



Dream. Believe. Achieve.

**STRATEGIC PLAN 2025-2028**



Dear Community,

Abilities of Northwest Jersey Inc. is proud to present our Strategic Plan for 2025–2028, a comprehensive roadmap shaped by collaboration, reflection, and a deep commitment to our mission. This plan is anchored in five key focus areas: enhancing residential services, expanding employment opportunities, diversifying funding sources, remaining the provider of choice, and becoming the employer of choice.

Our strategic planning process is a vital part of our organizational culture—guiding our vision, aligning our mission-driven efforts, and establishing a clear framework for accountability and progress. This plan reflects the meaningful input of individuals served, staff, board members, and community partners, all of whom engaged in thoughtful dialogue about our future direction.

The results of this planning process reaffirm our shared dedication to empowering individuals with disabilities. We remain committed to delivering innovative, person-centered services and strengthening our role as a trusted resource and leader in the community.

Sincerely,

A handwritten signature in black ink, appearing to read "Cynthia B. Wildermuth", with a long, sweeping horizontal line extending to the right.

Cynthia B. Wildermuth, CEO

## Mission

To inspire people with disabilities to achieve their life goals by providing individualized supports.

## Vision

An inclusive community where individuals with disabilities are given the opportunity to reach their fullest potential in life.

## Values

**Communication** - Keeping the lines open for a brighter future.

**Compassion** – Understanding the sensitive needs of each individual.

**Fun** – Stopping to smell the roses along the way.

**Integrity** – Saying and doing what we mean.

**Respect** – Treating each individual with a high regard.

**Safety** – Promoting a healthy environment.

**Teamwork** – Working together toward our common vision.

# Goals, Strategies and Outcomes



## Goal 1

Implement the successful Launch and Expansion of Residential Services.

## Goal 2

Expand employment opportunities for people with disabilities by creating new and expanded training services in retail and STEM.

## Goal 3

Diversify and Increase Funding Streams by 10%.

## Goal 4

Remain the Service Provider of Choice for the Disability Community.

## Goal 5

Become the Employer of Choice and improve staff retention by 10% over three years.

# Goals, Strategies and Outcomes

## Goal 1: Implement the successful launch and expansion of Residential Services.

Strategies	Responsibility	Target Dates	Actual Outcomes
1. Ensure existing services are at 100% capacity – evaluate processes for referral assessments and acceptance.	Brian, Sue, Michelle and Darren G.	Immediate and ongoing	
2. Provide safe and quality services - research safety protocols to continually reduce risk and incidents <ul style="list-style-type: none"> <li>• Provide regular safety/incident training for staff</li> <li>• Review SMART training from Allies</li> </ul>	Brian, Sue and Michelle	6/30/26	

<ul style="list-style-type: none"> <li>• Engage insurance broker and carrier to perform site visits</li> <li>• Review incidents quarterly and strive to minimize</li> </ul>			
<p>3. Plan for the next launch – after 12 months of operation, evaluate the model and determine if it can serve as a sustainable foundation for expansion into the next location.</p> <ul style="list-style-type: none"> <li>• Generate a complete site opening checklist</li> <li>• Explore unlicensed vs licensed settings to support those on the SP vs CCP</li> <li>• Monitor wait list.</li> </ul>	<p>Brian, Sue and Cindy</p>	<p>12/31/26</p>	

## Goal 2: Expand employment opportunities for people with disabilities by creating new and expanded training in retail and STEM.

Strategies	Responsibility	Target Dates	Actual Outcomes
<p>1. Enhance skill training opportunities in the retail environment by increasing the number of available training opportunities through PossAbilities Thrift.</p> <ul style="list-style-type: none"> <li>• Meet with existing consumers to identify interest in retail.</li> <li>• Identify retail tasks that consumers may be interested in performing.</li> <li>• Train more Poss staff for SE through Boggs.</li> <li>• Increase school job sampling participation.</li> </ul>	<p>Charissa, Nicole I. and Marcia</p>	<p>12/31/26</p>	

<p>2. Determine the feasibility of expanding to a new location for PossAbilities Thrift.</p> <ul style="list-style-type: none"><li>• Target a wealthier community or one with larger immigrant population i.e. Chester or Dover</li><li>• Conduct a market analysis and assessment</li></ul>	Cindy and Charissa	6/30/26	
<p>3. Create opportunities to increase the living wage of people with disabilities to enter the STEM field.</p> <ul style="list-style-type: none"><li>• Revisit Endava (formerly GalaxE Solutions)</li><li>• Research other tech companies with neurodiverse programs and establish a relationship.</li></ul>	Cindy and Sue	6/30/27	

<p>4. Launch a STEM classroom training program and center as a model for participants, leading to on-the-job training and full-time employment for six neurodiverse individuals.</p> <ul style="list-style-type: none"> <li>• Determine placement of equipment at each approved applicable site.</li> <li>• Hire a Technical Instructor.</li> <li>• Develop a neurodiverse Technical Training curriculum.</li> <li>• Capture the skills of those with STEM interest and talent.</li> <li>• Successfully place those individuals who complete the training into competitive in-</li> </ul>	<p>Sue, Nicole I. and Barb</p>	<p>1/31/27</p>	
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person or virtual employment.			
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### Goal 3: Diversify and Increase funding streams by 10%.

Strategies	Responsibility	Target Dates	Actual Outcomes
<p>1. Engage consumers, staff, and guardians on opportunities to be involved in fund/friend raising and advocacy.</p> <ul style="list-style-type: none"> <li>• Develop a screening tool to determine who our families are and how they may participate</li> </ul>	Charissa and Eric	6/30/26	
<p>2. Assess the current events and fund development outreach to incorporate smaller events and third-party hosting events to benefit Abilities.</p>	Charissa and Eric	2x per year	
<p>3. Identify connections with NEW members of the community who may wish to establish giving with the</p>	Charissa, Rick and Cindy	6/30/26	

<p>agency, including major giving or earmarking funds for specific programs or services.</p> <ul style="list-style-type: none"> <li>• Target the Hackettstown and Flemington communities via BIDs and Chambers</li> <li>• Encourage trustees to become mission ambassadors with their professional contacts</li> </ul>			
<p>4. Increase awareness of legacy giving.</p> <ul style="list-style-type: none"> <li>• Engage with local financial advisors</li> <li>• Create informative marketing materials about transparency in legacy giving.</li> </ul>	<p>Donna, Charissa and Eric</p>	<p>6/30/27</p>	
<p>5. Explore additional private foundation opportunities and revisit state funding</p>	<p>Sue and Cindy</p>	<p>6/30/26 and ongoing</p>	

opportunities once licensed.			
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## Goal 4: Remain the provider of choice for the disability community.

Strategies	Responsibility	Target Dates	Actual Outcomes
<p>1. Determine why families choose our services.</p> <ul style="list-style-type: none"><li>• Add to survey for existing stakeholders – “Why did you choose Abilities?”</li></ul>	Michelle and Charissa	10/31/25	
<p>2. Assess needs of disability community outside of existing stakeholders.</p> <ul style="list-style-type: none"><li>• Review current referrals.</li><li>• Plan for service expansion.</li><li>• Conduct research on trends and program innovation.</li><li>• Determine resources and implement strategies needed to implement innovation and expansion.</li></ul>	Sue, Cindy and Charissa	6/30/26	

<p>3. Identify two new creative marketing activities based on outcomes of 1 &amp; 2 above.</p> <ul style="list-style-type: none"><li>• Create compelling participant videos or shorts for younger fan base.</li><li>• Repost from other larger SM accounts i.e. Best Buddies</li><li>• Obtain day and residential testimonials.</li><li>• Develop a library of marketing materials to enhance social media outreach across multiple platforms.</li><li>• Explore opportunities for podcasting, being a guest on existing podcasts, or creating a podcast series for advocacy, staff</li></ul>	Charissa and Eric	12/31/26 and ongoing	
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<p>recruitment, and community engagement.</p> <ul style="list-style-type: none"> <li>• Develop consumer enrollment marketing efforts every quarter.</li> </ul>			
<p>4. Ensure services remain at a high level of quality.</p> <ul style="list-style-type: none"> <li>• Review outcomes.</li> <li>• Get employee feedback – what can we do better for consumer satisfaction.</li> <li>• Ensure employees are trained in person-first support practices.</li> </ul>	<p>Michelle, Marcia, Nicole I., Barb, Tedi Sue and Brian</p>	<p>Annually at minimum</p>	

**Goal 5: Become the employer of choice and improve staff retention by 10% over three years.**

Strategies	Responsibility	Target Dates	Actual Outcomes
<p>1. Investigate the employee experience to identify potential marketing efforts.</p> <ul style="list-style-type: none"> <li>Supervisors connect on a personal basis with staff &amp; capture experience.</li> <li>Utilize these staff stories for recruitment and retention.</li> <li>Enhance Careers page of website with staff testimonials.</li> </ul>	Supervisors, Charissa and Michelle	6/30/26	
<p>2. Market strategically for open positions to develop one new external referral partner annually.</p> <ul style="list-style-type: none"> <li>Outreach with school districts, including guidance counselors (i.e.</li> </ul>	Sam	<p>6/30/26 6/30/27 6/30/28</p>	

<p>graduates involved with special needs student programs).</p> <ul style="list-style-type: none"> <li>• Outreach to local colleges and universities.</li> </ul>			
<p>3. Develop a Manager Toolkit to provide supervisory staff with the necessary resources to support their teams, and to foster open dialogue with Human Resources.</p>	<p>Sam and Darren G.</p>	<p>6/30/26</p>	
<p>4. Implement a formal internal group by developing a Leaders of Today/Leaders of Tomorrow mentoring initiative, which meets semi-annually to share ideas and create opportunities to support</p>	<p>Sam, Cindy and Sue</p>	<p>Identify Group- 4/30/26  First meeting- 6/30/26</p>	

the organization and foster personal growth.			
5. Develop program leadership and career ladders by enhancing the communication of potential training opportunities, educational classes, certifications, and other relevant information, including analyzing communication methods for staff members. Create a visual career ladder to be used for recruitment and retention purposes, including advancement for Certification of DSP and NADSP.	Sam, Darren G., Michelle, Charissa and Supervisors	6/30/26	

<p>6. Review salary scales and benefit analyses for new hires and collaborate with human resources to identify and highlight the trends and successes of employees.</p>	<p>Donna, Cindy, Sam and Sue</p>	<p>3/15/26 and annually thereafter</p>	
<p>7. Create separate supports and mentoring for DSPs</p> <ul style="list-style-type: none"> <li>• Enhance quarterly ALLSTAFF check-in meetings to include instant polls.</li> <li>• Enhance existing employee "Influencer" (mentor) role to include ongoing support and coaching.</li> <li>• Offer job shadowing of positions that offer growth in the agency.</li> </ul>	<p>Cindy, Sue, Sam and Michelle</p>	<p>09/30/25</p> <p>6/30/26</p> <p>6/30/26 or sooner</p> <p>6/30/26 and ongoing</p>	

- Capture suggestions by staff, implement and acknowledge.

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