

Monday, May 4, 2009

GS Woman Weather: Overcast and 56 degrees F at Somerville, NJ.

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2009 Garden State Woman of the Year Awards

Making a Difference for the Ramapough Lenape Indians

Working together, a company, a business owner and the public made a difference to a population in need.

Since Luhrs & Associates' beginnings, the creative marketing and management solutions company has spearheaded outreach efforts to aid populations in need. An opportunity to help a new population became clear after reading a December 2007 report presented to Governor Jon S. Corzine on Native American Community Affairs'. The report outlined issues, including education, employment and health care, facing the Ramapough Lenape Nation, a tribe of Native Americans indigenous to northern New Jersey and the lower New York state areas.

Luhr & Associates met with staff at Ramapough Mountain Indians, Inc., a non-profit, community organization in Mahwah, New Jersey that services the Ramapough Lenape Nation, to discuss the tribe's pressing needs and explore ways that Luhrs & Associates could help. Through the company's "In the Community Program," which sponsors annual community projects to assist non-profit groups, they developed a plan to launch collection drives for assorted linens, school supplies and children's books.



Throughout the summer and early fall of 2008, Luhrs & Associates made national appeals which resulted in the collection of over 800 pounds of assorted linens, various school supplies and a large collection of children's books. The linen drive aided seniors living on fixed incomes and the school supplies and children's book provided families with much needed resources for their children.

"I was very impressed with the successful efforts of Luhrs & Associates. They effectively organized and conducted the linen, school supply and book drives that benefited many members of the tribe. By collaborating with Luhrs & Associates, Ramapough Mountain Indians, Inc. carried out its mission and provided community service efforts that helped New Jersey's and New York's Ramapough Indians," stated Eileen DeFreece-Wilson, former Chairperson, Ramapough Mountain Indians, Inc.

"Clearly, the collaboration between Luhrs & Associates and Ramapough Mountain Indians, Inc. is an excellent example of how community involvement activities benefit those in need and forge positive relationships that can lead to future endeavors," she said.

Previous "In The Community" programs sponsored by Luhrs & Associates include greeting card drives to support community arts programs and linen drives for a battered women's shelter. They have also sponsored collections for household items, clothing and fabric for the Healthy Start Programs servicing the Navajo Nation in Arizona and the Lakota Sioux on the Pine Ridge Indian Reservation in South Dakota. Additionally, the initiative provides pro-bono marketing, public relations and management services to selected organizations.

For further information about Luhrs & Associates' services, call 201-592-9126 or contact info@luhrsandassociates.com.

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