



Annual Report 2025



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*Cover photo: Volunteers and children
during a circus workshop
© Luis Francés*

Foreword

Preparing for tomorrow

The past year has been one of transformation, growth, and preparation for Serve the City Belgium. As our organisation continues to evolve, 2025 challenged us to rethink how we work, strengthen our foundations, and prepare for the opportunities and responsibilities that lie ahead.

Change is rarely without its challenges, yet it also creates space for renewal. Throughout the year, we undertook an important organisational transition aimed at clarifying responsibilities, strengthening our programmes, and building a structure capable of supporting our long-term mission. While much of this work happened behind the scenes, its purpose was simple: to better serve our volunteers, project leaders, partners, and beneficiaries.

This period was also marked by significant changes within our team. We welcomed new colleagues, volunteers, and European Solidarity Corps participants whose energy and commitment have enriched our community. At the same time, we said farewell to several people who have played an important role in shaping Serve the City over the years.

We would like to express our heartfelt gratitude to Anna, whose dedication helped develop projects, support project leaders, and create new initiatives that strengthened our impact. We are equally thankful to Jo, whose stewardship of our administration and finances guided the organisation through an important phase of growth and professionalisation. We also extend our deepest appreciation to Marie, whose exceptional commitment over more than a decade left a lasting mark on Serve the City through her support of volunteers, project leaders, and countless members of our community. Their contributions have helped build the organisation we are today, and their legacy will continue to inspire us in the years ahead.

We would also like to thank Sam for his five years of service on the Board of Directors. His wisdom, strategic perspective, and faithful commitment have played an important role in strengthening our governance and helping shape the future direction of Serve the City Belgium.

As we look ahead, we do so with confidence and humility. The work accomplished this year has laid

important foundations for the future. Our focus remains on strengthening our programs, supporting our volunteers and project leaders, ensuring the sustainability of our organisation, and continuing to create opportunities for meaningful human connection in an increasingly fragmented world.

None of this would be possible without the people who make Serve the City what it is. To our volunteers, project leaders, staff, partners, donors, and supporters: thank you. Your commitment, generosity, and trust continue to inspire us every day.

Together, we will continue serving our city and building a more compassionate, inclusive, and connected society.



2025 Highlights

We mobilised a total of



3,293

volunteers

who dedicated



35,310

hours to help

at



50

projects in Brussels,
Leuven & Wavre

Our activities targeted **6** Sustainable Development Goals



We cooked



251,440

meals, most of which were done
with Community Kitchen

We directly distributed



146,963

of the meals at our Food
Outreach projects

We made



22,710

care bags containing food and
hygiene products for people
experiencing homelessness

We collaborated with



26

companies for corporate
engagement events

We organised



3,014

hours of educational
activities for children
and adults

We started



KEEP *in* TOUCH

our new programme building
community and promoting
social inclusion

Volunteering to build community

Keep in Touch (K.I.T.)

In 2025, Serve the City witnessed something powerful: simple, recurring moments transforming into genuine human connection. Through the Keep in Touch programme, volunteers and participants shared meals, stories, laughter, and meaningful weekly encounters that nurtured belonging across Brussels and Wavre.

Originally launched with the financial support of Nivea Connect, the programme continued to grow even after that support came to an end, reflecting both the strength of the initiative and the commitment of the volunteers and participants who believed in its mission.

What began as an exploratory initiative evolved into a vibrant community, welcoming 256 individuals and fostering deep intergenerational bonds through cultural outings, board games, and shared activities. Guided by warmth, inclusivity, and dignity -not charity- Keep in Touch is becoming a cornerstone project, proving that one consistent moment of connection can change a life.



256
participants

210
in Brussels

46
in Wavre



147
returning participations

133
in Brussels

14
in Wavre



Photo: Volunteers painting a wall at Résidence 200 during a session of Keep in Touch.



Focus events

In 2025, Serve the City revitalised Focus Days, fostering deeper learning and stronger connections across our volunteer community. For the first time, we structured the programme around three types of events: Out of the Box (nonprofits presenting their work), Deep Focus (hands-on exploration of complex issues), and Spotlight (volunteers sharing lived experiences). Our first Out of the Box session featured Stapsteen, a nonprofit supporting people toward stability and independence, offering volunteers a chance to learn from their team, ask questions, and explore ways to get involved.

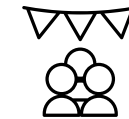
Deep Focus workshops explored EU migration and Belgium's asylum process in partnership with Mediterranea Bruxelles and the European Council on Refugees and Exiles (ECRE), equipping volunteers to serve with insight and empathy. Our Spotlight session was led by volunteer project leader Mahmoud, who performed his stand-up comedy show *Finding Laughter in Chaos*, sharing his life story and journey as a refugee.

This renewed approach positioned Focus Days as more than gatherings; they became catalysts for awareness, empathy, and meaningful community engagement.



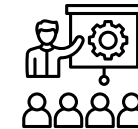
2

volunteer barbecues



3

volunteer celebrations



2

volunteer leader trainings



4

focus events



3

information sessions

Photo: Mahmoud during *Finding Laughter in Chaos*.

What's been happening

Brussels



2,057

volunteers



32,676

volunteering hours



40

projects

Leuven



22

volunteers



138

volunteering hours



7

projects

Wavre



26

volunteers



132

volunteering hours



4

projects

Food outreach



1,793

volunteers



146,963

meals distributed
by STC volunteers



28,765

volunteering hours



251,440

meals cooked with
Community Kitchen



16

projects



11,120

essential hygiene
kits distributed

Education



293

volunteers



65

children joined 10
creative workshops



2,996

volunteering hours



119

children & family
members joined 3
educational
trips



11

projects

Social



96

volunteers



480

volunteering hours



7

projects

Practical



235

volunteers



4,488

volunteering hours



19

projects

What's been happening

Brussels



2,057

volunteers



32,676

volunteering hours



40

projects

Photo: Volunteer holding a young child in a session of the Games Club in Laeken.
© Lila Louesdon



Programme numbers in Brussels

Food outreach



1,793

volunteers



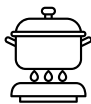
146,963

meals distributed
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11,120

essential hygiene
kits distributed

Education



293

volunteers



65

children joined 10
creative workshops



2,996

volunteering hours



119

children & family
members joined 3
educational
trips



11

projects

Social



80

volunteers



435

volunteering hours



5

projects

Practical



194

volunteers



194

volunteering hours



11

projects

Brussels' highlight in 2025

20th anniversary street party

To mark the 20th anniversary of Serve the City Belgium, we hosted the International Forum in Brussels, bringing together members of the global network. Wanting to extend the celebration beyond our community, we also organised a public street party on Saturday afternoon, welcoming the wider city to join us.

The festival featured live concerts, family-friendly activities, including bouncy castles, and a variety of food trucks, creating a vibrant and inclusive atmosphere. More than 500 people attended the festival, including around 150 Forum participants. Both Forum attendees and local volunteers actively contributed by helping to run the event.

Held at URSquare, the site where Serve the City is based, the festival was organised in close collaboration with WonderMei, the organisation managing the complex. This joint effort made the celebration a memorable and meaningful occasion for both our community and the wider public.



Photos: Different moments of the street party. © REGAL Films

*It was important for us to celebrate
our 20 years alongside our
neighbours as a reminder that
Serve the City is all about local
community and new encounters.*

Alice Lieubray

European Solidarity Corps volunteer

Coordination support for the Serve the City Street Party

What's been happening

Leuven



22

volunteers



138

volunteering hours



7

projects



Photo: Volunteers helping out with donation sorting with our partner Buren zonder Grenzen.

Practical



22

volunteers



138

volunteering hours

Leuven's highlight in 2025

Buren zonder Grenzen

Serve the City continued its strong collaboration with Buren zonder Grenzen throughout the year, supporting families with a refugee background as they search for housing, furnish their homes, and integrate into their new communities. A key highlight was the Summer Party, which brought together families, buddies, and volunteers in a warm and welcoming atmosphere. Serve the City volunteers played an essential role in making this event possible, helping with setting up the hall, serving the buffet, pouring drinks, and ensuring everything was cleaned and tidied afterwards.

In total, nine Serve the City volunteers contributed their time on multiple occasions during the year. Donation sorting activities stood out as particularly meaningful, not only because of the direct support provided but also because volunteers assisted with relocating donations to a new storage facility. This hands-on involvement strengthened community ties and made a tangible difference.



Photo: Volunteers building furniture with Buren zonder Grenzen.

Thanks to the dedication of our volunteers and leaders in Leuven, we have been able to sustain strong, long-term partnerships with local associations. We deeply value their trust, which has enabled us to maintain and strengthen these connections over the years.

Wiktoria Cacace
City coordinator for Leuven

What's been happening

Wavre



26

volunteers



132

volunteering hours



4

projects



Photo: Volunteer referees during a football game between volunteers and residents of a BelRefugee centre in Wavre.

Social



16

volunteers



44

volunteering hours



19

volunteers



89

volunteering hours

Practical

Wavre's highlight in 2025

Le Point du Jour

Le Point du Jour became one of the most meaningful projects for Serve the City Wavre in 2025. What started as occasional visits once per trimester evolved into a regular monthly commitment, marking a significant achievement for our team. This increased rhythm allowed us to build genuine relationships with the residents of the elderly home.

Each visit was filled with warmth, laughter, and shared moments around board games and simple conversations. The residents expressed real joy in seeing familiar faces return month after month. For many of them, these visits became something to look forward to, bringing connection and energy into their daily lives. At the same time, our volunteers deeply valued these encounters, discovering the richness of intergenerational exchange.

The project created a space where stories, smiles, and presence mattered more than anything else. It also strengthened our volunteers' sense of purpose and community engagement.



Photo: Volunteers playing with the residents of Le Point du Jour in Wavre.

The smiles, the stories, the jokes and the bursts of laughter... seeing that joy in the residents' eyes made me realise why I was there and motivated me to carry on and eventually to commit myself to the projet.

Camille

Volunteer at Serve the City Wavre

Serve the City International Forum 2025

20 years of kindness in action

In 2025, Serve the City celebrated its 20th anniversary during the International Forum held in Brussels, the city where it was born. Co-hosted by Serve the City International and Serve the City Belgium, the event brought together 150 participants from 26 cities in 19 countries under the theme Together for Tomorrow.

The event featured seven interactive workshops and two plenary training sessions, creating opportunities for learning, collaboration, and inspiration among volunteers, leaders, and partners from around the world. A special highlight of the celebration was the vibrant street party held on Saturday afternoon, where participants joined local residents of Brussels in a joyful public celebration of service, community, and the shared values that have shaped Serve the City over the past two decades.

The anniversary Forum was not only a celebration of the past 20 years, but also a powerful reminder of the movement's continued commitment to building stronger, more compassionate cities through volunteering and connection.



150
participants



26
cities



19
countries



9
workshops and training
sessions

*Photo: (Top) Shannon Deal (Serve the City International) and Brigitte Vonck-Makkinje (Serve the City Amsterdam) during a plenary session.
(Bottom) Participants wearing the special tote bags to celebrate Serve the City's 20th anniversary.
© REGAL Films*



Photo: Group picture of the participants at the 2025 Serve the City International Forum in Brussels
© REGAL Films

Corporate engagement

Strengthening partnerships and community impact

In 2025, Serve the City strengthened its corporate engagement and community impact through a diverse range of partnerships and activities. We organised a total of 59 activities in collaboration with 26 companies, and diversified our support initiatives with the introduction of new distribution formats, including school kits and emergency kits, addressing both educational needs and urgent situations faced by vulnerable populations in Brussels.

We held our biggest corporate engagement event of the year on 7th February. In collaboration with EGG Brussels, we brought together more than 200 participants for a short but impactful activity and we created thousands of kits with essential items to be given away in our food distributions and educational projects.

Our longstanding partners continued to play a key role. Toyota Motor Europe remained our largest contributor, engaging 485 participants across 29 activities, including three international retailer groups from multiple countries. Support from the Z Zurich Foundation once again enabled matched donations through our Donate Your Lunch and

Winter Care Bags campaigns, amplifying their impact. UPS provided essential logistical support for our book sale -the largest of our fundraising events- and mobilised employees across three volunteer days.

We also started a new collaboration with NiveaConnect (through the company Beiersdorf) and launched our Keep in Touch programme, promoting social inclusion and connection.

In addition, the consulting company Intys reached out to us to offer a pro bono partnership to strengthen governance, structure, and internal operations. Through workshops and meetings with team members, their consultants have started to help our office team to reflect on processes, improve organisational sustainability, and build stronger foundations for future growth.

Many other partners also contributed through collections and donations, reinforcing a strong and growing ecosystem of support.



26
companies



59
events organised



1,161
employees mobilised



2,053
hours completed



22,710
meals served



22,710
lunch and care bags packed

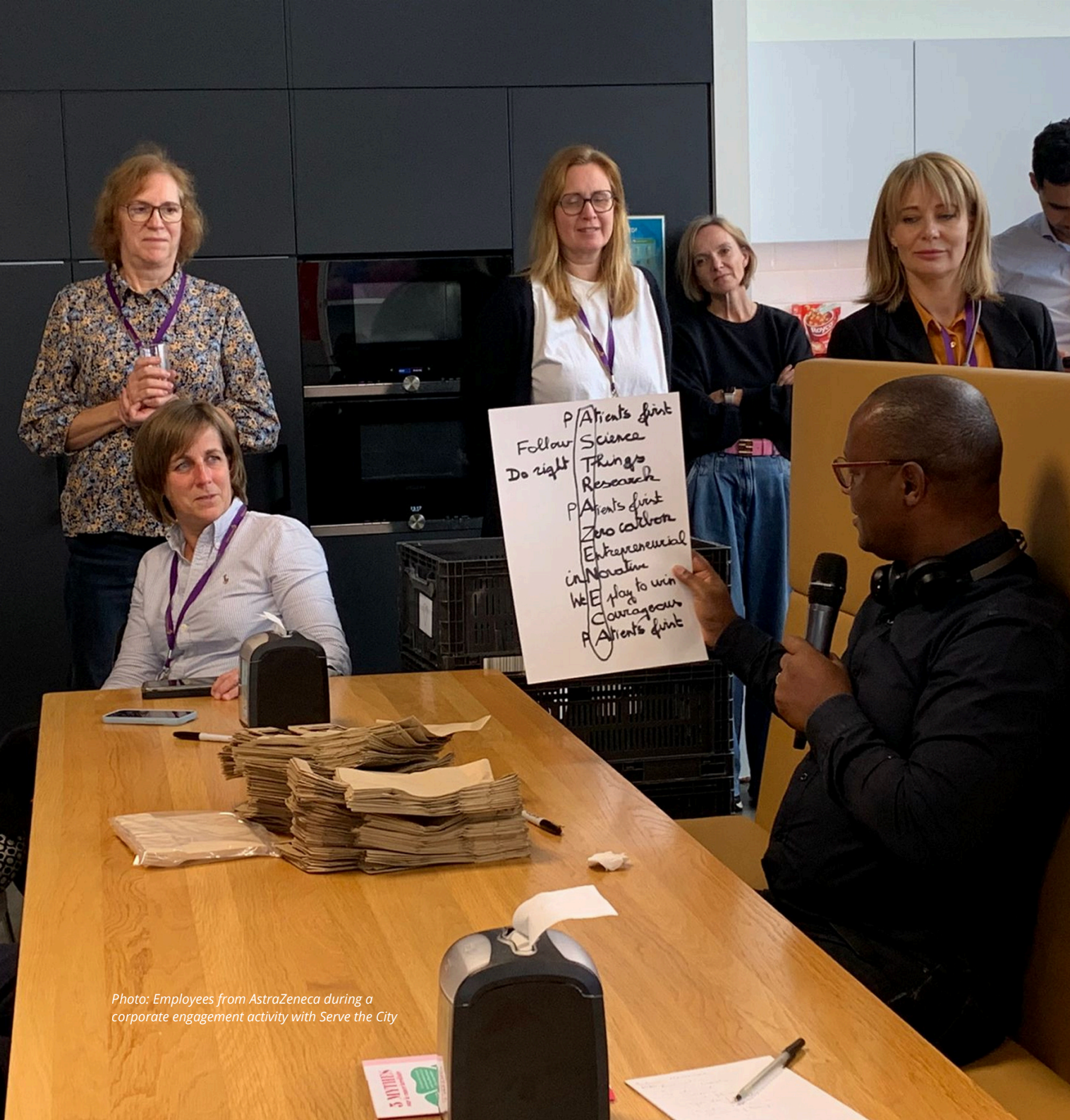


Photo: Employees from AstraZeneca during a corporate engagement activity with Serve the City

Engaging with Serve the City was a humbling reminder of how collective gestures can bring comfort to people facing difficult circumstances. It's incredible how just a few hours of your time can brighten someone's day.

Gerda Verkens
AztraZeneca



Open source to all

In 2025, Serve the City continued to strengthen ServeNow, its volunteer engagement platform, with major developments aimed at improving the experience for volunteers and project leaders while enhancing the organisation's ability to measure and report impact.

The release of ServeNow 4.0 introduced new capabilities including multilingual support, strengthened compliance features and improved tools for volunteer coordination. Additional enhancements throughout the year made the platform more flexible, accessible and user-friendly for volunteers, project leaders and programme coordinators.

A major milestone was reached during the Serve the City International Forum in Brussels, where ServeNow was officially released as an Open Source platform. This fulfilled a long-standing vision of making the technology available not only to Serve the City organisations, but also to communities and organisations around the world seeking to mobilise volunteers and strengthen community engagement.

In December, ServeNow 5.0 introduced a new impact measurement capability through the launch of the ServeNow Tracking Salesforce App. Project leaders can now record service data directly within the platform, enabling more structured reporting and a clearer understanding of community impact.

The continued evolution of ServeNow has been made possible through the support of strategic partners including the UPS Foundation, the Toyota Mobility Foundation and the National Bank of Belgium. Development efforts during 2025 were led by Gilles Nicaise, Daniel Osorio and the asUgo team led by Jurgen Janssens, with product vision and coordination provided by Jeremie Malengreaux.

Together, these developments position ServeNow as an increasingly powerful platform that helps organisations mobilise volunteers, strengthen operations and better understand the difference their service makes.

Select your region

Please select your region below and press on Continue



Select region

Belgium ◇

Languages

English ◇



*Photo: Jeremie Malengreaux announcing the
Open Source release of ServeNow
© REGAL Films*



Financial report

Building on a strong financial foundation

Serve the City closed 2025 with a positive financial result, reflecting both strong fundraising performance and careful financial management throughout the year.

Individual giving increased significantly compared to previous years, supported by several successful matching campaigns organised in partnership with the Z Zurich Foundation and the National Bank of Belgium. These campaigns not only increased total donations but also engaged hundreds of supporters, demonstrating the power of collective generosity. Corporate donations also continued to grow, while fundraising events remained an important and reliable source of income.

2025 also started with an extremely important milestone: the donation of an electric vehicle by Toyota Motors Europe (TME). The company demonstrated its generosity and unconditional support for our organisation by donating a new Pro Ace van (one of the first of this model to be produced), thereby doubling our logistical capacity and reinforcing its commitment to more sustainable

mobility for all. Just a few months later, more good news for our organisation's mobility and our teams of volunteers came from the Rotary Club Brussels Cantersteen, who raised funds for an electric bike. The handover of the bike was celebrated in style during an event with volunteers, where we were able to thank the club members for their commitment.



Photo: Monica Pérez Lobo, Vice President of Corporate Affairs at TME, handing Nathan Torrini, Serve the City's Executive Director, the key of the Pro Ace Van during the handover event.

In addition, 2025 marked the first full year of revenue from services provided to other non-profit organisations, creating a valuable and increasingly stable contribution to the organisation's financial sustainability. Serve the City was also awarded a new European Solidarity Corps grant, strengthening support for volunteer engagement activities in the years ahead. While funding related to the HUB project was not received during 2025 as initially expected, the funds remain planned for 2026.

One area of uncertainty at the start of the year was corporate engagement activities. Activity levels declined significantly compared to the exceptional results achieved in 2024. However, a stronger second half of the year helped offset much of this reduction, resulting in a solid overall outcome and confirming the resilience of this important programme.

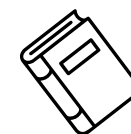
On the expenditure side, personnel costs increased as the organisation expanded its team and invested in additional capacity to support its growing activities. Other operating expenses remained well controlled, allowing Serve the City to maintain a

healthy financial position while continuing to invest in its mission and long-term development.

Looking ahead, Serve the City enters 2026 with an ambitious budget and several strategic investments planned for the year ahead. While these ambitions may require the organisation to draw on a portion of the reserves accumulated during previous years, the Board considers these investments both responsible and necessary to support future growth, innovation and impact. Thanks to the strong financial foundations built over time, the organisation remains well positioned to pursue its goals while maintaining long-term financial sustainability.



*Photo: (Top) Members of the Rotary Club Brussels Cantersteen, of the Serve the City team, and volunteers during the handover event of the electric bike. .
(Bottom) Visitors to the March second-hand English book sale browsing through books during the event.*



4
book sales



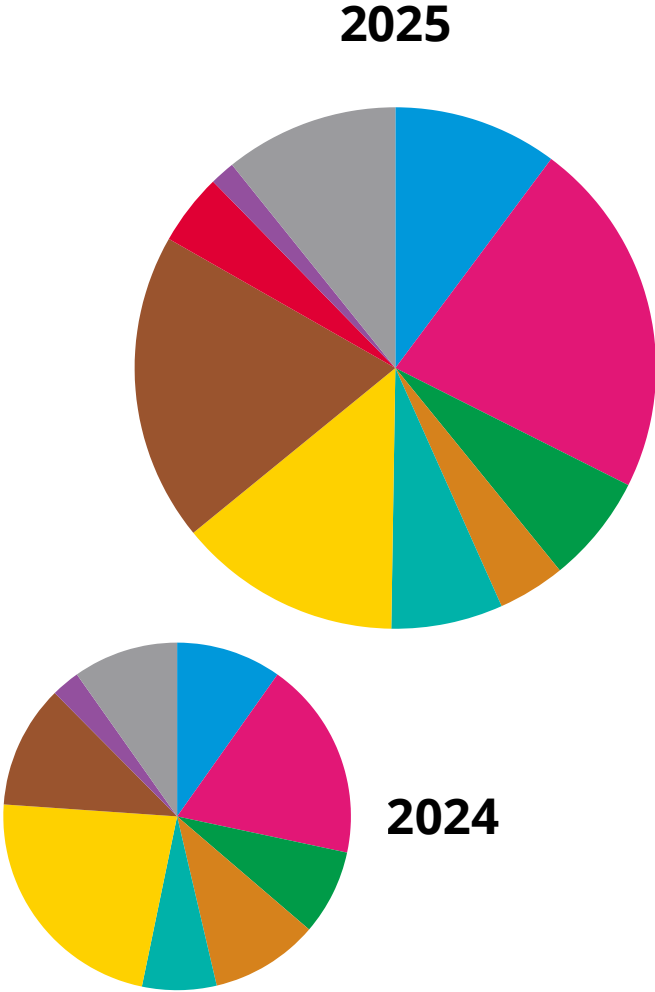
1
pub quiz



260+
runners in the
20Km of Brussels

Income

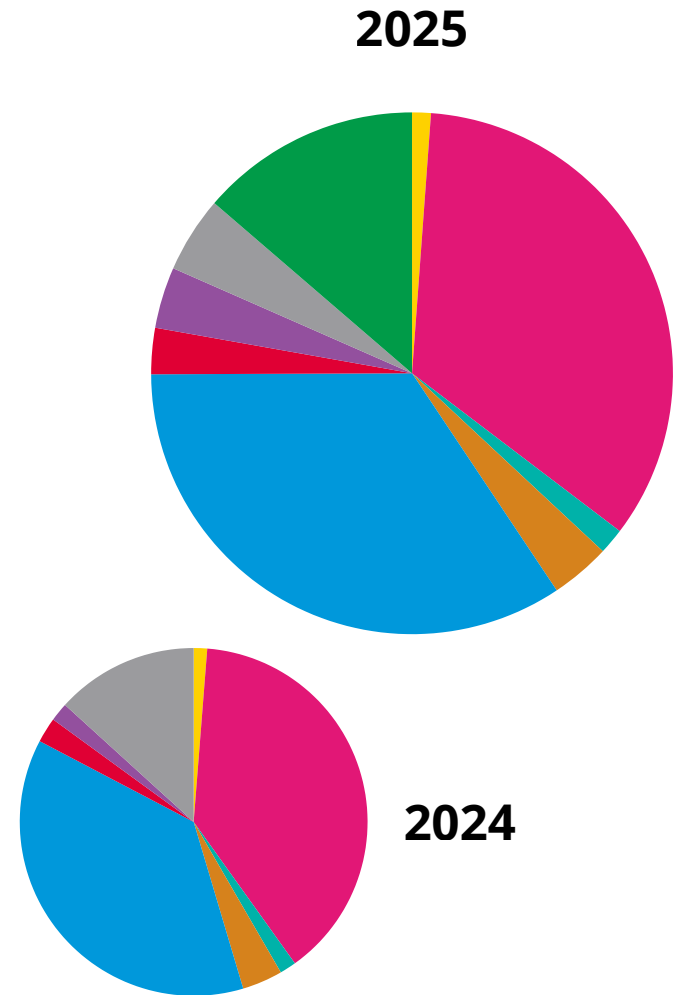
	2025	2024	YoY
Individual donations	116 486	95 663	+21.8 %
Private foundations & grants	253 875	181 016	+40.3 %
Corporate donations	76 859	77 421	-0.7 %
Subsidies & support	47 773	98 252	-51.4 %
Corporate engagement activities	158 401	223 020	-29.0 %
Services for NGOs & other sales	218 628	111 963	+95.3 %
European Solidarity Corps	50 634	0	N.A.
Fundraising events & campaigns	79 169	67 491	+17.3 %
Other	17 675	25 811	-31.6 %
Previous year allocated funds	123 131	95 545	+28.9 %
Total	1 142 631	976 182	+17.1 %



Expenditure

	2025	2024	YoY
Administration	12 732	11 597	+9.8 %
Project support	374 548	360 928	+3.8 %
Communications	17 552	14 246	+23.2 %
Rent - offices and activities	40 544	34 872	+16.3 %
Programme coordination & staff	375 808	346 297	+8.5 %
European Solidarity Corps	31 325	21 688	+ 44.4 %
Other	41 593	15 958	+160.6 %
Next year allocated funds	51 714	123 131	-58.0 %
Reserve + Transformation fund*	150 000	0	N.A.
Total	1 065 846	928 717	+14.8 %

* As our team is growing, it was decided to adjust our legal reserve to 150 000 € to make sure it remains sufficient. It was also decided to create a transformation fund of 120 000 € for future programme development.



Governance

Growing together & moving forward

In 2025, our team had the opportunity to take part in three City Exchanges organised by Serve the City International. The first exchange was hosted in Brussels and brought together 16 participants from five countries. The following exchanges, in Amsterdam and Lisbon, welcomed three and two of our team members, respectively. These exchanges gave us the chance to connect with Serve the City teams from cities across Europe and exchange ideas and experiences on topics such as corporate partnerships, youth programmes, volunteer training, and the development and use of the ServeNow app.

After three years as Board Chair, Sam Ray stepped down from the role, with Tim Gheysen taking over as the new Chair. Tim has been volunteering and leading Serve the City projects since 2020, and we are grateful for his continued commitment and willingness to serve our organisation in this new capacity.

2025 also brought some goodbyes to dear colleagues. Anna, our Coordinator for Food and Education Programmes, Marie, who served as an HR

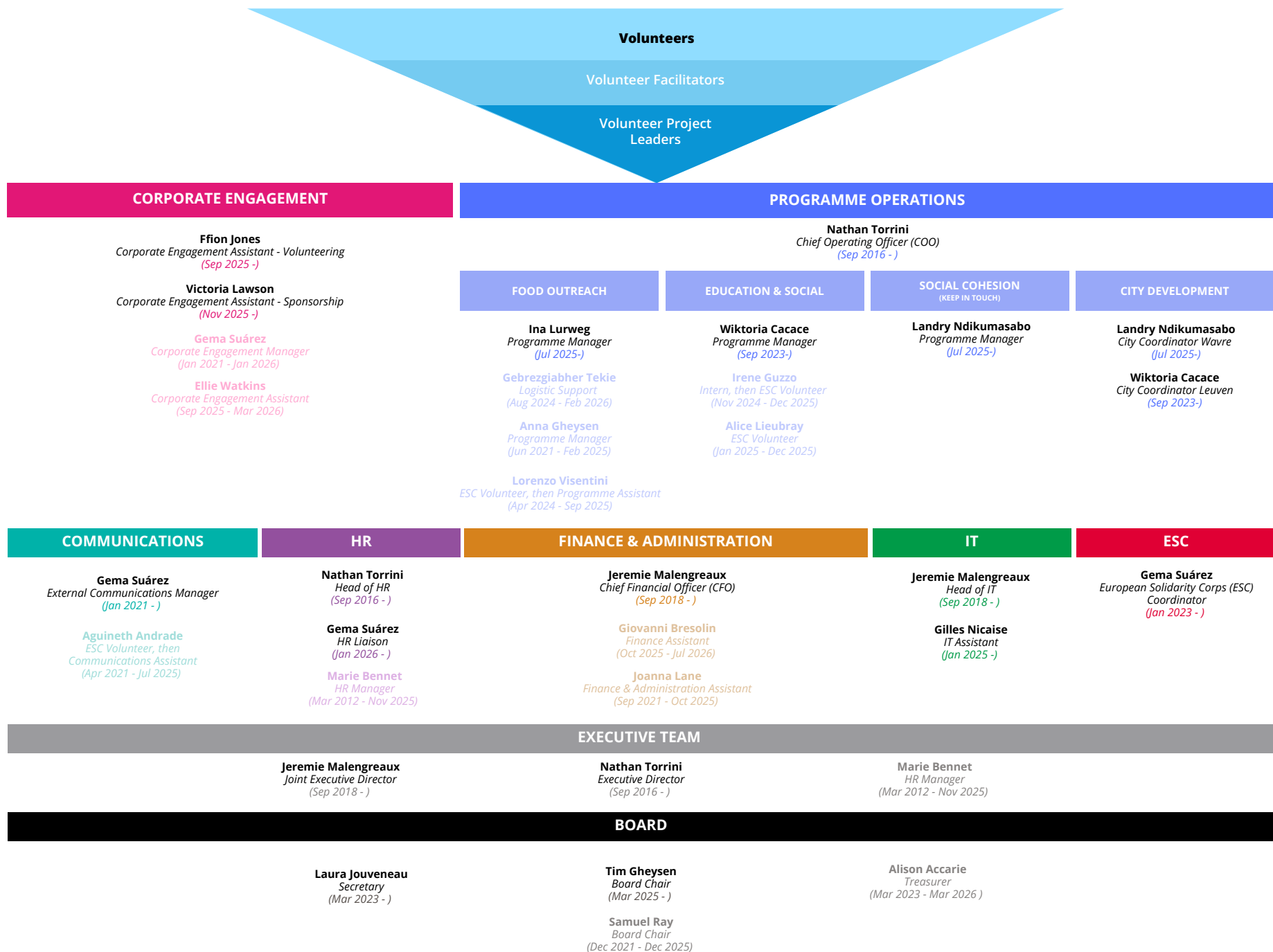
manager and volunteer for 13 years, and Jo, our Administration and Finance Assistant, all moved on to new adventures. We are deeply grateful for their hard work, kindness and dedication, and wish them every success in what comes next.

Throughout the year, our executive team and board continued working on our structure and processes, now with the support of consultancy Intys through a pro bono partnership. This work is helping us adapt our team and systems to the growth of Serve the City and to the needs of our organisation at this stage of its journey.

We also said goodbye to three wonderful ESC volunteers: Lorenzo, Aguineth, and Irene. Each of them made a real difference by supporting our projects and the work of our volunteers, while bringing fresh perspectives, new ideas and plenty of enthusiasm to our team. We are thankful for everything they contributed and for the energy they brought to our community. Alice continued in our team as responsible for activities with youth in 2026.



Photo: During the International Forum, the Serve the City team took a moment to thank and celebrate Marie for all her years of dedication and involvement.
© REGAL Films



Looking forward

Goals accomplished

2025 was a year of growth, connection and commitment to our vision of a city where everyone can serve. We co-organised the STC International Forum in Brussels, marking Serve the City's 20th anniversary and celebrating two decades of service.

We strengthened our presence at Usquare, involving volunteers in supporting the URSquare community, while improving our new location for office work, logistics and support. Internally, we restructured the team to build a foundation for future development.

We also made volunteering more accessible and inclusive. We expanded volunteer orientation through in-person sessions and introduced ServeNow in multiple languages, making meaningful involvement easier. Through Big Volunteer Days, public speaking and new partnerships, we raised awareness and grew a strong, diverse and connected community.

Investing in our project leaders remained a priority. We delivered two trainings and revitalised Focus Days, for learning and connection. For the first time, the programme brought together three formats:

Out of the Box, where nonprofits presented their work; Deep Focus, offering hands-on exploration of complex issues; and Spotlight, where volunteers shared lived experiences.

Finally, we developed programmes that turn volunteering into a journey of human connection and self-transformation. Through Keep in Touch, volunteers and participants in Brussels and Wavre shared meals, stories, laughter and regular moments together. What began as simple encounters grew into genuine relationships and a stronger sense of belonging -reminding us that everyone can serve, and that volunteering can transform both communities and the people within them. Together, these achievements strengthened our capacity to welcome volunteers and equip them to lead, and serve.

Photo: Our Food Programme Manager Ina during a training session with UR Bike on how to use our new e-bike, donated by the Rotary Club Brussels Cantersteen



Short-term goals

- Diversify our income streams to strengthen the organisation's financial sustainability and resilience.
- Increase our monthly donor base by 20% to build a stronger and more stable source of recurring income.
- Advance corporate engagement and develop stronger, mutually beneficial partnerships with businesses.
- Standardise and strengthen our hybrid project model to ensure consistency, quality, and efficiency across our activities, whether they are delivered in partnership or fully led and managed by our organisation.
- Develop and expand the Youth Engagement Programme to create more opportunities for young people to get involved.
- Consolidate Leuven & Wavre by strengthening our local teams and activities.
- Further consolidate our internal organisation, improving our structures, processes, and ways of working to support sustainable growth.
- Continue to develop and strengthen Keep in Touch.
- Launch a new website to create a unified communication platform.

Mid-term goals

- Explore the possibility of creating a Volunteer Community Centre, which envisions a multifaceted facility that seamlessly integrates our offices, dedicated project spaces and extensive storage facilities.
- Develop and grow the Belgian Serve the City network, including STC Brussels, STC Leuven and STC Wavre, to increase our range of action into the whole of Belgium.
- Further raise awareness about volunteering, through our volunteering events (Big Volunteer Days), public speaking events, and partnerships to create a strong, diversified and unified volunteering community.
- Train and extend our network of project leaders
- Increase our research for subsidies and stable funding opportunities.
- Continue to grow our monthly financial support.
- Resume and further develop our environmental and sustainable projects, including looking at ways we can make some of our projects more environmentally friendly.
- Brainstorm and develop programmes to foster our goal of everyone serving and lever the power of volunteering to ignite a self-transformation journey.

Long-term goals

- Generate recognition and acknowledgement of the societal value of volunteering and how crucial it is for the wellbeing of our society.
- 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 in the whole of Belgium.
- Facilitate a well-trained community of volunteers and project leaders, who understand the needs of those we serve and who can respond to these needs in an efficient and kind manner.
- Redesign all our projects to be more sustainable and environmentally friendly.
- Continue to live out our values while serving people in need, to inspire individuals to make a difference and spread kindness, to transform entire neighbourhoods through volunteering, and build bridges between groups of people.
- Develop a sustainable network of five Serve the Cities in Belgium, with recurring volunteer opportunities, stable and sufficient income streams, and stable core teams (5S vision).



serve
the city.