

# PAINTING A CANVAS OF CARE

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2018 REPORT TO  
THE COMMUNITY

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A Special Thank You to our 2018 Donors

### Did You Know...

Lutheran Social Ministries of New Jersey (LSMNJ) is a faith-based, non-profit organization whose scope of services is broad. To fulfill our mission, we continually work to provide quality services, create new programs, and respond to the needs of New Jersey individuals and families.

### Last year, our ministries...



Served **3,861**  
People regardless of religious  
affiliation or background



and Outreached to over  
**7,300** Individuals

## Our Palette of 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 Manor I & II  
Peapack-Gladstone Family Housing  
Project Home  
Roosevelt Solar Village  
South Plainfield Senior Residence  
Sterling Village  
West Hanover Street Apartments

### COMMUNITY OUTREACH SERVICES

Community Engagement  
H.E.R.O.  
Immigration Legal Services  
Journey Hospice of NJ  
LSMNJ Disaster Recovery  
Lutheran Feeding Friends  
Lutheran Learning  
SpiriCare at Home

### COMMUNITY RESIDENTIAL SERVICES

Luther Haven

### SENIOR HEALTHCARE & RETIREMENT LIVING

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

...From Our President and CEO



## Painting a Canvas of Care

As I look back at the mural we created in 2018, I am in awe of all we have accomplished and the number of people that we have served. We are a unique organization with a diversity of programs, serving people in ways that were never thought of over 100 years ago.

In our humble beginnings, we had only one location. But today, Lutheran Social Ministries of New Jersey has painted its palette of programs throughout the state. Our diverse offering of services are in 20 different locations and speaks to our mission of serving those in need. These programs, as well as the needs of the individuals that we serve, are unique — like each single brush stroke on a canvas. However, when we collectively look at the individuals, families and seniors we provide assistance and care for, it creates a beautiful LSMNJ masterpiece.

As any great artist knows, the best perspective is when you step back to see the work of art as a whole. The same holds true for us. Each year, we reflect back on the previous year's

accomplishments. It's not only what we have accomplished, but the impact that we have had on people's lives and the effect that they have had on each one of us. By taking in this perspective, we ensure that we are staying true to our mission, and are empowered to strategize for the future.

I applaud those of you who've helped us create our canvas of care. Whether it be through financial contributions, volunteering, as an employee or anyone who has entrusted us to provide care and services to their loved one, your support, your time, your efforts and your dedication have shaped and enriched the lives of so many — more than can be featured in this short publication.

Thank you for your continued support. We look forward to creating more works of art with you in 2019.

*Colleen P. Frankenfield*

**Colleen P. Frankenfield**

*President and Chief Executive Officer, LSMNJ*

The lives of New Jersey residents were improved through community services such as...



H.E.R.O. & Case Management  
**746**  
served



Immigration & Legal Services  
**721**  
served



Journey Hospice  
**64**  
served



LSMNJ Disaster Recovery  
**55**  
served



# ONE MORE JOURNEY

Since joining the LSMNJ family in 2018, the Journey Hospice team has worked diligently to educate families and caretakers about the benefits of hospice care. When faced with the difficult decision to seek hospice services for a loved one, the compassionate staff at Journey is able to provide support and insight into every aspect of the process. Journey's team of professionals focus their efforts on each individual's unique physical, social and spiritual needs to ensure they are in the best of care.

The organization empowers patients to make every moment of their remaining journey count — providing the ability to embrace life and to cherish moments with loved ones. In addition to providing care services, Journey Hospice goes further to create memorable experiences for its patients. *One More Journey* is an opportunity for patients to lay the final brush strokes on the canvas of their life with a memorable experience of their choosing.

In November of 2018, a patient was granted her wish to take a day trip on the Cape May — Lewes Ferry, one of her favorite pastimes. It was a memorable experience for not only the patient, but also her social worker, Madeline Martinez.

"It was such a beautiful moment to witness her taking in the fresh ocean air. I know how happy this experience made my patient and I am so happy we were able to make this happen for her," said Martinez. ♦





## The Beauty of Volunteering for **JOURNEY**

**S**ome may say that there is an art to volunteering. Selflessly giving of your time and energy to better the lives of others is an effort that should not be taken for granted. Journey Hospice knows the magnitude that the kindness of volunteers has on its patients.

Journey Hospice volunteer, Sharon Fish discovered her passion for volunteering when she witnessed a family friend experience the benefits of hospice volunteer services. "By spending quality time with patients, I feel like I'm doing a good thing for them. If there is any way that I can brighten their spirits and help the patient's families, that is what I want to be doing," said Fish.

Her friends and family will often remark that they don't know how she volunteers for hospice. Sharon will simply reply, "It's not what you think! As a volunteer for Journey, you can do what you feel most comfortable doing. Just being there for patients and being willing to give of your time is all you really need to do."

When Sharon visits her patients, they spend time reading bible verses, taking walks, sharing stories and watching television. Each patient is different and so the level at which they are able to participate in activities and conversation will vary.

Her advice to those considering becoming a volunteer, "If you enjoy being with people, just give it a try! It has been a wonderful experience for me and it could be for you too!" ♦





\*Monarch Housing Camden County 2018 Point-In Time Count of the Homeless - January 23, 2018



# H.E.R.O.

## LIFTING UP THOSE IN POVERTY

**L**iving on the streets of Camden is a reality to more than 570 men, women and children.\* According to a July 2018 population report, The US Census Bureau estimates about 73,973 people live in the city of Camden, and 37.4% (27,665 persons) of residents are living below the poverty line. These numbers are similar throughout the state and in other cities nationwide. In fact, studies show that one in three people know someone that is experiencing difficulty paying their rent, buying food and medications, and accessing health services – forcing families to make difficult decisions every day.

LSMNJ's senior leadership, along with the LSMNJ Board of Trustees, recently took a closer look at the issues that lead to poverty and homelessness in New Jersey. They determined that if those living in affordable housing and on the brink of becoming homeless had better access to vital resources and social services, outcomes could be altered. By providing education and training, addiction treatments, access to food, and social services support, we could significantly change people's lives and even the greater community.

Their answer: H.E.R.O. The H.E.R.O. program (Housing, Education, Recovery, and Opportunities) was developed to continue LSMNJ's mission to serve those at risk for homelessness by providing one-on-one counseling in the planning

and coordination of options and resources to meet an individual's specific needs and collective well-being, and guide them back to self-sufficiency.

Craig Roscoe, a certified LSMNJ Social Worker and the Social Services Coordinator for H.E.R.O., explains, "There have been many [homeless] that have come to me with nothing, looking for assistance. We start by laying down a plan to get them access to the resources they need. The H.E.R.O. program has already begun to benefit so many."

Two people who know exactly how it feels to have nothing but the clothes on their back are Karen Williams and Edward McCarty. Their lives intersected in Camden and they have come to rely on the H.E.R.O. program, and specifically Craig, for some time. "I had my life and she had hers and then we melted it together," smiles McCarty.

Born in Philly, Edward, who is almost 60, lived in Maine then moved to New Jersey over 20 years ago. Struggles with alcohol abuse left him homeless and brought him to Camden. Karen, 67, found herself living on the streets of Gloucester after spending some time in Princeton House for detox. She, too, came to Camden, where she met Edward. Together, they lived for more than 2 years under a bridge while relying on meals and services from various agencies to survive.

"Being homeless and living in the streets is hard," shares Williams. "When I was assaulted [in an altercation] at the Walter Rand Transportation Center, Craig was able to help me gather necessary documents and communicate with the authorities and the courts. Craig is the man – he is an asset – he and LSMNJ have helped us in so many ways," she adds.

Edward and Karen are now in permanent housing together, paying rent and managing their expenses. Both are disabled and are collecting Social Security benefits and food stamps, and occasionally rely on local food banks for groceries. They often refer others who need help to Craig -- regarding social security, welfare, benefits, and birth certificate replacement.

"We know we always have a place to go to," explains McCarty. "Craig is here for us. We know we can reach out to him and LSMNJ anytime if we need help."

The H.E.R.O. program continues to grow and expand with the development of local food pantries, congregant meals in affordable housing locations, and sponsorships for vocational training. These programs will continue to help individuals like Edward and Karen to receive access to housing, support services, and basic needs, like food and medication, with dignity. ♦



*"We know we always have a place to go to. Craig is here for us. We know we can reach out to him and LSM anytime if we need help."*







# REFRESHING THE CANVAS AT CRANE'S MILL

**A**s a non-profit entity, Lutheran Social Ministries of New Jersey is diligent each year to balance funds that can be strategically reinvested back into its many programs and services. Taking into account changing trends in senior healthcare, the organization turned its sights to the Crane's Mill Health Center in an effort to prepare for the future needs and expectations of the next generation of Medicare beneficiaries, the renowned Baby Boomers.

Building upon its reputation as a top location for senior healthcare, the Crane's Mill Health Center underwent 19 months of extensive renovations throughout 2017 and 2018. The finished spaces include a completely overhauled skilled nursing unit and an expanded memory support neighborhood.

Marnie Bergen, Associate Executive Director and Administrator, and Chad Murin, Vice President and Executive Director, oversaw the development from concept to completion. "I could not be prouder of what we have accomplished," said Murin. "The response from residents and the community has been overwhelmingly positive." Distinctive amenities were incorporated into the redesigned health center; campus-wide Wi-Fi, large flat-screen televisions, and renovated dining areas that will offer healthy choices, and a wider

variety of options that meet individual preferences.

The Crane's Mill skilled nursing unit is a five-star CMS rated department that provides both long- and short-term skilled nursing care to Crane's Mill residents and members of the outside community. The finished area was recently unveiled and includes redesigned resident rooms, a new gym and equipment, a posh dining room, an activities room, patio, an immersive spa, and a high-tech nurses' station.

Nursing staff communicates via mobile devices, and real-time updates are made to electronic medical records using "touchdown stations" located throughout the department. Caregivers can easily record data to track each resident's care and needs, creating an efficient and responsive picture of the person's health.

Private rooms for all short-term rehabilitation residents will appeal to the younger rehabilitation residents who may be recovering from knee surgery, hip replacement, or a heart ailment. Each private skilled nursing and sub-acute rehab room features modern finishes, spa-like private bathrooms and new furnishings. Our rehabilitation residents are now in close proximity to the recently refurbished state-of-the-art rehabilitation center.

The new generation of residents has requirements that go beyond our excellent healthcare," said Bergen. "The need for privacy, including

individual rooms with walk-in showers, and a desire for upscale finishes and advanced technology are exactly what we have answered with this strategic renovation."

In addition to excellent care and resident rooms, the Health Center provides spacious common areas for family visits. "Watching guests and residents fill these spaces with love is more magnificent than I could have imagined," added Bergen, who makes herself intimately acquainted with all residents and their family members. "Families find themselves at ease in the bright, comfortable surroundings, and people of all ages marvel at the new fish tank."

The community's memory support neighborhood also benefited from the renovation. The secure neighborhood now includes four additional resident apartments and an open-concept great room and country kitchen which is perfect for resident programming and family gatherings.

Renovations will continue throughout 2019 at Crane's Mill with a brand-new wellness center that will play host to the community's medical director, wellness director, visiting physicians, and outpatient rehabilitation department. The fitness center and indoor pool area will also see a complete redesign and expansion, placing further emphasis on wellness and healthy aging to serve the needs of future generations of residents for decades to come. ♦



More than a work of art,  
the Crane's Mill Health Center  
combines aesthetic beauty  
with state-of-the-art healthcare  
technology to better serve  
its residents.

# INNOVATIVE PORTFOLIO OF CARE

## Engages Those With Dementia

**C**onfusion. Forgetfulness. Frustration. Living in a world that doesn't make sense is a common feeling for those who live with dementia. Their view of the world around them is altered, yet they feel that everyone else has caused it to change. It is difficult for them to see how their response to these changes and their behavior is causing concern among their family and friends.

"Dementia is difficult for everyone who is impacted by it," explains Mercy Gonzales, Executive Director at The Villa at Florham Park. "Knowing how traumatic it can be, our team at The Villa had a vision to develop an innovative memory care program with a resident-focused approach. We wanted to create an environment that offered stimulation, engagement, meaningful programming and structure."

In 2018, The Villa at Florham Park reallocated 27 private skilled nursing rooms and transformed an entire floor of the senior care community into a secure, dedicated assisted living memory care neighborhood, known as Heritage Square. The unique neighborhood features over 10 themed areas that engage residents and give them the freedom to wander and explore, socialize, and feel at home without feeling confined to one area.

The old-time Post Office features a display of old stamps and a wall-mounted mail drop box. The Grocery Store is stocked with popular items and highlights prices from years ago. In the Travel Agency, each resident is given a passport. They watch videos about different destinations, try different

cuisines, and make culture-specific crafts. For each country or region they 'visit,' they receive a stamp in their passport. Others stop by The Shore to feel the cool, wet sand between their fingers and hear sounds of sea gulls in the background.

"Resident engagement is at 100%," shares Lester Macalalag, Director of Life Enrichment. "They enjoy listening to the oldies in the Music Hall and using different instruments, like maracas, bells, and tambourines. Others find working In My Garden a relaxing way to spend their day." There is also a Boutique, Sports Bar, Train Station and Soda Fountain to enjoy as well.

"Heritage Square provides the perfect balance of independence for the resident and peace of mind for their family, while giving residents a meaningful quality of life," adds Gonzales. "Our families enjoy spending time with their loved ones in the themed settings. It encourages them to reminisce together and share fond memories of their loved one's life." One resident's daughter reported, "I come once a week and mom's always involved in group activities, such as tea parties or creative events. When she lived with me, all she did was watch TV."

In December 2018, the staff at The Villa at Florham Park celebrated their efforts when they received LeadingAge NJ's Excellence in Innovation Award. Gonzales shared, "We are so happy to be considered innovators in healthcare — but our most important role is ensuring that our residents' dignity, independence, privacy, choice, and individuality are our highest priority." ♦









# LUTHERAN CROSSINGS REVEALS RENOVATED CULTURAL ARTS CENTER



In October 2018, Lutheran Crossings at Moorestown revealed its newly renovated Cultural Arts Center to the community. Residents, employees, partner organizations and community members gathered in admiration of the reclaimed space and to celebrate those who donated their time and necessary funds to benefit the center.

The Ladies Auxiliary, a 20+ community member group, has been serving Lutheran Crossings for nearly 68 years through its fundraising efforts. It has helped fund initiatives like the construction and furnishing of a 90-bed wing and the creation of a butterfly garden and a library. The group also assists with the purchase of wheelchairs, birthday luncheons, holiday gifts for residents, and outings to local restaurants.

The renovation totaled \$40,000 and was made possible by generous gifts from Lutheran Crossings' Ladies Auxiliary and The Dorothea Partch Trust, as well as the volunteer efforts of the employees at BB&T Bank, Garden State Painting and Holman Frenia Allison Public Accountants. Through their support, the Center received a new ceiling, bathrooms, lighting, flooring, conference tables, chairs and a new kitchen area.

A portion of the renovation was also funded by the trust of Dr. Dorothea Partch, past resident of Lutheran Crossings at Moorestown. Her trust provides ongoing funding which enhances the overall quality of life for those in all care departments at the senior care community. ♦



*"I want to personally thank the members of the Ladies Auxiliary for their generous donation towards this project. Your enduring commitment to raising funds for Lutheran Crossings is unwavering with the numerous philanthropic gifts you have provided over the years. We are enormously grateful to each of you," expressed Colleen Frankenfield, President & CEO of LSMNJ.*

## Painting by Numbers in 2018

Upwards of **1,076** qualified seniors live in **LSMNJ Affordable Housing Properties**

More than **1,100** seniors receive quality care through our **Senior Healthcare & Retirement Living**



**23** residents receive **SpiriCare at Home Services**

**8** adults with mental health needs live in special **long-term housing**



The gracious efforts of more than **1,520** volunteers provide **10,786** hours in support of the LSMNJ mission.

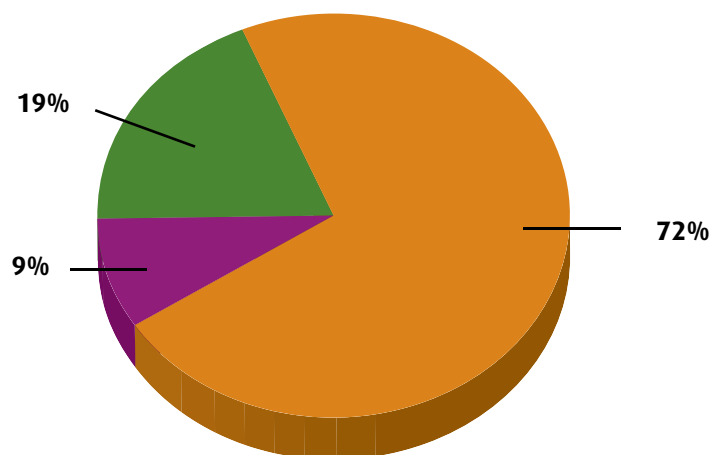
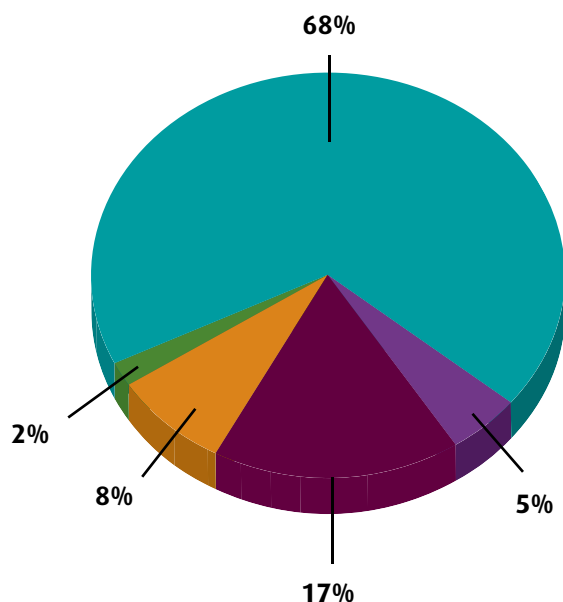


# MISSION – 2018

Lutheran Social Ministries of New Jersey operates as a 501c3 non-profit organization and is governed by a Board of Trustees which includes representatives from the clergy, churches, businesses and other sectors of the community throughout New Jersey. We are committed to the responsible stewardship of all funds and programs. We offer this overview of revenues received and their use in support of our mission from January 1 through December 31, 2018.

## Total Revenue: \$72.0 Million

## Total Expenses: \$78.2 Million



- ◆ Senior Living
- ◆ Community Programs
- ◆ Affordable Housing
- ◆ Senior Services
- ◆ Hospice/Home Care

- ◆ Community Services
- ◆ General, Administrative & Fundraising
- ◆ Residential Services



Since 2008, the Lutheran Social Ministries of New Jersey 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 philanthropic contributions, as well as event partnerships and grants, the Foundation brings in much needed funds that LSMNJ, in turn, uses to carry out its important work.

We gratefully acknowledge the support of individuals, organizations and congregations who partner with us, as well as provide us with funding and their volunteerism, so that we can successfully continue our mission and serve those in need. We proudly recognize each and every donor from 2018 in this annual report as a way to share our thanks for being our partner in fulfilling God's work.

# THANK YOU TO OUR 2018 DONORS

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