

SPRING 2025

# ArLiberty



2024 DONOR REPORT EDITION



# Meet Paul Zieger

My connection to Liberty Lutheran runs deep. Raised Lutheran in a family devoted to social ministry, I learned early on the importance of gratitude and giving back—it’s in my DNA.

My grandfather immigrated from Germany when Henry Heinz offered him a job. After leaving Heinz, he founded Zieger and Sons, a thriving flower business in northwest Philadelphia that served the region for over a century.

Growing up in Philadelphia, I attended St. Peter’s Lutheran Church on West Oak Lane. My parents were involved in Germantown Lutheran Home, and my father served on the board of Mary J. Drexel (now The Hearth at Drexel). Though my mother never lived there, it was always her dream.

Following their example, I became involved with Germantown Lutheran and later served on the Artman board. While attending St. Paul’s Lutheran Church in Olney, I joined the board of Lutheran Children and Family Services (LCFS), then housed in the church basement.

During my time on the board, I was involved in bringing LCFS, Artman, and Paul’s Run together to form Liberty Lutheran. After the merge, I served on Liberty’s board for almost 20 years.

I have known Liberty’s President and CEO, Luanne Fisher, since her early days at Germantown Lutheran. Her visionary leadership has grown and strengthened Liberty in remarkable ways. From compassionate care for older adults to rebuilding lives after disasters, Liberty exemplifies Christ’s call to love our neighbor.

My wife, Bonnie, also has a long history of service with Lutheran ministries and nonprofits. Sharing a passion for giving back, we established a charitable trust to support the organizations that matter most to us.

As we’ve been blessed in our lifetime, our vision is to be a blessing to others—now and for generations to come.

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## Greetings from the President



At Liberty Lutheran, we are profoundly grateful for your support this past year. Your generosity is helping us transform lives and provide vital support to those who are vulnerable and most in need.

When residents in our communities face financial hardship, it is crucial that they remain among friends and loved ones so they can continue to thrive and live with purpose. Our Benevolent Care Fund ensures they can stay in their communities even when their financial resources are depleted. Each year, **Liberty Lutheran provides more than \$1.5 million in benevolent care across our communities**, but the security and peace of mind our residents feel is priceless.

In times of emergency, **Liberty’s Lutheran Disaster Response** team, in collaboration with local organizations, **assesses a community’s urgent needs and takes swift action**—action that makes a real difference. Currently, our teams are hard at work in Berks County repairing mobile homes devastated by storms and helping those affected by water damage live with dignity. Meanwhile, **flood buckets and hygiene kits** assembled by our volunteers have been sent to North Carolina to aid **communities ravaged by Hurricane Helene**.

Whether we’re providing essential supplies or rebuilding homes, your **support sends a powerful message to our communities**: That they are not forgotten, that someone cares, that even when life is difficult, someone will be there for them.

As we look to the future, we can’t help but feel **energized and inspired by the work that still lies ahead**. Your continued dedication to our mission enables us to move forward with excellence and create lasting change.

Thank you for making this possible!

*Luanne B. Fisher*

Luanne B. Fisher, PhD  
President and CEO, Liberty Lutheran





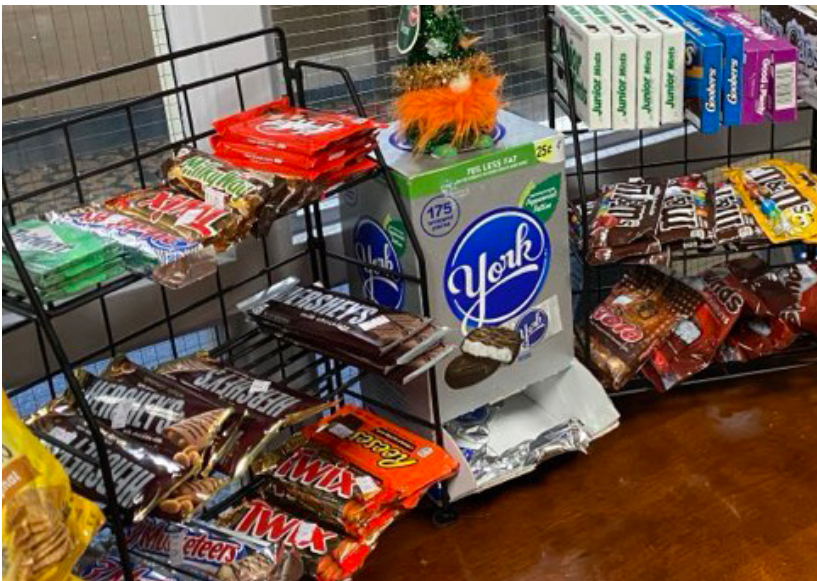
## A Small Store with a Big Heart

In November of last year, a modest space once used for storage was transformed into The Corner Store at Artman, and this small shop is making a big difference. Not only is it stocked with essentials like toiletries and snacks, but it also provides a welcoming space for residents to connect, socialize, and volunteer.

The Corner Store operates for the benefit of the Artman community. Staffed by volunteers and aided by donations from families, the shop is the brainchild of Madeleine Byrne, Artman’s Director of Community Life.

“Everything is sold at cost,” Byrne says. “Once a week I’m at The Dollar Store to get supplies. I try to change up the fun items based on events and holidays, and we carry bathroom products, candy, chips, door wreaths, cards, just little items that they might want. But The Corner Store is really a place for everyone to socialize and have fun.”

Every Tuesday and Thursday before the store opens, people eager to browse and chat gather outside. Staffed by volunteer residents, including Sales &



Marketing Director MaryAnn McLaughlin’s mother, Dolores, the store is a hub that brings residents, staff, and family members together.

“The Corner Store gives people the independence to shop and make their own choices,” says McLaughlin. “They can choose things for themselves instead of having their family shop for them. And if they have a big life event and need a wedding or birthday card, they can find what they want right here. They love it.”

For those with memory care needs, The Corner Store also provides a sense of autonomy and belonging. “When family members are visiting, they can bring their loved ones down and assist them with their shopping,” says McLaughlin. “Sometimes it’s challenging to take our memory care residents out into the community, so it’s wonderful to have a space like this for them to enjoy.”

More than just a place to shop, The Corner Store at Artman is building community and connection, one purchase and one friendly conversation at a time.



## A Life Well Lived: Neysa Adams Reflects on 103 Remarkable Years

At 103 years old, Neysa Adams has lived a life filled with adventure, achievement, and service. A resident of The Hearth at Drexel, she has witnessed world-changing events firsthand—from the Great Depression and World War II to the Civil Rights Movement and beyond. Along the way, she earned degrees in Chemistry and Bacteriology from the University of Pennsylvania, graduated Phi Beta Kappa, taught high school English and history, and became a respected community leader.

Her remarkable journey was shared with her husband, Judge Arlin Adams, a distinguished jurist who was nominated three times for the U.S. Supreme Court. His career led them to encounters with world leaders, including Queen Elizabeth II, Pope John Paul II, and U.S. Presidents Eisenhower, Kennedy, and Nixon. Despite these extraordinary experiences, Neysa remains modest. “Everything good in my life came from him,” she says.

Neysa and Arlin married during World War II, just after he enlisted in the Navy following the attack on Pearl Harbor. While he served in the Pacific for two years, she remained steadfast at home. After the war, they built a family together, raising three daughters: Carol, Judith, and Jane.



A passionate educator, Neysa taught at The Philadelphia High School for Girls and later devoted herself to community service. She held leadership roles with the Federation of Jewish Agencies, United Way Women’s Council, and the Emergency Aid Foundation of Pennsylvania, among many others. Yet, above all, family remained her greatest priority.

After Arlin’s passing in 2015 and the loss of her daughter Jane in 2017, Neysa found comfort in the love of her family and the memories of a life well spent. When it came time to choose a new home, her daughter Carol helped her find The Hearth at Drexel.



Neysa continues to engage with the world around her, keeping up with current events and participating in activities. When asked about the secret to her longevity, she smiles and offers simple wisdom: “I guess you could call it clean living—no smoking, no drinking.”

**Neysa Adams’ life is a testament to resilience, dedication, and grace. Her story is an inspiration to all who have the privilege of knowing her, proving that a life filled with love, learning, and service is a life well lived.**



# Building Wellness and Community at The Manor at York Town

At The Manor, staying active is part of daily life. With shuffleboard, bocce, a heated indoor pool, a fitness room, and access to Warwick Township Park’s walking paths, residents have many ways to move. But the heart of the community’s wellness program is John Miller, its dedicated fitness director.

“The stimulation of exercise keeps us healthy, young, and motivated,” John says.

A certified personal trainer and nutritional consultant, he has spent 21 years helping residents stay active. His expertise includes personal training, aquatic exercises, and working with special populations.

Unlike most communities, The Manor has a full-time fitness director. “John provides consistency in our programs, which is a huge benefit,” says Courtney Gawthrop, Sales and Marketing Director.



John leads daily classes tailored to different abilities, from chair-based exercises to weight training, plus water fitness on Thursdays. He also offers one-on-one training and personalized fitness plans.

“There’s no cookie-cutter approach,” he explains. “I focus on functional fitness—balance, flexibility, and agility—to help residents stay independent.”

Residents receive two complimentary fitness assessments a year, and John collaborates with medical professionals to support recovery and long-term wellness. Whether someone is regaining strength after surgery or starting their fitness journey, John meets them where they are.

Beyond physical health, John fosters social connections. Laughter fills the Great Room as he leads morning classes, helping even the shyest participants form friendships. “The mental and social aspects are just as important as the physical,” he says.

Future Residents Club members can also join classes, building relationships before moving in. At The Manor, wellness is more than exercise—it’s a way of life that keeps residents thriving in body, mind, and spirit.



# Enhancing Lives Through Leadership and Care



**Frank Beech, the new Executive Director at Paul’s Run, has dedicated his career to helping people live their best lives.** With nearly 25 years of experience in senior care—at Harrison Senior Living, Ingleside at Rock Creek, and Dunwoody Village to name just a few—he brings knowledge, leadership, and a passion for cultivating vibrant communities to his new role.

Frank’s journey in senior living began as a security and transportation manager, where he quickly realized the impact he could have on the lives of older adults. Over the course of his career his responsibilities and opportunities for leadership continued to grow.

“What I value most about my leadership role is that it allows me to influence change,” Frank shares. “My goal is to create an environment where people thrive. For residents, this means helping them maintain as much independence as their bodies will allow. For staff, it means fostering a culture and work environment that values feedback and opportunities to advance.”

Frank’s philosophy is centered on excellence and innovation. “My leadership approach is simple: Look, listen, learn, and lead,” he says. “I believe in trying different approaches if there’s a new or better way to do something. The senior living industry is always evolving, and we see incredible advancements in memory care, healthcare, wellness, and construction. I want to encourage creative thinking and innovation so staff can share ideas that will benefit our community.”

When asked what drew him to his new role at Paul’s Run, Frank smiles. “What appeals to me most is that Liberty Lutheran and Paul’s Run have a strong culture of community, mission, and service. Staff are truly invested in our residents and working together to make this community the best it can be.”

“It’s a privilege to be here,” he says. “I’m excited to use my experience to continue making this a great place to live and work.”





# Generosity at The Village of Penn State Helps Community Connections Take Root

Under the direction of Duane Leitzell, Director of Dining Service, The Village at Penn State’s menu embraces a farm-to-table philosophy, incorporating local ingredients whenever possible into its restaurant-quality menu. Leitzell sources fresh, seasonal ingredients from local farms and businesses, including Hog’s Galore, nearby Amish markets, and Penn State’s own student farm.

Having the student farm so close by has nurtured the relationships between the residents and students and provided an opportunity for residents to volunteer. Many work alongside student farmers, who they then invite to social gatherings at The Village.

Dr. Lam Hood, Village resident and former Dean of the College of Agriculture, can often be seen digging weeds and harvesting vegetables at the farm. As Penn State’s oldest AmeriCorps volunteer, he cherishes the farm’s role in connecting residents to the land and their food.

“We see the farm as a reminder. We have it on our plates, and then we see what we’ve done,” said Dr. Hood.

Since breaking ground in 2016, the student farm has enjoyed a special relationship with The Village, providing it with freshly harvested produce such as tomatoes, corn, lettuce, kale, and zucchini. And



thanks to a \$2 million donation from Village resident Dr. Keiko Miwa Ross in 2020, the student farm has grown to four acres and increased its technology and capacity for community engagement. It was renamed the Dr. Keiko Miwa Ross Student Farm in her honor.

Named Penn State’s 2020 Philanthropist of the Year, Dr. Ross exemplifies our residents’ generous spirit. Not only has she contributed significantly to the student farm, but she also gifted The Village at Penn State with funds for its capital campaign and to pay for the fireplace in the renovated library and the covered walkway. Her charitable contributions stand as a testament to the power of generosity to not just cultivate crops, but nourish a thriving, connected community.

# WPSCC Awarded 2024-2025 Penn4C Grant to Enhance the Well-being of Seniors

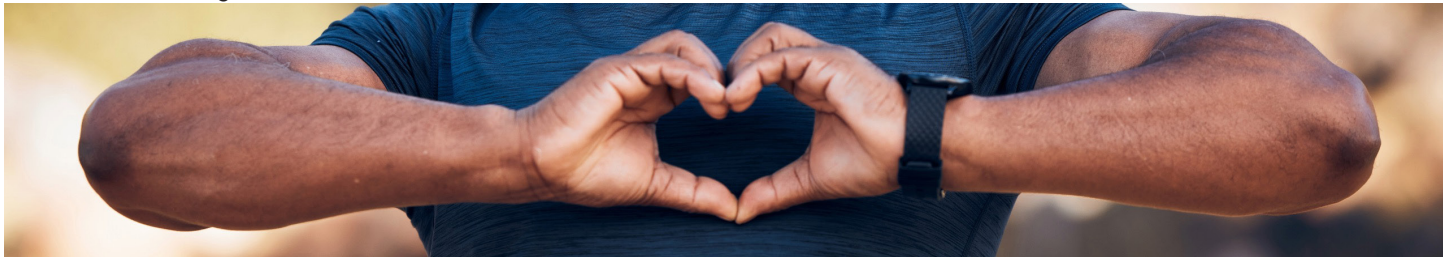


**WPSCC has been awarded a \$13,500 grant by the University of Pennsylvania’s Community Collaboratory for Co-Creation (Penn4C) to participate in an innovative project.**

Through a partnership between the Penn Nursing and Engineering schools and the WPSCC community, the project aims to build an AI\*-driven virtual platform to lead community members through a series of Qigong finger exercises, then track their progress and health benefits. The goal is to enhance the overall well-being of older adults with disabilities and make the exercises engaging, accessible, and sustainable.

“This project strengthens the partnership between Philadelphia communities, Penn Nursing, and Penn Engineering,” says Rose Richardson, Executive Director of WPSCC. “And by encouraging both the finger exercises and social interaction, we hope to reduce feelings of loneliness that older adults with disabilities often experience.”

\*Artificial Intelligence



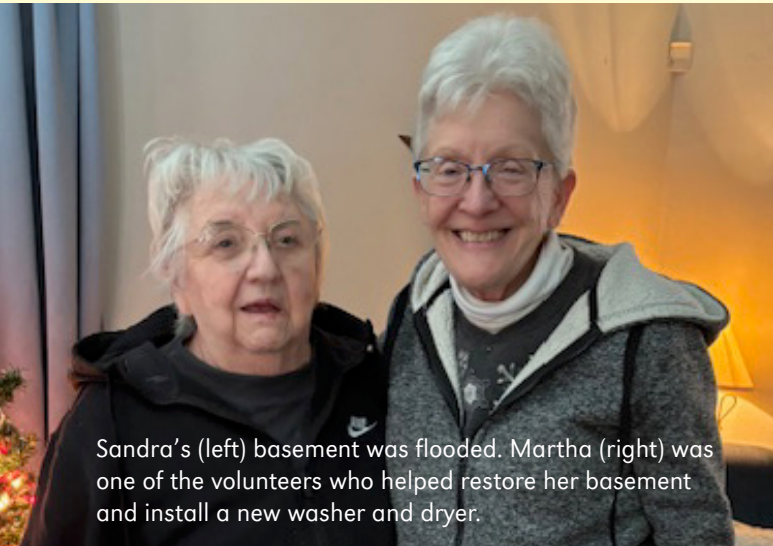
Finger exercise is rooted in Traditional Chinese Medicine. It uses meridian and acupoint stimulation and combines finger/hand movements with breathing and meditation. Under the leadership of Professor of Nursing, Jianghong Liu, PhD, RN, FAAN; Professor of Computer and Information Science, Jianbo Shi, PhD; and Rose Richardson, the project will make these exercises available to the community.

“The exercises include simple hand movements, massage, and specific acupoint pressure to activate qi (or energy) flow that may improve their overall health,” says Dr. Liu. “Because it is easy to learn and safe to practice, we hope to help people with disabilities, especially older adults with limited mobility, do these exercise at home.”

The program will be implemented in phases. Engineering students will build and test the AI platform. Then members of the WPSCC community will be recruited, undergo a simple health assessment, and be shown how to work with it. Participants will receive a modest stipend to attend exercise sessions and have their health outcomes and overall satisfaction measured at the end of six weeks.

**WPSCC’s Health and Wellness Coach, Patrice Rhodes, is eager to begin. “I’m excited for Qigong. Our seniors love the slow, intentional movements of Tai Chi, so they’ll be very open to this. It’s a wonderful opportunity.”**





Sandra’s (left) basement was flooded. Martha (right) was one of the volunteers who helped restore her basement and install a new washer and dryer.

# Helping Berks County Families Recover From A Devastating Storm

On July 9, 2023, severe storms unleashed more than five inches of rain in Berks County in just a few hours, leading to flash flooding and widespread damage to homes, businesses, and schools. Lutheran Disaster Response - Eastern Pennsylvania (LDR-EPa) has been at the forefront of recovery efforts ever since.

As a ministry of Lutheran Congregational Services working in partnership with the ELCA’s Lutheran Disaster Response program, LDR-EPa has played a pivotal role in long-term recovery efforts. With a grant from Lutheran Disaster Response to fund case management, LDR-EPa case workers are helping 31 affected families, primarily in the Penn View Trailer Park, to navigate insurance claims and access state programs such as PEMA’s Disaster Recovery Assistance Program (DRAP) to fund repairs.

“Our caseworkers are the primary point of contact for the households,” says Julia Frank, Lutheran Disaster Response Coordinator for Eastern Pennsylvania and President of Pennsylvania Voluntary Organizations Active in Disaster (PA VOAD). “But we couldn’t do what we do alone. Volunteers from many organizations have replaced wet insulation, repaired drywall, installed flooring, and made homes habitable again.”

As president of PAVOAD, Frank also oversees collaboration between local and state agencies, plus faith-based and secular organizations, as they work together to rebuild communities.

“There are a lot of moving parts,” she says.

While LDR-EPa’s efforts are rooted in faith, their mission is to serve everyone. “We don’t ask about someone’s faith or political beliefs,” Frank explains. “Our goal is simply to serve, inspired by Christ’s call to care for others. It’s about restoring hope and dignity for our brothers and sisters.”

Although nearly 40% of LDR-EPa’s cases have been resolved, the road to full recovery continues.

“It takes time,” Frank says, “but we can help people get to a place where their homes have heat, are free of mold, and are insulated and waterproofed. We’re committed to bringing relief—one home and one family at a time. It’s not glamorous, but we’re able to return some dignity to their lives.”



Each of the brief articles in this publication stands as a testament to the meaningful work and mission we carry out every day at Liberty Lutheran. These stories reflect the lives we’ve touched, the compassion we’ve shared, and the communities we’ve strengthened—thanks to your continued support.

We invite you to stay connected with us online and through our social media channels, where you can follow the inspiring journeys of our residents and dedicated staff.



Discover inspiring stories from each of our communities by visiting our blogs! [libertylutheran.org/our-blogs](https://libertylutheran.org/our-blogs).

In the following pages, we are honored to recognize the generous donors who supported our mission during the fiscal year from **July 1, 2023, through June 30, 2024**. Your compassion makes all the difference—and we are truly grateful.



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## Revenue

COMPASSIONATE CARE (93%)	\$81,596,359
GOVERNMENT PROGRAMS (1%)	\$812,388
COMMUNITY CARE (<1%)	\$101,903
GRANTS (<1%)	\$60,405
WELLNESS (<1%)	\$293,551
OTHER (5%)	\$4,522,617
\$87,387,223	
Total Revenue	

## Expenses

PROGRAM SERVICES (49%)	\$45,284,110
GENERAL & ADMINISTRATIVE (15%)	\$13,650,651
DEPRECIATION (9%)	\$8,130,398
INTEREST (5%)	\$4,873,564
LIABILITY INSURANCE (2%)	\$2,070,941
DEVELOPMENT (<1%)	\$415,922
BENEVOLENCE FUNDED (19%)	\$17,692,000
\$92,117,586	
Total Expenses	

Loss from Operations	\$4,730,363
Net Gain on Investments	\$11,935,925
Other Contributions	\$510,661
\$7,716,223	
Change in Net Assets (Gain)	

## Revenue by Family of Service

### Liberty Communities

38%	Paul’s Run
26%	Artman
20%	The Village at Penn State
10%	The Hearth at Drexel
5%	The Manor at York Town

### Liberty Life Services

<1%	LCFS
<1%	Lutheran Congregational Services
<1%	Liberty Lutheran
<1%	Liberty Lutheran Foundation

## Building Resilient Individuals & Communities

Organizational Dollars to Continue Services where Shortfalls Exist

\$1,565,500
Benevolent Care
\$16,126,500
Unreimbursed Medicare and Medicaid
\$17,692,000
Total Expenses



Your gift to Liberty Lutheran nurtures passions, provides strength, and brings hope to thousands of individuals and families we serve. Because of YOU, older adults thrive, communities grow stronger, and those facing challenges find support and encouragement.

CUT FORM HERE AND RETURN IN THE ENVELOPE PROVIDED

Thank you—  
your compassion  
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Enclosed is my gift of \$ \_\_\_\_\_  
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