

# Value Proposition

## Lutheran Services in America Empowers You to Succeed.

### Collaboration, yes. Competition, no.

We share a calling and a commitment to the people we walk alongside that come from our shared heritage, common mission and mutual values. Unlike trade associations where your peers might also be your competitors, Lutheran Services in America members work from a shared sense of mission and trust in a non-competitive manner. As the only nationwide network of Lutheran health and social services organizations, Lutheran Services in America is the place where you can find your people, be inspired by new ideas and strategies, connect with a faith-based community and feel stronger and more secure in the company of those who share your ideals.

### Capitalize

When you tap into the Lutheran Services in America network you get access to nationwide partnerships, relationships and expertise that no individual member organization would be likely to secure on its own. And you can use that expertise to get the entrepreneurial edge.

Lutheran Services in America can help you develop the intellectual and financial capital to stay strong in the face of rapid and persistent change. The network also provides a platform for you to tap the leading thinkers on your most pressing strategic challenges from workforce development to business models.

And, together, the network presents a strong, credible voice to policymakers on the issues that directly impact the people you care for.

### Amplify

By putting the multiplier effect of the network to work, you can turn your ideas into realities. Leverage the shared knowledge and resources of over 300 member organizations to develop new innovative programs and impact communities at scale. And take part in emerging projects led by the national office that combine the reach, experience and know-how of members across the country and in multi-disciplinary fields.

### Gain the power of the network

- Participate in new market and revenue opportunities. For example, Lutheran Services in America is pioneering new models to enable people to remain in their home and communities as they age, opening up new payers and clients for our members.
- Improve outcomes for your clients. For example, Lutheran Services in America is leading an initiative to improve outcomes for youth that builds on an initiative that has already demonstrated improvement in the lives of 4,000 youth across 10 member organizations.
- Be part of a strong faith-based community of trust that supports and empowers each other. Share Lutheran Services in America resources that tell the story of Lutheran social ministry with your stakeholders.

- Advance public policy issues that most affect you by joining forces with Lutheran Services in America and members to project the voice of a \$22 billion faith-based network. As part of our active public policy agenda we have a current initiative underway to review Federal Medicaid regulations and propose ways to simplify and streamline them.
- Access expertise and resources at the national level to strengthen your organization and enhance your competitive positioning. For example, the Nonprofit Finance Fund is working with key members to keep people healthy in their communities and work with health systems and other payers to fund the work.
- Combine forces to obtain national foundation grants to test and replicate innovative solutions. For example, Lutheran Services in America partners with a leading mid-western foundation to evaluate alternative solutions to support seniors living in rural communities. With support from The Harry and Jeanette Weinberg Foundation, Lutheran Services in America is also leading an initiative to test a solution created by the University of North Carolina to help seniors successfully return and stay at home after rehabilitation with the goal to scale the solution more broadly in the future.
- Participate in communities that share mutual interests and goals such as the LSA-Disability Network, Senior Health Care Mission Leaders, Lutheran Information Technology Network and Lutheran Financial Manager's Association.
- Develop leadership skills, inspire solutions and make important connections at the CEO Academy, an exclusive forum for CEOs with a shared mission, and at the Annual Conference.

## **Come make a difference with us.**

Put the power of the Lutheran Services in America network to work for you. Realize your ideas. Capitalize on opportunities. Strengthen your organization. And amplify your voice.

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