



**serve**  
the **city.** peninsula



# 2023 ANNUAL REPORT



# FORWARD

As I write this Serve the City Peninsula has just passed its 7th year of spreading kindness on the Peninsula. It is incredible to look back on what has happened since 160 volunteers came out on a Saturday in March 2017 to work on 7 projects in and around Newport Harbor Apartments in Newport News with just \$1,600 in donations.



Since then, almost 8,000 volunteers have worked on close to 800 projects for a total of over 25,000 volunteer-hours. And our donors and funders have contributed over \$300,000 in funds, goods, and services.

With these resources, volunteers have helped 97 elderly households to stay safe, warm, and dry in their homes and have helped to restore hope and pride in their neighborhood. They have played hundreds of hours of BINGO with seniors who have no other social outlet. They have delivered over 15 tons of food to those living with food insecurity and helped to raise fresh produce for those living in a food desert. They have packed thousands of care and hygiene kits for victims of abuse and the homeless, and delivered hundreds of beds for children with no bed of their own.

They have done all this and so much more to bring hope and compassion to those who are often unseen and forgotten, showing respect for those who society overlooks, and serving with humility, courage, and love in all that they have done. No matter how small or insignificant the task, no matter how menial the job, these volunteers have stepped up and said, ‘kindness starts with me’.

Together, these volunteers and our donors and funders have contributed over one million dollars of value in raising the kindness quotient of the Peninsula. And that is what has made Serve the City Peninsula a “success” in the eyes of the community and our dozens of partners. We, the collective we, are not impactful in the community because of our staff or programs – we are impactful because of those who volunteer their time and resources, even when it’s wet or cold or inconvenient.

The Core Team, the Board, and I thank you.

Cindy Hahne  
Executive Director  
Serve the City Peninsula

# OUR VISION, MISSION, AND VALUES

## Vision:

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!

## Mission:

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.

## Values:

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.



# 2023 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.



“Sleep in Heavenly Peace is highly appreciative of Serve the City's contribution to our mission that

'No kid sleeps on the floor in our town'.

The work of STC volunteers, especially on delivery days, is so helpful as we partner together to impact the lives of children in our community.”

*Robert Styron, Sleep in Heavenly Peace*



“The volunteers with Serve the City have been a terrific -- and reliable -- resource for the Diaper Bank. At least 20 individuals of all ages have come together on many occasions to bundle disposable diapers for us to distribute to families in need throughout the community. On a recent Saturday, Serve the City volunteers bundled over 12,000 diapers in about 3 hours, enough for us to serve 240 children for the month. A great service!”

*Herb Erb, Coordinator of Greater Hampton Roads Diaper Bank*

# 2023 IS A STORY OF VOLUNTEERS

We believe that everyone has the capacity to serve others - they just need the opportunity! Serve the City provides that meaningful opportunity to make a difference for volunteers of all ages.

Some of our projects have limits on who can volunteer for safety reasons, but there are no limits on the humility, compassion, respect, courage, love, and hope being shown in our community by our volunteers.



“I've been volunteering with STC for over a year. I love interacting with the residents at Berkley Village and bringing so much joy to their lives. I'm being who God created me to be: A servant. I never get tired of doing what is good. Volunteering with STC is the best thing I've ever done.”

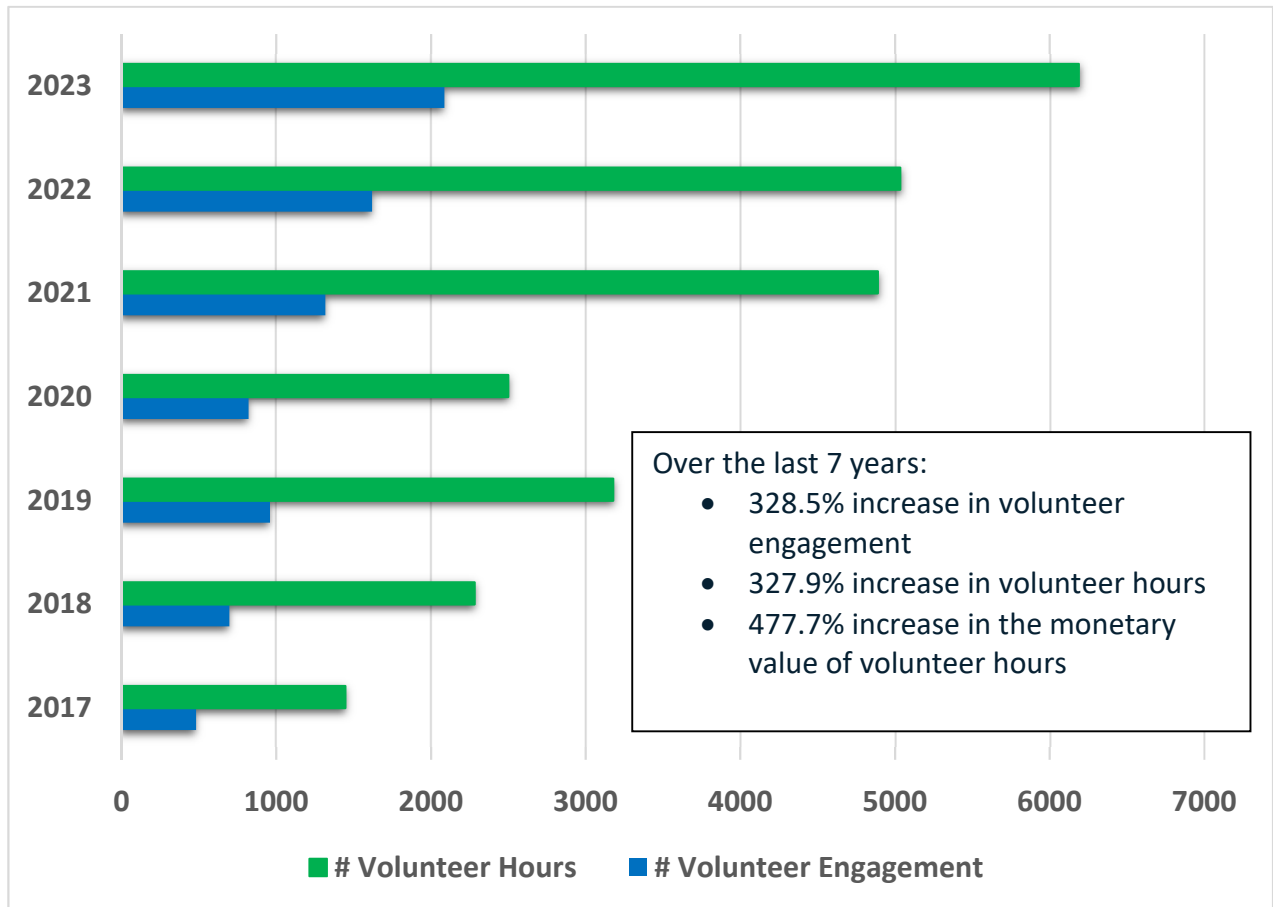
*Robin Epp, STC Volunteer  
(the best bag lady, this side of the Mississippi)*

Our volunteers work together, building relationships with each other and with those they serve. And they serve generously throughout all the seasons and weather conditions. Our volunteers know the heart of our mission- that transformation of lives, neighborhoods, and communities can happen through one small act of service.

And we are so thankful for our volunteers who whole-heartedly believe in our mission.

**MANY PEOPLE DOING  
SMALL THINGS  
TOGETHER CAN MAKE A  
BIG DIFFERENCE.**

# Volunteer Hours:



# 2023 IS A STORY OF PROJECTS

Our projects are designed to serve others in need in our community, those who are often forgotten or unseen. We strive to know those we serve by their names not their needs.

Knowing people by their name is knowing the uniqueness of their journey, their joys and pains, strengths and weaknesses, aspirations and frustrations. We want to see people as human beings instead of putting them into “groups” that are nameless and faceless.

We serve people to initiate a relationship. This year we accomplished 203 projects with a total volunteer hour count of 6,188 which is a 23% increase over 2022. Each project brought change and transformation for not only those who we served but our volunteers as well.

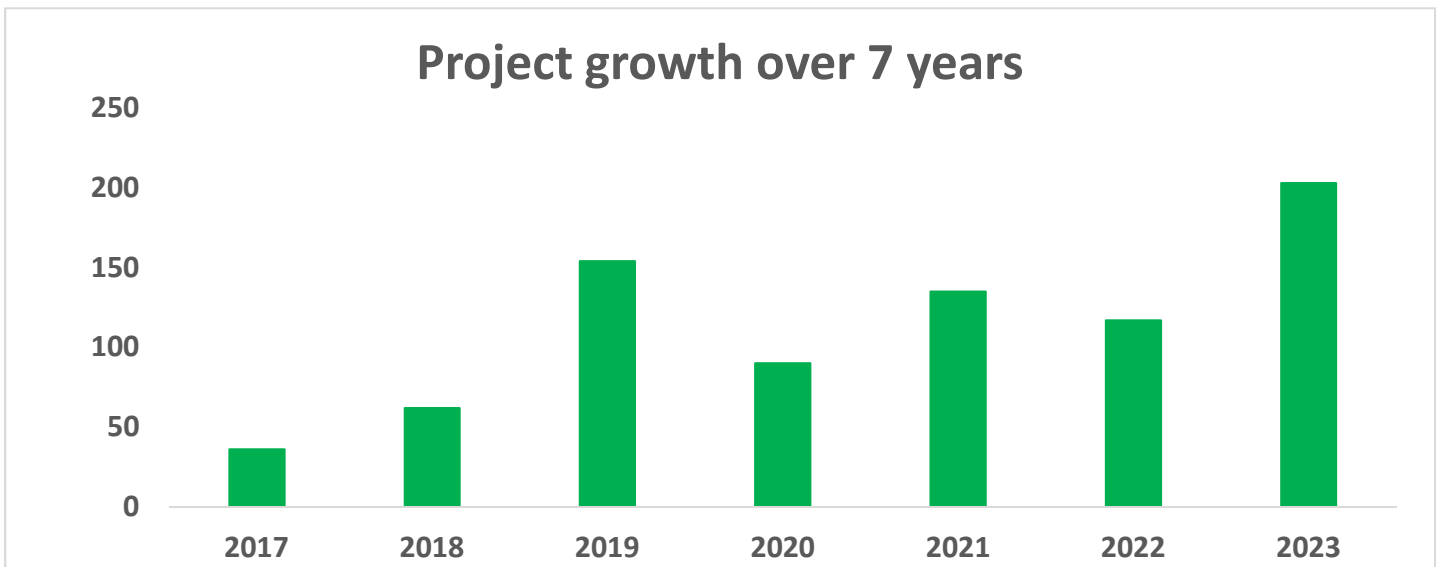
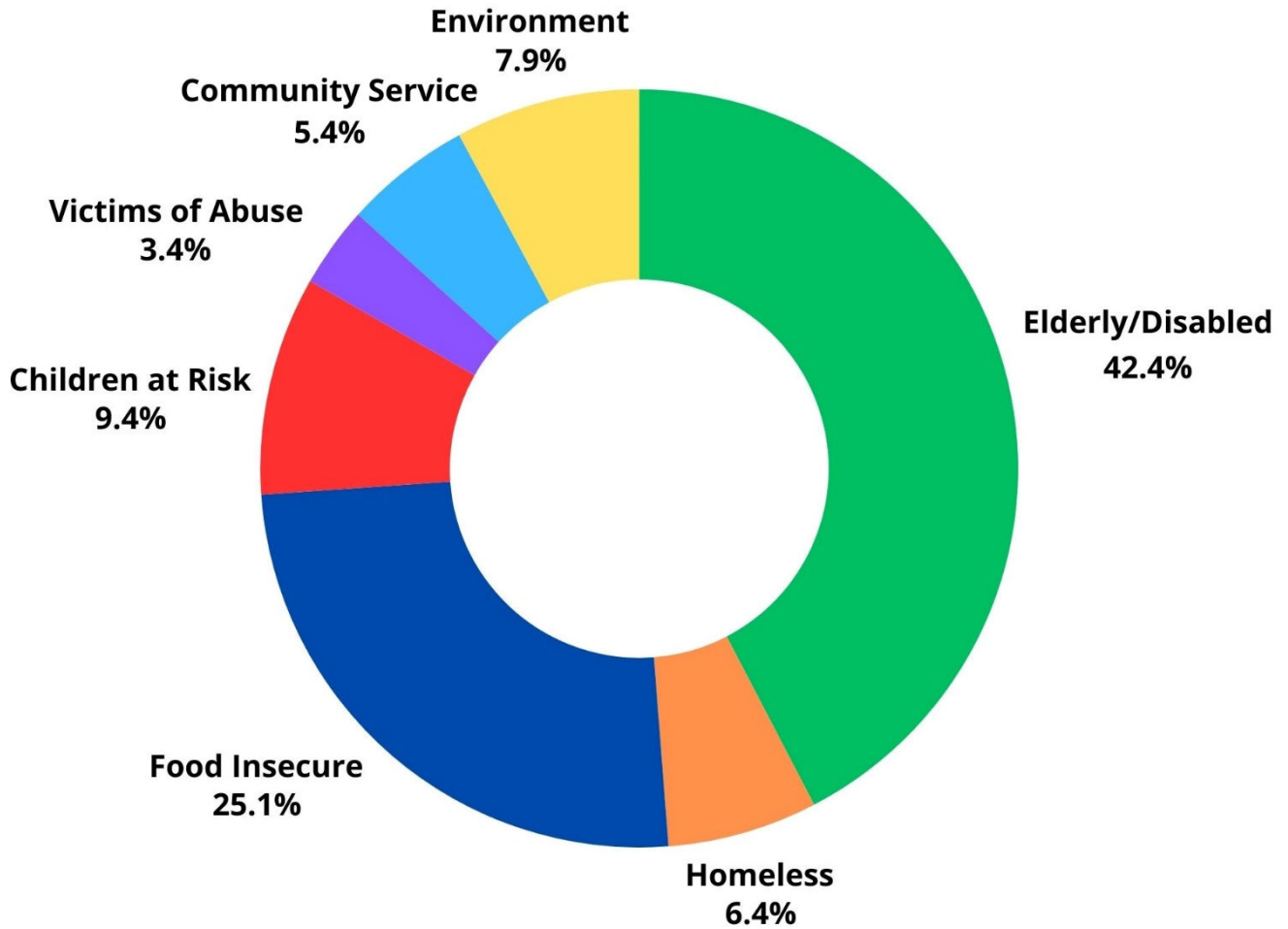
It all starts with one small act - one person willing to be a part of another person’s story and saying, ‘kindness starts with me’.



**“kindness starts with me”**

## Project Summary:

Volunteers participated in a total of 203 projects in 2023 for a variety of needs





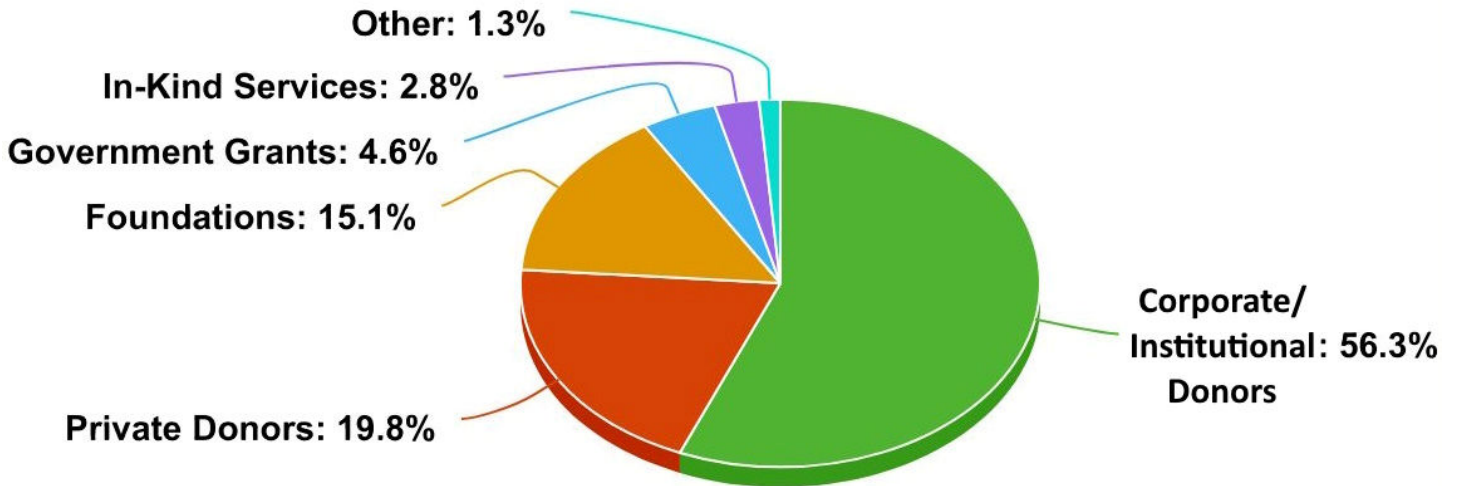
# FINANCIAL REPORT

## Revenue:

**70 Individual Supporters**

**13 Organizational Supporters**

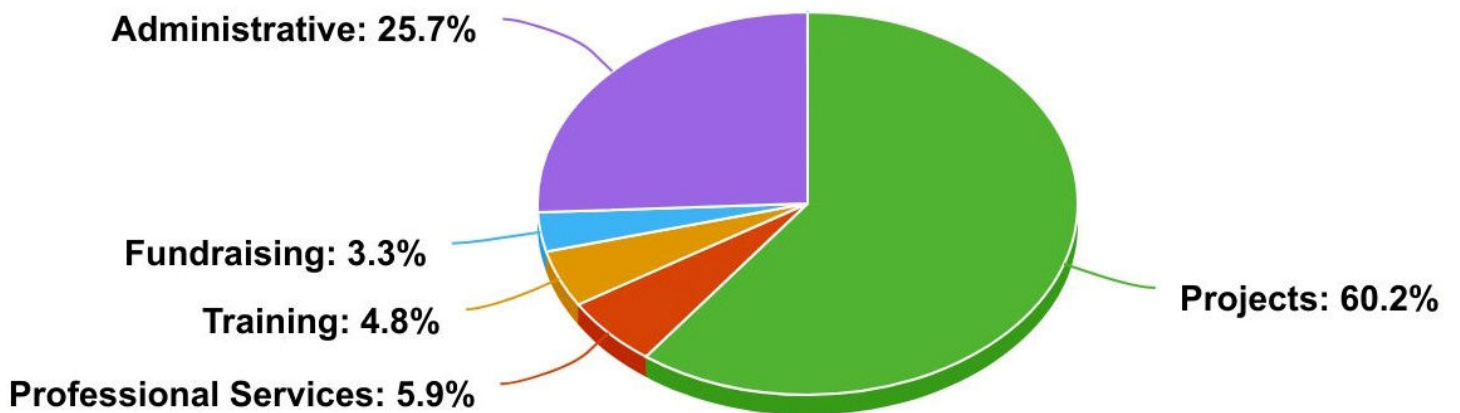
**Total Revenue: \$107,555**



## Expenses:

**Administrative includes staff & insurance**

**Total Expenses: \$50,397**



# OUR SUPPORTERS & PARTNERS

The transformation of lives and our community would not happen without our volunteers, supporters, and partners. We are so thankful for the multiple organizations and companies that we come alongside with to help our community.

## Our Supporters:



And 'thank you' to all our individual donors

## Partners Who Serve With Us:



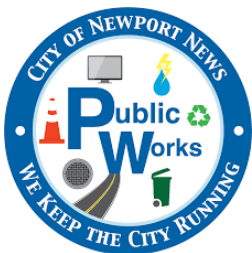
# Partners We Serve:



HAMPTON ROADS URBAN AGRICULTURE



MARSHALL-RIDLEY  
A CHOICE NEIGHBORHOOD



LINK of Hampton Roads



THRIVE Peninsula



Exchange Club of  
Wythe



Operation Breaking Through



NO KID SLEEPS  
ON THE FLOOR  
IN OUR TOWN!



To make a tax-deductible donation:  
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Make check payable to "Serve the City Peninsula"  
Mailed to: STC Peninsula 749A Thimble Shoals Blvd,  
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