



2020 ANNUAL REPORT

2020

AGAINST THE ODDS

A Remarkable Story of Strength & Resilience

*“We are afflicted in every way,
but not crushed; perplexed,
but not driven to despair.”*

2 Corinthians 4:8

*“This is our **Mission Moment**.
This is why our organizations
were created.”*

Carol Roberts, President & CEO,
Lutheran Social Services
of Northern California





Lutheran Services in America is a strong, connected and thriving network of Lutheran social ministries that transform the lives of six million Americans across more than 1,400 communities nationwide.

1,400
6,000,000

MAY 2021

Dear valued members, friends and supporters,

In a year of crisis, Lutheran social ministries joined together with characteristic teamwork and trust. Together we confronted a once-in-a-lifetime pandemic. We renewed our commitment to reverse the toll systemic racism has on the health and well-being of people of color. And we bore witness to unprecedented strength and resilience in communities across the nation.

Frontline Lutheran social ministry organizations overcame extraordinary logistical, emotional, financial and health challenges to remain a steady presence in communities. They persevered in caring for children and families, older adults, people with disabilities and others disproportionately affected by the sweeping and persistent crisis that COVID-19 ushered in. At no point did our frontline heroes waver.

Without question, the pandemic is an inflection point. It has shined a light on deep, persistent disparities. It has also led many to find new ways to come together and care for each other. This is truly a moment for change, and renewed hope for the future.

For all that changes, one thing will not: Regardless of the obstacles before us, regardless of the odds of success, we remain sustained by our faith and committed to our work in the world. We serve as a light for many people in many ways, even in the darkest hours.

We remain profoundly grateful to you, our supporters and partners. We honor your financial commitment to Lutheran Services in America and our member organizations: You enabled us to fulfill our mission during this uncertain yet critical time. Today we are pleased and honored to share the results of what your trust and support have made possible.

Blessings,



A handwritten signature in black ink that reads "Charlotte Haberaecker".

Charlotte Haberaecker
President and CEO
Lutheran Services
in America, Incorporated



A handwritten signature in black ink that reads "Larry Bradshaw".

Larry Bradshaw
President and CEO
National Lutheran Communities & Services
Chairperson of the Board
Lutheran Services in America, Incorporated

UNIFIED VOICE. AMPLIFIED REACH.

This year, Lutheran Services in America successfully advocated for—and secured—the emergency financial relief legislation necessary to empower not only our own social ministry organizations but also many others on the frontlines responding to the pandemic.

Our **advocacy campaigns** over the last year mobilized our member organizations to urge their Congressional representatives to support much-needed additional funding for nonprofits, including hazard pay and personal protective equipment.

From our national office in Washington, DC, we amplified the message and engaged lawmakers directly through phone calls, emails and virtual meetings on Capitol Hill.

The collective power of a \$22 billion faith-based voice on Capitol Hill is particularly crucial now to advance policies that improve the health and well-being of the six million people our network cares for each year. Together, we ensured that our voices were heard for millions of Americans experiencing need.

ADVANTAGE: **ADVOCACY**

Lutheran Services in America mobilized nearly 1,500 leaders in our network who sent more than 3,000 messages to members of Congress to voice their support or concern over public policy.

1,500
3,000



AN EXTRAORDINARY CRISIS. EXTRAORDINARY HEROISM.

Through our **Frontline Heroes** campaign, Lutheran Services in America illuminated the efforts of Lutheran social ministry organizations to honor and raise visibility for essential work that often goes unseen. The promotion amplified hundreds of stories from our member organizations across the country. In addition to videos, digital booklets and social postings, we shared the campaign with members of Congress.

Here are a few examples of our members' heroic efforts to find ways to stay connected on behalf of the people in their care:



Lutheran SeniorLife

pivoted from providing hot meals to more than 760 participants in its adult day care centers to hand-delivering meals directly to individuals.

Lutheran Social Services of the Virgin Islands

forged partnerships in the community that helped to keep children at the Queen Louise Home and others safe and healthy—and provided for hurricane disaster relief.

KenCrest Centers

used virtual reality to deliver simulated vacations to individuals with intellectual and developmental disabilities in their 12,500 person care community.

SpiriTru Lutheran

residents have spread kindness and inspiration by painting upbeat words and pictures on rocks placed across the campus, where they offer encouragement and elicit smiles.

Holy Family Ministries

helped to protect its Westside Chicago students from violent crime as well as COVID-19 and instilled conflict resolution skills through “Peace Exchange” programs.

For more stories, visit lutheranservices.org/frontline-heroes

COLLABORATION. COMPASSION. CHANGE.

Through our partnerships with leaders in healthcare, philanthropy, academia and business, Lutheran Services in America advances solutions and drives systemic change in the lives of millions of Americans every year. In spite of the pandemic's challenges, this year we added new partners, introduced innovative programs, expanded existing initiatives and deepened enduring relationships.

In Focus: Strengthening and Preserving Families

Empowering Families.

Our **Results Innovation Lab** has set out to dramatically change the lives of 20,000 children, youth and families by 2024. Through the Lab, we innovate new approaches that strengthen families in crisis and ensure that young people are safe and connected to their communities, schools, jobs and families. A core tenet of the Lab focuses on using data to illuminate and address racial disparities and underlying inequities that stack the deck against children and families of color.

Thanks to partnership support from generous donors, *The Annie E. Casey Foundation*, *CVS Health*, *Centene*, *Harvard's Leadership for a Networked World* and the *ELCA Lutheran Services for Children Endowment*, we are making large-scale policy and practice changes in child welfare so families can stay together and live their best life.

*"The **Results Innovation Lab** gave us an invaluable opportunity to reduce the time it takes children of color to find their forever family. This work has had a ripple effect: As an organization, we've grown into better advocates, including within the judicial system, insisting foster care is not lifelong. We increased permanency by 40% across our organization, greatly surpassing our goal."*

Beverly Jones, Vice President &
Chief Operating Officer, *Lutheran Child
and Family Services of Illinois*

75

In 2020, the **Results Innovation Lab** launched three initiatives that are building the capacity of 75 leaders from 17 Lutheran social ministry organizations.



In Focus: Aging With Dignity, Choice and Respect

Pivot Power.

Caring for older adults has always been at the heart of our mission: two-thirds of our network provide services across the continuum of care for these individuals. Over the past year, Lutheran Services in America accelerated implementation of innovative models of service that address key gaps in care for low-income older adults.

Older Americans in rural communities show tenacity and strength in their choice to age at home despite harsh winters, strained public services, limited healthcare options and other challenges. The COVID-19 pandemic heightened the challenge of alleviating social isolation and providing key interventions and social support for them.

Our Great Plains Senior Services

Collaborative, with *Lutheran Social Service of Minnesota* and *St. John's United*, expanded services and support for people in some of the most rural parts of Minnesota, North Dakota and Montana. *North Dakota State University* serves as our academic evaluator, helping us to reimagine services to older adults in dozens of rural communities throughout these three states.

During 2020, the **Great Plains Senior Services Collaborative** served 640 adults across 30 rural communities in three states. Despite the pandemic, the Collaborative was able to increase the number of adults cared for by every program by more than 100%.

640
100%

“The Great Plains Senior Services Collaborative is phenomenal. We wouldn’t be where we are without it.”

Sarah Schroefel, Manager of At Home,
St. John’s United

More Successful Transitions Home.

The pandemic widened the gaps in care for older adults to successfully age at home and avoid a return to the hospital following an acute incident. With partnership support from *The Harry and Jeanette Weinberg Foundation* and *The University of North Carolina at Chapel Hill*, we expanded our **Connect-Home Learning Collaborative** to help ensure a successful transition home. The Connect-Home evidence-based transitional care model empowers older adults and their caregivers to manage serious illness at home and prevent avoidable re-hospitalizations.

In 2020, **Connect-Home** enabled 374 older adults in the communities of *Lutheran SeniorLife (Mars, PA), Niagara Lutheran Health System (Lancaster, NY) and Luther Manor (Wauwatosa, WI)* to safely transition home. The program has empowered 875 low-income individuals since 2019.

374
875

Scaling a Best-in-Class Model for Staying at Home.

Lower-income older adults too often face challenges accessing reliable nutrition, affordable housing, transportation and companionship. Last year, the pandemic intensified these challenges. We responded with **LSA Senior Connect**, an innovative, person-centered service model led by *Genacross Lutheran Services*. Piloted since 2019, LSA Senior Connect linked older adults with chronic health conditions to the specific resources and support they need.

This year, we partnered with *The RRF Foundation for Aging* and *LeadingAge LTSS Center at the University of Massachusetts Boston* to evaluate the impact of enhanced services coordination in low-income and affordable housing communities for older adults.

*“Since implementing **LSA Senior Connect**, we’re seeing incredibly promising results from the program at our HUD and Affordable Housing sites. We’re better able to identify the right services at the right time that improve the quality of life and satisfaction for our residents.”*

Amanda Schroeder, VP of Home & Community-Based Services, *Genacross Lutheran Services*



"The CEO Summit sets the standard for engaging people and creating programs that move our work forward. It's a valuable opportunity for me to connect with other leaders working in communities across the country through this never-before-seen environment."

Larry McReynolds, Executive Director,
Family Health Centers at NYU Langone

A NETWORK IN ACTION.

In a time of great uncertainty, in 2020 Lutheran Services in America unleashed the power of Lutheran social ministry to address a unique set of challenges in new and innovative ways.

The **Lutheran Services in America Disability Network** continued to be on the forefront of advocating for person-centered services that meet the unique needs of people with intellectual and developmental disabilities. In 2020, LSA-DN came together to carry forward lessons learned during the COVID-19 pandemic and to envision and advocate for the next decade of change we can effect together to

achieve inclusivity, equity and support for people with disabilities.

As part of our commitment to respond to renewed calls for racial equity, we launched the **Race Equity Network**, focused on advocacy and policy around issues where our members can make an impact on a local and national level. Our **Mission Leaders Group** is also responding by strengthening the role of spiritual leaders to encourage diversity and equity within their organizations.

At the same time, we pivoted from our annual in-person **CEO Summit** to a virtual four-part, six-seminar series over six months. Despite

the constraints imposed by the pandemic, new ideas and out-of-the-box thinking flourished. With record attendance, network leaders with shared missions and values came together in an environment of discovery and trust. They also engaged with top experts in a variety of fields to learn and collaborate on the complex issues their communities face.

In 2020, we also introduced our **Strength & Service Series**, an ongoing virtual gathering of the best minds in our space to address the priority issues they are facing today—all with the goal of moving Lutheran social ministry organizations forward.



450

Lutheran congregations, synods and districts along with 450 social ministry CEOs and senior leaders across the country came together to participate in **Strength & Service Series'** broad line-up of topics, drawing on the knowledge of outside experts as well as vital insights from within our own network.



CHANGING ODDS. IMPROVING OUTCOMES.

Advancing Care and Collaboration.

The Lutheran Services in America **Lasting Change Campaign** publicly launched on July 1, 2020 and is more than halfway to its goal of raising \$1 million dollars by June 30, 2023.

The Campaign will expand successful efforts of our national network of Lutheran social ministry organizations across the U.S. A \$250,000 matching gift generously made possible through the *Thrivent Foundation* matches cash gifts one-to-one from non-board members.

Successful completion of the Campaign will carry forward innovative models of care and strengthen our network's collaborative efforts.

This Campaign raises mission-critical funding needed to bring together people, talent and resources on a national level and rise to our vision for all Americans to live their best life and achieve their full potential.

Strengthening Lutheran social ministry with your unwavering support.

As we express our appreciation to all whose strength, courage and dedication have had such profound impact through a difficult year, we extend our gratitude to the following organizations, foundations, corporations and individuals whose generous contributions to Lutheran Services in America made that work possible.

Together, let us look ahead to a brighter future, into which we carry our faith and our continued commitment to serve.

LUTHERAN SERVICES IN AMERICA 2020 SUPPORTERS

*(received January 1 – December 31, 2020
unless otherwise noted)*

- **Lasting Change Campaign**
- **Realizing the Promise**
- **Results Innovation Lab**
- **Neighbor-to-Neighbor**
- **Member Contributors**
- **Grants, Foundations, Sponsors & Partners**
- **Memorials, Tributes & Celebrations**
- **Thrivent Choice**

LASTING CHANGE CAMPAIGN GIFTS FROM INDIVIDUALS & ORGANIZATIONS

Leslie Allen
Sam Beals
Larry and Billie Bradshaw
Kenneth and Donna Daly
Sarah Dobson
Colleen Frankenfield
Alesia and Stephen Frerichs
Kristen and Rob Gay
Darrell R. Gordon
Charlotte Haberaecker
Katherine Hayes
Karen Himle
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Betty Oldenkamp
Rev. Kevin D. Robson
Julie and Bruce Swanson
David and Barbara Swartling
Ethan Terrill
Rev. Jeffrey and Pamela Thiemann
Thrivent
Paula Young

REALIZING THE PROMISE GIFTS FROM INDIVIDUALS & ORGANIZATIONS

*Realizing the Promise 3rd year gifts and
pledge fulfillments received in 2020
surpassed the campaign's three-year
\$500,000 goal by June 30, 2020*

Richard and Mary Coar
Rev. J. Bart Day
David Duea
Ted W. Goins, Jr.
Jodi and Stan Harpstead
Megan Hinds
Bill and Janis McCracken
Mission Investment Fund of the ELCA
Portico Benefit Services
Dr. Patricia W. Savage and
Dr. Roger B. Johnson, Jr.
Rev. William and Patricia Snyder

RESULTS INNOVATION LAB GIFTS FROM INDIVIDUALS & ORGANIZATIONS

*Directly supports our goal to achieve
equitable outcomes for 20,000 children in
the U.S. by 2024*

Stanley Berman
Arthur Carlton
Terry Carlton
Becky Cordell
Kenneth and Donna Daly
Randall and Cynthia Duell
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Robert E. and Margot W. Keith
Kristi Keller
Robert Lipstein
Lyn Reynolds
Anita Sharma
Thrivent
Charlotte and Larry Wagner
David Ward

NEIGHBOR-TO-NEIGHBOR GIFTS FROM INDIVIDUALS & ORGANIZATIONS

Supports our annual fund goal for flexible funding to boldly respond to the needs of our network today.

AmazonSmile
Anonymous
Carlton Anderson
Sharon Arthur
Judith Baker
Marian Baldini
Heidi Baldonado
Karen Baldwin
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Edward Gibeau
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Nancy Ann Graham
Roger Gustafson
Charlotte Haberaecker
Ruth Henrichs

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Karen Himle
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Richard Schmidt
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Theiss Family Charitable Trust
Thrivent
Linda and Randy Timmons
Trinity Lutheran Church of Tenaflly
Dr. Robert W. Tuttle
John J. Twardos
Rev. April Ulring Larson and
Rev. Judd Larson
Paul Van Akkeren
Ann Vazquez
Erwin Vettel
George Watson and John Fitzpatrick
Martin Wells and Susan Brielhl
Bishop Lawrence and
LaJoy Wohlrabe

MEMBER CONTRIBUTORS

Lutheran Services in America member organizations, who contributed funds beyond sustaining dues to advance our network's collective impact (received July 1 - December 31, 2020)

Advocate Aurora Health
California Lutheran Homes
Community Family Life Services, Inc.
Concordia Place
Dakota Boys and
Girls Ranch Association
eliseo
Gemma Services
Genacross Lutheran Services
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Lutheran Foundation of St. Louis
Lutheran Metropolitan Ministry
Lutheran Services Carolinas

Lutheran Services Florida, Inc.
Lutheran Services in Iowa
Lutheran Social Ministries
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Esther Marie Barg
The Rev. Dr. John M. Brndjar
Carol Barney
Norman C. Berg
Betty Coonrad
Ruth Ann Porisch
Ken Daly
Milo Glenn Gilbertson
Frontline Heroes
Gene Kaseman
John and Betty Knupp
Fred Kraegel
Roberta and Willard Lenhart
Aaron and Elise McAloose
Marianne L. Nelson
Lois Peacock
Dr. Patricia W. Savage
Ganga Devi Sharma
David and Barbara Swartling




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Thomas Marton
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Bonnie Raquet
Eilene Roth
Donna York-Sons
Daniel Sweeney
Jean Tidwell
Nancy Wigdahl



*"Serving on the Board of Lutheran Services in America is a calling for me. They are on the **forefront of innovation**, with nationwide impact that will help lift up children, families and communities. We're hoping you can join us on this journey. We need you. Will you join me?"*

Dr. Antonio Oftelie, Executive Director,
Leadership for a Networked World,
Harvard University

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