



Stronger  
Together

# Case for Support

September 2013



LUTHERAN  
SOCIAL SERVICES  
National Capital Area

presented by



Fundraising • Development Services • Strategic Consulting



Our family owes much of who we have become to Lutheran Social Services of the National Capital Area. Thanks to LSS/NCA, our family quickly transformed from a two-person household into a family of five, with three toddlers playing chase around the house, and what seemed like never-ending piles of laundry and infinite kisses to go around. We will be forever grateful to LSS/NCA for this transformation.

LSS/NCA does more than just bring people together. They build stronger families and communities, create memories that will be cherished for a lifetime, and bond neighbors together through service—often in profound and unexplained ways.

That's why we are chairing the **STRONGER TOGETHER** campaign—to ensure that more children, more families, and more memories are created. We ask you to join us in this effort. With your help, our community, our neighbors, and LSS/NCA will all be Stronger Together.

Melanie Folstad and Rick Mcumber, Chairs *Stronger Together*

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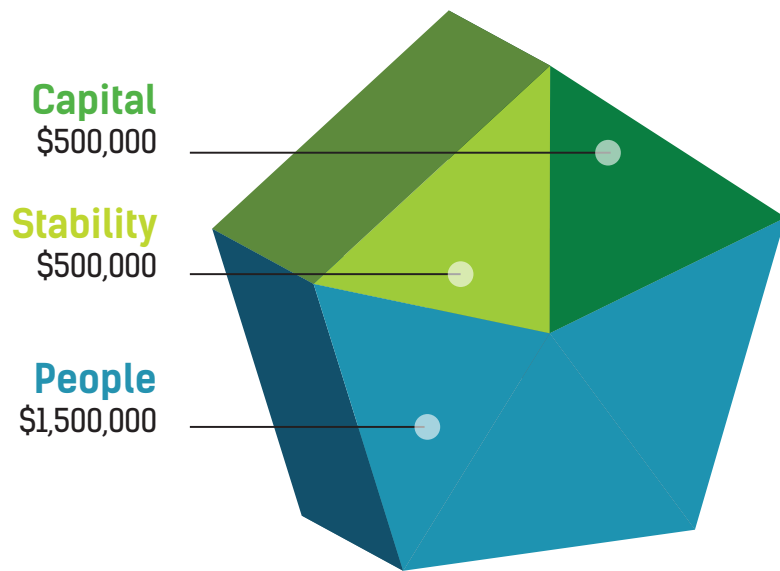
"I'm proud of LSS/NCA because I know that the organization makes a difference in people's lives. Through work that is practical, imaginative, and compassionate, LSS reaches across our metropolitan area and better connects all of us to one another, and better to our best selves..."

REV. RICHARD GRAHAM,  
BISHOP, METROPOLITAN DC SYNOD ELCA

## Our Case in Brief

Since 1917, Lutheran Social Services of the National Capital Area has walked with those in need and mobilized community partners to provide services that offer hope and rebuild lives. By God's grace, we provide ministries of compassion, justice, and hope to the most vulnerable in the Washington DC Metro area, working toward wholeness and self-sufficiency. We cannot turn away those in need of assistance because of insufficient resources or a lack of funding. With a clear mission, nearly 100 years of impactful service, and strong leadership, we are poised to meet the acute challenges of our neighbors in need of help.

Fulfilling our vision will require expanded resources. To move forward with new strategies that help our neighbors become more independent and self-sufficient, and assist them with making better lives for themselves, their families, and their children, we are embarking on **STRONGER TOGETHER: The Campaign for Lutheran Social Services of the National Capital Area**. This campaign will raise \$2.5 million and enable us to deepen the level of programming we can provide, serve more people through those programs, and ensure another 100 years of quality service to neighbors in the Washington DC Metro area. **STRONGER TOGETHER** has three essential priorities:

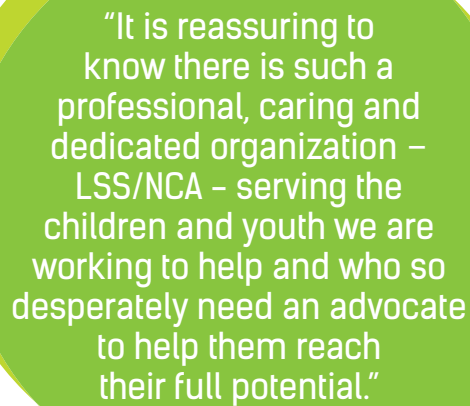


<b>Investing in People</b> – scholarships, program expansion	\$1,500,000
<b>Investing in Capital</b> – critical needs for staff and programs	\$500,000
<b>Investing in Stability</b> – growing emergency funds and operating reserves	\$500,000

This transformational \$2,500,000 comprehensive fundraising effort will strengthen Lutheran Social Services of the National Capital Area's outstanding work, accelerate our ability to meet the large and growing demand in our community, and offer help and hope to those who need it most. This is our community and we each serve an essential role in improving it for all our neighbors.



## Mission and History



"It is reassuring to know there is such a professional, caring and dedicated organization – LSS/NCA – serving the children and youth we are working to help and who so desperately need an advocate to help them reach their full potential."

LORI VACEK, PROGRAM MANAGER,  
FREDDIE MAC FOUNDATION

For nearly 100 years, Lutheran Social Services of the National Capital Area has walked side by side with the most vulnerable neighbors in our community. We have seen the needs and helped to create sustainable solutions that improve lives.

Since our founding in 1917, Lutheran Social Services of the National Capital Area has worked collaboratively with DC-area organizations to ensure the best possible assistance to those we serve. This belief in collaboration and teamwork is at the core of Lutheran Social Services of the National Capital Area and how we serve our neighbors. We believe that we are **STRONGER TOGETHER** by working in partnership with congregations, different faith organizations, corporations and foundations, and the diverse populations that create the Washington DC Metro area.

As members of this community, we are plugged into the changing needs of our neighborhoods. Frequently, Lutheran Social Services of the National Capital Area can be found innovating and leading efforts to begin new programs, transitioning them to independence, then moving on to other service areas. Our programs continue to evolve to meet some of the most pressing needs of our community. Our goal is to be the best advocates possible for our neighbors and improve the lives of everyone in our area by working with others to create sustainable solutions.

Lutheran Social Services of the National Capital Area has been involved with the creation of several of our region's most well-known human service programs, including:

- Meals on Wheels (MD)
- DC's first homeless shelters
- Juvenile Detention to Work program (DC)
- NOVACO (VA)

## MISSION AND HISTORY

(continued)



Throughout our history, Lutheran Social Services of the National Capital Area has embraced our region's most pressing challenges. As the needs of our community have changed, so have our programs. Lutheran Social Services of the National Capital Area has worked in the fields of:

- Emergency Services – food pantry, clothing bank, rental assistance
- Marriage and Family Counseling
- Mental Health
- Outreach to Military Families
- Prison Ministry

Our commitment to our community and neighbors remains as strong as ever. Today, Lutheran Social Services of the National Capital Area reaches more than 2,000 families in need each year with intensive, in-depth services throughout the Washington DC Metro area and Baltimore, MD. With a budget of approximately \$8 million and a staff of nearly 60, Lutheran Social Services of the National Capital Area continues to reach out to the most vulnerable among us with the following programs:

- Adoption and Foster Care
- Caregiver Support
- Disaster Response
- Refugee and Immigrant Services
- Youth Haven (for children and families affected by HIV/AIDS)

## Lutheran Social Services of the National Capital Area Today



"We support LSS/NCA  
because when I was younger,  
LSS helped me and we want to  
make sure the services of LSS  
are there for those who  
need them now."

ELAINE WEBSTER AND JIM JOHNSON, DONORS

Throughout our history, the programs of Lutheran Social Services of the National Capital Area have evolved to meet the most pressing needs of those we serve. Our current programs include Adoption and Foster Care, Caregiver Services, Disaster Response, Refugee and Immigrant Services, and Youth Haven Camps for children and teens living with HIV/AIDS.

### ADOPTION/FOSTER CARE (SINCE 1956)

At Lutheran Social Services of the National Capital Area, we believe no one should have to walk through life alone, especially children. Through our adoption and foster care services, we provide loving, nurturing homes to vulnerable children. Our Adoption/Foster Care program includes: Adoption Pre and Post Placement Services; Post-Adoption Search; Foster Care; and Unaccompanied Refugee Minor Care.

### REFUGEE/IMMIGRANT SERVICES (SINCE 1975)

From their arrival at the airport, to their first job interview, Lutheran Social Services of the National Capital Area accompanies newly resettled refugees and immigrants along their journey to self-sufficiency. Our comprehensive case management services are designed to ensure that newcomers begin their lives in the U.S.A. with promise. Our program includes: Refugee Resettlement; Refugee Employment Services; specialized social programming, such as Financial Literacy, Cultural Orientation and Mentoring; and Immigration & Citizenship Counseling Services.

### YOUTH HAVEN CAMPS (HIV/AIDS SINCE 1995)

Freedom from worry and fears is a rare experience for youth living with HIV/AIDS, but that is exactly what they find at Youth Haven. Designed specifically for youth diagnosed with HIV/AIDS or who have an HIV+ parent or family member, Youth Haven offers a supportive space for children to share their experiences with one another while having fun and learning valuable skills. Youth Haven Camps includes: Camp Kids Haven (ages 7-13); Teen Haven Retreats (ages 14-21); Family Mini-Camp; Parenting Support Classes; Youth Haven Family and Alumni Fun Days.



### DISASTER RESPONSE (SINCE 2005)

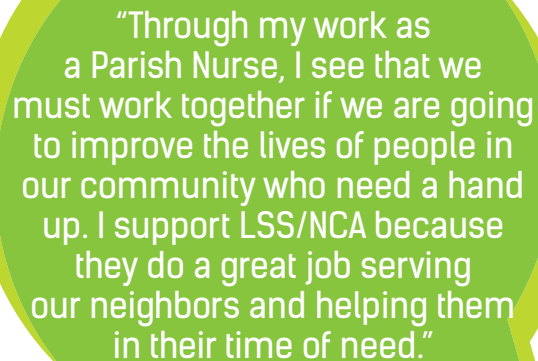
Disasters do not discriminate: they can affect any family at any time. To ensure that our neighbors are safe in times of crisis, Lutheran Social Services of the National Capital Area works in partnership with local organizations to provide two distinct disaster-related services: Disaster Response and Disaster Preparation Education and Training.

### CAREGIVER SERVICES (SINCE 2012)

Everyday hundreds of people give selflessly of themselves to care for a loved one. While caregiving is an act of love, the added responsibilities can put the caregiver's physical, emotional, and spiritual health at risk. Lutheran Social Services of the National Capital Area's Caregiver Services partners with faith communities to help ease the burden for caregivers by offering education programs that focus on their health and well-being.



## STRONGER TOGETHER: The Campaign for Lutheran Social Services of the National Capital Area

A green speech bubble with a yellow border and a tail pointing towards the bottom right. It contains a quote from Ruth Manchester.

"Through my work as a Parish Nurse, I see that we must work together if we are going to improve the lives of people in our community who need a hand up. I support LSS/NCA because they do a great job serving our neighbors and helping them in their time of need."

RUTH MANCHESTER, VOLUNTEER

At Lutheran Social Services of the National Capital Area, compassion is what drives us, and it defines how we serve others. Compassion is dynamic, and it involves dedication, passion, and, yes, a lot of work. We have called this campaign **STRONGER TOGETHER** because that idea is at the core of Lutheran Social Services of the National Capital Area:

- The Lutheran congregations that came together in 1917 knew they were **stronger together** in their ability to meet the needs they saw around them.
- As an organization, we know that we are **stronger together** when we work in partnership with other faiths and organizations.
- Our staff knows that we are **stronger together** when we walk shoulder to shoulder with our neighbors in need.
- As Christians, we know that we are **stronger together** when we seek connection to Christ.
- As a Lutheran community we must be **stronger together** to ensure that "our" Lutheran Social Services of the National Capital Area will be among the premier human services agencies in the region and will continue to be a leader in delivering compassionate services of the highest quality, going above and beyond for those we serve, attracting the best professionals in their fields, and rising to the challenge of meeting the most pressing needs of the day.

We are **stronger together** because Lutheran Social Services of the National Capital Area brings credibility, experience, and a long history of impactful service to address these challenges. With a presence throughout our region, and the breadth and reach available through 150 local Lutheran congregations, Lutheran Social Services of the National Capital Area is uniquely positioned to lead the way in serving our community.



As we approach 100 years of service to our community, we have set our sights on the future. Lutheran Social Services of the National Capital Area is faced with growing demand for our programs and services and must go beyond its current scope of care and service to meet the needs of more neighbors. This is a time of great urgency and opportunity to offer a place for struggling neighbors to find hope and rebuild their lives.

Only by being **stronger together** will Lutheran Social Services of the National Capital Area be able to deliver the quality programs and services needed to meet the current and future demands. Your gifts provide vital funding that ensures the highest quality of service to our neighbors. Therefore Lutheran Social Services of the National Capital Area has launched **STRONGER TOGETHER** – our \$2.5 million campaign.

**STRONGER TOGETHER** will raise unprecedented funds to support and expand programs and initiatives for three essential priorities:

Investing in People	– scholarships, program expansion	\$1,500,000
Investing in Capital	– critical needs for staff and programs	\$500,000
Investing in Stability	– growing emergency funds and operating reserves	\$500,000

## Funding Opportunities



## Investing in People – \$1,500,000

### INVESTING TO MEET THE GROWING DEMAND FOR OUR SERVICES.

Providing philanthropic support for Lutheran Social Services of the National Capital Area is an investment in the lives of others. Strengthening and expanding our programs is essential so that we can continue changing the lives of our clients and reach even more with Lutheran Social Services of the National Capital Area's compassion and quality programs.

#### SCHOLARSHIP FUND \$750,000

For the first time ever, Lutheran Social Services of the National Capital Area will be able to award annual scholarships to clients for post-secondary and vocational education. These scholarships will be available to youth who are aging out of foster care, refugees rebuilding their lives in our community, and young people affected by HIV/AIDS who have attended Youth Haven. These scholarships will give each of them the opportunity to build a stronger future and break the cycle of poverty.

#### PROGRAM EXPANSION \$750,000

Expanding our current programs will allow Lutheran Social Services of the National Capital Area to better respond to changing and emerging needs within our community. This expansion will allow us to serve more neighbors and to have a greater impact on their lives. With increased demand for all services, our leadership has identified these key areas of need:

- Tripling the number of children served through the Unaccompanied Refugee Minor program
- Expanding the foster care program to serve 30 additional children who have suffered extreme trauma
- Doubling the number of children who can attend our Youth Haven Camps for children affected by HIV/AIDS
- Adding 10 new DC-area congregations to the Caregiver Services program
- Investing and expanding our partnerships with congregations and neighbors to better assess and address our community's needs
- Creating a professional development and recognition program for our employees, to better recruit and retain excellent staff
- Developing a formal volunteer and community awareness program that engages neighbors in compassionate service and internships

## Investing in Capital – \$500,000

### UPGRADE PROGRAM FACILITIES TO IMPROVE ACCESSIBILITY, ENHANCE CARE, AND INCREASE EFFICIENCY

Lutheran Social Services of the National Capital Area has ongoing capital needs such as structural improvements to our existing facilities, basic investments in computers and furniture, environmental and energy efficiency upgrades, and maintenance of our agency vehicle fleet.

Critical and basic needs include:

- Vehicle fleet – used for Foster Care, Youth Haven, and Refugee and Immigrant Services: \$200,000
  - 2 vans
  - 3 sedans
  - Licensing, tags, registration, taxes, and maintenance
- Information Technology: \$80,000
  - Universal Data Management System
  - Modernized website
  - Cloud computing
- Capital Maintenance: \$220,000
  - Basic building maintenance and efficiency improvements (HVAC, windows, paint, flooring)
  - Office furniture
  - New office space – relocation of Virginia services in 2015
    - ~ Relocation expenses
    - ~ Increased rent





## Investing in Stability – \$500,000

### INCREASED OPERATING RESERVES TO HELP ENSURE THE LONG-TERM FINANCIAL HEALTH OF LUTHERAN SOCIAL SERVICES OF THE NATIONAL CAPITAL AREA

Today, more than 80% of Lutheran Social Services of the National Capital Area's budget goes directly to our services and programs. Currently our programs are vulnerable to the ever-changing economic climate. While it is the mission of a human services organization to invest in the lives of others, long-term financial health can be secured only through fully-funded operating reserves. Strong operating reserves provide a safety-net to ensure that Lutheran Social Services of the National Capital Area is able to deliver its vast scope of services during challenging economic times, like those in recent years. Strong operating reserves are also about sustainability; to ensure Lutheran Social Services of the National Capital Area is always there for others during their time of need.

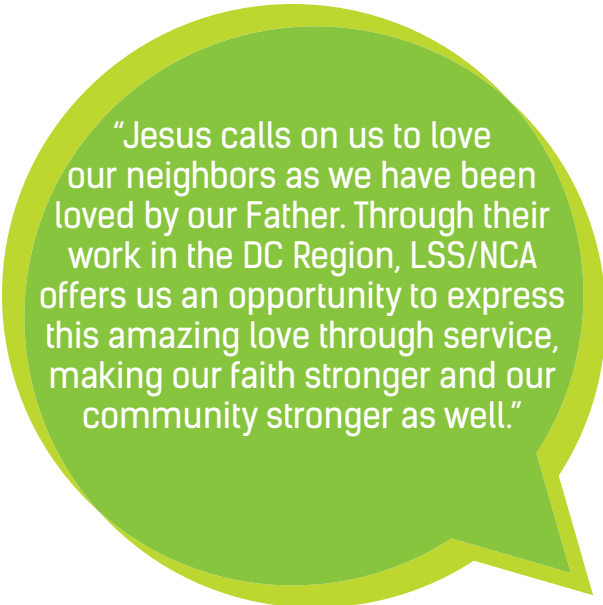
Ever-changing economic conditions, drastic cuts in government funding, and the growing complexity of client needs strain Lutheran Social Services of the National Capital Area's ability to deliver care. With a majority of income coming from public sources, it is critical for Lutheran Social Services of the National Capital Area to increase its operating reserves, so the organization:

- Can continue delivering services throughout economic downturns;
- Is able to adapt in a rapidly changing environment; and,
- Can focus on excellence of care rather than managing financial crises.

Our goal is to maintain a minimum of four to six months of operating reserves, which will serve as a contingency for unforeseen expenses, opportunities, or losses in revenue.



## Benefits and Outcomes



"Jesus calls on us to love our neighbors as we have been loved by our Father. Through their work in the DC Region, LSS/NCA offers us an opportunity to express this amazing love through service, making our faith stronger and our community stronger as well."

REV. JOHN DENNINGER,  
PRESIDENT LCMS SOUTHEASTERN DISTRICT

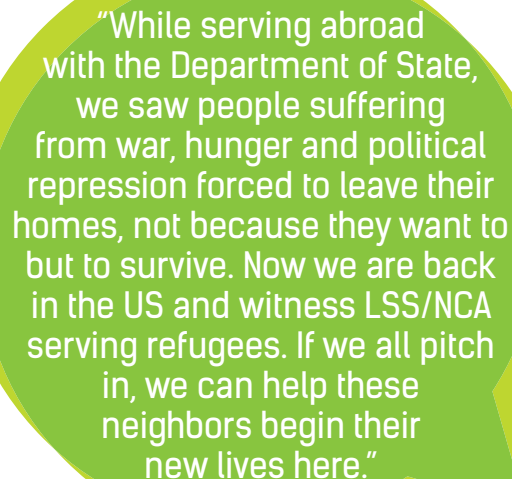
**STRONGER TOGETHER:** The Campaign for Lutheran Social Services of the National Capital Area will improve the quality of programs that support neighbors, going beyond best practices to excellence and innovation. We will increase the number of people we can serve by expanding our programs and attracting and retaining top-notch staff. We will engage more community members in and outside of the Lutheran community by fortifying our congregational relationships and developing formalized volunteer and internship programs. We will be **STRONGER TOGETHER**.

Lutheran Social Services of the National Capital Area is deepening our anchor. **STRONGER TOGETHER** means serving our most vulnerable neighbors. As we embark on celebrating a milestone 100 years of service to our community in 2017, our sights are firmly set on the future and strengthening our mission to walk with those in need.

Our goal with this campaign is that Lutheran Social Services of the National Capital Area will become the "go-to" agency when communities and congregations are trying to address critical human needs and will be a ringing voice for the marginalized and forgotten. **STRONGER TOGETHER** will:

- Work with congregations and communities to identify and fill service gaps;
- Build innovative programs that have documented impact;
- Develop leaders among our staff and clients;
- Increase the number of neighbors we serve;
- Offer educational scholarships that will pave the way for self-sufficiency; and,
- Invest in future sustainability with resources for capital needs and adequate reserves.

## Ways to Make a Gift

A green speech bubble with a white border and a tail pointing towards the bottom right. It contains a quote in white text.

"While serving abroad with the Department of State, we saw people suffering from war, hunger and political repression forced to leave their homes, not because they want to but to survive. Now we are back in the US and witness LSS/NCA serving refugees. If we all pitch in, we can help these neighbors begin their new lives here."

AMBASSADOR RICH KAUZLARICH, Chairman,  
LSS/NCA Board of Directors

*Lutheran Social Services of the National Capital Area is a 501(c)(3) non-profit organization recognized by the IRS to accept charitable contributions. The following options exist:*

### CASH AND PLEDGES

A gift of cash (payable by check or credit card) provides immediate tax savings through deductions while providing Lutheran Social Services of the National Capital Area with funds for current use or investment. Pledges are non-binding promises to provide certain gifts over a specified time period. Pledge reminders are sent according to the payment option that the donor chooses (monthly, quarterly, semi-annually or annually).

### APPRECIATED SECURITIES

An increasing number of Lutheran Social Services of the National Capital Area's friends are making gifts using appreciated securities including stock, bonds and mutual funds. Gifts can be made in person, through a broker, or through the mail. If transferred through a broker, the gift's value is determined by the average of the instrument's high and low value on the date on which the transfer occurs. Gifts of appreciated securities eliminate capital gains tax. Specific instructions are available.

### COMPANY MATCHING GIFTS

Many employers match their employees' contributions to charitable causes. Ask the human resources office at your place of work to see if your current employer, the company from which you retired, or your spouse's employer has a matching gift program.

## WAYS TO MAKE A GIFT

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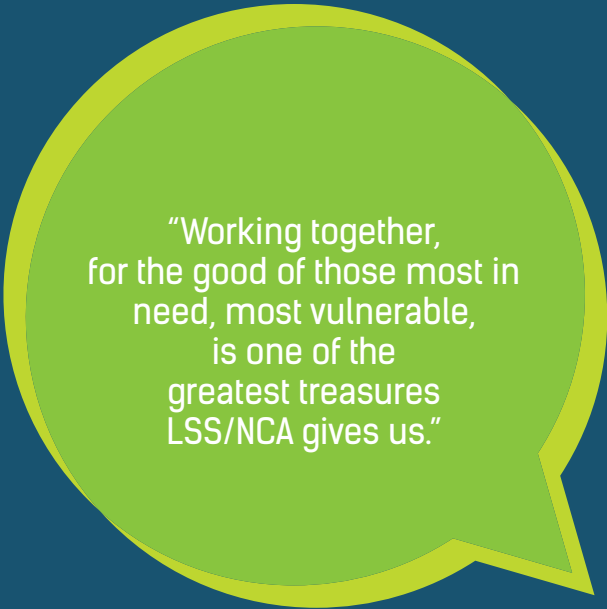
### PLANNED GIFTS

A planned gift supports Lutheran Social Services of the National Capital Area while meeting your financial planning needs. Each planned gift option has certain tax and investment advantages. Ask your financial adviser for help in structuring a planned gift to meet your financial and philanthropic objectives. Planned gifts are typically advantageous for donors who are age 55 or older, and include, but are not limited to:

- **Bequest** You designate a gift of cash, securities, or other investment property through your will. Bequests are the simplest form of planned gifts and are the largest source of deferred gifts to Lutheran Social Services of the National Capital Area.
- **Retirement Plan Assets, IRA** Name Lutheran Social Services of the National Capital Area as the beneficiary of your plan. You can continue to take withdrawals from your plan during your lifetime.
- **Life Insurance** Name Lutheran Social Services of the National Capital Area as beneficiary of your policy. You may donate a paid-up policy you no longer need or take out a new policy.
- **Charitable Lead Trust** A Charitable Lead Trust makes payments to Lutheran Social Services of the National Capital Area for a period of years. Assets ultimately pass to the donor or their heirs.
- **Charitable Remainder Trust** A Charitable Remainder Trust makes payments for life or a term of years to you and/or others. Assets ultimately benefit Lutheran Social Services of the National Capital Area.



## In Closing



“Working together,  
for the good of those most in  
need, most vulnerable,  
is one of the  
greatest treasures  
LSS/NCA gives us.”

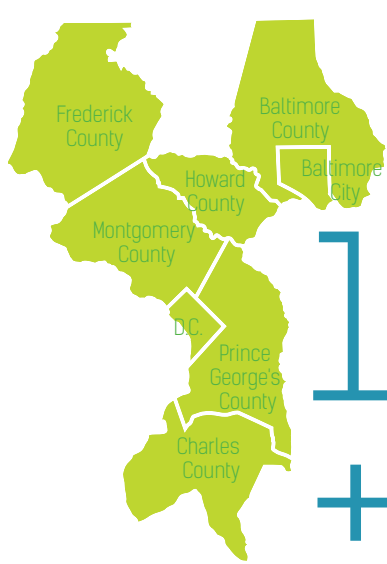
REV. WAYNE LEHRER, DONOR

This is our time, and this is our opportunity. Together we will not only support families who are fighting to end the cycle of violence and poverty in their family, but we will help them improve their lives by offering scholarships for college or vocational training that can open doors and lead to higher paying jobs. Together we will build transformational service learning opportunities where families can serve together and teach their children the importance of loving and serving our neighbors. And together we will become the “go-to” service organization in the region, offering not only the best in quality services but also going above and beyond to ensure the neighbors we serve find wholeness, justice, and self-sufficiency.

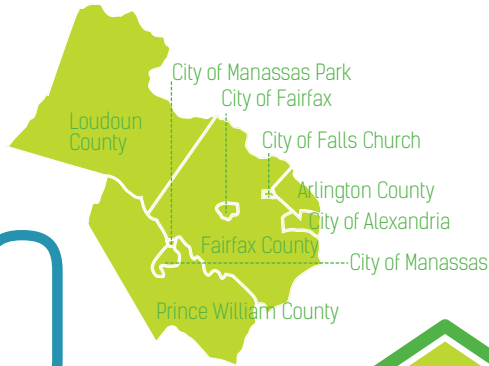
Years from now we will look back at this moment and recognize it as a turning point in Lutheran Social Services of the National Capital Area’s history. The point when Lutheran Social Services of the National Capital Area became stronger, fortified by your support. The point when the neighbors we serve became stronger, empowered by Lutheran Social Services of the National Capital Area’s caring and dedicated staff. And the time when our community became stronger because our once-vulnerable neighbors now boldly hope for the promises of tomorrow.

We are **STRONGER TOGETHER.**

Melissa K. Graves, CEO



10  
+5  
counties  
cities served



8  
Offices, in Maryland,  
Virginia, and the  
District of Columbia



100,000+  
Refugees fleeing war and persecution  
have found a new beginning in our communities over the past 38 years.



28  
languages spoken by staff

725  
Volunteers each year



400  
Refugees resettled each year

300  
Children affected by HIV/AIDS served  
by Youth Haven Camps in 15 years

\$8 million  
Annual operating budget



55  
years of creating and strengthening  
families through our Adoption and  
Foster Care services



96  
years of serving our most  
vulnerable neighbors; and  
with your support, many  
more to come!

2,000  
Neighbors served each year by Lutheran  
Social Services of the National Capital Area

60  
Lutheran Social  
Services of the  
National Capital  
Area staff

100%  
local governance, funding, volunteers, and neighbors served

# STRONGER TOGETHER: Campaign Leadership

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