



# 2019

ANNUAL REPORT

**MAKING OUR MISSION  
A MOVEMENT**

# DEAR GENERATION SERVE FRIENDS AND SUPPORTERS,

This year was one to celebrate!

In June, we reached a huge milestone: Generation SERVE's 10th birthday and a decade of service to the Austin community! Since 2009, we have engaged over 7,000 youth in volunteerism...and 68 of those kids have consistently volunteered with us over the past decade! We featured these amazing youth and their stories throughout the year, selecting a few to share below. We hope you'll enjoy reading how participation with Generation SERVE has shaped the young adults they've grown into today!

In addition to growing and refining our Family Volunteering, Service Learning, and Teen Leadership Programs here in Central Texas, we also piloted an expansion of our Family Volunteering Program into Houston this fall! Many years in the making, Generation SERVE leadership felt the timing was right to share our mission beyond Austin. Backed by local Houston families and supported on-the-ground staff, the expansion has been well received by families and nonprofit partners alike! You can read more about the expansion on page 9.

What started as a vision has truly grown into a movement, all of which would have been impossible without the support and generosity of our community. Read on to learn more about how Generation SERVE has inspired service throughout 2019!

Cheers to the next ten!  
Amy Loar, Executive Director



Amy volunteers alongside her oldest daughter, Ellen, to prepare a warm meal for clients of Caritas.



**Avery O'Shieles**  
serving since 2009

"I remember the first time I helped pack someone's groceries and made them smile. I felt good helping someone else feel good. I like helping people. I help people more often than I used to, even when I'm not volunteering."



**Reilly Campbell**  
serving since 2009

"My experiences with Generation SERVE over the past ten years have impacted my life immensely and shaped me into the person I am today. I hope to go into the nonprofit field and continue helping others for the rest of my life. I'm still an Activity Lead with Generation SERVE, and I work to get youth more civically engaged. Without Generation SERVE, I don't think I would have the leadership confidence to do the work I do and have the goals and dreams that I do now."



**Sahana Sudarsan**  
serving since 2009

"Volunteering with Generation SERVE has taught me empathy and communication. It has taught me empathy by showing me the community outside the world of just my home and school. I get to see the people who need help or support, and I get the opportunity to provide it for them."



**Tyler Hill**  
serving since 2009

"I have been able to gain new perspectives on the world around me which in turn have helped shape me into the person I am today. I have seen myself grow when I was able to better understand others through volunteering experiences I would not have been able to participate in without Generation SERVE."

# 2019 AUSTIN AREA PARTNERS

Adelphi Acre Gardens  
 Any Baby Can  
 Austin Animal Center  
 Austin Creative Reuse  
 Austin Diaper Bank  
 Austin Farm Sanctuary  
 Austin Groups for the Elderly  
 Austin Humane Society  
 Austin Parks Foundation  
 Austin Pets Alive!  
 Austin Sunshine Camps  
 Austin Wildlife Rescue  
 Austin Zoo & Sanctuary  
 Barkitecture  
 Barton Hills Assisted Living  
 Beckett Meadows  
 Big Brothers Big Sisters of Central Texas  
 Bookspring  
 Brush Square Museums Foundation  
 Bull Creek Foundation  
 Cards for Hospitalized Kids  
 Caritas

Carrying Hope  
 Central Texas Food Bank  
 Central TX SPCA  
 City of Austin Graffiti Abatement  
 City of Austin Watershed Department  
 Colin's Hope  
 Colorado River Alliance  
 Community First Village  
 El Buen Samaritano  
 Family Eldercare  
 Foundation Communities  
 Front Steps  
 Harmony Point Memory Care  
 Hindu Charities for America  
 Homeless Task Force  
 Hope Alliance  
 Hope Food Pantry  
 Hope Totes  
 Inside Books Project  
 Jeremiah Program  
 Junior League of Austin  
 Keep Austin Beautiful

Keep Austin Fed  
 Kostumes for Kids  
 Mayfield Park  
 Meals on Wheels Central Texas  
 Micah 6 Pantry  
 Mission Accomplished  
 Mobile Loaves & Fishes  
 Mt. Bonnell Park  
 Neill-Cochran House Museum  
 Next to New Shop  
 Open Door  
 Operation Blue Santa  
 Operation School Bell  
 Out Youth  
 Partnerships for Children  
 Partners in Parenting  
 Pop Up Birthday  
 Red Cross of Central Texas  
 Ronald McDonald House  
 Safe in Austin  
 Salvation Army  
 Sammy's House  
 Senior Access  
 Simple Sparrow Farm

Socks for the Sole  
 STARRY  
 Texas Advocacy Project  
 Texas Department of Family and Protective Services  
 Texas Farmer's Market  
 Texas Kids Read  
 Texas Parks & Wildlife  
 The Christi Center  
 The Settlement Home for Children  
 Thinkery  
 Travis County Health & Human Services  
 Travis County Parks  
 TreeFolks  
 Trinity Child Development Center  
 Undies for Everyone  
 Violet Crown Festival  
 Westminster Manor  
 Williamson County Animal Shelter  
 Women's Storybook Project  
 YMCA

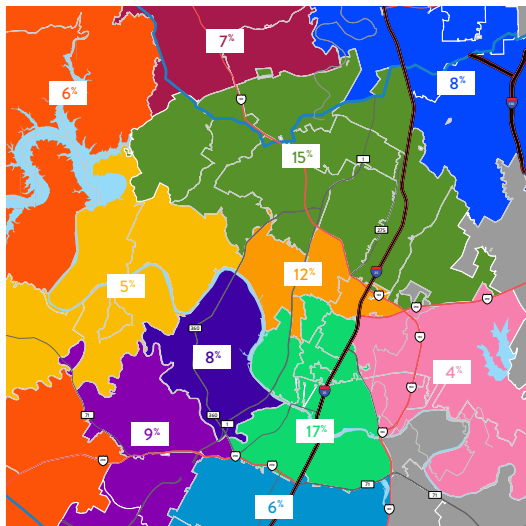
## AUSTIN-AREA IMPACT

**93** NONPROFIT PARTNERS SERVED

**17,808** HOURS OF SERVICE VOLUNTEERED

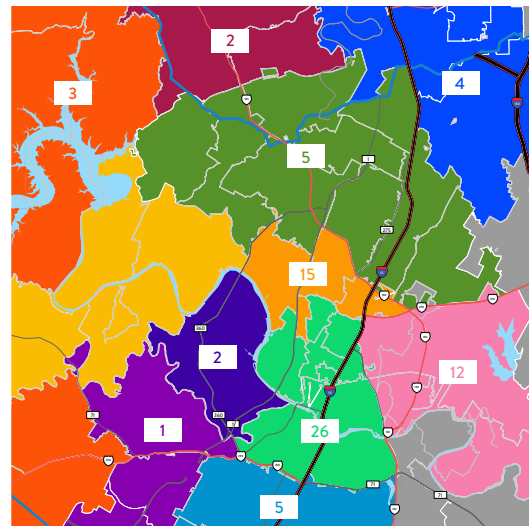
**1,928** UNIQUE YOUTH VOLUNTEERS ENGAGED

### WHERE OUR VOLUNTEERS LIVE



Buda/Kyle 1% Other 2%

### WHERE OUR PARTNERS ARE LOCATED



18 partners have multiple sites

# TESTIMONIALS



## PARTNER

Bottom line, partnering with Generation SERVE allows our organization to do more - far more - than we could do without them. Helping to foster volunteerism among Austin's youth is a huge bonus for us.

## PARTNER

We are a very small organization and our staff is consistently stretched thin. We are so grateful that Generation SERVE has been able to work with us...to reduce work for our team.

## VOLUNTEER

My daughter loves volunteering. Community service is an important part of her life, and I credit Generation SERVE with helping to develop her love of giving back.

**Generation SERVE Parent**



# SURVEY HIGHLIGHTS



**90%**

of respondents feel that participating in Generation SERVE programs has increased their child's desire to make a difference in their community.



**92%**

of respondents feel that participating in Generation SERVE programs has triggered important discussions with their child.



**91%**

of respondents indicate that their child's awareness of community needs increased after participating in Generation SERVE activities.

# FAMILY VOLUNTEERING

As Generation SERVE's flagship program, our Family Volunteering Program allows families with children and teens ages 3-17 to volunteer in the community nearly every day of the year! Free and accessible to the general public without the requirement of a long-term commitment, we want to make it easy for families to give back together.

By coordinating meaningful service opportunities that are a win-win for both our volunteers and nonprofit partners, we strive to create a culture of consistent, on-going service.

In 2019, we continued to expand our age-specific opportunities through two special projects of our Family Volunteering Program:

Little Helpers Learn & Play and Dedicated Family Placements. By providing opportunities for our smallest community members to be introduced to service, and then offering opportunities for deeper, more engaging volunteer opportunities as they reach their teen years, we're aiming to extend both ends of our Service Pathway.

## LITTLE HELPERS LEARN & PLAY

Throughout 2019, Generation SERVE continued to introduce some of the youngest members of our community to volunteerism through our Little Helpers Learn & Play program, hosted in the spring, summer, and fall. Over 6 weeks, young volunteers (ages 3-5) volunteered alongside a parent or caregiver in a cohort- and play-based setting. Each week, our "Little Helpers" would learn about a community issue through a story or song, complete an age-appropriate service project, and wrap-up with discussion and playtime. Participating families were exposed to a variety of nonprofits and community needs, like-minded families, and tangible ways to engage their little ones in service.

Brothers Elliott (5) and Everett (3) participated in the program over the summer, serving alongside their parents, Sarah and Albert. They had such a positive experience, the family participated in the program a second time just a few months later! Reflecting on Little Helpers, Sarah and Albert told us, "The program helped Elliott and Everett see their potential to affect others in a positive way and find joy in helping others."

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***"THE PROGRAM HELPED ELLIOTT AND EVERETT SEE THEIR POTENTIAL TO AFFECT OTHERS IN A POSITIVE WAY AND FIND JOY IN HELPING OTHERS."***

**-SARAH & ALBERT**

## DEDICATED FAMILY PLACEMENTS

Building on the success of Dedicated Family Placements piloted in 2018, Generation SERVE expanded the program to include new partners and opportunities! Generation SERVE teens, serving alongside a parent or caregiver, committed to an on-going volunteer placement with the same nonprofit over a period of weeks.

Over spring break and throughout the summer, Generation SERVE partnered with Colin's Hope and the Texas Parks Department to host Water Safety Teams at McKinney Falls State Park, educating park-goers on drowning prevention. Sisters Clare and Niamh (14 and 11, respectively) volunteered alongside her mom, Kate, to welcome and educate park-goers on drowning prevention and water safety.

Kate shared, "participating in the Water Safety Team at McKinney Falls was the most meaningful volunteer opportunity we have had. The idea of really changing the trajectory for a family visiting the falls was very important to my daughters and I; we learned a lot ourselves and have shared the information with countless others."



Generation SERVE's Program Coordinator and Little Helpers facilitator, Carol McHorse, reads to Elliott, Everett and other participants before a trash clean-up at Northwest District Park.



Generation SERVE volunteers are ready to greet and educate McKinney Falls park-goers on water safety and drowning prevention.

# SERVICE LEARNING

Throughout 2019, 78 youth in 3rd - 5th grade participated in our Service Learning programs, focused on serving animals, their peers, nature, people, seniors, and pets. Our Service Learning Program combines peer-based education about a community

need with hands-on volunteer opportunities, allowing youth in upper-elementary a "deep dive" into a specific issue. Serving alongside their peers, each youth participant also brainstorms, plans, and implements their own personal extension project

to finish the program. Whether a donation drive, large-scale volunteer project, or education piece, this extension project is an outward expression of how the next generation is ready to take action!

## EXTENSION PROJECTS IN ACTION

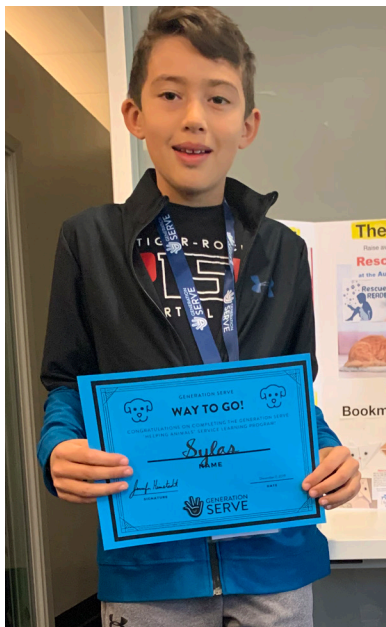


Delaney (now 9) hosted a backyard carnival to benefit Safe in Austin. With the support of her friends and family, Delaney raised \$500 to assist the rescue organization in paying for vet bills.



Addison (now 12) worked with her principal to host a school-wide supply drive for Austin Creative Reuse, educating peers about waste reduction, and diverting over 100 arts and crafts supply items from landfills by donating them directly to Austin Creative Reuse.

Sylas Meyer (now 9) started an origami bookmark awareness campaign in support of Austin Humane Society's Rescue Readers program! Making over 100 bookmarks by hand, Sylas passed them out to his classmates and via display boxes at Austin Public Libraries, with the goal of getting more kids volunteering as Rescue Readers.



Lucas (now 12) hosted a candy fundraiser and donation drive to benefit Foster Village. Collecting 416 diapers, 510 wipes, new clothing, toiletries, and 5 convertible car seats, the donations will help Foster Village in their mission to support and serve local foster families.

# TEEN LEADERSHIP

Through our summer-based Teen Leadership Program, 42 teens trained to effectively lead adults and children in volunteer service, supporting our Family Volunteering Program. They collectively contributed 1,313

hours to the community while learning lifelong skills such as public speaking, problem solving, and group facilitation. Of these graduates, 26 decided to continue leading activities into the academic year!

While our summer was certainly busy, the rest of the year was no exception! Our Teen Advisory Board collaborated to mobilize their peers through the expansion of Teen Service Day offerings, where like-minded peers serve side-by-side.

## 2019 HIGHLIGHTS

The inaugural **Future Leaders in Service Scholarship** was awarded to **Sophia De Leon**.

The TAB built out its structure to include **Outreach/Social Media, Networking/Teen Service Days, Fundraising Committees.**

We hosted **54 Teen Service Days events** with **24 partners** that engaged **608 teens** in service!

The TAB created their own mission statement: **"to empower teen leaders to take initiative in creating positive change in our community"** and adapted core values of **Collaboration, Integrity, and Innovation.**



## 2018 - 2019 TEEN ADVISORY BOARD

**Sophia DeLeon**  
President

**Karyme Alejos**  
Vice President

**Mia Lee**  
Communications  
Coordinator

Josh Crowley  
Liah Goyal  
Zenith Jahid  
Jordan Jewell

**Mallory Thomason**  
Partnerships Coordinator

**Mahir Kota**  
Board Liaison

**Aaron Greisdorf**  
Leadership Development  
Coordinator

Allen Li  
Grant McCasland  
Ramya Nambala  
Nihita Sarma

# SERVE SOCIETY

In the fall of 2009, in celebration of our 10th anniversary milestone, Generation SERVE launched a new, multi-year giving society called SERVE Society. These generous

individuals believe in the power of engaging youth in service and are invested in **making Generation SERVE's mission a movement.** Together, we will continue to be

innovators for youth volunteerism, igniting passion for volunteering while building the next generation of leaders!

## WITH THE GENEROSITY OF OUR SERVE SOCIETY MEMBERS, GENERATION SERVE HAS NEWLY LAUNCHED THE FOLLOWING INITIATIVES:

1

Maximizing our inclusion to better serve ALL young changemakers.

2

Measuring the impact and power of engaging youth in service.

3

Expanding our mission into new markets.

## SERVE SOCIETY MEMBERS

The following individuals and families pledged their support of SERVE Society during the 2019 calendar year.

### Envision

The Quinn Family

### Lead

Amy Loar, David Saltzman and Family

Anonymous

Jeffrey and Robin Chapman

The Coulter Family

Leeann Rountree Marcie

The Montgomery-Culling Family

The Stage Family

Wier Family Foundation

### Empower

Anonymous

Anonymous

The Bronson Family

Cara and Aaron Fox

Adam and Rhonda Hauser

Jenny Hodgkins and Danny Smith

Jeff Hobbs

The Gottemukkala Family

The Goyal Family

Sara Hill

The Klein Family

The Mahan Family

Kimery Poldrack and Erin Barber

Valeri and Rick Reeder

Roberto Rodriguez and Natalie Rusk

The Rust Family

Michelle and Paul Tobias

### Engage

Anonymous

Anonymous

Anonymous

The Bajwa Family Foundation

Julie Burdey, Michael Stimets, and Family

The D'Andrea Family

The Dixon Family

Brooke and Peter Freeland

Page Gandy and Jamie Kerr

The Gershon Family

Scott and Jennifer Griffin

The Joglekar Family

Allison and Rob Johnson

Christine and Lance Kutnick

Regan Lenehan and Jody Horton

The Maxwell Family

Carol and Paul McHorse

The Nutt Family

The Townshend/Pena Family

The Wallace Family

The Weber/McRoberts Family

To learn more about SERVE Society, we invite you to visit [www.generationserve.org/serve\\_society](http://www.generationserve.org/serve_society)



# HOUSTON

In October of 2019, after many months of preparation and planning, Generation SERVE launched a pilot of our Family Volunteering Program into Houston! By year's end, we had coordinated over 65 unique volunteer opportunities in support of nearly 20 nonprofit partners. Over 200 unique children served alongside a parent or caregiver, adding up to a collective 1,077 service hours for the Houston community in just three months!

Participant Nikki and her son, Jag (10), pictured, jumped on board within the first few weeks, prioritizing volunteering together at least once a month (and often more frequently!) Nikki told us, "Finding a resource like Generation SERVE has provided exactly what I have been needing for years and has made our desire to give our time so easy! Showing [Jag] that there are needs outside of his own has made him more compassionate and aware. He loves the way he feels after he chooses to spend his free time helping in the community." From sorting book donations, to making toys for animals at a shelter, to planting trees as a local park, Nikki shared that she loves the variety of ways Generation SERVE enables children and families to give back.

Jag reflected on his experience, chiming in, "I really look forward to our Generation SERVE opportunities and am excited to continue doing more for as long as I can. I would maybe even like to someday become a teen leader and help even more!"

## 2019 PARTNERS

Amazing Place	Ministries Pantry
Bayou City Blessings in a Backpack	Houston Congregation for Reform Judaism
Books Between Kids	Houston Food Bank
Cards for Hospitalized Kids	Interfaith Ministries for Greater Houston
Citizens for Animal Protection	iWrite
Greater Houston Community Foundation	Kids' Meals
Harris County Animal Shelter	SEARCH Homeless
Healthcare for the Homeless	Seven Acres
Heights Interfaith	Upbring
	Urban Harvest
	West Houston Assistance Ministries

## HOUSTON ADVISORY COUNCIL

Lauren Berger	Asli Magid
Robin Chapman	Caren Sweetland
Betsy Goldstein	Chris Weekley
Allison Hale	Jennifer Wizel

**"I REALLY LOOK FORWARD TO OUR GENERATION SERVE OPPORTUNITIES AND AM EXCITED TO CONTINUE DOING MORE FOR AS LONG AS I CAN. I WOULD MAYBE EVEN LIKE TO SOMEDAY BECOME A TEEN LEADER AND HELP EVEN MORE!"**

**-JAG**



Nikki and Jag plant trees with Trees for Houston (right) and prep produce cartons with the Heights Interfaith Ministries food pantry (above).

# ABOUT US

Generation SERVE coordinates meaningful service experiences for youth and families, engaging children in volunteerism and empowering them to make a difference in their communities. Through age-appropriate, hands-on, and fun family volunteer activities, service learning projects, and teen

leadership opportunities, children learn the lifelong value of giving while providing vital support for our partner nonprofit organizations.

Since being founded in 2009, Generation SERVE has directly coordinated 7,524 volunteer activities, contributing 110,238 hours

of service. This collective power of volunteerism has resulted in an in-kind donation of over \$137,798 to our Austin and Houston communities. We remain committed to making our mission a movement, demonstrated most recently by our pilot expansion into Houston!

## 2019 BOARD OF DIRECTORS ROSTER

**Mindy Weber**  
President

**Jeff Hobbs**  
President Elect

**Jennifer Loew**  
Secretary

**Dawn Rust**  
Treasurer

LaToya Allison

Lauren Bajwa

Erin Barber

Erin D'Andrea

Brooke Freeland

Cara Fox

Eric Greisdorf

Christine Kutnick

Alex Mahan

Rachel Montgomery

Ami Patel

Valeri Reeder

## 2019 BY THE NUMBERS

