



# serve the city . newport news



## 2019 Annual Report



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*Many people doing small things  
together can make a big  
difference!*

# Forward

Stories - everyone loves a good one. Sad or uplifting, full of hardships or hopeful, a good story captures our hearts and imaginations. We are defined by the stories we experience and inspired often by the stories we hear. So while Serve the City projects may seem to be all about "doing," at their core they are about relationships, about making a connection with another person. And everyone knows that at the heart of every good story is a relationship.



For Serve the City, sometimes it is the relationship between a volunteer and someone they are serving, and sometimes it is the relationship between one volunteer and another. We mostly know people by what they do, not who they are; we know them by their needs, not by their name. Serve the City believes strongly in the value of relationships. Sure, we measure how many volunteer hours we put in each year and how many projects we do, but we are more interested in the number of lives we touch when we take the time to listen to the people we serve and understand their story.

So throughout this year's annual report you will see stories - stories that highlight the values that Serve the City is built upon, stories that will hopefully inspire you and challenge you to be part of a movement that wants to transform lives, neighborhoods, and cities. And yes, there are some numbers in the back, but they are just the building materials. The people and their stories are the paint, the furnishings, the pictures - the things that make a house a home.

But the great thing about these stories is that there is always another chapter to read or write. Many of the people we serve we see several times a year, and that just makes the stories more special as the relationships grow. So, what stories are in the making for 2020? Will you be a part of them? I hope so.

A handwritten signature in black ink that reads 'Cindy Hahne'.

**Cindy Hahne**  
City Leader  
Serve the City Newport News

# Our Mission, Vision, and Values

## Our Mission:



Serve the City (STC) wants to mobilize volunteers to show kindness in personal ways to people in need, to champion volunteering by introducing as many people as possible to the practice of volunteering, and to make volunteering more effective and impactful. We want to be a representative voice for volunteers and city-wide STC volunteering movements in national and international forums. And to that end, we want to build a model of STC that can be replicated across the USA.

## Our Vision:

The vision of Serve the City is everyone serving! We want to be catalysts in the transformation of lives, neighborhoods, and cities as people volunteer to serve others. We do this by connecting the resources of the city with the needs of the city, by facilitating local volunteer involvement, and promoting the inclusion of everyone.



## Our Values:



Serve the City is a values-driven organization. These values guide every decision we make and we desire that all our volunteers, team members, and partners adopt them as their guiding principles. They mean so much to us we even put them on a t-shirt!

# Our Stories ...

## *... Are Stories of Humility*

Two young men served side-by-side...both wore bright green STC shirts...one was a Bonner Scholar at CNU...one was a high school student completing court-ordered community service hours. That day of serving provided a level playing field for both of them. They talked and laughed as they moved furniture and hauled trash. Conversation continued during snack and donut breaks. The CNU student never wore his academic accomplishments as a badge, and the high school student didn't try to hide what had brought him there. Both displayed humility and simply focused on the tasks at hand, and both made a big difference in the community that day.



## *... Are Stories of Compassion*



During the July Big Volunteer Week, one project serving refugees in the community required an extra time and effort commitment. Three ladies, Ellie, Cynthia, and Jane, drove 30 minutes from Downing- Gross to Denbigh each day to serve as childcare workers for mothers who wanted to learn English. They served in less than optimal conditions - lots of kids in a small room without enough supplies. "How else will they learn English if we don't help with the children?" was the compassionate response of these women. They saw the need and gladly stepped in.

*... Are Stories of Respect*



From time-to-time, Serve the City is asked to clear out yards and garages where years worth of accumulated items are piled high. We have seen several groups of volunteers carefully navigate the 'once-treasures-now-trash' with respect and care. Over and over the volunteers would show the items to the homeowner, ask what was to be done with it, and graciously adjust to the slow-moving sorting process. By doing this, they acknowledged the difficulty in parting with the saved items and served with tremendous kindness and respect.

*... Are Stories of Courage*

Ms. Curtis knew what it felt like to be homeless. She had been in that spot just a few months prior. It was this fresh reality that gave her the courage to walk several miles on a rainy December day to come work with Serve the City. Organizing donations was the task being done at a warehouse that assisted individuals coming out of homelessness by providing necessary household goods. Ms. Curtis served the entire day, smiling from ear-to-ear. She regularly commented how good she felt serving others. At the end of the day, she had a couple of offers for a ride home from other volunteers working alongside her. Courage was on display as volunteers crossed the line to step out of their comfort zones to serve one another.



## Our Stories ...

### *... Are Stories of Love*

Ms. Holly lives in Spratley House on 25th Street in Newport News. She faithfully gives a warm welcome to the STC volunteers who come each month to play Bingo and do manicures with the residents. It isn't unusual to find the community room all decorated for the season, courtesy of Ms. Holly. Even though she has her own health concerns, she loves the men and women at Spratley by serving as the lead resident. Her concern for the well-being of each person is evident. She receives everyone who walks through the doors and seeks to build a warm and loving environment for all .



### *... Are Stories of Hope*



Ms. Mann lives on a busy corner in the southeast community. Over the years, she has taken great pride in keeping up her home. However, the porch, trim, and railings were in need of a fresh coat of paint, and she needed help to make that happen. STC volunteers spent several days scraping, caulking, repairing, and painting. Ms. Mann told the team that the neighbors had been watching the process and made several comments about the good work being done. Then she noticed that they started picking up their yards as well as the trash in the street. By the end of the project, neighbors were talking to the STC volunteers and requesting help with their homes. A face-lift to one house inspired hope that the neighborhood could be transformed .



### *... Are Stories of Transformation*



Ms. C. is a sweet, 96 year-old widow fighting Alzheimer's and living life with a joy most of us can only dream about. Her days are spent with caregivers and visits from family and friends. Her home is probably almost as old as she is and was showing its age (more so than Ms. C.) when we began. Cleaning, painting, and repairs got started during the summer, continued into the fall, and will complete this winter. But with every visit we get to chat, get to know each other better, and get to grow the relationship. We even had the pleasure of celebrating her birthday one day while painting.

### *... Are Stories of Those We Serve Serving Others*

For much of 2018 and 2019 teams of volunteers would go to Newsome Park Elementary School to work on an educational garden and outdoor learning area. This school was brought to our attention by our long-time partner (who helped us get started), Newsome Bailey Academy, who works with many of their students that come from the surrounding disadvantaged neighborhood. So what did some of these students do on a beautiful Saturday afternoon with summer vacation still several weeks away? They came out to serve the seniors at Spratley House by planting vegetables and flowers in their garden!



## Our Stories ...

### ... Are Stories of Generous Partners

Two acts of generosity at the end of 2018 set the stage for Serve the City to be more effective in running our service days. The first provided us with a large, enclosed trailer we could use to store and transport all the tools and materials we use on our projects. The second enabled us to stock that trailer with rakes, shovels, paint brushes, ladders, weed whackers, wheelbarrows, etc. Gone are the days of having to borrow tools for our events or not having the equipment we needed when we needed it. As a result of these generous gifts we had the smoothest, most effective Big Volunteer Week in our three year history!



### ... Are Stories of Appreciation



It's not why we do what we do, but it is still nice to be appreciated. The most important thanks we get are from those we serve each month throughout the year. But the recognition we get from our partners provides a little extra encouragement. This year STC was named the Newport News Department of Human Services "Partner of the Year". This past summer we were one of the seven nonprofit organizations that Lionsbridge Football Club honored at their home soccer matches. And we also received a certificate of appreciation from our newest service partner, Heart of Giving.

### *... Are Stories of Past Friends and New Partners*



In May 2019 we said goodbye to one of our partners in meeting the needs of the homeless. Community Action Network served its last breakfast when the church who sponsored the ministry was forced to close its doors. CAN was a partner we worked with weekly for over a year, collecting food and occasionally serving breakfast. But when one door closed, Heart of Giving opened another, and we have been helping them meet the needs of those transitioning out of homelessness ever since.



### *... Are Stories of a New Generation*

They are called “Gen Z” for now and they fill our schools, colleges, and universities. Social justice is high on their list of concerns, along with the environment and the future in general. And they volunteer in droves! High school football teams compete to see who can tame the most overgrown yard or move the most debris. College students give up their Saturdays to serve. To tap into this new serving generation, we partnered this past year with Christopher Newport University to provide service opportunities for their students, including a special event for their freshmen class orientation. These students, in turn, have created a “Serve the City” club on campus and continue to volunteer each month.



## Our Stories ...

### *... Are Stories of All Generations*

Tim, Dave, and Paul are 60+. Lily and Charlotte are just a “little bit” younger. Some are hardly taller than a grocery bag. There is not an age range that is not represented by our volunteers and they all work side-by-side, sharing experiences and skills, building relationships, and creating personal stories that will shape not only their lives but the world around them. Young or old or somewhere in between, everyone can write a story, everyone can volunteer.



### *... Are Stories of Lives Touched*



Some projects touch just a handful of people but in ways that will last a lifetime. Other projects can touch thousands of lives but for only a moment. Each helps to bring about transformation - transformation of lives, transformation of neighborhoods, and transformation of cities. And it all starts with one small act - one person willing to be a part of another person’s story, one person willing to say that “kindness starts with me.”

***We know them by their needs, what if we knew them by their name?***

# Our Partners and Supporters

Of course none of this would be possible without our volunteers, partners and supporters. You are helping to make a difference in Newport News, transforming lives and giving hope.

From us to you: Thank You!!

*And “Thank You” to all of our individual donors*



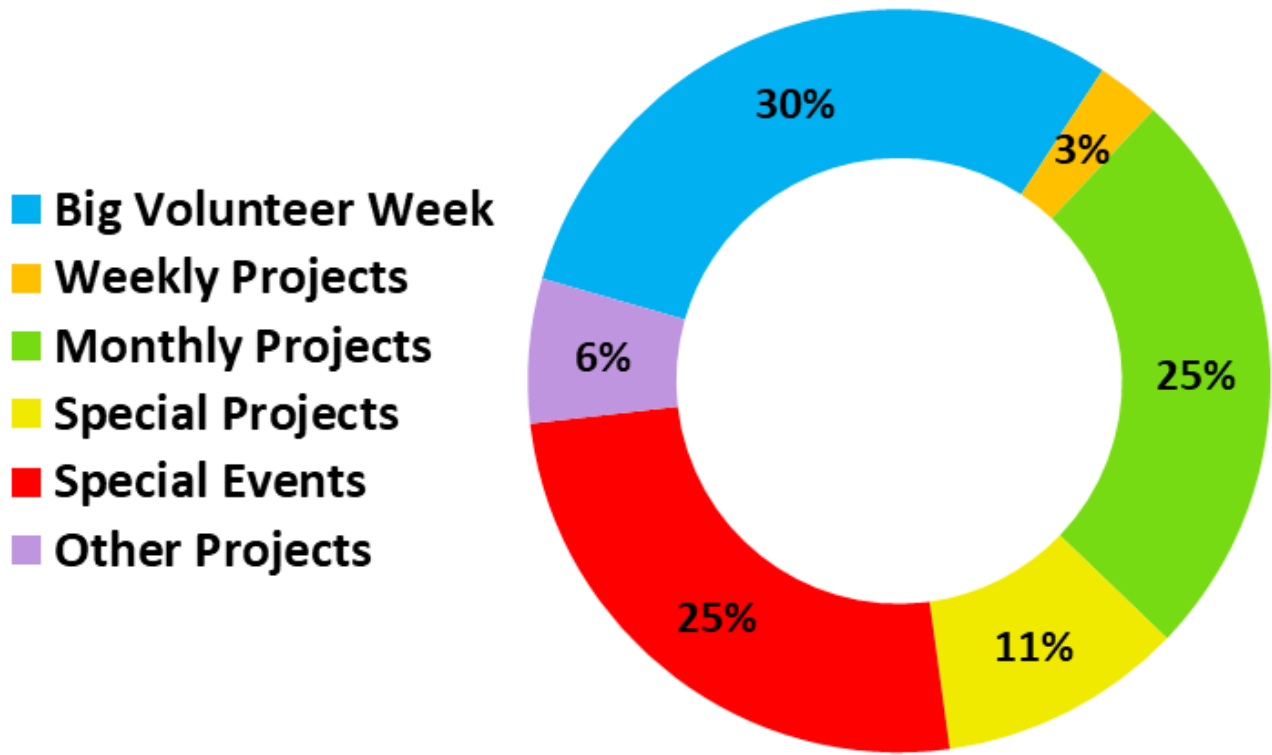
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# Project Summary

	Volunteers	Projects	Volunteer Hours*	Value of Volunteer Hours
<b>2017</b>	482	36	1,446	\$ 34,906
<b>2018</b>	697	62	2,282	\$ 55,086
<b>2019</b>	<b>959</b>	<b>154</b>	<b>3,177</b>	<b>\$ 80,778</b>

\* Administrative hours are not included.

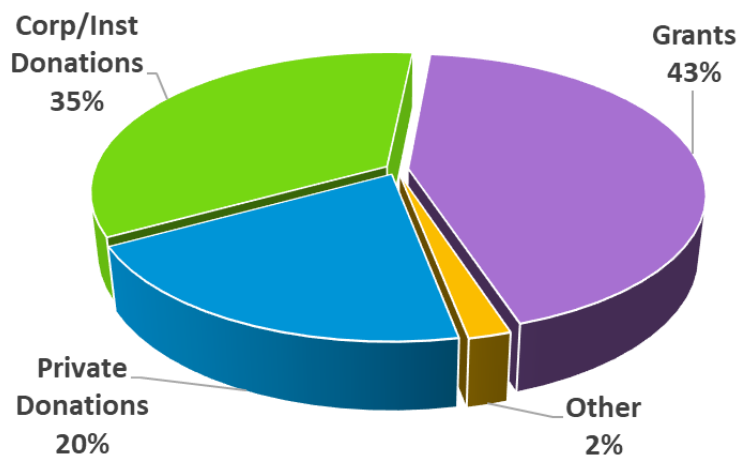


# Financial Report

## REVENUES

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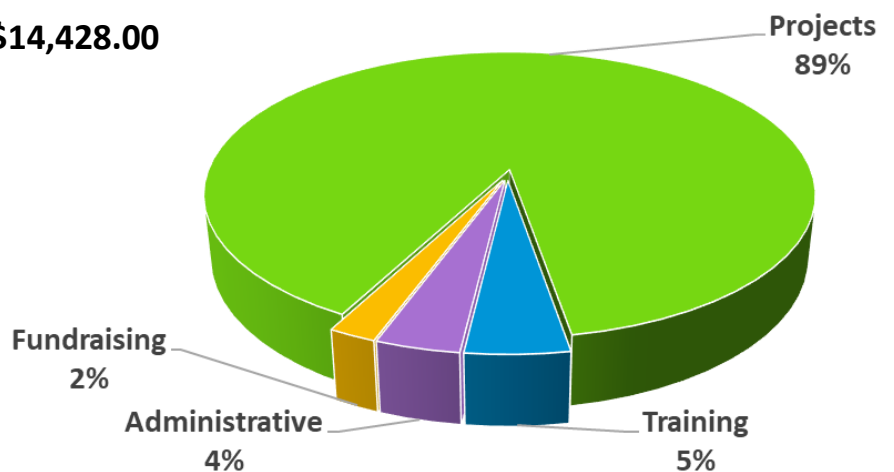
Private Donations	\$3,459.00
Corporate/Institutional Donations	\$5,966.00
Grants	\$7,500.00
Other	\$338.00
<b>Total Revenues</b>	<b>\$17,263.00</b>



## EXPENSES

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Projects	\$12,915.00
Training	\$665.00
Administrative	\$541.00
Fundraising	\$307.00
<b>Total Expenses</b>	<b>\$14,428.00</b>





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