



Celebrating Tradition
BUILDING FUTURES

LSI'S ENDOWMENT CAMPAIGN





Celebrating Tradition.

Lutheran Services in Iowa (LSI) planted its roots nearly 150 years ago when a Lutheran pastor in Andrew, Iowa, took in seven children, orphans of the Civil War. Since that first act of compassion, LSI has grown to be one of Iowa's most notable and respected human service agencies, serving tens of thousands of Iowans each year.

Building Futures.

The past decade has once again been a time of change in our country and our state. Dramatic economic shifts have created an environment of uncertainty and no group is more impacted by these changes than our most fragile, impoverished and overlooked children, families and individuals. It is this economic uncertainty that is leading LSI to change its approach to providing services to people in need.

An unprecedented new direction is being taken by LSI to create a broader outreach and build on its history of excellence. This movement solidifies LSI's state-leading status as an agency that brings life changing solutions to these children, families and individuals. LSI is a rock for our state's most vulnerable citizens and is bringing even more strength to communities across Iowa by...



Celebrating Tradition. Building Futures.

The *Celebrating Tradition. Building Futures.* endowment campaign is a five-year campaign to support the mission and long-term vision of Lutheran Services in Iowa through the growth of its endowment fund. Our campaign goal of raising \$12 million by the year 2015 would increase LSI's endowment to \$20 million, giving LSI the stability and strength to become an even more prominent leader in providing human services to Iowans.



LSI spends an average of \$600 a month to stabilize one family at risk of losing a child. Imagine how many families could thrive with more resources.



Now is the Time

At Lutheran Services in Iowa we see need every day. We see it in the eyes of a child who has lost all hope and trust because of abuse and neglect. We hear it in the stories of families who live life in despair because of poverty. We experience it in the struggles of a person with a disability as he or she strives for independence.

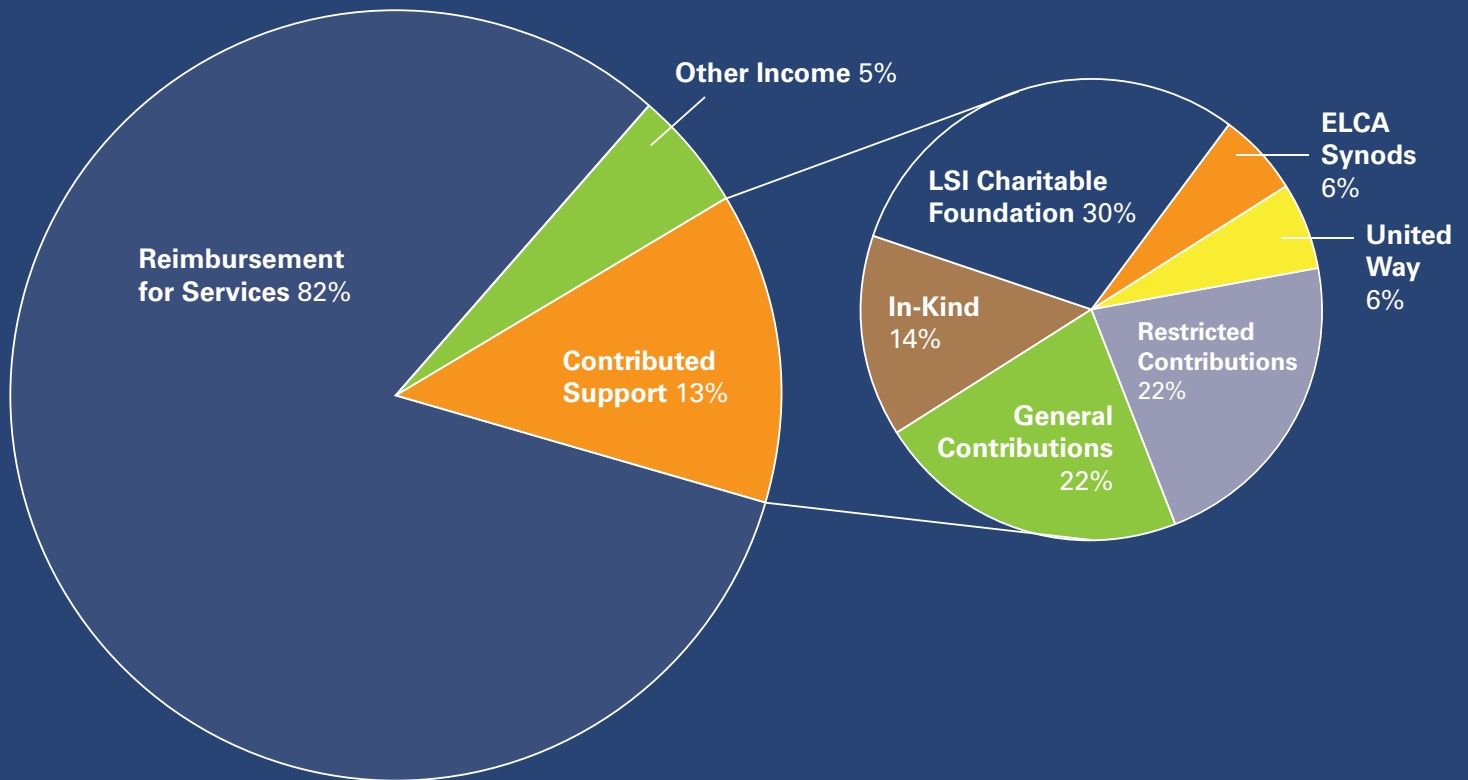
LSI is here for those in need and the *Celebrating Tradition. Building Futures.* endowment campaign ensures that LSI can boldly fulfill its mission of service to all. Our goal is to increase the financial stability of the organization, guarantee future generations a path to health, hope and healing, and ensure that its mission continues in perpetuity for the most vulnerable people in our society.

While LSI is a financially strong organization due to its outstanding fiscal management, the current volatility of the economy increases our agency's need to become more self-sufficient. Nearly 80 percent of LSI's funding for programs and services is currently provided by state and federal government resources. As legislators cut funding for critical services to children and families, private nonprofits have to stretch already limited resources even further.

The *Celebrating Tradition. Building Futures.* campaign will create a healthy endowment leading to long-term financial growth. This provides a buffer to future downturns in the economy and reductions in government support.

Our goal is to increase the financial stability of the organization, guarantee future generations a path to health, hope and healing, and ensure that its mission continues in perpetuity for the most vulnerable people in our society.

Financial Strength

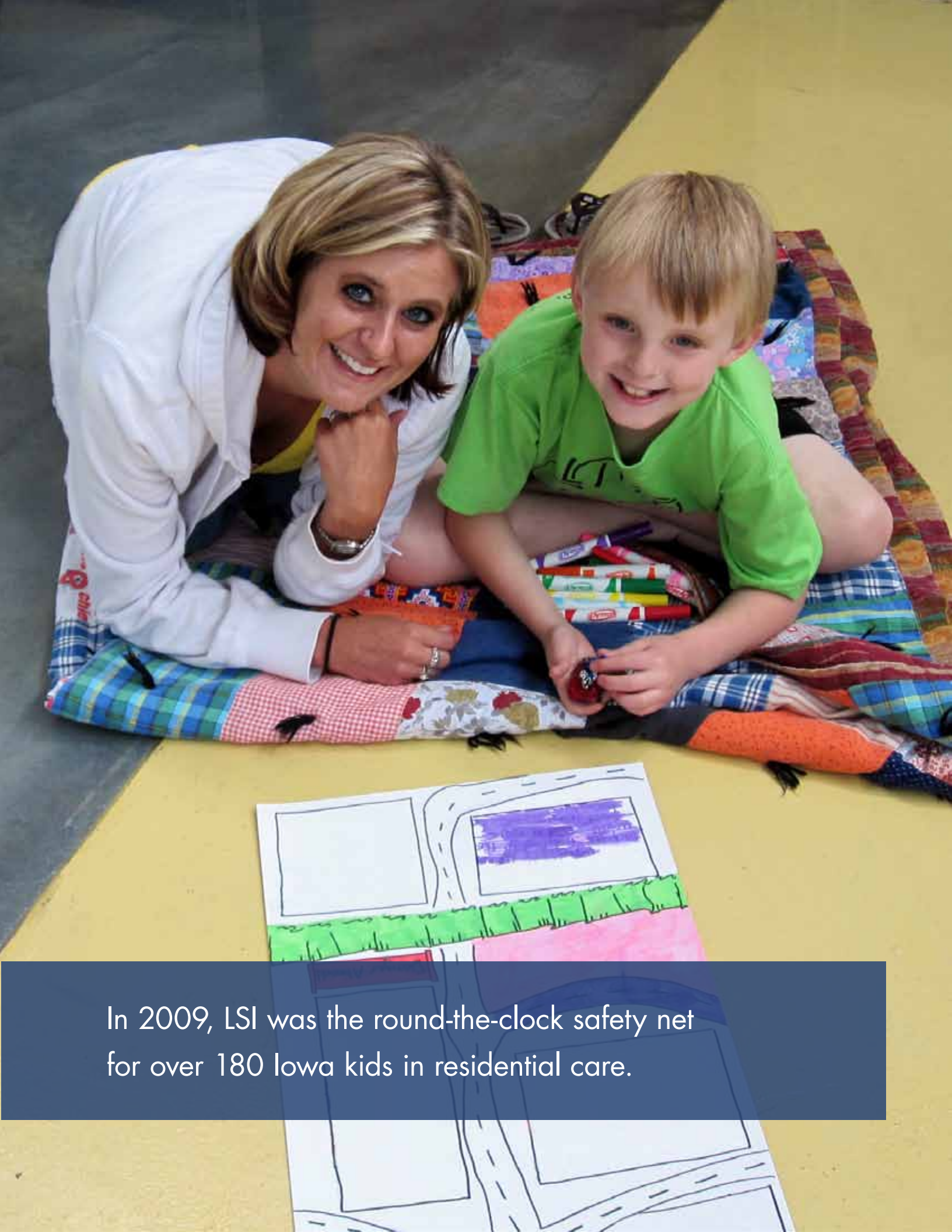


Resources may be shrinking, but the needs in our communities are on the rise. High unemployment rates, another effect of an unstable economy, are increasing the number of families and individuals living in poverty. As poverty becomes more prevalent, abuse and neglect, hunger, mental health struggles and drug addiction eat away at the fabric of our communities.

Sadly, our communities are not prepared to fund the services they need, and unless leading organizations like LSI can fortify our resources, people dealing with the effects of poverty will fall through the cracks in our society. As more and more individuals fall into this cycle of hopelessness and dependence, entire communities will feel the impact through increased crime, more families and individuals reliant on welfare, fewer viable consumers to drive local businesses and declining quality in our schools.

LSI is a safety net for the most vulnerable people in our state and for our communities, and we are fighting poverty and social injustices every day. Through partnerships with communities LSI is strengthening Iowa one child, one family and one person at a time.

Now is the time for this movement of strength. Now is the time for the *Celebrating Tradition. Building Futures.* campaign. Now is the time to create a stronger Iowa for everyone.



In 2009, LSI was the round-the-clock safety net for over 180 Iowa kids in residential care.



In FY2009, LSI made 48,695 home health care visits to an increasing population.



Excellence in Service

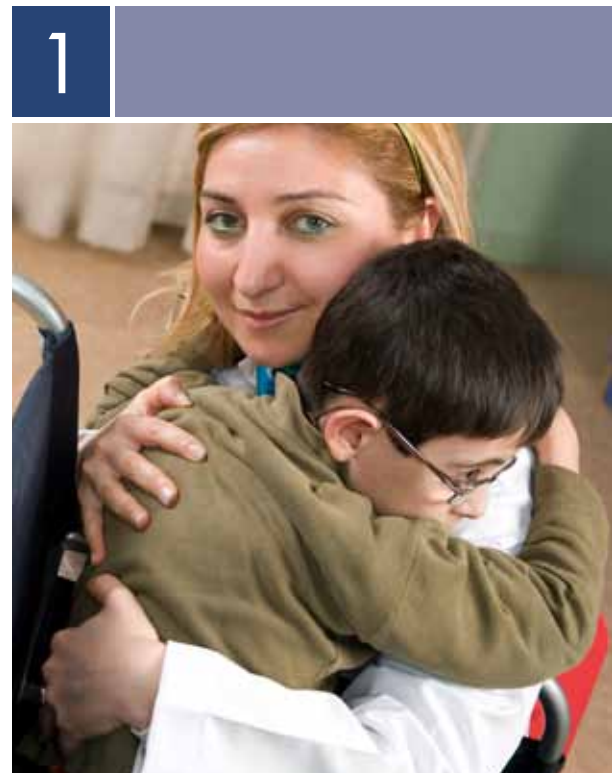
Lutheran Services in Iowa is focused on strengthening its position as a leader for Iowa's children and families, and we are creating new approaches that are responsive to human services industry trends. The financial stability the *Celebrating Tradition. Building Futures.* campaign provides allows LSI to carry out in confidence four key pillars of excellence to address the needs of the most vulnerable populations in our state.

Key Pillars of Excellence

Creating a Broader Outreach

LSI's services already cover a broad cross-section of Iowa's population. Children, families, individuals with disabilities and senior adults all benefit from the services we provide. However, the number of people in need of human services is increasing, and LSI is committed to reaching out to even more people and communities by enhancing its services.

LSI is in a great position to move forward in creating an even broader outreach in all communities. LSI provides services across Iowa and this established statewide infrastructure uniquely qualifies us to take on the challenges associated with the growing number of people in need of human services. The agency's established and successful 150 year tradition of service also gives LSI exceptional expertise and the knowledge base to bring about far-reaching change.



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Developing Innovative Solutions

Social problems in Iowa and across the nation are growing and innovative solutions are needed to effectively meet growing demand. LSI is leading the way in services that put the family first. To do this we are developing more programs that bring services directly into the homes of our clients. LSI is already moving forward on creating innovative programs to best serve children and families.

Changes in the overall philosophy of providing human services often drive program change, and LSI is on the leading edge of the paradigm shift to providing community-based, in-home approaches to changing lives. Programs that work with children and families in their own homes and communities are proven to more effectively create lasting, positive outcomes. This community-based philosophy that places emphasis on family interaction is a top priority for LSI, and many LSI staff are leaders in their fields in implementing and developing these types of solutions. By bringing services to clients' doorsteps and neighborhoods LSI strengthens not only the individual but the entire community support system.

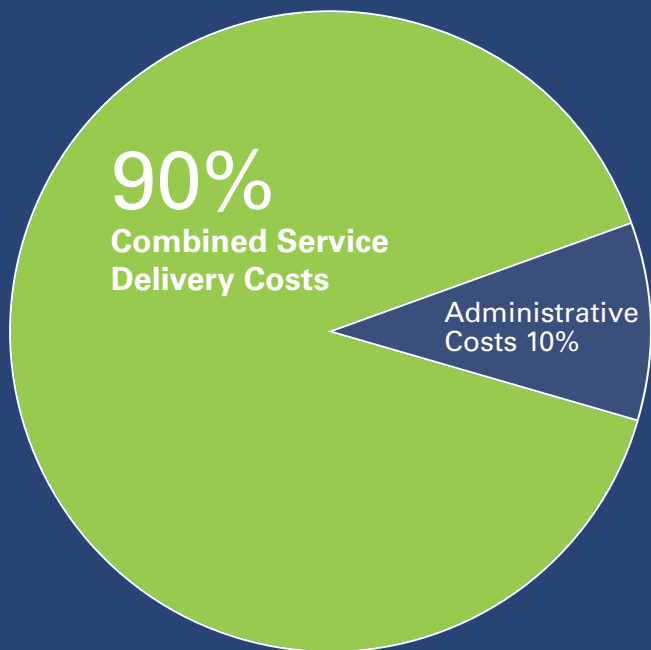
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Increasing Stewardship through Efficiency

LSI is an extremely efficient organization with 90 cents of every dollar being used for direct services. However, as revenue streams decrease, there is an increased need to evaluate all aspects of operations. LSI is streamlining all areas of the agency from services to administrative functions and infrastructure.

LSI is a large and diverse nonprofit agency that includes many service lines but also many departments that support the services we provide. All of these parts of the agency are essential to its success. Streamlining to LSI does not mean cutting corners in these service and support areas but evaluating how the overall agency meets the needs of the people we serve. It means developing solutions that not only get us to our end goal of creating independence and promise for each client but which also provide the most efficient means to get there. Each dollar LSI spends is an investment in the future of Iowa and being a good steward means developing a cost-effective budget and making sure each action we take and dollar we spend makes a difference.



LSI focuses on mission and stewardship. We spend 90 cents out of every dollar on services.

Increasing Successes and Measuring Outcomes

LSI is committed to building its already high standards of outcome-based programming, and carries out services with the individual in mind. Success is determined not by the number of hours spent with a client, but by whether or not his or her life was transformed in a positive way. By better tracking these outcomes, LSI will be able to evaluate programs and make necessary changes to benefit the clients and communities we serve.

As an agency, LSI is uniquely qualified for a future where client achievement and progress are the benchmarks for success. The Iowa Department of Human Services requires outcome-based information and other funders are also requesting this hard data to show human service providers are truly making a positive impact on people's lives. LSI's strong tradition of services that produce impressive outcomes creates a solid foundation to build a system that more accurately tracks progress and results. It is this "putting people first" philosophy that has always driven LSI and continues to inspire us to create tools and methods that lead to positive outcomes and build futures of promise.

Implementing these steps will create an even stronger LSI — one that takes action for those in need and creates innovative solutions to give people the hope, skills and confidence to overcome barriers to their dreams.





Service to All

Every day LSI is changing the lives of children, families and individuals. Through our five core service lines, LSI staff bring much needed hope to a wide range of people who have the courage to ask for a helping hand in their time of need. Throughout Iowa communities, LSI empowers people to make positive choices for themselves and their families by providing them with the tools and resources they need to build on their strengths and strive for a self-sufficient life. LSI professionals educate, support and care for the people whose lives they touch.

LSI's services offer real solutions to real-world problems that affect our communities. Every day our core services are carried out with skill and compassion for every child, every adult and every family who have the heart and courage to take steps toward a better life.

Services to Families

Monday, 9 a.m., Clinton

The doorbell rings, and Matt opens the door. He welcomes his family's LSI caseworker, Jenny. She enters the home and observes the house is much cleaner than last week — one goal met. Matt leads her to the living room where she greets his wife Cindy and sees Claire, 3; Madeline, 6; and Julia, 7; running wild through the room. Jenny sits down with Matt and Cindy and asks what they want to work on. Cindy speaks up first and says she wants her little girls to listen to her. Jenny introduces the entire family to 1, 2, 3 Magic, a game to help parents and children with discipline. After the game, Cindy talks to Jenny about their need for some healthier food, something she admits they can't afford on their own. Jenny sits in the kitchen with Matt and Cindy while the kids play in the living room and tells them how to access the local community food bank.



Keeping families together.

LSI programs help families in crisis, such as parents who may be at risk of losing their children or kids who are getting in trouble at school. LSI's staff implements a wide range of programs that provide intensive skill development and counseling to alleviate issues with relationships, parenting, mental health, communication and behaviors. This is important because these issues are typically key to preventing abuse and neglect.

Through in-home and community programs, LSI helps families solve their own problems by giving them the tools and resources they need. Our goal-driven programs help families, children and teens who are struggling build on their strengths while learning new ways to handle conflict, crisis and other tough situations.

LSI is also a partner agency in Iowa KidsNet, a statewide collaboration of nonprofits that recruits, trains, licenses and supports *all* of Iowa's foster and foster/adoptive families.

Across Iowa, LSI empowers children and families by:

- Guiding a young mom in making better decisions to prevent her child from being removed from home
- Helping siblings who have been abused learn coping and anger management skills
- Finding safe, nurturing homes for Iowa children in foster care
- Transporting a mother to mental health appointments and parenting classes so she can get her life back on track for her son
- Providing counseling and resources for a runaway teen



Early Childhood

Tuesday, 11 a.m., Sioux City

17-year-old Lisa sits in her apartment watching her six-month-old son. He is lying on a partially deflated beach ball, guided by the hands of his LSI HOPES (Healthy Opportunities for Parents to Experience Success) worker, Barb. She is showing Lisa a good way to do tummy time to develop Scott's neck muscles and balance. As Lisa watches she feels thankful her doctor referred her to the HOPES program. Her family is not supporting her in her new challenge of being a young mother. Barb then asks Lisa to take over. As she lovingly practices tummy time with her son, Barb asks Lisa what concerns she has. Lisa expresses that her biggest fear is she is not doing enough to help Scott learn. Barb explains reading to her son is one of the best ways to stimulate him. As Barb walks out the door, she turns back to see baby Scott cradled in his mother's arms as Lisa begins reading Goodnight Moon.

Preventing child abuse.

LSI's early childhood programs help give children a healthy start. Our early childhood programs promote positive parenting, improve child health and development and prevent child abuse and neglect. Staff focus on providing education, information and support to enhance the emotional, psychological and physical well-being of new parents even before their baby is born.

Prevention is a great return on investment. Research suggests every \$1 spent on quality early childhood intervention creates \$7 to \$9 in future savings for a community and state. When children get a safe and healthy start, they're less likely to be involved in juvenile court or child welfare. They're less likely to fall behind in school or face incarceration as adults.

Across Iowa, LSI early childhood programs prevent child abuse by:

- Teaching a teenage mother how to care for her baby
- Encouraging a single mom when her toddler meets his milestones
- Guiding families to free or affordable community resources
- Teaching parenting skills to parents who are incarcerated or living in a shelter
- Introducing new parents to a support group of other parents, which can reduce stress

Services for People with Disabilities

Wednesday, 1 p.m., Waterloo

Travis, an LSI caseworker, climbs the stairs to Jason's second floor apartment. When he opens the door, Jason still has the same wide smile he had last week when he moved in. "How's living on your own going?" Travis asks. "It's awesome," Jason says. He proceeds to tell Travis about all the healthy meals he's made for himself, a big improvement considering he couldn't even boil water a year ago. Jason also tells Travis he is doing great at his job and starts to talk about buying some new things for his place. Travis reminds him of his budget and Jason agrees to not spend too much. Travis asks Jason if he has been out, knowing he is not a big fan of crowds. As they sit at the kitchen table together, Travis talks to Jason about going to a dance for people with disabilities at a local church in Cedar Falls. Jason laughs as they role play meeting a new person at the dance, feeling comfortable he can do it if he puts his mind to it.

Supporting independence.

Lutheran Services in Iowa empowers people with disabilities to build skills for independence. With LSI's support, children and adults can live at home or independently, rather than in a costly state facility. By working with people in their homes and in their communities, LSI helps them achieve success and reach their goals.

This goal-oriented service helps individuals develop life skills. Skill building areas include, but are not limited to, personal health and hygiene, meal preparation, social interaction and financial needs. LSI can provide support to an individual anywhere from a few hours a day to around-the-clock services.

LSI also provides relief for caregivers by providing parents and guardians with respite care. Out-of-home or in-home respite care is offered to families and other caregivers of individuals with disabilities. LSI respite care providers offer short-term care in a safe environment. This allows caregivers a temporary break from the demands of care and provides the support to avoid out-of-home placement.

Across Iowa, LSI supports people with disabilities by:

- Teaching a teenager how to ride the city bus
- Supporting an energetic woman in her goal to compete in the Special Olympics
- Helping teens and adults learn how to write a check or budget money
- Teaching a young man cooking and cleaning skills
- Preparing a young woman to live in her first apartment
- Giving parents a weekend break from caregiving through respite care



Residential Treatment

Thursday, 3:30 p.m., Ames

Tamara is sitting with a group of girls when Kelly comes into her community living room. For the past two months this has been Tamara's home on the Beloit campus. As Kelly, a mental health counselor, and Tamara walk down the hall to one of the therapy rooms, Kelly asks Tamara how she is feeling and gets a short answer. "Fine," Tamara says. This is pretty typical for any 9-year-old girl, but especially for one who has been in and out of foster homes for most of her young life. Kelly and Tamara sit next to each other at the table where Kelly has already set up a game for them to play. Playing the game helps Tamara identify some of the things she is feeling. As she starts to open up, Kelly talks with her about her past and why she feels like no one cares about her. Near the end of the session Kelly asks Tamara what she would like to do next. The corners of Tamara's mouth turn up to make a beautiful smile, and she quickly moves to the door to lead Kelly to the playground.

Building futures for our youth.

LSI's residential treatment campuses, Beloit (Ames) and Bremwood (Waverly), work with youth ranging in age from elementary school students to young adults who have faced abuse, neglect and other adverse circumstances and often times are experiencing emotional and behavioral disorders as a result. These youth, who need a safe place to heal and build tools for a healthy future, live on our campuses from six months to as long as several years if they have no permanent family.

The goal of LSI's residential services is to provide a trauma-sensitive environment where children and families can build futures together through family-focused treatment and voluntary Christian-based spiritual life programs. Children and families receive the necessary resources to achieve healthier and more productive lives.

Giving youth support now reduces the likelihood that they will need services as adults and prepares them for success in school, the workplace and in the community.

LSI's residential programs support Iowa kids by:

- Helping young girls who were sexually abused overcome their trauma
- Teaching teens with substance abuse issues how to make healthy choices
- Providing emergency shelter care to youth facing abuse, neglect, violence or homelessness
- Teaching life skills such as job searching or cooking to a teen with no family support
- Helping a young boy with a behavioral disorder learn coping skills to succeed in life

Home Health Care

Friday, 4:45 p.m., Des Moines

Marta looks out the window of her home of 35 years. It is a beautiful day, one her husband John would have loved. As she admires the beauty of the fall leaves she sees Donna's familiar car pull into her drive. She gets up and lets Donna in, welcoming her like an old friend. Donna, an LSI home health aide, asks Marta how she is feeling and then reviews the health plan for the day that was put together by Marta's LSI nurse. It looks like Marta needs some laundry done. After the first load is in the wash, Donna heads to the kitchen to do a few dishes. Marta sits at the table and tells Donna stories spanning all 86 years of her life. After the dishes are dried and put away, Donna switches out the laundry and gets a grocery list from Marta. As Donna heads out the door to the grocery store, Marta smiles, thankful she can stay in this home full of memories.

Nurturing health.

LSI's Home Health Care program provides affordable services that offer a helping hand to individuals wanting quality health care. Services range from assisting with medication, therapy and personal care to homemaking services.

As Iowa's population ages, access to quality, affordable home health care will be more important than ever. Helping a person remain at home is a matter of dignity and comfort. It can also reduce health care costs through prevention and regular check-ups.

LSI also provides home health care for residents of three affordable assisted living facilities in Ames, Des Moines and Waterloo.

We offer compassionate care to Iowans by:

- Allowing an elderly man to live at home rather than in a costly nursing home
- Providing nursing care at home so a medically fragile child isn't hospitalized
- Checking blood pressure and doing light housework for an elderly woman who requires just a little help
- Providing daily wound care for a veteran





There is power
in together.
And together
we will build
stronger families
and stronger
communities.

Leaders in Building Futures

At LSI, we want nothing less than to continue to establish our agency as the best of its kind, a beacon for Iowans from all walks of life to look toward. It is time for bold action to be taken by LSI, but we cannot accomplish our goals without community-minded leaders.

Changing the lives of Iowans and building better communities is an immense challenge and the *Celebrating Tradition. Building Futures.* campaign answers the call. It is an audacious undertaking, but that is part of being a leader — taking bold steps to accomplish sometimes seemingly impossible goals.

That is why we are inviting you, a leader in your community, to join us in inspiring hope and healing through service in response to the many challenges people face today. The mission of our agency cannot be fulfilled alone. We must have a group of passionate leaders behind us: leaders who care about preserving and improving their communities and leaders with the courage to step forward and help their Iowa neighbors.

Working together through the *Celebrating Tradition. Building Futures.* campaign ensures LSI's life changing services remain part of Iowa's culture and that our agency not only survives but thrives in turbulent times — times when we are needed most.

There is power in together. And together we will build stronger families and stronger communities.



In 2009, LSI provided over 273,638 hours of respite care to build strong futures for people with disabilities.



Research suggests every \$1 LSI invests in child abuse prevention creates \$7–\$9 in future savings for a community or state.



The Endowment: Investing in the Future

Investing in LSI's Endowment Fund is a sound investment in the future of Iowa communities.

An endowment fund is a permanent fund in which the principal of your gift is invested into a pool of funds and increases in value over time. The LSI Endowment Fund makes distributions on an annual basis to support the work and general operating costs of the organization.

The practice of investing the principal creates a perpetual fund that will support the organization well into the future. Most of an endowment's annual earnings are distributed to the designated benefactors or programs. Endowments provide a "forever giving" funding source that gives the agency stability and security.

LSI's Endowment Fund is managed by LSI's Foundation Board of Directors. The LSI Foundation currently has \$8 million in assets. All planned giving gifts such as gifts from bequests, life insurance and other restricted donations are designated as endowment gifts. These funds are invested by the Foundation's Board of Directors with the investment earnings used for financial support of LSI's services.

Endowments provide a "forever giving" funding source that gives the agency stability and security.

Endowment income, solely consisting of interest generated by the fund, contributes approximately 5 percent to LSI's annual budget. Since the Foundation's inception in 1987, it has contributed \$8.1 million to assist in operating support for LSI.



Fund Management

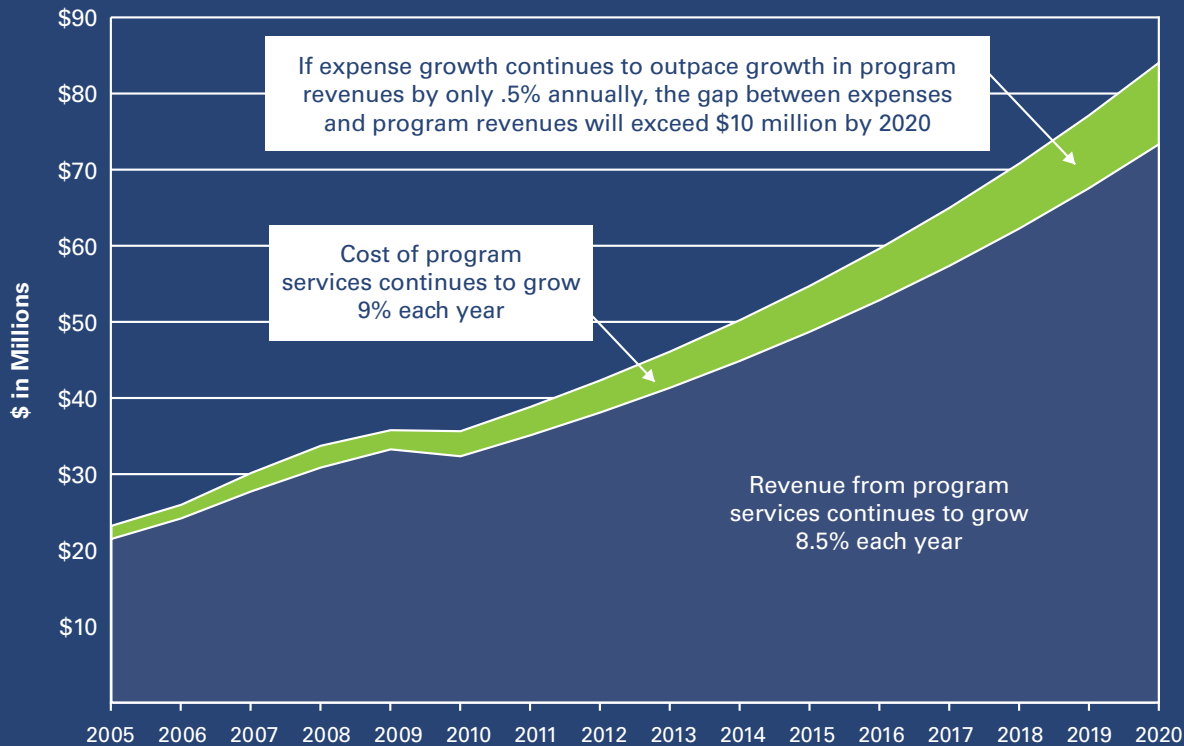
The endowment fund is managed by two investment firms. Wells Fargo manages approximately two-thirds of the fund and the remaining portion is managed by Hammond Associates as part of the Greater Cedar Rapids Community Foundation. The LSI Foundation Board of Directors approves the investment managers and the Investment Committee of the Board meets quarterly to receive and review the performance reports from the investment managers. The endowment portfolio is invested primarily in stocks, fixed income investments, real estate mutual funds and alternative investments.

Endowment income, solely consisting of interest generated by the fund, contributes approximately 5 percent to LSI's annual budget. In 2010, the Foundation contributed \$437,000 to assist in meeting the budget goals for operating in 2010. This yearly percentage is established by the Foundation Board and is set by determining the maximum amount of financial support that can be given to LSI's services without jeopardizing the long-term growth of the LSI Foundation's assets. Since the Foundation's inception in 1987, it has contributed \$8.1 million to assist in operating support for LSI.

LSI depends on expanding its annual giving to keep up with shortfalls in funding. By substantially increasing the endowment fund the LSI Charitable Foundation would have the capability to grant more funds to be used where the need is greatest. These annual funds raised through annual donor giving programs and received through endowment grants are essential to providing LSI with the means to overcome the budget shortfalls of the agency from year to year.

Increasing LSI's endowment to \$20 million means LSI will be granted additional opportunities to pursue innovative solutions and enhance current programs proven to produce life changing results. Without this stable source of annual income, LSI would need to make up the difference by reducing spending on programs and services.

Projected Gap Between Program Services Revenue and Expense



A Foundation For Changing Lives

For 150 years, Lutheran Services in Iowa has been addressing the challenges facing our communities. Now LSI is facing new challenges of its own. Iowa's growing need for human services is outpacing traditional funding sources. The *Celebrating Tradition. Building Futures.* endowment campaign builds a strong foundation for LSI to create new and innovative ways to narrow this gap and ensure all Iowans have the opportunity to make a better life for themselves and their families.

This campaign is the catalyst for LSI to reach its vision of creating an even stronger agency for Iowa's children, families and individuals. By creating a broader outreach through the implementation of pioneering, efficient and effective methods of transforming lives, LSI makes our communities better places to live for all of us.

Your support is vital to LSI reaching even higher levels of excellence in service. When you give to the *Celebrating Tradition. Building Futures.* campaign, you become a leader in a future where people with the courage to change their lives do not fall through the cracks of our society. You become a leader in providing help and encouragement. You become a leader who inspires people to believe there are no limits on what they can achieve.

Now LSI is bringing the achievements of our past and the realities of our present together to create a clear and innovative vision for our future. Join us in fortifying our foundation for success with the *Celebrating Tradition. Building Futures.* endowment campaign.



There are many ways to support LSI, and choosing any method makes you a leader of positive change in our communities and our state. Together we can build a stronger tomorrow.

Ways to Support the *Celebrating Tradition. Building Futures. Campaign*

There are many ways to support LSI, and choosing any method makes you a leader of positive change in our communities and our state. As a nonprofit organization, LSI relies on the support of individuals to ensure we can continue to build futures for Iowa's children, families and individuals. These friends of LSI make it possible for our agency to reach even higher levels of excellence in service. Together we can build a stronger tomorrow.

Planned Giving Options

- Wills and bequests
- Charitable gift annuity
- Gifts of land or real estate
- Closely held stock or mutual funds
- Charitable remainder trust and unitrust
- Gifts of life insurance
- Retirement plan assets

Outright Cash Giving Options

- One-time cash gift
- 5-year cash pledge
- Memorial and honor gifts



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Campaign Goal

\$12 million

Campaign Time Frame

October 1, 2010 – September 30, 2015

Celebrating Tradition. Building Futures.

Endowment Campaign Cabinet

Pamela Dettmann | *Burlington, IA*

Don Eggerling | *Ames, IA*

Jim Ellefson | *Marshalltown, IA*

Greg Foreman | *Rock Valley, IA*

Steve Hamilton | *West Des Moines, IA*

Kent Klopfenstein | *Clive, IA*

Tim Krumm | *Iowa City, IA*

Patricia Minchin | *Council Bluffs, IA*

Stanley N. Navrude Sr. | *Dakota Dunes, SD*

Gerald Vallem | *Waverly, IA*

Michael Vaughan | *Onawa, IA*

Kevin Welu | *Cedar Rapids, IA*



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