



# 2015 ANNUAL REPORT

*Serve Denton supports nonprofits that open doors for people to become self-sufficient*



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OUR TENANTS SAVE AN ESTIMATED **\$109,200** PER YEAR BY OFFICING AT SERVE DENTON

## AUDITED FINANCIALS



**INCOME = \$502,159**

- Special Events Income - 39.7%
- In-Kind Contributions - 17.5%
- Unrestricted Donations & Grants - 13.8%
- Contributed Facilities - 13.0%
- Temporarily Restricted Donations & Grants - 12.9%
- Tenant Rental Income - 2.7%
- Net Gift Card Revenue/ Miscellaneous - 0.4%

**EXPENSES = \$694,609\***

\*This includes a non-cash amount of \$390,517 annual building depreciation.

**Program Services - 53.1%**  
These funds are used to run, organize, and fund events and programs.

**Management & General - 35.7%**  
These funds are used to care and maintain our properties.

**Fundraising Expenses - 11.2%**  
These funds are used to support our fundraising events.

**520** People served at The Serve Denton Assistance & Events Center per year.

**33** Women & children served at The Wheeler House by Giving Hope, Inc. since July 1, 2015.

**397** People served at Health Services of North Texas' clinic at The Wheeler House since May 1, 2015.



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## SELF-SUFFICIENCY LADDER

Serve Denton's mission is to support other nonprofits that open doors for people to become self-sufficient.

We currently achieve our mission through The Wheeler House and The Assistance and Events Center.

The Wheeler House consists of a transitional housing facility for women and children run by Giving Hope, Inc. and an affordable health clinic run by Health Services of North Texas. The Assistance and Events Center houses multiple nonprofit agencies so those in need can visit one location.

This is our Serve Denton **Self-Sufficiency Ladder**. In order for someone to become self-sufficient, they must successfully address several of the issues exhibited on these rungs.



## COMMUNICATION



- 3,654 likes
- 21% increase



- 847 likes
- 65% increase



- 1,787 followers
- 25% increase



- 1,784 subscribers
- 28% open rate



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## FIFI ROSE'S STORY

The night Fifi Rose's husband, Johnny, left her with 5 children, the 36-year-old mother began preparing for life on the streets. It was early June 2015, and most of her family lived too far away to help.

Fifi and her children escaped the streets because of The Wheeler house.

*The Wheeler House gave me an arm to grab onto, a hand to hold onto, when in my mind I knew of nothing else or no one else who could help us.*

After 3 months, Fifi and her children were the first family to successfully transition out of The Wheeler House into permanent housing in October 2015.

## COMMUNICATION



Serve Denton started a podcast called *Nonprofit* to help other nonprofits better communicate, fundraise, cut cost, and more. We bring in experts in their fields to help other nonprofits succeed.





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## WHAT PEOPLE ARE SAYING ABOUT SERVE DENTON!

*“For anyone that doesn't believe that God always finds a way! I lost all hope until I found The Wheeler House! Thank you Giving Hope and Serve Denton.”*

*- Jamie G., former resident of The Wheeler House*

*“I want to point out the greater value than dollars saved is the fact that our patients and the community has increased access to medical care as a result of implementing this site in the heart of the City of Denton.”*

*- Pamela Barnes, Chief Financial Officer of Health Services of North Texas*

*“The Denton Hunger Coalition thanks all of the community agencies that work tirelessly to make the Denton Mobile Pantry a success, including Serve Denton for helping us to continue to address the issue of hunger in the Denton community.”*

*- Marty Otero, Child Hunger Outreach Specialist*

*“Without Serve Denton, Youth & Family Counseling would not have been able to establish a second location in Northern Denton County.”*

*- Eren Turner, Executive Director of Youth & Family Counseling*



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## HOW WE PARTNER WITH OUR COMMUNITY

### COALITIONS



#### Denton Hunger Coalition

The coalition coordinates hunger relief efforts in Denton County by facilitating programs that address the issue of hunger. We do this through the monthly Mobile Food Pantry, which provides high quality produce and shelf-stable items. Other programs include the annual Mayor's Day of Concern for the Hungry, support of a large-scale refrigeration center, and the Hunger in Focus advocacy program.



#### Denton County Homeless Coalition

This coalition provides support for events and training, participates in the Mayor's homelessness task force, and advocates for initiatives. It also oversees the annual point-in-time count effort.



#### Denton County Human Trafficking Coalition

The coalition seeks to improve communication between agencies focused on human trafficking. We developed a strategy to improve awareness of risks, education on recognizing when people are trafficked, and a list of resources for victims and families to contact when they need assistance.



#### Denton Together Coalition

The coalition addresses racial justice issues in the community. We secured an \$8,000 grant from Target to make community improvements as part of MLK Day of Service. The coalition meets monthly to discuss issues of fairness and racial justice before they become too big to manage.



1980 E. University Drive | Denton, Texas 76209 | [www.servedenton.org](http://www.servedenton.org)