



NEWBRIDGE

Counseling

Youth

Seniors

Housing

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Senior Program Helps a Family Breathe Easier

A call came into NewBridge from a concerned neighbor: a 68-year-old woman with multiple sclerosis was living alone in a house built into a hill - a layout that greatly limited her access to the outside world.

A case manager and the advanced practice nurse from NewBridge's Senior Assistance for Independent Living (SAIL) program called on her and discovered conditions that concerned them.

The house was in disarray and the woman, who uses a wheelchair, had to drag herself up 20 steep steps to get to her bedroom, said

Paula Tedesco, NewBridge's APN. The woman, Stella*, refused services.

Tedesco and case manager Julianne Nagle arranged a meeting between NewBridge, Stella, her two sons and her daughter-in-law, Lisa*. They helped the family explain to Stella that she needed help and that services were available to improve her quality of life.

Lisa said family members had each taken turns to try to convince Stella to get services but, "she didn't want anyone in her house. She didn't want to spend money."

NewBridge "gave us the push we needed to have a united front."

NewBridge made the family aware

of the options available, providing referrals for services that could address Stella's needs.

Seniors

"A family often feels helpless," Tedesco said. "We empower them."

With NewBridge's support, Lisa arranged for a monthly cleaning service and installation of a phone line that Stella could easily reach. Lisa also hired a private home health aide who comes four days a week.

"NewBridge provided resources that really worked," Lisa said.

NewBridge connected Stella with its new service NewBridge@Home, a free pro-

gram that provides weekly in-home professional counseling to homebound senior citizens in Morris County. It also gave the family referrals to an elder care attorney and information about a chair lift, assisted living and adult day care programs.

Having the services in place for Stella has eased the family's worries, and Stella enjoys the company of the home health aide and the counselor.

"I had never come across a service like NewBridge before" Lisa said. "We were open to anything that would help. They really made a difference."

*All names have been changed.

"I had never come across a service like NewBridge before. They really made a difference."

—Lisa, family member

Dear Friends,



In the wake of state budget cuts, nonprofits must deal with a new reality, one that has the potential to diminish a network of support services that took years to build. While state funding has dried up, the need for services has not. In fact, it's growing.

We at NewBridge understand we can't shake the state piggy bank for more money and have been preparing as best we can for our new reality. Services have been evaluated, salaries have been frozen, and volunteers have been enlisted.

But that is not enough to ensure the continuation of our behavioral health programs, which more than 12,000 people a year rely on. So this year, we took a new tack by launching our *Are You One?* campaign. We're asking those in the local communities we serve to make an investment in NewBridge.

Eight months into *Are You One?* - our first-ever major fundraising campaign - I am proud to report we have raised more than \$105,000. That, I believe, is an indication that people recognize the value of our services to their communities, and that is gratifying.

Of course, we still have a ways to go to meet our \$250,000 goal by next June. To make giving easier, we recently launched a new site, www.oureone.org, where you can get updates on the campaign's progress and make a hassle-free contribution.

Know that we are counting on you, so that you can continue to count on us. As always, wishing you health and balance in your life.

Robert L. Parker, Executive Director
parker@newbridge.org

NewBridge Executive Receives Prestigious Awards



Robert L. Parker, executive director, NewBridge, and Carolyn Beauchamp, president and chief executive officer, Mental Health Association in NJ.



Robert L. Parker, executive director, NewBridge, and Yvonne Zuidema, president and chief professional officer of the United Way of Passaic County.

NewBridge Executive Director Robert L. Parker's zeal to help build strong communities has not gone unnoticed. In fact, two agencies have recently recognized him for his service to the community.


The United Way of Passaic County honored Parker with its Community Cornerstone Award, given annually to an individual who exemplifies a lifetime of service and dedication to the community.

The Mental Health Association in New Jersey Inc. presented Parker with the Golden Bell Leadership Award highlighting the agency's Senior Assistance for Independent Living (SAIL) program, which helps residents of Morris and Passaic counties who are age 60 and over remain in their homes.


Parker, a leader in community mental health for 32 years, has led NewBridge since 1992.

Giving Can be as Easy as a Click of a Mouse!

More than ever, we rely on technology to support our busy lives. Technology also can be a great way to support NewBridge. Here are some easy ways to do just that:

☞ Use Goodsearch.com as your  search engine and designate NewBridge Services as your charity of choice. Every time you do a search or make a purchase through Goodsearch.com, NewBridge gets a donation.

☞ Boiling Springs Savings Bank is  offering an exciting opportunity through its Community Alliance Program. Open an account or use an existing account and designate NewBridge as the recipient for the program. NewBridge will receive quarterly donations directly from Boiling Springs. (It does not affect your account!) Visit www.bssbank.com for more information.

☞ Go to www.arenone.org to get  updates on our *Are You One?* fundraising campaign and make a hassle-free donation.

SEED taps into NewBridge Housing Expertise

Earlier this year, the Start Easy Eagle Development Corporate (SEED, Corp) found itself without its executive director and a \$21 million, 60-unit affordable housing program to run. With some properties in development, others about to be purchased and 40 tenants who were formerly homeless or have special needs to tend to, SEED needed help. The nonprofit found it at NewBridge.

Recognizing NewBridge's impressive track record with affordable and supportive housing



programs, SEED tapped NewBridge as a consultant to assist with property management and corporate operations.

"NewBridge was chosen because they are the very best at what they do and SEED would not consider anything less for our tenants and properties both present and future," said D. Anne Wolfe, chair of SEED's board of trustees.

NewBridge runs its own housing programs and embarked on an aggressive affordable housing program four years ago with a goal of bringing 100 affordable housing units to Morris

County residents with low- and moderate-incomes.

"One of our main focuses is

Housing

bringing supportive and affordable housing options to area residents," said Melody Federico, NewBridge's director of housing development. "We are pleased by SEED's trust in our ability to assist them through this transition and are confident that we will maintain the highest standards in helping move the program forward while keeping new and existing tenants in their homes."

NewBridge Helps Tackle Cyberbullying

As students head back to the classroom, the latest outlet for cyberbullying, Formspring.me, awaits. The new social networking

Youth

site may seem playful but can invite cruelty with seemingly no consequences for anonymous users.

NewBridge Services has been ringing the alarm about Formspring, which is less familiar to parents and educators than other social networking sites like Facebook and MySpace, but may be more dangerous because it allows anonymity.

With its question-and-answer format, Formspring lets members solicit feedback about themselves.

“Young people looking for validation post questions about themselves, and others can respond anonymously,”

explained Mary Vineis, coordinator of prevention services at NewBridge. “But people can be really mean, especially when they aren’t being held accountable.”

Technology and the explosion of social media sites have provided breeding grounds for bullying, taking it from the playground and school bus to cell phones and computer screens.

Instances of cyberbullying via Formspring are already happening in area schools, said Vineis, who has heard reports from school social workers.

One Morris County teen said she was so disgusted by the mean postings on Formspring that she

cancelled her membership. “It was very upsetting to see friends hurt by comments that were posted,” she said.

While cyber-smearing generally takes place off school grounds, the impact is felt in the hallways. Nasty posts sometimes become fodder for old-fashioned gossip around the lunchroom.

“It straddles the home-school environment,” said William H. Trusheim, superintendent of the Pequannock School District.

Sometimes postings cross the line from meanness to harassment, and when school officials get wind of those cases, they are referred to the police, Trusheim said.

He sees no upside to sites that allow anonymous postings.

They are “simply there to encourage bad behavior.”

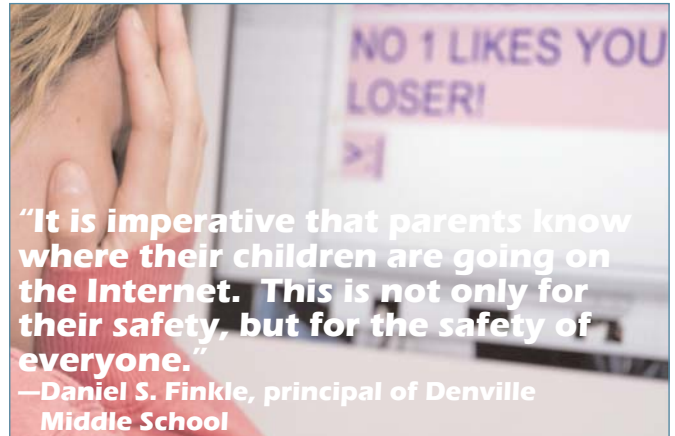
Daniel S. Finkle, principal of Denville Middle School, said an added danger of Formspring is that few adults know about it.

“Perusing this site opens one’s eyes to just how cruel and inconsiderate some youth can be,” Finkle said.

“The key to preventing this type of cyberbullying behavior is through education and monitoring. It is imperative that parents know where their children are going on the Internet. This is not only for their safety, but for the safety of everyone.”

NewBridge stays current with the latest developments affecting youth

and already has incorporated Formspring into its workshops on anti-bullying - one of the most



popular school programs it offers.

“Kids often don’t report bullying of any kind because they don’t want to draw attention to themselves and are concerned about how they are viewed by people whose opinions of them matter,” Vineis said. “Because we are outsiders, it can be easier for them to open up to us about issues they may be facing.”

NewBridge’s anti-bullying program teaches coping skills and alternative approaches to building self-image so youngsters aren’t as susceptible to other people’s opinions. It gives children effective ways to deal with a bully, by not reacting emotionally to hurtful words and even engaging the bully, taking control away from him.

NewBridge also offers programs for parents, to let them know what the latest threats are and how best to cope with them.

Trusheim said he aims to have all middle schoolers in his district participate in at least one of NewBridge’s programs, which build resiliency in adolescents. For more information about what NewBridge offers schools, see page 4 or call Vineis at (973) 839-2521, ext. 2228.

Join the Voice for Recovery: Now More Than Ever!



Addiction is the nation's number one health problem, affecting millions of people, including children and families. Each September is Alcohol and Drug Addiction Recovery Month, the perfect time to encourage people to seek treatment for substance use disorders. This year's theme is "Join the Voices for Recovery: Now More Than Ever!" The month-long observance celebrates individuals and families in recovery, as well as those who work in the field.

Addictions

"This year as we face increased levels of stress in our society, we encourage individuals still in need of treatment to seek help," said Joanne Goer, NewBridge's director of Integrated Clinical and Addiction Services. "Addiction can affect anyone, including many Morris and Passaic county residents, and it is essential that our community remain dedicated to the recovery process by advocating for resources that confront this treatable disease and support individuals in recovery and their affected family members."

If you or a loved one is seeking help, call NewBridge today at (888) 316-9333.



NewBridge Services 15th Annual Golf Outing

Columbus Day, October 11, 2010

Knoll Country Club West, Parsippany, NJ

Thank you to our current sponsors:

Atlantic Stewardship Bank; Marie & Jeffrey Gillman; Saint Claire's Health System; Dennis E. Kaczka Architect; Chilton Memorial Hospital; Water Works Supply Company

There is still time to support this exciting event!

Register Today! We sell out every year!

Deadline: September 22, 2010

Visit www.newbridge.org for more information.

Visit www.arenone.org to learn more!

Are You One?



The programs address the New Jersey Comprehensive Health and Physical Education core curriculum content standards for all students, from pre-kindergarten through high school.

Call (973) 839-2521, ext. 2228 for more information

NewBridge offers programs that empower young people to make good decisions in life and feel good about themselves.

Being a kid in today's world is more complicated than ever. NewBridge recognizes that the most successful children are those who receive guidance and support as they grow. NewBridge offers programs that empower young people to make good decisions in life and feel good about themselves.




programs for youth, parents & teachers in schools & community organizations

PREVENTION & **AWARENESS**

NewBridge Services presents

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