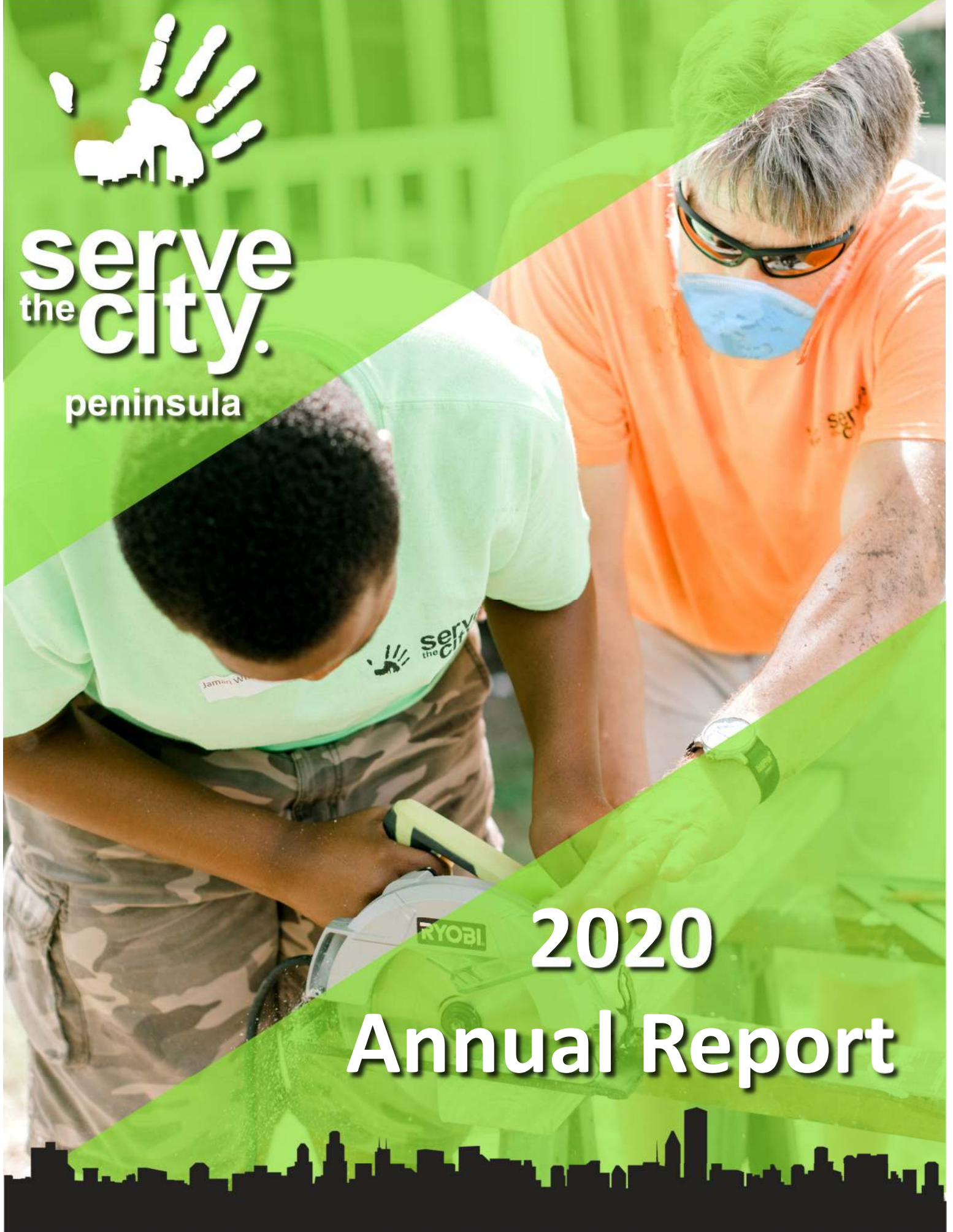




**serve
the
city.**

peninsula



2020

Annual Report



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kindness
STARTS
— WITH —
me!
#spreadkindness

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To make a tax-deductible donation:

Web site: www.STCpeninsula.com/donate
Make check payable to “Serve the City Peninsula”
Mailed to:
STC Peninsula
6 Lett’s Point Landing
Poquoson, VA 23662



2020 was to be a year of change for Serve the City Newport News. And then we encountered a world-wide pandemic like nothing seen in the last 100 years and a year of change became a year of big change and a year of big challenges. But it was also a year of big blessings and a year that was about so much more than facemasks and

physical distancing. It was a year in which hundreds of volunteers stepped up and said “kindness starts with me.”

In this year’s Annual Report, you’ll read stories about meeting the needs of new friends and stories about meeting the needs of old friends in new ways, stories of courage and stories of generosity, and stories that make you realize that clouds do come with silver linings and you can make lemonade out of lemons. In reading these stories I hope you come away with the belief that cities, neighborhoods, and lives can be changed by even the smallest act of kindness when it is done with humility, compassion, respect, courage, love, and hope.

Oh, and the change we had planned all along? Just a “simple” name change to Serve the City Peninsula. Why did we want to make this change? Well, because our volunteers come from all over the Peninsula, because many of our service partners operate across the Peninsula, and because needs rarely recognize city lines. Practically, this just means we have started taking advantage of opportunities to show kindness and meet needs across the Peninsula. We have not changed what we are already doing in Newport News, we have just slowly started to expand where we serve as opportunity and volunteers allow.

We started the year with a simple plan – change our name to Serve the City Peninsula and start showing kindness not only in Newport News but in Hampton, York County, Poquoson, and Williamsburg. We ended the year with a new name, new partners, new volunteers, and a new vision for what is possible on the Peninsula when people work together, especially in a time of crisis. COVID may have closed day care centers and theaters, postponed shows and events, and forced us to work from home and learn to “zoom”, but there was one thing it could not do and that is cancel kindness.

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

Cindy Hahne
Executive Director
Serve the City Peninsula

Our Mission, Vision, and Values

Our Mission ...

... is to see everyone serving in ways that transform the Peninsula because Serve the City Peninsula connects the good intentions and gifts of people who could serve to meaningful opportunities to get involved. We want to excite, engage, and mobilize in ways that cross barriers and broaden networks. Our projects make lives and communities better while building trusting relationships among and between those serving and those being served.



Our Vision ...

... is to see lives, neighborhoods, and cities transformed because everyone is serving! We want to see the resources and the needs of the city and those who live there connected, through volunteer involvement that intentionally includes everyone!



Our Values ...

... are at the core of everything we do and every decision we make. If we are not engaging with our volunteers and the people we serve with **humility, compassion, respect, courage, love and hope**, then we are just being transactional, doing good to feel good about ourselves. True transformation starts with transformed relationships, and relationships are only transformed when we are treating each other according to these values.

2020 Is A Story Of ...



... Partnerships

It is our desire to partner with other non-profits who are doing good work in the community. We want to bring volunteers to assist in ways that free them up to carry out their mission and impact those whose needs they meet. Our desire is to come alongside them, learn from them, and demonstrate **humility** as we serve them.

"We are so grateful for everyone who has come to serve with us. We love what you guys do." Amy Jones (Executive Director-Heart of Giving)

"I think that what you are doing for agencies in general is great. I didn't know you existed. Word of mouth would always help so I will do my part."

Earl J. Walker II (Program Operations Team Leader- HRCAP)

"I LOVED working with Serve the City's volunteers! They showed up enthusiastic and ready to work, seemed to care deeply about our mission, and did a fantastic job!"

Vickie (Volunteer Coordinator, Fear2Freedom)



2020 Is A Story Of ...

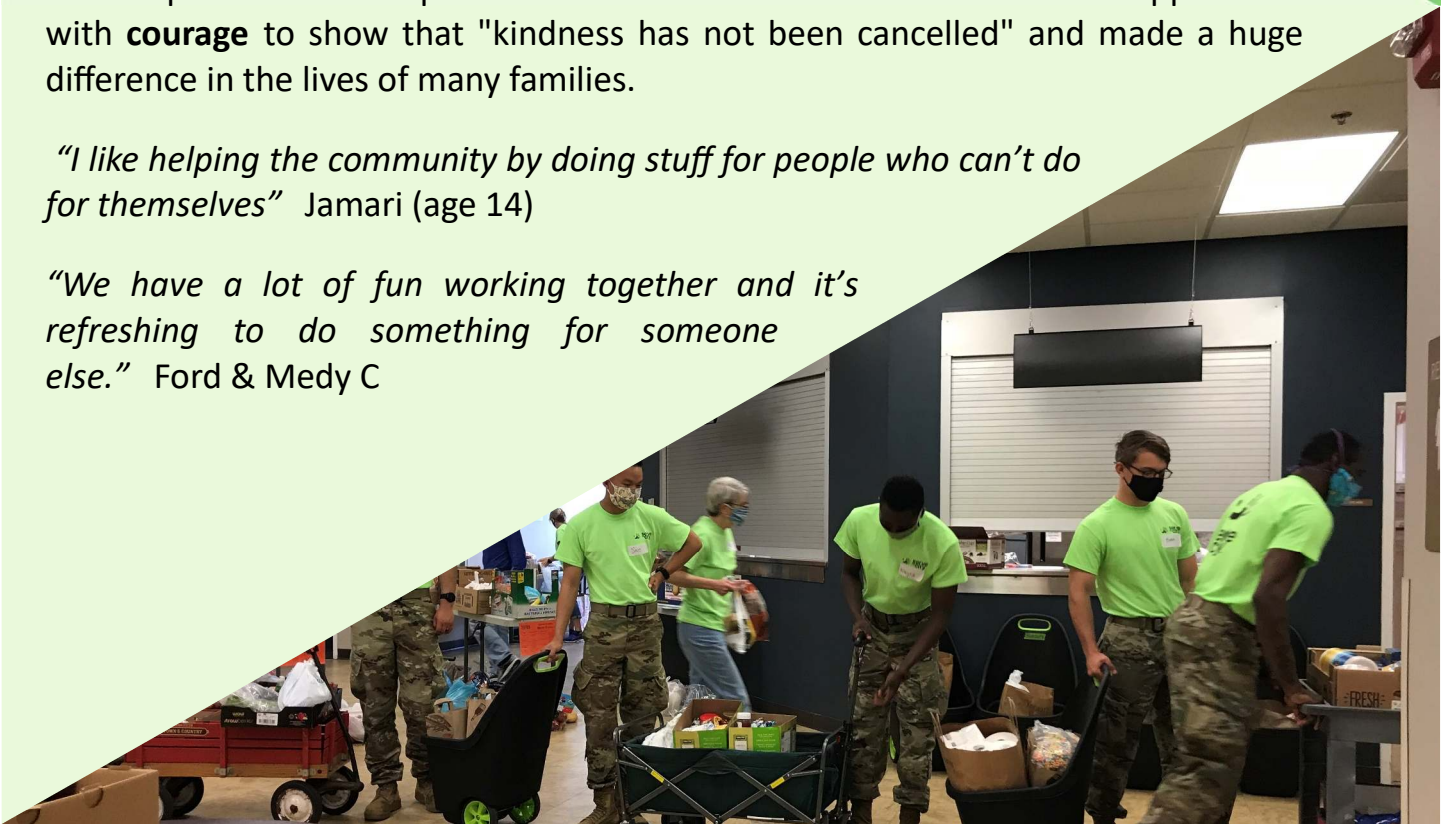


... Volunteers

As soon as the COVID-19 lock down was implemented in Virginia, our volunteers mobilized to continue meeting needs on the Peninsula. These volunteers came from Smithfield to Ft. Eustis, Hilton to Poquoson. Grandchildren accompanied grandparents. Educators worked alongside retirees. Military personnel brought enthusiasm and muscle. We only saw each others' eyes above the masks, and handshakes were replaced with a squirt of hand sanitizer. But each volunteer stepped out with **courage** to show that "kindness has not been cancelled" and made a huge difference in the lives of many families.

"I like helping the community by doing stuff for people who can't do for themselves" Jamari (age 14)

"We have a lot of fun working together and it's refreshing to do something for someone else." Ford & Medy C





... Transformation

Serve the City Peninsula transforms lives and communities by mobilizing volunteers to do acts of kindness for those in need. Some transformations are visible—a fresh coat of paint or a decluttered yard—others are harder to see because they occur in the hearts of our volunteers and those we serve. Each interaction that our projects create restores **hope** to someone and helps to bring about the transformation of lives, neighborhoods and communities.

"Please know that this work has meant so much to Operation Breaking Through and the team of volunteers at 330 Poplar Avenue. It has lifted their spirits and helped them realize that there are people who truly care about the work they are doing to make a difference. AND, we have gotten a ton of compliments on how good the building looks from the clients and it has attracted even more clients to this location. God Bless Serve the City for the heart you have for our community."

Tim Davidson (Chairman and Executive Director- Operation Breaking Through, Inc)

2020 Is A Story Of ...

... Vulnerabilities

It was a year like no other. Food insecurities, homelessness, children at risk, and isolation of the elderly became front and center. It demanded a response, a coming together, a collective movement of kindness. So, we supported the Food Bank through packing and delivering food. We partnered with LINK to pack lunches for the homeless and we volunteered at PORT. We assisted Newsome-Bailey Academy in collecting and distributing food and educational support materials to at-risk students. And goody bags of food and puzzle books were regularly packed and delivered to our senior friends at Spratley House. We kept our eyes and our ears open for any opportunity to show **compassion** to the most vulnerable in our community.

"Your commitment to Newsome Park is unwavering. I cannot thank you enough for having a heart for us...You are one of the most compassionate organizations that I know. Thank you!" Emily Peele (FACE Specialist- NN Public Schools)

"In the midst of an exceptionally challenging year, Serve the City has been a true blessing in its support of our mission to meet the needs of our clients."
Tim Davidson (OBT)





... Neglect

Elderly homeowners in the Southeast community love their homes, but they are often unable to do the exterior repairs needed to keep them safe and up to code. We want to make it possible for them to remain in their homes for as long as possible. This is why we have made it a priority to assist seniors in maintaining their properties. This year we also became aware of the need to clear decades of overgrowth at the historic Elmerton Cemetery, an African American Civil War cemetery and the final resting place of educator Mary Peake. Our volunteers diligently cleared the area to expose uncared for gravesites. Every month on our volunteer days, it is our desire to show **respect** by stepping into the places of neglect in the community.

I was not able to meet all those who helped, but everyone that I met was very respectful and kind. You're perfect, don't change anything. Ms. R (Homeowner)

Joining the foundation's preservation efforts to transform that historic and sacred space was an invaluable partnership in 2020.

Dr. Colita Fairfax (President,
Barett-Peake Foundation)

2020 Is A Story Of ...



... Conversations...From 6 Feet Away

Serve the City is all about relationships but COVID-19 meant making some drastic adjustments to our interaction with people. Phone calls were made by the core team to check on every elderly resident we have ever served. Hot and tired volunteers spaced out under trees to eat freeze pops and bag lunches and debrief from their serving. Volunteers who had never met before got to know each other as they worked together on projects across the Peninsula despite masks and physical distancing. Students sat on porch steps and listened to homeowners tell stories of long ago. We want to be an organization that takes time to listen and steps into the community with **love**.

Everyone on earth should be like the ones that did the work (including the children).

Ms. D (Homeowner)



... Kindness

The theme for Serve the City around the world in 2020 was the idea that kindness starts with an individual – me. But who is “me”? Our 4th Big Volunteer Week in July helped to answer that question. “Me” is a two-year old who brings some smiles and giggles to our volunteers after a hot day of service. “Me” is a 70-ish year-old man who had knee replacement surgery this past year but still wants to show kindness. “Me” is a retired meat packing plant employee living in the neighborhood in which we serve who just walks up and volunteers. “Me” is a couple of military women looking to give something back to the community they find themselves stationed in. “Me” is a teenage boy and his younger brother joining their grandmother to serve the community she lives in for the fourth year in a row. In other words, “me” can be anybody, from anywhere, no matter their age, race, or socio-economic status. **It can even be you!**

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 on the Peninsula, transforming lives and giving hope.

From us to you: Thank You!!

FEAR 2 FREEDOM

Hilton Baptist Church

Operation Breaking Through

Our Service Partners — These are the organizations that we work with to meet the needs of the community



Community Knights

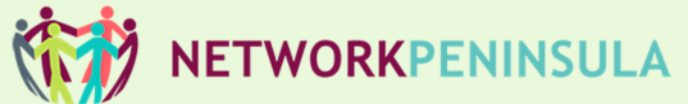
A CHOICE NEIGHBORHOOD

Our Partners and Supporters

Our Volunteer Partners — These are the organizations that regularly coordinate with us to provide volunteers



Our Supporters — These are the organizations that have helped to fund us through monetary and in-kind donations



Operation Breaking Through

HILTON PRESBYTERIAN CHURCH



Dominion Terminal Associates



TRADER JOE'S®



Good News Foundation



And "Thank You" to all of our individual donors

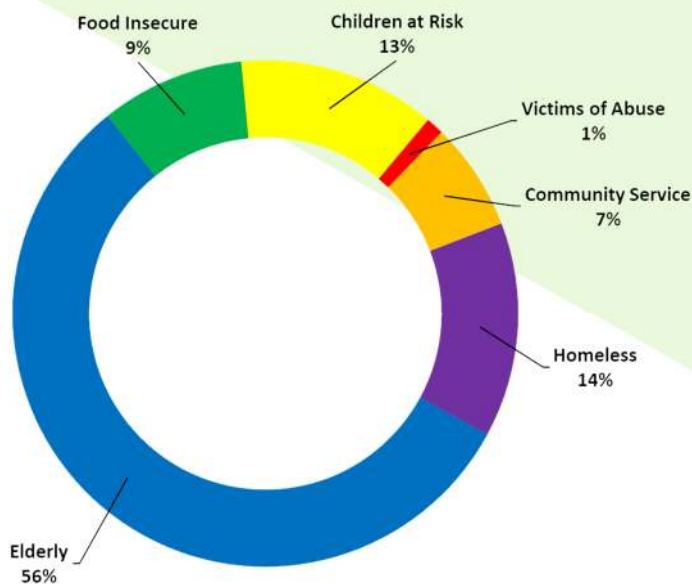
Project Summary

Year	# Volunteers	# Projects	Volunteer Hours*	Value of Volunteer Hours
2017	482	36	1446	\$ 34,906.00
2018	697	62	2282	\$ 55,086.00
2019	959	154	3177	\$ 80,778.00
2020	822	90	2499	\$ 71,122.00

* Administrative hours are not included.

Who Our Projects Serve

(% of projects serving a sector)



Project Fun-Factoids

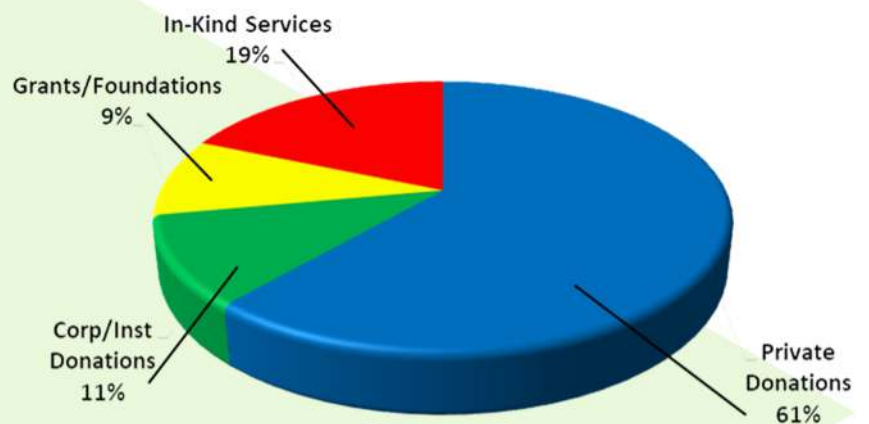
- Food delivered to families of children-at-risk: **4 tons**
- Lunches made for the homeless: **404**
- Food delivered to the elderly: **10.5 tons**
- Number of lawn/leaf bags used: **over 700**
- Number of new volunteers: **272**
- Pictures & videos taken: **1,328**
- Average volunteers per project: **9**
- Number of smiles: **countless***

* and not just because of the masks

Financial Report

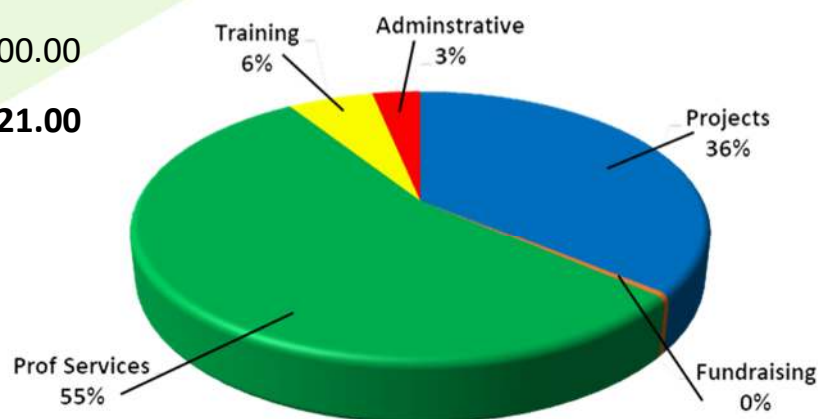
REVENUES

Private Donations	\$40,542.00
Corporate/Institutional Donations	\$7,018.00
Grants/Foundations	\$6,158.00
In-Kind Services/Donations	\$12,752.00
Total Revenues	\$66,470.00



EXPENSES

Projects	\$8,118.00
Professional Services	\$12,265.00*
Training	\$1,306.00
Administrative	\$732.00
Fundraising	\$100.00
Total Expenses	\$22,521.00



* These are the In-Kind Services we received through *Catchafire* and include help in developing a 5-year strategic plan



serve
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kindness
STARTS
— WITH —
me!

#spreadkindness

