

STRATEGIC PLAN 2026 – 2029

Empowering Growth, Building Community

North Jersey Friendship House

60+

Years of Service

400+

Individuals Served
Annually

100+

Dedicated Professionals

55K+

Sq. Ft. of Program Space

90%

Project SEARCH
Employment Rate

OUR FOUNDATION

Who We Are

Founded in 1964 as a storefront volunteer program in Hackensack, North Jersey Friendship House (NJFH) has grown into one of New Jersey’s leading nonprofit human services organizations. We provide clinical, vocational, and community supports for adults with Autism, intellectual and developmental disabilities, and mental health conditions — helping each person maximize their potential and live with dignity, independence, and connection.

Our services span day habilitation, supported and competitive employment, pre-vocational training, clinical and behavioral health care, allied therapies, and mission-driven social enterprise businesses that employ individuals with disabilities. We operate across multiple Bergen and Passaic County locations under the tagline: Building Skills for Productive Lives.

MISSION

“To empower individuals with varying abilities by providing comprehensive personalized services and offering opportunities that enable them to maximize their potential and achieve their social, emotional, and vocational goals.”

VISION

“Every person will live with independence, dignity, and connection, supported by services that meet their unique needs.”

OUR PRINCIPLES

Core Values



Accountability



Advocacy



Courage



Quality



Respect



Teamwork

2026–2029 STRATEGIC PRIORITIES**Three Guiding Themes**

This Strategic Plan is organized around three interconnected priorities that together position NJFH for lasting growth, resilience, and impact. Progress will be reviewed quarterly by the Executive Leadership Team and reported regularly to the Board of Trustees.

THEME A Organizational Strength & Sustainability

Invest in people, governance, and infrastructure to ensure long-term effectiveness and capacity.

- Attract, retain, and develop a high-performing workforce
- Strengthen Board governance, recruitment, and oversight
- Ensure safe, modern, accessible, and welcoming facilities
- Launch a structured volunteer program to expand community engagement

THEME B Service Excellence, Innovation & Growth

Deliver evidence-based, person-centered services and expand impact through innovation, residential development, and strategic partnerships.

- Align all programs with measurable, evidence-based outcomes
- Expand DDD services, outpatient behavioral health, and allied therapies
- Develop a unified social enterprise advancing competitive integrated employment
- Explore residential services for adults with developmental disabilities
- Build strategic partnerships and healthcare system collaborations
- Strengthen community awareness, branding, and digital presence

THEME C Fiscal Sustainability

Build a resilient financial foundation to sustain the mission and support organizational growth.

- Prepare for value-based payment models across all applicable programs
- Strengthen grant-seeking and fund development infrastructure
- Diversify revenue through private-pay services and philanthropic growth
- Expand Finance Department capacity and strengthen internal controls

IMPLEMENTATION HORIZON

Year-by-Year Roadmap

Our plan is designed as a phased, living framework — reviewed quarterly and refined continuously.

<p>2026 — Year 1 Assess & Plan Baseline reviews, needs assessments, talent strategy, Board recruitment, and technology inventory.</p>	<p>2027 — Year 2 Build & Implement Career pathways, enterprise integration, new service lines, partnerships, and updated compensation.</p>	<p>2028 — Year 3 Grow & Sustain Capital improvements, expanded programs, 1,000+ volunteer hours, and diversified funding achieved.</p>	<p>Ongoing — 2029 Evaluate & Evolve Continuous improvement cycles, outcome reporting to the Board, and adaptive strategy in action.</p>
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“Guided by mission and values, NJFH reaffirms its promise to be a steadfast source of empowerment, advocacy, and community connection — advancing a future defined by inclusion, dignity, opportunity, and lasting impact.”

— Dinorah D’Auria, Psy.D., Chief Executive Officer