

HONORING SEVEN YEARS OF KINDNESS



2024  
**ANNUAL**  
**REPORT**



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Mailed to: STCPeninsula, 11836 Canon Blvd. Suite 500, Newport News VA 23606



# FORWARD

The only constant in life is change—something people have been saying for at least 2500 years—and it has been true of Serve the City Peninsula in 2024. We moved into our first non-home-based office, we said hello to two new college interns, and we said goodbye to two staff members. We partnered with two new nonprofits and watched as several friends in our partner organizations moved on to new endeavors. And we welcomed over 500 new volunteers.

Because relationships are so important to us, it is always the parting of ways that are the hardest changes to endure. While she was only with us a short time, Diana Gordon's impact on STC was profound. As our Communications Coordinator, she revitalized our monthly newsletter and amped up our social media presence. And she was a key force in making our Celebrating 7 Years of Kindness dinner a success. But a growing business, and now a growing family, has shifted her priorities.



However, the biggest change was saying goodbye to Sue Grimes, co-founder of STC Peninsula and our Project Coordinator. A growing family played a part in her departure as well—with two grandbabies due in the fall of 2024 she took a leave of absence but when she found out that two more were due in the spring of 2025, she felt the need to step away from STC and be fully available for her grandchildren. Her energy, enthusiasm, and heart for others will be missed.

And reflecting on our 7-year celebration last May, it was an incredible evening. Residents we served sitting with partners we support; volunteers telling donors and city officials about their experiences over dinner; ethnic, socio-economic, and generational barriers erased for at least a night—almost 200 people painting a picture of the Peninsula, people who would never all be in the same room together if it wasn't for that night. The celebration was everything we had hoped for and more. There wasn't a person in the room that didn't feel special and appreciated. From the BINGO ladies of Spratley House to 8-year old volunteer McKenna, everyone who enter the ballroom at Christopher Newport University that night stepped into something remarkable.

In the remainder of this "report" you will encounter people, stories, and numbers that will give you a glimpse of the privilege we enjoy everyday as our volunteers, partners, and supporters make a big difference on the Peninsula by doing small things together.

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

**Cindy Hahne**

*Executive Director*

*Serve the City Peninsula*

# YOU MADE A DIFFERENCE IN 2024

Once again, many people came together and made a big difference on the Peninsula in 2024. **1,514 people volunteered** for **8,438 hours** on **291 projects** that met the needs of the elderly and disabled, the housing and food insecure, children at risk and victims of abuse, and the community and environment! These volunteers spread kindness in ways both big and small and changed lives for the better.



“

“Serve the City demonstrates empathy and is dedicated to its clients, ensuring the delivery of quality service while successfully accomplishing the mission at hand.”

- INGRID ALLEN, FAMILY MEMBER

**1,514**  
PEOPLE  
VOLUNTEERED

**8,438**  
HOURS

**291**  
PROJECTS





## KEEPING OUR SENIOR FRIENDS SAFE

Sometimes it is replacing rotten deck boards or fixing a handrail, other times it is clearing debris that creates a trip hazard or fixing a fence. These are just some of the things that our volunteers and handyperson teams tackle most months to allow our senior friends to feel and be safe in their homes. On a cold November morning, 8 volunteers (including the niece and nephew of the woman we served and our somewhat hobbled Executive Director) gathered at the home of Ms. Roberts. Four hours, several truckloads of debris, a dozen or more leaf bags, and 70 some pickets later, she could walk in her backyard without fear of tripping and felt safe that her property was secure.

“It’s the little things—  
like being able to walk  
in my yard without  
worry—that means  
everything.”

- MS. ROBERTS, RESIDENT

“



“

“It was really cool being able to be right in the middle of all the history of this area from before the Civil War until now. It was also great for my boys to see it and experience helping out your fellow man and woman.”

- RANDY KROCK, VOLUNTEER

## SHOWING RESPECT FOR THOSE WHO HAVE GONE BEFORE US

Each month, anywhere from 5 to over 20 volunteers descend upon Elmerton Cemetery to mow, edge, rake and bag, and otherwise help to maintain this historic African-American cemetery that dates back to before the Civil War. These volunteers work hard to steadily cut back the overgrowth and show respect to the families represented by the grave markers we uncover each month. Like many of our projects, it is easy to see the practical impact of what we've done by the square yards of waist-high weeds that were cut down or the number of bags of “yard waste” piled out by the street. While harder to see, a project like this also has a positive impact in on the hearts of those that serve—even those barely big enough to hold a rake!



“

“I enjoyed being able to see the amount of work put in as the bags piled up.”

- HANNAH-LOUISE TOETHEL, VOLUNTEER

“I liked the ability to see change in an area that most people don't think about.”

- CAROLINE JORDAN, VOLUNTEER

”



# ALL CHILDREN DESERVE A **SAFE, COMFORTABLE PLACE** TO LAY THEIR HEADS

That is the mission of *Sleep in Heavenly Peace*, one of the many nonprofits *Serve the City Peninsula* partners with in order to show kindness to those in our community. Volunteers from across the Peninsula help to build these beds and deliver them and you don't have to look any further than the faces of the children in these pictures to see the impact these small acts of kindness are having.

“

“I loved seeing the faces of each child after seeing their new bed. It is such a reward after the work we put into building the bed.”

- GABBIE DEBREW, VOLUNTEER

“

“It was humbling to see the kids be happy for a bed. The team that ran it gave affirmations as you worked on a skill that you never had.”

- KATHY ZAPATA, VOLUNTEER







## BRINGING LOVE & HOPE TO SPRATLEY HOUSE

Every month a handful of volunteers show up at Spratley House with love in their hearts and a smile on their faces to show some kindness to our senior friends in a very simple way: BINGO! You might think that something so trivial would have little impact or that the small prizes, like bars of soap or rolls of toilet paper, would be meaningless. But they are not. For the residents of Spratley House, this monthly

"outing" may be one of the few social gatherings they have. And the love they feel from our volunteers is contagious. These residents are not just "receivers" of kindness, they have become "givers" as well—whether it is rolling bags for THRIVE or writing small thank you cards for others, they want to do their part. That's right, BINGO is transforming lives!

“

“I could not wait for Saturday to get here so I could see my second family and play BINGO and have fun. I miss you all but I’m so glad when you come to us... I hope my small donation helps a little.”

- MS. MAX, RESIDENT OF SPRATLEY HOUSE





## BEAUTIFYING NEIGHBORHOODS

It started with 50 leftover hotdogs on the sidewalk in front of her house. It became a love for her neighborhood that sees her serving up to 200 meals to those neighbors once a month plus daily giveaways of food and household items. Serve the City Peninsula partnered with Ms. Mona Joyner to show kindness to her neighbors in another practical way by beautifying her corner of Newport News. Flowers were potted, grass was cut, and bushes were trimmed by our many volunteers—including our new friends Robert and Raymond from the neighborhood. There were even a few hugs given out!



## WHAT HAPPENED DURING BIG VOLUNTEER WEEK 2024

It was hot and it was humid, but 297 people volunteered 1,777 hours to help transform lives and neighborhoods in Newport News, Hampton, and beyond. They performed neighborhood beautification, worked with our partners addressing food insecurity (Operation Breaking Through, Inc and Hampton Roads Urban Agriculture), helped the elderly

with minor home repairs, cleaned up the environment, supported The Heart of Giving, Inc in their mission to meet the needs of the un-housed, and helped to spread kindness through family-friendly projects that included partners like THRIVE Peninsula and Fear 2 Freedom.

***Once again, many people doing small things together made a big difference!***



# HONORING SEVEN YEARS OF KINDNESS

In May, Serve the City Peninsula celebrated seven years of kindness with our volunteers, our partners and stakeholders, and those we have served. As part of the celebration, we recognized outstanding individuals and organizations that exemplify

compassion and community impact. Honorees included first responders, long-time volunteers, students, and community leaders—all champions of Serve the City’s mission to bring light and hope across the Peninsula.



“

“You are not just volunteering; you are restoring hope to people, communities, and cities!”



**At our recent Celebration of 7 Years of Kindness we honored our Top 10 "TOP" awardees for their impact on Serve the City Peninsula!**



**TOP COP**  
MPO Don Greathouse

In recognition of his ongoing support and dedication from the beginning of STCP



**TOP "OVER THE TOP"**  
Cathy Zimeras

In recognition of her willingness to serve anyone, anywhere, anytime



**TOP OFFICIAL**  
Owen Miller

In recognition of his ongoing support and dedication from the beginning of STCP



**TOP COLLEGE STUDENT**  
Katie Bowersox

In recognition of her enthusiastic leadership and mobilization of Christopher Newport University students



**TOP # OF HOURS**  
Jim Ide

In recognition of his sacrificial investment to residents through his handyman skills



**TOP VALUES IN ACTION**  
Mona Joyner

In recognition of the way she lives out the values of STCP in the community



**TOP # OF PROJECTS ATTENDED**  
Robin Epps

In recognition of her ongoing enthusiasm and devotion to STC projects



**TOP COMMUNITY PARTNER**  
Peninsula Foodbank

In recognition of their many hours of partnership with STCP



**TOP COMMUNITY "OLD TIMER"**  
Mary Jones

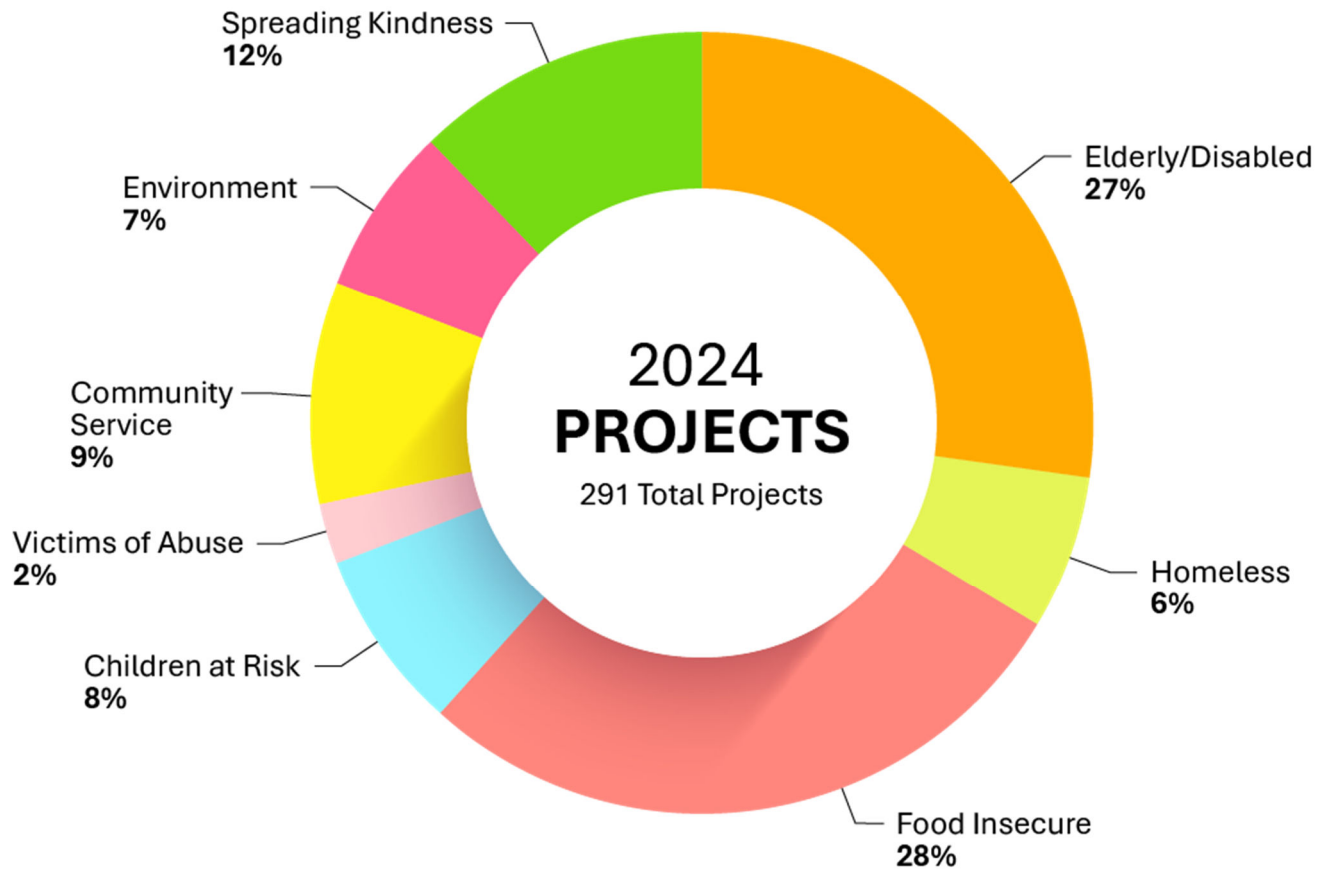
In recognition of her ongoing support and dedication to STCP since 2017



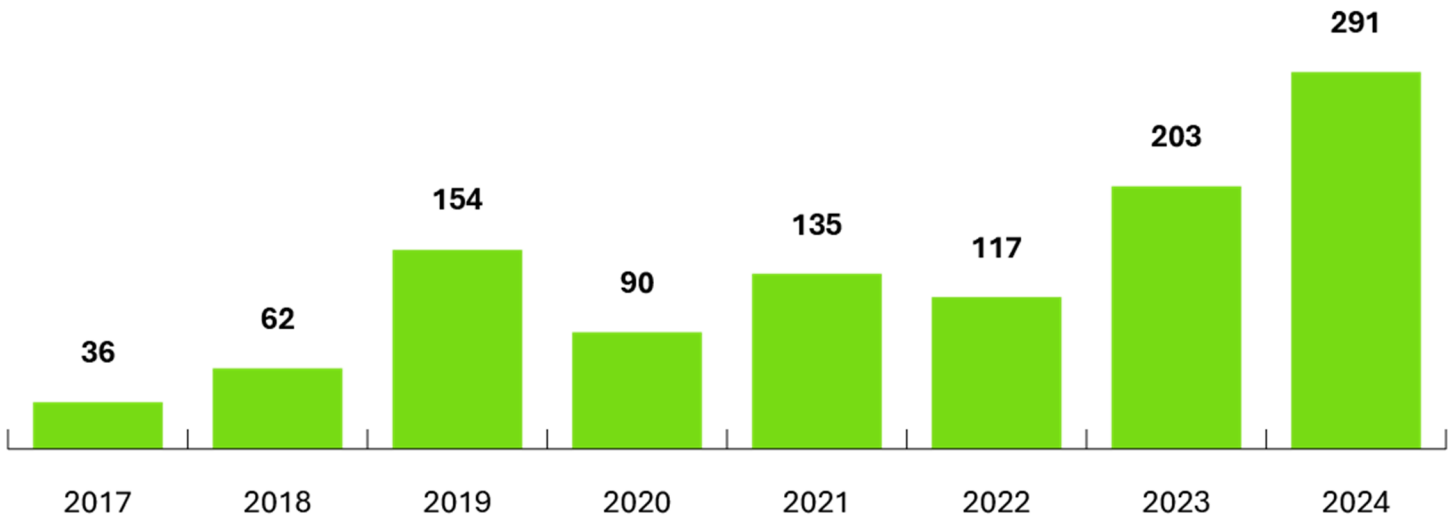
**TOP VOLUNTEER ORGANIZATION**  
Christopher Newport University

In recognition of the hours CNU students have volunteered in the community

# PROJECT SUMMARY



## PROJECT GROWTH OVER SEVEN YEARS

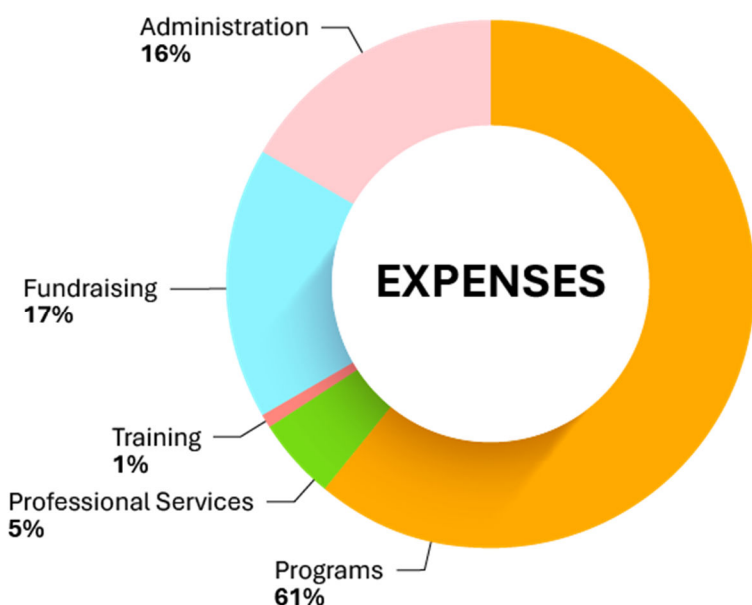
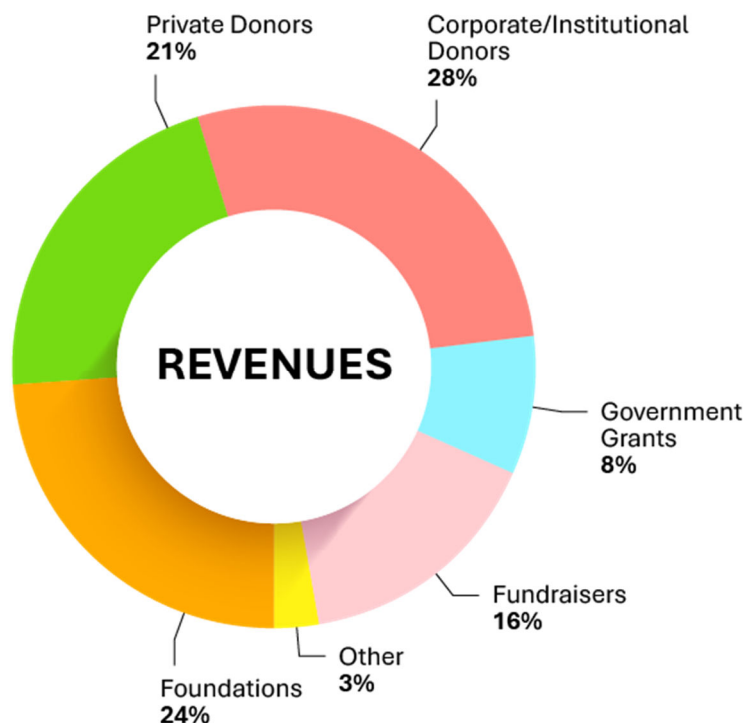




# FINANCIAL REPORT

## REVENUES

Foundations	\$21,500
Private Donors	\$18,967
Corporate/ Institutional Donors	\$24,988
Government Grants	\$7,500
Fundraisers	\$14,011
Other	\$2,305
<b>Total</b>	<b>\$89,271</b>



## EXPENSES

Programs	\$56,579
Professional Services	\$4,539
Training	\$930
Fundraising*	\$15,434
Administration	\$15,235
<b>Total</b>	<b>\$92,717</b>

\* Fundraising costs include stocks of branded merchandise that have not yet been sold.

# OUR SUPPORTERS



And all of our individual donors.



## PARTNERS WHO SERVE WITH US



## PARTNERS WE SERVE







**HUMILITY**  
**COMPASSION**  
**RESPECT**  
**COURAGE**  
**LOVE**  
**HOPE**



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