



# NewBridge

[newbridge.org](http://newbridge.org)

Fall 2025



Dear Friend,

It's both comforting and empowering to have a sense of home and belonging — something we all long for. For those we serve, attaining a safe home is a step toward personal growth and becoming part of the community.

In our newsletter, you'll see how NewBridge makes that possible. We share details about our new **NJ FamilyCare Housing Supports Program**, which helps people at risk of homelessness attain stable housing. We also introduce you to a family whose lives were transformed when they moved into NewBridge housing. Their story is a reminder of what your support makes possible, a theme you'll hear more about in our upcoming annual appeal.

That feeling of security is nurtured by our incredible staff. In September, we gathered to thank them for their dedication. Day after day, they provide the encouragement and care that help people feel connected and supported. You'll also read about the many community events NewBridge took part in, bringing together neighbors and connecting them to resources. Our

Wellness Corner feature continues that focus, with guidance on how to talk about suicide — a vital conversation that can save lives.

If you joined us for **NewBridge's 29<sup>th</sup> Annual Golf Outing**, you'll enjoy looking back at a wonderful day that raised funds for our programs. You can help more people find stability and belonging by volunteering, making a gift ([newbridge.org/donate](http://newbridge.org/donate)), and attending events such as our **2026 Legacy of Hope Gala** on May 7.

Feel free to reach out to me with your thoughts and questions, and please, if you haven't already, join our mailing list using the code below. Together, we can help open more doors to home, belonging and community.

With gratitude,

Michelle Borden  
CEO, NewBridge Services  
[Mborden@NewBridge.org](mailto:Mborden@NewBridge.org)



## A Home That Changed Everything

Each school day began in exhaustion for Julianna. She carried her son, Dennis Jr., who has cerebral palsy, down 20 steps from their Passaic apartment and several blocks to the car for his program. Each afternoon, she carried him back up those steps.

*"Looking back, I don't even know how I did it," she said. "It was very stressful."*

In 2019, when Dennis Jr. was 8, Julianna and her husband, Dennis, turned to NewBridge Services for help. A month later, their family of four moved into a ground-floor apartment in NewBridge's Clifton Family Housing.

The change transformed their lives. Dennis Jr., now 14, can be wheeled to the school van that stops at their door. His sister, Allison, greets him after school and brings him inside while Julianna picks up 5-year-old Scarlett from kindergarten. Dennis Sr., a mechanic with an understanding boss, helps when the kids are sick and keeps the home grounded in faith and love.

*"NewBridge has given us peace of mind," Julianna said. "It's such a blessing for us, a prayer answered."*

She wishes other families could have the same good fortune. Your gift to NewBridge's annual appeal can make that wish a reality. Donate at [newbridge.org/donate](http://newbridge.org/donate).



## NewBridge Builds Community Connections

NewBridge Services spent late summer and early fall strengthening relationships with other nonprofits and raising public awareness about our programs.



On Sept. 12, NewBridge staff joined the **4<sup>th</sup> Annual Morris County Community Resource Exchange** at Central Park of Morris County. "It's a great opportunity to network with other providers, let them know the services we provide and talk about opportunities for collaboration," said Beth Jacobson, NewBridge's director of Community Response and Education.

The event drew more than 150 participants from nonprofits, county agencies and municipalities. NewBridge Chief Real Estate Officer David Moore visited dozens of tables and established connections — some tied to prospective tenants for one of NewBridge's wheelchair-accessible homes.

Madeeha Janjua-Afzal, NewBridge's gambling case manager, welcomed the opportunity to share information about the nonprofit's program, which helps people with a gambling addiction and family members affected by it. *"With this growing problem, people can see the value of it,"* she said. One nonprofit told her it had several clients who might benefit, she noted.



At the **Lincoln Park Community Health & Wellness Fair**, more than 60 people stopped by our table to talk. NewBridge staff also attended the **In Their Shoes** remembrance in Clifton, where they shared suicide prevention resources, and engaged with residents at the **Pequannock Township Street Festival**.



# LET'S CONNECT



Email us at [Services@NewBridge.org](mailto:Services@NewBridge.org)

## The Power of NewBridge

Established in 1963, NewBridge Services is a community nonprofit dedicated to bringing balance to lives through counseling, housing and education. Our compassionate, highly trained professionals serve thousands of children, adults, and seniors each year in Morris, Passaic and Sussex counties — and beyond. Through more than a dozen programs, NewBridge tackles some of society's toughest challenges, including mental illness, addiction, homelessness and isolation. We could not do this crucial work alone. Our clients — your neighbors — rely on us, and we rely on your support. To donate, please go to [newbridge.org/donate](https://newbridge.org/donate). Your generosity makes a real difference in the lives of those who are hurting. Thank you!

For more information, contact NewBridge Development Officer Jennifer Tanis at [Jtanis@NewBridge.org](mailto:Jtanis@NewBridge.org).

## NewBridge Services Board of Trustees

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## NJ FamilyCare Program Expands NewBridge's Role in Preventing Homelessness —

When people showed up at NewBridge Services' doors in fear of losing their home or in need of other immediate help, staff stepped in to help — even if the person wasn't a NewBridge client. They tracked down resources and made warm handoffs to other agencies.

*"There's no way you're going to turn away a human being who's in that level of crisis,"* said Carolyn Dean, NewBridge's director of Community Outreach and Support.

That commitment has now been formalized and expanded through the **NJ FamilyCare Housing Supports Program**. New Jersey selected NewBridge to deliver the program in Bergen, Morris, Passaic, Sussex and Warren counties through a partnership between the Department of Community Affairs and the Department of Human Services.

The program serves Medicaid-enrolled residents who face homelessness along with a health challenge such as a chronic condition, mental illness, substance use or pregnancy. To qualify,

individuals must be enrolled in one of five Medicaid Managed Care Organizations: Aetna Better Health of New Jersey, Fidelis Care, Horizon NJ Health, UnitedHealthcare Community Plan or Wellpoint.

*"This program is really about prevention. We walk alongside people as they build the skills and connections to make housing stable, and step back once they're ready to sustain it on their own,"* Dean said. *"A safe, stable home gives people the foundation to care for their health and move forward in life."*

NewBridge staff assist with both pre-tenancy and tenancy services — from housing searches and move-in paperwork to eviction prevention, landlord communication, and community connections, explained Melissa Reiley, assistant director of Community Outreach and Support. The program is expected to serve 90 people at any given time.

For more information, call (973) 686-2279 or email [Hsp@NewBridge.org](mailto:Hsp@NewBridge.org).

## A Dynamic Crowd Tees Off for Mental Health —



On a glorious summer-like day, nearly 100 golfers teed off at the championship Knoll Country Club West in Parsippany to raise funds for mental health services.

**NewBridge Services' 29<sup>th</sup> Annual Golf Outing** drew a remarkably diverse crowd — with golfers ranging in age from their 20s to their 80s, five women's foursomes, and participants traveling from across the country and even overseas. Fortune 500 companies mixed with local businesses, young professionals and longtime supporters, creating a laid-back yet lively networking scene. **If your company wasn't there, you missed out on one of the best charity golf events around.**

*"NewBridge Services is a phenomenal charity, and this outing is the highlight of our golf season,"* said Brenda Bell, who traveled from New York City with her husband, Mike Sgouros, to take part in the Oct. 6 fundraiser.

Players tested their skills in three on-course challenges, enjoyed brunch and took home goody bags valued at more than \$500 during the outing, held as part of the prestigious **Applied Underwriters Invitational**.

*"All of you have made this a great day on the course and a powerful show of support for NewBridge and the people we serve,"* NewBridge Board of Trustees President Debbie King told guests at the cocktail reception and dinner. *"Every day, we meet people where they are and help them move forward with strength and hope."*



Founded in 1963, NewBridge helps people overcome mental illness, addiction, homelessness and isolation through counseling, housing and education. Each year, the nonprofit serves thousands of children, adults and seniors across northern New Jersey.

We're grateful to our generous sponsors, including: Applied Underwriters; The Collins Fund; TELUS Digital; Murphy McKeon P.C.; Zilker Trail; Adobe; and Gibbons. Please see the full list of sponsors and a slideshow of photos from the outing using the QR code.



# NEWBRIDGE wellnesscorner



## How to Talk About **SUICIDE**

Your words can  
**SAVE A LIFE**

### Ask Directly

It is a myth that talking about suicide plants the idea. Asking “Are you thinking about killing yourself?” shows concern and often brings an honest answer, said Viki Ferlauto, NewBridge Executive Director of Counseling Services.

### Use Compassionate, Neutral Language

According to the National Alliance on Mental Illness (NAMI), phrases like “committed suicide” add stigma. Neutral language is clearer and safer:

**SAY:** died by suicide; suicide attempt; took their own life

**AVOID:** committed suicide; successful suicide; failed attempt

### Be There and Stay Connected

If someone opens up, listen without judgment. Do not minimize their feelings or rush to solutions. Being present, and following up afterward, can help prevent a crisis.

### Connect to Help

Encourage the person to call or text 988 or visit [988lifeline.org](https://988lifeline.org). Offer to connect them with a trusted family member, counselor, or faith leader.

## EVERYDAY CONVERSATIONS: What Helps, What Hurts

### What not to say:

You’re not really thinking about that, are you?

### What to say instead:

I care about you. Are you thinking about killing yourself?

### What not to say:

He committed suicide. I just don’t get it.

### What to say instead:

He died by suicide. It reminds me how important it is to check in with the people we love. (NAMI recommends “died by suicide.”)

### What not to say:

You have so much to live for. Don’t think that way.

### What to say instead:

I can see you’re in pain. I’m here to listen.

# 988

SUICIDE & CRISIS  
LIFELINE

If you or someone you know is struggling, call or text 988 or visit [988lifeline.org](https://988lifeline.org). Help is available 24/7.

## Celebrating the Heart of NewBridge

NewBridge Services celebrated its employees at a staff appreciation luncheon on Sept. 5.

“Our staff is the heart of NewBridge. They demonstrate compassion, skill and dedication every day,” CEO Michelle Borden told the nearly four dozen guests gathered at The Club at Picatinny in Rockaway Township. “Their contributions strengthen our communities, and we’re proud to honor them.”

The luncheon gave special recognition to employees reaching career milestones. Twenty-one staff members marking anniversaries received plaques, and four employees in their first year received NewBridge pins.

Three employees reached the 25-year mark: group home case manager Michael Adeyemi; Erin McBride, residence manager of two group homes; and Yvonne Miller, front office support staff at NewBridge’s Pompton Plains headquarters.

Miller shared why NewBridge means so much to her: “I’ve seen firsthand how much we change lives.”

