



## 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.®**

OUR STORY: LSMNJ 2015

SHINE YOUR LIGHT  
SO OTHERS MAY SEE







## RAYS OF LIGHT

STATISTICS ARE OFTEN USED TO GIVE VALUE OR TO PROVE SUCCESS. HOWEVER, THE NUMBERS FROM 2015 ILLUSTRATED HERE ARE SHARED TO **SHED LIGHT ON SOME UNSUNG HEROES AND MEANINGFUL DETAILS** THAT CAN EASILY BE OVERSHADOWED WHEN TAKING IN THE BIG PICTURE OF LSMNJ.



117

Loads of laundry on average each month washed and dried by guests, staff, and volunteers at *New Visions Homeless Day Shelter* in Camden.



138

Children and youth live with their families in the homes that make up *Lutheran Social Ministries of Camden*. Many returned to the classroom carrying a brand-new backpack filled with an assortment of school supplies . . . courtesy of generous donors who remember how special it is to have something bright and new for the first day of school.



35 - 45

Gallons of paint used on average by *LSMNJ Disaster Recovery* volunteers to finish the interior of a refurbished home impacted by Superstorm Sandy.



13

Churches helped light up the holidays for some LSMNJ program participants through donations of clothes, toiletries, gift cards, games, and toys—sharing the light of love with those who need it most.



53,231

Miles driven over the year by the *Lutheran Senior LIFE at Jersey City* transportation fleet serving an average of 65 participants per day.



75

Original pieces of art created by 18 talented *Crane's Mill* residents and displayed during the annual December Resident Art Show in the Town Square Gallery.



**644** Candles on birthday cakes blown out during the month of March by residents of the *Lutheran Senior Residence at Pennsauken*.

**"CHANGING LIVES ONE LIGHTBULB MOMENT AT A TIME!" RACHEL PARROTT FEB. 2013**

**1920** Foot candles of additional light noticeably brightened up the hallways and other common areas of *Birchwood at Old Bridge Senior Residence* in March when new LED lighting fixtures were installed.

**Bonus:** the new lights also lowered the electric bill!



iHola!

22

Different official languages were spoken by clients of LSMNJ's *Immigration & Refugee Services*.

Salut!

Azul!

Salve!

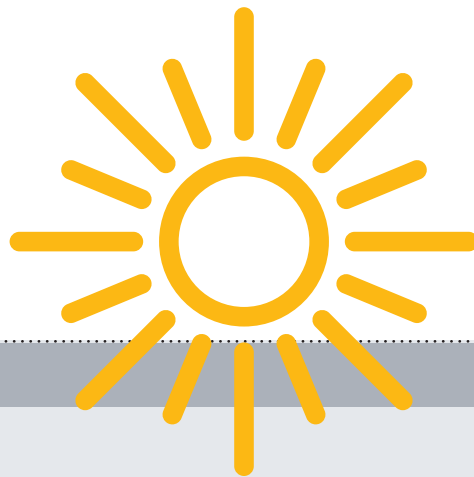
Hello!

Ciao!

And yes, LSMNJ's ESL educators found ways to communicate with and assist all of them!



FROM OUR  
PRESIDENT



- Sometimes, it's the simplest things that mean the most, that can make the most difference in someone's life, that offer a ray of hope.
- \* The glimmer of a memory sparked by the friendly question of an aide as she assists a 90-year-old resident with dressing for the day
  - \* The light bulb moment when an immigrant in his first ESL class learns how to say (in English) "I live in . . ."
  - \* The spotlight of attention a teenage volunteer shines on a homeless man with the words "I'm listening if you'd like to share"
  - \* The beaming faces of children as they tear into colorful Easter baskets lovingly built by a church women's group

At Lutheran Social Ministries of New Jersey (LSMNJ) our mission is the foundation of everything we do—"to serve those in New Jersey who hurt, who are in need, or who have limited choices." This is what motivates not only our staff but also volunteers, friends across the state, business partners, donors, and board members, as well as our own program residents and participants to give of themselves and shine a light so that others can find their way.

11,000 POINTS OF LIGHT

In 2015, LSMNJ engaged over 11,000 individuals through outreach events and served more than 5,500 people. Throughout the year we sought opportunities to review, evaluate, and refocus in order to implement change and better serve New Jersey residents. Open to all, regardless of religious affiliation or background, LSMNJ responds to many critical human care and housing needs through our own programs and services as well as partnerships with organizations offering expertise and resources that can complement and extend our own.

There are broad-based societal issues of ongoing concern to the larger community that LSMNJ's diversified ministries address locally. Four of these are highlighted on the following pages of *Our Story: LSMNJ 2015 "Shine Your Light So Others May See."* Please read these unique stories about real people and how they found light in LSMNJ programs to help them find their way. To learn more visit [lsmnj.org/annual-report-2015](http://lsmnj.org/annual-report-2015).

Colleen P. Frankenfield  
President and Chief Executive Officer  
LSMNJ

THE LIGHT

SHINES IN THE  
DARKNESS, AND THE  
DARKNESS DOES NOT  
OVERCOME IT.

HOLDEN EVENING PRAYER

MATCHING GIFTS  
OFFER A NEW KIND OF LIGHT

Many companies throughout the country offer a matching gift program to their employees. Companies want to encourage their employees to be philanthropic. Check with your employer and see if your company has a matching gifts program. If they do – this is a wonderful way to double your gift to LSMNJ. The following companies are among those matching gifts to LSMNJ: Benjamin Moore, Chubb, Goldman Sachs, Insurance Services Office, Prudential Foundation, Subaru, Thrivent Financial and US Bank Foundation.

GIVE LIGHT, AND PEOPLE  
WILL FIND THE WAY.

— ELLA BAKER

SHARED BLESSINGS

There is a wonderful sense of benevolence and personal satisfaction you feel when you can help people in need. All of us, from time to time, need encouragement, someone to shine a light so we can see the path before us. Giving of time and resources is often so simple but makes a huge impact on the people we help. This happens in so many ways, large and small, throughout LSMNJ. Each year, countless congregations, businesses, and individuals give of themselves as volunteers spending time with our senior residents, providing supplies and gifts to children participating in LSMNJ programs, and feeding the homeless at the New Visions day shelter, where they nourish the body and soul. LSMNJ is also blessed to have the financial support of many. Without these generous gifts of time, talent, funds, and other resources, we could not do the work of providing homes, healing, and healthcare. You, our wonderful supporters, are the light that shines in the darkness and helps to improve the lives of the people served by LSMNJ.

WAYS YOU CAN SHINE THE LIGHT

Our donors are an inspiring group of people. The fulfillment of LSMNJ's mission is thanks to the many kinds of support we receive from them throughout the year. Each and every gift truly makes a difference. We invite you to join our community of donors in shining the light of love on the lives of the people we serve.

VISIT [WWW.LSMNJ.ORG](http://WWW.LSMNJ.ORG) or call the LSMNJ Foundation staff for more information.

OUR STORY

LSMNJ 2015

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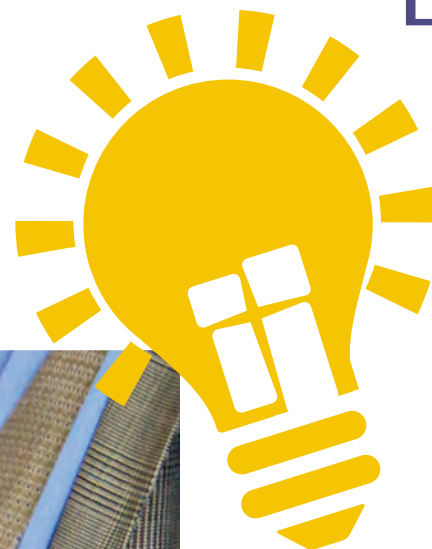
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**7.7 MILLION**

NEW CASES OF **DEMENTIA**  
**DIAGNOSED** WORLDWIDE  
EACH YEAR.



## EVEN DEMENTIA CAN'T DIM

### CINDERELLA'S LIGHT

In 1927, three-year-old **Elaine Samuels (Talone)** left her native Ohio to live with her maternal grandparents in Germany. By 1945, her American soldier-father rescued the 19-year-old from the ruins of Leipzig. She was the only known American living in Nazi Germany to survive the war. *Stars and Stripes*—the independent newspaper of the U.S. military—dubbed her “the Cinderella of Leipzig.”

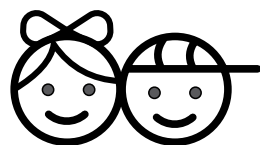
It's a memory you'd never forget—but memories fade, especially if, like Elaine, you're one of the **47.5 million worldwide living with the symptoms of dementia**.<sup>\*</sup> This number is projected to increase to 75.6 million by 2030, and cases of dementia are estimated to more than triple by 2050.

Today, 91-year-old Elaine's life is much more settled as a resident at Lutheran Crossings Enhanced Living. “She lived a very active life but now really needs 24/7 care, for her safety and memory loss,” her son, Moorestown area physician Dr. Albert Talone, tells us. “**SOMETIMES CONFUSED AND DISORIENTED, MOM GETS ALONG VERY WELL WITH THE HELP OF THE KIND AND CAPABLE STAFF. THEY DO INCREDIBLE WORK HERE,**” SAYS ALBERT. SOUNDS LIKE THINGS TURNED OUT HAPPILY EVER AFTER.

<sup>\*</sup>World Health Organization, *10 Facts on Dementia*

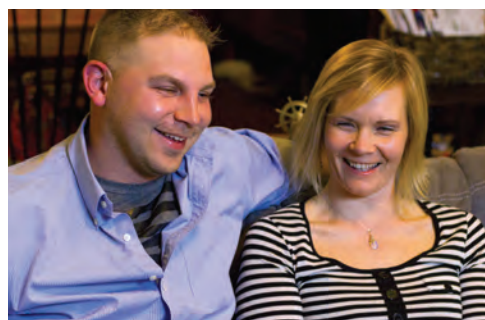
Learn more about **ELAINE** at  
[www.lsmnj.org/annual-report-2015](http://www.lsmnj.org/annual-report-2015)





101,000

CHILDREN WAIT FOR  
PERMANENT HOMES  
IN THE UNITED STATES.  
MOST ARE SCHOOL-  
AGED OR OLDER.



# LIGHTING THE PATH FROM

## CHAOS TO FOREVER FAMILY

"When our daughters first called us 'Mommy and Daddy,' they said it like a job title," remembered **Carollyn Ogden**. "Now they say it like they mean it . . . and it feels right."

Less than two years ago, Mya and Cassidy Ogden were just two of the more than **101,000 American children every year waiting to find their forever family.\*** While every adoption has challenges, when you adopt two sisters (ages seven and eight) from another state who are a different ethnicity than you and who have lived apart from each other, "challenge" hardly describes it. "It felt like chaos at first," Carolyn's husband, Luke recalls.

EIGHTEEN MONTHS OF COMMITMENT AND CARING LATER, IT'S HARD TO BELIEVE HOW MUCH HAS CHANGED, FOR THE BETTER, FOR EVERYONE. "WE'RE SO GLAD WE DIDN'T GIVE UP ON ADOPTION AND OUR DREAM TO BE A FAMILY," CAROLLYN LIGHTS UP WITH A SMILE.

[\*Source, NJ: Children's Defense Fund, Center for Law and Social Policy, Inc., "Child Welfare in New Jersey"]

Learn more about the **OGDENS** at  
[www.lsmnj.org/annual-report-2015](http://www.lsmnj.org/annual-report-2015)





17.9%

OF HOUSEHOLDS REPORTED  
IN NJ COUNTS 2015—HAD BEEN  
HOMELESS FOR ONE+ YEAR.



## FROM A SHOWER

## TO GETTING CLEAN

Soccer mom, PTA, suburban life—**Meda's** seen brighter times. But in her late 30s, boredom and pills to help her recover from an operation started her on the road to addiction. Then came meth, crack, dealing, and divorce. Soon she was one of the more than **600 homeless people in Camden County and 10,000 in New Jersey.\***

"She came to New Visions for a shower and a meal, like anyone," remembers Kevin Moran, director of LSMNJ's homeless day shelter in Camden. "But Meda wasn't like anyone else. She wanted more than the basics to survive. Her light shines for everyone. Soon she was running the kitchen and, with persistence, is on her way to getting clean."

AFTER TWO VISITS TO REHAB AND MONTHS IN A METHADONE PROGRAM, MEDA'S OFF THE STREETS IN HER OWN PLACE AND SETTING HER OWN GOALS. "I'M GOING TO BE DRUG-FREE, METHADONE AND ALL." THERE'S NO DOUBT SHE WILL.

{\*Source: NJ Counts 2015 Executive Summary, 2015 NJ Point-In-Time Count Fact Sheet}



Learn more about **MEDA** at  
[www.lsmnj.org/annual-report-2015](http://www.lsmnj.org/annual-report-2015)





**9.6 MILLION**

OLDER U.S. HOUSEHOLDS  
SPENT 50%+ OF INCOME  
ON HOUSING (2012).



# A SHINING LIGHT

## IN A MILLION STARS



**Connie Scheicher** is one in a million—like many of the **1 million American seniors living in “affordable housing.”\*** And each deserves a clean, safe, and affordable place to live. But Connie found more at Birchwood at Old Bridge Senior Residence.

To meet Connie is to see why she considers everyone at Birchwood a friend. Asking her neighbors to support LSMNJ’s *FEET ON THE STREET*. . . *On the Road* walk to benefit the homeless and food insecure, she was surprised when more were willing to make a donation than to actually join her in the walk.

Maybe her own walking success intimidated them? “Eight years ago, I was 310 lbs. Today I’m 135. It started with just walking around the Birchwood parking lot.” But on the day of the event, more than 50 residents and friends came out to walk the FITS walk. “People were using their walkers, and wheelchairs, too.”

AT BIRCHWOOD, CONNIE FOUND A PLACE WHERE SHE CAN BE HERSELF — AND WHERE PEOPLE VALUE EACH OTHER FOR WHO THEY ARE. AT BIRCHWOOD, CONNIE FOUND NOT ONLY HER HOME BUT ALSO A SENSE OF COMMUNITY.

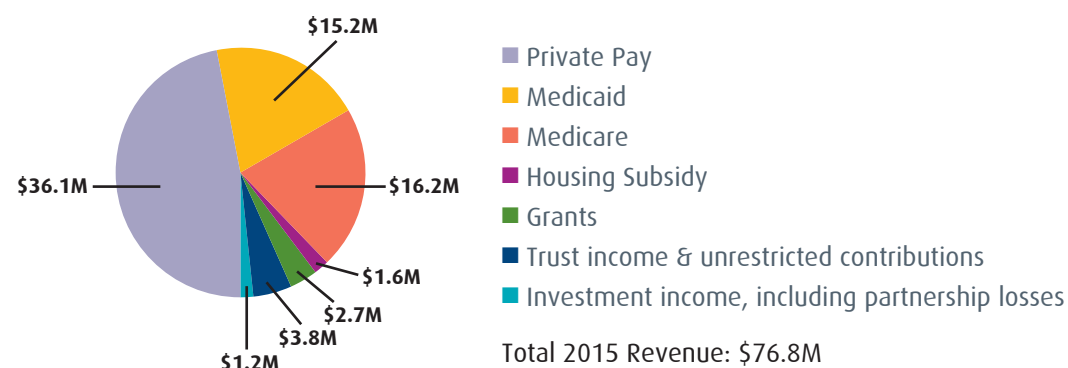
[\*Source: Joint Center for Housing Studies of Harvard University, “*Housing America’s Older Adults, Meeting the Needs of an Aging Population.*”]

Learn more about **CONNIE** at  
[www.lsmnj.org/annual-report-2015](http://www.lsmnj.org/annual-report-2015)

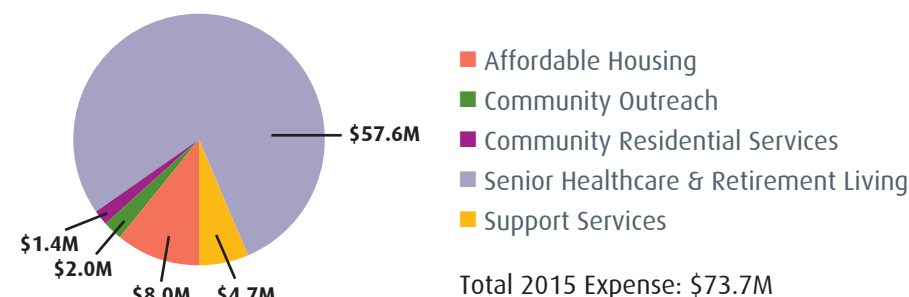
# FUNDING OUR MISSION 2015

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, 2015.

## LSMNJ REVENUE BY SOURCE



## LSMNJ EXPENDITURES BY PROGRAM



## 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 Engagement  
Immigration & Refugee Services  
LSMNJ Disaster Recovery  
Lutherans Feeding Friends  
New Visions Homeless Day Shelter

### COMMUNITY RESIDENTIAL SERVICES

Lutheran Home for Children  
Luther Haven  
Project Home

### PROJECT DEVELOPMENT & MANAGEMENT SERVICES

### SENIOR HEALTHCARE & RETIREMENT LIVING

Crane's Mill Retirement Community  
Lutheran Crossings Enhanced Living at Moorestown  
Lutheran Senior LIFE at Jersey City

## LSMNJ SENIOR LEADERSHIP

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Elizabeth Sparling  
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Barbara Watts



Our mission at LSMNJ is to serve the people of New Jersey through diverse programs and services. Using **SOCIAL MEDIA**, we can share a look at the people, events, stories, and issues that are central to our mission. Follow LSMNJ and our programs on **SOCIAL MEDIA** to keep up with our latest news.

### f FACEBOOK

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

### Instagram

- Lutheran Social Ministries of New Jersey (lsmnj)
- Feet in the Street (feetinthestreetlsmnj)

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- Feet in the Street
- Crane's Mill Retirement Community
- Lutheran Crossings Enhanced Living at Moorestown

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