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.
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.

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.

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.

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.

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.

22

Different official languages were spoken by clients of LSMNJ’s Immigration & Refugee Services. And yes, LSMNJ’s ESL educators found ways to communicate with and assist all of them!

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 Penasauken.

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!

“CHANGING LIVES ONE LIGHTBULB MOMENT AT A TIME!” RACHEL PARROTT FEB. 2013
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.

Colleen P. Frankenberg
President and Chief Executive Officer
LSMJN

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:


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 or call the LSMNJ Foundation staff for more information.

GIVE LIGHT, AND PEOPLE WILL FIND THE WAY.

— ELLA BAKER
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. *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.

*World Health Organization, 10 Facts on Dementia

Learn more about Elaine at www.lsmnj.org/annual-report-2015
“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,” Carollyn’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.

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
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.”]
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**

- Private Pay: $15.2M
- Medicaid: $36.1M
- Medicare: $16.2M
- Housing Subsidy: $1.6M
- Grants: $1.4M
- Trust Income & Unrestricted Contributions: $1.2M
- Investment Income, Including Partnership Losses: $1.2M

Total 2015 Revenue: $76.8M

**LSMNJ Expenditures by Program**

- Affordable Housing: $57.6M
- Community Outreach: $8.0M
- Community Residential Services: $2.0M
- Senior Healthcare & Retirement Living: $4.7M
- Support Services: $1.4M

Total 2015 Expense: $73.7M

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.