



serve
the **city.**

Annual Report

2022



Serve the City ABSL

15 Place Van Meyel 02/734 35 02

1040 Brussels hello@servethecity.be

Belgium www.servethecity.brussels

Editors: Jérémie Malengreaux, Gema Suárez, Kathryn Burgess

Content: Jérémie Malengreaux, Gema Suárez, Kathryn Burgess

Design: Gema Suárez

Pictures: Claudio Caputo, Dirk van der Steeg, Jérémie Malengreaux

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Foreword

To the unsung heroes

As each week and each month has passed, I never cease to be amazed by how much can be achieved by volunteers who give their time to our cause. What's incredible is that here at Serve the City, we don't have a safety net in terms of capacity, yet, every time a project is launched, the magic happens. Volunteers deliver meals, offer transport, provide homework classes and more. In 2022, we coordinated approximately 130 volunteering activities every week in Brussels alone, plus events in Leuven and Wavre. The impact that our movement has on our communities is difficult to measure, but it's clear we make a difference. We are grateful to have received praise from our partners and beneficiaries.

The impact of our work is also thanks to our fantastic leaders. Our project leaders are so

committed. They believe in STC and are foundational to our success. They are our super volunteers, always reliable and prepared to serve others. Their role is essential. By meeting the volunteers every week, they have become not only ambassadors for our organisation, but also the pillars of our volunteering community. How can we ever express our gratitude for so many small hands and big hearts?

For 2022 I want to emphasise that Serve the City is a movement, a force for change, powered by you, our volunteers. You are the reason for our success in 2022. You are our unsung heroes. You have made a difference, whether you gave your time, or donated items such as blankets and tents. We thank you from the bottom of our hearts, and on behalf of those you serve.

“ You have powered our success in 2022. You are our unsung heroes.”



A handwritten signature in black ink, appearing to read 'Nathan Torrini'.

Nathan Torrini
Executive Director



MANY *people* DOING
small things

TOGETHER

can make a
BIG DIFFERENCE

In 2022

We mobilised a total of



1,478

unique volunteers

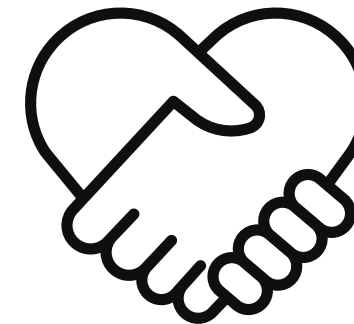
who dedicated



22,350

hours to help

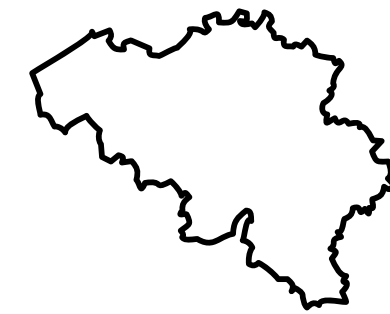
at



34

weekly projects

and in



33

events in Brussels, Leuven & Wavre

Our activities targeted **5** Sustainable Development Goals

2 ZERO HUNGER



4 QUALITY EDUCATION



5 GENDER EQUALITY



12 RESPONSIBLE CONSUMPTION AND PRODUCTION



17 PARTNERSHIPS FOR THE GOALS



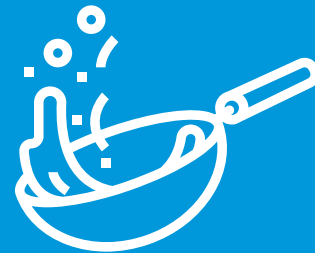
We were also supported by



1,707

volunteers at team buildings

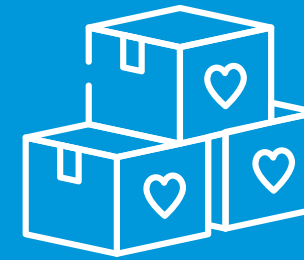
We cooked



114,514

meals with Community Kitchen

We sent



500

boxes with essential items for
Ukrainian refugees

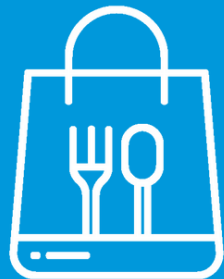
We collected



15,300€

worth of Christmas presents to
distribute to 226 children in need

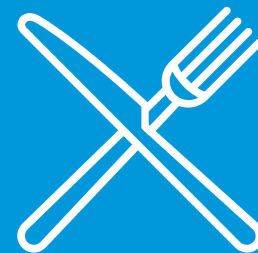
We made



17,327

food bags & care bags

We distributed



91,581

of the meals made by
Community Kitchen

We supported



23

vulnerable women through the
Trampoline project

We distributed



2,000

kg of chocolate donated by
Leonidas & Pierre Marcolini to
homeless & refugees

Volunteering as a force

Serve the City (STC) is a global movement of volunteers. We are drawn together by one idea: volunteering can make our lives better. We believe that by taking action, we can have a positive impact and help our cities become better places. [We see volunteering as a force for change.](#)

In 2022, 2100+ volunteers - including both regular and corporate - joined us and spent more than 24,000 hours improving our local communities in Brussels, Leuven and Wavre. Countless more supported us through in-kind donations, such as winter gear for the homeless, blankets, and essential items for humanitarian help like non-perishable goods and medicine. All of these people had one thing in common: giving. They believe that giving is the solution; that volunteering is the answer.

STC is committed to creating a revolution; bringing people together to serve each other. We believe volunteering is a force for change. If we care for our neighbours, if we learn everybody's name and story, it would help cross the line between 'them and us'. And so, this past year, we have worked tirelessly to offer an opportunity to all those wishing to spark change.





Why volunteering



Healthier body & mind

Engaging in volunteering not only has an impact on the wellbeing of those helped, but also on those who help. Studies show a link between volunteering and improved, self-reported, health and personal wellbeing [1]. Volunteering has also been proven to boost enthusiasm [2].

Recent CIPD research found that 80% or more volunteers reported improvements in communication, influencing and relationship skills, [3] with over half also learning leadership and other skills.



Active citizenship

Volunteering is a force for change in our communities. We not only deliver services that benefit communities, but we also promote values that we believe are essential to society. By working directly on key issues that are important to us we are also, indirectly, highlighting to the government where their focus needs to go. Volunteering is therefore the voice of the active citizen, working to promote a better future for all.

Corporate citizenship through volunteering



In 2022, we engaged with over 1000 employees, providing them with a corporate volunteering experience. A key contributor in 2022 was Toyota Motor Europe (TME).

In July 2022, Toyota's Executive and Social Impact teams, gathered in Brussels city centre to join us at Lunch 4 All. Through hands-on engagement, they demonstrated Toyota's mission of 'producing happiness for all'. At lunchtime, over 480 meals were distributed to vulnerable families, homeless people, asylum seekers and refugees.

TME continued to provide support throughout 2022 with 138+ volunteers preparing 7820 lunch bags and serving for a total of 483 hours. Their Best Retailer in Town programme has also seen 1200+ people preparing 5900 care bags.

“At Toyota Motor Europe we believe strongly in supporting our local communities. Translating this into action we were proud and happy to support our partner Serve the City in their Lunch 4 All event delivering meals to over 480 homeless, asylum seekers and refugees.”

MATT HARRISON, FORMER PRESIDENT & CEO OF TOYOTA MOTOR EUROPE





Social & Economic Cohesion

Volunteering promotes both social and economic cohesion. Volunteers gain a wide range of skills and competencies while volunteering that can increase their employability. This is especially important for volunteers that belong to marginal groups.

Volunteering is also a great tool to promote social interaction between different societal groups. This promotes social inclusion.

Trampoline Project: volunteering providing a new beginning



In 2022 we launched the Trampoline project by partnering with Oasis. Oasis is a charity that supports abused and exploited, migrant women. We are happy to report that these women were able to participate in a number of our projects (some volunteered for more than 100 hours). We also ran a CV workshop.

By the end of 2022, 23 women had participated in the programme. We had some really great results from this project including: women starting training, finding work, meeting new housemates, making friends and finding a sense of purpose.

The funding provided by the King Baudouin Foundation for this project was only for one year. We are now actively looking for additional funding in 2023.

"Before entering prostitution, I worked in different restaurants in my home country. No one ever told me that I was doing something well or that I was good enough. Hearing that I can do something good gives me hope for the future"

ANONYMOUS PARTICIPANT OF THE TRAMPOLINE PROJECT



What has been done

Solidarity with Ukraine



On 22nd February 2022, Russia launched a military invasion of Ukraine. It's now estimated that more than 8 million Ukrainians fled their country into Europe and neighbouring countries.

As the first refugees found their way to Belgium, STC Belgium launched local actions and organised collections of essential money and funds to support those fleeing Ukraine.

STC Brussels organised a collection of essential items to support STC Poland already helping at the Poland-Ukraine border crossing. We collected 500 boxes with humanitarian essentials such as non-perishable food, clothes, blankets, and medicine. The boxes were delivered to STC in Poland by UPS, who once again chose to support our organisation. Many UPS employees came to help, mainly in logistical tasks such as packing and transporting donations.

With the support of their Ukrainian partners, STC Poland were able to bring some of the boxes donated to Kyiv, where they were distributed to the local population.

From 5am, young and old were already queuing outside the Brussels Bordet registration centre. Our volunteers and our team were there with them, providing hot drinks and snacks. Our gratitude goes to local residents who appeared with blankets, food and a big dose of compassion to comfort and help where and however they could. They and passers-by provided extra helping hands to our team.

The majority of the refugees were women and children. Unfortunately, our teams are very aware of the risk of human exploitation. Together with Oasis, we raised awareness within the Ukrainian community by distributing information flyers at key locations.



The STC Leuven team also reacted swiftly and collaborated with the city of Leuven to help all those seeking asylum in the city. STC Leuven also raised 1500€ to buy essential items, such as pet food for animal shelters, canned food, medical bandages and thermal blankets. Another collection was organised at Christmas.

STC continued to help through partnering with the Leopold Center in Brussels to provide a weekly Fun & Games session for children living in the area.

The English 4 Refugees team, volunteering from the PSA Centre, quickly set up weekly language lessons from the STC office in Place Van Meyel. Around 20 students attend a Tuesday evening English language session managed by volunteer teachers, helping them to adapt to their new lives in Brussels. By the end of 2022, 79 students had participated.



More information

ND Bruzz, "Vrijwilligers blijven hulp bieden aan Paleis 8: 'De chaos komt niet door ons'"

EN FR Serve the City, "It's all about solidarity"

Emergency cooking at STC office



Just a few months after its completion, the professional kitchen at the STC offices was being put into use to respond rapidly and efficiently to the situation at Bordet. Thanks to the help of Lynn, a member of STC International based in Brussels, and of other members of our team, we were able to prepare 300+ hot meals for the refugees that could not leave the queue to enter the registration centre.



What has been done

Asylum crisis in Belgium



The 2nd half of 2022 was extremely challenging. Belgium failed to accommodate 3000 asylum seekers. Families and unaccompanied minors found themselves living on our capital's streets. We provided as much support as possible through our Solidarity Breakfast project at Petit Château. When the registration was moved to Boulevard Pacheco, we moved with them and collaborated with other NGOs, such as Cuistots Solidaires and Médecins sans Frontières, to optimise resources.

As the number of asylum seekers grew, our Lunch 4 All distribution saw a rise from 400 to almost 700 beneficiaries per distribution. Together with our partner, Community Kitchen, we surpassed the tragic figure of 100,000 meals cooked for the homeless.

Asylum seekers were also supported by our Street Kindness team. These teams visit the streets of Brussels once a month supporting those in need.

When 2022 ended, the reality on the frontline was desperate. Notwithstanding various declarations by the Federal government and State, more than 1000 people, including women and children, were still seeking refuge in the occupied building "Palais des Droits" in Brussels.

For months, the authorities failed to offer food and accommodation. At the end of 2022, in protest, a group of 11 associations, gathered by the General Delegate for children's rights, Bernard De Vos, and Michelin Chef, Isabelle Arpin, stepped in to provide a healthy and nutritious meal for the residents.

STC, along with the Community Kitchen, sent a strong message that if a group of volunteers could be gathered within the space of 24 hours to provide 500 meals, using 3 teams in 3 kitchens then surely the government could do more.



“Although as volunteers we can’t fix the problems in the current reception system, we can make someone’s day a little bit more manageable and also raise awareness in the community to bring about the needed changes – that is what motivates me to keep doing the project.”

LUCINDA, PROJECT LEADER OF SOLIDARITY BREAKFAST

More information

FR RTBF, “Asile et Migration: première matinée dans le calme ou nouveau centre d’enregistrement temporaire à Bruxelles”

ND Bruzz, “Humanitaire Hub in Brussel moet dagcentrum deels sluiten door gebrek aan middelen”

FR Le Soir, “Crise de l’accueil: l’incroyable mépris de l’Etat belge”

EN The Brussels Times, “As Belgium’s governments flounders with reception crisis, despair spreads on the streets”

FR BX1, “1000 repas gastronomiques distribués aux demandeurs d’asile”

FR RTBF, “Accueil des réfugiés: pourquoi les autorités sont débordées?”

ND BRUZZ, “Op zoek naar warmte”

EN Serve the City, “From where they stood, they could see the castle.”

EN UNESDA “Giving back to the local community – learn how UNESDA is supporting STC Brussels”

Overwhelming solidarity to end the year



For a second time in just one year, many knocked on our door, proposing ways to help all the asylum seekers.

Toyota Motor Europe contributed not only through volunteering but also fund matching; such as the Ugly Xmas Sweater campaign which raised 2600€, and providing goods for Project Noel 2022. Members of TME contributed 1350€ in cash and collected a total of 120 kg of essential items.

UNESDA donated more than 4000€ to help us finance the projects Solidarity Breakfast and Lunch 4 All until the beginning of 2023. Their contribution fully covered the costs of the breakfast distribution from October to January, and the lunch distribution from December to end of January.

Individual donors also wanted to support, mainly by making donations in-kind. Right when the winter was arriving, we received 200 warm blankets from Asaad D, who collected the blankets through school projects. The blankets were

distributed almost immediately, mainly to homeless asylum seekers affected by the crisis.

Around Christmas, the Church of Jesus Christ of Latter-Day Saints donated 10,000€ worth of winter gear for the homeless. These hats, scarves, gloves, sleeping bags, and jackets were distributed by our teams in the weeks that followed.



Serving story

Elvis

My involvement with Serve the City began at the end of July, at 44 Boulevard Pacheco. That day, after spending the night queuing to register my asylum application in Belgium, I was offered a coffee by the Solidarity Breakfast team. This gesture inspired me and encouraged me to get involved in this city, which had given me such a warm welcome. I decided to start by distributing coffees and breakfasts myself at the Foreign Office with the Solidarity Breakfast team on Monday and Tuesday mornings.

Later, I had the pleasure of joining many Serve the City volunteer teams to distribute food at Lunch 4 All, as well as in the streets of Brussels with the Street Kindness teams.

Thanks to Serve the City, I have been able to bring food, clothing, tents and blankets to those in need. At the end of 2022, I was asked to help distribute Christmas meals in the huge squat on Rue des Palais. Approximately 1000 fellow asylum seekers were inhabiting the building. This initiative brought together 11 organisations, as well as the General Delegate for Children's Rights in Belgium and renowned chef Isabelle Arpin. In the presence of representatives of major humanitarian organisations, I was appointed to coordinate the distribution of 1000 gourmet meals prepared in the kitchens of Serve the City, the Community Kitchen and Belrefugees. It was an exceptional experience.

“Helping my fellow man with Serve the City is a precious opportunity. As an asylum seeker, I'm lucky enough not to be homeless. However, I am aware that many people in similar situations face considerable challenges.”

ELVIS, SERVE THE CITY VOLUNTEER

More information

FR BX1, “1000 repas gastronomiques distribués aux demandeurs d’asile”

IN HET

BETON



serve
the
city.



What has been done

Food outreach

Food Outreach is an essential part of our activities with several food distribution channels: Lunch 4 All, Le Phare, Solidarity Breakfast and Street Kindness, plus partnering with the Centre Malice.

Lunch 4 All, in partnership with the Community Kitchen, prepares and distributes food four times a week to the Red Cross Centre. In 2022, we served in excess of 100,000 hot meals. Together with the Community Kitchen we fund the food costs and the Community Kitchen pours their expertise and energy into providing tasty, quality meals. STC coordinates the volunteers and logistics. During the meal distributions, STC also provides fruit and waffles. The Red Cross provides beverages.

Le Phare restarted sit-down meals, every Tuesday, at the Salvation Army building. Up to 100 beneficiaries can now enjoy a hot meal and a chat with our volunteers.



The Solidarity Breakfast distribution at the Office des Etrangers (Pacheco) made an amazing comeback in 2022. After struggling due to a lack of manpower, volunteers poured back into the project. We are happy to announce that we have two new project leaders (Daniela and Elvis). STC offers sandwiches, waffles, bananas and hot drinks twice a week. Extra shifts have also been organised to cope with the Pacheco crisis.

Co-ordination of meal planning has been challenging, but working closely with our partners, we have managed to improve communication and meal forecast accuracy.

More information

ND De Ridder, Els (2022, December 15). *Handen uit de mouwen: Viva vrijwilligerswerk!. Libelle*. 70.



Challenging season at Lunch 4 All

From September to early November, the Red Cross closed the PSA centre on Saturdays and Sundays. After negotiating with the Red Cross, our Lunch 4 All team got the green light to continue distributing the meals. The distribution happened inside the centre on Saturdays - although our team was the only one present - and outside the centre on Sundays. These were very challenging weeks for our team, but especially for our project leader Mahmoud Q, who felt like it was back to the hardship of the distributions at Quai des Péniches. Mahmoud managed the distribution, supported, of course, by highly-motivated and capable volunteers. Our team at the office also did its best to provide the team with all the items needed for the new system.

Thankfully, everything went back to normal in November, and our team could resume serving inside the PSA centre.

"I was surprised by the team, by how motivated they were to help under any circumstances. I remember when we sent the message to our group of volunteers asking for their help. In less than an hour we got more than 20 responses. It was really amazing how willing they were to give back to the community."

MAHMOUD, LUNCH 4 ALL PROJECT LEADER



What has been done

Education

We were thrilled to be awarded a 2500€ grant by the King Baudouin Foundation and the Lippens Foundation for children's activities in March. Thanks to this support, 42 children living at the Jourdan Samusocial centre discovered the scientific wonders offered by Technopolis.

Our Homework Club projects continue to provide educational support to children in vulnerable situations. In 2022, we organised 5 sessions per week in 3 centres in Brussels.

Our educational support for adults also increased in 2022. English 4 Refugees continued to provide free English courses to the beneficiaries coming to the PSA centre. In July, we added a new English class on Tuesdays for Ukrainian refugees. The classes take place at our offices at Place Van Meyel.

Our language class optioned also broadened in 2022. We started a new French class for adults at the Gulledelle centre once a week, and our volunteers went to the Fedasil Bordet centre to help at their French and Flemish classes. Finally, we restarted the project Café Lingua, in collaboration with Welcome Home International. This project offered conversation tables managed by volunteers twice a week, in the Leopold centre and in the Koekelberg centre.



What has been done

Sustainability & planet care



In 2022, we restarted STC's internal project Sustainable Food, Materials and Energy Lifecycles. This project aims to change our internal procurement policy to ensure we use fair trade and eco-friendly products. This year, we focused particularly on waste reduction in our multiple food outreach projects in Brussels.

Thanks to the support of the King Baudouin Foundation, we started a community garden managed by volunteers at the STC office building in Brussels. The garden will produce fresh, locally-produced, and organic crops that will be shared with our neighbours, and used in our smaller food distributions.

Our team in Leuven has continued to care about their city, this time by partnering with Bin Your Butts Leuven. 17 volunteers collected approximately 4600 cigarette butts from the Belle-Vue park, train station and the Bondgenotenlaan.

STC Leuven also supported the organisation Seniorama during Car Free Sunday in Leuven. Volunteers helped ensure that no cars entered the city centre, allowing the residents of Seniorama to enjoy the outdoor activities offered by the organisation.

STC kicked off its first Big Volunteer Days (a.k.a. Rendez-Vous Solidaires) in Wavre with some green sustainability projects, in collaboration with local organisations. Volunteers helped Carrefour J to empty and clean their basement, damaged by the big floods. They also helped sort the waste and bring it to the recycling park. Our Wavre team also collaborated with the ASBL Aer Aqua Terre to clean the Dyle river.

Cleaning the Dyle river

In October, we partnered with the ASBL Aer Aqua Terre for a cleaning action in the Dyle river. Air Aqua Terre has organised cleaning actions at the Dyle since 2017. This time, they were supported by 6 STC volunteers who helped to clean the Dyle for almost 6 hours. These amazing volunteers put on their best rubber gloves and rain boots and helped Aqua Terra reach 108+ kg of waste removed from the river. That is the equivalent of 22 big containers!



What has been done

Social

STC continued to create memorable moments between volunteers and beneficiaries by organising multiple social activities in 2022.

As Easter came around, children in Gulledelle, Koekelberg and Jourdan enjoyed a traditional Easter egg hunt organised by STC in Brussels. More than 100 children participated in the events. STC Brussels also organised a trip to the beach in August for more than 80 families living at the Jourdan centre. More than 15 volunteers accompanied the families to the beach, making sure they had a memorable day.

A new partnership with the Fedasil Bordet centre in Brussels allowed our volunteers to support two of their projects. The Buddy Walk project and the Arts & Movies project invited volunteers to help with different cultural activities at the centre.

Our team in Leuven continued to show support to

Seniorama in activities for the residents. Volunteers helped at a brunch for the residents in March, supported during their Car Free Day activities, and even joined the centre's end of year community party. STC Leuven also gave a helping hand in various events of our partner 't Lampeke, including their 50th Anniversary party.

Despite being their first year, STC Wavre ran 3 social projects, including Games & Fun activities with the elderly residents of La Cloisière and beneficiaries of L'Arche. The team also organised a very successful football competition joined by more than 40 refugees, asylum seekers and local volunteers.

Finally in December, STC Brussels organised present distributions in many of our partner centres for vulnerable families. 226 children received 2-3 toys as a Christmas present. STC received 15,300€ worth of donations in presents.



Making the Refugee Walk happen

STC Leuven supported Vluchtelingenwerk Vlaanderen by helping with the organisation of the Refugee Walk 2022, the biggest fundraising event of the year for the non-profit. The main route, organised by Vluchtelingenwerk departed from Antwerp, and volunteers from STC Leuven helped with logistical and practical tasks to prepare for the event, as well as serving lunch and drinks to the walkers. 16 STC volunteers supported the event.





What has been done

Big Volunteer Days

In 2022, we organised 7 Big Volunteer Days in Brussels, where 207 participants joined 44 additional volunteering opportunities to support our partners and projects. 45 volunteers also participated in the 11 special activities that our team organised for our Big Volunteer Weekend in July.

For the first time, volunteers living in Wallonia also had the chance to make a difference closer to home through two Big Volunteer Day 'Rendez-Vous Solidaires' organised by STC Wavre. 40 volunteers joined the team at 10 different projects during both events.



Volunteer Celebrations

One of STC Belgium's goals in 2022 was to create more opportunities to get our community of volunteers together and to create connections among volunteers outside of their projects. We continued to promote mingling among project leaders in Project Leader Training sessions, and also through Project Leader Apéros, where they can simply chat and meet each other without any training involved.

To include the rest of our community, we created the Volunteer Celebrations; an open event in our offices to thank our volunteers for their support, recognise their efforts and create a stronger STC family. We organised 4 events joined by 180+ volunteers.

Booksale

We organised 2 booksales in 2022. Hundreds of people joined us for a sunny and hugely successful booksale in June, which was followed by a very wet sale in September. September saw, however, the beginning of a new partnership with UPS, allowing us to use storage space at their warehouses for free. Booksales in 2022 represented an amazing amount of financial support: raising more than 11,000€.

Pub Quiz

After years of absence due to the pandemic, the Brussels Best Pub Quiz made a big comeback in 2022. We organised 3 pub quizzes at the Black Sheep, where 68 teams had fun and helped us raise over 4000€ to support our projects.

International Forum

We had a team of 11 people from STC Belgium: 8 from Brussels and 3 from Leuven.

We went to Lisbon and, due to a large delay on our flight, started the trip with a time of bonding in the airport between the Leuven and Brussels team. This proved important for the future development of STC Belgium. We also had a great time meeting with Serve the City teams from around Europe and the world.

We were able to share about some of the things we do and learn from others about their best practices. Our team was in charge of a plenary session on human trafficking and the Trampoline project. We also organised a workshop on ServeNow as a tool for data gathering. Finally, our team was interviewed about our response to the Ukraine crisis on the STC podcast 'Serving Stories'.



What has been done

Corporate social responsibility



The return to the office, post Covid, has brought about a phenomenal return to corporate volunteering. For the first time, teams came to support already existing projects, and make it possible for these projects to keep running.

Successful team experiences soon motivated companies to increase their support. This was the case for companies such as UNESDA, UPS or Toyota Motor Europe.

At the end of 2021, we were invited to work with Toyota Motor Europe on their Best Retailer in Town programme. This was rapidly followed by a pro-bono employee volunteering option. Literally thousands of care bags have been made on a weekly basis during 2022. We are glad to report that individuals are also returning to help us on their own.

UPS donated their teams skills and their company's storage space to support at our bi-annual English Booksale.

"As Toyota's mission is to 'Produce happiness for all' and create a positive impact on society, the actions of STC brought a wave of enthusiasm in the company. Employees were motivated to dedicate their time and energy for a good cause.."

MONICA PEREZ LOBO, VICE PRESIDENT OF CORPORATE AFFAIRS AT TOYOTA MOTOR EUROPE.



53
Events

1710
Volunteers

2727
Hours

17,689
Care bags packed

10,677
Meals delivered

TOYOTA



BlackRock



Libelle



COVINGTON

What has been done

ServeNow 2.0

ServeNow 2.0 was launched on 11th March, adding support for Ireland and France. With this version, volunteers can apply for projects within the app, and project leaders have more tools at their disposal to accept volunteers, send last-minute instructions or changes, and more.

Eventually we also added the support for an online orientation, in lieu of the previous video calls on specific days. With this in place, it really enabled us to apply the 'now' in ServeNow. Individuals can download the app whenever and wherever, create an account, go through the orientation and start looking for open projects or apply for closed ones. It is THAT easy.

ServeNow has revolutionised the way we organise projects. It is a tremendous tool for volunteer management. Thanks to this, we can manage many simultaneous projects with ease, as the

volunteers and project leaders are almost fully independent. This also means we can upscale our projects according to the need in just a few clicks.

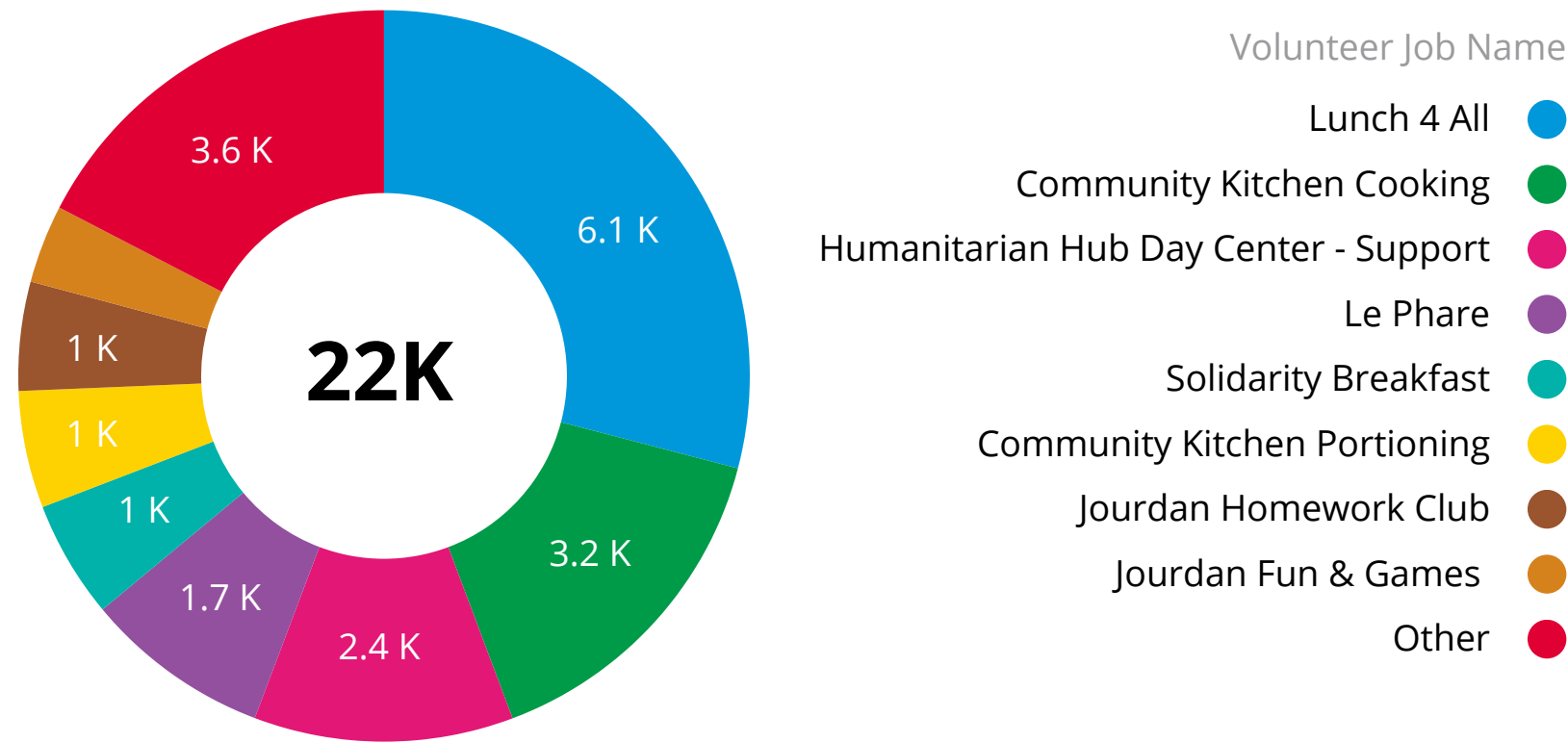
We can also split one big action, such as preparing a meal and distributing it to a person, into many smaller shifts and projects with the exact number of people we need for each task. This allows us to optimise the flow of volunteers and the amount of work they each have.

What's next

ServeNow has much more to come! There are many plans and features we will add, such as:

- availability in multiple languages and development of the app in more regions;
- web app version;
- reimagined project view to allow better filtering depending on location, availability etc;
- reporting of numbers;
- lots of under-the-hood work to make the app faster and more reliable.

Sum of total hours worked



1445
Active volunteers

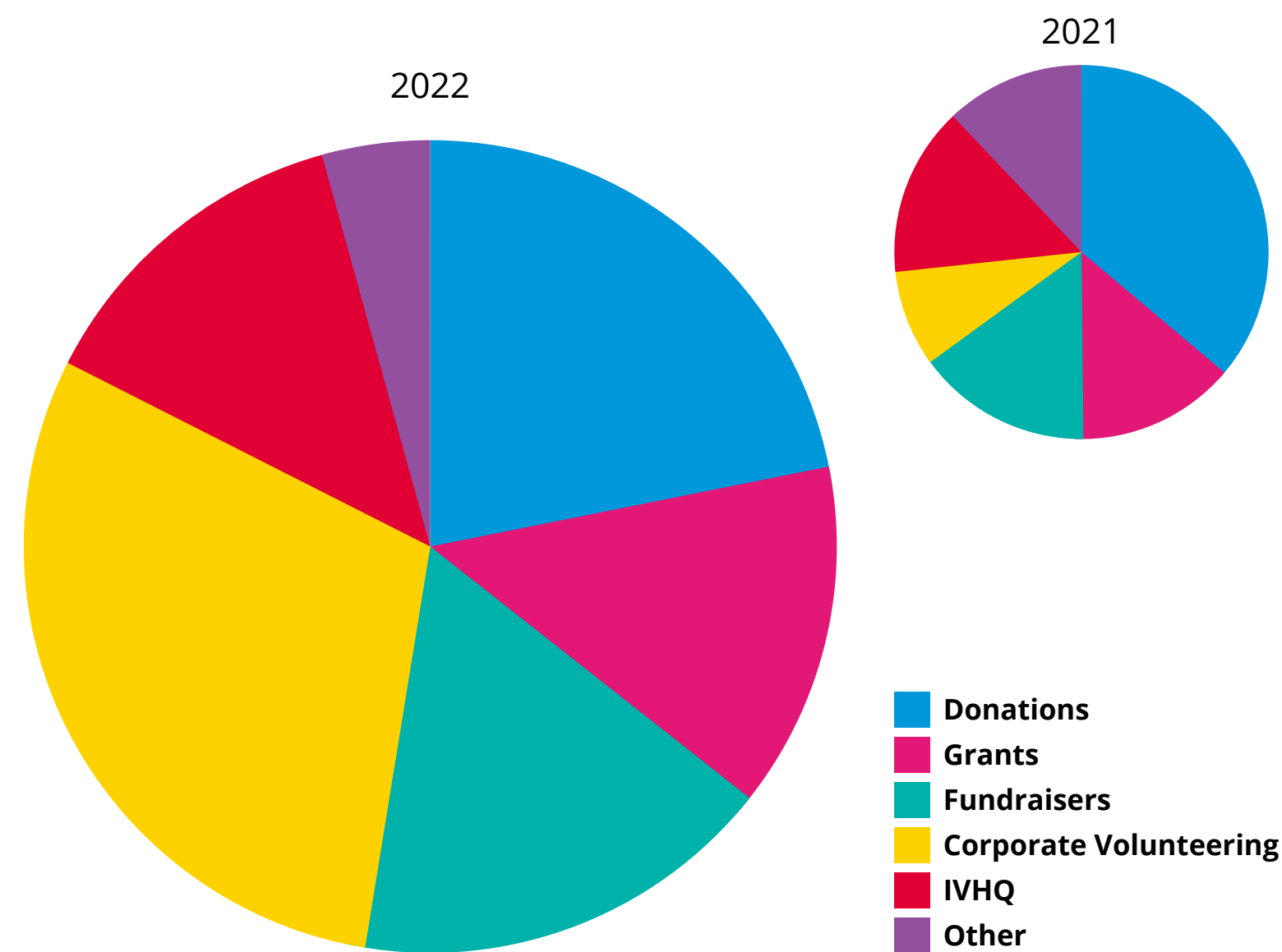
130+
Opportunities per week on average

18.8K
Total volunteer occurrences

Financial Report

Revenues

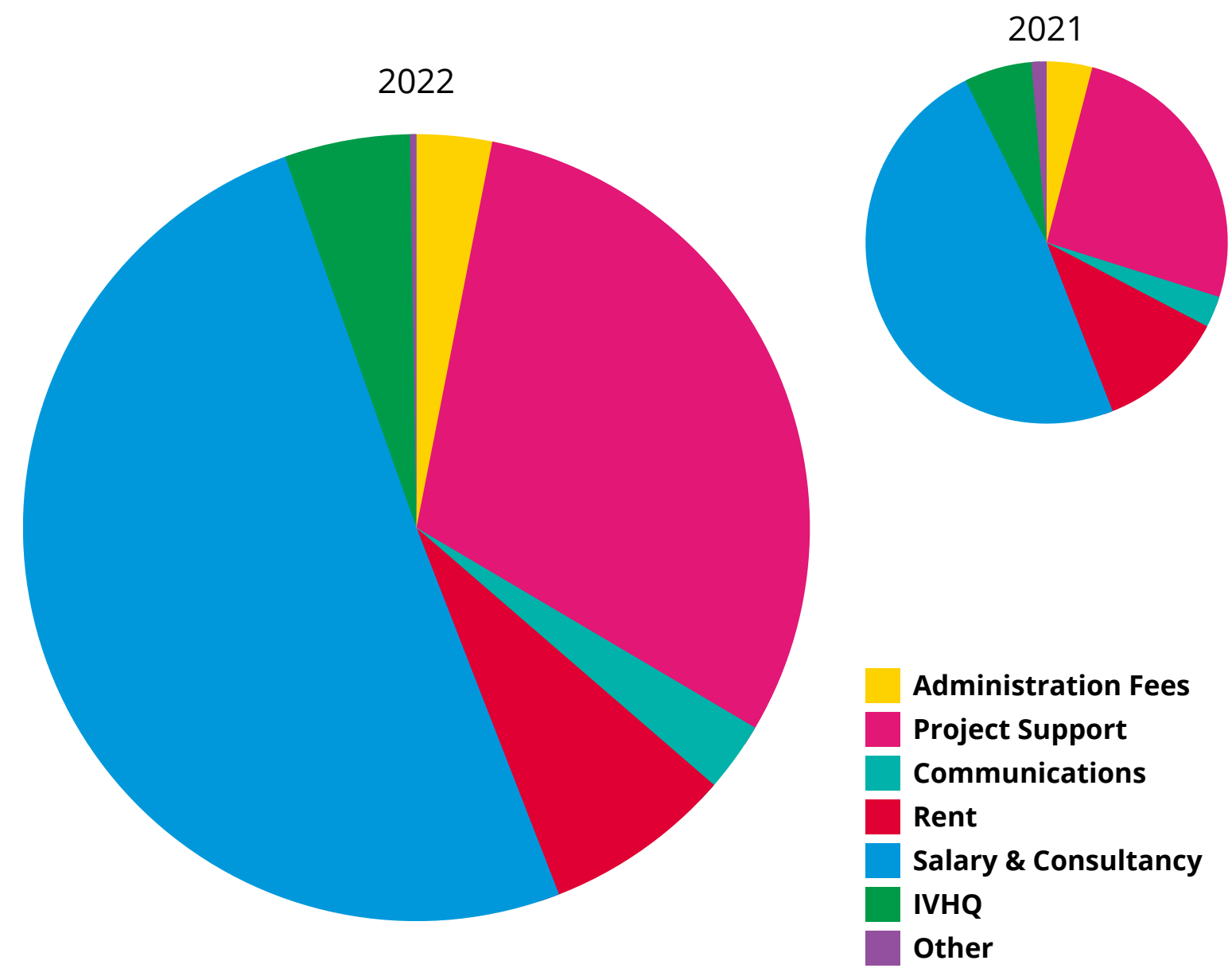
	2022	2021	2021 vs 2022
Donations	84,727.96	52,849.17	60%
Grants	53,412.90	20,000.00	167%
Fundraisers	65,713.03	22,139.25	197%
Corporate Volunteering	115,980.60	12,160.23	854%
IVHQ	51,327.82	21,400.23	140%
Other	16,665.06	17633.99	-5%
Total	387,827.37	146,182.87	165%



Financial Report

Expenditure

	2022	2021	2021 vs 2022
Administration Fees	11,122.54	6,418.69	73%
Project Support	109,415.69	40,763.28	168%
Comunications	10,273.90	4,411.46	133%
Rent - Office & Activities	27,901.97	18,009.51	55%
Salary & Consultancy	181,716.18	76,686.38	137%
IVHQ-Related Expenses	18,566.21	9,549.02	94%
Other	939.73	2,137.68	-131%
Total	359,936.22	157,976.02	128%



Financial Report

Surplus of kindness

2022 has been financially surprising and unexpected.

Given the panoply of events, from the end of Covid to the start of the Russia-Ukraine war, we've seen international travel picking up, a relaunch of our corporate volunteering programme, an increase in subsidy applications and, last but not least, amazing financial and in-kind support from both individuals and corporate sponsors.

After having started the IVHQ programme in 2017, in 2022, we welcomed 48 volunteers from around the globe. Unfortunately, we have now taken the difficult decision to suspend this activity due to difficult communications with our partner that led to our own staff and volunteers spending excessive amounts of time on travel administration rather than focusing on our mission.

In June 2022 we had an amazing capacity boost when Maribel Social accepted our application to support a 0.5 FTE (full-time equivalent). This Federal Public services programme is aimed at promoting employment, mainly in the non-profit sector by creating additional jobs.

2022 donations hit a record high. Our 'Don't give up, just up your giving' campaign allowed many to become regular, monthly, donors and receive a tax break. We felt truly supported. One private donor gifted 10,000€. This has translated into us widening our reach and helping those who are really in need.

In addition, in December 2022, we were delighted to receive confirmation of a 15,000€ subsidy to support food outreach projects. Late subsidy payments and a welcomed flood of December donations meant that we recorded a surplus.

The sweetest of in-kind donations



Our team was surprised by an enormous display of solidarity coming from the chocolate makers Leonidas and Pierre Marcolini. In the span of one week, we received the unbelievable amount of 2000 kg of chocolate.

The chocolate was distributed among Ukrainian refugees and other vulnerable groups in the city through our distributions and events such as Easter egg hunts.





Governance

Becoming STC Belgium

In 2022, Serve the City teams in Leuven and Brussels continued the merging process to consolidate the new national-level entity, Serve the City Belgium. Thus, last year we took the time to update our internal charter to bring it up to date and to reflect our current organisation's structure and dynamic. The previous charter had been in place since 2008, and our organisation has developed and grown so much since then. It took many hours of research and writing, but was approved by the Board at the end of the year to be put into place.

In 2022 the Board and the Executive Team restarted discussions on short-term and long-term strategies for the organisation. The teams decided to work closely in order to redefine the current strategies for growth and development of Serve the City, applying a new country-wide perspective.

Another important stage starting in 2022 was the recruitment of Board members. New candidates for the Serve the City Belgium Board were interviewed.

"Thanks to your exceptional dedication, voluntarism and support, the opportunities for Serve the City are multiplying in Belgium. In 2022 the Board began working more closely with the Executive Team on short-term and long-term strategy, meaning that we now have a clearer shared compass with respect to who we are becoming, and sharper collective focus around what to prioritise accordingly."

SAM RAY, PRESIDENT OF THE BOARD

STC Belgium

Board



Samuel Ray
President of the Board



Carlton Deal
Board Member



Johannes Bennett
Board Member

Executive team



Nathan Torrini
Executive Director



Jérémie Malengreaux
Associate Director



Marie Bennett
Associate Director

Staff



Jo Lane
Administration & Office Management



Anna Gheysen
Volunteer & Project Coordination



Gema Suárez
CSR & Communications



Alexia Hernandez
Intern (Sept-Dec)



Allegra Colombino
Intern (Sept-Dec)

Short-term interns & volunteers

- | | |
|---------------|-----------------|
| Preeti | Shilpi |
| Amélie | Jennifer |
| Alana | Ilenia |
| Giada | Gabriel |

Goals & vision

Accomplished goals

2022 was a successful year in terms of goals. Multiple short-term goals for the year were accomplished, such as starting the Trampoline project and organising the first event in a new city (Wavre).

We were also able to work on our long-term vision with things like focussing on volunteer and project leader care or increasing our range of action.

This long-term vision is still being implemented and reworked, but we're finding the best processes to support our volunteers and project leaders.



We organised the first "Rendez-vous Solidaires" in a new city (Wavre)



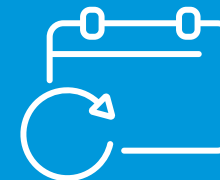
Focus on Volunteer and Project Leader care (apéros, celebrations, training)



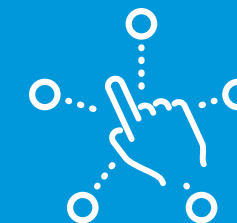
Started the Trampoline project with a successful first year in partnership with Oasis Belgium



Started the Community Garden



Most weekly projects that closed during Covid were relaunched (except a few including one-on-one volunteering)



Range of action has been increased



Received some government subsidies for structural cost



Brand reputation increased



Restarted the corporate volunteering activities and partnerships

STC road map

Short-Term Goals

1. Launch new unified website for Serve the City Belgium.
2. Use ServeNow in all Belgian cities where we are active.
3. Launch ServeNow with multi-lingual support, web support, reimagined filters and more.
4. Having 'staff' (or paid interns) in each active city (Wavre/Leuven).
5. Find new funding to implement the Trampoline project 2.0.
6. Strengthen our relationship with our corporate partners.
7. Launch weekly projects outside of Brussels.
8. Reinforce our staff to continue to support our volunteers and project leaders.

Mid-Term Goals

1. Develop and grow the Belgian Serve the City network, including STC Brussels, STC Leuven and STC Wavre to increase our range of action across the country.
2. Further raise awareness about volunteering, through our volunteering events (Big Volunteer Days and Big Volunteer Week), public speaking events, and partnerships to create a strong, diversified and unified volunteering community.
3. Train and expand our network of project leaders.
4. Increase our search for subsidies and stable funding opportunities.
5. Resume and further develop our environmental and sustainable projects, including looking at ways we can make some of our projects more environmentally friendly.

Long-Term Goals

1. Generate recognition of the societal value of volunteering and acknowledgement that it is crucial for the well-being of our society.
2. Underpin Serve the City Belgium as a well-established and resilient structure, with stable funding sources, capable of responding quickly and efficiently to the needs of vulnerable people, both in the city of Brussels and in the whole of Belgium.
3. Facilitate a well-trained community of volunteers and project leaders, who understand the needs of those we serve and who are capable of responding to these needs in an efficient and kind manner.
4. Redesign all our projects to be 100% sustainable and environmentally-friendly.
5. Continue to live our values while serving people in need, to inspire individuals to make a difference and spread kindness, transform entire neighbourhoods through volunteering, and break down barriers between groups of people.

