

The 2012 Report of the Acting President and CEO

Lisa M. Schiller, April 2012

Service Speaks



The theme of this year's Annual Conference – **Called to Shape the Future** – is bold and challenging. And yet it is also a responsibility that LSA organizations wrestle with every day. Organizations remodel themselves continuously to keep up with new requirements, changes in reimbursement rates and models, changing legislation and fluid consumer needs and desires. It can

seem as if we're always flying into headwinds. But, there is also great optimism, reach for innovation and passion for better ways to love and serve our neighbors in this call to shape the future.

Like member organizations, LSA has been, is and will be in transition during this year. Transitions are times of opportunity. It is a time for reflection, acknowledging history, targeting opportunities, celebrating and setting our GPS for the future. For LSA, this transition began with the resignation of the former President and CEO and the launch of the Executive Search Committee of the Board of Directors and will continue as LSA's next leader joins us on this journey.

This document is intended to share with you glimpses into the LSA system, some opportunities within the system and some reasons to celebrate being together as LSA.

Service Speaks in so many ways. Service Speaks in organizations that live out their Christ-centered or faith-focused missions as “Do-ers” – feeding the hungry, caring for the sick, creating families, accompanying the refugee or immigrant, supporting the independence of those who are aging or who have disabilities.

Service Speaks as organizations ensure that legislators and regulars are better informed about how public policy works on the ground and impacts the communities in which we serve.

Service Speaks in action, in voice and in care.

As we continue to explore what “Service Speaks” means in our approach to next year's Conference in Washington, DC and in setting our GPS with the next leader of LSA, we will have the opportunity to tell many stories of service and advocacy, but also to tell our story as 309 organizations together in the call to love and serve our neighbors.

This report and the LSA Annual Report featured in the April issue of TOGETHER magazine comprise a picture of the state of LSA. We hope you have an opportunity to read both.

If you have any questions, you can reach me at
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or at 724-865-3236.



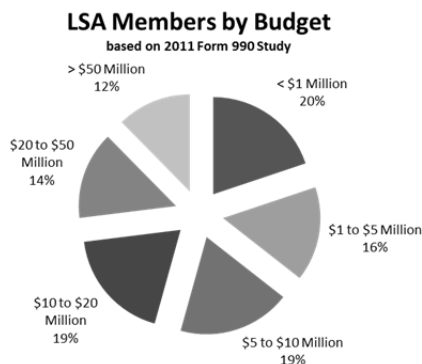
Service Speaks

LSA is an amazing system to explore and celebrate

That the 309 organizations together in Lutheran Services in America serve one in 50 in America is an astounding number to those who hear it for the first time. “The Lutherans do that, really?” Yes, really. LSA organizations live their call to love and serve their neighbors person by person every day. At the national level, we have the advantage of seeing the collective impact more easily, perhaps. We’d like to share some of those nuggets with you to inspire you to dip in to the system for learning and celebration.

LSA organizations come in every shape and size

(Data is from LSA’s August 2011 study of member organizations Form 990)



- Aggregate total income for LSA organizations is over \$18 billion
- Total income varies from about \$3,000 to \$3 million



THANK YOU

To the LSA Disability Network for engaging more than 200 individuals with disabilities, families, congregations and service providers in discussion about the full inclusion of people with disabilities in the religious life of their communities. This was the first time the network coordinated two regional spiritual life conferences in one year with the largest participation ever.

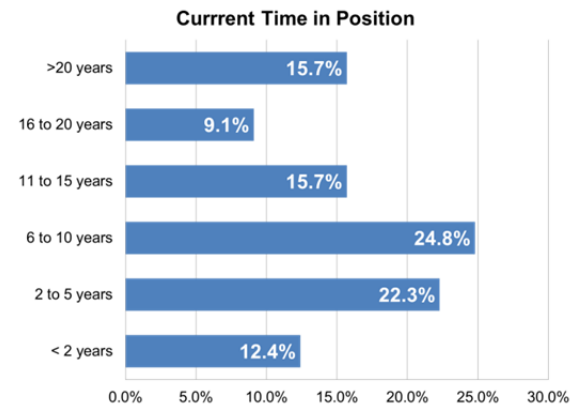


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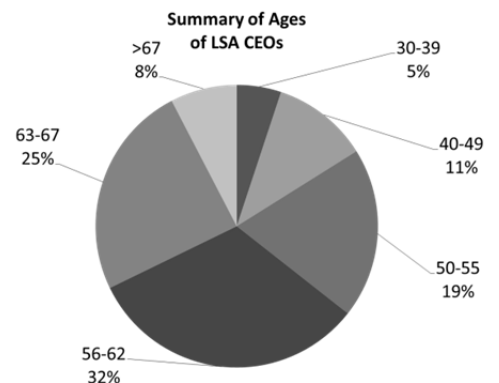
To the dozen seasoned CEOs who arrived early at the CEO Academy so that they could enter into one-on-one conversations with newcomers. These conversations were so valuable to new CEOs, but also provided interesting perspectives and learning for the veterans.

- Median total revenue is \$8 million
- 178 organizations (67%) reported an increase in assets
- 88 organizations (33%) reported a decrease in assets
- The 267 LSA organizations studied employ 246,181 people
- The median number of employees is 234-235
- LSA organizations engage 148,576 volunteers every year
- The median number of volunteers is 100

Chief executives of LSA organizations have varying characteristics as well



- Nearly three-quarters are Lutheran
- One in eight reported having served in the military
- Over one-third are women
- Close to two-thirds hold a Master’s degree and 13% reported completing a Doctorate
- Close to half are 60 years old or older





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LSA is awesome together

You can feel the earth move when Lutherans put their energy behind something. LSA is no different. Mobilizing more than 160 people for a day at the White House – awesome. Number 24 on the Chronicle of Philanthropy’s “Philanthropy 400” list – awesome. More than 3,000 people instantly “liking” Thrivent in order to support LSA – awesome. Indeed, “Together we can.”

There are many ways to take part in LSA

- 183 organizations have been engaged with at least one opportunity beyond the payment of dues. This includes teleconferences, onsite learning events, networks, surveys.
- More than one-third or 104 organizations have participated in an onsite learning event. This includes the Executive Retreat, CEO Academy, Leadership Academy and Annual Conference.

Lutherans in Service and Advocacy

Lutheran Services in America has gained the reputation of being a “go to” place. LSA regularly is tapped to provide expert information to both administration and legislative leaders in Washington, DC.

- Nearly 160 people answered the call to gather for the LSA Day at the White House in October. Among those participating were 91 people from 57 LSA organizations. Also at the Community Leaders Briefing were leaders from regional and national offices of the Evangelical Lutheran Church in America (ELCA) and The Lutheran Church–Missouri Synod (LCMS) as well as area pastors, a group of young adults from the Metro DC Synod of the ELCA and people serving in the Lutheran Volunteer Corps.



THANK YOU

To Thrivent Financial for Lutherans and to everyone who is becoming a new fan of Thrivent’s Facebook page. Thrivent’s Fan It Forward Campaign from March 12 – April 23 will benefit LSA. LSA will earn \$1 for each new fan of Thrivent’s Facebook page.



THANK YOU

To the 80 plus LSA organizations that see the potential and possibility in the system and so want to be a part of that in a way beyond paying the minimum or sustaining dues. These organizations affirm our belief that together we are stronger.

- Lifting up the profile of LSA and member organizations, LSA had at least nine opportunities to position LSA organizations in influential conversations with decision makers in the Administration and Congress. Another two dozen organizations have been in meetings or provided input to significant meetings with decision makers, among them the opportunity to provide input to the President’s State of the Union address.
- More than 60 people attended an LSA webinar in partnership with the USDA about the various federal nutrition programs in the hope that LSA organizations can leverage these programs to enhance their work.



Commitment of Members to Members and the LSA System

- The ELCA and LCMS continue to be strong partners in support and nurturing of social ministry organizations and recognized service organizations. They also continue a strong commitment to LSA through participation and sponsorship of events, grant funding and other support.
- CEOs in the LSA system continue to exhibit remarkable generosity in sharing knowledge, expertise and coaching to one another through formal venues, such as events, but also in ad hoc phone calls, meetings and e-mails.
- Organizations and networks also partner in creative ways. In 2011, Lutheran Family Services of Virginia purchased a well-respected for-profit provider of programs for adults with intellectual and/or developmental disabilities. This acquisition, which involved adding 200 staff and the responsibility for management of group homes, sponsored residential care, in home, day support, transportation and respite care, has been a number of years in the making and reflects the mutual support and efforts of Lutheran Family Services and LSA Disability Network. The network’s Partners Project Team was able to gain funding from Lutheran Services for the Elderly Endowment along with funds provided by the Disability Network and Lutheran Family Services to build this new capacity. Because of this partnership with the LSA Disability Network, LFS of Virginia doubled its ability to fulfill its mission.

Service Speaks

LSA is an inspirational place of connections

The LSA Annual Conference is an extraordinary time for learning, but when people talk about Conferences they've attended, the excitement in their voice isn't necessarily about a keynote or breakout session. Rather, it is an "I met" or "I talked to" or "I had the most amazing conversation." These are the moments of connection that make LSA what it is – a meeting place, an inspirational space to share passion and mission, a safe place to turn to colleagues. Time and time again, when "two or more" are gathered, all are enriched.

Leadership Development

LSA puts a lot of elbow grease into regenerating the system. We believe that in order to thrive, LSA organizations need to be constantly reseeded and that the diversity within the LSA system is the healthiest way to propagate new varieties for growth.

- LSA's Annual Conference, its signature event, last year drew more than 400 people to Milwaukee for learning, networking and growth.
- Last year's Conference introduced a governance focus to a standing room only crowd; this year's Board Academy refines the event.
- The CEO Academy this year drew 17 new CEOs in a learning cohort of over 40 people from 29 organizations.
- We are seeing a growing number of organizations invest in their developing leaders. This year, ten organizations sent more than one person to the Leadership Academy.

SPECIAL THANKS

This special Thank You is for the LSA staff. They are a small but mighty band of faithful, hardworking and committed colleagues who keep the LSA members work in the center of their minds, hearts and prayers. Your extra hours, good ideas and willingness to weather transition well is noticed and very appreciated. May God continue to bless us on this journey.



THANK YOU

To the more than 425 Thrivent members who have designated their ThriventChoice Dollars for Lutheran Services in America – inspiring LSA and enabling the national office to make more connections possible.



THANK YOU

To Jim Barclay of Lutheran Family Services Rocky Mountains who convened on short notice 20 people from a dozen agencies across Denver for a meeting of the Corporation for National and Community Service. Jim notes that since their role in that meeting, LFS has been asked to acquire two local child welfare agencies and open a new program in New Mexico.

Networks

There is no single model for an LSA network. Some connect by affinity, others according to state or regional boundaries and others around service lines. What they have in common is an eagerness to be together and share experiences and expertise.

- 115 organizations participate in at least one LSA network.
- LSA's newest convening is the Volunteer Leadership Network, a direct result of the volunteer study released at the 2011 LSA Conference.
- By observation, the strongest networks at any given time are those with committed and passionate volunteer leadership. It is really key to a network's success and impact for its members.

Consulting Services

LSA connects organizations to one another through informal consulting and also provides a wide range of consulting services to member organizations.

- To assist LSA organizations in achieving their mission, LUMEN Resources has engaged consultants with expertise in various types of fundraising, organizational advancement and related consulting services. These vendors have agreed to provide quality fundraising consulting services to LSA member organizations at a discounted rate. Our first preferred business partners are Advancement Associates and Mountain Sage Consulting.

Innovations

LSA is exploring how to bring additional value to our member organizations.

- The LSA Financial Wellness Program – a resource for employees who need help with debt is one such opportunity. LSA will partner with three member organizations – Lutheran Social Service of Minnesota, Graceworks Lutheran Services and Lutheran Social Services of South Dakota, all members of the National Foundation for Credit Counseling and who use certified consumer credit counselors. The partnership will serve the nearly 250,000 employed by our LSA system. Employees who call in are able to sign-up for a free, confidential debt management plan that helps them to get back on sound financial footing.
- Through a small work team of member organizations LSA is mapping and mobilizing Lutheran organizations' efforts in monitoring technologies, medication management and chronic disease/ disability management. LSA has begun conversations with two technology firms to explore preferred relationships and possibly, in the longer term, applied research, testing business and staffing models for the use of the technologies, and engaging LSA members in shared learning.

Thank you

