



NewBridge

newbridge.org

Summer 2025



Dear Friend,

At NewBridge Services, compassion is the spark that ignites lasting change. Every day I witness how small acts of care create ripples – transforming lives, strengthening communities, and inspiring others to spread kindness.

This spring our **Legacy of Hope Gala** brought together more

than 240 supporters and raised critical funds for our life-changing programs. Guests were moved by impactful client stories and joined us in honoring Morris County Sheriff James M. Gannon for his unwavering commitment to mental health and addiction recovery. The evening was a powerful reminder of what we can achieve when we come together with empathy and purpose.

Thanks to this generous support, clients like Ken Hughes – whom you will meet in this newsletter – are building full, independent lives despite the challenges of serious mental illness. You'll also be introduced to Riham Hanna, whose warm, compassionate voice is often the first connection for those reaching out to NewBridge, setting a tone of care and hope from the very beginning.

I'm especially proud of our team's impact. In April, Viki Ferlauto, executive director of Counseling Services, was honored with a **NJAMHAA Courage and Compassion Award** for her leadership in suicide prevention. We're also excited to welcome two new trustees, Christine Hudson and Bobby Roberts, who bring fresh perspectives and a deep dedication to our mission.

These stories of courage and community fuel my hope for the future. I invite you to stay connected: join us at events like our **29th Annual Golf Outing** on Monday, October 6 at Knoll Country Club, volunteer your time, or consider making a gift to help NewBridge reach even more people in need (newbridge.org/donate).

As always, I welcome your thoughts and questions, and invite you to **join our mailing list using the code below**. Together we can create ripples that truly matter.

With gratitude,

Michelle Borden

CEO, NewBridge Services

mborden@newbridge.org

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NewBridge's Frontline of Empathy



If you've ever called NewBridge Services seeking help, chances are you've spoken with Riham Hanna. As Senior Access Specialist, Hanna is often the first voice clients hear — a voice that radiates calm, kindness, and understanding.

Each day, Hanna and her small team field dozens of calls from people in need, sometimes as many as 60.

Whether she's comforting someone who's struggling with mental illness, guiding a family through next steps, or coordinating with hospitals and social workers, Hanna meets every caller with patience and empathy. She skillfully assesses

needs, explains options, and records every detail to ensure clients are connected with the right services.

"I am in awe of the compassion, courtesy and competence she shows every caller seeking help for themselves or a loved one," said Hanna's supervisor, NewBridge Executive Director of Counseling Services Viki Ferlauto. *"Her gentle and humble demeanor and excellent listening skills make each person feel seen and understood."*

Since joining NewBridge in 2021, Riham has become a trusted colleague and a nurturing presence for her coworkers. She lives in Essex County with her husband and three children, and treats the NewBridge team like family.

"It is an honor to be able to help, assist and initiate mental health services for clients and a privilege to work with an incredible and caring team at NewBridge Services," Hanna said.

State Association Honors 2 NewBridge Leaders for Excellence in Behavioral Health

NewBridge CEO Michelle Borden and Executive Director of Counseling Services Victoria "Viki" Ferlauto were honored this spring by the New Jersey Association of Mental Health and Addiction Agencies (NJAMHAA) for outstanding leadership.

Borden, who joined NewBridge in 1997 and has led the nonprofit since 2020, received NJAMHAA's 2025 **Outstanding Leader Award** in June.



"Michelle Borden is a leader for all times, whether she is managing everyday types of challenges or major crises," NJAMHAA President and CEO Debra Wentz said. "She has tremendous expertise as a clinician, and an amazing human dimension. It comes across immediately that she truly cares about people."

In the aftermath of the 9/11 terrorist attacks, Borden co-founded the Morris County Human Services Response Network, which became a model statewide, and then helped New Jersey become one of the first states to certify disaster response crisis counselors. In 2011, she led efforts to provide psychological first aid in communities that lost homes to severe flooding, Wentz noted.

Borden guided NewBridge through the COVID-19 pandemic by expanding telehealth and online mental health resources. Under her leadership, NewBridge launched a gambling addiction treatment program for individuals with co-occurring disorders and expanded NewBridge@Home, which provides counseling to homebound older adults and caregivers.

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Ferlauto, who joined NewBridge in 1998, was named a NJAMHAA Courage and Compassion Champion and received the organization's **Outstanding Leader for Suicide Prevention Award** in April. She led NewBridge's Zero Suicide initiative, training all staff to recognize warning signs and help prevent suicides. Thanks to this

effort, NewBridge saw zero client suicides in 2024.

NJAMHAA Board Chair Anthony Comerford praised her, saying, "Viki Ferlauto brings an innovative approach to her work, especially in times of crisis." She "is also known for cultivating an environment of inclusivity and empathy," Comerford said. "A champion of mentorship and collaboration, Viki has strengthened internal relationships and created a more unified organization at NewBridge."

When the pandemic hit, Ferlauto quickly adapted the adult psychiatric day treatment program so that clients could access group therapy from home. Months later, she oversaw the safe return to in-person treatment, ensuring clients received continuous support during an especially isolating time.

"Viki leads with heart, tackles challenges with determination, and devotes herself fully to the well-being of others," Borden said.

LET'S CONNECT



Email us at services@newbridge.org

Meet NewBridge's New Trustees

Bobby Roberts



Bobby Roberts has long admired NewBridge Services for the impact of its mental health programs, a cause he describes as *"near and dear to me."* A former retail executive, Roberts later launched three successful businesses, including ventures in solar power and mosquito management.

He joined the board of trustees in May, bringing decades of

business experience and community leadership, including a recent term as president of the Pequannock Valley Rotary. At age 80, Roberts is about to launch a new venture as a business consultant and is eager to help NewBridge expand its fundraising efforts.

"People are the most important part of any endeavor — and a huge part of NewBridge," Roberts said. He has three adult children and six grandchildren and lives in Lincoln Park with fellow NewBridge trustee Kathleen Pennington.

Christine Hudson



In the 1990s, Christine Hudson spent several years as a night manager at one of NewBridge Services' group homes. One of her fond memories was taking residents on Dunkin' Donuts runs in a 16-passenger van. The job solidified her desire for a career in mental health.

Hudson, a clinical psychologist with a private practice in Waldwick, became a

NewBridge trustee in January, following in the footsteps of her mother, longtime board member Sharon Hollick, who holds emeritus status.

"I want to help NewBridge keep providing its high-quality programs to as many people as we can," said Hudson, a married mother of teenage twins living in Pompton Plains. While the quality of mental health services often tracks with ability to pay, she said, NewBridge ensures people without means still receive top-level care.

Ken's Recipe for Life with OCD: Support and Connection



Ken Hughes' life was once ruled by obsessive-compulsive disorder and anxiety. He was afraid to leave his house. He took two-hour showers. He brushed his teeth so much he stripped the enamel.

Diagnosed at 18, Ken cycled through medications that either didn't work or had unbearable side effects. After his dad died, he moved in with his sister in 2000 and enrolled in NewBridge's adult psychiatric day treatment program.

Ken participated in group interventions and individual therapy, learning to manage stress and maintain sobriety following 12 years of self-medicating with alcohol. He also made friends.

Two years later, he moved into a NewBridge group home where he learned life skills, including cooking. *"I really developed a love for it,"* said Ken, whose signature dishes include lemon chicken, baked ziti and meatloaf.

His NewBridge psychiatrist helped Ken find the medication that works for him, allowing him to transition to a shared NewBridge apartment and then to his own apartment in 2012. Support services from NewBridge help him stay on track. His case manager checks in on him, takes him grocery shopping, and accompanies him to medical appointments.

"I have a much better quality of life with NewBridge," Ken said. The 51-year-old attends the day treatment program three afternoons a week. *"All the counselors and workers at NewBridge give me good advice and assistance,"* Ken said. *"NewBridge has made a big difference in my life."*

NEWBRIDGE wellnesscorner



Q&A: The Hidden Addiction of Gambling

Gambling is everywhere — on phones, in video games, and promoted nonstop through ads and apps. As sports betting and 24/7 online wagering explode, more adults are falling into addiction, and more children are being exposed at younger ages. Millions of Americans struggle with gambling problems, yet fewer than 1 in 10 seek help. The consequences can be devastating: financial ruin, broken relationships, even suicidal thoughts.



NewBridge Services' gambling addiction clinician Stacey Marowitz answers key questions about this growing issue — and how NewBridge supports recovery for individuals and families, even if a loved one won't seek help.

Q. What surprises you most about the rise in gambling addiction?

A. Gambling is reaching younger ages — some kids as young as 10 are gambling, which is shocking. One big concern is how quietly this addiction develops. Many children encounter gambling-like behaviors through video game "loot boxes," where they spend points or money for a chance to unlock items. Parents sometimes unknowingly encourage gambling by giving lottery tickets as gifts.

Q. Why are New Jersey adults more at risk?

A. New Jersey is saturated with gambling opportunities. There's Atlantic City, casinos nearby, and lottery tickets everywhere with games running every few minutes. Sports betting has exploded, especially micro-betting, where people place hundreds of bets in a single game. Gambling ads normalize the behavior. E-sports betting — wagering on competitive video gaming — is also growing rapidly.

Q. What are common misconceptions?

A. Many think gambling addiction only affects those who spend all day at casinos or buying scratch-offs. The truth

is anyone can develop a gambling problem. Gambling includes any activity where you risk something valuable hoping to win more.

Q. What are the warning signs?

A. Watch for red flags like being distracted or withdrawn from family, constantly checking your phone, borrowing money, lying, or obsessing over the next bet. Irritability after losing, chasing losses, spending beyond your means, or prioritizing gambling over responsibilities also signal trouble.

Q. What if someone is ready to seek help?

A. First, good for you! NewBridge offers evidence-based therapy to help clients regain control, whether they want to stop gambling entirely or reduce harm. Call our Access Department at (973) 316-9333 for a screening. Treatment usually starts with weekly therapy and may include groups, blocking apps, and family therapy.

Q. What if a loved one won't get help?

A. Family members can get support even if their loved one refuses. We focus on coping strategies and financial protection. The good news: help is available for both gamblers and their families.

NewBridge is a state-designated expert in gambling addiction, serving individuals and families in Morris, Passaic, and Sussex counties. Call (973) 316-9333 or email services@newbridge.org.



Stories of Resilience Shine at Legacy of Hope Gala



NewBridge Services' **2025 Legacy of Hope Gala** brought together more than 240 supporters on May 8, raising crucial funds for people facing mental illness, addiction, and other life challenges. The evening at The Legacy Castle in Pompton Plains was filled with inspiring stories, heartfelt connections, and a shared commitment to NewBridge's mission.

A highlight of the night was a moving video featuring Colleen, a NewBridge client, who shared her journey from battling addiction and mental illness to building a stable, happy life with NewBridge's support. *"I don't know where I would have been without NewBridge,"* she said. Colleen now lives in a NewBridge apartment, works part-time at a grocery store, and cares for her 4-year-old grandson.

"NewBridge truly changes lives!" CEO Michelle Borden said. *"We meet people where they are and walk with them toward healing. We help children, adults, and seniors facing mental health challenges find strength and hope."*

Learn more about NewBridge's life-changing programs at newbridge.org and support our efforts at newbridge.org/donate.



NewBridge honored **Morris County Sheriff James M. Gannon**, who has made treatment of mental illness and addiction a priority. *"Our work has touched countless lives, and we're not just treating symptoms; we're fostering a culture of hope, understanding, and support,"* Gannon said.

Guests enjoyed a night of great food and drink, performances by Shamrock School of Music students, dancing, and bidding on items and experiences in the silent auction. Enjoy gala photos [here](#).



NewBridge is grateful to supporters, volunteers and our generous gala sponsors:

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NewBridge Services' 29th Annual GOLF OUTING

Monday, October 6, 2025

Knoll Country Club West, Parsippany, NJ



Registration

☐ Yes, I want to play in the **Golf Outing**.

Cost to Play: \$350/player \$1,400/foursome

(tax deductible portion is \$89 per player) \$_____ enclosed.

My guests will be:

Name: _____ Company: _____

☐ I would like to sponsor the golf outing.

☐ I would like to join for cocktail reception only @ \$85.

☐ I cannot attend but would like to make a donation of \$ _____

☐ My check payable to NewBridge is enclosed. \$ _____

To pay by credit card: ☐ AMEX ☐ MC ☐ Visa ☐ Discover

Card # _____ Exp. Date _____ Sec# _____

Please fill out your contact information:

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To Attend or Support

ONLINE REGISTRATION at
nbgolf2025.givesmart.com

OR

SCAN
& REGISTER



OR

COMPLETE AND MAIL to P.O. Box 336, Pompton Plains, NJ 07444
c/o NewBridge Development Officer Jennifer Tanis

Sponsorship Opportunities

I would like to sponsor the golf outing at the following level:

☐ Master Sponsor \$10,500

☐ Eagle Sponsor \$8,000

☐ Birdie Sponsor \$5,000

☐ Cocktail Reception Sponsor \$4,000

☐ Cart Sponsor \$3,000

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☐ Longest Drive Sponsor \$1,500 (one available)

☐ Closest to the Pin Sponsor \$1,500 (one available)

☐ Straightest Drive Sponsor \$1,500 (one available)

☐ Beverage Cart Sponsor \$600

☐ Putting Green Sponsor \$400

☐ Flag & Tee Sponsor \$350 (18 total)

☐ Tee Sponsor \$250

☐ My check payable to NewBridge is enclosed. \$ _____

To pay by credit card: ☐ AMEX ☐ MC ☐ Visa ☐ Discover

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