



2025

Annual Report



HUMILITY
COMPASSION
RESPECT
COURAGE
LOVE
HOPE

Serve the City International

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Table of contents

Foreword	5
International Forum and 20th Anniversary	6-8
STC Global Volunteer Day	9-10
New Beginnings in Africa	11-13
Spotlights	14-21
STC City Exchanges	22
“Serve Like a Superhero!” Podcast	23
Corporate Partnership: The UPS Foundation	24-27
The Serve the City International Team	28
National Members and Directors in 2025	29
Celebrating Impact in 2025	30
Finance Report	31-32
Looking ahead	33

Foreword

It all started in Brussels, in the first week of July, 2005. A small idea for an inner city basketball camp turned into 25 serving opportunities for 72 people. Suddenly and somehow, blue-shirted volunteers were all over the city, turning heads and sharing smiles. Serve the City was born.

And now, fast forward 20 years, Serve the City has teams in over 50 cities, serving in Africa, Asia, Australia, Europe, the Middle East and the United States. In 2025, Serve the City mobilised 30,000 volunteers around the world. Globally, we impacted more than half a million lives.

What happened? Was it the contagion that is kindness? Was it youthful enthusiasm? Was it the blue t-shirts?

If you're reading these words, you're a part of the story. Thank you! Maybe you are a leader in this movement. Maybe a volunteer. Maybe you are a financial supporter, or considering becoming one. Here's one thing we're all sure of: Serve the City is a good investment!

In these pages, you will see faces and read stories. Here's the most important thing: they are all real. Their suffering is real, their smiles are real. Their hopes are real, our friendships are real. The presence of Serve the City in the lives of volunteers and beneficiaries breaks down barriers, builds agency, creates belonging.

It's not the t-shirts, and, in a way, it's not even what we do in those shirts. Sure, we serve meals, we paint walls, we play games with kids, we clean rivers, we plant trees, we gather women who are victims of gender-based violence in the slums of Nairobi and invite them to share their stories, and their resources.

But on our shirts we have inscribed our values: humility, compassion, respect, courage, love, and hope. Putting values in action changes lives, whether you're the one serving or the one being served. You don't have to wear these words on a shirt, but when we wear them on our hearts, lives change.

I'll never forget what the poorest lady in the poorest neighbourhood in the poorest country in Europe said to me when I asked how she felt after volunteers the previous day had re-painted her small apartment: "I could not sleep for happiness!"

That's not paint, dear friends. That's values-in-action volunteering.

In 2025, we weren't just celebrating 20 years of caring for people in need in more than 50 cities around the world. We were spreading a movement of kindness, person to person, city to city, expressing values, building belonging.

Joy and peace
Carlton

Carlton Deal
Chief Executive Officer





International Forum and Our 20th Anniversary

Our 20th anniversary celebrations were combined with our International Forum in October and held in Brussels, where it all began in 2005. The overarching theme was '*Together for Tomorrow*'. It was our largest International Forum to date, bringing together 150 participants from 26 cities across 19 countries.

Several STC leaders from Africa and Asia also joined us, reflecting the continued growth and international expansion of our network. We were delighted to welcome alumni volunteers who had participated in our very first Big Volunteer Week in 2005. Our keynote speakers were Brian and Linda Schubring, leadership development coaches and authors of the New York Times bestselling book *Unfolded*.

We were also pleased to welcome representatives from two of Serve the City's long-standing corporate partners, Toyota Foundation and UPS, as special guests on a panel exploring the value and potential of corporate partnerships.



One of the closing highlights of the Forum was the launch of the open-source version of ServeNow, our in-house volunteering app, which we hope will help facilitate volunteering communities around the world for many years to come.

Above all, the Forum provided a wonderful opportunity to celebrate our first 20 years together, enjoying special moments together looking back on our first 20 years, and looking forward into the future.



We connected · We listened · We learned · We shared · We served · We grew · We belonged · Together
20 Years of Serve the City · One family · Many cities · Endless impact



Global Volunteer Day

Serve the City's 2025 Global Volunteer Day showcased the power of collective action and local leadership, as 1,160 volunteers worldwide came together to serve over 9,500 beneficiaries, supporting overlooked needs, fostering inclusion, caring for the environment, and bringing hope and dignity to thousands.

Local projects focused on greening cities and on core community needs, including food outreach, neighbourhood cleanups, vulnerable population visits, refugee and newcomer integration, community events, and facility improvement projects, logging over 4,300 volunteer hours in 26 countries.

Global Volunteer Day highlighted the strength of the Serve the City network in uniting communities through simple acts of kindness and empowering local volunteers to create meaningful, lasting change.





Spotlight: Africa

In 2025, Serve the City continued its growth across Africa, welcoming new cities and strengthening its presence through local leadership and community engagement.

Benin

- Azovè – Hypolite Ahonsounon
- Klouékanmè – Julien Ahouaga
- Djikpamè – Hubert Fiogbe

Burkina Faso

- Ouagadougou – Suzanne Compaoré

Cameroon

- Douala – Clarisse Lafortune

South Africa

- KwaDukuza – Patrick & Christine Bilai

Kenya

Registered as a National Organisation

- Nairobi – Lucy Wangari & Daniel Owuor
- Eldoret – Leah Ngugi
- Malindi – Keziah Magu
- Embu – Mary Mwaura

Togo

- Atakpamé – Maxwell Dogbe
- Lomé – Prince Kalu



Lomé, Togo

STC Lomé launched on January 1, 2025, with a project supporting vulnerable families. Volunteers, in partnership with local chaplains, visited newborns and children in the paediatric ward and distributed 150 care kits containing essential supplies.

This first initiative laid a strong foundation for community engagement, providing practical support while bringing encouragement, dignity, and compassion to families in need.

“

*You have given us hope. In difficult circumstances, your compassionate actions have reminded us that we are not forgotten. How many people stop to think that we, too, need someone to show us love?
Thank you.*

Feedback from a mother supported through the project



Malindi, Kenya

STC Malindi, one of several STC cities starting up in Kenya, has been actively engaging the community through regular beach clean-up initiatives. Led by City Leader Keziah Magu, volunteers come together each month alongside local partners to preserve the coastline and raise environmental awareness.

The team's consistent efforts have strengthened community collaboration and earned local recognition, increasing the visibility and impact of their work. What started as a simple clean-up initiative has evolved into a movement that promotes environmental responsibility, community pride, and lasting local change.

“

Our Town, Our Responsibility.

Keziah Magu, City Leader



Spotlight: United Kingdom

London, United Kingdom

2025 marked a year of new beginnings for Serve the City London.

Under the leadership of City Leader Sharmila (Sam) Wijeyakumar, the chapter organised a number of food outreach initiatives and carried out several anti-human trafficking actions, extending support and raising awareness among vulnerable populations across London.

Sam and her team are currently working to build a national Serve the City movement in the UK with the vision of expanding the organisation's impact and reach across the country.



Spotlight: Ireland

Dublin, Ireland

Decluttering Serve Days

Serve the City Dublin organised several impactful Serve Days throughout 2025, bringing volunteers and local communities together to create healthier, more welcoming living environments.

Activities included decluttering and deep cleaning projects in Kimmage, the Liberties, and Blackrock, as well as gardening and outdoor improvement initiatives in Sallynoggin and Crumlin. These projects helped restore and enhance shared spaces while promoting wellbeing, dignity, and community pride.

Beyond the visible improvements, the Serve Days fostered meaningful connections between volunteers and residents, creating opportunities for conversation, mutual support, and a stronger sense of belonging. By working side by side, participants helped build more connected neighbourhoods where people feel valued and cared for.



Spotlight: Peninsula, USA

Peninsula

PORT Winter Shelter Meals & Hospitality

During the winter months, men, women, and children experiencing homelessness need not only food but also connection and care. STC volunteers ensured the regular preparation of meals and served guests at the PORT winter shelter, offering conversation, solidarity, and a welcoming presence.

Individuals experiencing homelessness received practical support and encouragement, while volunteers helped create an environment of dignity and belonging.

“

It wasn't about the meal itself—it was being there, looking someone in the eye and telling them they matter.



Peninsula
Serving Neighbours at Home

Requests for assistance with minor home repairs, painting, and yard work increased significantly in 2025, especially among residents unable to complete the work themselves.

Volunteers completed home-based service projects that addressed practical needs while building personal connections with residents.

“

I thought I'd have to wait here forever. You came today.



Gardening Service for an Elderly Neighbour

Some older adults struggle to maintain their properties due to physical limitations and lack of support. STC volunteers completed a yard service project, clearing and restoring an overgrown property for an elderly resident.

The homeowner regained a safe and welcoming outdoor space and felt supported by the community.

“

I didn't think anyone would come.



Spotlight: Philippines

Engaging with a diverse group of partners, STC Philippines brought together university students, members of the military, and athletes to support communities affected by calamities. Volunteers worked side by side to repack relief goods and essential items for distribution in impacted areas.

This collaborative effort strengthened partnerships across different sectors and contributed to ongoing support for calamity-affected communities, with more initiatives planned to respond to continuing needs.

“

Despite the challenges we face, Serve the City Philippines remains resilient. We are constantly encouraged and reminded of the joy found in serving others.

Maria Felisa Manangan, Volunteer
Serve the City Philippines



Spotlight: Sri Lanka

Emergency Response

STC Sri Lanka, in partnership with Kerusso Ministries, responded to a major humanitarian crisis caused by severe weather conditions, including heavy rainfall, flooding, and landslides that affected multiple districts across the country. As families were displaced and communities faced deep uncertainty, STC Sri Lanka mobilised to stand alongside those most affected, providing both practical assistance and compassionate support. Through this response, Serve the City reaffirmed its commitment to supporting vulnerable communities in times of crisis and helping them on their path to recovery.

This commitment became especially tangible at the Naiduwa flood-relief camp, where STC Sri Lanka supplied essential medicines for a medical outreach programme. This support ensured that displaced individuals had access to vital healthcare during a critical period, bringing dignity, care, and hope to those facing challenging circumstances.

“

Where compassion leads, hope flows.

Udaya Siranesan City Leader



Spotlight: Brisbane, Australia

Starting up in 2025, Serve the City Brisbane's journey began not with a celebration, but with a crisis.

As Tropical Cyclone Alfred bore down on South East Queensland in March 2025, Emmanuel City Mission became a vital place of refuge for people experiencing homelessness—remaining open 24 hours a day to provide shelter, hot meals, showers, warmth and hope when they had nowhere else to go.

It was during these extraordinary circumstances that Serve the City Brisbane mobilised its first volunteers. While much of the city sought safety indoors, volunteers stepped forward to serve meals, offer practical support and stand alongside the Emmanuel City Mission team as they responded to unprecedented community need.

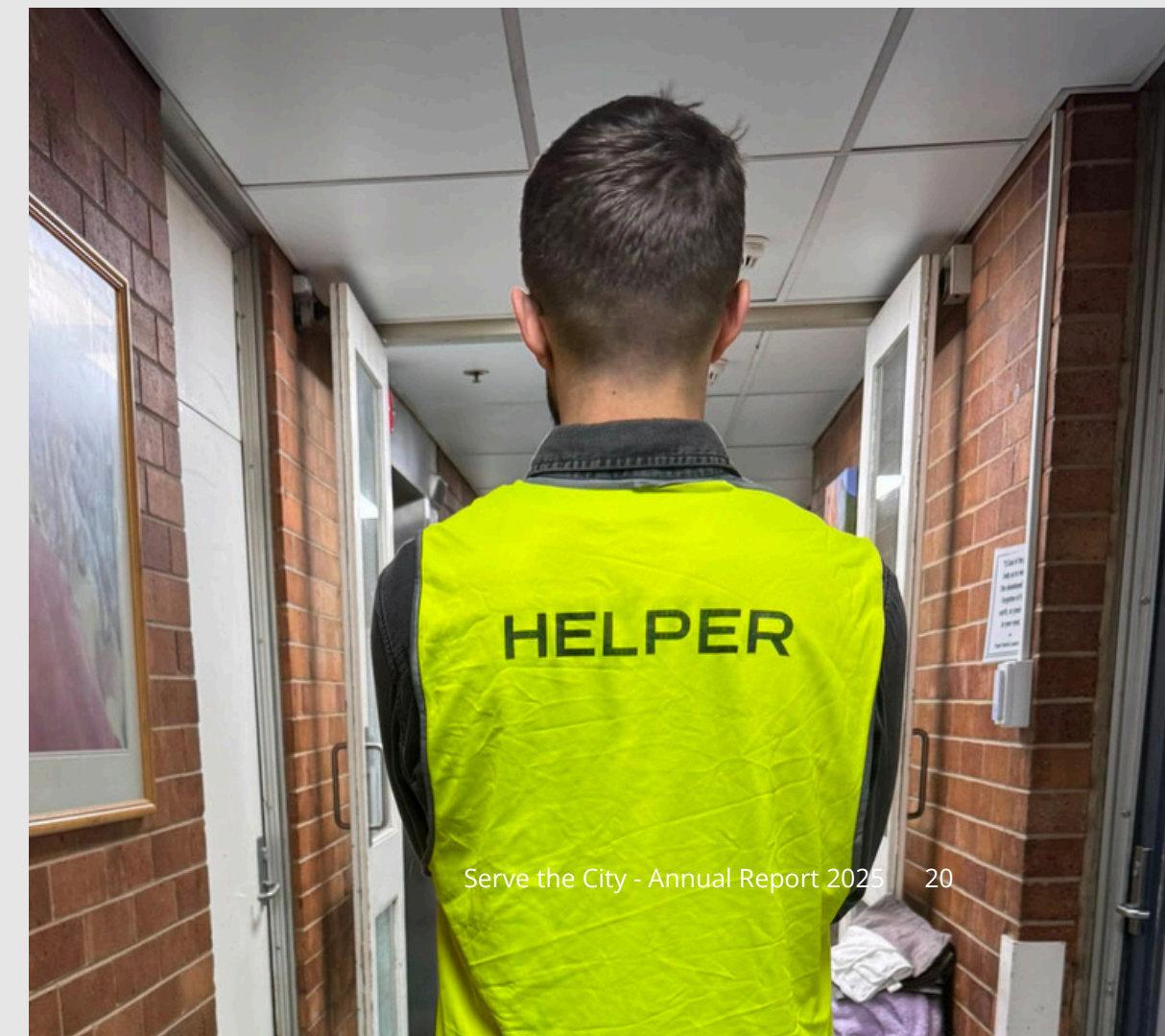
In many ways, this project defined who we are. Serve the City Brisbane was not launched with speeches or ceremonies—it was launched through action.

What began as an emergency response became the foundation of one of our most enduring partnerships.

Since that first day, volunteers have returned fortnight after fortnight, demonstrating that meaningful impact is built not through a single moment of service, but through a commitment to keep showing up.

Today, our volunteers continue to serve alongside the dedicated ECM team in both the community meal service and the Night Sanctuary.

From preparing and serving meals to welcoming guests, sharing conversations and helping create a safe and dignified environment, they stand alongside people experiencing homelessness with consistency, compassion and respect.



Spotlight: Gold Coast, Australia

Serve Your Soul Wellness Festival

Serve the City Gold Coast hosted its largest fundraising event of the year with the inaugural Serve Your Soul Wellness Festival—a celebration of wellbeing, community and purpose. Designed as more than a fundraiser, the festival created a space where people could invest in their own wellbeing while contributing to the wellbeing of others.

Families, volunteers, local businesses and community members came together for a day of connection featuring yoga, sound healing, inspiring speakers, live music, family activities and a marketplace of local organisations and ethical businesses.

True to Serve the City's mission, the event demonstrated that community impact can take many forms. Every ticket purchased, stall visited and conversation shared helped strengthen a culture of generosity and belonging while raising vital funds for Serve the City Australia's community projects.

The success of the festival reinforced the power of bringing people together around a shared purpose. By nurturing both individual wellbeing and community impact, Serve the City Gold Coast demonstrated that caring for ourselves and caring for others are deeply connected.

In addition, kindness projects carried out during the festival enabled volunteers and participants to engage in simple acts of generosity that directly supported individuals and groups in need, extending the event's impact beyond the day itself.





STC City Exchanges

City Exchanges were hosted in [Brussels](#), [Maastricht](#), [Amsterdam](#), and [Lisbon](#), bringing together a total of 20 STC teams to connect, learn from one another, and share ideas. Conversation highlights included city resilience, corporate volunteering, projects with youth, and volunteer engagement and protection.

These connections help our teams work closer together, creating practical and innovative solutions that can be shared across all our cities and encouraging cross-city collaboration on daily operations and projects.

"Serve Like a Superhero!" Podcast

The Serving Stories podcast completed its third season in 2025, with a new full-length episode every two weeks. Shannon Deal produced the series, conducting interviews with STC leaders globally and crafting their stories into engaging audio experiences.

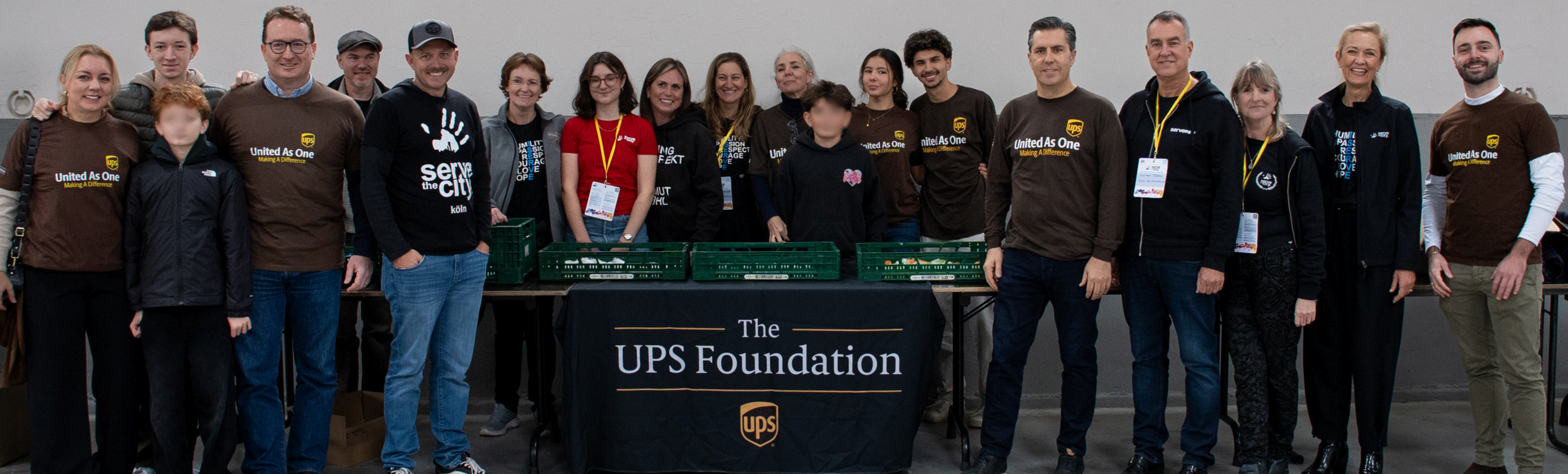
Ani Deal was the host, while Parker Deal edited and engineered the sound and created original music for each episode inspired by its country of origin.

Our theme was "Serve Like a Superhero!", focusing on best practices in volunteering through examples from STC cities worldwide, including targeting social concerns in Kenya, caring for the environment in the Netherlands, Luxembourg, the Philippines, and Mongolia, persistent problem-solving in Australia, giving people a new start in France and Ireland, and partnering with associations and corporations in Belgium.

Between main episodes, we released Serving SHORT Stories—five-to-seven-minute stories from Serve the City leaders and volunteers in many of the featured locations.

We hope Serving Stories will inspire volunteers, serve as a training tool for leaders to strengthen their volunteer communities, and encourage many around the world to start serving their cities.





Corporate Partnership: The UPS Foundation

2025 was a landmark year for the STC-UPS partnership, delivering significant and tangible impact across communities in Europe and the Middle East.

Through a combination of social inclusion initiatives, capacity-building activities, corporate volunteering projects and support for the development of the STC network, the partnership reached 6,891 people and strengthened the ability of local teams to respond to needs in their communities.

From hands-on volunteering activities to training and organisational capacity building, the programme demonstrated how corporate partnerships can combine immediate community impact with sustainable, locally driven change. Across the year, the partnership helped create opportunities for people to volunteer, connect across social divides and contribute to more inclusive and caring communities, making 2025 a particularly significant year in the ongoing collaboration between Serve the City International and UPS.

Corporate Volunteering Events UPS Foundation

With the support of UPS corporate volunteers, project events took place in 14 cities across [Germany](#), [France](#), [Belgium](#), [Ireland](#), the [Netherlands](#), [Portugal](#), the [UK](#) and the [United Arab Emirates](#), strengthening both local and international networks of support.

Bringing together UPS employees, STC volunteers and local community partners, volunteers worked to deliver social and practical projects while also investing in the longer-term development of the served target work.



Almost 2,000 volunteers clocked up more than 4,000 volunteering hours through a wide range of activities, including greening events and painting projects, providing games with children.



Corporate Partnership: The UPS Foundation

Employability and Upskilling Initiatives for Vulnerable Populations

Addressing barriers to employment, economic insecurity and social exclusion among vulnerable migrants, asylum seekers and refugees was a key focus of the STC-UPS partnership in 2025.

In [Dubai](#), 210 migrant workers participated in skills development programmes, including 42 vulnerable female migrant workers who went on to establish their own businesses. In addition, 30 Sri Lankan nationals repatriated from the UAE received mentoring and counselling support through a partnership between [STC Sri Lanka](#) and local partners. Participants were also provided with sewing machines to help them establish small businesses and generate income.

In [Paris](#), STC supported nearly 1,000 asylum seekers and migrants through programmes combining language learning, cultural exchange, job-readiness training, mentoring and buddying. These initiatives helped participants develop skills, build confidence and connections, and take steps towards greater employment, learning and social inclusion.

“

I've learned a lot of French in 3 months. I can already solve some of my problems in French. I would like to thank all the people who teach us, for giving us friends and so much love to so many people.

Shakeel, Refugee and upskilling trainee in Paris



“

I have been learning both French and English, and my time with Serve the City has been truly beneficial. Through my volunteering work with the association especially helping in the food distribution program for people who are homeless, I have improved my language skills and gained valuable experience. I am very grateful for the opportunity to serve the community and to work with such a dedicated team.

Sajid, Afghan refugee and upskilling trainee in Paris



Corporate Partnership: The UPS Foundation

Inauguration of Two New STC Centres

With support from the UPS Foundation, [STC Paris](#) opened its first social enterprise, the Impact Café, in March 2025.

The café now hosts weekly soft skills and language learning sessions and serves as a hub for integration, community projects and social connection, particularly for vulnerable communities including migrants, refugees and asylum seekers.

[STC Cologne](#), which was established with the support of UPS, inaugurated a regional training centre in Spring.

In addition to providing office space for the local team, the centres is intended to become a hub for regional and national training, supporting learning and capacity building across the wider STC network.



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



Sara Tchaparian
International Development
Manager



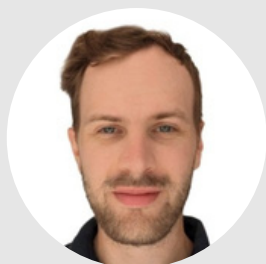
Lynn Nwagbara
Finance Lead



Shannon Deal
Training Lead



Hazel Lincy Ebenezer
Global Projects Manager



Gilles Nicaise
IT Lead



Raché Kitching Kramer
Social Media and Communication



Marina Malengreaux
Operations Lead

Board of Directors

Wade Channell
Corlea Human
Marc Koquillon
René Mally
Jessica Chung
Edwina Dewart
Mercie Mulumba

STCi Core Team

Carlton Deal	Raché Kitching Kramer
Shannon Deal	Lynn Nwagbara
Dave Hahne	Sara Tchaparian
Daniel Kim	Marina Malengreaux
Hazel Lincy Ebenezer	Gilles Nicaise

Regional Coordinators

Lynn Nwagbara | Africa
Daniel Kim | Asia
Sara Tchaparian | Europe and Middle East

National Members and Directors in 2025



Belgium
Nathan Torrini



Ireland
Ronan Coffey



Luxembourg
Nicolas Duprey



Kosovo
Jay Benfante



Kenya
Lucy Wangari



Haiti
Marc Koquillon



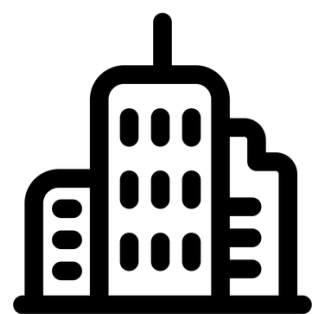
Portugal
Austin Silva Mota



United States of America
Dave Hahne



Celebrating Impact in 2025



53

cities worldwide



725

team members worldwide



8,242

volunteering opportunities



69,261

volunteers worldwide



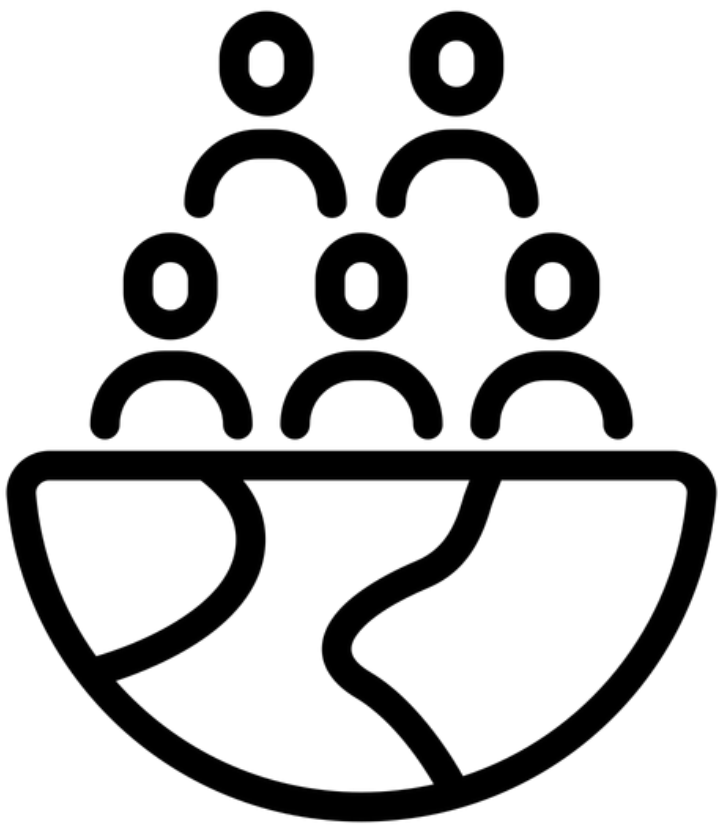
483,836

beneficiaries worldwide



114,281

social media reach



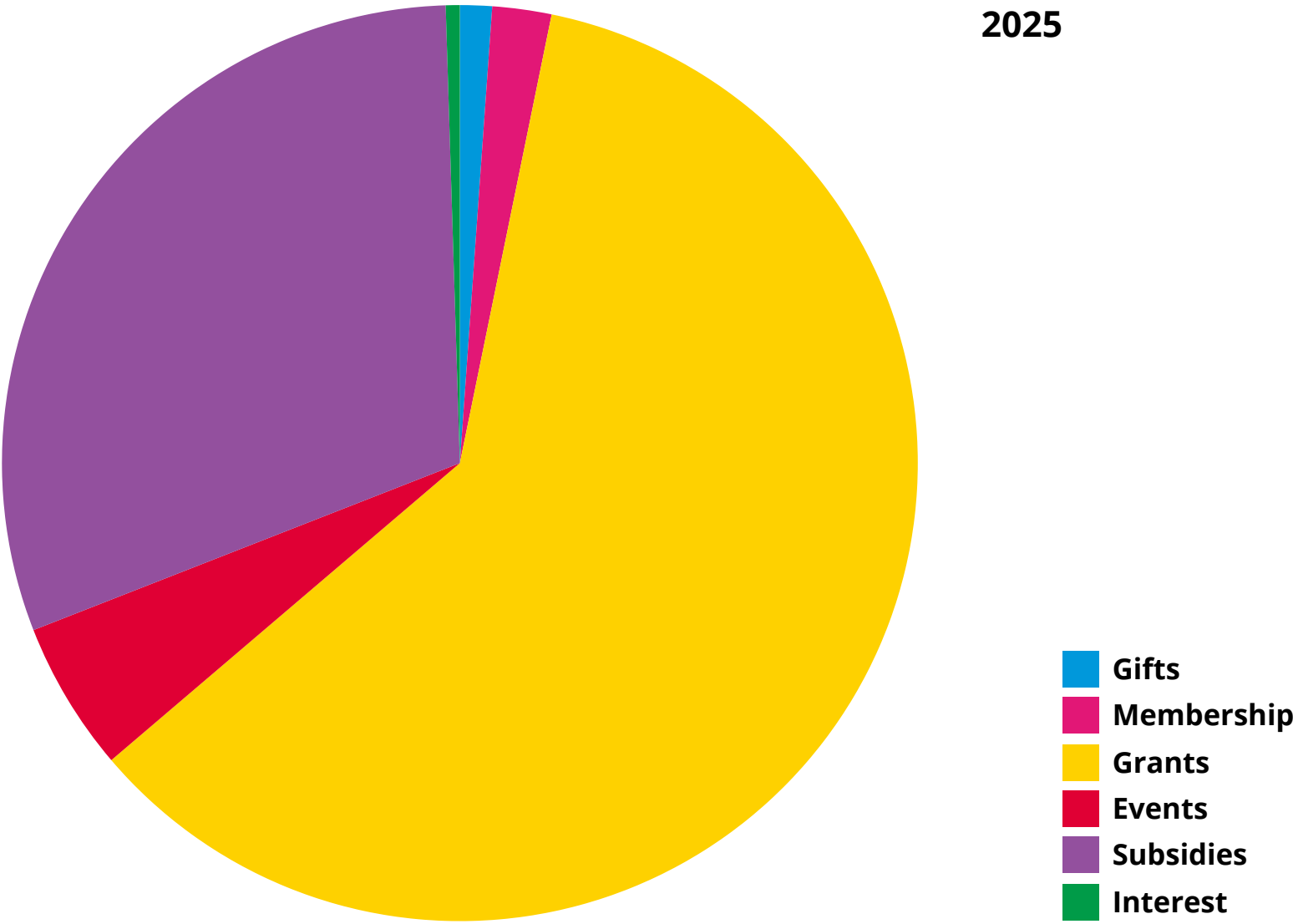
1,246,188

total people reached

Financial Report

Revenues

	2025
Gifts	1.725,50€
Membership	3.191,60€
Grants	92.639,38€
Events	8.096,78€
Subsidies	46.577,78€
Interest	2.339,00€
Others	755,36€
Brought over	471.807.38€
Total	627,132.78€

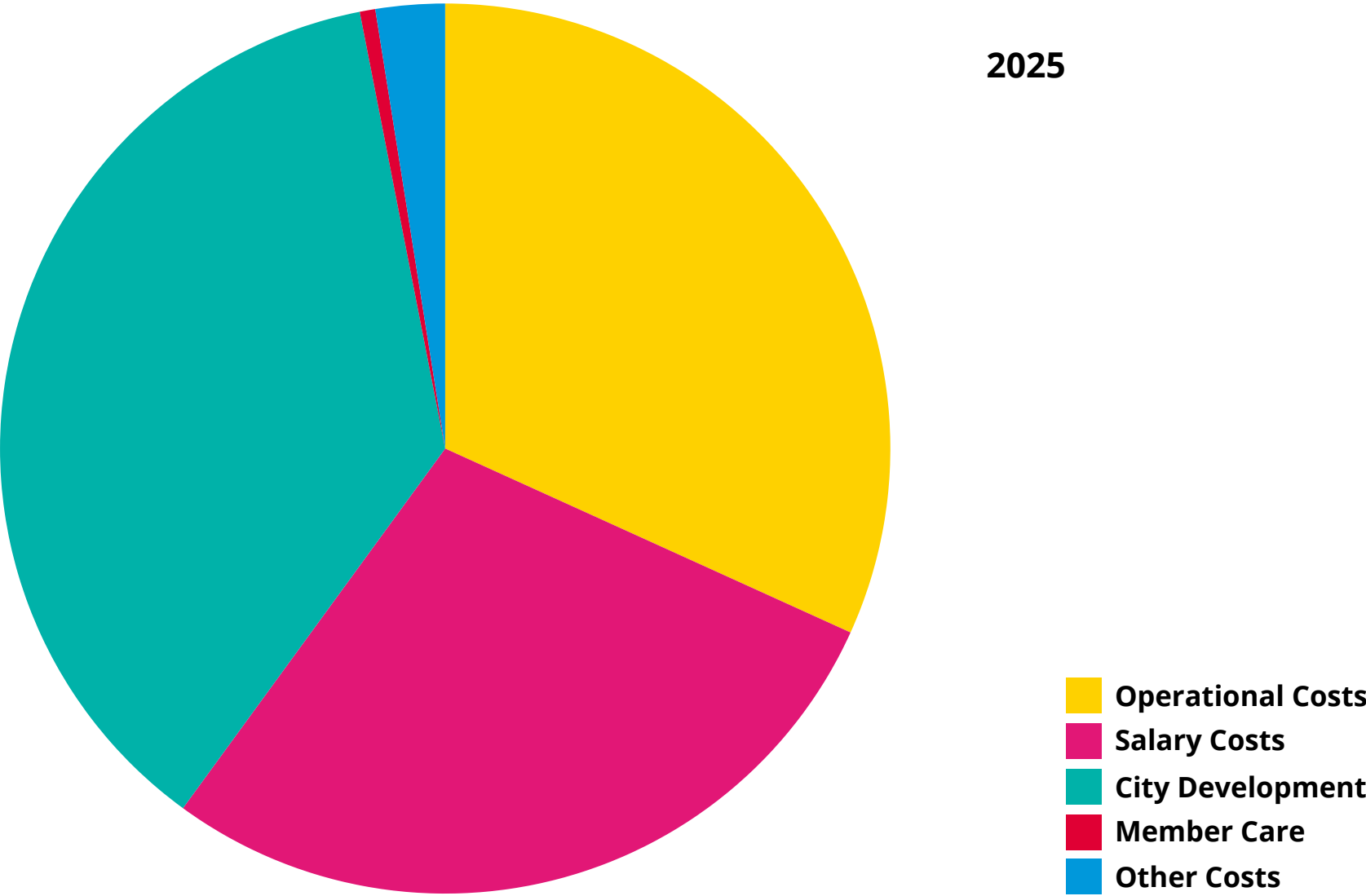


These figures represent Serve the City International only and do not include other Serve the City organisations.

Financial Report

Expenditure

	2025
Operational Costs	130.967,00€
Salary Costs	116.383,30€
City	159.052,57€
Events	50.319,27€
Member Care	2.320,62€
Other Costs	10.352,74€
Total	469.395,53€



These figures represent Serve the City International only and do not include other Serve the City organisations.

Looking ahead

At 20 years, we are happy, we are humbled, we are honoured to be a part of something that is changing lives all over the world.

But we're not satisfied. We want to reach more cities. We want our existing city teams to grow and expand. We not only want to spread wider, we want to invest more deeply. We want unstoppable momentum, as drops of kindness become ripples, ripples become waves, and waves reach the distant shores of people in pain, all over the world.

That's how we said it in 2005, and that's still what makes our hearts beat faster 20 years later.

What's ahead for next year and the years to come?

For one thing, membership! We want to build and strengthen our membership. This means walking together closely with national organisations that are currently members, welcoming city organisations as members, and making space for external entities and individuals to also express their commitment to our values-in-action volunteering lifestyle as active members.

Secondly, Africa! As you have seen in this report, our teams in Africa are growing fast! We are so proud of them, and enjoy so much to visit and share the joy of serving together. And thirdly, training and coaching! We want to update and improve our training platform and procedures, so that we are just as effective in onboarding new city leaders in Addis Ababa as we are in Atlanta.

And we want to provide additional training courses so active cities all over the world can grow and mature.

Now the t-shirts come in many colours! Red in Berlin, pink in Rotterdam, bright green in Peninsula, white with hand-embroidered lettering in Kathmandu. Where the t-shirts go, so does the love. When you put on a Serve the City t-shirt, you put on humility. You put on compassion. You put on respect. You put on courage, love, and hope. It's definitely what the world needs now. Join us!

Looking forward, with hope
Carlton



