



seeds of change

lutheran metropolitan ministry

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Breaking Down Walls at the Browns House

Lutheran Metropolitan Ministry has purchased the first home in the *Breaking New Ground Campaign* (BNG). The \$3.5 million campaign includes an Affordable Housing Initiative that will renovate up to 20 houses over five years in the St. Clair-Superior area.

LMM celebrated the first home with The Cleveland Browns Organization with a Wall Breaking Ceremony in December. The Browns have pledged \$100,000 to renovate the first house, a duplex on Bonna Avenue in Cleveland, for two formerly homeless families, particularly those who are impacted by the criminal justice system.

LMM's innovative rental model is structured through the purchasing and renovation of the homes with additional support available to the families in the form of affordable rents and connections to support services for families in need. "The Browns made a major gift to our campaign and we are so thankful for the



Linebacker Christian Kirksey of the Cleveland Browns kicks off the renovation of the Browns House.

Browns support and partnership in this project," said LMM Board Chair, Nicole Braden Lewis.

The Wall Breaking Ceremony was attended by LMM and Browns staff, project partners Cuyahoga Land Bank and St. Clair-Superior Development Corporation, along with other community stakeholders. LMM and Browns staff, along with other community stakeholders, knocked down part of a wall that will open up the first level of the house and allow for an open floorplan ideal for a family.

Browns Vice President of Community Relations, Jenner Tekancic, has been instrumental in building the partnership with LMM. She accompanied linebacker Christian Kirksey to the Breaking Down Walls Ceremony at the Browns House.

"It means a lot to me to be part of this organization, first and foremost," said Kirksey, who has also been involved with LMM's Youth Services program and the Men's Shelter over the past year. "Back home, you see a lot of people who are homeless and you always want to be a part of the change and you always want to help out whenever you can. Everybody has to have a helping hand, regardless of your profession and regardless of what you do," Kirksey added.

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Nicole Braden Lewis, Michael Sering, Maria Foschia, Jenner Tekancic, Christian Kirksey



Initial external rendering of the Browns House.



Architectural rendering of the first floor main living space.

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The team's \$100,000 contribution to LMM represented the marquee moment during Day 6 of the Browns Give Back's "10 Days of Giving," when Browns players, coaches and staff hosted unique community events and made special contributions to various organizations during the holiday season. While the Browns House has been in the works for a year, it was the perfect time for the organization to announce the partnership. The \$100,000 team contribution is a reflection of the NFL's Inspire Change movement. The donation is comprised of personal donations made by Browns players, as well as contributions from the team through its focus on supporting social justice causes.

During the past three years, Browns owners Dee and Jimmy Haslam and a core team of Browns executives have met regularly with players to discuss and coordinate community engagement opportunities with organizations and in areas supporting social justice where players wish to make an impact. Dee Haslam is also a member of the NFL's player-owner social justice committee, established in December 2017. It works directly with league staff to help identify future initiatives that have both broad support and a potential for high impact, and make financial recommendations accordingly. LMM is proud to be one of the chosen organizations to receive funding.

"We are all a community, we are all a city and everybody plays their part," added Kirksey at the Browns House ceremony. "With the Browns, everybody sees us on Sunday and sees us trying to score touchdowns, make tackles and win games, but we are also out in the community and trying to be a part of the people because at the end of the day, we are all people."

To see a video of the Breaking Down Walls ceremony at the Browns House, head over to lutheranmetro.org. To learn more about supporting the *Breaking New Ground* campaign, please contact LMM's Director of Development, Kate Maver, at 216.658.7208.

LMM Goes Viral After OBJ Donation

A surprise donation from Browns Wide Receiver Odell Beckham Jr. sent LMM's Twitter account viral!

OBJ, as fans and teammates call him, made a donation of 100 warm blankets to the residents of the Men's Shelter at 2100 Lakeside. OBJ sent LMM a video talking about why he made the donation and LMM posted the video on social media as a thank you. Within two days of LMM posting, the video on Twitter had 196K views and was picked up by local media outlets, as well as *USA Today*, the Bleacher Report and appeared on Reddit.

"I've just been thinking about it a lot and I just want to do something great for the city of Cleveland who has shown me nothing but love and I feel that love and I just want to kind of show my love back," said OBJ in the video. "I'm donating a hundred blankets to the homeless in Cleveland at the Lutheran Metropolitan Ministry. We thank you all for the support and like I said it's been nothing but love and I wanted to do something back."

Thanks to Odell Beckham Jr. for the donation to our residents and for the awareness brought to the cause through the power of kindness and social media.

To view the video, visit [Twitter.com/LMMCleveland](https://twitter.com/LMMCleveland).



LMM's Inaugural Founders Day

LMM is launching the inaugural "Founders Day" on February 4th, 2020 in honor of LMM's late Founder and Executive Director, Rev. Richard Sering's birthday.

Rev. Sering built the foundation for LMM and his legacy continues to live on through his powerful message of promoting shalom and justice through a Christian ministry of service and advocacy with those who are oppressed, forgotten and hurting.

In addition to honoring the original founder, LMM will recognize individuals who have been instrumental in the success of the agency. These change-makers are "founders" in their own right, as they have helped shape and carry out LMM's mission over the past 50 years.

The inaugural Founders Day will honor founders Dorothea Lyons, Dr. Richard Hansler and Erling "Slip" Helland with their own tribute portraits created by three local artists: Gary Williams, Leigh Bongiorno and Sharon Pomales. Their portraits will be unveiled at the Founders Day event at LMM on February 4th and will be hung alongside Rev. Sering's portrait in the Founders Room at LMM's Richard Sering Center at 4515 Superior Avenue.

Watch lutheranmetro.org for more details on the upcoming event.



Host a Fundraiser for LMM!

We are very grateful to the many people, companies, faith-based partners and organizations that support our mission. Your donations of time, talent and treasure mean the world to us.

Hosting or attending an event that benefits LMM is yet another fun way to engage your circle of family and friends in our mission and programs. If you have a heart for people in our community who are oppressed, forgotten and hurting, please consider organizing a fundraiser that will encourage others to be empowered, valued and healed.

To ensure that an LMM-affiliated fundraising activity is held according to regulations established by the IRS and the Ohio Attorney General, as well as to our internal guidelines for donor relations, LMM has developed an application and specific criteria for hosting such an event—known as a "Third Party Fundraiser." All efforts that meet our criteria and benefit the organization will be considered for approval. Each event or effort is reviewed on a case-by-case basis. Here are a few examples of events LMM will favorably consider, but if you have other creative ideas, please let us know. We're happy to accommodate your suggestions when we can:

- Retail "Round Up" for Charity
- 50/50 Raffle
- 5K Walk/Run
- Bake Sale
- Beer or Wine Tastings
- Black Tie Gala
- Bowl-a-thon
- Car Show
- Car Wash
- Cocktail Party
- Coin Drive
- Comedy or Talent Show
- Concert or Musical Performance
- Cornhole Tournament
- Dance
- Dine Out for a Cause
- Gaming Event
- Golf Outing
- Lemonade or Hot Chocolate Stand
- Live or Silent Auction
- Motorcycle Run
- Raffle
- Spaghetti Dinner
- Toy or Book Drive

To learn more about our Third Party Fundraising Policy or to apply to hold a Third Party Fundraiser, please visit lutheranmetro.org or contact our Director of Development, Ms. Kate Maver, at 216.658.7204 or kmaver@lutheranmetro.org.

Donations in support of our mission and programs can be mailed in the envelope enclosed or made online. To inquire about donating stock, Planned Giving or other charitable giving methods please contact our development department.

COO Steps in as Acting CEO During President's Military Deployment

LMM's President & Chief Executive Officer, Andrew D. Genszler, is currently serving a tour of duty overseas with the United States Navy. Genszler is a chaplain in the Navy Reserve with more than nine years under his belt. His six month deployment began on October 18, 2019, with an anticipated return date of late spring 2020. Genszler has expressed that this time is an opportunity for service to people in uniform, and to the better ideals and purposes of our country.



CEO Andrew D. Genszler, deployed overseas with U.S. Navy

LMM Chief Operating Officer Maria Foschia has been appointed by the Board of Directors to serve as Acting CEO until Genszler returns. Foschia is a tenured LMM employee, having recently clocked in at 10 years with the agency. Foschia was Vice President of Adult Support & Advocacy and Quality Improvement until she took the helm as Chief Operating Officer four years ago. While serving as Acting CEO, she still continues with many of her duties as COO. This long-standing commitment to the agency is something LMM Board President Nicole Braden Lewis highly values.

"Maria has stepped seamlessly into the role of Acting CEO. Her broad experience over the years with LMM prepared her thoroughly to serve in this role. As a result, LMM continues to deliver its life-affirming services for the oppressed, the forgotten, and the hurting across our program areas, day in and day out," Braden Lewis says.

Foschia recognizes the importance of supporting Genszler's role in the Navy Reserve and says the organization stands behind him. "As a Navy Chaplain, Drew plays a vital role in providing faith leadership, personal advice and guidance, or much-needed solace for service members and their families along with advising leaders at all levels regarding morale, ethics and spiritual well-being. Our thoughts and prayers are with him and his fellow service members," says Foschia.

As 2020 begins and Foschia's dual role continues for several more months, she credits those around her for supporting her transition. "I'm grateful to be surrounded by a talented and passionate group of staff partners that extends across the organization at all levels. We approach the year 2020 with great optimism that LMM will continue to be on the forefront of innovative program responses along with public policy advocacy that removes barriers to help individuals to be empowered, valued and healed."

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– LMM Board President
Nicole Braden Lewis



Acting CEO and COO, Maria Foschia

Culinary Arts Program to Offer Associates Degrees

Lutheran Metropolitan Ministry is pleased to announce that the Council on Occupational Education (COE) has formally approved and accredited the agency to offer an Associate of Applied Science Degree in the Culinary Arts.

COE formerly accredited LMM's Culinary Training Certificate and Hospitality Diploma Program. This accreditation is a huge step in validating and formalizing the important educational work done in Workforce Development at LMM.

Ian Marks, Vice President of Workforce Development, says, "This approval is a game-changer for our students. By obtaining this recognized credential in a formal education pathway combined with the intensive work experience offered in the culinary program, it allows graduates better opportunities for immediate employment and expected higher earnings throughout their lifetime."

The program can now include a broader population of applicants, outside of its current focus on women who are incarcerated, giving students the ability to use Federal Student Aid. The effective date of the COE accreditation was November 12, 2019. The first students enrolled in the program began classes in December.



December 2019 Chopping for Change graduates.



Chopping for Change graduate receives her diploma and chef coat.

Help us Go Greener

LMM is continuing its efforts to go green and we need your help!

The agency is printing less and going digital more. Starting with the Annual Report and continuing with a selection of other publications and materials, LMM's transition to a cleaner environmental footprint will also reduce the cost of printing. Here are just a few ways we're making a difference in 2020:

- The Board of Directors will now have an online portal to access documents for meetings, instead of having binders full of printed materials.
- Less letterhead will be printed and the use of digital letterhead will be encouraged.
- The LMM Green Team is initiating the use of water stations throughout the Men's Shelter to encourage staff to decrease use of disposable water bottles.
- A Composting Pilot Program is underway at the Comeback Café.
- More stories will appear in enews and on social media. You can help by following us @LMMCleveland and signing up for enews on lutheranmetro.org to stay up-to-date.





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seeds of change
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Our Mission:

To promote shalom (peace, well-being) and justice (right relationships) through a Christian ministry of service and advocacy with those who are oppressed, forgotten and hurting.

Link with LMM



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