



ANNUAL REPORT 2019



**Bethesda
Project**



TINA PAGOTTO
CHIEF EXECUTIVE OFFICER

MISSION

Fiscal Year 2019 was a positive and memorable one at Bethesda Project, thanks to our growing family of partners, supporters, funders, and volunteers. Like every family, we had our ups and downs, from eating meals together at the holidays to gathering when beloved community members passed away. Each time we came together, we welcomed new faces and old and felt the comfort of belonging.

We have made great strides in achieving the goals set forth in our 2018-2022 Strategic Plan. This year, we further expanded our entry-level outreach to engage people experiencing homelessness. We invested in staff by incrementally increasing our minimum wage. Our working capital reserve, The Domenic Fund, continues to grow, allowing us to flexibly respond to opportunities and increase our sustainability. We've cultivated and secured new key partnerships to increase our brand awareness in the community.

None of this would be possible without the ongoing support of our loyal family members. Thank you for all that you do to ensure that Bethesda Project continues to thrive, and for choosing to invest in our work of transforming lives.

With gratitude,

Tina Pagotto
Chief Executive Officer

"To find and care for the abandoned poor and to be family with those who have none."



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White and Williams LLP



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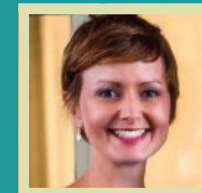
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Former resident, Bethesda Project

Marie L. Martino
M.L. Martino Consulting

Tina Pagotto, MSW
CEO, Bethesda Project



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Katherine Stratos
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Through 40 years of success, Bethesda Project has adopted the Core Values of Social Work to guide decision-making in every level of service provision. This ensures that consistent care is provided to those we serve and demonstrates our fundamental belief in the dignity and worth of each person.

These ethics are demonstrated in **The Bethesda W.A.Y. (Welcoming, Attentive, Yes)**, our unique service model designed to create healing environments that allow for a catered approach to meet individual needs. Staff employ a Harm Reduction approach and Housing First philosophy that requires flexibility and creative solutions, focused on maintaining housing stability in the midst of intense challenges.

Bethesda Project's mission embodies the power of positive relationships among shelter guests, housing residents, staff, and volunteers to help people heal from the alienation of homelessness. Here, people become valued members of a caring community.

Volunteers cook and serve meals, assist with facilities improvements, take residents to appointments, and celebrate birthdays and holidays with our community as one compassionate family.

An active Community Life Council (residents elected as representatives from each Bethesda Project site) meets monthly to plan activities and programs for the community such as retreats, an annual picnic, and game days.

2019 Key Facts
4,000 active volunteers
10,000 hours of service





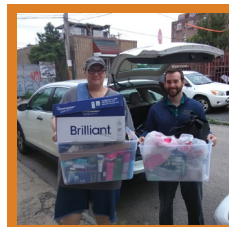
July

Over 100 Bethesda Project guests, residents, staff, and volunteers attended Bethesda Project's annual Family Picnic.



August

Graduate student Kristyn Stickley ran a weekly art therapy group at Bethesda Project's My Brother's House, providing residents with a creative outlet for exploring and expressing their emotions.



September

Title Alliance donated over 750 products for our female shelter guests and housing residents.



October

Generosity Philly 5K took place. Board Member David Swoyer alone raised \$20,000 and took home the top fundraising prize! Overall, we raised \$35,000!



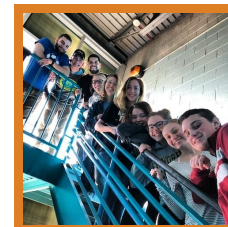
November

Bethesda Project celebrated Hunger and Homelessness Awareness Week with a Casserole Cook-off.



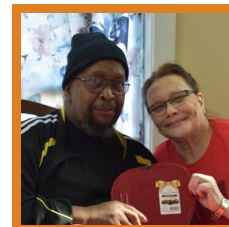
December

Former Philadelphia Eagles wide receiver Jason Avant visited Bethesda Project's Our Brothers' Place and brought 275 branded coats for our guests and residents!



January

St. Norbert College students made their annual visit from Wisconsin to spend the week volunteering at Bethesda Project's Our Brothers' Place.



February

We hosted our annual Bethesda Games: Valentine Edition at Bethesda North Broad. Guests, residents, volunteers, and staff gathered for fun, food, family bonding, and BINGO!



March

Our Young Professionals Advisory Board (YPAB) hosted their bi-annual happy hour fundraiser at Brickwall Tavern & Dining Room, raising \$2,200!



April

The Taxing Metric Bike Ride took place. The event raised over \$2,300 to support our programs and services.



May

Bethesda Project's 22nd Annual Party & Auction took place at the Diamond Club at Citizen's Bank Park. This year's event raised a record number of sponsorships at \$172,000!



June

Volunteer organization *Women With Voices* visited Bethesda Project's Our Brothers' Place and donated hundreds of meals to our guests and residents.

Goal: Engagement with vulnerable individuals who are street homeless to build trusting relationships and meet their most basic needs utilizing a Harm Reduction approach.

TOTAL SERVED: 395
CHRONICALLY HOMELESS: 253
AVERAGE LENGTH OF STAY: 96 DAYS

RESOURCE EXPANSION

- Installed a new HVAC system at My Brother's House Safe Haven to improve energy efficiency and quality of life for guests
- Increased access to shower and laundry facilities across sites

IMPROVED GUEST EXPERIENCE

- Implemented a Community Decision-Making Model to empower guests to make decisions about their shelter space and a restorative justice approach to resolve conflicts that arise

COMMUNITY PARTNERSHIP

- Expanded entry-level outreach to four sites: Liberty Church, Old St. Joseph's, Arch Street Methodist and Lutheran Church of the Holy Communion



Goal: Connecting guests who are episodically homeless to resources, moving them to stable housing, and ending housing crises quickly at our 149-bed shelter.

MEALS SERVED: 91,029
TOTAL DAYTIME VISITORS: 420
REFERRALS TO OUTSIDE PROVIDERS: 2,285
OVERNIGHT GUESTS: 504

COMMUNITY PARTNERSHIP

- Bethesda Project was named a Comcast Cares Partner, hosting over 100 volunteers at Our Brothers' Place emergency shelter for various onsite building improvements including a new cell phone charging station and a raised garden bed

RESOURCE EXPANSION

- Staff implemented healthier meal options and "Meatless Mondays"
- Reduced waste by installing a commercial dishwasher and using reusable diningware
- Worked with Public Health Management Corporation to expand number of on-site nurses and their available hours

IMPROVED GUEST EXPERIENCE

- Moved towards a Housing Focused Shelter Model which resulted in a more targeted effort to move long-term guests out of shelter and into permanent housing destinations
- Extended walk-in hours to provide guests greater access to social service support
- Made beds available 24-hours a day to best support the needs of all guests
- Formed a basketball team that plays weekly in a citywide league

Goal: Maintaining long-term residential housing stability through case management and supportive services.

TOTAL UNITS: 150

MAINTAINING HOUSING STABILITY: 96%

AVERAGE LENGTH OF STAY: 6.5 YEARS

OCCUPANCY RATE: 95%

STAFF TRAINING

- Launched an in-house training program to provide staff monthly refresher trainings on topics integral to performing their duties

RESOURCE EXPANSION

- Free personal Narcan kits issued to all employees through a partnership with Penn Nursing

FACILITY IMPROVEMENTS

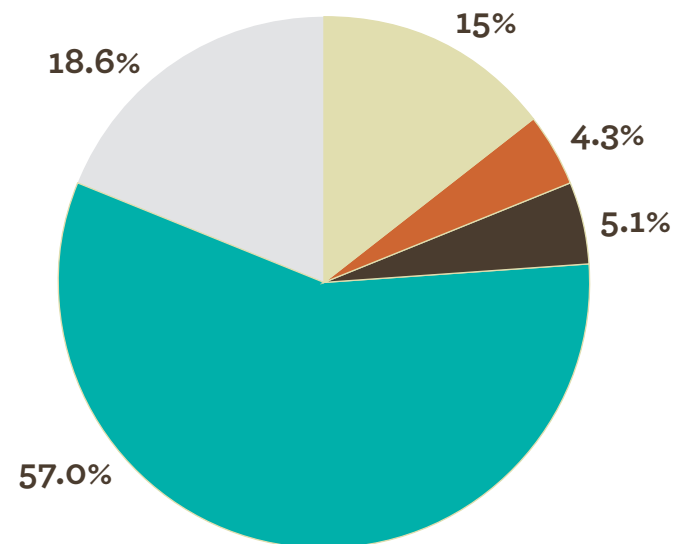
- Renovated Bethesda Serenity to add a fourth bedroom to the site and renovated six rooms at Bethesda Sanctuary

IMPROVED RESIDENT EXPERIENCE

- Increased security with the addition of video intercom systems at four sites
- Piloted a restorative justice approach to address resident issues
- Introduced new field trips and outings for residents throughout the year



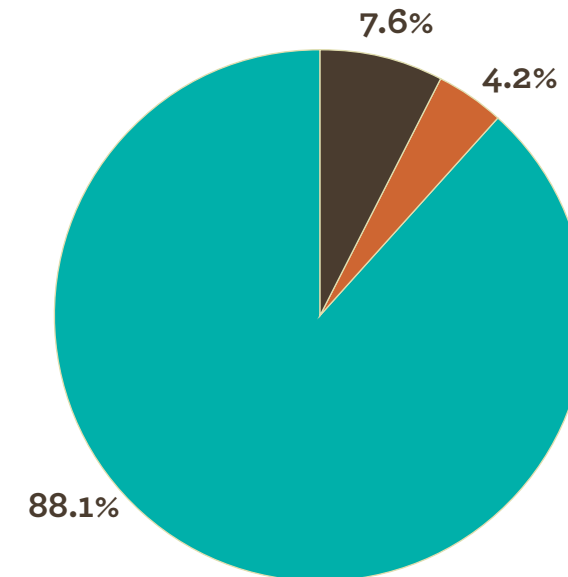
REVENUE AND SUPPORT



- Contributions - **18.6%**
- Government Support - **57.0%**
- Special Events - **5.1%**
- Rental Income - **4.3%**
- Other - **15%**

Total - \$5,556,729

EXPENSES



- Program - **88.1%**
- Fundraising - **4.2%**
- Administrative - **7.6%**

Total - \$5,652,226

Net Assets - \$2,408,858



*A Caring Family for
Philadelphia's Homeless*

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For a full list of our 2019 supporters and donors, please visit us online!

www.bethesdaproject.org

