



Bethesda Project

fiscal year 2019 highlights & benchmarks

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 consistent care is provided that 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.

entry-level programs

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

emergency shelter

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

Total Overnight Guests: 504
Total Daytime Visitors: 420
Meals Served: 91,029
Referrals to Outside Providers: 2,285

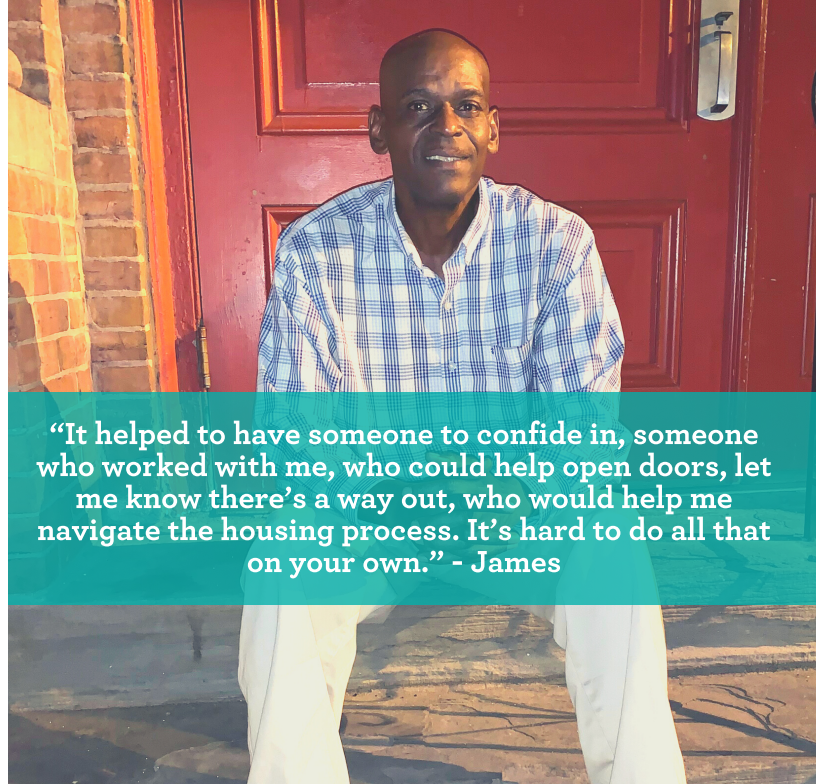
permanent housing

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

Total Units: 150
Occupancy Rate: 95%
Average Length of Stay: 6.5 Years
% Maintaining Housing Stability: 96%

James

From the time he entered Bethesda Project's Church Shelter Program (CSP) at Old First Reformed Church in fall 2018, James knew that it was a different kind of shelter. To him, the difference comes down to what he describes as "freedom of choice and freedom of movement." In the CSP, he had the freedom to come and go from the shelter when he wanted. Not only did he gain physical space to move around, but also emotional space simply to be himself. Here, he said, "there was no pressure to be something you're not, no pressure to have it all figured out when you don't." Through this, James felt productive in the shelter, noting the CSP's focus on building personal growth and momentum. Here, an end to homelessness is possible - something he realized was possible for him too. James immediately worked with the CSP's housing-focused Case Manager - a first-time experience for him. When James received the keys to his new apartment for the first time, he smiled knowing that not only does he get to go home—to his own home—but he also has a community of peers cheering him on.



"It helped to have someone to confide in, someone who worked with me, who could help open doors, let me know there's a way out, who would help me navigate the housing process. It's hard to do all that on your own." - James



Jason Avant from the Philadelphia Eagles poses with a guest at Bethesda Project's Our Brothers' Place

Critical Partnerships

- Received pro-bono advertising from OUTFRONT Media to increase brand awareness
- Party & Auction Honorary Chair, Tim Reeves, helped raise \$172,000 in sponsorships, beating all previous fundraising records
- Worked with Urban Video Productions to complete a professional volunteering recruitment video

Community Presence

- Bethesda Project received a Philadelphia Eagles winter coat donation and was highlighted on the nationally televised Eagles vs Texans game which reached approximately 1.4 million individuals
- Radio host Lora Lewis interviewed CEO Tina Pagotto on WWDB-AM's "Philadelphia Focus" which broadcasted over seven Beasley Media sister stations
- WHYY highlighted Bethesda Project during their pledge drive with an on-air interview

Bethesda Project FY19 Highlights

TOTAL SERVED: 1,840

*DOMENIC FUND: \$200,264

*TOTAL REVENUE: \$4,861,706

*TOTAL EXPENSES: \$4,957,939

(*unaudited)

