PEOPLE
MAKE THE
DIFFERENCE

OUR STORY: LSMNJ 2014
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 encourage you to take time to read through our 2014 annual report. 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 encourage you to take time to read through our 2014 annual report.

PEOPLE Make the Difference: LSMNJ 2014

Visit lsmnj.org/annual-report-2014 to learn more about the people and programs featured in this report.

Colleen P. Frankenfield
President and Chief Executive Officer
LSMNJ

Visit lsmnj.org/annual-report-2014 to learn more about the people and programs featured in this report.
Helping Resilient Refugees Begin Anew

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.”

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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 toward 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 waves 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 PROGRAMS

Making a difference through . . .
OUR STAFF
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 they walked the Seaside Heights they sang “Lean On Me” and walked the Seaside Heights boardwalk to remind us that they walked the Seaside Heights boardwalk to remind us that they walked the Seaside Heights boardwalk to remind us that they walked the Seaside Heights boardwalk to remind us that they walked the Seaside Heights boardwalk to remind us that

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 Friedeman. “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 Visions’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.”

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 Luthers 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, 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!”

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Making a difference through . . .

Our Volunteers

Making a difference through . . .

Our partners
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.

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 Lutheran 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 Lutheran 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.

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
- 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.

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.
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.

**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*

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**LSMNJ REVENUE BY SOURCE**

- Private pay: $18.6M
- Medicaid: $16.7M
- Medicare: $5.6M
- Gain on disposal of assets: $5.4M
- Housing subsidy: $2.6M
- Grants: $1.5M
- Trust income & unrestricted contributions: $1.3M
- Investment income, including partnership losses: $1.1M

Total 2014 Revenue: $80.7M

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**LSMNJ EXPENDITURES BY PROGRAM**

- Senior Healthcare & Retirement Living: $65.3M
- Support Services: $9.2M
- Affordable Housing: $1.7M
- Community Outreach: $1.3M
- Community Residential Services: $1.5M
- Senior Healthcare & Retirement Living: $6.1M

Total 2014 Expense: $83.7M

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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®.