirement Community in West Caldwell, and then visits in Jersey City at Lutheran Senior LIFE, Lutheran Home for Children, and Project Home. Next, they headed south to Lutheran Care at Moorestown, Pennsauken Senior Housing, LSM of Camden and, finally, New Visions Homeless Day Shelter in Camden.

These tours provided a wealth of knowledge on just how many people LSM/NJ touches each and every day. One board member commented, "After seeing New Visions, I am even more impressed with the work they do." 2013 tour dates are available. If you are interested in joining one, contact Barbara Fullerton at bfullerton@lsmnj.org.

The Foundation had a very successful year in 2012—blessed with the ability to, among other things, provide over \$25,000 in grants for food pantries throughout the state. These funds help congregations fill their shelves and provide food to the residents of their communities who are in need. Additionally, the LSM/NJ Foundation increased its base of support to over 900 donors and added a new event, "Monte Carlo Night," to raise funds for hunger and homelessness.

The LSM/NJ Foundation Board would like to thank all of those who so generously support the mission.

Special events and new opportunities to support the ministries of LSM/NJ are available. Make a gift online or learn more by visiting www.lsmnj.org or by contacting the Foundation office at 609-699-4115.

Look in your mailboxes for the *Journal of Philanthropy* arriving in April.

DANIEL'S PHOTO WAS AMONG 40 photos selected by the PPAC to display on billboards throughout Philadelphia, as well as among 176 photos that will be part of a 6-month exhibit in the Terminal C Concourse of the Philadelphia International Airport.



CONTINUED from page 4:
Sowing seeds of hope



ABOVE: Before and After—
A community transformed, thanks
to the work of LSM of Camden

another grandson, Earl. She loves how the neighborhood has changed under LSM of Camden's care.

"We have a playground here. That used to be terrible at one

time. My house itself, I love the way it came along. They really fixed these houses up," she says.

A leisurely walk along historic State Street finds people going about their day-to-day business. Roque waves to passersby and occasionally stops to have a quick conversation, switching from English to Spanish when necessary.

Gwenevere Davis, an LSM of Camden tenant who's lived in her home for 10 years, is standing on her porch when Roque and a group

of visitors approach. She invites them in. Davis grew up in Camden and recalls what the community was like before LSM of Camden moved in. "Bottom line, it was a mess." As she shows her guests around the three-bedroom home she shares with her husband, she expresses appreciation for LSM of Camden.

"They're not just here to collect rent. They look out for you," Davis says. "When I put in a work order for repairs, I know they'll be here by tomorrow. If there's any paperwork you need done or you don't understand, Liz is here to help you. You couldn't ask for a better bunch of people."

CONTINUED from page 4:
Rebuilding after the storm

"This particular storm is unlike anything we've seen in a very long time," says Barnes. "While there were certain communities that were more severely impacted, it was and continues to be so wide spread. It will be a long recovery and we're going to continue to be there as an agency."

Donations of food and cleaning and personal hygiene supplies were collected and distributed, and grants were provided to storm victims. "Folks were really relying on our feeding ministries so we were able to support them through donations." In the long-term, explains Barnes, "We're working with groups to see how our network of volunteers can be used to help folks who've been displaced."

RECLAIMING NORMALCY

Aquino and Swenson, who have both worked at Mount Olive Manor for 10 years, spent weeks in non-stop mode, working long hours every day,

including weekends, to get Mount Olive Manor I up and running.


Initially, 37 apartments at Mount Olive were water-damaged after Sandy. Then, about a week later, a nor'easter came through New Jersey, destroying another four units. With more than half of the apartments affected, both storms caused damages that exceeded \$500,000 and required the efforts of contractors, carpenters, roofers, painters, sprinkler and flooring installers, a plumber, and a cleaning service.

"Neither Diego nor I took a day off after the storm until Thanksgiving," Swenson adds.

But reclaiming normalcy has taken more than just manpower. It's required dedication and compassion. For Swenson, the tenants of Mount Olive Manor are not just renters. "I call them 'my residents' and this is their home. They're part of the LSM/NJ family."

LSM/NJ Project Development

The project development team at LSM/NJ works with townships and municipalities across NJ to determine ways to develop and redevelop communities based on their needs for the future. The team also initiates plans, and executes new development projects for LSM/NJ programs.

 Seeds have been planted for several projects we expect to grow this year.

Location: Washington Township, Gloucester County
Type: New construction
Details: 227 units of Assisted Living and Skilled Nursing Care. Site will include sub-acute and memory wings, a town center, bistro, and community space.
Estimated Timeline: Breaking ground late summer 2013.



WASHINGTON GLEN



CINNAMINSON

Location: Bordentown, Burlington County
Type: New construction
Details: 62-unit affordable senior housing complex along Delaware River. Part of a larger scale development project will include retail, office, and market rate homes.
Estimated Timeline: Currently seeking Tax Credit Funding, Spring 2013.



BORDENTOWN

Throughout 2012, the team managed various stages of planning and development for nearly a dozen projects. In the fall, LSM/NJ acquired 13 vacant lots in Camden from the New Jersey Housing and Mortgage Finance Agency (NJHMFA). The lots will be developed to provide affordable home ownership opportunities through LSM of Camden. Construction on the lots is anticipated to begin in the fall of 2013.



SEATED LEFT TO RIGHT: L. Doty, J. Nugent, P. Cranmer, P. Bucci, J. Konek
STANDING LEFT TO RIGHT: B. Sparling, B. Gebhart, J. Cripps, M. Biancaniello, J. Hoffler, R. Lewis, M. Phifer, B. Eichfeld, D. Venzie

BOARD OF TRUSTEES

- JEROLD NUGENT
President & Chief Executive Officer
- REV. THOMAS DORSEY
Trinity Lutheran Church, Fairview, NJ
- REV. RAYMOND J. ELBERSON
*Vice Chairperson
Messiah Lutheran Church, Ocean View, NJ*
- THERESA OAKLEY GRAHAM
Holy Trinity Lutheran Church, Somerset, NJ
- PHILLIP HARRINGTON
*Secretary
Faith Lutheran Church, New Providence, NJ*
- REV. WILLIAM R. KLETTKE
Luther Memorial, Tinton Falls, NJ
- WILLIAM McCracken
*Chairman
St. John's Lutheran Church, Summit, NJ*
- EDWARD P. NOBLE
St. Paul Lutheran Church, East Windsor, NJ
- JAMES O'NEIL
Prince of Peace Lutheran Church, Marlton, NJ
- REV. E. ROY RILEY JR.
Bishop of New Jersey Synod – ELCA
- REV. DR. ANTHONY STEINBRONN
President, New Jersey District – LC-MS
- DAVID WADDELL
*Treasurer
Luther Memorial Lutheran Church, Blackwood, NJ*
- ANGELIQUE WILLIAMS
Bethany Lutheran Church, Jersey City, NJ

SENIOR MANAGEMENT

- JEROLD NUGENT
President & Chief Executive Officer
- MARGARET “PEG” BUCCI
Senior Vice President & Chief Operating Officer
- JENNIFER CRIPPS
Interim Chief Financial Officer & Corporate Controller
- LEE DOTY
General Counsel

MANAGEMENT

- MARK BIANCANELLO
Executive Director, Human Resources
- PAUL CRANMER
Senior Executive Director, Business Development
- BETH EICHFELD
Associate Vice President
- BETH GEBHART
Executive Director, Fund Development & LSM/NJ Foundation
- JOHN HOFFLER
Senior Executive Director, Information Technology & Program Improvement
- JASON KONEK
Executive Director, Project Development
- RUTH LEWIS
Executive Director, Marketing & Communications
- MIA PHIFER
Executive Director, Lutheran Senior LIFE at Jersey City
- BETH SPARLING
Executive Director, Crane's Mill
- DOUGLAS VENZIE
Executive Director, Lutheran Care at Moorestown

LSM/NJ Corporate Welcome and Congratulations



JOHN HOFFLER



DOUGLAS VENZIE



PEG BUCCI

LSM/NJ proudly welcomes new team members John Hoffler and Douglas Venzie.

Before joining LSM/NJ as senior executive director for information technology and program improvement, **John Hoffler** was senior director of IT planning and administration for a large nonprofit academic medical center in Philadelphia. In his new role, John will provide strategic leadership and direction for LSM/NJ's IT environment. As the new executive director, **Douglas Venzie** brings to Lutheran Care at Moorestown many years of experience in long term care administration, including recent service as administrator of long term care services at Camden County Health Services Center for the past nine years.

Due to LSM/NJ's continuing growth, a number of members of the LSM/NJ family were promoted to new roles. **Peg Bucci** came to LSM/NJ in August 2006 as vice president for housing and community services and has successfully led and grown a diverse portfolio of programs and properties. Recently, she was appointed senior vice president (SVP) and chief operating officer (COO) and will now also serve as the direct report for the executive directors of Crane's Mill and Lutheran Care at Moorestown.

Paul Cranmer, previously executive director of Lutheran Care at Moorestown, was promoted to senior executive director, business development. He will concentrate on development of a new skilled nursing and assisted living facility in Washington Township, construction of a new wing at Moorestown, and exploration of related business opportunities.

Mia Phifer, former director of quality and, later, director of operations for Lutheran Senior LIFE at Jersey City, has been promoted to executive director—a position that had been vacated when **Beth Eichfeld** was appointed associate vice president of LSM/NJ. Beth, in her newly created position, will be responsible for all affordable housing programs, the LSM/NJ Adoption Program, New Visions Homeless Day Shelter, the Lutheran Children's Home, Piscataway and Sayreville Community Residences, Luther Haven, Project Home, and PACE site development.

As executive director of LSM/NJ Foundation and Fund Development, **Beth Gebhart** will now focus on planning and implementing fundraising strategies in support of LSM/NJ programs, as well as continue to provide direction for Lutherans Feeding Friends and Lutheran Disaster Response.

Beth Sparling has been named executive director of Crane's Mill, LSM/NJ's continuing care retirement community in West Caldwell. Her 11-year tenure as health services administrator for the Crane's Mill Health Center paved the way for Beth's new role and responsibilities for the 48-acre facility.

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.*



In 2012, Lutheran Social Ministries of New Jersey served more than **5,250 people** through a diversified ministry program addressing many critical human care needs in New Jersey. Our services are open to all, regardless of religious affiliation or background.

1,110 affordable housing units were “home” for seniors and families.

2,640 people were enriched through **community outreach services** such as

- 23 families created through adoption
- legal services for 690 immigrants
- a homeless day shelter nourishing 160 people daily with food, friendship, and personal care resources
- grants totaling \$28,000 in support of Lutheran food pantries

100 children and adults had their special housing and/or developmental needs met in caring environments provided through **community residential services**.

600 additional units of affordable housing were advanced to predevelopment status by **project development and management services**.

1,400 New Jersey residents aged 65 and over benefited from **senior healthcare and retirement living** programs.

