



serve
the **city.**

Life Stage Development



The Big Picture

SERVE THE CITY IS A GLOBAL MOVEMENT OF VOLUNTEERS SHOWING KINDNESS IN PERSONAL WAYS TO PEOPLE IN NEED.

The world is increasingly urban. Today, 55% of the people in the world live in cities. By 2050 it will be almost 70%. Much of this growth will take place in Asia and Africa.

Serve the City sees lines in cities that divide – people from each other, vulnerable people from available resources, people from planet. The lines may be cultural, or racial, or religious, or socio-economic – but the result is the same: isolation, brokenness, and pain.

Serve the City believes in relationships, and that the root cause of poverty is broken relationships. Serve the City initiates relationships across the line through values-based volunteering. Serve the City values, inspired by the life and teachings of Jesus of Nazareth, are humility, compassion, respect, courage, love and hope.

Serve the City calls everyone to cross the line, and get involved. We know our cities are home to many disadvantaged people – but they are also full of people who want to do something to help, but don't know where to start.

Serve the City identifies and develops City Leaders who form local Core Teams that initiate opportunities for volunteers to serve through regular events and weekly projects.

To accomplish this, City Leaders and their teams build partnerships across the line with as many local associations as possible, in order to send volunteers to assist them in their work, and cross the line together.

Each STC city is a part of a regional network or national movement and is guided to formation and maturity through training and coaching.

The main goal of Serve the City is to build national volunteering movements that develop teams in cities who send volunteers to show kindness in personal ways to people in need.

Serve the City started in 2005 in Brussels, Belgium and is currently active or starting in 95 cities around the world.

Stage One: Interest

INTEREST: THE DESIRE TO START A SERVING MOVEMENT IN A NEW CITY

Here are some of the main concepts we want a City Leader to understand and agree upon before initiating a serving movement in a city:

Vision

- Our vision is the transformation of cities and neighbourhoods through volunteers who cross the line to show kindness in personal ways to people in need.

Mission

- Our mission is to send volunteers to cross the line to show kindness in personal ways to people in need.

Values

- Our values are Humility, Compassion, Respect, Courage, Love, Hope.

Tensions

- We are inspired by Jesus and open to all.
- We are equally committed to those we serve and those we send.
- We are equally committed to organising easy-entry city-wide volunteering events and facilitating long-term sustainable neighbourhood transformation.

Mottos

- Cross the line.
- We know them by their needs. What if we knew them by name?
- Many people doing small things together can make a big difference!

Context

- Global urbanisation trends and implications for people in need
- The city as a system of interdependent parts
- Raising the kindness quotient of the city through volunteering

Life Stages

- Interest: The desire to start a serving movement in a new city
- Starting: Forming a Core Team to lead the first two volunteering events
- Active: A regular rhythm of serving throughout the year
- Sustainable: Leadership and resources for long-term city-wide impact
- Hub: The lead city in a national movement

Local STC Structure

- Led by team
- Based on partnerships
- Initiate volunteering events and weekly projects

Connections between cities

- STCi led by International Leadership Team
- National Movement led by a National Director
- Network led by a Network Coordinator



- Cohorts led by a Coach
- Global Resources
- All City Calls
- Annual Global Volunteer Day
- Annual International Forum late October
- Full or Associate Membership in STCi

*In addition to aligning with these distinctives and envisioning them in his/her city context, the City Leader candidate must gain some **initial volunteering experience (Warm-Up Serves)**. He/she then submits a **City Leader Application**, the acceptance of which transitions the city to **Starting**.*



Stage Two: Starting

STARTING: FORMING A TEAM TO LEAD THE FIRST TWO VOLUNTEERING EVENTS

Here are the questions to be answered and the tasks to be completed in this stage:

Cross the line

- What physical line(s) exist as an expression of division in your city?
- What social needs concern you?
- Who are the most vulnerable people in your city?
- How can you help or support them?
- How could they join you in serving others?

Core Team

- Recruit a Core Team to plan a first volunteering event
- Align the team with STC Vision and Values
- Answer the questions above together as you observe your city
- Set the date for a first event
- Determine the scope of the first event
- Serve together in a Warm-Up Serve

Partnerships

- What non-profit associations already exist in your city to serve the people you are concerned about?
 - Contact them to find out what they are doing and how volunteers could help
 - Ask: How can volunteers join you in what you are already doing?
 - Ask: How can volunteers help you so that you can be more effective in what you want to do?
 - Participate as a Core Team in Warm-Up Serves with potential non-profit partners
- What entities exist in your city where there might be people who would be interested to volunteer?
 - Churches, schools, businesses, clubs, etc.
 - Contact them to see if they want to be a part of the first event.

First Serve

- Plan the First Serve event with your Core Team.
 - Projects: Set up project(s) with non-profit partner(s)
 - Volunteers: Recruit volunteers and identify Project Leader(s)
 - Events: Set the date, determine the scope, and find a venue
 - Communication: Communicate personally and through social media to invite people; choose a city colour and provide t-shirts
 - Prayer: Determine an appropriate opportunity for interested people to pray
 - Finance: Set a small budget and raise funds

Review

- Review the First Serve event to evaluate its success, measuring people, partners, and projects, and debriefing with coach.



Second Serve

- Plan a Second Serve event with your Core Team.

Review

- Review the Second Serve event to evaluate its success, measuring people, partners, and projects.
- Confirm the team's intention to become Active.
- Plan activities for the year to come in a One-Year Plan, setting measurable goals for the people, partners, and projects you hope to involve and impact.

*Following submission and acceptance of a **One-Year Plan**, the city transitions to **Active**.*



Stage Three: Active

ACTIVE: A REGULAR RHYTHM OF SERVING THROUGHOUT THE YEAR

The following are elements that characterize a city in the Active Stage:

1. City Leader
 - Approved by ILT
 - Supported in a Network or National Movement
 - Connected to STCi on Teams and other communication channels

2. Core Team
 - Projects
 - As a part of big city-wide events
 - Small ongoing neighbourhood projects
 - Volunteers
 - Recruit and involve new volunteers
 - Train experienced volunteers to be Project Leaders
 - Event logistics
 - Venue
 - Food
 - Equipment
 - Program
 - Communication
 - Social media
 - Emails
 - Website
 - T-shirts
 - Printed materials
 - Prayer
 - Internal
 - External
 - Admin/finance
 - Personal and corporate donations
 - Fund-raising events
 - Grants
 - Accounting

3. Partnerships with non-profit associations where volunteers can serve

4. Partnerships with groups or organisations from which volunteers could come

5. Annual activity plan
 - Core Team meetings
 - Volunteering opportunities
 - Communications plan
 - Leadership development
 - Budget and fund-raising plan
 - Monthly and annual measurements (people, partners, projects)



*When the city has taken steps to develop sustainable income streams and become a legal entity, and has **signed a Legal MOU with Serve the City International**, it transitions to Sustainable.*



Stage Four: Sustainable

SUSTAINABLE: LEADERSHIP AND RESOURCES FOR LONG-TERM CITY-WIDE IMPACT

The following are elements that characterize a city in the Sustainable Stage:

1. Legal non-profit association is set up
 - Accountability to network/national movement
 - Membership in STCi
2. Leadership is a blend of paid and volunteer staff
 - Board
 - Executive Director
 - Executive Team
 - Core Team
3. Volunteering activities cater to a range of interests and availability
 - People being served
 - A variety of social needs addressed
 - Project types
 - Practical
 - Social
 - Street
 - Periodic events and groups
 - Annual
 - Monthly
 - Weekly
4. Income streams are diversified
 - Regular or occasional donations
 - Visiting volunteer groups or individuals
 - Fund-raising events
 - CSR/Team building events
 - Corporate sponsorships
 - Local, national, trans-national grants
5. Multi-year activity plan
 - Annual report
 - Processes and systems in place to recruit, involve, and develop volunteers
 - Measurable evaluations of inputs, outputs, outcomes, and impact
 - Goals and strategy for growth
 - Developmental relationship with newer cities

*Cities in the Sustainable stage are considered mature; movement to the Hub stage happens as the STC city **facilitates other cities joining the movement and starting successfully.***



Stage Five: Hub

HUB: LEAD CITY IN NATIONAL MOVEMENT OR LOCAL REGION

In addition to all the characteristics of the Sustainable Stage, Hub Cities are active in helping other cities (especially in their own network) get started. To facilitate that, Hub Cities may initiate some or all of the following:

- Establish a national non-profit association
- Invite visiting volunteers to serve in their city, and help them envision STC in their home context
- Welcome potential City Leaders and team members from other cities wishing to explore starting STC in their city (especially in their network)
- Involve potential City Leaders/Teams in volunteering experiences in their cities (Warm-Up Serves)
- Take responsibility for helping coach other leaders in the movement (especially in their network)
- Take ownership for translating STC resources into national languages to benefit other cities in their movement
- Develop income streams that could benefit other cities nationwide or continent-wide
- Develop partnerships (e.g. corporate, government) that could benefit other cities nation-wide or movement-wide

