



## FY 2017 ANNUAL REPORT



Moving people forward.



## OUR MISSION

New Brunswick Tomorrow is an innovative non-profit organization whose ideas and initiatives help to revitalize the people of New Brunswick.

## OUR VISION

To foster public and private networks of agencies, institutions and volunteer organizations that are enriching the lives of the people of New Brunswick, promoting self-sufficiency and personal dignity, serving people of all ages, holistically, from infants to the elderly.

# TABLE OF CONTENTS

- A Message From The President ..... 2
- Our Approach ..... 4
  
- 0 TO 21 TASK FORCE PROGRAMS ..... 7**
  - New Brunswick School Based Youth Service Program ..... 7
  - Family Friendly Center ..... 9
  - Parent Infant Care Center ..... 9
  - Parent Linking Program Expansion ..... 9
  - Summer Soccer Academy ..... 10
  - Partnership for Healthy Kids ..... 11
  - AVID Laptops ..... 11
  
- NEIGHBORHOOD TASK FORCE ..... 13**
  - Esperanza Neighborhood Project ..... 13
  
- HEALTH TASK FORCE PROGRAMS ..... 15**
  - Healthier New Brunswick ..... 15
  - Culture of Health ..... 15
  - New Brunswick Ciclovía ..... 16
  - LIVE WELL-VIVIR BIEN NEW BRUNSWICK™ ..... 18
  - Diabetes Community Outreach Program ..... 19
  - Project Peso (People Engaged In Stopping Obesity) ..... 19
  
- ANNUAL FUNDRAISER**
  - A Night of Comedy ..... 20
  
- LEADERSHIP TOMORROW ..... 21**
  
- FINANCIALS**
  - Support Income ..... 23
  - Funders & Supporters ..... 24
  
- NBT LEADERSHIP ..... 25**
  
- VISION FOR 2017 ..... 26**



# A MESSAGE FROM THE PRESIDENT



## DEAR FRIENDS,

As you read through the pages of our annual report you will get a sense of the vibrant, community-focused organization that is New Brunswick Tomorrow (NBT). The pictures you see are those of people living and working in New Brunswick and the interactions that they have through NBT's work throughout the community. It is our story - - a story of a challenging but rewarding year, anchored in the work of our Task Forces and enhanced by all the additional programs and collaborative efforts that NBT brings to the community.

Of special significance, this year is the 2016 Community Survey, conducted by the Eagleton Polling Institute at Rutgers University. What's immediately apparent from this report is the ongoing need for NBT and its funded programs. There are still many struggling that rely on those organizations and programs to help provide the very basics of a good life; including, employment, education, health, safety and housing. As you will see throughout the report, NBT is deeply involved and committed to making New Brunswick a better place to live and work. Using the data and coming out of a strategic planning year, we asked ourselves how we, NBT, can position ourselves firmly as a catalyst for change; to do what our name says and shape the future of the city. What came out of it was the realization that our successes are rooted in you - our donors, volunteers and community partners. Whether you picked up a road sign for Ciclovía or a broom during an Esperanza neighborhood clean-up; whether you sponsored a child for the Summer Soccer Academy and provided him or her with a uniform and supplies to feel confident on the first day in camp; whether you gave money or your time at a Task Force; whether you helped us tell our story by sharing it with your families, friends, colleagues and social networks on our Night of Comedy; on behalf of all those who received assistance because of your compassion, we thank you from the bottom of our hearts.

From all of us, the Board of Trustees and the staff at New Brunswick Tomorrow, Thank you!

  
Jaymie Santiago



# OUR APPROACH

New Brunswick Tomorrow provides a comprehensive, integrated means of identifying critical needs and responding to those needs. We serve as a catalyst in developing and supporting programs that improve the quality of life in our community. We are working with our partners in the city's public/private revitalization dedicated to assuring that human and social issues are addressed that complement the economic, physical and cultural revival of New Brunswick.

## IDENTIFY NEEDS

NBT uses data from resident surveys and input from partners in the field. Whether it's the Center for Public Interest Polling, Center for State Health Policy, or the Bloustein Center for Survey Research, NBT collaborates with independent, objective and well established institutions. Additionally, our community partners help us to make sense of survey findings by lending us their significant experience in the field. By combining both data and stakeholder experiences, a clear picture of community needs emerges.

## ENGAGE THE COMMUNITY

NBT facilitates a community-participatory planning process, engaging diverse stakeholders and residents to develop strategies for action. Task forces, coalitions, workgroups and other community forums are commonly used to build consensus. Equally important, however, is the engagement of NBT by the community. Because of our expertise, reach in the community and leadership, the community engages our organization to address issues, some of which may not show up on surveys. We've learned that effective community engagement works both ways.

# How We Work

1

**IDENTIFY**



We identify social needs

2

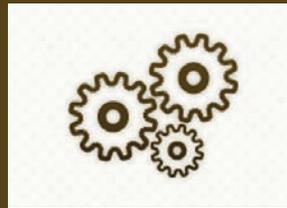
**CONVENE**



We bring people and resources together

3

**INNOVATE**



We collaboratively devise innovative solutions

4

**DEVELOP**



We develop the next generation of leaders

## GROW PARTNERSHIPS

NBT develops specific initiatives aimed at engaging youth in programs, improving neighborhoods and developing resident access to health and wellness resources. These initiatives work best through partnerships that bring their talent, resources and experiences. Guided by a logic model developed in partnership with over 120 stakeholders, NBT makes and leverages investments in partnerships in order to help residents and neighborhoods move forward.

## ASSESS AND LEARN

NBT and its partners serve the community best when we learn from our investments. Evaluations and assessments are routinely conducted to understand where we've made strides in addressing community challenges and where we need to make adjustments to deepen our impact. This is how our partnerships achieve success.



NBT New Brunswick Tomorrow

NEW BRUNSWICK SCHOOL BASED YOUTH SOCCER FOUNDATION

NBT New Brunswick Tomorrow

NEW BRUNSWICK SCHOOL BASED YOUTH SOCCER FOUNDATION

New Brunswick Tomorrow

SCHOOL BASED YOUTH SOCCER FOUNDATION

New Brunswick Tomorrow

SCHOOL BASED YOUTH SOCCER FOUNDATION

Run by the Quality of A Community of Champions  
Liz Johnson 2018

# O TO 21 TASK FORCE PROGRAMS

The 0-21 task force identifies, analyzes and develops solutions to some of the most complex issues facing the city's youth. When appropriate, NBT seeks and leverages financial support to invest in solutions that have been vetted through its process that includes the community, the task force and the NBT Board of Directors.

Once the solution is ready, NBT prepares for implementation by working with the appropriate partners. NBT's role is to obtain and analyze data to determine if the solution works. If it does, efforts are made to sustain and institutionalize the strategy within the community partner(s). If it does not, NBT and its partner(s) work to refine the strategy until the desired outcome is achieved. This process has been utilized successfully for over 28 years and has helped build the community's network of social programs that help families live a better quality of life today.

## NEW BRUNSWICK SCHOOL BASED YOUTH SERVICES PROGRAM (SBYSP)

In School Year 2016-2017, the program served a total of 1359 students - 378 students at the elementary school sites including Lord Stirling, McKinley, Robeson, and Roosevelt, 213 students at the middle school, and 768 students at the high school. The program provides individual counseling, group counseling, class presentations and youth development and employment preparation. Using a team approach in working with children, each school is assigned a team consisting of a Mental Health Clinician and a Youth Development Specialist. This program is funded by the State Department of Children & Families.

LEVELS OF SERVICES  
NEW BRUNSWICK ELEMENTARY SCHOOLS

INDIVIDUAL			GROUP			
155 INDIVIDUALS	1166 SESSIONS	1284 HOURS	285 PARTICIPANTS	344 SESSIONS	1284 HOURS	
			378			
			TOTAL PARTICIPANTS RECEIVING SERVICE			

LEVELS OF SERVICES  
NEW BRUNSWICK MIDDLE SCHOOLS

INDIVIDUAL			GROUP			
175 INDIVIDUALS	1764 SESSIONS	806.12 HOURS	114 PARTICIPANTS	99 SESSIONS	330.50 HOURS	
			213			
			TOTAL PARTICIPANTS RECEIVING SERVICE			

LEVELS OF SERVICES  
NEW BRUNSWICK HIGH SCHOOLS

INDIVIDUAL			GROUP			
276 INDIVIDUALS	1591 SESSIONS	734.17 HOURS	644 PARTICIPANTS	272 SESSIONS	452.50 HOURS	
			768			
			TOTAL PARTICIPANTS RECEIVING SERVICE			

LEVELS OF SERVICES - TOTALS  
ALL SCHOOLS

INDIVIDUAL			GROUP			
606 INDIVIDUALS	4521 SESSIONS	2824.29 HOURS	1043 PARTICIPANTS	715 SESSIONS	2067 HOURS	
			1359			
			TOTAL PARTICIPANTS RECEIVING SERVICE			

## **FAMILY FRIENDLY CENTER (FFC)**

FFC is an initiative that supports the afterschool program located at the A. Chester Redshaw School, the FFC provides activities that encourage growth through psychological workshops, community services, homework help and nutritional education. This year, 333 participants received services in a total of 180 sessions and 360 hours. FFC is funded by the State Department of Children & Families.

## **PARENT LINKING PROGRAM EXPANSION (PLP)**

The goal of Parent Linking Program (PLP) is to have the student-parent graduate high school and delay a second pregnancy until after graduation. A full time case manager works with student-parents providing them with counseling and case management services. 48 students participated in PLP and received a total of 117 group hours. PLP is funded by the State Department of Children & Families.

## **PARENT INFANT CARE CENTER (PIC-C)**

Some student parents receive free onsite daycare for their children. In exchange, the students help take care of the center, attend group counseling, maintain good grades and remain in school. PIC-C is funded by the State Department of Children & Families.

## **NJ PARTNERSHIP FOR HEALTHY KIDS (NJPHK)**

NJPHK co-sponsored the “March Snackness” event at Lincoln School. The entire school participated in a healthy snacking competition designed by New Brunswick Board Of Education staff.



## SUMMER SOCCER ACADEMY

In 2017, the Bobadilla Summer Soccer Academy hosted a 5 week camp, where children between the ages of 6 to 15, spend seven hours of their day. They learn about topics such as bullying, nutrition, hygiene, and conflict resolution and spend time on soccer drills and scrimmages. Campers receive all the soccer equipment needed to play soccer including uniforms, cleats, shin guards, a soccer ball and equipment bag. Once again, the camp was held at the New Brunswick High School with 254 participants, a 35% increase of children enrolled from the previous year. 26 high school students were provided a paid position as junior counselors. Local business sponsored the teams as in previous years and we had a very special healthy lunch donation from an outstanding community partner, Barça City Café and Bar.

## JOB SHADOWING PROGRAM

23 Junior counselors, 28 Job Shadowing positions, 22 HMS. Students were trained and placed into work experiences- providing hands on experience.

## ADVANCEMENT VIA INDIVIDUAL



## DETERMINATION (AVID)

The Advancement Via Individual Determination (AVID) is a program designed to help middle of the road students reach their academic potential. These are typically B and C students who do not qualify as gifted or advanced students nor do they qualify as remedial students. The AVID Class of 2017 was comprised of 27 students, of which 94% were accepted into a four-year college and 65% enrolled in an AP course during their junior/senior year. NBT gifted laptops to the class of 2017 in order give these students the essential tool needed to succeed in college.



113

113



# NEIGHBORHOOD TASK FORCE PROGRAM



## ESPERANZA NEIGHBORHOOD PROJECT

The Esperanza Neighborhood Project is a comprehensive neighborhood improvement and revitalization initiative focused on a 57-block area of New Brunswick. The neighborhood, which is bordered by Somerset Street and Livingston Avenue, includes portions of the city's 4th and 5th wards. Formerly the locus of New Brunswick's Hungarian and Polish immigrant communities, it is now predominately a Latino immigrant, working poor neighborhood. Working hand in hand with residents, local business owners, and collaborating organizations, the Esperanza Project is making a difference in the quality of life for those who live, work and play in the neighborhood. We are also partnering to scale up our impact in neighborhoods city-wide. Together, we accomplished the following in FY2017:

- Esperanza resident leaders successfully campaigned for the City to create a New Brunswick municipal ID program to benefit and encourage the inclusion of residents who have trouble obtaining state ID, such as undocumented immigrants, homeless individuals, and the elderly.



- At the urging of NBT and partners Unity Square and New Jersey Community Capital, the City passed a Vacant Property Registration ordinance to supplement the previously approved Abandoned Properties Rehabilitation ordinance. NBT also helped seed the creation of a new City staff position to implement these programs, which encourage the renovation of vacant and blighted homes.
- We teamed up with partner organization coLAB Arts and local artist Ingrid Morales to facilitate our first creative placemaking project, a mural that serves as a colorful welcome to the neighborhood’s French Street corridor. The mural was inaugurated in May with a bilingual community “story slam” in which adult and youth residents shared stories about “home.”
- In collaboration with Elijah’s Promise and coLAB Arts, and support from the Kresge Foundation, we completed a planning year for our “Mercado Esperanza” project, gearing up to support aspiring local entrepreneurs with training and vending opportunities in a vibrant community marketplace. The market will be piloted in fall 2017 and fully implemented starting in spring 2018.
- Responding to concerns about neighborhood graffiti, we catalyzed the creation of a “Graffiti Clean-up Crew,” a free service now offered to property owners throughout the City by the New Jersey Youth Corps-Middlesex County. In the first year of the collaboration, Youth Corps teams removed unsightly graffiti at ten locations.
- We launched a new “Community Leadership” workshop series with parents at three neighborhood preschool sites to draw in new residents to the Esperanza Project while engaging them to have a voice in the future of the neighborhood.
- We played a role in organizing and hosting three large-scale community events: our annual National Night Out event in August, the second annual “Corazón Latino” festival to celebrate Hispanic Heritage Month, and a Cinco de Mayo festival.
- 252 unique individuals volunteered a total of 802 times in our 56 project activities, which included:
  - o 6 neighborhood clean-ups, 8 visits to government meetings, 2 Crime Watch meetings with police, and more!
  - o 21 members of our “Resident Leadership Team” participated in 10 or more activities
- 30 new parent-participants graduated from our “Community Leadership” workshop series

# FAMILY LEADERSHIP ACADEMY

The FLA is a year-long, comprehensive family support program that we administer together with PRAB. FLA families participate in group workshops and individualized coaching to set and pursue personalized goals, with an emphasis on financial capability. Participants have the opportunity to open a dedicated program savings account through Magyar Bank; as an incentive, the program matches up to \$1,250 of the family's new savings. The program launched in fall of 2015. Now, every six months, a cohort graduates and a new cohort of families begins the program.

• 2 cohorts with a total of 28 families graduating, representing the participation of 39 adults and 49 children

**\$58,488**

Amount Collectively Saved

**89**

GOALS achieved in 5 categories:

**16**

Family Stability achievements (e.g., improving housing situation)

**12**

Well-Being achievements (e.g., seek counseling)

**8**

Education & Training achievements (e.g., finish GED)

**38**

Financial Management achievements (e.g., pay down debt, increase savings)

**9**

Employment & Career Management achievements (e.g., get promotion)



# HEALTH TASK FORCE

## HEALTHIER NEW BRUNSWICK (HNB)

Serving as the network of collective partnerships for fostering community health and wellness through collective impact, Healthier New Brunswick (HNB) sets the vision and strategic direction for New Brunswick to build the healthiest city in America. HNB exists to better the health and wellbeing of New Brunswick residents through this collective partnership consisting of various individuals and organizations. In 2016, there were three main focuses for HNB:

1. Driving the completion of a shared metrics project serving as the central measurement system for HNB to better align efforts in data collection and the measurement of progress of HNB goals.
2. Amplifying the reach of LIVE WELL-VIVIR BIEN NEW BRUNSWICK™
3. Implementing the New Brunswick Culture of Health's Blueprint for Action

## NEW BRUNSWICK CULTURE OF HEALTH

HNB completed the New Brunswick Culture of Health's Blueprint for Action, which will serve as the strategic framework consisting of specific organizational, policy, and programmatic strategies designed to advance health and wellness in the City. As a result, HNB focused its efforts around: Healthy Lifestyles such as access to nutritious food and active living; Coordinated Support to Families with an emphasis on the health and development of children age 0 to 3; Health and Wellness in the Schools for students and staff; Behavioral Health through a community needs assessment and the coordination of behavioral health prevention programming; Safe and Healthy Housing with an emphasis on improving housing conditions; and the health impact of the Built and Natural Environments such as the safety of residents during extreme weather events. HNB is now in the process of developing both a more effective and transparent infrastructure and setting the implementation plan in motion.

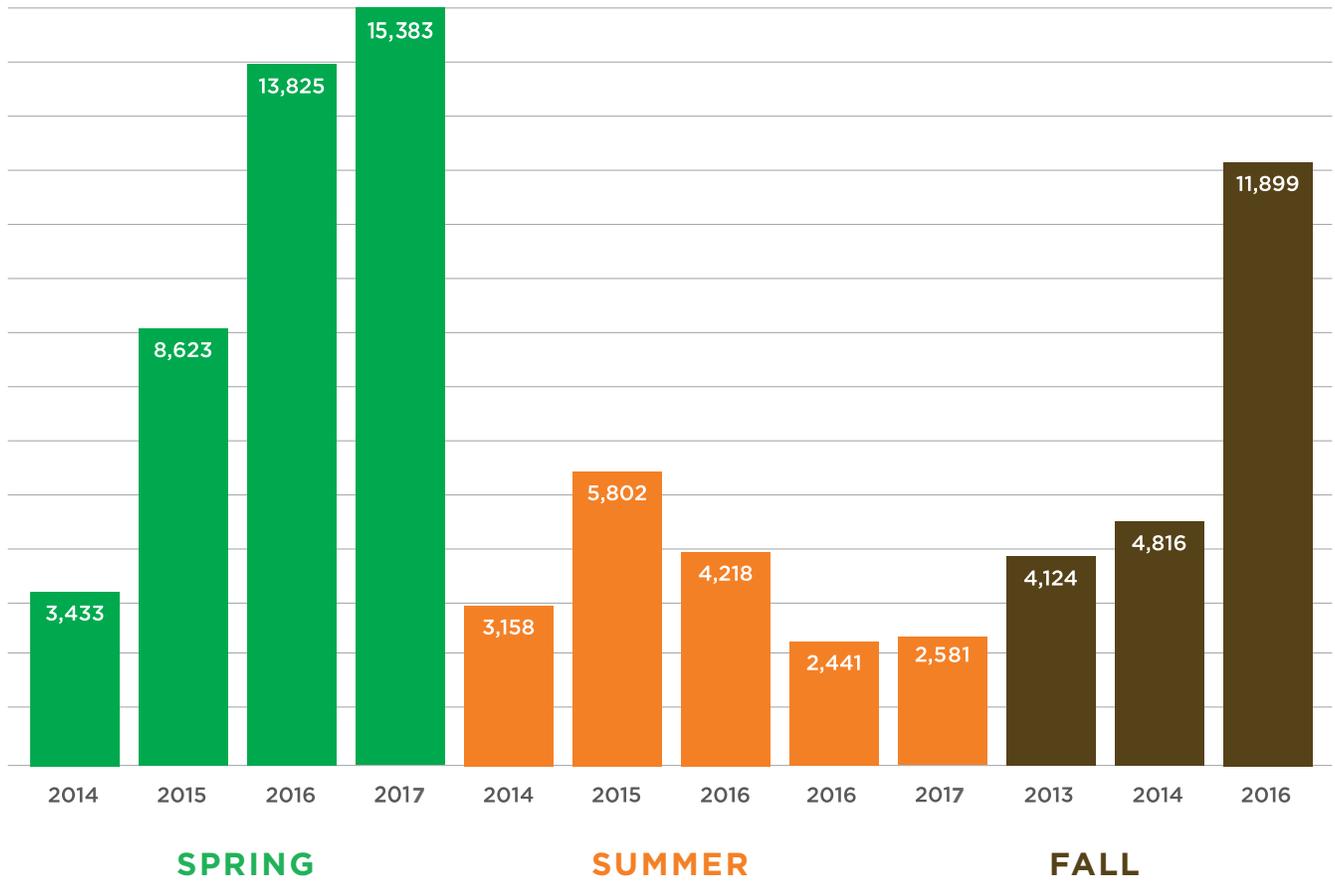


## NEW BRUNSWICK CICLOVIA

A collaborative open streets initiative with Johnson & Johnson, the City of New Brunswick, Rutgers University, RWJBarnabas and New Brunswick Tomorrow. During Ciclovía, the streets become car free for five hours for residents to embrace active living, social interaction and community engagement in a safe setting. In FY17 Ciclovía was held 3 times. The total number of attendees for FY17 was 29,723, demonstrating Ciclovía's continued success with a substantial increase in community participation. More than 40 community partnerships were represented on the actual route, connecting people to different resources. This year, in particular, saw the successful collaboration with the Mercado Esperanza, a flexible outdoor market used to promote local markets, community events, arts, and trainings regarding to healthy foods, cooking and urban agriculture. It is a collaboration of Elijah's Promise, CoLAB Arts and New Brunswick Tomorrow.



## CICLOVIA ATTENDANCE

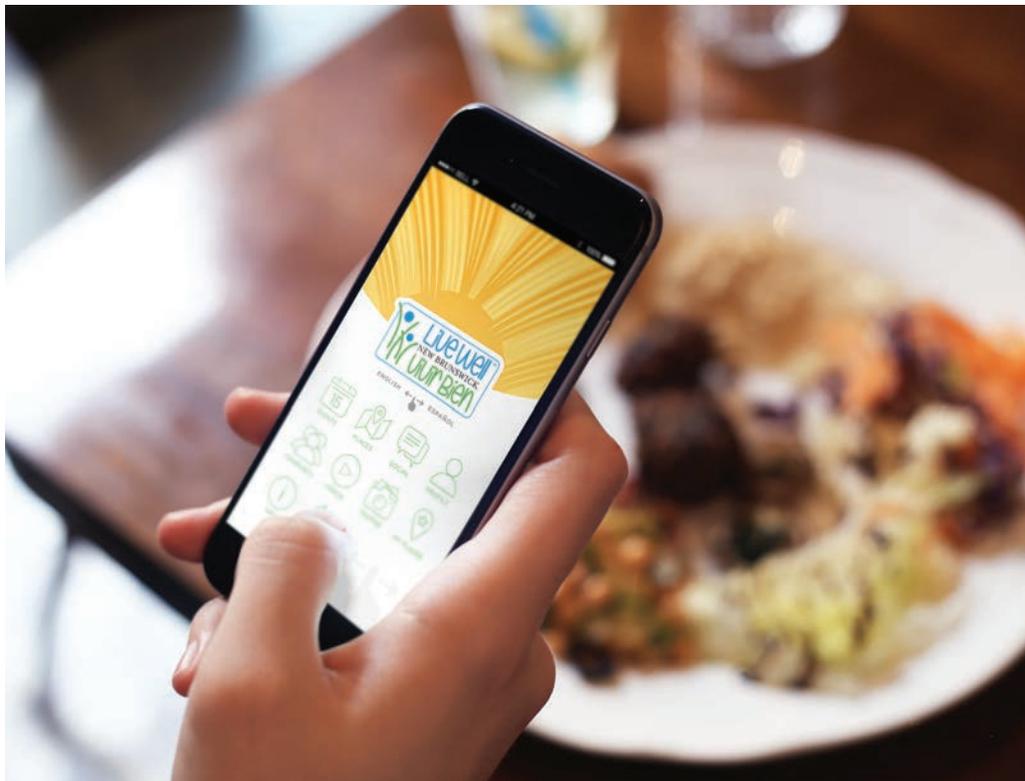


# LIVE WELL-VIVIR BIEN NEW BRUNSWICK™



LIVE WELL-VIVIR BIEN NEW BRUNSWICK was created from the shared vision of Healthier New Brunswick as a communications platform to amplify the work of community partners in helping residents lead healthier lifestyles and achieve greater positive health outcomes. New Brunswick residents now have

access to information on all available health and wellness related resources, services and events via a mobile app and website. LIVE WELL-VIVIR BIEN takes a holistic view of health recognizing the importance of addressing the social determinants of health. Therefore, in addition to direct health services such as health screenings, residents also have access to information on available resources on healthy foods, active living, social services, and resources promoting safety. LIVE WELL-VIVIR BIEN NEW BRUNSWICK was launched to the public in October and our outreach efforts have led to over 1000 successful downloads of the mobile app since its inception. (The mobile app can be download by searching “Live Well New Brunswick” on your mobile phone ...Download the app and join us in living well!)



## DIABETES COMMUNITY OUTREACH PROGRAM

The Diabetes Community Outreach Program is a collaborative effort between New Brunswick Tomorrow and St. Peter's University Hospital which focuses on identifying New Brunswick residents that are diabetic and at high risk of developing Diabetes with the intent of getting them into care. The outreach team, which consists of St. Peter's community health workers and our Esperanza Neighborhood "health ambassadors", have combined their respective expertise in health and community outreach to reach over 1000 New Brunswick households since in year one. Year 2 commenced in April and we look forward to another successful year of educating the community on Diabetes and navigating those identified with Diabetes or at high-risk of Diabetes to medical homes and other health services.

## PROJECT PESO (PEOPLE ENGAGED IN STOPPING OBESITY)

Project PESO is a collaborative effort between New Brunswick Tomorrow, the Rutgers School of Nursing, and the Rutgers Institute for Health, Health Policy and Ages Research's Greater New Brunswick Community Health Collaborative. The project focuses on obesity within the Mexican immigrant families of New Brunswick in order to address these particular challenges to living a healthier lifestyle. This academic-community partnership emphasizes the role of New Brunswick residents as full participants in the research process in order to build and enhance on the strengths of the community. Our community discussions or "Charlas" will be completed in the Fall. The community input provided will inform the next phase of identifying the challenges and developing relevant interventions.

# NBT NIGHT OF COMEDY

2016 market NBT's 5th annual fundraiser, "A Night of Comedy," held at the Stress Factory Comedy Club in New Brunswick. The night was filled with laughter featuring incredible performances from our our board member, Joan Weisblatt, along with comedians Jessica Kirson and Carlos Gonzalez. Through this fundraiser, NBT was able to raise \$16,155.



# JOHN J. HELDRICH INSTITUTE FOR LEADERSHIP DEVELOPMENT

As the fourth pillar of our work, we focus on developing community leaders. Since 2002, NBT has committed to identifying emerging leaders in the community and helping them realize their full potential by providing expert coaching and guidance. Our strategic intent is to build on the leadership capacity of individuals to prepare them, as the next generation of leaders, to sustain the city's revitalization. And, it is through our leadership development program that we, ultimately, create the extensions beyond the organization to carry out our mission of social revitalization, making New Brunswick a better place through an interconnected network of informed, effective leaders.

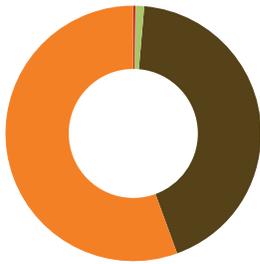
Our Leadership focus aims to educate, empower and engage talented leaders to create systemic change around New Brunswick's most challenging issues. And, we have had increasing successes through Leadership Tomorrow and Leadership Now. We can build on successes by escalating these activities into a more strategic objective. To that end, we are exploring a potential third prong to our Leadership program, supporting the concept of social enterprising and incubation. With a growing network of known and established leaders, we look to support them on starting their own enterprises – either not-for-profit or for-profit – to make a sustainable, social impact in the community.



# SUPPORT INCOME

The primary sources of funds for New Brunswick Tomorrow are contributions and grants from various private donors and grants funded by the federal government and the State of New Jersey.

For fiscal year 2016, total support income amounted to be approximately \$1,896,488.



## SUPPORT INCOME

- Individuals - **0.4%**
- Night of Comedy - **1%**
- Private - **42.9%**
- Public - **55.6%**



## PRIVATE

The breakdown of the 42.9% private source comes from the following organizations:

- Robert Wood Johnson Foundation - **25.2%**
- Wells Fargo Regional Foundation - **0.4%**
- Raritan Valley YMCA - **2.3%**
- Rutgers Community Health Foundation - **1.6%**
- Robert Wood Johnson University Hospital - **1.4%**
- US Soccer Foundation - **0.8%**
- Various Donors - **0.7%**
- Anderson Foundation - **0.5%**



## PUBLIC

The breakdown of the 55.6% public source comes from the following organizations:

- New Jersey Department of Children and Families (NJDCF) - **45.1%**
- New Brunswick Board of Education - **7.9%**
- Rutgers University - **2.6%**

# A SPECIAL THANKS TO OUR CORPORATE, FOUNDATION, AND PUBLIC SECTOR SUPPORTERS

New Brunswick Tomorrow (NBT) is grateful to all of our corporate, foundation, and public-sector supporters for making our mission possible. With the consistent and unwavering support of the **Robert Wood Johnson Foundation, Johnson & Johnson,** and **Wells Fargo Regional Foundation,** NBT is able to develop the partnerships, ideas and projects that help New Brunswick's people move forward.

Our organization deeply appreciates its 2017 supporters:

**Andersen Corporate Foundation**  
**Bristol-Myers Squibb**  
**J. Seward Johnson Charitable Trust**  
**New Brunswick Board of Education**  
**New Brunswick City Market**  
**New Jersey Department of Children and Families**  
**New Jersey Department of Community Affairs**  
**Raritan Valley YMCA - NJPHK**  
**Robert Wood Johnson University Hospital Foundation**  
**Robert Wood Johnson University Hospital**  
**Rutgers University**  
**Rutgers Community Health Foundation**

## INDIVIDUAL DONORS

In 2017, many expressed their generosity by contributing to the Bobadilla Summer Soccer Academy and our annual fundraiser, A Night of Comedy. These donors include **Boraie Development, Francis E. Parker Memorial Home, Suzanne's Specialties,** and **PNC Bank,** who provided sponsorship support at leadership levels, as well as **Saint Peter's Healthcare System, Rutgers University, Amboy Bank, Oppenheimer, System Design Associates, Robert Wood Johnson University Hospital, Privatel Inc, Hooper Williams Communications, Commercial FIC,** and **TMB Promotions.**

# NBT LEADERSHIP

## BOARD OF DIRECTORS

### CHAIR

#### **Roberto Muñiz**

*President/CEO*

The Francis E. Parker  
Memorial Home

### VICE CHAIR

#### **The Honorable**

#### **Roger W. Daley**

*Superior Court Judge - Retired*

### VICE CHAIR

#### **Mitchell Landis**

*Past President/Chair*

### TREASURER/SECRETARY

#### **Elizabeth Hance**

*Vice President of Finance*  
United Way

## DIRECTORS

#### **Captain Michael Bobadilla**

New Brunswick Police  
Department

#### **Christopher Cimarusti, Ph.D.**

*Retired Executive*  
Bristol Myers Squibb

#### **Sharon D'Agostino**

*Founder*  
SayItForward.org

#### **C. Roy Epps**

*President*

Civic League of Greater  
New Brunswick

#### **Dr. Eric G. Jahn, Senior**

*Senior Associate Dean for  
Community Health*  
Rutgers Robert Wood Johnson  
Medical School

#### **Michael E. Knecht**

*VP of Communications &  
Community Relations*  
Robert Wood Johnson  
University Hospital

#### **Joann LaPerla-Morales, Ed.D.**

*President*  
Middlesex County College

#### **Gabriel Roman**

*Owner*  
Gaby's Bakery, Deli &  
Grocery

#### **Carla Haynes Siglam**

*Owner*  
Garden of Healing Yoga &  
Wellness Center

#### **Marilyn Valentine**

*Consultant*  
Valentine Group

#### **Joan Alster Weisblatt, Esq.**

*Retired Attorney*  
Hoagland, Longo, Moran,  
Dunst & Doukas

#### **Chris Walsh**

*Director, Business &  
Commercial Litigation*  
Gibbons Law

## STAFF

#### **Jaymie Santiago**

*President*

#### **Charles Bergman**

*Director, Esperanza  
Neighborhood Project*

#### **Meredith Masin Blount**

*Senior Director, Youth  
Services Program*

#### **Manuel Castañeda**

*Director, Community Health*

#### **Monica Reyes**

*Manager of Communications*

#### **George Stout**

*Finance Associate,*  
*(Your PT Controller, Inc.)*

#### **Meera Shah**

*Administrative Assistant*

# VISION FOR 2017

## **HEALTH TASK FORCE: ACCESS TO HEALTHCARE AND IMPROVED MENTAL HEALTH**

### **ACCESS TO HEALTHCARE**

Access to comprehensive, quality health care services is important for the achievement of health equity and for increasing the quality of a healthy life for everyone. Disparities in access to health services affect individuals and society. Limited access to health care impacts people's ability to reach their full potential, negatively affecting their quality of life. And, although access remains as the primary focus of the HTF, improving health outcomes has evolved to include the social determinants of health – including access to healthy foods, active living, and mental health. With the former two being spearheaded by other partners, NBT will focus on the latter – Mental Health.

### **IMPROVED MENTAL HEALTH**

Mental health is integral to our overall health. It is a state of well-being in which one can cope with the normal stresses of life, can work productively, and is able to make a contribution to their community. We will set out to:

- Increase access to supportive and preventative mental health services;
- Drive a citywide wellness initiative to promote a healthier community;
- Focus on policies and the built environment that promote good mental health.

## **NEIGHBORHOOD TASK FORCE: COMMUNITY BUILDING AND HOUSING**

### **COMMUNITY BUILDING**

The strategies undertaken by the Neighborhood Task Force represent policies, programs, or actions to be taken as solutions to the issues identified by residents and the business community. Through the implementation of these action strategies, the goal is to build stronger community cohesion through meaningful engagement and public participation.

## **HOUSING**

Where we live is at the very core of our daily lives. For most Americans, home represents a place of safety, security, and shelter, where families come together. Housing generally represents an American family's greatest single expenditure; and, for New Brunswick residents, this is especially true, with the median renter cost burden (how much of their income they spend on housing) at 41.1%, compared to 29.3% county-wide. Given its importance, it is not surprising that factors related to housing have the potential to help, or harm, our health in major ways. As an area of focus for the NTF, we will concentrate on three important and inter-related aspects of residential housing:

- the physical conditions within homes, through a healthy housing initiative;
- conditions in the neighborhoods surrounding homes; and
- housing affordability, which not only shapes home and neighborhood conditions

## **0-21 TASK FORCE: *YOUTH, JOBS AND EDUCATION***

### **YOUTH ENGAGEMENT**

NBT's 0-21 Task Force considers all youth, with an emphasis on the most vulnerable youth, particularly those who are disconnected from school, work, or family. Ultimately, the vision of the task force is to make sure all New Brunswick youth, ages 0-21, are educated, employed, and self-sufficient. The philosophy is to invest at the front-end of the child development spectrum to drive long-term impact that positively affects the lives of growing families.

### **YOUTH, JOBS & EDUCATION**

With a renewed focus on outreaching to youth and engagement, the concentration will be on building out from programs and services designed to circle the youth with supportive services and scale up to the community. With successes such as the School Based Youth Services Program and the Civic Leagues' extended day and after school programming, the models for intervention exist – we just need to scale up and create a 'pipeline' of supportive services to foster youth leaders and effective career pathways for youth. As an area of focus, we will explore potential avenues, strategies, and resources available to expand beyond the school day.

## **CHILDCARE CONSORTIUM: BABIES, AGES 0-3**

With an eye on the most important years of a child's development, the Consortium works to support a healthy community by surrounding children between 0-3 years with services to enable them to reach their full potential. By the time a baby reaches 3 years old - 90% of the baby's brain has been developed, including the areas that control cognition and learning, movement, social/emotional and language. This growing brain development is influenced by many factors, including a child's relationships, experiences and their environment. In New Brunswick, the average family spends over 25% of their monthly income on child care - with only 1 provider in the city, babies are being cared for - but we do not know by whom or where. The Consortium will set out to:

- Engage parents of the importance of a child's development, ages 0-3
- Explore increasing the number of Family Care Providers within New Brunswick;
- Provide support for improving quality, structured care among home-based providers

## **LEADERSHIP DEVELOPMENT**

NBT is committed to identifying emerging leaders in the community and helping the them realize their full potential by providing expert coaching and seminar sessions. Our focus is on building the leadership capacity of individuals to prepare the next generation of leaders who will sustain the city's revitalization. And, it is through our leadership development program that we, ultimately, create the extensions beyond the organizations to carry out our mission of social revitalization.

## **COMMUNICATIONS / COMMUNITY ENGAGEMENT**

At the heart of NBT's work and reputation lies a strong commitment to making a difference and improving lives. As we work to shift the context of people's lives, a key element is to change the story to create a new and better story - one of life in a vibrant, supportive community. To support this, an effective communications system can add immeasurably to our long-term success. Strengthening the NBT brand and building the identity of the city is critical to our work because these stories embody our mission. Telling our story drives connections between real lives and real needs; mobilizing community responses and driving public will. As a tactical measure, technology serves as a primary vehicle. Harnessing a stronger communications plan also meets a consistent need for most of our programs - sharing information with partners and residents. As a focus, we will set out to capture successes, build a story bank and create an infrastructure that can support continual engagement to build community cohesion and increase awareness of services available to our community.

# Share our vision.

Please tell a colleague or friend about the life-changing work New Brunswick Tomorrow is doing. You can help move our mission forward by:

- Inviting them to an intimate dinner experience to talk about NBT
- Asking them to sign up for our e-mail updates
- Encouraging them to connect with us on social media



nbtomorrow



nbtomorrow



Moving people forward.

[WWW.NBTOMORROW.ORG](http://WWW.NBTOMORROW.ORG)

390 George Street | New Brunswick, NJ 08901 | 732. 246. 0603