

Paving the Way For Our Neighbors in Need

Prepared especially for:
Bethlehem Morning Star Rotary
Chris Cassidy, Planning Director
New Bethany

WHAT WE'LL COVER



ABOUT US



For more than 40 years, New Bethany has offered hope and support to people who experience poverty, food insecurity, and homelessness.

We believe that all people, regardless of circumstances, should be treated with dignity and care without judgment.



WHAT IS HAPPENING

THE AFFORDABILITY CRISIS

***41%** of households in three Lehigh Valley counties struggle to cover household expenses*

*Low-income households pay roughly **7%** of their income on financial service fees, compared to just **0.2%** for higher earners*

*Grocery prices in PA have risen more than **8.2%**, the highest in the country*

***20%** of enrollees on the PA insurance marketplace dropped their coverage due to rising costs*

THE HOUSING CRISIS

*There has been a **156%** increase in unsheltered homelessness in the Lehigh Valley since 2020*

***\$146,000** increase in median home prices in the Valley from 2020 (\$229,000) to 2026 (\$375,000)*

*Each rental on the market has an average of **15** applicants*

*In the next 25 years, the Lehigh Valley needs **51,000** new housing units to meet demand*

2025

***40,000 Hot Meals.
1,100 Neighbors.
One Kitchen.***

***45 Families.
47 Individuals.
All Housed.***

***380,000 Meals.
3,200 Neighbors.
One Pantry.***



FAMILY BUDGETS

\$33,000

**Federal Poverty
Level (2026)**



\$97,140

**United Way Family
Survival Budget for Lehigh
and Northampton Counties
(2025)**



\$113,550

**Recommended family budget
to secure a modest yet
adequate standard of living in
the Lehigh Valley**



HOW WE HELP

WE ARE INVOLVED

At the State Level

New Bethany is represented on ***Pennsylvania's Interagency Council on Addressing Homelessness (ICH)***. The ICH unites state, local, and community partners to strengthen coordination and advance solutions for people experiencing homelessness.

At the Regional Level

"United Way of the Greater Lehigh Valley set a bold goal to increase our community safety and stability by 2030 by dramatically expanding access to food, housing and mental health services. Paving the Way is not just deeply aligned with our goals, it is essential to reaching them."

-Marci Lesko, Executive Director

At the Local Level

Chair of the Bethlehem Housing Authority Board of Commissioners, the governing body responsible for overseeing the authority's operations, policies, and affordable housing initiatives.



OUR PROGRAMS WORK

A shelter bed can serve the same person for years. Supportive Housing is designed so it doesn't have to.

Emergency shelter is a lifeline, but it was never designed to end homelessness. It addresses the symptom, not the cause.

Without stable housing and real support, people cycle back to crisis again and again.

Supportive housing changes the equation.

It gives people 12–24 months of safe, stable housing alongside the tools they need like financial coaching, job support, wellness resources, and community to build a life that lasts.



OUR PROGRAMS WORK



95% of our landlord negotiations successfully prevent eviction

More than **80%** of residents who work with a caseworker move forward on their journey to stability

After a stay in our supportive housing, nearly **50%** of households move to permanent housing

New Bethany provided nearly **\$14M** in rental assistance helping over **3,600 households**



"Tough love was given at times but without the tough love we wouldn't have succeeded."

MEET JEREMY

Jeremy and his partner, Samantha, came to New Bethany with their son after their apartment building was condemned. When they arrived, Samantha was in need of a job that was either walking distance or accessible by public transportation.

She found work at the area casino while Jeremy, who has disability status, cared for their son at home. The family eventually saved enough money to purchase a vehicle, allowing Samantha to travel to a better paying job.

Ultimately, the family found an affordable home in Slatington and moved out of supportive housing after six months.

OUR STRATEGIC VISION

New Bethany is Paving the Way — meeting neighbors at multiple points on their journey toward lasting stability.

House

Those most in need

Heal

The whole person

Help

**Neighbors get back
on their feet**

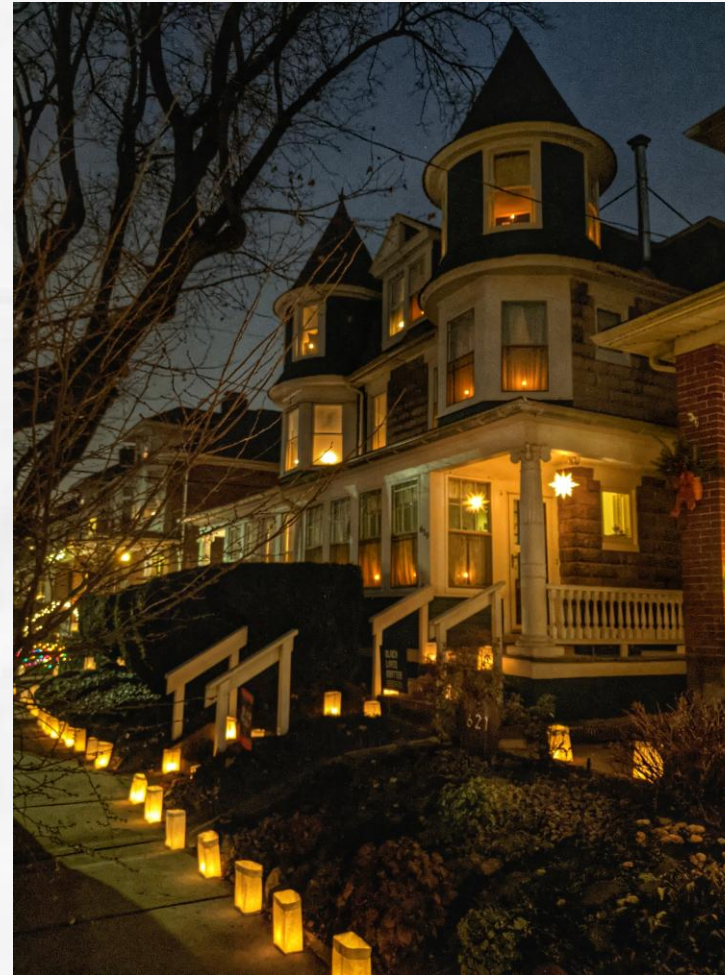




Friday, November 20 from 7 a.m. – 3 p.m.

IronPigs' Jefferson Park (formerly Coca-Cola Park)

Help us reach our goal of 2,500 turkeys for our neighbors!
(10 - 12 lb. frozen turkeys preferred)



Volunteer to Build Kits!
*(Group Volunteer
Opportunities Available Too)*

Saturday, December 12

On a single evening at dusk thousands of homes in Bethlehem and across the Lehigh Valley will light luminaries along neighborhood streets and sidewalks to remember those in need throughout the holiday season.

<https://newbethany.org/event/luminaria-night/>



Thank You

New Bethany has the model, the track record, and the community trust. What we need now is the infrastructure to meet this moment.

● Chris Cassidy, Planning Director

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