

Did you know that Serve the City operates
in over 50 cities around the world?

We love working with globally minded
partners who want to make a local
difference, will you join us?



For more information visit
www.servethecity.es



What is Serve the City?

Our Social Policy

2018



Dear friends

It's hard to believe another 12 months have passed. I think it would be better to say that 2017 flew by, such was the non-stop nature of the year for us at Serve the City. There are so many positive things I could focus on like the massive increase in volunteer hours we saw last year or some of the truly massive projects that we were able to complete like completely repairing the roof which amongst many other things made 2017 a great year for us. However, most of us expect these introductions to be full of that kind of talk so I want to demonstrate the Serve the City values of Humility and Courage and share with you some of the harder things that we experienced during 2017.

One of the saddest things that happened last year was that Inés Martin left Serve the City to take a position at CEAR (a non-profit that works with the immigrant population in Madrid). Inés has been with us for a couple of years, first as a volunteer and then as a member of our staff with responsibility for creating and maintaining our relationships with non-profits and businesses. She can take credit for a great deal of our growth as an organisation and so, as it's always the case when working in a

small team, her loss will be keenly felt by all of us moving forward. We will be following her progress closely and wish her every success in her new position, CEAR are certainly lucky to have her. Her departure has made a space on our staff for another of our favourite people, Sergio Montes Padron, more about him later.

Another sad moment of the year came when we had to fire a person who had previously been a beneficiary of one of the charities we work with. This was devastating to me on a personal level as for me being able to employ this person seemed like a perfect fruition of our values and mission. Unfortunately, we soon came to realise that we had chosen a position that was far too much responsibility for a person in such delicate circumstances and so we had to part ways.

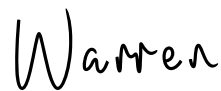
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This was a perfect illustration of the challenges of trying to do good. Sometimes it isn't a straight line and there are moments when I doubt if we are helping at all. It isn't until we are able to reflect that we see the real impact that we make in this world, and now looking back I see this has been a very real learning experience for us. It has reinforced my desire to make a sustained and meaningful impact on the city of Madrid and also brought into sharp perspective the vital need for suitable and respectable job opportunities for the people we are serving.

This perspective has given birth to a conviction to add another string to the Serve the City bow as we embark on a mission to help our charities find meaningful employment for the people that graduate out of their programs. In 2018, we are committed to bringing this idea to life in the form of creating one or two social businesses that address this problem for some of our non-profit partners.

There are many other things that I could mention as challenges but I won't bore you with them

any further! The important thing to note is that each of these challenges, although has brought terrible moments, are actually the fuel for the creativity that is key to Serve the City. Indeed, our failures are what enable us to learn and motivate us to do more. More good, more significant impact, more people involved. This year I aim to embrace our failures and use them as what they are intended as, opportunities to learn and create. I'd like to invite you to do the same! Will you join us this year in doing something that will leave a permanent mark on this city?



Warren Batt

Executive Director

“It has reinforced my desire to make a sustained and meaningful impact on the city of Madrid and also brought into sharp perspective the vital need for suitable and respectable job opportunities for the people we are serving”.

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This document explains all the important things you need to know about Serve the City.

It is intended to clarify how we work and who we work with and, most importantly, what we actually do! If you have any questions that aren't answered in this document, then please contact

Laura Perelló at laura@servethecity.es and she will get you the answers you are looking for.

Context

One of the biggest problems in our cities is the separation that exists between the various people groups, needs and institutions that make up our community.

There are many barriers between those who need help and those who are able to provide it. This results in an apathy towards suffering amongst the wider population, a lack of participation in volunteer projects, an ignorance of what needs to be done (and what can be done), and finally a growing sense of hopelessness amongst the most at-risk members of our community.

**Apathy, Ignorance,
Lack of participation,
Hopelessness...**

**Serve the City exists to
address this problem**



Who we are

Our History

Serve the City began in Brussels in 2005 as a group of friends looking to volunteer in their city with local NGOs. Before long, Serve the City Brussels was providing service opportunities to hundreds of people and had become a foundation of Brussels' life for many. Within a year, the idea had been replicated in other cities in Europe and now Serve the City is active in over 60 cities worldwide with almost 50 new cities in the process of launching.

Serve the City was launched in Madrid by Warren and Karen Batt in November 2011, with the first service project taking place in February 2012. Since then the movement has experienced incredible growth having hosted well over 1,000 distinct projects for over 10,000 volunteers in collaboration with 40 separate charitable entities.

19,000 VOLUNTEER HOURS IN 2017

Mission statement

Bringing the community together to serve the city's greatest needs.

Vision statement

To be the preeminent interface between charitable organizations looking for volunteers and the companies and individuals who have resources and time they desire to donate

Our slogan...

Many people doing small things can make a

BIG DIFFERENCE



How do we do it?



We offer charities:

- The ability to network, share resources and ideas with other groups of a similar nature through regular informal gatherings.
- A fully managed workforce to carry out any project where the volunteer can interact with the individual in need.
- Ad-hoc finance to carry out projects we are asked to participate in that under normal circumstances would be out of their financial reach.
- An avenue to grow their volunteer database by introducing new volunteers for their work.
- Exposure to corporations interested in becoming directly involved with charities in their city.
- Teams of professional volunteers to take on structural projects.



We offer companies:

- A simple solution to their Corporate Social Responsibility needs.
- Innovative ideas for CSR policies that wish to go beyond volunteering events.
- An opportunity to join with members of the community in a way that has a practical and measurable outcome.
- A fully managed service enabling employees to simply turn up on the day, without prior or post project commitment.
- A wide range of projects meeting a variety of needs including homeless, immigrants, children, elderly, handicapped and many more.
- Impact Reports for all projects detailing the work done and its lasting effect. (Available on company-exclusive projects)
- Social media material including video and film of the projects employees participate in.



We offer individuals:

- A range of volunteering opportunities ranging from one-off events, continuous projects and short term, to skill based volunteering projects.
- Extensive and accurate details regarding their project, such as exact duties, time commitment, collaborating organization, precise location, number of volunteers and much more.
- The opportunity to interact on an individual basis with those in need.
- A wide range of projects meeting a variety of needs, including homeless, immigrants, children, elderly, handicapped and many more.
- An opportunity to serve alongside a diverse group of volunteers.
- Access to a social community centered on a common desire to serve the city.
- A full calendar of project dates from which to choose.

Our Values



These virtues guide all our decisions and we desire that all our volunteers, team members and partners adopt these attributes as their guiding principles.

Humility

- We exist to serve others, not ourselves. We will not exploit or endanger our relationship with a partner, volunteer, or person in need to further the cause of Serve the City.
- We do not presume to be experts on homelessness, caring for the elderly, asylum seekers, or any other people we are asked to serve. We work in collaboration with groups who hold this expertise and desire to be a resource to them, not competition.
- We will endeavour to serve alongside those in need, with empathy, following their lead and availability, seeking to lift each one up and drawing out the best in each one, and not, in any way, exposing their condition or fragility

Compassion

- Knowing people by name is knowing the uniqueness of each person's journey, their joys and pains, strengths and weaknesses, aspirations and frustrations - to seek to be in "passion with."
- We will always put the individual above the task because we believe that showing compassion is essential to meeting their physical needs.
- We will be flexible in how we approach each individual and each NGO, recognizing that a personal and individual approach is more effective than rigid policies.

Respect

- We will carry out projects in collaboration with all members of society without prejudice based on race, faith, or political preference. Where there is a need, we will endeavour to meet it.
- We will treat every person as having equal value, without favouritism.
- People from all walks of life and schools of thought are welcome within the community of Serve the City. All we ask is that they share our values.
- We will not promote any political or religious agenda.

Courage

- Serving another person takes a type of courage that is rarely found in our society, the courage to face difficult realities and sometimes deep suffering and injustice, to be vulnerable and to step outside of our comfort zones.
- We also endeavour to demonstrate courage to step across the line and serve people in need, whether their situation feels easy or challenging to confront

Our Values

Love

- There can be many motivations for serving someone, such as a sense of duty or even guilt, but the service that makes a real and lasting difference is motivated by love. Only with love will we be able to see the individual as a person with a name and not just as a need to meet before our “job” is done.
- Love is composed of concrete attitudes, actions, and connections. It involves the ongoing cultivation of sharing, patience, kindness, generosity, selflessness, forgiveness, protection, trust and perseverance

Hope

- No cause is hopeless 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.
- Our society might be facing many challenges but we can make it better. From broken things, may come beautiful, richer and stronger new realities. The city is a vibrant creation which can be revived through the small hope-filled actions of the many.



Our Foundation

Every set of values needs a foundation, a non-movable base that can be a point of reference when things get tough or issues become clouded; this is all the more important for an NGO whose business is social justice.

Although we are not in any way a religious organization, we have chosen the teachings of Jesus as this foundation. We believe his teachings on equality, caring for the weak and vulnerable, living as a servant and loving our neighbour are values that everyone can agree are both admirable and worth emulating, regardless of any religious or philosophical preference. We use his teachings as a point of reference when we consider how to interact with others both within the community of Serve the City and outside with our partners and friends.

A movement that is truly accepting and welcoming of all people, without exception...

At risk of repeating ourselves, we want to make clear that Serve the City itself is not in any way religious or political, we don't discriminate or favour any particular worldview. Having said that, due to its nature, there are many people of faith, and many without faith, who participate in the projects as volunteers, each with their own motivation. We aim for Serve the City to be a movement that is truly accepting and welcoming of all people, without exception and that those people will not be asked or expected to agree with or confirm the beliefs of anyone else. We do not promote any ideology during our events and as such we cannot work with organizations that make promotion of their own ideology a condition of cooperation.



Our Strategies

To achieve our mission and bring to fruition our vision of the future, we employ the following strategies:



One off projects

At least one project every week– we will host at least one project each week and strive to ensure there is always an opportunity to volunteer for those who want to.



Short term projects

Skill based volunteering that enables you to exercise the skills you use in your profession to benefit an NGO in need. Short term projects normally consist of 3-5 volunteers who will tackle a specific problem for an NGO. These projects might be launching a new communications plan, assisting in the development of a social business or helping an NGO create a robust budget for the coming year.



Long term projects

For those who wish to make a long term commitment to the work of an NGO we will search for the right position for you and find an NGO and placement that ensures both your satisfaction and theirs.



Big Volunteer Day

Big volunteer day –a large-scale service day with multiple projects and 100+ volunteers. These are great opportunities for new individuals and partners to get a taste of what Serve the City is all about. These days end with a social event for volunteers to share stories and celebrate the day.

Our Projects

We undertake projects of many types, from feeding the homeless, caring for the elderly and disabled, to painting and construction jobs. Although these projects can appear very different they must all adhere to the following guidelines:

1. Must meet a clearly defined need.
2. Have a concrete start and finish time/date at which point we are able to validate and assess the work done.
3. Not concerned with collecting money, resources or promoting a specific political/religious ideology.
4. Wherever possible, it will put the volunteer in direct contact with the person in need or at a minimum with members of the partner organization.
5. All volunteers must have a clearly specified role or task.
6. Have a realistic and achievable goal that can be met by the volunteers with the available resources in the specified timeframe.

These are just a few examples of the many projects we have carried out. If you have a specific need or question, speak to us.

Casa de Baños (Public Showers)

These days, the municipal showers are not just about hygiene, they play an increasingly important role in a society that is more and more individualist and made up of people who may be more isolated and cut off from each other. Sometimes, it is the one moment in the day when the users of these public installations can have a conversation and/or human contact with other people.

Because of this, STC volunteers hand out bath kits (shampoo, soap, shaving cream, etc.) to homeless people and immigrants, but are also willing to provide a listening ear to those who need it. Sometimes a simple thing like a conversation -no matter the subject- can make a big difference.



Activities with kids from Asociación Valdeperales

The Asociación Valdeperales is dedicated to carrying out educational and social programs for disadvantaged individuals and groups in Madrid. The kids in this project are 4-16 years old, we do crafts and play sports in Spanish/English.



Feed the homeless

This is one of our most popular projects. Volunteers give out sandwiches to people in need. Although the food is an important element of this project, the main objective is to establish a conversation with the people we see along the route. Many of them need to talk a lot more than they need the food. The project is divided into 3 phases (shopping for ingredients, preparation of packs, and sandwich route), all with different specifications, and all just as important as the others.



Puerta Abierta Center

This retirement home is specifically for people who have been living on the streets but are now too sick or elderly to survive. We visit the home and sometimes offer entertainment or resources, but our primary reason for visiting is to sit, talk and listen to the residents and let them know they are loved and important.



A Thankful Society

In this project, we distribute thank you cards to the people that keep our city running (street cleaners, fire fighters, police, bus drivers, etc.) to show them that we value their work. This activity has two phases: first the cards are hand-made by children, and then STC volunteers distribute these cards. We have received all types of reactions to this project, from being surprised and sceptical, to true happiness for being appreciated.



Job Training at AM Pinto

AM Pinto work with the physically and mentally handicapped community to provide vital services to include them in our community. Their goal is not just to occupy their members, but to provide them with vital skills which enable them to work and live as independently as possible. We do whatever we can to help them in this goal.



Animal Shelter

Animals are important to us too! In this project, we work with the Animal Shelter, an organization that protects exotic animals that have been abandoned by their owners. The shelter is currently in its early stages. Therefore, this project consists in help rebuilding the centre until it is ready to be utilized as a full-time animal shelter. The future goal is to invite people to come for an excursion and learn about how to take care of animals. Each day there are different activities such as painting, cleaning the parcels, building sheds, etc. Little by little we will give these animals a safe and loving place to live.



Pay It Forward

Many times, we focus on different collectives that need help, but sometimes it is good to remind people how warming and good it feels to receive a kind gesture from a stranger. The purpose of this program is to share love by Paying it Forward, encouraging everyone to help each other. From paying for someone's coffee, giving them a thank you note, or just reminding them that we are all unique and that is what makes us amazing. By just walking around the city for a few hours and observing our surroundings we can make a kind gesture to some and create a chain where we invite everyone to share kindness through small gestures every day.



Walking with the Elderly

The elderly are one of the most marginalized groups of Spanish society. Loneliness and isolation are real problems for seniors. The idea of this project is to encourage them to take part in the program set out by the Alicia y Guillermo Foundation for active aging, in this case, spending a pleasant morning strolling through Retiro park, and possibly other fun activities. The Foundation provides care for elderly people who have no financial means to live and/or elderly people who despite having financial means are neglected by their relatives or because they don't have a family. Our intention is to lighten this load even if it's just a little, spending time with them and showing them that we care about them as individuals. Something as simple as spending time with them means a lot to them and they value it greatly. This project brings a little joy and a break from the routine of their days.



Los Argonautas

The elderly have so many stories to tell us but we sometimes forget their needs. Therefore, this project is about brightening their day by preparing a special performance where they laugh, sing and dance. In this project, we join the Argonautas Association and go to different nursing homes to put on a show for the residents. Every show has a different story behind it, and they are always very fun. The main focus is to get the residents to enjoy their day and invite them to join and show their singing and dancing skills.



Rugby with Afas and Huerto

Sports are an integral part of youths during their developmental years. Not only for the health aspect but also for the values it teaches. This project consists in partnering up with the Madrid Lions RFC and going out to El Pardo to work with Soñar Despierto and Huerto Hermana Tierra, a Foster home and an organic garden, respectively. This project has two parts: first, working in the fields doing some renovation, to help rebuild the home where they live. The second part is to teach all of the children and members of the garden about rugby and to then play a friendly match all-together just for the fun of it.



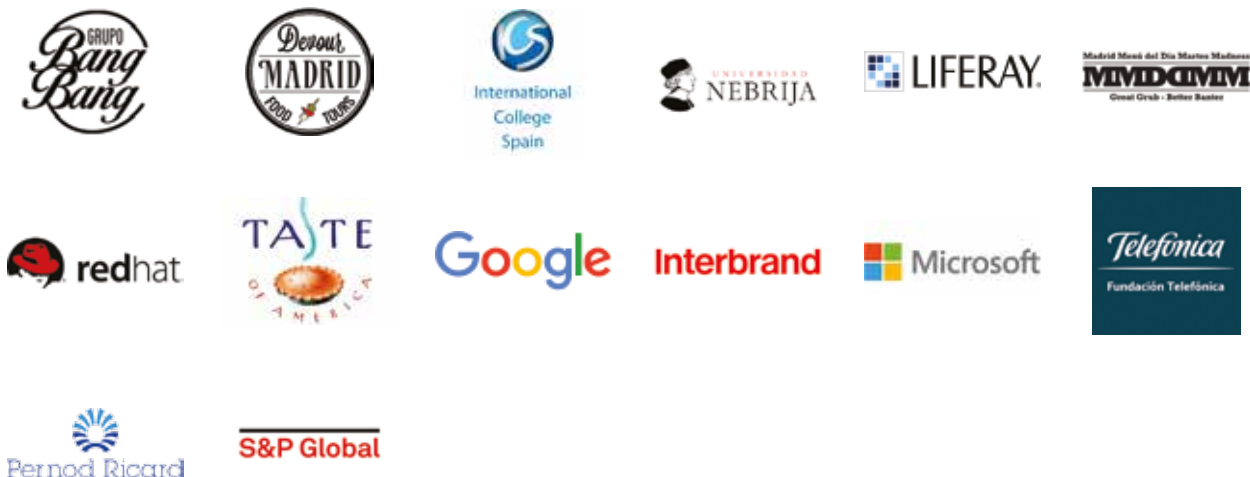
Our Partners

These are just a few of the wonderful charities we have been working with over the past 12 months, each organization is doing amazing work to improving lives in Madrid and we encourage you to check out what each one is doing for yourself



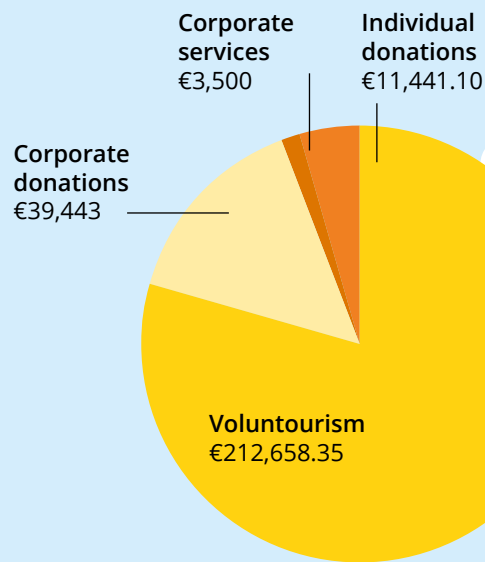
Our Supporters

Our work is primarily funded by companies who are passionate about Madrid and each one of these companies have made a significant contribution to our work.



2017 Results

Income
€267,042.45 (+71%)



Total volunteer hours
€19,429.5 (+82%)

Residential hours
14,087.5 (+138%)

Weekends
3,5728 (+27%)

Corporate
396 (-78%)

Intern 1,218

Volunteers
1,536 (+11%)

1,215 (+17%)
Weekends

266 (+122%)
Residential

50 (-22%)
Corporate

Impact

216 (+12%)
Total projects



3,728 (+12%)
People touched



61% (-2%)
Natives

What can we do for companies?

CSR Policies & Sponsorship



Why CSR?

Does your company have a defined CSR policy?

CSR is a way to show your customers and stakeholders that you are committed to being an asset to the community that supports and sustains your business. In Spain only 2700 companies have a defined CSR policy out of a total of 3,119,310. That's just 0.01%! This is a huge opportunity for companies to stand apart from their competition. Especially when you consider that 47% of the Spanish public have stopped buying products that are produced by companies that are irresponsible towards the environment.

A typical CSR policy will seek to address the following areas of corporate governance:

Ethical conduct

A company that is recognised as being ethical in their dealing with customers, suppliers and the law is one that can expect to rightly be regarded as a leader in their sector. A rigorous Ethical Policy demonstrates that relationships are worth more than just money.

Community Involvement

A recognition of your place in the community and a commitment to improve the conditions of that community will mark your company out to employees, customers and stakeholders alike as a truly responsible and caring business.

Health & Safety

A safe workplace is a must for any company looking to retain their employees. A commitment to the employees' health, both mental and physical, will ensure your company is seen as the employer of choice in every market.

Environmental Impact

What impact does your product have on the environment? A good policy will demonstrate a commitment to report on and improve the sustainability of your product line. The best companies will extend this reporting down to their supply chain in addition to their own impact.



Why CSR?

Business impact

Having a defined policy for your company can have a significant impact in all areas of your business as these statistics show.

80%

of companies consider that CSR reduces costs.

70%

of companies consider that CSR contributes to increased income.

86%

of companies with defined CSR policies report happier employees.

6/10

citizens perceive improvements in the social and environmental performance of companies with CSR.

16%

of consumers would be willing to pay more for a responsible product.

61%

of the public thinks that CSR should be a priority for all companies.

CSR Policy Service

Serve the City offers you a consulting service to help you define exactly what your CSR policy should look like to be an effective tool for you to grow your business in the right way, while having a positive effect on both productivity and your bottom line. We will walk you through the process of defining the policy and then ensure that the Community Involvement element of the policy is executed in a holistic manner that partners your company with a local non-profit to the benefit of both.

Team Building

If you don't feel ready to implement a full CSR policy, we also offer a wide range of team building events.

Team building is an essential part of any successful business and what better way to include this in your company's employee training than incorporating an element of community service? These individual projects provide the same level of service and logistical management offered in our CSR events but are focused on a single day's activity. This is a great way to test the water before you make a commitment to a complete CSR policy.

Additionally, these events contain the option for your employee to take the Strengthfinders assessment which will identify numerous ways in which both your employees and the company can work better together.



Why Serve the City?

When it comes to working in the community many companies and organisations find they have no idea where to start.

How do you find the right NGO to work with? How do you decide which project you want to get involved in and how do you go about arranging the activity? At Serve the City we know that there are many companies that would love to do more in the community but find the logistics of bringing this desire to reality to be insurmountable. As part of our mission to bring together the community to serve the cities greatest needs, we have designed a simple 7 step process that makes it simple for companies to turn that vision into reality.



Why Serve the City?

How we can help with CSR

Companies choose to work with Serve the City to define and implement their CSR policy on Community Involvement or as an innovative and productive way of conducting Team Building events. Here are some of the prime benefits we can offer you:

A professionally planned and executed external community project based on the needs of your organization which extends beyond a single event to a relationship with a local NGO. Projects tailored to your needs, skills and budget.

- ✓ Employees will be put in direct contact with the beneficiaries of the chosen NGO.
- ✓ Full project management from start to finish.
- ✓ A full briefing on how the project will help the company meet its goals and what the expected results are.
- ✓ Sales aid materials provided to promote the project internally to your employees.
- ✓ On the project day, Serve the City provides full logistic and organisational management, you simply come and participate.
- ✓ All employees receive a Serve the City t-shirt cobranded with your own logo on the day of the project.
- ✓ Full debrief report, summary, and media files of project will be provided.

Let's engage



THE GLOBAL GOALS

For Sustainable Development

In September, World Leaders committed to 17 Global Goals to achieve 3 extraordinary things in the next 15 years. End extreme poverty. Fight inequality & injustice. Fix climate change. At Serve the City, we think these are great goals that we can engage local business with to promote and tackle in our cities.



We are strong believers in our partners following their passions when they consider community involvement. With that in mind, do any of these goals resonate with you and your company's values? Talk to us about it so that we can help you engage in our community around one of these goals!

