



serve
the **city.**

Annual Report

2023



HUMILITY

COMPASSION

RESPECT

COURAGE

LOVE

HOPE

Serve the City Intl

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Foreword

Better Together in 2023

Serve the City is unique. We've known that since we started, almost 20 years ago. But sometimes it's hard to put your fingers on it, exactly. What's so special? Why is it growing so fast and far? How do we do so much for so many people on such a small budget?

Maybe it's the people: our staff, our Board of Directors, our International Leadership Team, our City Leaders and volunteers around the world. You won't find a more committed, more inspiring, more diverse yet unified team anywhere! We see this every time we come together, especially in Regional Forums in 2023.

Maybe it's our partners: I always like to describe Serve the City as a one-legged stool. We just don't make any sense without our partners. To serve the city, we must connect the city. Local non-profit associations, local government, businesses, faith-based communities, schools, clubs, and more: we all meet on the level playing field of rolling our sleeves up, getting involved, and working together to make a difference.

Maybe it's our projects: our City Leaders and core teams are so creative! We start with a concern, a question, an impulse to cross the line and put our values into action. Together with our partners, we design projects that everyone can join. We've learned through the years not to be afraid to do small things, even in the face of big concerns, because it's the practice of serving together that can make a big difference.

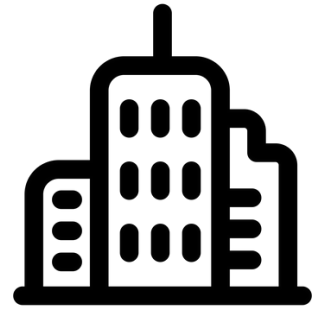
Yes, it's all of that, and more. And once it gets in our blood, it changes us. The origin story of some of our new cities goes back 10 years or more, and involves leaders who first experienced Serve the City on one side of the world, and have now planted it somewhere else.

To each person who is a part of this local, global, and transformational story, we say a huge and heartfelt thank you!



Carlton Deal
Chief Executive Officer

Celebrating Impact in 2023



60

cities worldwide



480

team members worldwide



4304

volunteering opportunities



28,820

volunteers worldwide



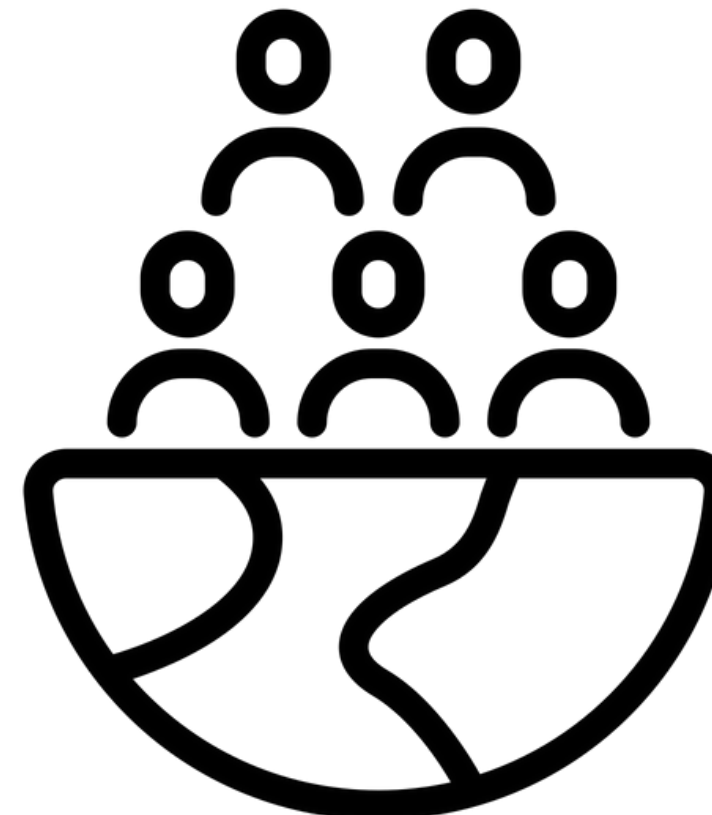
799,760

beneficiaries worldwide



108,430

social media reach



937,490

total people reached

New Cities around the World



Lusaka, Zambia

STC Lusaka's first volunteering project was a clean-up project that attracted over 500 volunteers! The project was launched by the mayor of Lusaka in August 2022, and was carried out in partnership with the city council, local government, the police and the church.

STC Lusaka was officially registered in February 2023, and has been going strong ever since. Their projects are coordinated by STC Lusaka City Leader, Tabitha Kaonga.



Goldcoast, Australia

STC Gold Coast was long in the making before starting in 2023! Its City Leader, Matilde Newman, worked with STC Amsterdam for several years before moving to Australia in 2018. She had always envisaged bringing Serve the City to Australia.

STC Gold Coast started with a small team and dedicated volunteers who have run a city clean up project and a Big Volunteer Day.

“We are excited to discover our potential in our serving. We have only seen a glimpse, yet it’s already so encouraging.

“We are so excited to connect with all the different walks of life and be in the middle of a community that looks out for each other.

“Let’s serve together!”

- MATILDE NEWMAN, CITY LEADER
STC GOLDCOAST, AUSTRALIA

PICTURED: STC GOLDCOAST'S FIRST SERVE



New Cities around the World



Tübingen, Germany

STC Tübingen was started in July 2023 and is led by Sarah Schall and Adriana Drews, who had been involved with STC Brussels as a volunteer before moving to Germany.

Their first project included organising a summer festival in one of their social housing neighbourhoods, collecting litter with volunteers and singing with the residents of an old people's home.



Mitrovica, Kosovo

STC Kosovo's founder and City leader is Jay Benfante, who took part in a Big Volunteer Week in post-conflict Pristina ten years ago... Jay has not looked back since!

2023's Big Volunteer Weekend focused on the ethnically-diverse city of Mitrovica, which includes Albanian, Serb, Turk, Bosniak and Roma populations. Over 40 volunteers from 5 countries gathered together, including both Kosovar Serbs and Albanians, volunteering alongside each other to show kindness and to care for their urban environment.



The Serve the City International Team



Corlea Human
Chairperson of the Board



Carlton Deal
Chief Executive Officer



Dave Hahne
Chief Operating Officer

Daily Office Team

Carlton Deal	Dave Hahne
Shannon Deal	Leontine Mastenbroek
Peter DeWit	Travis Mielonen
Hazel Ebenezer	Lynn Nwagbara
Azazi Welde Giorgis	Sara Tchaparian



Sara Tchaparian
International Development
Manager



Lynn Nwagbara
Daily Financial Representative



Hazel Lincy Ebenezer
Global Projects Manager



Azazi Welde Giorgis
Digital Infrastructure Lead

Global Executive Team

Jay Benfante
Eric Casteel
Carlton Deal
Peter DeWit
Hazel Lincy Ebenezer
Fianne van Laar
Leontine Mastenbroek
Jerry McCarty
Travis Mielonen
Simone Schuelbe
Christine Thumm
Sara Tchaparian

Global Operations Team

Ronan Coffey
Shannon Deal
Azazi Welde Giorgis
Cindy Hahne
Dave Hahne

Board of Directors

Wade Channell
Corlea Human
Marc Koquillon
Rene Mally
Leontine Mastenbroek

National Members and Directors in 2023

Belgium
Nathan Torrini

Haiti
Marc Koquillon

Ireland
Ronan Coffey

Luxembourg
Nicolas Duprey

Poland
Travis Mielonen

Portugal
Vera Rainho

United States of America
Dave Hahne



Corporate Partnership: The UPS Foundation

Our flagship partnership in 2023 with the UPS Foundation facilitated high impact volunteering projects in 10 cities in Germany, France, Ireland, Portugal, Poland and Belgium.

A total of 1550 food and hygiene packages were prepared by UPS employees and distributed to refugees, the homeless, migrants, asylum seekers, the elderly, nurses and hospital staff, and lower income individuals in Porto, Brussels, Neuss, Cologne, Krakow, Utrecht and Paris. In addition, UPS employees in Dublin helped to declutter and restore homes to a habitable condition for vulnerable occupants. In total, UPS volunteers were able to reach 2056 beneficiaries across Europe through these project initiatives.

The 2023 partnership with the UPS Foundation also supported STCi capacity building initiatives including city development products, and provided funding for the development of the multilingual and WebApp versions of the STC volunteering app "ServeNow".



“It was good to see how easily people created empathy with one another.”

- UPS EMPLOYEE AND VOLUNTEER

Highlights of 2023

Further Development of 'ServeNow' App

The *ServeNow* volunteer management app was developed by STC Belgium, and is an innovative tool not only for facilitating volunteering but also for internal data gathering and impact measurement. Using the app, volunteers can view and register for volunteering opportunities.

With the support of the UPS Foundation, further development of the app was initiated to roll out a multilingual version of the app for use in multiple STC cities across Europe, and to create a WebApp version which would maximise accessibility.

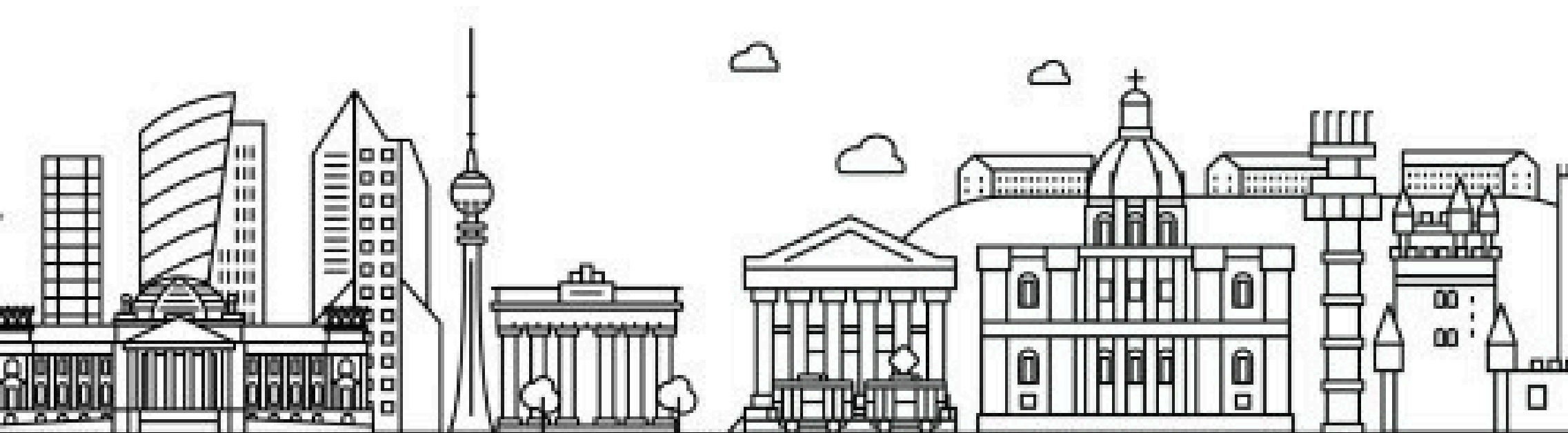
These developments will enable the use of the app in Germany, France, Belgium, Ireland, Poland, Switzerland and Luxembourg. Version 2.1 of *ServeNow* was released in Belgium and Version 2.2 was tested for launch in 2024.

STCi Capacity Building Initiatives

STCi held a **training on neighbourhood transformation** for 23 city leaders and core team members from Belgium, France, Germany, Haiti, Ireland, Kosovo, Luxembourg, Poland, Romania, The Netherlands, United Kingdom and USA. Other capacity building initiatives included additional resources for use by STC cities globally, such as new administrative templates and new and updated STC Academy training modules.

In addition, 16 international community events were hosted online by the STCi Communications and the Shared Social Concerns teams in 2023. Highlights included the **Mental Health Awareness Week** (10-16 July) and a new series of monthly **'STC Community Days'** where city teams from all over the world can connect to share and exchange ideas around a designated theme. A total of 722 members of our community were reached through these events, helping to increase both our collaboration and the visibility of STC's actions worldwide,

Serving stories



STCi Serving Stories Podcast

2023 marked the launch of the second season of Serve the City International's very own podcast, *Serving Stories*, which highlights stories from Serve the Cities around the world through the lens of our six values.

The second season began with three episodes on **Humility**, giving insights into activities in STC Baltimore, STC South Jersey, STC Lusaka, STC Berlin and STC Hampton that embody this value .

Respect was the value that was themed for the remaining episodes of the 2023 season, with stories from STC Krakow, STC Brussels, STC Luxembourg and STC Nairobi.

Season 2 of *Serving Stories* will continue travelling around the world in 2024 with stories that illustrate STC's remaining values - **Love, Courage, Hope and Compassion.**

FOCUS Interest Training

The STC *FOCUS Interest* course provides an introduction to Serve the City for those who might be interested in starting a chapter where they live.

The course is free and is offered online as part of a series of training resources offered by the Serve the City Academy.

In 2023, 41 people from around the world joined Part One of the FOCUS Interest Training Course, representing individuals from Ethiopia, Ghana, Kenya, Jamaica, Haiti, Mexico, the Philippines, the USA, Togo and Zimbabwe.

Once their interest in starting a city where they live is confirmed, these individuals will complete Part Two of the course to start lead a new city.





2023 Regional Forums



Caribbean Forum

Punta Cana, Dominican Republic

STC's first-ever Caribbean forum (4th-7th May 2023) gathered together both existing and potential City Leaders and Core Team members from across the Caribbean.

With representatives from Haiti, Dominican Republic Barbados and Jamaica, the STC Caribbean Forum attendants committed to four key post-Forum follow up outcomes: monthly meetings, monthly volunteering projects, the organisation of a larger volunteering project in December 2023, and the organisation of a summer Big Volunteer Week in 2024.



Africa Forum *Nairobi, Kenya*

STC's first ever Africa Regional Forum (6th-9th September 2023) brought together existing and potential city leaders from countries representing over a quarter of the African continent, highlighting a proliferation of new interest in setting up STC in the region.

The key activity at the Forum was the STC FOCUS course training led by STCi Training and Development Leader, Shannon Deal. The training supports individuals to move towards starting STC in their own city. A quarter of participants continued with the FOCUS training after the forum,





Europe Forum *Krakow, Poland*

The 2023 Europe Forum was hosted by the STC Krakow team (19th-22nd October), bringing together 63 project leaders, core team members and city leaders from 15 cities across Europe to connect, share and be inspired by one another.

The theme for the 2023 Europe forum was 'Better Together'. Highlights included workshops on STC's shared social concerns, an afternoon of volunteering opportunities in Krakow, and external training sessions on 'Leadership Skills' and on 'Strategic Networking' given by the Center for Creative Leadership.





8 May
Serve Now



GLOBAL VOLUNTEER DAY



Hey you!
Let's spread
kindness together!



STC Global Volunteer Day

Worldwide, 8th May, 2023

STC's Global Volunteer Day was initiated to unite our movement worldwide in volunteering and to celebrate what we do together all on the same day!

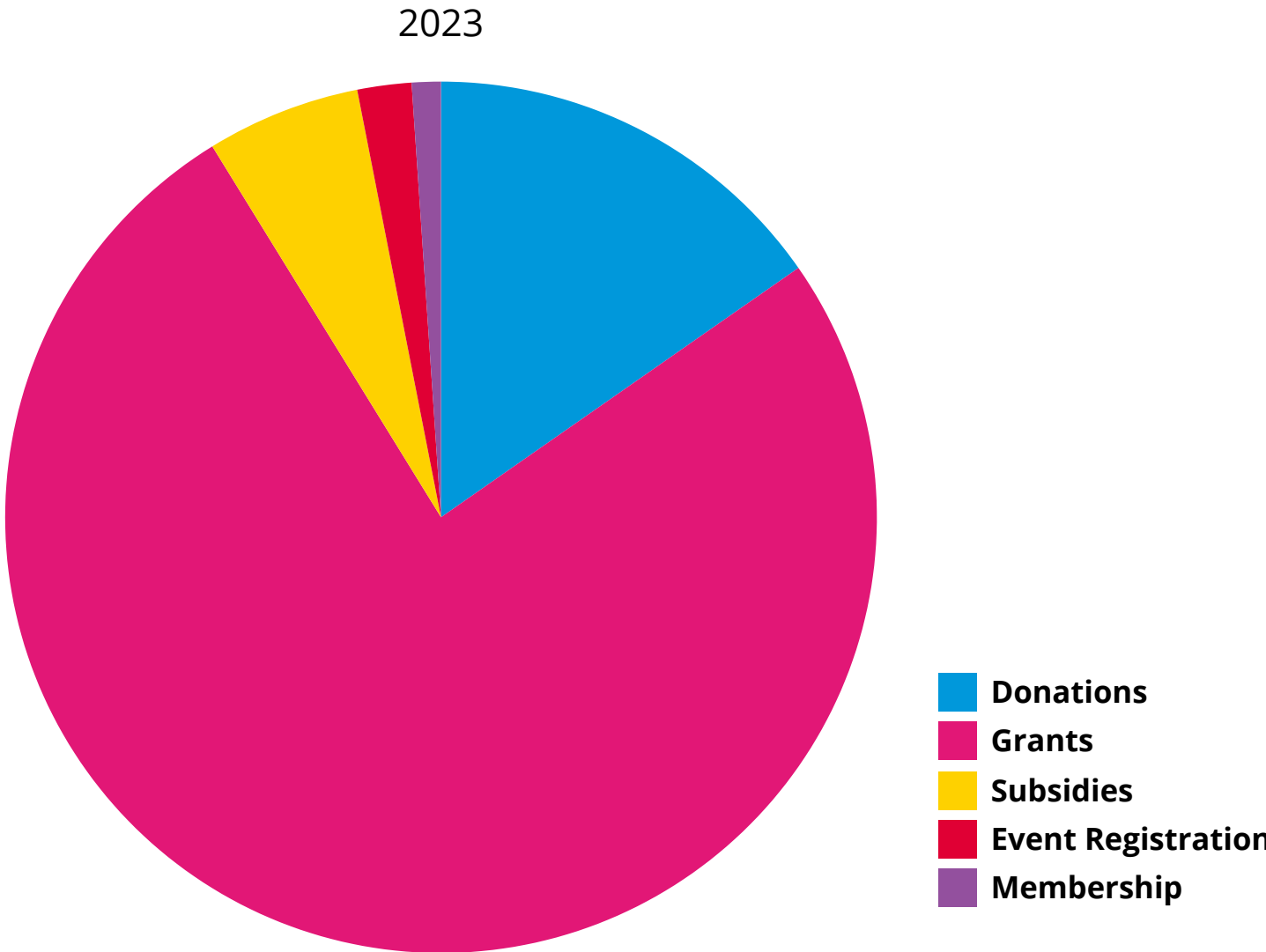
Eighteen cities took part in the 2023 STC Global Volunteer Day, covering five continents: Africa, Asia, Europe, North America and Oceania.

Projects included picnics with the elderly, construction and repair in care homes, activities with refugee children, city clean up projects, kindness gesture projects, as well as distributing pancakes with the STC Amsterdam's famous pancake e-bike!

Financial Report

Revenues

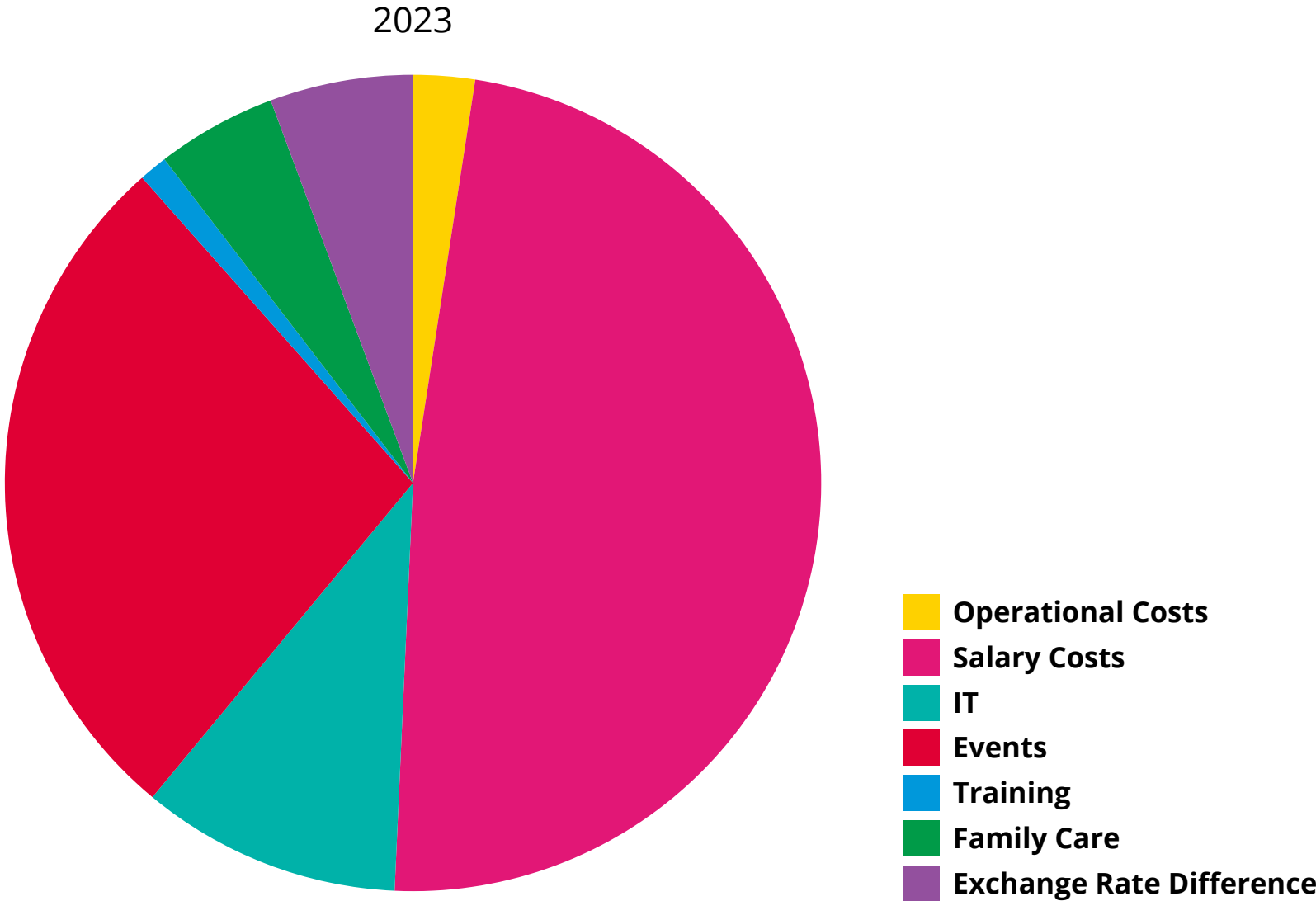
	2023
Donations	47,461.46
Grants	235,442.59
Subsidies	17,707.90
Events	6,219.85
Membership	3,341.06
Total	310,172.86



Financial Report

Expenditure

	2023
Operational Costs	3,840.86
Salary Costs	76,013.50
IT	16,220.02
Events	43,184.31
Training	1,771.29
Family Care	7,488
Other Costs	8,925.75
Total	157,443.72





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