

Wherever
Your Journey
Takes You



LSMNJ Programs and Services

AFFORDABLE HOUSING

Birchwood at Old Bridge Senior Residence
Lutheran Senior Residence at Pennsauken
Lutheran Social Ministries of Camden (Family)
Mirota Senior Residence
Mt. Olive Senior Residences I & II
Peapack-Gladstone Family Housing
Project Home (Family)
Roosevelt Solar Village (Senior)
South Plainfield Senior Residence
Sterling Village (Senior)
West Hanover Street Apartments (Family)

COMMUNITY OUTREACH SERVICES

Immigration Legal Services
Journey Hospice
Lutheran Disaster Recovery
Lutherans Feeding Friends
Lutheran Learning
SpiriCare at Home

COMMUNITY RESIDENTIAL SERVICES

Lutheran Home for Children
Luther Haven

SENIOR HEALTHCARE AND RETIREMENT LIVING

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

Table of Contents

- 1 President's Message
- 2 70 Years of Caring
- 4 Redefining the Journey
- 6 The Power of the Journey
- 8 A Spiritual Inspiration
- 10 Reaching Out
- 11 Lutheran Social Ministries of New Jersey Foundation
- 12 Our Donors
- 17 Leadership



Leah Reynolds, VP, Philanthropy and Mission Advancement, Bishop Tracie Bartholomew, and Colleen Frankenfield, President and CEO.



Original charter residents of Crane's Mill Retirement Community celebrate milestone with members of LSMNJ leadership team.



Members of St. Matthews Lutheran Church in Cherry Hill participate in Annual Feet in the Street walk to end homelessness.



From Our President

The "Journey of Life"...for each of us this has a different meaning. That meaning often changes as we find ourselves moving throughout life. As I think about my own

life journey, it is really a series of goals, relationships, encounters, and decisions that led me on a path that I may never have imagined for myself when I first embarked on the first steps.

Over 40 years ago, I began in senior services as a nursing assistant working to pay my tuition for nursing school. It was probably the first real decision that I had made for myself. It was a step toward reaching the goal of becoming a nurse and working in a hospital. In my young mind, I thought once I accomplished that goal I would be set for life.

Well, I did become a nurse, and I did work as a nurse in the hospital. However, that plan changed when I quickly discovered that working in a hospital was not really what I liked. It was challenging and interesting, but I missed the smile that 'Mary' gave me when I entered the room and she heard my voice. I missed 'Margaret's' big gray eyes communicating to me that she was comfortable as I helped her to bed and I missed 'John' squeezing my hand as I walked him to his room each evening. The longer I worked in the hospital, the more I wanted to go back to working with seniors.

Interestingly, years later, I did leave senior services a second time when I went to law school and practiced law. I guess I was still trying to see if there was a different path for me. However, the same tug pulled at my heart.

Now, seemingly wiser, I ask myself "why seniors and why social ministry?" "Why did I change paths twice and really end up on the same path?" The answer is simple – it's the people, the relationships, the ability to make a difference and the passion for giving back to those who need it most. It's knowing that I can walk beside people as they are experiencing their own journey. I can be with them and guide them in the good times and even in the most difficult times. At LSMNJ, we are there walking alongside the people we serve, giving them hope, compassion, love and sharing their experiences.

All of us have a story of our "journey of life." It is the people who we meet along the way, and travel with, that make a difference. It is at the intersections where we meet that we are brought to places, whether physically, spiritually or emotionally, where we never dreamed we would go.

In this year's report, we share a few stories that illustrate how members of our community have made their journey. Each story is unique. Yet, each one shows how we embarked and embraced the mission to lead us and to serve. It's what each of us has been called to do.

Colleen P. Frankenfield
President and Chief Executive Officer, LSMNJ

70 Years of Caring For Seniors

As part of Lutheran Social Ministries of New Jersey (LSMNJ), a grace-filled, mission-driven non-profit social service organization, Lutheran Crossings at Moorestown provides a continuum of care, featuring assisted living, memory support, skilled nursing and post-hospital rehabilitation care services, tailored to meet the needs of seniors throughout South Jersey. First known as the Lutheran Home of New Jersey, The Lutheran Crossings' campus is filled with a rich heritage that dates back long before its 1947 opening as a home for the aged.

The original building, Breidenhart Castle, is located on the front of the Lutheran Crossings' campus. This Moorestown landmark carries some of its own incredible history, with previous renowned homeowners such as Samuel Leeds Allen, inventor of the Flexible Flyer sled, and Eldridge R. Johnson, inventor of the Victor Talking Machine.

On June 22, 2017, Lutheran Crossings at Moorestown celebrated its 70th anniversary of caring for seniors and launched a year-long celebration to recognize this important milestone. "We wanted to immerse the community in the history of our campus and the legacy it continues to leave," shares Saralynne McDowell, director of community life. We started the celebration with a 70th birthday party for staff and residents, but also incorporated activities throughout the year to include residents' families and the community as well."

For those who pass by Lutheran Crossings' campus, it is hard to see past the majestic Castle that sits on the front lawn. It is such an awe-inspiring sight. However, the true history and real stories lie in the senior living community that sits directly behind it and all the people who have lived, worked and visited the residence over the past 70 years. The hallways are filled with memories that accompany the lives of former teachers, engineers, veterans, inventors, homemakers – among so many others. It is also filled with music and laughter that comes from the residents and their extended families and friends that reminisce with them.

For those who truly want to learn more, and soak up some of Lutheran Crossing's history, come visit our residents or sign up to volunteer. We'd be glad to have you! For more information on visiting hours or how to volunteer, contact us at (856) 235-1214 or visit www.lutherancrossings.org.



Lutheran Home of New Jersey

1946



Lutheran Home at Moorestown

1979

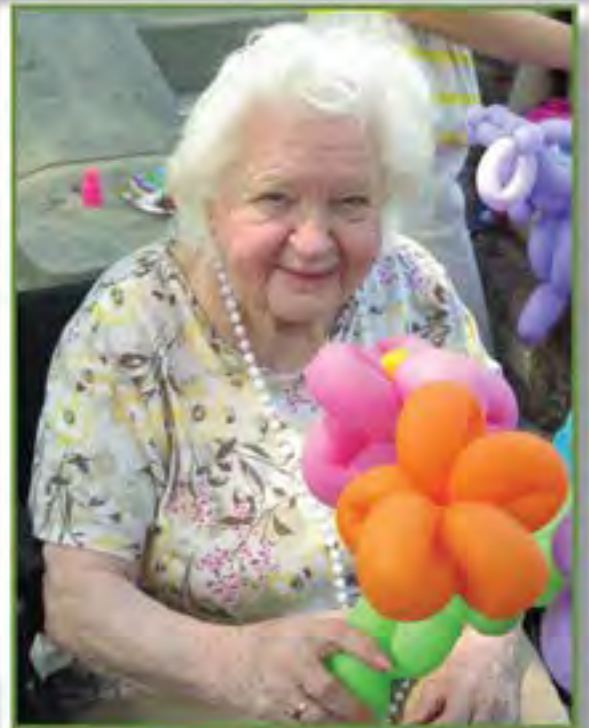


Lutheran Crossings at Moorestown

2017



Residents and staff celebrate Lutheran Crossings' 70 years of serving the community.



Redefining the Journey

"You're always behind the eight ball. No matter what, you're always playing catch up." That's Tom Knoop's reflection on the difficult journey of caring for aging parents. Fortunately for Tom and his dad, he found The Villa at Florham Park. But it wasn't an easy road to get there.

Tom's father had a successful career in medicine, so it was hard for the family to recognize his increasing needs as he aged. Despite suffering from diabetes and the onset of dementia, Dr. Knoop did not want to leave the home he knew and loved. Eventually, the decision was no longer up to him and the search for an assisted living community began in earnest. The task didn't seem that daunting. The family's goal was to move Dr. Knoop and his wife into a community where they would have less maintenance to deal with and more opportunities to socialize with others their age. Unfortunately, the Knoops didn't feel welcomed at the residence they chose, and Dr. Knoop's dementia just got worse. The level of care was not up to the family's standards, either: one day, Dr. Knoop went missing and was found sitting under a tree 100 yards away from the facility. The burden of care was falling too much on his wife as well, who was simply not able to keep up.

The next stop on the Knoop family's journey was a senior living community that offered both assisted living and long term care, which sounded ideal for the needs of both of Tom's parents. The journey was far from over, however. Tom and his family observed that the strategy of the new residence was to overmedicate their father to control his behavior, instead of caring for his individual needs. In fact, there was a period during which Dr. Knoop didn't know who he was anymore. On the recommendation of the community, Dr. Knoop was hospitalized to reduce the side effects of his medications. The assisted living facility notified the family that he would not be welcomed back.

This was the last straw for Tom and his family, who finally decided they could not complete this journey alone. Instead, they turned to a professional patient advocate, who assessed their needs and made several recommendations, including the Villa at Florham Park. The Villa ticked all boxes: they could provide care, they could ensure comfort, and they would not rely too heavily on drugs. Tom and his family took one more chance and entrusted their father to the Villa's caregivers.

Tom Knoop and his family (his mother, his son, Jake and Jake's wife, Lindsey) enjoying a holiday lunch with his father at the Villa at Florham Park.



To say the Villa surpassed expectations would not do justice to Tom Knoop's experience. The Villa's emphasis on personal, individual care was apparent from the start, when Tom's dad was given a private room. Tom was impressed that the nurses and aides talked to him about specific interactions they had with his father. Could this be the same man who barely knew his own identity just months before? Then the staff of the Villa did something even more surprising. They approached Tom and said they wanted to wean Dr. Knoop off as much medication as possible. They were not concerned about potential behavior issues—just about the wellbeing of the individual. Towards the end of his life, Dr. Knoop began to regain some of the personality that had been buried beneath layers of medication and inattentive care. "I was feeding him at a holiday dinner," Tom remembers. "I fed him a piece of pecan pie and he smiled at me and said 'lovely.'" Tom's dad had not spoken in almost two years.

Hindsight, as they say, is 20/20. Tom Knoop wishes he had known at the beginning of his journey what he had to learn the hard way. For most people, caring for aging parents is a once in a lifetime process. Tom and his family were not experts, and they made decisions blindly until they brought in someone who is an expert, their patient advocate. Tom's advice: "if you don't have to go it alone, it makes it easier." Thankfully, Tom's dad's final journey brought him to the Villa. Tom hopes the story of his journey will help others as they face the same tough situations. In the end, it was the Villa's strong commitment to care on every level that brought this journey to a peaceful conclusion.

Susie Price's journey could not be more different from Tom Knoop's. Susie is a resident of Crane's Mill, where she selected a cottage with her husband Doug when the community opened in August 1998. Susie and Doug were planners: they knew they wanted to move into a continuing care retirement community while they could still make the choice for themselves. Susie and Doug chose Crane's Mill over several other options available at the time, since the location allowed them to maintain ties with their community. Susie, for one, has never looked back. "When you move into Crane's Mill," she says, "you don't lose your independence—you gain it." Without the worry of caring for

their house and property, Susie and Doug enjoyed the many opportunities Crane's Mill offered, participating in clubs and activities and also traveling on their own.

.....
 "When you move
 into Crane's Mill,
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Doug's journey took an unexpected turn when he was diagnosed with a rare neurological condition only six years after moving into their cottage. When caring for him became too much for Susie, he moved into the Crane's Mill health center. The ability to move

into the health center when necessary was one reason Susie and Doug chose Crane's Mill in the first place, so it was not just a natural next step, but a relief to be able to take advantage of all available care options. Living on the same campus allowed them to spend quality time together. The support of friends, caring staff, and the whole community eased Doug's final journey.

Susie looks back on her time at Crane's Mill and is most gratified that she and her husband made the decision to move there while they still had time to savor life. Susie shared that even her children consider Crane's Mill a true gift, since they needn't be concerned for her well-being while she continues to live independently. Despite very different journeys, Susie shares the opinion of Tom Knoop when it comes to giving advice. "Life is unpredictable. So don't wait too long to consider the decision to move into a continuing care community," she says. "When you can make your own choices, take full advantage of the community. And when you open yourself up to making new friends and new experiences, the journey only gets easier."



Doug and Susie Price at Crane's Mill Retirement Community

The Power of the Journey

Mohamed Toure, 57, is a newly minted American citizen who couldn't be more proud or grateful. Crediting the dedicated staff at LSMNJ's Immigration Legal Services (ILS) in Trenton, Mohamed tears up when expressing what it means to him to be an American. An impressive figure with a broad smile, he exclaims, "I'm so happy to have learned all about my new country. I love America and I want to do what I can to give back."

Born in the Republic of Ivory Coast, a former French colony on Africa's western coast, and equally at home in

several neighboring countries, Mohamed and his family lived a peaceful existence there until an armed rebellion in 2002 split the nation in two; he left the next year. Mohamed is a descendent of Samory Touré, known as one of the great military leaders and fighters for West African independence in the 1800s, so it was particularly bittersweet for him to leave his homeland. When he arrived in America, he first lived in New York, eventually making his way to Hamilton, NJ. Working out of his studios in Trenton and Philadelphia, Mohamed creates sculptures and handles restorations for individual clients as well as museums such as the Art Institute of Chicago. You can see several of his African masks on display at New York's Metropolitan Museum of Art. Noting that "things you do purely for the money have no value," he recalls how the ceremonial and medicinal works of art created by villagers back in West Africa had purpose. After study in art school, his own work included both traditional and modernistic carvings commissioned by high level government officials and restoration of traditional pieces from the villages. Here in the US, he has found a way to continue helping the people back in his homeland by designing and manufacturing large-scale drill bits to help the villagers access well water.

Although he is a multi-linguist, Mohamed perhaps best expresses himself through his beautiful sculptures and enjoys an international reputation as a renowned African design artist and sculptor. In addition to creating beautiful and fluid pieces out of leadwood (a dense, hard, and heavy dark brown African wood), Mohamed specializes in base construction, restoration work, and welding. To show his immense gratitude to the LSMNJ staff—particularly ESL Civics and Citizenship Instructor, Kendra DiPaola, ESL Program Coordinator, Jane Kleindienst, and ESL Volunteer Instructor, Irene Rodgers—Mohamed did what he does best: he created a gorgeous wood sculpture that pays homage to Auguste Rodin's "The Thinker" while showcasing the importance of reading and writing along with thinking. A treasured piece at ILS, the sculpture is on permanent display in the classroom, serving as an inspiration to all the immigrants who come there to learn.



Hand carved sculpture by Mohamed Toure.

"Mohamed has been a role model to our students. He has made time to improve his English while forging ahead with his art and entrepreneurial endeavors," explains Kendra DiPaola. "He's now a model citizen, too, serving the community by creating employment for others."

Since the late 1980s, LSMNJ's Immigration Legal Services program has provided high-quality legal assistance to low-income immigrants, serving over 800 people each year. The offices are located on the historic grounds of Lutheran Church of the Redeemer, the 169-year-old "mother church" of Lutheranism in downtown Trenton, right near the courthouse. It is here that LSMNJ's ILS team provides indispensable services to incredible people, like Mohamed Toure.

"Mohamed has been a role model to our students... He's now a model citizen, too, serving the community by creating employment for others."

Volunteer Opportunities:

If you are interested in volunteering in the classroom (we offer both day and evening classes), please contact our office at 609.393.4900. No prior teaching experience or foreign language skills are required.

Mohamed Toure proudly stands next to the sculpture he carved to thank his ESL instructors, Kendra DiPaola and Jane Kleindienst.



A Spiritual Inspiration

Serving the spiritual needs of any community can be a challenge, but the benefits always outweigh the difficulties. Just ask Beau Nelson, Rick Vossler, Laura Esposito, or Nancy Truscott, LSMNJ chaplains who serve the clients and residents at Lutheran Senior LIFE at Jersey City,

The Villa at Florham Park, Lutheran Crossings at Moorestown, and Crane's Mill, respectively. Joy is the overwhelming emotion that comes out when speaking with these three ministers.

Pastor Beau Nelson is the chaplain at Lutheran Senior LIFE in Jersey City. He sees his work as blazing a trail in the community. Pastor Beau's duties run the gamut of LIFE's participants' experiences, from leading worship and prayer services, to home and hospital visits, and connecting with families. He serves the caregiver community too, giving counsel and support to caregivers who are feeling the stress of their work, or just need someone to talk to.

Sometimes, Beau's journey takes him to completely unexpected places. One of the seniors he served turned out to be the mother of one of his parishioners at Bethany Lutheran Church in Jersey City. Who would have expected that Beau would be ministering to a mother and her son at the same time, but in such different ways? This unique circumstance allowed Beau to travel alongside this family, forming a spiritual bond along the way. When the mother passed away, Beau cut short a trip to Trenton and drove back to Jersey City to help the family say goodbye. He then conducted his first bilingual funeral for the Spanish-speaking family. His journey continued as he walked with her spouse and son while they grieved. As Beau said, "it was a blessing to be part of every step of their journey."

Beau feels good to be part of a system that includes the seniors, caregivers, and the umbrella organization of LSMNJ. After all, as he says, "we are all in this together for the sake of the seniors." While some people may be overwhelmed by the responsibilities of caring for LIFE's seniors and serving as a pastor at a church, Beau feels nothing but excitement. "It's kind of like being a pastor at two places," he says. He is proud to be upholding the Lutheran tradition of service and ministry and sees his next step to include growing the relationship between local congregations and Lutheran Senior LIFE.

"We are all in this together for the sake of the seniors."

Pastor Rick Vossler works towards the same goal at The Villa at Florham Park, where his position as chaplain intersects and overlaps with his ministry as pastor of Grace Lutheran Church in Livingston. During the Christmas season, for example, members of Rick's Grace Lutheran congregation came to the Villa to sing Christmas carols for the residents. When he's not bringing his parishioners to the Villa to volunteer, Rick is an essential piece of the Villa's strong community. He describes perhaps his most important duty simply: just being part of people's lives. This includes leading prayer services, helping people at times of transition, and even fostering understanding across lines of faith. He invites outside clergy members to the Villa to lead worship services during Advent and Lent, including representatives from Lutheran, Baptist, and Catholic congregations. Since he started working at the Villa, Rick has learned a lot from the Catholic nuns who make up a large part of the resident group. Interactions across denominational boundaries foster a deeper understanding of the several faith traditions represented at the Villa. Sharing conversations on differences of belief has revealed to Rick that our similarities outnumber our



Pastor Beau Nelson meets with a participant of Lutheran Senior LIFE.



Pastor Laura Esposito administers Holy Communion to a patron of New Visions Homeless Day Shelter.

differences. And, as he says, “faith in Jesus as our savior is the most important thing of all. We are all brothers and sisters who receive the eternal love of Christ,” despite any differences we may have.

Pastor Laura Esposito joined Lutheran Crossings as Chaplain in the Fall of 2017. Though new to serving as a pastor at a senior living community, she immediately infused herself amidst the residents and their families. “I love talking with residents and getting to learn/live history through their eyes, their memories, their stories,” shares Laura. “The collective wisdom among the residents at Lutheran Crossings is astounding.” Sometimes, listening and learning is the most important part of being a spiritual guide.

Ecumenical and interfaith dialogue is also an important part of Pastor Nancy Truscott’s journey as full-time chaplain at Crane’s Mill. At Crane’s Mill, residents come from all walks of life—and all faith traditions. Nancy serves not only the Christian residents, but also the Jewish and Muslim communities on site. In fact, Nancy describes her task of bringing these different communities together as “the best part.” “I grow through what residents share with me,” she says. “I’m very blessed to have a broad spectrum.”

One of the highlights of Nancy’s short time at Crane’s Mill so far (she started in November) was a renewal of wedding vows she planned for several couples. Her initial vision was very simple, but it worked out in a way she would never have imagined. One resident approached her about using elements of the Jewish wedding ceremony in their renewal. Nancy was overjoyed to be able to make the event as meaningful as possible for the couples, so she contacted a local Rabbi and worked out a plan. On the day of the vow renewal ceremony, two Jewish couples and one Christian couple re-pledged their love to one another, incorporating traditions such as the breaking of the glass and sharing a sip of wine. According to Nancy, “it was so much fun!”

Pastor Nancy finds the commitment of LSMNJ to the chaplaincy program thrilling. She is very proud to represent an organization that takes the spiritual care of their residents so seriously. Nancy’s pride in her work echoes the feelings of Beau, Rick, and the other pastors at LSMNJ. As Nancy says, “caring is really in the connection.” All of LSMNJ’s pastors are on a course to make connections possible—within a community, between congregations, and across faith lines—and to enhance the care of the people who need it most. The joy and blessing of building community makes the journey worthwhile.

“Caring is really
in the connection.”

Lutheran Social Ministries of New Jersey
Chaplains: (front row L to R) Rick Vossler,
Laura Esposito, (back row L to R)
Beau Nelson and Nancy Truscott.



Reaching Out

Responding to the ever changing needs of NJ residents, LSMNJ provides a broad range of programs and services. At 25 locations across our state, LSMNJ annually makes a difference in the lives of more than 6,000 individuals.

Affordable Family Housing:

- 1 **Lutheran Social Ministries of Camden** (Camden) 89 townhomes
- 2 **Peapack Gladstone Family Housing** (Peapack) 20 townhomes
- 3 **Project Home** (Jersey City) 18 Units
- 4 **West Hanover Street Apartments** (Trenton) 17 apartments

Affordable Senior Housing:

- 5 **Birchwood at Old Bridge Senior Apartments** (Old Bridge) 88 apartments
- 6 **Lutheran Senior Residence at Pennsauken** (Pennsauken) 70 apartments
- 7 **Mirola Senior Residence** (Whitehouse Station) 60 apartments
- 8 **Mt. Olive Manor I & II** (Flanders) 110 apartments
- 9 **Roosevelt Solar Village** (Roosevelt) 20 units
- 10 **South Plainfield Senior Residence** (South Plainfield) 100 apartments
- 11 **Sterling Village** (Piscataway) 150 apartments

Community Outreach Services:

- 12 **Community Engagement** (Statewide) Through a neighborhood ministry, we connect with local congregations to support their efforts in developing community outreach programs.
- 13 **H.E.R.O.** (Burlington, Camden, Pennsauken) Case Management relative to: (H for housing assistance & hope, E for employment and/or education, R for recovery, resilience, O for opportunity).
- 14 **Immigration Legal Services** (Statewide) Provides immigration legal services, and an English-as-a-Second-Language (ESL) program.
- 15 **Journey Hospice** (Egg Harbor Twp.) Improving quality of life through hospice care services provided to those living with a serious illness in Atlantic, Cape May, Cumberland and Salem counties.
- 16 **LSMNJ Disaster Recovery** (Statewide) Plans and coordinates long-term disaster recovery.
- 17 **Lutheran Learning** (Statewide) An educational program which provides free presenters to Lutheran congregations on a variety of topics surrounding leadership and living to further enhance their ministry.
- 18 **Lutherans Feeding Friends** (Statewide) Awards grants to Lutheran-affiliated food ministries to provide start-up costs, replenish food supplies, and cover operational expenses.

Community Residential Services:

- 19 **Lutheran Home for Children** (Jersey City) Offers emergency shelter, serving up to 8 youth in crisis.
- 20 **Luther Haven** (Asbury Park) Serves 9 residents with mental health needs.

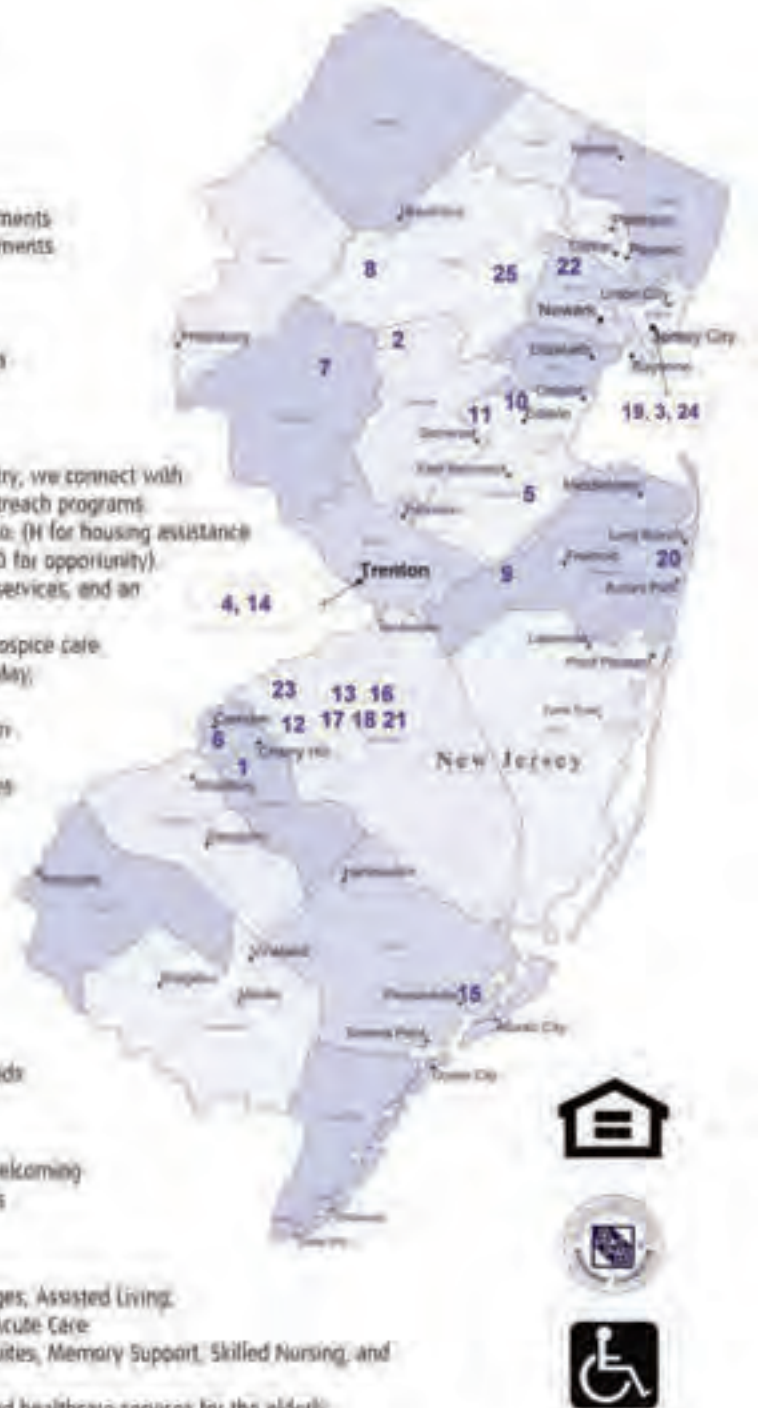
Management Services:

- 21 **Management Services** (Statewide) Create and maintain a safe and welcoming environment at each of our housing sites, accommodating various needs.

Senior Healthcare and Retirement Living:

- 22 **Crane's Mill** (West Caldwell) Independent Living apartments and cottages, Assisted Living, Memory Support, Skilled Nursing, and Short-term Rehabilitation & Post Acute Care.
- 23 **Lutheran Crossings at Moorestown** (Moorestown) Assisted Living suites, Memory Support, Skilled Nursing, and Short-term Rehabilitation & Post Acute Care.
- 24 **Lutheran Senior LIFE** (Jersey City) Providing and coordinating home and healthcare services for the elderly.
- 25 **The Villa at Florham Park** (Florham Park) Assisted Living suites, Skilled Nursing, Memory Support, and Rehabilitation Services & Post Acute Care.

* Professionally managed by Lutheran Social Ministries of New Jersey. All other facilities listed are owned and managed by Lutheran Social Ministries of New Jersey.
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Much in the way that plants need water and sunlight to sustain life, Lutheran Social Ministries of New Jersey relies on its Foundation to keep it thriving. Theirs is a symbiotic relationship built on a mutual devotion to empowering New Jersey residents of all ages and backgrounds. Since 2008, the Foundation has advanced LSMNJ's mission by marshaling resources, inspiring benevolence among generous donors, and fanning out across the state of New Jersey to trumpet the nonprofit's causes and projects. Indeed, its ventures are far from run-of-the-mill. Through its projects and efforts, like its annual "Feet in the Street" walk which is geared toward providing resources for those experiencing poverty, the Foundation brings in much needed funds that LSMNJ, in turn, uses to carry out its important work. In fact, due to the generosity of donors like the ones listed in this annual report, 1.4 million has been raised, which will go a long way.

Offering a wide range of services from affordable housing to immigration legal services and senior care, Lutheran Social Ministries of New Jersey has deep roots within the state that are far reaching. It is an organization that is growing, thanks in no small measure to the efforts of the Foundation and its loyal donors, who selflessly answer the call for help. Their contributions to the Foundation make LSMNJ's work possible and ensure that the organization will continue to flourish for years to come.



Gail Verlander, Fund Development Manager

Beth Gebhart, Executive Director, Mission Advancement

Leah Reynolds, M.S.P.L., Vice President, Philanthropy & Mission Advancement

Save The Date – Saturday, September 8, 2018



8:30 a.m. – Registration opens
9:30 a.m. – Opening ceremonies
& walk begin
Challenge Grove Park
Brace Road & Bortons Mill Road
Cherry Hill, NJ

Join us in 2018 for "Feet in the Street" – a fun walk for transitional support for homeless individuals in Camden. We hope you will take a step with us by registering to walk as an individual or create a team.

For more information, visit www.lsmnj.org/feetinthestreet.



Our Donors

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