



BUILDING COMMUNITY

OUR STORY: LSMNJ 2016



The Philanthropic Arm of LSMNJ



FROM OUR PRESIDENT



*Special thanks
to those who have
contributed to this
publication.*

EDITORS

Beth Gebhart
Ruth Lewis
Trish Proto

CONTRIBUTORS

Rachel Bednarczyk
Anthony Coniglio
Alex Elfante
Beth Gebhart
Heather Kato
Beverly Klepper
Matt Hugg
Ruth Lewis
Jennifer Mojave
Kevin Moran
Tom Ragusa
Robin Schloesser
Susan Sereni
Paul and Sally Sparling
Gail Verlander
Jeff Vodhen

DESIGN

Lerner Design Group

PHOTOGRAPHERS

Heather Kato
Chris Kendig
Karen Mancinell
Trish Proto

PRINTER

RMS Graphics

COVER PHOTO

United in support of
LSMNJ's 2016 Feet
in the Street Walk.

HOW VERY GOOD AND PLEASANT IT IS WHEN BRETHREN LIVE TOGETHER IN UNITY. – Psalm 133:1

WHAT IS COMMUNITY?

If you google “community”, at the top of the screen you may find these definitions: (1) a group of people living in the same place or having a particular characteristic in common; (2) a feeling of fellowship with others, as a result of sharing common attitudes, interests, and goals. Both aptly define community for Lutheran Social Ministries of NJ (LSMNJ).

We often refer to our programs as communities—encompassing in one word the place, the space, and the faces that make them unique and purposeful. Across LSMNJ, in each community there is a group of diverse individuals that live or work together and are also united in fulfilling our common mission. Many times, it’s their differences in culture or outlook that strengthens their shared sense of community and desire to reach out, include, and serve others.

Such was our experience following the October purchase of Saint Anne Villa from the Sisters of Charity of Saint Elizabeth. The success of the resulting transition—from private retirement home for religious women to an assisted living and nursing care campus open to the public—was in no small part due to a mission of service, shared and valued by both the Sisters and LSMNJ. As we evolve and grow as a mission-driven organization, there are many such stories throughout the year that, like the addition of The Villa at Florham Park, illustrate how LSMNJ goes about building community within communities.

I hope you will savor the stories in this report—and the longer versions posted on the LSMNJ website—and find that building community for LSMNJ is more than acquiring and operating a place. It’s an ongoing process shaped by the many different people that make-up the LSMNJ family and in support of the mission we share.

Collen P. Frankenfield
Collen P. Frankenfield
President and Chief Executive Officer, LSMNJ

HOW DO YOU BUILD COMMUNITY?

It’s all about making your community a better place and building relationships with those around you. Each year, in communities across New Jersey, countless congregations, businesses, and individuals give of themselves as volunteers and share their resources to enhance the lives of people served by LSMNJ.

Seniors living in our residential healthcare communities such as The Villa at Florham Park or Lutheran Crossings and participants of the Lutheran Senior LIFE program strengthen their minds by interacting with volunteers from the greater community. Those in need of a home find at New Visions Homeless Day Shelter a community that feeds their mind, body, and soul with gifts of worship and other resources.

LSMNJ is a stronger, healthier community ready to benefit those in need only because of you and others like you. Our donors and the generous gifts they provide allow us to serve others and help to restore community in whatever way it is manifest.

SHARING WITH THE COMMUNITY

The fulfillment of LSMNJ’s mission is thanks to the many kinds of support we receive throughout the year. Each and every gift truly makes a difference. We invite you to join our community of donors by sharing in the building up of the people we serve in the LSMNJ communities.

▶ Visit www.lsmnj.org or call the LSMNJ Foundation staff (609-699-4115) for more information.

NEW PLACES

LSMNJ was chosen to manage Sterling Village. Owned by Piscataway Township this 150-unit independent living residence is home to income eligible citizens 62 years of age or older.

RENEWED SPACES

To better serve changing needs, Project Home was re-purposed to provide 18 units of affordable housing for low income families or individuals in Jersey City.

Thanks to the generosity of several donors, residents of Lutheran Crossings are now feeling pampered in the spa-like décor of their renovated beauty parlor.

FRESH FACES

LSMNJ staff shared their expertise and reached new faces and places with the launch of “Lutheran Learning”, a series of free workshops about living and leadership.

Virtua Graduate Medical Education provided the medical expertise and the Lutheran Senior Residence at Pennsauken provided the place (and many attendees) for

their first joint health fair focused on staying healthy in the aging process.

A new support position at Crane’s Mill—Director of Residential Services—was added to help residents adjust to lifestyle changes, respond successfully to new challenges, and cope with unanticipated aspects of getting older.



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A SHARED MISSION HELPS TRANSFORM AND *Renew a Community*

The October 1 press release started with a simple fact: “Lutheran Social Ministries of New Jersey (LSMNJ) and the Sisters of Charity of Saint Elizabeth announce a transfer in ownership of St. Anne Villa ...” Yet the fact was, there was so much more — a story of renewal through change.

“Being there for those in need or with limited choices,” says LSMNJ President & CEO, Colleen Frankenfield, “that’s in our DNA, and the Sisters’ too. It’s a big reason

why we look forward to building a mutual community as we move ahead.”

“We were all so pleased that the mission of LSMNJ was so aligned with the mission of the Sisters of Charity,” points out Sister Elizabeth Kremp, assistant chaplain.

“One of our first priorities,” notes Elizabeth (Beth) Sparling, senior vice president and COO for LSMNJ, “was to ensure that the resident Sisters would be comfortable with us. Another was opening this wonderful facility and services to the public.”

UNITED BY TRANSITION

A successful transition meant blending many of the former Saint Anne Villa staff with the right, newly hired additions, all under an experienced LSMNJ management team.

“The transition was a little hard,” Housekeeper Rosa Hernandez says. “When someone new comes in, you don’t know what to expect.” But she doesn’t see leaving. “I like it here.” Newly hired LPN (licensed practical nurse) Yvette Rabago sees The Villa as a totally different kind of



care program. “I’m able to give a quality of care that patients need.”

As a Muslim woman, Niara Osman, The Villa’s dietitian, has found working within an organization of a Lutheran tradition and with Catholic Sisters who are residents, a great experience. “People here are so accepting,” she says. That priority is reflected in the pastoral care, too. For seven years Sister Elizabeth Kremp

ministered to the residents of Saint Anne Villa, and now she assists Lutheran Chaplain Rick Vossler in doing the same.



RENEWAL THROUGH CHANGE

One of the biggest changes for this 80 bed skilled nursing and 21 bed assisted living program was opening their doors to the public. Among the first to take advantage



FEATURE STORY

of this change was Bill Space. “Having him here is a big weight off my shoulders,” daughter Susan Bauer says. “I’m relaxed when I walk in. The people are kind. The place is immaculate.” Dan Sturm, director of maintenance tells us, “From day one I was told that our first priority is the residents. And that’s mine, too.”

“It’s a beautiful facility,” Beth points out. “The buildings were well maintained, yet



like any older structures, they have their own personalities. And, there’s opportunity for future expansion.”

“THE VILLA AT FLORHAM PARK ISN’T REALLY A NEW COMMUNITY, WE THINK OF IT AS A RENEWED COMMUNITY,” Colleen reflects. Mission, staff, facility, and residents we serve.... They all come together to create a vibrant, growing community. People often say it takes a village, at The Villa we believe it takes a community.

▶ More at www.lsmnj.org/annual-report-2016

Knit One, Purl One TO BUILD A COMMUNITY

You can't manufacture a community. You build it one person at a time. You could even say it's built one stitch at a time. That's how the Mirota Senior Residence Knitting Club helps to build the special sense of community that is shared by residents of LSMNJ's senior housing program.

"We knit for a cause," Mirota resident and club organizer Jean Wallace says.

"WE KNIT HATS AND GLOVES FOR EVERY CHILD ADOPTED THROUGH LSMNJ." It's a practical gift but also can become a beautiful keepsake, a tangible memory of when a child became part of their forever family. Plus, like any gift borne of love, it benefits the giver as well as the receiver. For these Mirota residents, knitting for the children offers them the gift of giving back and helping to build community.



HELP THE LIFE OF ONE PERSON AND YOU CAN HELP THE COMMUNITY. — Steven Sawalich

TURNING A BAD HAIR DAY INTO A NEW ATTITUDE AND A COMMUNITY

Bad hair days are tough enough, but how about a bad hair life? After all, who would you rather rent your apartment or give a job to? Someone with scraggly, unkempt hair, or a person with a neat, attractive hairstyle?

Marlene Laneader gets it, and so do her volunteer barbers and hairstylists from Friends of Fairview Give Back. They come to New Visions Homeless Day Shelter in Camden every six to eight weeks for Makeover Mondays. And the team doesn't just bring clippers. For the 20-25 men and women who get clipped, styled, trimmed, and combed, they bring friendship and hope to all they serve.

Marlene reminds us. **"OUR HAIR SENDS A MESSAGE TO THE WORLD, WHETHER WE INTEND IT TO OR NOT. WE KEEP COMING BACK, BECAUSE TO MAKE A REAL DIFFERENCE, IT TAKES PERSISTENCE."** And besides, who knows where a good hair day may lead?



▶ FOR MORE INFORMATION
ABOUT THESE STORIES GO TO
LSMNJ.ORG/ANNUAL-REPORT-2016

A CASTLE, A COOKS TOUR, AND A Community

When you're chosen for the Virtua Memorial Auxiliaries' Cooks Tour, a popular fund-raiser featuring unique homes garbed in holiday finery, you step up.

"BRIEDENHART CASTLE IS NOT ONLY THE ORIGINAL HOME OF LUTHERAN CROSSINGS BUT A HISTORIC LANDMARK IN MOORESTOWN." says Beth Gebhart, LSMNJ's executive director, mission advancement. "We were happy to give our neighbors an opportunity to see it up-close."

The Castle sparkled with holiday cheer. An estimated 2000 guests got an inside

peek at architectural details along with nativities, Christmas trees, trains, Victorian villages, and more. Throughout, decorative reminders of various LSMNJ programs tied the Christmas spirit to the people served.

The festive décor also set the stage three days later for the first-ever Christmas in the Castle Craft Fair, sponsored by the Lutheran Women's Auxiliary to benefit Lutheran Crossings residents.

With these two events, Lutheran Crossings and residents of the greater Moorestown area came together--celebrating the spirit of giving, establishing new traditions, and building community.



▶ More at www.lsmnj.org/annual-report-2016

ALONE WE CAN DO SO LITTLE, TOGETHER WE CAN DO SO MUCH. — Helen Keller

GIVING BACK, ONE TRIM AT A TIME.

Cutting hair is social. Cutting hair is social. And for the stylists at Angel's Barber Shop in Jersey City, cutting hair is community. "It means a lot to me to get involved in the community," Angel Rodriguez tells us. "The people here are my community."

For the last five years, he's given back ... one snip, one trim, one style at a time all free to any of the 140 participants of Lutheran Senior LIFE at Jersey City. "I like to think of our program as a great alternative for elders needing nursing home care but don't want to make the daunting move to a nursing home," says Lutheran Senior LIFE, Director, Marketing & Enrollment Jennifer Mojave.

"SENIORS PARTICIPATING IN OUR PROGRAM HAVE ACCESS TO AN ON-SITE CLINIC WITH PHYSICIAN SERVICES, ADULT DAY SERVICES, HOME CARE, PRESCRIPTION DELIVERY, AND MUCH MORE. THAT INCLUDES THE TWICE MONTHLY VAN TRIPS OUR RECREATION STAFF COORDINATE TO ANGEL'S BARBER SHOP ON NEWARK AVENUE."

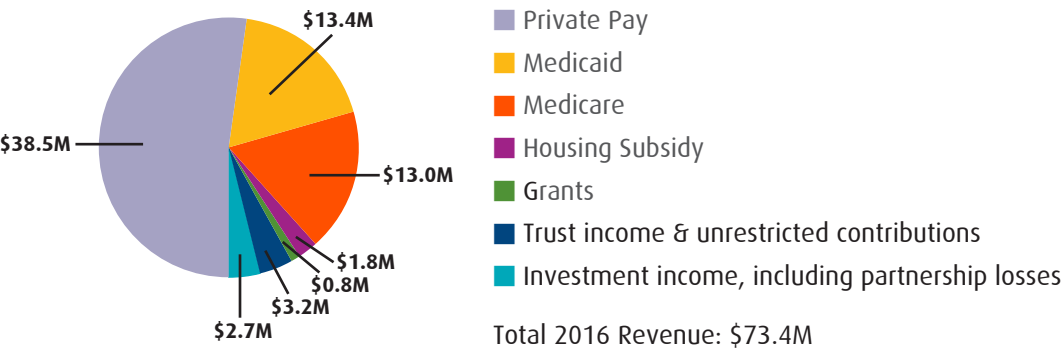
When asked about his recent haircut courtesy of Angel's shop, a LIFE participant comments, "Angel's more than a barber. He's a friend, who just happens to have scissors."

▶ FOR MORE INFORMATION ABOUT THESE STORIES GO TO LSMNJ.ORG/ANNUAL-REPORT-2016

FUNDING OUR *Mission* 2016

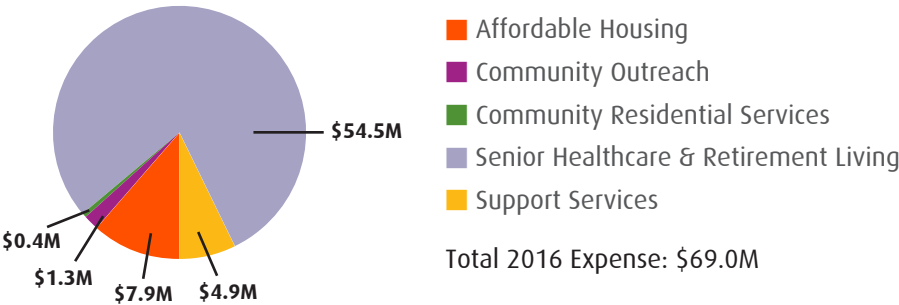
Lutheran Social Ministries of New Jersey offers this overview of revenues received and their use in support of our mission from January 1 through December 31, 2016.

LSMNJ REVENUE BY SOURCE



Total 2016 Revenue: \$73.4M

LSMNJ EXPENDITURES BY PROGRAM



Total 2016 Expense: \$69.0M

LSMNJ Programs and 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
Project Home
Roosevelt Solar Village (Senior)
South Plainfield Senior Residence
Sterling Village (Senior)
West Hanover Street Apartments

COMMUNITY OUTREACH SERVICES

Adoption Options
Immigration & Refugee Services
Lutheran Disaster Recovery
Lutherans Feeding Friends
Lutheran Learning
New Visions Homeless Day Shelter

COMMUNITY RESIDENTIAL SERVICES

Lutheran Home for Children
Luther Haven

SENIOR HEALTHCARE AND RETIREMENT LIVING

Crane's Mill
Lutheran Crossings Enhanced Living at
Moorestown
Lutheran Senior LIFE at Jersey City
The Villa at Florham Park

LUTHERAN SOCIAL MINISTRIES OF NJ

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Social media is perfect for delivering a quick look at people, events, stories, and issues that are central to LSMNJ programs. By sharing the work we do through different social media platforms, we hope to build a digital community of supporters who contribute to the success of LSMNJ. Be social—and keep up with the LSMNJ family.

FACEBOOK

- Lutheran Social Ministries of New Jersey
- Adoption Options
- Crane's Mill Retirement Community
- Feet in the Street
- LSMNJ Disaster Recovery
- Lutheran Crossings Enhanced Living at Moorestown
- Lutheran Senior LIFE
- New Visions Homeless Day Shelter
- The Villa at Florham Park

TWITTER

- LSMNJ (@LSMofNJ)

INSTAGRAM

- Lutheran Social Ministries of New Jersey (lsmnj)
- LSMNJ Disaster Recovery (lsmnj_disaster_recovery)
- Feet in the Street (feetinthestreetlsmnj)

GOOGLE+

- Lutheran Social Ministries of New Jersey
- Feet in the Street
- Crane's Mill Retirement Community
- Lutheran Crossings Enhanced Living at Moorestown

LinkedIn

- Lutheran Social Ministries of New Jersey
- Lutheran Crossings Enhanced Living at Moorestown



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.®