

# 50 FACES

Get Inspired.  
The essence of who we are.



NewBridge Services  
**Annual Report**  
newbridge.org

**2013**



*I believe in NewBridge because... NewBridge believes in all of us.*

*Bill Byrnes, Vice President-Grants for the F.M. Kirby Foundation, Inc.*



*I believe in NewBridge because... NewBridge is always listening to the needs of the community and is always willing to take that first step to solve and deliver what's needed.*

*Sandy Rocciola, Longtime volunteer/former board member*



## Letter of Gratitude

Dear Friend,

In 2013, we looked back 50 years to NewBridge's creation as a grassroots endeavor to help

people manage life's challenges, and we reached forward to ensure our standing in the emerging health care landscape.

**NewBridge flexed its influence as a thought leader:** we cosponsored New Jersey's first training course for practitioners on mental health first aid; organized a regional conference on special needs transportation; hosted a delegation from one of China's top mental health centers; and penned opinion pieces on key issues, such as federal funding for mental health.

**We overhauled our website (newbridge.org) and upgraded technology.** Thanks to your support, we are nearing the \$2 million goal of our first-ever capital campaign to strengthen NewBridge's position. We welcomed the charter members of our NewBridge Leadership Council, who are helping to guide and support the nonprofit.

**NewBridge enhanced our school-based programs to teach students and teachers how to recognize signs of mental illness,** expanded housing opportunities for people with special needs, and began providing adult and family counseling in Sussex County.

**As you will read, NewBridge and staff again received recognition.** In honor of our 50<sup>th</sup> anniversary, Pequannock Township proclaimed September 19 as NewBridge Services Day, and the North Jersey Half Marathon named NewBridge the charity beneficiary of its annual race. Our 50<sup>th</sup> celebration received extensive coverage in local and regional newspapers and on their websites.

**Thank you for helping to make 2013 a banner year for NewBridge,** and know that your generous support improves lives and makes our communities stronger.

Sincerely,

Mary Ameen  
President of the NewBridge  
Board of Trustees

Robert L. Parker  
NewBridge CEO

## Board of Trustees

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## Who We Are

NewBridge stands as a premier provider of mental health services, educational programs and affordable housing in northern New Jersey. With its roots in counseling, NewBridge builds and manages housing, treats addiction, teaches children and young adults skills to navigate their world, supports seniors to remain independent and responds to disasters and tragedies. **Each year, NewBridge's 225 professionals help more than 10,000 people – from young children to seniors – overcome challenges and live better.**

### Mission

NewBridge brings balance to people's lives through counseling, housing and education.

### Vision

NewBridge will be valued by the community as the preferred trusted partner in strengthening individual and family lives.

## Leadership Council

Jeffrey Gillman  
Chair

Barbara Demarest

A. Judith Flores

James Garland, Esq.

Deborah King

Angela Kubisky

Harry Neinstedt

Kirsten O'Brien

Charles Stewart

Cynthia Templeton

Isobel Wayrick

Patricia Wojtyszyn

Annita Zalenski

1963

Local community leaders open the Pequannock Valley Mental Health Center (PVMHC) on December 23 in the old Pompton Plains library.

1977

The PVMHC triples in size, adding emergency psychiatric services, increasing counseling for at-risk clients and creating a youth services bureau.

1980

The nonprofit creates a state-funded, long-term community residence for older adults who had been hospitalized five years or more – the first of its kind in New Jersey.



*I believe in NewBridge because... it helps those who, through no fault of their own, find themselves on the edge of society, and pulls them to the center. NewBridge keeps clients safe from the internal demons or external forces that had ruled their lives, and helps them get better.*  
 Jeffrey Gillman, NewBridge's longest-serving volunteer



*I believe in NewBridge because... if it weren't for them, I would still be living in that hellhole. I love my apartment and I hope I can stay here forever.*  
 Irma Hamid, Client

# Programs and Services

NewBridge provides an array of services for children, adults and seniors, helping more than 10,000 people each year.

## For Children and Adolescents

### Counseling Programs

Specially trained clinicians work with children ranging from preschool-aged to young adults to improve their emotional wellbeing and help them build skills that will enhance their development. NewBridge conducts psychiatric evaluations and provides medication counseling and monitoring as needed. Clinicians help children and adolescents work through issues such as conflict resolution, anger management, eating disorders, addiction, stress management, depression and anxiety using treatment methods including individual psychotherapy, play therapy, group therapy, and family therapy.

### School-based Services

NewBridge has designed a wide range of interactive educational and prevention programs, including suicide prevention and anti-bullying initiatives. When tragedy strikes, NewBridge comes into schools to provide psychological first aid to students and staff.

### Education and Career Assistance

**NewBridge 70001 JOBS PLUS**, an alternative education and jobs program, includes GED preparation and testing, pre-employment and life skills training, career counseling and job search assistance. Since 1983, the free program has helped more than 3,000 young adults from Morris, Sussex and Warren counties earn their State of New Jersey high school diplomas and prepare for successful futures.



## For Adults

### Counseling Programs

Individual, group and family counseling programs offer support for anger management, grief, depression, anxiety, parenting, challenging relationships and codependency. NewBridge offers addiction evaluations and outpatient treatment that includes individual and group counseling, family therapy, relapse prevention and referrals.

For clients with serious mental illness and those with both psychiatric disorders and addiction, NewBridge's specialized interventions include symptom management and medication monitoring under the care of a psychiatrist, and individual therapy and wellness and recovery groups.

**NewBridge Enrich**, an award-winning horticultural therapy program, empowers clients to break out of their isolation and discover their abilities.

### Affordable and Supporting Housing

With a focus on special needs, NewBridge has created a housing continuum, from group homes to independent apartments, to allow people to live as independently as possible. Working in partnership with government agencies, municipalities and other nonprofits, NewBridge has created more than 200 units of affordable housing and more than 50 units are under development.

## For Seniors

### NewBridge SAIL (Senior Assistance for Independent Living)

To help seniors remain in their homes, Newbridge SAIL connects Morris and Passaic county residents age 60 and over with community services such as senior day programs, home health aides, transportation, shopping assistance, nutrition programs, home maintenance, and elder care legal services. NewBridge clinicians provide case management, and its advanced practice nurse performs at-home medical and mental health evaluations. NewBridge also offers

respite and counseling for caregivers.

**NewBridge@Home** provides weekly in-home professional counseling to homebound seniors (and younger adults with special needs) in Morris and Passaic counties.



1983

The PVMHC launches a free alternative education and jobs program for young adults that will later be known as NewBridge 70001 JOBS PLUS.

1984

The PVMHC develops school programs geared to build resiliency in children and adolescents.

1987

The nonprofit launches a program to help seniors remain independent that will later be known as NewBridge SAIL.

1988

The PVMHC becomes a pioneer in treating mental illness and substance abuse together.



*I believe in NewBridge because... my Christian faith calls me to care for the "least of these" in our society, and NewBridge does that everyday.*

*Bonnie Holmes, Board of trustees member*



*I believe in NewBridge because... NewBridge believed in me, and pushed me to be my best. It's amazing how many success stories come out of NewBridge 70001 JOBS PLUS.*

*Kristen Iattarelli, NewBridge 70001 JOBS PLUS graduate*

# The 50 Faces of NewBridge

Throughout 2013, NewBridge honored the founders, volunteers, staff and clients of NewBridge through a campaign called The 50 Faces of NewBridge. Jim Ryan was one of the Faces for his part in creating NewBridge while coping with his own mental health problems. Read his heroic story here and check each page to see what other Faces had to say about NewBridge.



## JIM RYAN

U.S. Army veteran Jim Ryan fought in World War II battles that freed the Philippines from Japanese occupation, earning the first lieutenant a Purple Heart, a Silver Star and a Bronze Star with oak leaf cluster.

Upon graduating from MIT in the early 1950s, Ryan landed a job as a chemical engineer at Colgate-Palmolive Co. and moved his family to Pequannock, N.J.

When he began experiencing panic attacks, Ryan sought help from his pastor, the Rev. Donner B. Atwood of the First Reformed Church of Pompton Plains. Ryan joined Atwood's effort to find a solution to the community's growing need for mental health services. The result was the opening of the Pequannock Valley Mental Health Center (later named NewBridge Services).

*"He realized how many people needed that kind of help, and he felt drawn to the cause because of his own experiences,"* said Marie Ryan, his wife of more than 60 years.

Ryan served on NewBridge's board of trustees (including a term as president) and other committees for many years, and he remained an avid supporter until his death in 2005, at age 84. Ryan was the father of three, grandfather of seven and great-grandfather of 13.

***He believed in NewBridge because... it helped so many people who had no place else to turn.***

# 2013 Highlights

NewBridge marked **50 years of service** and enjoyed extensive media coverage of the milestone. Pequannock Township proclaimed September 19, 2013 as NewBridge Services Day.

NewBridge in March launched the **Helping NewBridge Move Forward Capital Campaign** to fund crucial upgrades and secure the nonprofit's finances. NewBridge so far has raised \$1,872,500 of the \$2 million goal.

The **NewBridge Legacy Society** was created so donors can support NewBridge for generations to come through their estate planning.

*"NewBridge is my favorite charity, and I want to help them continue their mission."* – Longtime supporter Jeffrey Gillman, who named NewBridge as a beneficiary in his will.

NewBridge created the **NewBridge Leadership Council**, inviting community leaders to get involved in guiding and supporting the organization as it continues to develop

innovative ways to help people overcome life's obstacles and live fulfilling lives.

**A delegation from one of China's top mental health centers visited NewBridge** in August to take home lessons on how the nonprofit treats people with mental illness.

**NewBridge 70001 JOBS PLUS marked 30 years of helping young adults succeed** with its first-ever reunion in September.

**NewBridge took a leadership role in promoting mental health first aid in New Jersey by co-sponsoring the state's first training course for practitioners.** Mental health first aid is a national movement of educating the community to recognize and respond to an individual's mental illness crisis.

Recognizing the need for **special needs transportation**, NewBridge sponsored a conference in November that drew attendees from northern and central New Jersey.

1992

At a crossroads, the board of trustees weighs a hospital's offer to absorb the PVMHC, but ultimately votes to stay true to the organization's mission.

The PVMHC begins providing intensive treatment services for former psychiatric patients living in boarding homes.

1995

The PVMHC creates a drop-in center for boarding home residents.



*I believe in NewBridge because... it's always been there when people need help.*  
 Mary Jane Kelly, Founder



*I believe in NewBridge because... they were there when I needed them.*  
 Christine Leonardo, Client

# 2013 Honors

The Morris County Chamber of Commerce recognized NewBridge with its 2013 Non-Profit Excellence in Partnership Award for working with the Rose House to create independent housing for people with developmental disabilities.



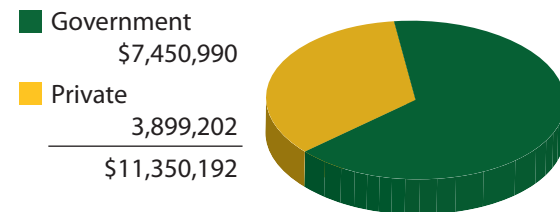
A proposal to expand the award-winning NewBridge Enrich horticultural therapy program was one of five finalists chosen from more than 90 entries in a \$35,000 grant competition run by the philanthropic organization Impact 100 Garden State.



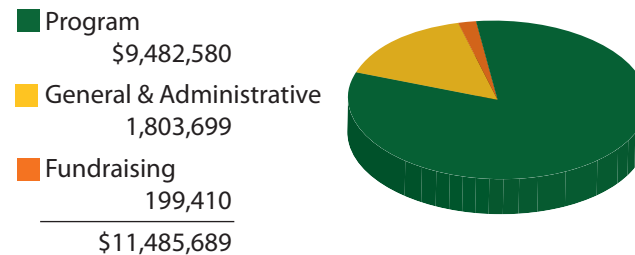
The New Jersey Association of Mental Health and Addiction Agencies honored Carolyn Dean, NewBridge assistant director of housing services, for providing outstanding care.

# Financials

## FY 2013 Revenue



## FY 2013 Expenses



**DONORS**

# We thank those who gave generously to support the mission of NewBridge during 2013.

### \$10,000 and up

- Boiling Springs Savings Bank
- F.M. Kirby Foundation
- Grotta Fund for Senior Care
- Holmes Family Foundation
- Horizon Blue Cross Blue Shield of New Jersey
- PSE&G
- Robert Collins Fund
- TD Bank
- United Way of Northern New Jersey
- Wyndham Worldwide

### \$5,000 - \$9,999

- JP Management, LLC
- Tom & Lynn Kemly
- Francis & Jayne McEnerney
- Novartis Pharmaceuticals Corp.
- PNC Bank
- Sons of Verona Memorial Fund, Inc.
- The William Froelich Foundation

### \$2,500 - \$4,999

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- Mary & Ramsey Ameen
- Capacity Coverage
- Century 21-Crest Real Estate
- CR Bard
- Farmers Insurance Group
- Nancy & Ken Grimbilas

### \$2,500 - \$4,999 (continued)

- Dr. Eric Hansen
- Priscilla & Andrew Mainardi, III
- Murphy McKeon, P.C.
- One Call Care Management
- Provident Bank
- The John Bickford Foundation
- Dr. Joseph Trunfio

### \$1,000 - \$2,499

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- John & Cindy Templeton
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- Wal-Mart of Boonton
- Isobel Wayrick
- Anne & John Wolfe

### \$500 - \$999

- John & Donna Azarian
- Azrak & Associates, LLC
- Geoff & Leslie Ballotti

1998

Expanding into Passaic County, the nonprofit sheds the name Pequannock Valley Mental Health Center and becomes NewBridge Services.

1999

NewBridge SAIL adds respite services for caregivers.

2000

NewBridge opens its first affordable housing project, a home for individuals with persistent and chronic mental illness.



*I believe in NewBridge because... NewBridge provides services in areas like mental illness that are really underfunded. For me, support to NewBridge is a very appropriate complement to my own work in the public health arena.*

*Kathleen Parker, NewBridge Legacy Society member*



*I believe in NewBridge because... of its integrity, its honesty, and its desire to help people.*

*Bill Eckert, Longtime board of trustees member*

**DONORS**

**\$500 - \$999** *(continued)*

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Marie Episale  
Noel Fairbanks  
First Reformed Church of Lincoln Park  
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Susan Pellish-Thaler  
Pequannock Valley Rotary Club

**DONORS**

**2001**

*NewBridge helps create the Morris County Human Services Response Network for crisis response in the wake of 9/11.*

*NewBridge Enrich, a horticultural therapy program, takes root to empower clients with mental illness and to break down negative perceptions.*

**2003**

*NewBridge SAIL adds an advanced practice nurse to provide medical and mental health treatment.*

*A national organization and a statewide group together honor NewBridge for its supportive housing efforts.*



*I believe in NewBridge because... I believe it makes a big difference in kids' lives.*

*Patricia Shackelford, Client*



*I believe in NewBridge because... they provide good care at a reasonable price in places that need services. They have a firm commitment to care; I feel safe there.*

*Michael Wafkowski, Client*

**DONORS**

**DONORS**

**\$100 - \$499** (continued)

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- Ronald Sweeney
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- Kathleen Thayne
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- Truist
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- Valerie Verde
- West Bergen Mental Healthcare
- Mary Jane Wisneski
- Philip Wisneski
- Carl & Kathleen Woodward, III
- Peggy Zamaitis
- David & Yvonne Zuidema

We apologize for any mistakes or omissions. Please contact Pam Palumbo, Chief Development Officer with questions, 973-686-2246, [ppalumbo@newbridge.org](mailto:ppalumbo@newbridge.org).

**2005**

*NewBridge CEO Robert Parker serves on Gov. Richard Cody's Task Force on Mental Health, out of which emerges the state's Special Needs Housing Trust Fund. The fund leads to thousands of units of affordable housing being created*

**2006**

*NewBridge pledges to provide 100 additional units of affordable housing within five years.*

**2010**

*The Mental Health Association in New Jersey Inc. awards NewBridge CEO Robert Parker its Golden Bell Leadership Award for the success of NewBridge SAIL.*

**2011**

*NewBridge meets its goal of building 100 houses in five years, and moves forward with more housing initiatives.*



*I believe in NewBridge because... NewBridge believes in the potential of every child and adult to live a fulfilling and meaningful life. NewBridge has touched me, as it has so many people.*

*Debra Wentz, CEO of the New Jersey Association of Mental Health Agencies*



*I believe in NewBridge because... it gave me a chance to be an individual and it continues to make me feel like I have a purpose.*

*Peter Wisneski, Client*

## Helping NewBridge Move Forward Capital Campaign

**GOAL:**  
**\$2,000,000**

In 2013, NewBridge began our first comprehensive campaign to raise money for both capital needs and operating reserves. A generous family, wishing to remain anonymous, kicked off the campaign with a transformational gift of \$1,000,000. To date, we have reached 93% of our goal, having raised \$1,862,000 in gifts and pledges.

The campaign's success will result in:

- A powerful information technology system that makes NewBridge more efficient, and ultimately allows more resources to be devoted to direct client care.
- A sustaining fund that will secure NewBridge's finances long into the future.
- A housing development fund that allows projects to quickly get off the ground.
- Building renovations that will keep clients safe and comfortable.
- A systematically managed fleet of vehicles for client transport.
- Group homes equipped with generators so clients aren't affected by power outages.
- A horticultural therapy greenhouse located adjacent to NewBridge's Crossroads building.
- A child's play area at a NewBridge counseling center.

We thank the following donors for their investment in the future of NewBridge.

### **\$1,000,000**

Anonymous

### **\$250,000 - \$500,000**

Baruka Family

Morris County Division of Community Development

### **\$25,000 - \$50,000**

Anonymous

PSE&G

Robert Collins Fund

Adva & Robert Volle

Wyndham Worldwide

### **\$15,000 - \$24,999**

Columbia Bank

Allen Levy & Amy Greenberg

Priscilla & Andrew Mainardi, III

PM Foundation

United Way of Northern New Jersey

### **\$10,000 - \$14,999**

F.M. Kirby Foundation

Hyde and Watson Foundation

### **\$5,000 - \$9,999**

Mary & Ramsey Ameen

Sharon & Paul Hollick

Robert L. Parker & Jorge A. Marques

George & Janet Sous

### **\$1,000 - \$4,999**

Kathleen & William Eckert

Marie Episale

Pam Palumbo & Elizabeth Hall

**2012**

*NewBridge receives a 2012 Governor's Excellence in Housing and Economic Redevelopment Award for its Evans Place supportive housing in Pequannock Township.*

*NewBridge is chosen to provide counseling services to clients of the state Division of Child Protection and Permanency living in Morris and Sussex counties.*

**2013**

*NewBridge expands counseling services in Sussex County, enhances school-based programs, and co-sponsors New Jersey's first training course for practitioners to learn mental health first aid.*



Newbridge Services

**50** Years  
Faces

***Get Inspired.***



*Helping People  
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