



Annual Report 2018



Serve the City VZW

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Foreword

How do you change the world?

What's the recipe? One part elect better leaders, two parts re-allocate financial resources, three parts put more bad people in jail. Stir gently over global warming until boiling...

Checking the cookbook for a better alternative. Let's try this one: mobilise more people to show more kindness in personal ways to people in need. Lives are transformed as kindness is passed from person to person, neighbourhood to neighbourhood, city to city, nation to nation.

In 2018, Serve the City Brussels, the flagship of the global Serve the City movement, mobilised more people to show more kindness than ever before. We celebrated our 100th Big Volunteer Day. We organised a week of volunteering for 800 employees of

the European Commission. Our weekly volunteering opportunities grew to 40, offering an opportunity to serve almost every day of the week. We welcomed 125 volunteers from all over the world to spend one to six weeks serving alongside us.

All this is thanks to the support and engagement of a vast number of volunteers – Board members, staff, Core Team members, Project Leaders, financial supporters, and many hundreds who selflessly give their time to cross the line and care.

Thank you for being a part of this hope-filled community of people who have come together to make a difference. As we like to say in Serve the City, it's a revolution! A serving revolution. And it's going to change the world.



Joy and peace,

A handwritten signature in dark ink, appearing to read 'Carlton Deal'.

Carlton Deal
Executive Director

About Serve the City

What we do and why

Founded in 2005 in the spirit of solidarity, Serve the City Brussels is the founding branch of an international organization that mobilizes people to become active volunteers in their local cities. We wanted to turn what we can often perceive as broken or lost in our societies into hope and beauty. To do so, we welcome volunteers and connect them with local partners to provide help and support to the marginalized population of Brussels. Our goal is connect people through kindness and make a change in our social landscapes. Our dream? That everyone is serving someone else, and that the people we have served become volunteers.

Serve the City is for everyone!

In that sense, the goal is not as much about meeting needs as it is facilitating the kind of volunteering in which every person can participate. We are eager to continue growing our volunteer base and in turn to expand the reach of our projects because many people doing small things together can make a big difference.

In a nutshell

We serve

Anyone in need and we want to address different challenges in Brussels.

- People who are Homeless
- Asylum seekers and Refugees
- People who are Elderly
- Persons who are Disabled
- Children in need
- Victims of abuse

We organize

- Volunteering activities such as weekly projects, Big Volunteer Days and a Big Volunteer Week
- Training and awareness events
- Fundraisers
- Corporate team buildings



Our Core Values

Every decision at Serve the City is guided by values we believe in. When we put on a Serve the City t-shirt, we put on...

Humility

Serve the City exists to serve others. We put the needs of others above our own. We do not presume to be experts on the social needs we find in our cities. We seek to walk alongside those we serve, with empathy.

Compassion

We serve people to initiate relationship, and the first step towards a relationship is learning each other's names. To know people by their name is to recognize the uniqueness of each person's journey.

Respect

We carry out projects in collaboration with all members of society without prejudice based on gender, race, faith, or political preference. We fight against prejudice and encourage acceptance.

Courage

Serving another person is about facing difficult realities and sometimes deep suffering and injustice, to be vulnerable and to step outside of our comfort zone. We are so inspired by the courage we see in our volunteers!

Love

There can be many motivations for serving someone, such as a sense of duty, or responsibility, or even guilt - but the service that makes a real and lasting difference is motivated by love. What the world needs now is love.

Hope

No cause is without hope as long as there is a single person willing to persist in addressing it. No person is beyond hope if there is a single person willing to learn their name and show them love.



Weekly Projects

In 2018 we offered as many as 36 weekly serving opportunities for volunteers. The projects were set up in partnership with local charities, and they were led by STC-trained Project Leaders. There was something for everyone on every day of the week, in neighborhoods all over the city! We served many different kinds of people, in many different ways. Here is an overview of our 2018 weekly serving opportunities.

For volunteers who wanted to...

... teach

Bouillon de Cultures

Goal: Provide youth in Schaerbeek with educational support. Our volunteers help teenagers with their homework (eg. maths, English, French, Dutch, physics, etc).

Volunteer days: Monday to Saturday

Average number of daily volunteers: 1-2 regular

Project runs during school term time and 2018 the team served 40 weeks at the center.

Samusocial Gulledelle

Goal: Homework help for children in a shelter for homeless families housing 130 residents.

Volunteer days: Tuesday & Thursday

Average number of daily volunteers: 3

Project runs during school term time and 2018 the team served 31 weeks at the center.



... assist the homeless

Le Phare

Goal: Serving a warm meal with friendly conversation to those in need, especially those who are living on the street.

Volunteer days: Tuesday

Average number of weekly volunteers: 8

In 2018 the team served 45 weeks at the center.

Mobile Library

Goal: Helping to collect, sort out and catalogue books to give out to the homeless.

Volunteer days: Thursday

Average number of weekly volunteers: 10

In 2018 the team served 50 weeks at the center.

Missionaries of Charity

Goal: Assisting the nuns of the Missionaries of Charity in their food service for the homeless, including setting up beforehand and cleaning up afterwards.

Volunteer days: Tuesday & Wednesday

Average number of weekly volunteers: 2-3

In 2018 the team served all year round at the center.



... serve asylum seekers

Breakfast4Refugees

Goal: Serving Breakfast to those living at Parc Maximilien or at Nord Station in Brussels.

Volunteer days: Monday to Tuesday

Average number of weekly volunteers: 20

In 2018 the team served 50 weeks at the center.

Foyer Selah

Goal: Having fun socializing and playing games with asylum seekers in a family-friendly environment.

Volunteer days: Wednesday

Average number of weekly volunteers: 10

In 2018 the team served 50 weeks at the center

Porte d'Ulysse

Goal: This center provides a warm, dry and safe place for homeless migrants to stay each night. Every morning and evening, seven days a week, teams of volunteers cook and serve breakfast or dinner to those staying at the center. The center is run almost entirely by volunteers.

Volunteer days: Monday to Sunday

Average number of daily volunteers: 7

From December 2017- April 2018 we partnered with an organization to provide 30,000 breakfasts.



... connect with the elderly

Brugmann Hospital

Goal: Serving tea and coffee to elderly patients at three geriatric units in order to interact with people at the end of their lives, many of whom do not receive visits from their families.

Volunteer days: Wednesday

Average number of weekly volunteers: 3

In 2018 the team served 40 weeks at the center.

Petites Soeurs des Pauvres

Goal: Helping the nuns at Petites Soeurs des Pauvres to serve dinner to 100 elderly people, and also joining them as they serve the homeless in the Marolles, by serving sandwiches on the weekend.

Volunteer days: Monday to Sunday

Average number of weekly volunteers: 10

In 2018 the team served 40 weeks at the center.

New projects in 2018

Café Lingua

Language is often a key success factor in establishing a quality life in a new country. Café Lingua brings together new-comers and locals to focus on social and cultural exchange through language learning. The project is run by Serve the City partner organization, Welcome Home International. Café Lingua aims to give migrants and asylum-seekers access to social environments in the resident country, while integrating them into a community of local learners and tutors.

... help people in a time of need

Les Chèvrefeuilles

Goal: Supporting women by spending time building a friendly rapport with them and their children at a women's crisis center.

Volunteer days: Tuesday

Average number of weekly volunteers: 4

In 2018 the project was active for 42 weeks.

L'Îlot

Goal: Interacting socially and providing emotional support to women and families who have struggled with various challenges, such as abuse or addiction, at a temporary crisis center.

Volunteer days: Wednesday

Average number of weekly volunteers: 3

In 2018 the team served 42 weeks at the center.

CollectMet

Goal: COLLECTMET is a project run by AlimentAB asbl and their purpose is to reduce food waste. The project involves collecting unsold fruit and vegetables at the Abattoir market in Anderlecht and redistributing it at COLLECTMET's sorting point to people in need and to other associations working in the social sector.

Volunteer days: Sunday

Average number of weekly volunteers: 3

In 2018 the team served 48 weeks at the project.

Solidarité Grands Froids

Solidarité Grands Froids coordinates a large depot, collecting and sorting items year-round for Brussels' homeless, providing clothing, toiletries, homeware, toys, shoes and much more! Volunteers are needed to sort donated items on a weekly basis.

Big Volunteer Day

Once a month, 7 times a year, Serve the City Brussels organizes a volunteering event to serve our city in practical ways. We call it a Big Volunteer Day.

It is a day that we want to dedicate to people who often get overlooked. On this day, we try to know them by their names. Our volunteers contribute to different projects, from distributing food for homeless people to sorting out donations or playing games with children.

This year we also celebrated our 100th Big Volunteer day and the first Global Volunteer Day!

7 Big Volunteer Days

over

800
volunteers

2400
volunteer hours

Big Volunteer Week

The Serve the City movement was born from the Brussels Big Volunteer Week in 2005. We still hold this week every year to bring together everyone and everything we are doing during the year.

Why? Because at Serve the City we believe that many people doing small things together can make a big difference.

How? With the help of hundreds of people who gathered together to help those in need throughout the week.

When? 30th June till 7th July, 2018

What?

Social projects

Games, outings, walks, and any other activities that connect people, break down barriers, and facilitate friendship.



Practical projects

Painting, cleaning, gardening, and other hands-on tasks that help our social-profit partners be at their best.



Projects in the street Presence

Spreading kindness, hope and love through sport, food and friendship to those who need it across the city.



The week concluded with a BBQ at the Ferme du Parc Maximilien which was joined by over 500 people. We invited everyone we had met during the week, including the people we served. This was an amazing moment for volunteers, refugees, and others from countless different cultures to connect around food, music, dance, and friendship.

Make a difference

over

700

volunteers

average of

120

people per day

over

2000

volunteer hours

Corporate Volunteering

The vision of Serve the City is not only to connect individuals with the needs of the city but also organisations and companies.

Both private and public sector organisations can bring much needed resources and expertise to the needs of the city. These resources come in many forms.

Organisations and companies have supported Serve the City financially in our many projects. They have also supported us with concrete resources such as food supplies and equipment and in many cases with expertise and knowledge that organisations intrinsically have within their structure. This support is essential to us as we are self-funded and without this STC could not run its many programmes across the city.

The main way organizations engage with us is through our team building events where companies and institutions contribute to our objectives through hiring us to run volunteer events for and with them.

For these events, we aim at combining enjoyment and empathy. In the first place, this allows the participants to discover themselves and their coworkers in a deeper and different way than a normal work day. On the other hand, it allows us to inform citizens and do some prevention. Before the actual volunteering action, we always prepare our participants and give information about the population we are going to serve. It is always a good occasion to raise awareness about the issue of homelessness or the challenges that migrants face.

The organisational team help the disadvantaged in our society by serving food, care or practical work projects while living out our motto to 'know people by name.'

We led nearly 30 team buildings in 2018 for a total of just over 1000 employees.

Here are some of the companies that we worked with:



Telefonica

FLUXYS

Ansell

pwc



Johnson & Johnson

SLAUGHTER AND MAY

Skadden

BNP PARIBAS
FORTIS

Gartner

Levi's



VUB

EC Volunteering Week

In 2018, Serve the City organised the European Commission Volunteering Week, a chance for every EC employee to give back to the community. It was a great success, with 784 EU employees volunteering on projects all across Brussels. The projects included social, street and practical projects helping people in need.

Projects covered sectors such as

- Social services
- Education and youth
- Culture, sport and leisure
- Environment

Projects aimed to work with

- Elderly
- Persons with a disability
- Children and young people
- People who are at risk

Some statistics

784 took part accompanied by 30 project leaders across multiple projects



They volunteered for a total of 2744 hours

or in other words for a total 114 days of volunteering



Volunteers came from 44 Directorate Generals or Executive agencies

Social Impact

- 700 food bags delivered on street to homeless.
- 120 blankets distributed on the streets to the homeless.
- 400 care bags made and delivered to homeless shelter.
- 500 salads made and delivered to give those on the streets a healthy alternative.
- 350 breakfasts served each day to asylum seekers.
- 220 homeless people served a cooked lunch.
- Partner NGOs and other social facilities renovated or improved City open spaces cleaned.

International Volunteers

In 2018, Serve the City became part of the International Volunteer Headquarters program (IVHQ), which arranges for people from around the world to come to Brussels to volunteer.

The individuals who sign up for the project come from many countries with the drive to give back to the places they are visiting whilst having time to see and enjoy the countries they are in.

Volunteers spend their time in the morning helping on the many projects Serve the City is involved in such as helping refugees, working with vulnerable people or supporting NGOs whilst in the afternoon is free time to get a broader perspective on their host country.

This is a great project for both volunteers and Serve the City combining both empathy and enjoyment, giving back whilst having fun serving.

During 2018, **128 IVHQ volunteers** contributed a total of **5000 hours**, or **over 200 days** to helping Serve the City and its partners.

Volunteers registered for the following projects:

- **46** people for NGO Support
- **39** people for Education Support
- **22** people for Food Outreach
- **16** people for the Mobile Library
- **5** people for Renovation

My time with Serve the City was extremely rewarding. The entire team was helpful, ensuring I got to volunteer with projects that interested me as well as helped the Brussels community. I would recommend Serve the City to anyone looking to volunteer in the Brussels area.

– Hayley, volunteer from Australia

Fundraising

Apart from financial support from companies, we also (co)organize our own events to raise funds. Our fund-raising events In 2018 were as follows:

Pub Quiz

Each month of 2018, usually on Tuesdays, Serve the City organized a Pub Quiz in order to fund our various activities. We invited people to our partner bars in Brussels. Our trivia experts signed their team up on our website and got ready for 10 rounds of deep thinking about various topics. Questions could be about Europe, Belgium, Sports or even Christmas songs.

The pub quizzes were an important part of our revenue since they bring on average € 500, with no cost on our side. We used the funds for general administrative support at the office or special projects.

Book Sale

The English Book Charity Sale organized two book sales for Serve the City in 2018: one in June and one in September. On this day, we helped them install the material at the Stonemanor British Book Store, where people donate and buy second hand books by the centimeter. This event brings amazing energy as many people buy second hand books to support Serve the City.

Serve the City received € 6500 from these events.



Brussels' 20K

Every year, at the end of May, the city of Brussels hosts a massive 20k event. Like many other charities, we use this as an occasion to promote our association at a fun city-wide event.

In 2018 we had 6 Serve the City runners in the 20k. Each runner received an t-shirt, and the confidence that the money would be used for a good cause.

Deux Euros Cinquante

In order to provide breakfast to refugees for our project at Porte d'Ulysse, Serve the City invested approximately € 36,000 between December 2017 and April in 2018. The association "Deux Euros Cinquante" generously covered nearly all the cost with a donation of € 34,942.

Gala

Serve the City Brussels held their first ever Charity Gala on 8 November 2018. The venue was kindly donated by [g3 artcontemporain Gallery](#) in Brussels.

The Charity Gala raised over **2,000** euros, helping us to continue our efforts to support homeless shelters, refugee centers, homes for the elderly and other associations within Brussels.

Guests were given the opportunity to participate in raffle as well as a silent auction. The highlight of the gala was the artist from g3 artcontemporain gallery who painted on a large canvas in front of the guests during the 3-course meal, offering the masterpiece for auction at the end of the evening, with the proceeds going to Serve the City.



Other activities

Our events around volunteering

Info-sessions

Serve the City began holding regular volunteer 'Info-sessions' in October 2018. The aim of these sessions is not only to inform our volunteers about Serve the City's mission and projects, but also to get to know our volunteers and the skills that they might be able to offer. This enables Serve the City to create a true volunteering community.

Volunteers can register for an info session on our website. The sessions are held on Mondays, Tuesdays and Thursdays.

Project Leader trainings

To better prepare our Project Leaders in their volunteering activities, Serve the City developed a three-pronged approach Project Leader Training Curriculum (Know, Understand, Do).

- **KNOW:** Get to know Serve the City both in Brussels and in the international context of being a global movement.
- **UNDERSTAND:** Learn more about Serve the City's heartbeat for people and places, and the characteristics of how STC operates, all of which can facilitate quality project leading.
- **DO:** Having attended the project leader training, new project leaders are assigned projects to put their knowledge into practice!

Zoom in

The ZOOM IN panel discussions is one of the training experiences we offer to our volunteer community to gain better understanding of the current situation and needs in our fields of serving. These events are great to share, equip, resource, learn and build community – therefore we decided to open the invitation to everyone instead of just to project leaders at Serve the City Brussels.

ZOOM INs take place in the evening for a couple of hours, a previously chosen theme is discussed. For the occasion, experts, people concerned by the issue and volunteers are invited to talk about their knowledge and experience on the field. The evening concludes with a Q&A session with the guest speakers.

International activities

International Forum in Dublin, Ireland

Serve the City International organizes an annual International Forum for all Serve the City branches every year in order to create link and unity between all. Serve the City Brussels attended and took various leadership roles.

The Forum started with a Welcome Dinner which allowed everyone to meet, network and kick off the conference in a context of friendship. The following days were divided in different activities which consisted of plenary sessions and breakout sessions.

Plenary sessions gave an overview of the values and goals of Serve the City and more specific topics such as using our global website, organizing Community Dinners, and developing Project Leaders were covered in breakout sessions. This gave many cities the opportunity to present projects and initiatives that could be a resource for others

Adoption of the Dublin Resolution:

- We will deepen our understanding of and commitment to our values, the 'why behind the what' in our volunteering;
- We want to be known as valued contributors to the global conversation about care for people in need in the urban context;
- We will form cross-city networks of leaders who are addressing similar social needs;
- We want to start measuring our global outputs, outcomes, and impact;
- We will finalise our best understanding of the process by which new cities enter the movement and grow to maturity so we can increase the number of active cities.

Grant Applications

Grants can enable financing for projects, and public institutions and private bodies offer to support projects with specific aims. In 2018, Serve the City applied for two grant-subsidized projects:

Get Connected aimed to measure the impact of volunteering on both the EU and community values. The project ran for six months, and included partners in Ireland, Croatia and Britain.

The **EYES** project aims to empower youth through entrepreneurial skills, targeting young people who are not in education, training or employment (NEETS) to help them get onto the labour market.

In 2018, Serve the City undertook extensive research in this area, testing the ground for the use of volunteer coaches in this field. This is a three-year project, focusing on North-West Europe, with 11 partner organisations from Belgium, Germany, the UK, The Netherlands and France.

Giving time to others...

That morning, as with every morning, I was awoken up by shrill cries coming from the baby monitor. It's 6am and I find it difficult to tear myself away from my dreams. Struggling to keep my eyes open, I go up to my son's room where he is stood up in his cot waiting for me, happy to see me finally arrive. He snuggles into my arms. In the crisp morning and the quiet of a household that is still sleeping, I breast feed this little creature, so vulnerable, so dependent. I watch in awe as he eats. Barely ten months old, he is becoming more and more active, moving with increased confidence. And yet he still needs us for so many things. A little man in the making. Who will he become? What will become of him when he is old enough to flee the nest and not be dependent on his parents?

That afternoon, change of scenery. I find myself in a old people's home in the Marolles district of Brussels. I had decided to join 'Serve the City' with a friend for a day of volunteering. We walk along the corridors

lined with old yellow tiles in the unbearable heat, through dark rooms with furniture from times past, to find ourselves on the second floor of the home, where the oldest and least mobile residents live. We enter a large, bright room lined with armchairs, where a long table is the central focus of the room. Here, several residents wait. Having finished their meal and their afternoon nap, they gather in this room, some reading in the armchairs, whilst others doze off. Others are waiting, as if there is nothing left for them to do in the world but wait. Slowly, they begin to settle around the table (mostly women) as we set up a game of lotto. We clumsily help the speech therapists and the nurses to place other residents around the table. While my friend draws the numbers, shouting at the top of her voice, I check the residents' cards to make sure that they aren't confusing the numbered pieces with sweets. I intervene as an old man tugs on his neighbour's chair, shouting incomprehensibly. I approach and try my best to communicate with him. He's shouting and mumbling.

In spite of my efforts, I can't understand a thing. I learnt later that he speaks Italian. He drools and spits on his number board to the great displeasure of his neighbours who exchange furtive and offended glances, raising their eyebrows and trying to keep their distance. Who is this man? What is his life story? How long has he been here, so vulnerable, reduced to a dependence similar to that of early childhood? A lifeless man with a withered body, who was also made in the image of his creator. While we are helping to serve at the coffee table, a nurse dips a biscuit in her coffee and feeds it him on a tea spoon, this tall man, who now appears shrunk in his plastic bib. Next to him, two parrots squawk in their cage.

Meanwhile, the games put away and the coffee served, my friend and I sit down with several ladies who in turn tell us fragments of their life stories. They invariably repeat the same stories, the same sentences, and the same questions, as if they had put a part of their existence behind

Giving time to others...

them- whether this be invented, embellished or not, who knows? Telling stories, and sharing them with each other in order to continue their existence, while the end of their lives beckons, reliving thoughts of their children, their families and their loved ones to prolong an existence that will soon come to an end.

In the middle of these exchanges, the lady on my right urgently calls my attention – “What can we do now?” While we will be leaving soon, she will have to stay. What else can she do? The lotto game is finished, the coffee cups are empty, what’s next? What will she have to look forward to? “Dinner”, came the answer from her neighbor. In the meantime, she will have to wait. She can fill in the waiting time by meandering through the long yellow corridors in her wheelchair, or simply by just being, witnessing the passing of time.

If what Montaigne said is true, ageing presents the possibility of “loyally knowing how to enjoy one’s being”. As the body lets go, we just have to be. But be what? And who? Meeting the elderly makes you ask yourself the ultimate question of what defines us as

people. We question ourselves in the face of these people who remain calm in situations where others become irritable, and who smile whilst others shout out their anger and dismay.

That evening, after a long journey, I returned home exhausted to find my husband preparing dinner. Our son crawled up to me shouting joyously and snuggles into my arms, with complete trust.

Today, I travelled in time. I travelled between early childhood and old age. If most of my time is spent riding the wind, running after time, success, or a status that might justify my existence, today I stopped; I slowed down to go out and meet the vulnerable. Surely this inevitable slowdown that we experience when we come into contact with young children and the elderly reminds us that spending time with others can only be done if we are fully present, in trust?

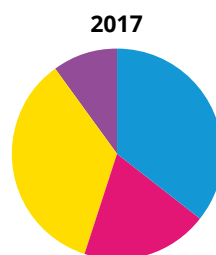
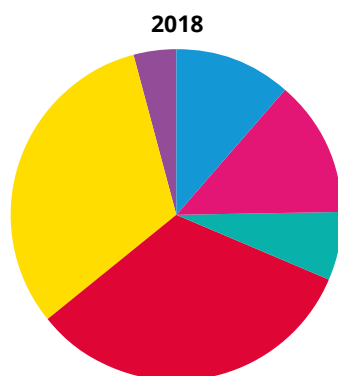
Marie Holdsworth

(traduit par Xinyi Zhao et Sara Tchaparian)



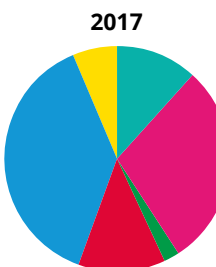
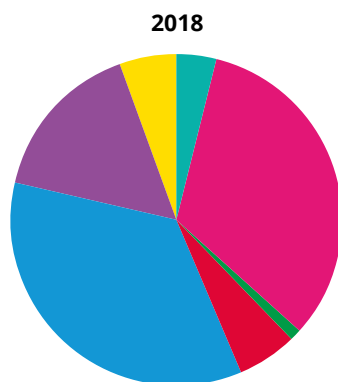
Financial Report

Revenues



	2018		2017	
Donations	38 930 €	11%	44 907 €	35%
Grants	44 942 €	13%	30 440 €	19%
Corp. Donations	22 701 €	7%		
Services	111 807 €	33%	47 905 €	36%
IVHQ / VV	107 494 €	32%		
Other	13 360 €	4%	13 622 €	10%
Total	339 234 €		136 874 €	

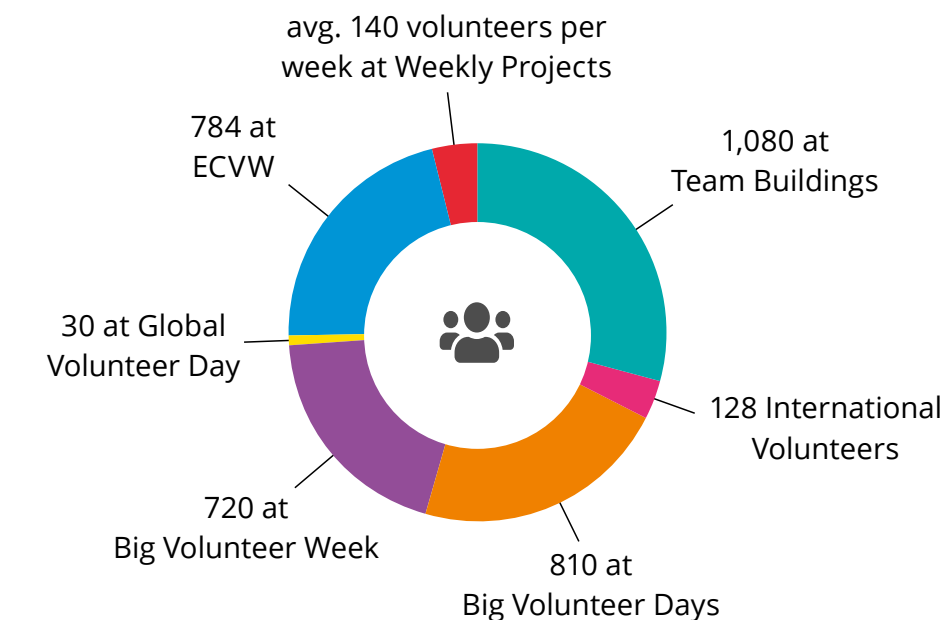
Expenditure



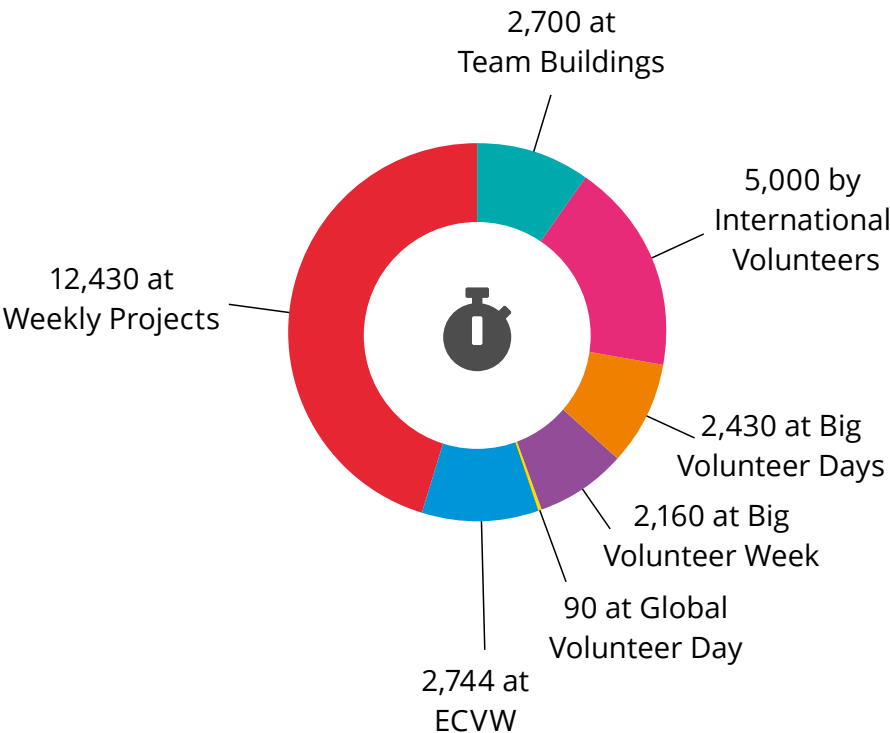
	2018		2017	
Admin/Logistic	11 340 €	4%	15 490 €	12%
Project Support	98 856 €	33%	38 912 €	30%
Communications	3 460 €	1%	2 914 €	2%
Rent	16 209 €	6%	16 367 €	12%
Salary/Consult...	100 280 €	35%	50 412 €	38%
IVHQ	45 200 €	16%		
Other	15 820 €	5%	8 267 €	6%
Total	286 165 €		132 362 €	

The Year in Numbers

Volunteers



Volunteer Hours



hundreds
of books and blankets to the homeless

over
20,000
breakfasts at B4R

over
30,000
breakfasts at Porte d'Ulysse

5,400
warm meals at Le Phare

over
2,500
salads to food banks

over
3,500
carebags to
the homeless

