



Lutheran
SOCIAL MINISTRIES of NJ

PEOPLE
MAKE THE
DIFFERENCE

OUR STORY: LSMNJ 2014

LUTHERAN
SOCIAL MINISTRIES of NJ
Foundation

The Philanthropic Arm of LSMNJ

AT LUTHERAN SOCIAL MINISTRIES OF NEW JERSEY (LSMNJ), we do more than *talk* about making a difference, we *make* a difference!

We're just ordinary PEOPLE changing lives—in big or small ways. Staff, board members, volunteers, community partners, or others who support LSMNJ—we are driven by a common mission, rooted in God's love, seeking to bring together people who have a desire to share their gifts with those who hurt, are in need, or have limited choices.



In 2014, whether you were one of the more than 6,500 people served or the upwards of 760 employees staffing programs or 3,800 some individuals donating over 77,000 volunteer hours, you were changed and affected by PEOPLE. Countless acts of kindness, patience, skill, and service made a child's life more secure by finding them a home, provided homebound seniors with medical and personal care, and assisted recovery for Super Storm Sandy victims. The list is long and those served are many. And those who gave of themselves to serve were changed as much as those in need who were served.

When I made the decision to become part of LSMNJ in October 2014, I joined because of the PEOPLE and the mission. I encourage you to take time to read through our 2014 annual report. I know you'll be inspired by both stories and statistics that tell how "PEOPLE Make the Difference" here at LSMNJ.

Colleen P. Frankenfield

Colleen P. Frankenfield
President and Chief Executive Officer
LSMNJ

MAKING A DIFFERENCE THROUGH ...

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Editors: Beth Gebhart, Ruth Lewis, Barbara Noe, Patricia Proto

Contributors: Lisa Barnes, Morgan Berardi, Beth Gebhart, Emily Hillman, Matt Hugg, Heather Kato, Christopher Labno, Ruth Lewis, Susan Sereni, Gail Verlander

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2014 AT-A-GLANCE

JANUARY

HELPING HANDS DAY

Lutheran Disaster Recovery (LDR) participated in National Day of Service.

5th ANNIVERSARY

Lutherans Feeding Friends distributed more than \$197K through a total of 101 grants.

FEBRUARY

HEARTS OF HOPE

This popular event yielded \$25,214 to help the homeless and food insecure.

MARCH

NAME CHANGE

First Lutheran Home, then Lutheran Care, now a new name continues our tradition of senior care.

APRIL

446 EASTER BASKETS

17 churches donated treats to be enjoyed by children in need.

\$20K FROM JEANS DAY

Weekly since 2009, Burlington staff wearing jeans on Friday each made a donation to the food pantry fund.

MAY

50TH HELPING TRIP

Minnesota church volunteers selected NJ and our LDR for their milestone ministry trip.

DOLLARS FOR DOERS

Campbell's Soup granted New Visions \$1,000 to match employee volunteer efforts.

JUNE

SPRING GOLF OUTING

45 golfers took to the greens to raise funds for hunger and homelessness.

HEALTH FAIR AT MIROTA

Senior housing residents and the public learned about resources and tips for healthy living.



JULY

\$60K TO LDR

Award from the Hurricane Sandy NJ Relief Fund earmarked for unmet recovery needs.

AUGUST

GOING SOCIAL

LSMNJ and select programs joined social media via Facebook, Google+, YouTube, and LinkedIn pages.

796 BACKPACKS COLLECTED

Children in need went back to school well supplied thanks to 18 Lutheran churches.

SEPTEMBER

FALL GOLF OUTING

More than \$38,000 was raised in support of LSMNJ's Children in Crisis.

LIFE WALKS FOR ALZHEIMER'S

Lutheran Senior LIFE staff joined the Walk to End Alzheimer's at Liberty State Park.

OCTOBER

LEADERSHIP TRANSITION

Colleen P. Frankenfield was named LSMNJ's new president and CEO.

EVELYN ROSE ROOM DEDICATED

Crane's Mill assisted living residents will enjoy this tranquil space made possible by memorial donations.

NOVEMBER

CELEBRATE GENEROSITY

LSMNJ and other nonprofits promoted the Tuesday after Thanksgiving as a day to give back.

AMAZON SMILE

Introduced a way to give to LSMNJ during the holidays or any time ... just by shopping online.

DECEMBER

NEW HOME FOR NEW VISIONS

With no break in services, our homeless day shelter moved to its new location.

GIFT DONATIONS

Holidays were made bright for 180 children, 50 seniors, 100 homeless guests, and many more.

OUR PROGRAMS



New Visions Means a New Life for Belinda

She credits her new lease on life to the New Visions Homeless Day Shelter—especially Social Services Coordinator Gail Evans-Kenney.

“GAIL SAVED MY LIFE,” Belinda gushes. “She got me to do for myself.” A Navy wife who gave up a nursing education for marriage and kids, homelessness was the end of a tough ride down. “I even had savings,” she remembers wistfully. “The drugs took it all.”

Gail Evans-Kenney, social services coordinator, sees her job with extraordinary clarity. “I’m a servant to our clients. I help them help themselves.” At New Visions, Belinda found in Gail a faithful woman that didn’t judge her past, but only cares for her future.



Jewelry Making Brings Art to LIFE

Lutheran Senior LIFE at Jersey City inspired a new sense of purpose in a creative senior with a passion for sharing her craft and love of design.

JEWELRY MAKING IS A FORM OF ART. Just ask Mary Sioson, a LIFE program participant. Since 2011, Mary has enjoyed making all sorts of jewelry for friends and family. Now she even teaches her craft to neighbors where she lives in Jersey City as well as other LIFE participants. For Mary, her hobby is as much a stress reliever as it is beautiful. “Jewelry gave me back my life,” states Mary, “and Lutheran gave me the will to move on.”



Luggage Drive Helps Foster Children Transition with Dignity

138 new bags were donated to ease the journey for children suddenly removed from their homes and placed in foster care.

THERE’S CHEERING when the LSMNJ Adoption Program places a child in a forever family. However, giving a foster child something to smile about is a different challenge. Children removed from their home and placed in foster care often only have a trash bag to pack their belongings. No child should have to carry his/her clothes and prized possessions in a trash bag—a brand-new sturdy duffle bag or suitcase goes a long way to making transition a little easier when moving to a new home.



Small Detail + Caring Attitude = Life Saved

Diego Aquino’s keen eye and commitment to the mission literally made the difference between life and death for a resident of Mt. Olive Senior Residence.

MAINTENANCE SUPERVISOR Diego Aquino knows the patterns of his residents. “I saw Pat’s Meals on Wheels bag on the door from the day before,” he remembers. Noticing something as small as an abandoned bag saved her life. “I knocked. There was no answer.” That was odd for Pat. “I got Carolyn (Swenson, property manager).” Still, no answer. Diego broke down the door. Pat was on the floor, in diabetic shock. “Diego saved Pat’s life,” Carolyn declares. Diego smiles and waives off the praise. “I was just doing my job.”



Watching Out for Others

Willie Andrews works hard, lives the LSMNJ mission, and also puts the safety and well-being of his residents—first.

MEET WILLIE and it’s like you’ve known him for years. He can often be found in the laundry area of Lutheran Crossings in Moorestown making sure fresh linens are in good supply. When Willie discovered a brief dryer fire, he called 911 and then extinguished the flames. “I just did what I had been trained to do.” But he also re-entered the smoke-filled room two more times. Why? To ensure flames didn’t re-ignite and put his residents and other staff in jeopardy.



Helping Resilient Refugees Begin Anew

Anyone at LSMNJ’s Immigration and Refugee Services will tell you it takes more than learning the language and obtaining legal documents to feel at home in a new country.

WHEN PERSECUTION makes you flee your homeland, “what should I wear?” isn’t the first thing on your mind. “They’re very hardy,” admires Jane Kleindienst, English as a second language (ESL) program manager, when asked about her students who are new to the US and New Jersey. Kendra DiPaola, ESL instructor and job developer, agrees. “It’s freezing, but they’ll say ‘I’m fine’ with just a sweatshirt.” That’s why Jane and Kendra collect and offer their students items we take for granted—bedding, clothes, shoes. Just one of the many other ways I&R staff smooth transition to a new life in a new land.

Making a difference through . . .

OUR VOLUNTEERS



We're Not in Nebraska Any More

They know their tornadoes, but more than 250 Nebraska teens were still surprised by the lingering, widespread devastation of a storm like Sandy and eager to help “restore the shore.”

THEY DIDN'T COME TO NEW JERSEY to catch waves. Instead, youth from Lutheran churches across Nebraska painted, pulled weeds, replaced windows, and did whatever was asked to aid ongoing Sandy recovery. And before returning home, they sang “Lean On Me” and walked the Seaside Heights boardwalk to remind us that there is still much to be done. “We’ve had tornadoes, but never something like this ...” noted Katie H, 18, of Wahoo, NE. “The gratitude from the people makes you feel so good inside.”

Bridging the Gap

Technology troubleshooting by local high school students completes the generational circuit at Crane’s Mill Continuing Care Retirement Community.

AT CRANE’S MILL, technology builds bridges. Smart phones, tablets, and computers connect residents to friends, relatives, and information ... until they don’t. “It’s frustrating not having the expertise to help,” explains Meredith Wu, director of community programs. Turns out, expertise was right next door, at James Caldwell High School. Key Club students stop by each Wednesday to troubleshoot residents’ tech issues. “The kids love doing it,” says club advisor Marian Press. “It’s mutually beneficial.” At Crane’s Mill, the digital divide, and the generation gap, are closing fast!



Seeds of Hope (and Friendship) Planted in Camden

Volunteers help kids grow plants, and kids help volunteers harvest fun at Lutheran Social Ministries (LSM) of Camden’s summer garden camp.

“WE MADE SOME FRIENDS THAT DAY,” says Arthur J. Gallagher & Co. employee Chris LaDelfa. “And we learned a lot.” After months collecting food donations in their offices, Gallagher staff joined families from LSM of Camden’s apartments for a day harvesting vegetables and distributing groceries. “We have about 200 kids here,” says Lisbeth Roque, social worker for LSM of Camden. The garden camp is an annual highlight for them. “Helping the kids and their families is important,” says Gallagher’s Paul Friedman. “It was an eye opener.”

Partnerships Form a Network of Caring

At New Visions Homeless Day Shelter, partnering with other nonprofits equals more opportunities for guests to turn their lives around.

IN ITS NEW LOCATION, New Visions shares space with Joseph’s House of Camden. “Over the past few years, we have formed a wonderful partnership, which allows each to deliver more and better services to our guests,” says Kevin Moran, New Vision’s executive director. Offering basic services—meals, a daytime haven, showers, a laundry—New Visions also refers guests to other organizations whose specific services can best meet their individual needs. Kevin remarks, “Our partnerships are some of our best assets which allow us to achieve outcomes.”

Making a difference through . . .

OUR PARTNERS



With a Little Help from Friends

Early each Sunday at a local parking lot, St. John Lutheran Church in Passaic provides an outdoor breakfast ministry to day laborers who gather there in search of work.

A BREAKFAST MINISTRY reaching beyond church walls grew from a Bible study question—“how could the congregation better live out the Gospel of love and grace?” Recipient of a 2014 Lutherans Feeding Friends grant, this unique ministry offers physical and spiritual nourishment to an average of 40 men each Sunday, regardless of the weather. “Before regular services, St. John Lutheran Church members prepare, transport, and serve breakfast outside,” says Beth Gebhart, LSMNJ Foundation executive director. “They do it to give back with their hands and hearts.”

Community Partners Pay It Forward

Birchwood at Old Bridge Senior Residence looks and feels more like home thanks to the helping hands of local community groups and businesses.

TURNING THE CORNER into Birchwood, there’s no mistaking where you are. The fresh landscaping, courtesy of an Eagle Scout project, shows you arrived somewhere special. “The residents love it,” said Joan Donahue, Birchwood’s recently retired office manager. “Earlier, Lowe’s donated a greenhouse and patio, too. The community knows our residents are on tight budgets. They really help.” Grants providing an emergency generator and 15 wheelchair accessible showers also made a big difference in safety. “The Scouts want to do another project. I’m sure we can find something!”

Making a difference through . . . OUR DONORS



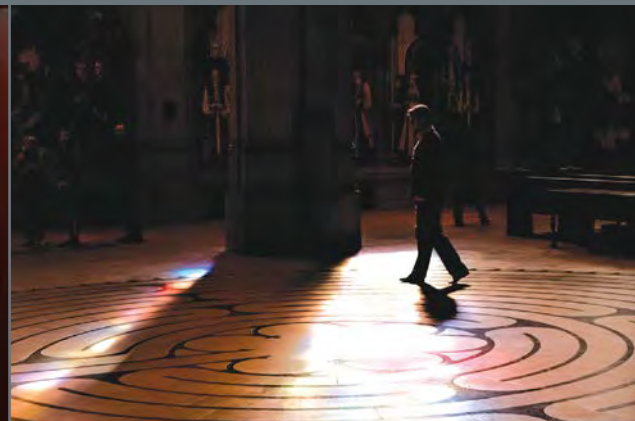
Giving Starts at Home

To lifelong Lutheran Arlene Luedecker, supporting the church's ministries is important and part of her faith tradition.

"WE (LUTHERANS) GIVE, and it should start here," Arlene Luedecker reports. "We should support our Lutheran endeavors." Part of that support was getting on the list for Crane's Mill when it was just drawings on paper. Arlene and her late husband, Lester, were among the first residents. "Our house sold fast. We lived in a hotel for two months," she recalls. It was worth it. "I'm quick to tell anyone I like it here." Arlene's also quick to point out that residents are as active as they want to be. "There's always something: book club, sewing, concerts, and more—I feel very comfortable here." That comfort is no surprise. Arlene keeps Lutheran causes close to her heart, and there's good reason why. "Lester and I met at our Lutheran church in St. Louis," she smiles.

DONORS: UNSUNG HEROES PLAYING AN ESSENTIAL ROLE

Our donors are an inspiring group of people. The fulfillment of our mission depends on the support of many, contributing in many different ways. Everyone at LSMNJ is grateful for all those who made gifts this past year. We invite you to join our generous donors in making a difference in the lives of our residents and participants, their families, and the communities we serve. All gifts made to the Foundation can be designed to benefit a specific community or program within the LSMNJ family—so, in addition to supporting our work as a whole, you can also make a direct difference to a group of people, an issue, or a location close to your heart. To learn more about our giving opportunities, go to lsmnj.org/support-us.



I Saw Myself

Karl knows the pain of mental illness and reaches out to those who suffer.

KARL IS UPFRONT ABOUT HIS OWN ISSUES, and why he gives to Luther Haven, supportive housing for those with mental illness. "I was once mentally ill, myself," he tells us. "If not for good medications and my wife, I would have ended up in a boarding home." Today, Karl, a freelance writer, sends a \$50 check each month in support of Luther Haven. "I found out about it when I was a member of a Lutheran church," he remembers. "I investigated it and liked what I found." That included a visit, where he met the residents. He found their life could have been his. "I saw myself in their story," he says.

Making a difference through . . . GIVING



PLAN
YOUR GIFT
BASED ON
YOUR GOALS,
ASSETS, AND
AGE.

It Takes All Kinds

Gifts come in many different forms and sizes—but they all make a difference.

When you next think about making a gift to make a difference, think outside the gift box. To help inspire you, here are some creative ways you can make an impact:

- Designate a cash gift
- Volunteer your time
- Make a planned gift
- Sign up for your employer's Matching Gift program
- Select alternative giving by visiting lsmnj.org/support-us
- Give stocks, bonds, and mutual funds
- Attend an LSMNJ event
- Collect much-needed food, clothing, personal items, and household supplies—contact us for a list of items

GIVING THAT LIVES ON

A gift to LSMNJ in your will or revocable trust enables you to support our mission and make a difference in the lives of future generations. Why is a bequest a good idea?

- easy to arrange
- will not alter your current lifestyle in any way
- can be easily modified to address your changing needs

Commonly used wording makes it simple to include a gift in your will or revocable trust. For examples of specific language, visit lsmnj.org/support-us.

Lutheran Social Ministries of NJ Programs & Services

AFFORDABLE HOUSING

Birchwood at Old Bridge Senior Residence

Lutheran Senior Residence at Pennsauken

Lutheran Social Ministries of Camden
Mirota Senior Residence

Mt. Olive Senior Residences I & II

Peapack Gladstone Family Housing

Roosevelt Solar Village (Senior)

South Plainfield Senior Residence

West Hanover Street Apartments

COMMUNITY OUTREACH SERVICES

Adoption Program

Community Partnering

Immigration & Refugee Services

Lutheran Disaster Recovery

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

SENIOR HEALTHCARE & RETIREMENT LIVING

Crane's Mill Continuing Care
Retirement Community

Lutheran Crossings Enhanced Living
at Moorestown

Lutheran Senior LIFE at Jersey City

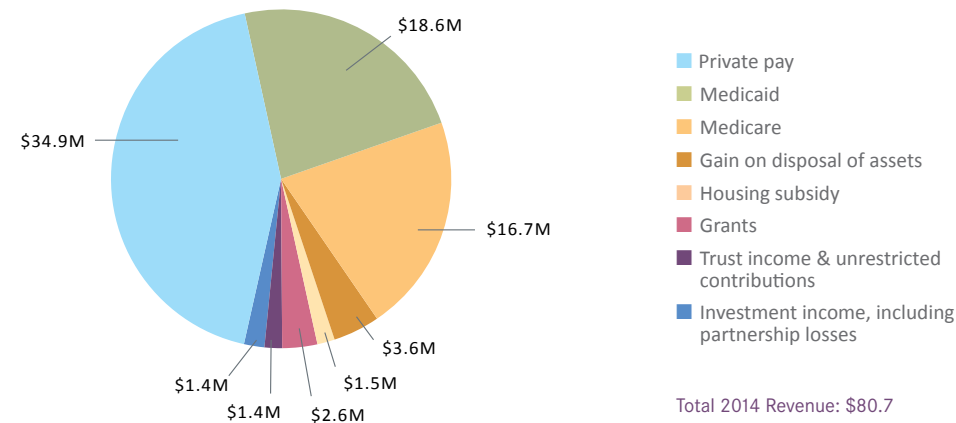
*Keep up-to-date with us on
social media for our latest
news and program highlights.*

- Lutheran Social Ministries of New Jersey
- Crane's Mill Retirement Community
- LSMNJ Disaster Recovery
- Lutheran Crossings Enhanced Living at Moorestown
- Lutheran Social Ministries of NJ Adoption Program

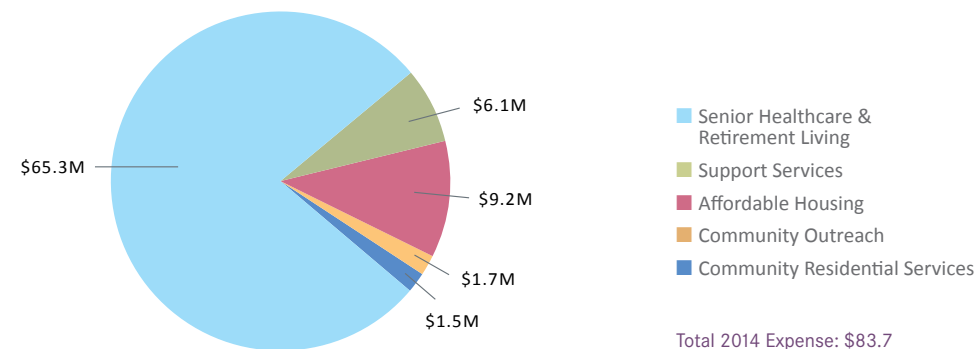
Funding Our Mission 2014

Lutheran Social Ministries of New Jersey offers this overview of revenues received and their use in support of our mission from January 1 through December 31, 2014.

LSMNJ REVENUE BY SOURCE



LSMNJ EXPENDITURES BY PROGRAM



AS EACH HAS RECEIVED A
SPECIAL GIFT,
EMPLOY IT IN SERVING ONE ANOTHER,
AS GOOD STEWARDS OF THE MANIFOLD
GRACE OF GOD.

Peter 5:10

LSMNJ SENIOR LEADERSHIP

Colleen P. Frankenfield
President and Chief Executive Officer

Jennifer Cripps
Vice President and Chief Financial Officer

LSMNJ MANAGEMENT TEAM

Anthony Coniglio
Executive Director, Housing

Beth Gebhart
Executive Director, Fund Development & LSMNJ Foundation

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Ruth Lewis
Executive Director, Marketing and Communications

Patricia McCloskey
Executive Director, Clinical Operations

Ginny Mulfino
Executive Director, Healthcare Quality Assurance & Compliance

Sherry Outten
Vice President and Executive Director, Lutheran Crossings Enhanced Living at Moorestown

Beth Sparling
Vice President and Executive Director, Crane's Mill Continuing Care Retirement Community

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Barbara Watts

PROFILES IN THIS REPORT ONLY BEGIN TO
TELL THE STORIES
OF THESE INDIVIDUALS AND HOW THEY EACH
MAKE A DIFFERENCE.

Learn more by accessing our online guide at lsmnj.org/annual-report-2014.



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.

Your need is our mission.®

3 Manhattan Drive, Burlington, New Jersey 08016 | 609.386.7171 | lsmnj.org