

# Lutheran Community Services Inc. (LCS)

## 2011 Annual Report to Congregations

In 2011, we adopted a special theme for our annual Room at the Table free fundraising breakfast – “Helping More Than Ever Before.” When we created that we were thinking along two tracks, first, that we would likely be helping **more people** in 2011 than in any preceding year. Secondly, we wanted to stress that we help in **more ways** than ever before.

**More People:** The number of food clients we helped in 2011 was up significantly over 2010. In 2010, we provided food for 57,375. Year-end projections suggested that we would help over 64,000 people in 2011. The strong demand for food assistance continued throughout the year, and pressed LCS to reach its full capacity.

**More Ways:** One way we helped “more” in 2011 was by providing extras like nutrition information. With a grant that we got from the Lutheran Home and Hospital Foundation, Inc., we developed a nutritional literature program to assure that along with the prayer we put in each bag or box of food, we put something to help low income folks learn to eat better. In this way, we believe we are having “more” of an impact on their lives.

Our **housing** help is hampered by our capacity to process and deliver the financial assistance so many people need. In 2011, at our headquarters at 1304 North Rodney Street, Wilmington, we received over 3,300 housing assistance phone calls. Since we provide about 200 loans and grants per year, you can see how overloaded our system is. One way we deal with demand exceeding our capacity is to close the housing assistance program periodically. In 2011, we accepted inquiries on 149 of the 250 business days in a year that we are open. Therefore, in terms of housing assistance, our headquarters is open 60% of the time.

One of the really exciting strategies that we adopted in 2011 that will increase that percentage is to hire a **volunteer coordinator**. Part of their job will be to recruit, orchestrate the training of, and assign more housing volunteers at both our headquarters and the LCS FAITH Center at 226 N. Walnut St. in Wilmington. We began advertising this job in 2011 and expect to do the hiring in early 2012. In this way, we can increase our capacity to provide more housing help.

Looking ahead, our **strategic plan** tells us that we will probably be helping fewer people but with “more” financial assistance and “more” follow-up. Research has shown that this is the way to have a major impact on people’s lives – longer, larger support and regular contact. This directive will be in large part financed by a \$50,000 grant that we received in 2011 from DSHA.

Marketing of LCS is the key to continued successful **fundraising** initiatives. In 2011, the board of trustees has worked on several strategies to increase awareness of LCS. These include the addition of the phrase “since 1959” in the logo to underscore the expansive experience LCS has the social service field. We also created labels for the food we give away that explain that the food has been “Brought to You by LCS.”