Bethesda Project identified five core strategies to allow it to thrive while progressing its mission:

- **Fully realize a diverse, inclusive, and equitable environment for our residents, guests, staff, volunteers, partners, and vendors.**
- **Recognize and invest in people resources, both staff and volunteers.**
- **Invest in facilities, programs, and services supporting our residents and guests achieving their life goals.**
- **Expand external communications and outreach to educate and inspire compassionate actions in support of people experiencing chronic homelessness.**
- **Expand and deepen community partnerships.**