



Annual Report

2024



HUMILITY

COMPASSION

RESPECT

COURAGE

LOVE

HOPE

Serve the City International

hello@servethecity.net

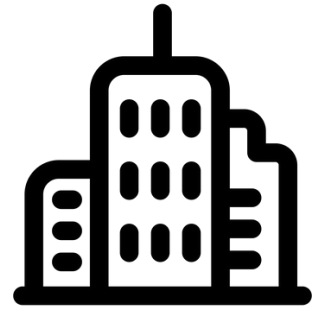
www.servethecity.net

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Content: Hazel Lincy Ebenezer, Sara Tchaparian

Based on a Design by: Gema Suárez, Serve the City Brussels

Celebrating Impact in 2024



61

cities worldwide



525

team members worldwide



16,500

volunteering opportunities



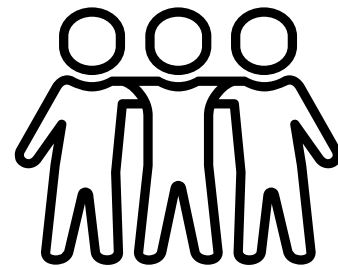
64,978

volunteers worldwide



2,464,400

direct beneficiaries
worldwide



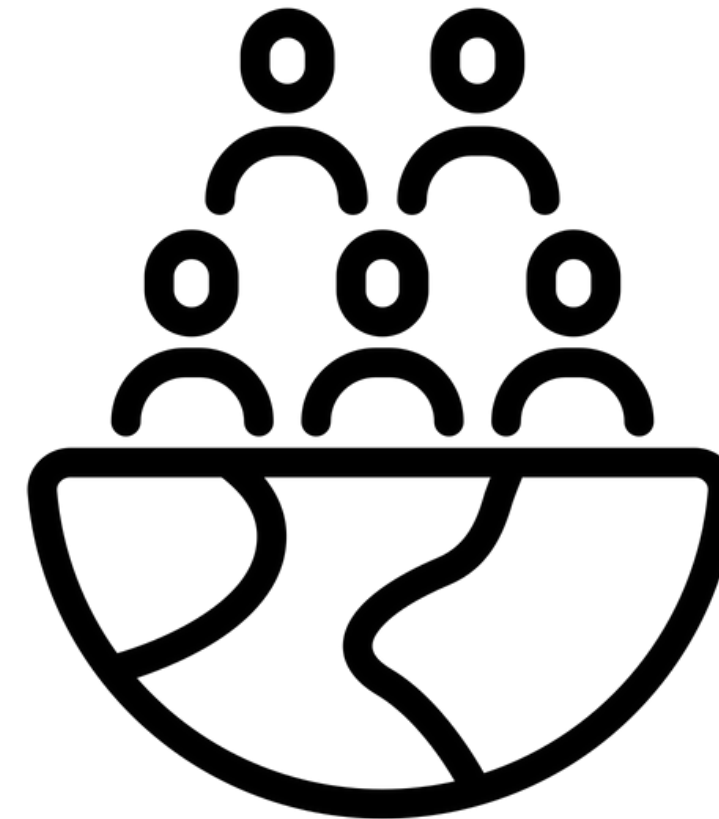
7,393,200

indirect beneficiaries
worldwide



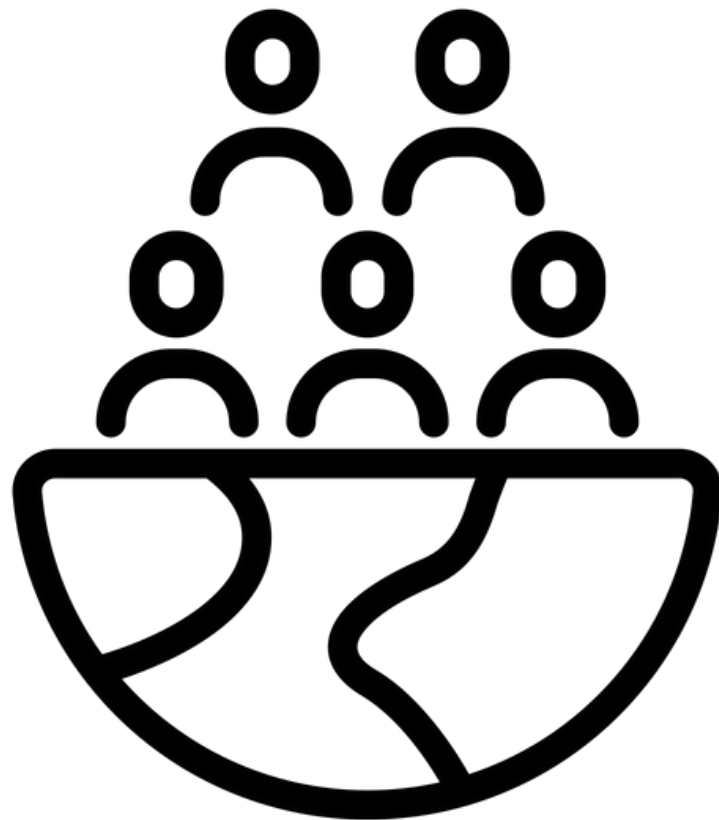
115,962

social media reach

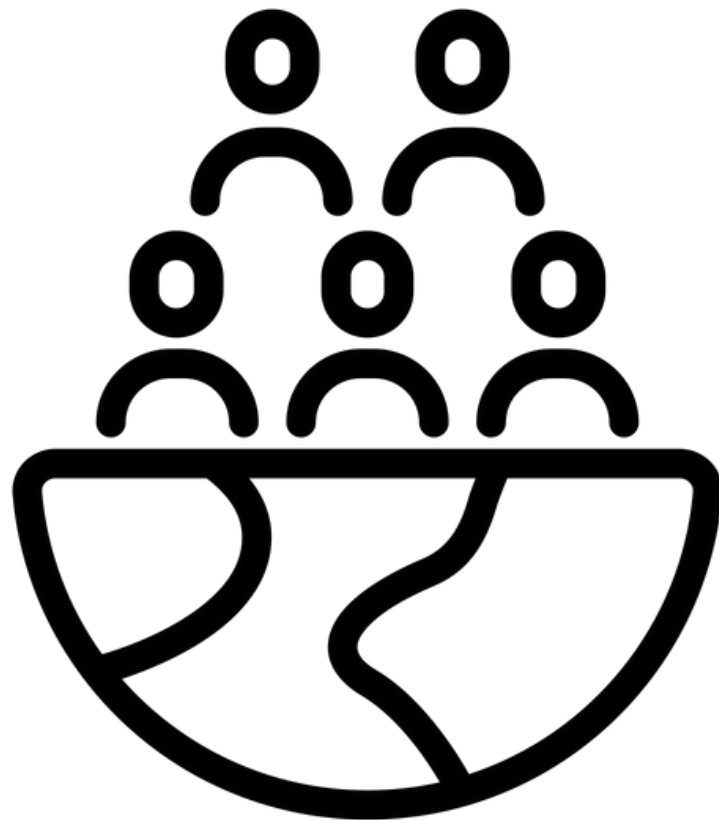


10,039,065

total people reached



On average, an STC volunteer **shares kindness with at least 154 people per year**



On average, an STC volunteer **shares kindness with at least 3 people per week**

The Serve the City International Team



Corlea Human
Chairperson of the Board



Carlton Deal
Chief Executive Officer



Dave Hahne
Chief Operating Officer



Daniel Kim
Chief Financial Officer

Daily Office Team

Carlton Deal

Hazel Ebenezer

Azazi Welde Giorgis

Dave Hahne

Lynn Nwagbara

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

Jerry McCarty

Simone Schuelbe

Christine Thumm

Sara Tchaparian

Global Operations Team

Ronan Coffey

Shannon Deal

Azazi Welde Giorgis

Cindy Hahne

Dave Hahne

Board of Directors

Edwina Dewart

Wade Channell

Corlea Human

Marc Koquillon

Rene Mally

Jessica Chung

National Members and Directors in 2024



Belgium
Nathan Torrini



Haiti
Marc Koquillon



Ireland
Ronan Coffey



Kosovo
Jay Benfante



Luxembourg
Nicolas Duprey



Poland
Travis Mielonen



Portugal
Vera Rainho



United States of America
Dave Hahne





Asia Pacific Forum

Manila, The Philippines

STC's first ever Asia Pacific forum (16th-17th September 2024) saw 24 local and national leaders, core team members, and international team members gather in Manila.

The STC Philippines team gathered together with potential partners and local contacts to celebrate budding initiatives and help activate the city's potential. Sessions focused on values, social concerns, building a volunteering culture, and how to activate community members.

As a result of the forum, STC Philippines has embraced new environmental initiatives and a vision to create a sustainable, community-based recycling space.





WHY?

"more than"

FAITH

GO

CHALLENGES

family

cult

SERVE THE CITY VALUES

HUMILITY

COMPASSION

RESPECT

PAGE

“The STC Asia Forum deepened our commitment to volunteerism, and encouraged us to care and support those who are in need.

We were awakened and felt that we have to fill the vacuum for others to see that we, STC Philippines, care for people!”

- Celso Manangan, STC Philippines City Leader



Europe Forum

Berlin, Germany

STC's Europe Forum brought together 72 participants from 14 countries across Eastern and Western Europe to discuss topics around the theme 'Building Bridges'.

The forum included an Imagine 2025 roundtable and a projects and events marketplace led by the cities. Participants were also given the opportunity to volunteer at the old Berlin Tempelhof Airport, which is now a refugee center housing approximately 300 refugees. Volunteers, cleaned, painted flower boxes, and made new road signs for the centre.

Two of STC's shared social concerns- human trafficking and the environment - were spotlighted at the forum with guest speakers and training sessions on each topic. A panel discussion entitled 'From Action to Impact' explored how Serve the City can get more involved with these 'hidden' topics, both through partnership and through collective action.





STCi Serving Stories Podcast

In 2024, Season 2 of Serve the City International's very own podcast, *Serving Stories*, continued travelling around the world with stories that illustrated STC's remaining values - **Love, Courage, Hope and Compassion.**

Compassion looked at Nourishing Kindness in Paris, Kindness to Ukraine and A Hundred Thousand Welcomes in Ireland.

Courage discussed A Fight for Haiti's Future and Dreaming New Dreams in the Big City of Brussels and Dubai.

Love showed Kindness Wherever You Look in the Peninsula and Crossing the Line in Kosovo.

Hope shared how Everyone's Got Talent with Amsterdam and Kosovo and looked at Making Connections in Maastricht.

2024 also marked the start of season three, with the theme of **Serve Like A Superhero** - a season continuing in 2025.

www.servingstories.net

Serving stories



FOCUS Interest Training

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

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

In 2024, alongside the regular rhythm of training, Serve the City International also conducted a cycle of training through WhatsApp in order to respond to the needs of many interested people who did not have a strong internet connection.

This cycle included 24 participants who were divided into three cohorts. The participants came from Benin, Burkina Faso, Ivory Coast, Cameroon, and Togo.





A Growing Partnership: UPS

Our 2024 partnership with UPS saw activities in 8 STC cities across Europe and the Middle East, serving a total of 35,318 individual beneficiaries, with over 21,613 beneficiaries in Germany alone!

Activities included training and workshops for marginalised groups in Paris and Dubai, and volunteering events in Germany (STC Berlin, STC Cologne, STC Hannover), France (STC Paris), UAE (STC Dubai), Portugal (STC Porto), Ireland (STC Dublin), and Belgium (STC Brussels). The STC network were also trained on climate change and on anti-trafficking techniques to help inform their programmes locally.

A key element of the UPS partnership was the setup of a new STC branch in Cologne. City leaders, Brandon and Marcie Brazee, established 3 new projects and organised a variety of volunteering events serving refugees, the local community, and the urban environment throughout the year.

And to tell our story, the UPS partnership included the sponsorship of 4 episodes of Serve the City's very own 'Serving Stories' podcast, featuring interviews with those involved in the programmes who shared their experiences and the impact of their work.



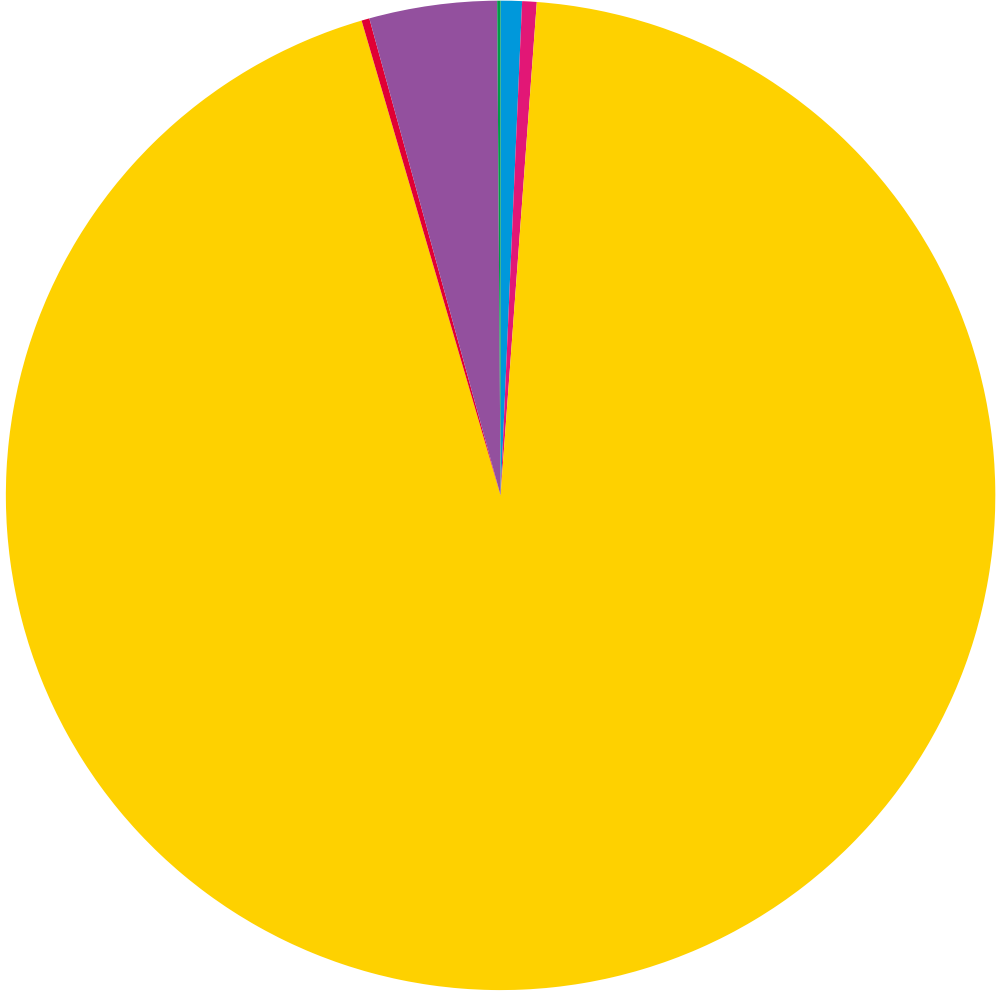
Financial Report

Revenues

2024

Gifts	€ 7,253.39
Membership	€ 4,948.93
Grants	€ 986,169.52
Events	€ 2,691.09
Subsidies	€ 43,553.72
Interest	€ 1,149.60

2024



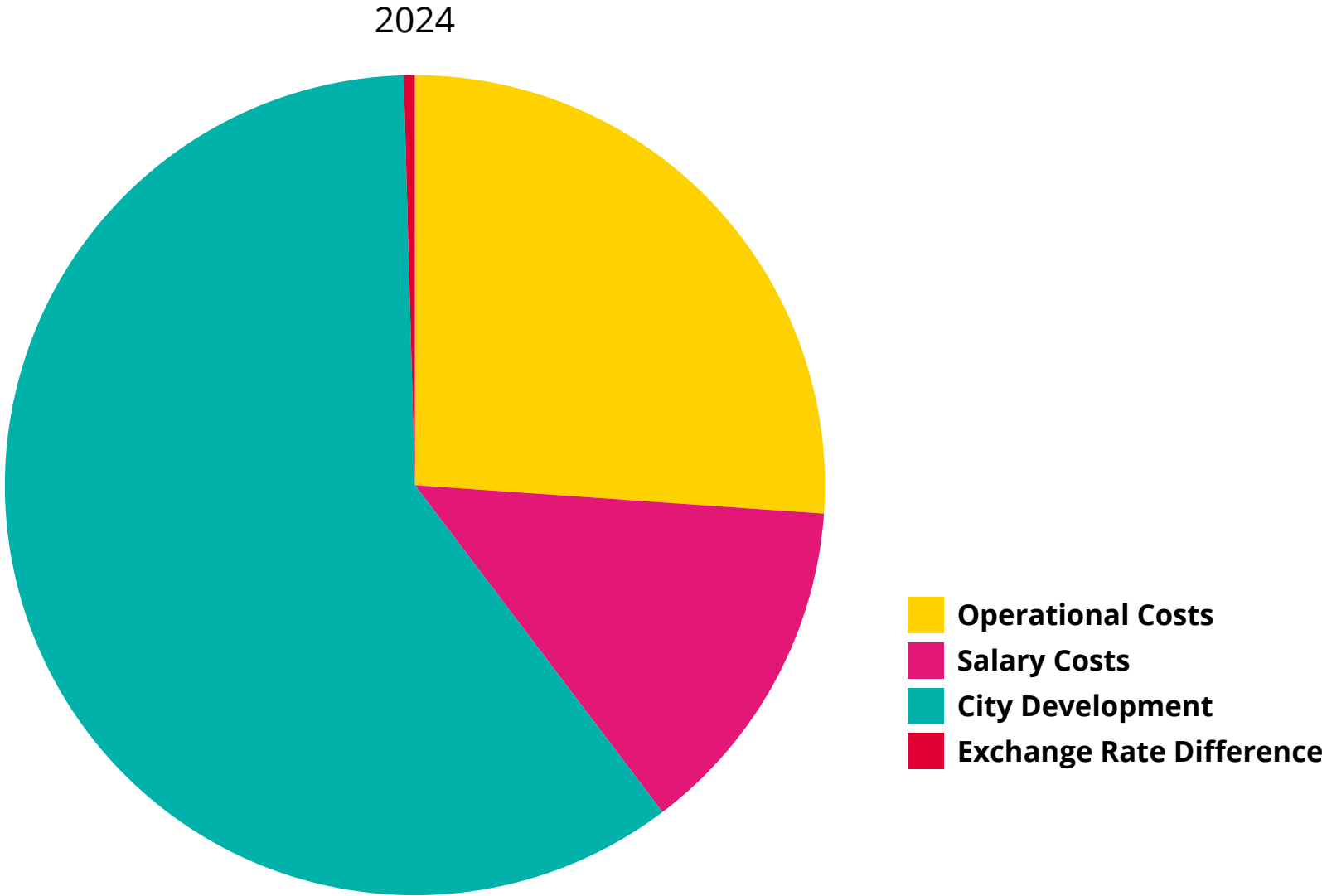
Total € 1,045,766.25

Financial Report

Expenditure

	2024
Operational Costs	€ 227,184.86
Salary Costs	€ 118,152.16
City Development	€ 521,156.47
Exchange Rate Difference	€ 3,776.64

Total € 870,270.13





serve
the city.