



YEAR 2019



# ANNUAL REPORT

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DENTON, TX 76209  
(940) 735-3234

[SERVEDENTON.ORG](http://SERVEDENTON.ORG)

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# LETTER FROM THE CEO

Have you ever had a dream, and then woke up in the morning and thought, “That will never happen?” Well, twenty years ago, a group of community leaders met for the first time when our nation was in the midst of tough times and dreamed of creating a “one-stop-shop for humanity.”

So they formed an organization called the Denton Assistance Center, Inc. Today, that same organization operates as Serve Denton and serves the residents of Denton County in “...ways the original group of leaders could have never imagined.”

2019 represents a new high point in our growth. Eight years ago, we had no money, no land, and no building. But we had a dream. With dogged determination, tenacity, and the power of “and,” that dream has become a reality with a 5-acre campus.

The power of “and” represents the value and trust the partner organizations have developed with one another and with us to complete a 48,000 square foot campus in ten months using only private funding. We are so grateful for the leadership of each of our partners who trusted quickly.

We appreciate our Board of Directors and Advisory Council, who stepped out in faith during some “Red Sea” moments and dared to do something hard, so those who were suffering might have an easier time. We thank our team of staff, contractors, and consultants who have given and continue to give their best every day.

We especially thank the many donors, businesses, and foundations who have become our philanthropic partners giving not only their treasure but their time and talent to do what one of them said was “just plain smart.”

With the completion of construction we are shifting our focus from “laying track” to making sure the “train runs on time”. This transition means a greater focus on delivering outstanding customer service—doing our best to turn our partners into *raving fans!* Their success is our success.

We have seen more people find help since the Serve Denton Center officially opened than we ever could have anticipated. Your support has made this dream a reality. Thank you.

What we have seen over and over again is this: Denton County needs Serve Denton. And **Serve Denton needs you.**



**PAT SMITH**  
CHIEF EXECUTIVE OFFICER



# OUR MISSION

Serve Denton partners with nonprofits to help make their services more accessible for people in need.

## OUR CORE VALUES

### Collaboration

We believe the best solutions happen when people work together. Denton has strong nonprofits addressing challenges in housing, health and human services, and we believe Serve Denton can more effectively support our community in dealing with these challenges by communicating, collaborating, and helping one another.

### Accountability

We promise to be an organization worthy of trust in all areas, including financial choices, client care, and organizational management. Serve Denton will be transparent and honest about our purpose, vision, decisions, and dollars.

### Respect

We exist to help area nonprofits fulfill their missions. Serve Denton respects their individual determination of purpose, direction, and methods. Serve Denton will uphold the dignity of each client who visits our campus for any need, and respect our supporters who make our campus possible.

### Empathy

We encounter people every day who are hurting and in need. Serve Denton pledges to serve them with compassion and humility as we seek to understand their situations and help them find real solutions.

### Service

We value service to others, as expressed through the practice of servant leadership. Serve Denton recognizes several critical issues in our community are expected to worsen. We seek to serve by responding to these challenges with creativity, collaboration, and leadership.

# OUR STRATEGY

Everything Serve Denton does starts with our customer—the seventeen agencies we partner with daily. Our business is to provide tailored real estate and support services at the highest quality and lowest cost in the shortest lead time. Our strategy framework below depicts how we go about our business based on four principles:

**1. Foster Colocation.** Property development is our bread and butter. It is our solution to the fundamental problem we set out to solve—to make it easy for people to find assistance. We accomplish colocation through our two properties: The Wheeler House and The Serve Denton Center. We are called a nonprofit center which is a type of social purpose real estate.

**2. Build Connections.** We have learned that collaboration begins with value and trust. Connections seed from which value and trust grow. Building connections is obviously highly relational and takes an investment of time and being vulnerable.

**3. Promote Collaboration.** Collaboration is built at the speed of trust. It is what we all aspire to attain. Collaboration comes in different forms from shared information to shared effort to shared risk. Our hope is to create the ecosystem where collaboration occurs organically that best suits our partners.

**4. Grow Capacity.** Capacity growth is a product of colocation and collaboration. This past year we have seen tremendous growth in capacity that enables our partners to better serve their clients. We are now focusing on education and shared services to help our partners grow in their skills and capabilities.





# THE SERVE DENTON CENTER

Serve Denton Center is a one-stop shop for humanity.

Our partners pay over 50% less for rent than they would in another office space in town and it has many included services. Most importantly it provides a community of like minded nonprofit professionals. We estimate that our partners will collectively save over \$450,000 annually. That is money they can use to expand their programs, hire more staff and help more people in need.

For those in need, finding help shouldn't be hard. Now, it's not. With multiple nonprofits working together to meet people's needs in one location, someone simply has to come to the Serve Denton Center to find help for food, bills, healthcare, counseling and more.

We project that our nonprofit partners will help over 16,000 people at the Serve Denton Center in 2020.





# THE WHEELER HOUSE

The Wheeler House is a Serve Denton project designed to provide temporary housing and assistance to homeless mothers and children.

In 2019, we partnered with Grace Like Rain and converted the front sections of The Wheeler House into short term emergency housing for 4 additional families, bringing the number of families that can be served at a given time to 8.

After completion, we opened the doors and Grace Like Rain began their operations.

Soon after, Grace Like Rain moved their administrative office to the Serve Denton Center. They have since become a vital resource on the campus for families in need.

Grace Like Rain continues to provide shelter for moms and their kids, along with other services such as case management, rental assistance, financial classes, community building and more.



# 2019 AT A GLANCE

**37,000**

SQUARE FEET DEVELOPED

**17**

NONPROFITS SUPPORTED

**16**

NONPROFIT LEADERSHIP  
PROGRAM PARTICIPANTS

**6**

PARTNER EVENTS

**\$1,343,350**

TOTAL AMOUNT RAISED



# DENTON IS GROWING

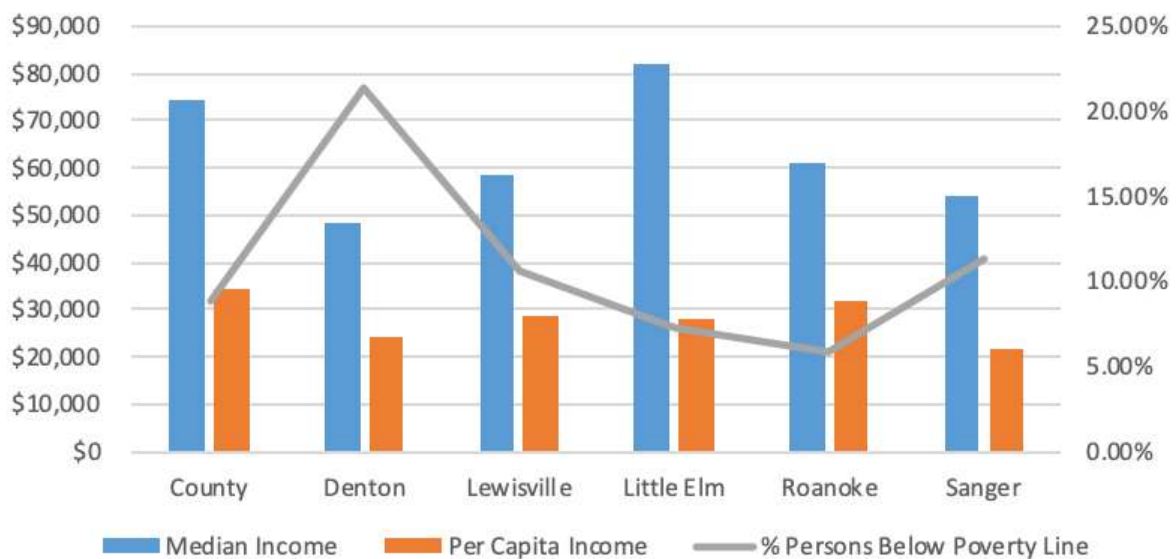
Denton is one of the fastest growing counties in the United States. With a current population of approximately 900,000, Denton is projected to have a population of 2.3 million by the year 2050. That is a 155% population increase in 30 years.



# AND SO ARE THE NEEDS

**Right now:** There are 8 cases of child abuse every day (2,900/year) in Denton County. 20,547 children in Denton County are living in poverty and 9,725 are medically uninsured. 20% of Denton County residents have limited or uncertain access to food. These numbers are just the tip of the iceberg and will only continue to increase as Denton grows.

Denton County Poverty Rate (2017)



# 2019 PARTNERS





## GRAND OPENING

In October 2019, we hosted the Grand Opening of these three phases. Over 300 people celebrated with us. All three CEOs of Health Services of North Texas, Children's Advocacy Center for Denton County and Denton Community Food Center made addresses expressing their excitement and gratitude at moving to the Serve Denton Center.

Other speakers included Representative Lynn Stucky, Denton County Judge Andy Eads, Denton Mayor Chris Watts, Pastor of Denton Bible Church Tommy Nelson, and our own CEO Pat Smith.

Each partner hosted tours of their newly opened spaces for the public to see. For many, it was their first time on the Serve Denton campus.

Seeing these three nonprofits in the same location—along with our other nonprofit partners—moved many people and created a feeling of hope and optimism in the community.

We are so thankful for everyone who came that day and contributed to make it possible.



# PHASE 2:

## Health Services of North Texas

In 2019, we opened the second phase of the Serve Denton Center. The goal is to increase access to affordable health care through our partnership with Health Services of North Texas (HSNT).

We completed construction on a 7,500 sf health clinic to serve our community's most vulnerable. HSNT has been vital to our community for over 30 years, and we are proud to partner with them on this project.

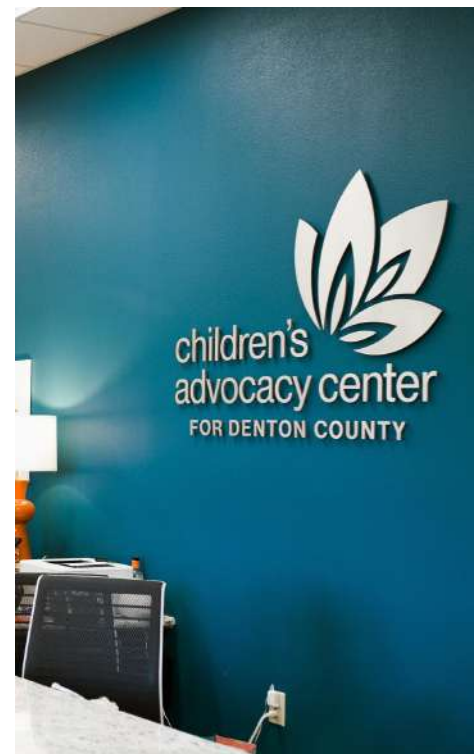


# PHASE 3:

## Children's Advocacy Center for Denton County

In 2019, we opened the third phase of the Serve Denton Center. The goal is to increase access to healing and justice services for abused children through our partnership with Children's Advocacy Center for Denton County (CACDC).

We completed construction on their 14,007 sf space to serve our community's most vulnerable. Through this project CACDC was able to expand the number of therapy rooms, forensic interview rooms, and collocate with law enforcement and CPS. The partnership also allows CACDC to be eligible for \$1M in additional VOCA (Victim of Crime Act) dollars.



# PHASE 4:

## Denton Community Food Center

We finished the construction for the Denton Community Food Center (DCFC) late 2019. However, due to some delays in the manufacturing of the freezer/cooler, DCFC did not open their new site until early 2020.

This facility is over 3x the size of their current facility in downtown Denton. It features a walk in freezer/cooler, increased food storage, a clean room for repackaging bulk foods & overhead doors for receiving food deliveries.



# COMING TOGETHER

We love hosting events that bring our partners together. Building relationships is the beginning of collaboration. As they say, "If you want to go far, go together."



# PARTNER HIGHLIGHT

## Zoie's Place

Zoie's Place provides shelter to homeless youth who have experienced or aged out of the foster care system. To help prepare them for life on their own, residents attend Life Skills classes every week.

We are seeing our nonprofit partners—like Zoie's Place—expand to do even more of what they do best. In 2019, Zoie's Place hired 7 new employees and expanded to more office space at the Serve Denton Center.

"Our relationship with Serve Denton has been instrumental in helping us further our mission."

— Brandy Coty  
*Founder & Executive Director  
of Zoie's Place*





# COLLABORATION HIGHLIGHT

## Refuge for Women + Health Services of North Texas

Refuge for Women has a tough job. They rescue and rehabilitate women who have been victims of sex trafficking. Placing them in their safe house that is in an undisclosed location, they help these women recover and reintegrate into society after their trauma.

These women often need both medical and mental health attention. Before Health Services of North Texas moved to the Serve Denton Center, finding these women a provider to help them in these areas was difficult. But now, it's not.

These two organizations now office just a short walk down the hall from each other. Being that close has strengthened the relationships and their ability to collaborate. Now, Health Services of North Texas provides the medical and mental health care that these women who have experienced horrific trauma need. Doctors and therapists go to Refuge for Women's safe house to treat them so they don't have to leave the very place that is protecting them.

Collaborations like this are the magic of colocation. It's more than office space; it's a community. And when nonprofits work together, more people find more help than they ever could before.



# NONPROFIT LEADERSHIP PROGRAM

Serve Denton launched its first ever 8 month Nonprofit Leadership Program in January of 2019. The goals of the program were as follows: Create an affordable, local opportunity to develop nonprofit professionals and build community amongst nonprofits professionals.

16 individuals completed the program. The group included 14 executive level staff, either CEO's, Executive Directors, or other leadership staff. The remaining 2 were directors or program staff within their organizations.

As part of the registration process, participants rated their level of expertise in leadership, coaching their team, personnel issues, board-staff relations, work-life balance, fundraising, and having difficult conversations. At the end of the program, participants rated their expertise in these same categories so that we could measure improvement. As a group, graduates achieved a 28.2% mean increase, while the median increase was 31.5%.





"When you get, give.  
When you learn, teach."

MAYA ANGELOU

# FINANCIALS

We had a total of 407 individuals, businesses and foundations support Serve Denton in 2019 for a total of \$1,343, 350 raised.

## Individuals

We had 319 individuals that gave one time or multi-year pledges to Serve Denton in 2019.

## Business Partners

Our business partners support us all year long through an annual donation of \$2,500. In 2019, we had 7 annual business partners.

## Circle of Support

Circle of Support is the name of our group of generous monthly supporters. As of December 2019, we had 48 generous monthly donors.

## Foundations

In 2019, we had 4 Foundation supporters that gave \$132,952 to Serve Denton.

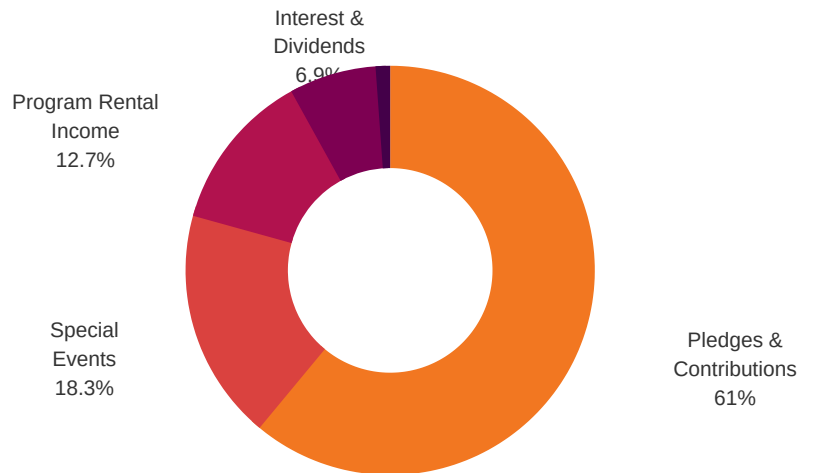
## Celebration Sponsors

In 2019, we had 65 generous sponsors answer the call to support this event. We raised a net amount of about \$200,000 to support the operations of Serve Denton.

# FINANCIAL BREAKDOWN

## In 2019 We Raised:

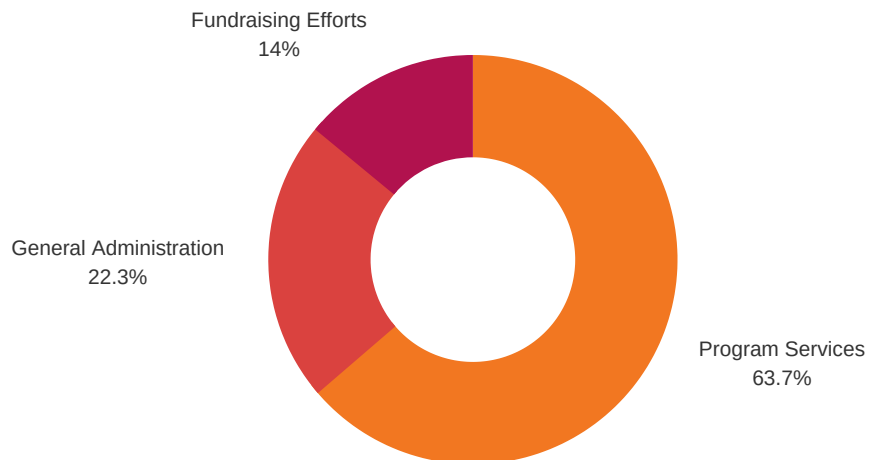
- \$817,141 through pledges and contributions
- \$244,799 through special events
- \$169,580 through program rental income
- \$96,292 through interest & dividends
- \$15,338 through other sources



**Total Raised:** \$1,343,150

## In 2019 We Invested:

- \$806,515 to fund program services
- \$282,399 to fund general administration
- \$177,480 to fund fundraising efforts



**Total Investment:** \$1,266,394



SERVE DENTON

# Capital Campaign

The Serve Denton Center is a \$10.1M project being funded through a variety of sources. We ended year 2019 having this campus **83% funded**.

**Total Project Budget:**

\$10,173,201

**Remaining Balance of Campaign**

as of Dec. 31, 2019:

\$1,731,266

**HELP US COMPLETE  
THE CAPITAL CAMPAIGN**

TO MAKE A GIFT, PLEASE VISIT:  
[SERVEDENTON.ORG/CAPITAL-CAMPAIGN](http://SERVEDENTON.ORG/CAPITAL-CAMPAIGN)

# 2019 CELEBRATION

In a record breaking night, we raised over \$200,000 in net revenues from our Celebration gala through the generosity of over 500 individuals.

These funds were used to sustain the operations of the Serve Denton Center as we moved toward opening at full capacity with all of the phases in place.

Our keynote speaker, Elizabeth Smart, shared her story of being abducted and rescued as a child. You could hear a pen drop in the room as guests were holding back tears. The emotional speech brought the room together and provided a unified sense of purpose and meaning to the night.



# OUR TEAM



**Pat Smith**

Chief Executive Officer



**Carlie Kuban**

Chief Development Officer



**Dale Schmeltzle**

Chief Financial Officer



**Kinsey Adamson**

Chief Operations Officer



**Ian Harber**

Communication Director



**Cathy Kerley**

Development Director



**Sierra Karcz-Lumley**

Development Coordinator



**Nick Ariziga**

Accounting Director



**Bob Johns**

Property Director



**Paul Tanis**

Property Manager



**Ana Rodriguez**

Client Navigator



# OUR BOARD

Michele Barber  
Tim Crouch  
Hank Dickenson  
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Paul Martinez  
John Ryan  
Dr. Nancy DiMarco  
Roy Culberson  
Dr. Rob Houdek

Eric Schmitz  
Jeremy Pope  
Karin Archer  
Kelly Dunham  
Kristen Howel  
Jeff Reecer  
Cynthia Foster  
Anne Van Dyke  
Andrew Christman

Charles Crouch  
Doreen Rue  
Dr. Bruce Eckel  
Dr. Roxanne Del Rio  
Dr. Tom Evenson  
Eddie Renz  
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Priscilla Sanders  
Prudence Sanchez

Ricky Grunden  
Ron Johnson  
Sherrie Baker  
Stan Morton  
Stephen Coffey  
Tiffany Thomson

# ADVISORY COUNCIL

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Jackie Jackson  
Janet Shelton

Dr. Jean Keller  
John Baines  
Dr. Perry McNeill

Rebecca Stanley  
RL Crawford  
Rudy Rodriguez

Trey Crawford  
Virgil Strange  
Rep. Lynn Stucky

# 2019 DONORS

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 Allison Engineering Group  
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 Beau and Mary Johnson  
 Bella Salon and Spa  
 Ben Overall  
 Ben E. Keith  
 Benny and Barbara Russell  
 Bent Distillery  
 Best Western PLUS at DFW  
 Best Western Premiere  
 Beth Marie's  
 Bill and Kelly Gillett  
 Bill and Kristen Howell  
 Blissfully Organized  
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 Bob's Steak and Chop House  
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 Bone Daddy's  
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 Brian Whitworth  
 Brian Bender  
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 Brooke and Scott Sailer  
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 Bruce and Brenda Eckel  
 Bryan College Station CVB  
 Camelia Maier  
 Candy Haven / Kolache Haven  
 Carol Otto  
 Carol Phillips  
 Carol Phillips  
 Carrell Ann Simmons  
 Carrie Carson  
 Carter Scaggs  
 Cartwright's Ranch House  
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 Chuck and Kathy Carpenter  
 Chuy's  
 Cigar Frogs  
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 CMS Mechanical Services  
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 Denton Country Club Golf Shop  
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 Denton Radio & Visitor's Center  
 Denton Swag  
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 ESST  
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 Eric Goldston  
 Eric and Cynthia Foster  
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 Erin and Conan Rooks  
 Explorium Denton Children's Museum  
 Farmer Brothers Coffee  
 First State Bank  
 First United Bank  
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 Frances James  
 Frances Shelton  
 Frances Thomas  
 Frank and Julie Lyle  
 Frank and Marta Dudowicz  
 Fred and Rebecca Stanley  
 Free Play  
 Frenchy and Teri Rheault  
 Frontier Enterprises  
 Fuzzy's Taco Shop  
 Gary Vickery  
 Gavin Pugh  
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 George and Diane Peckham  
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 George Dunham and the Bird Dogs  
 Gerard & Diane Hudspeth  
 Glen Kitto  
 Global Gaming WS Tower 1, LLC (Winstar)  
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# THANK YOU

The support that Serve Denton has received since moving to the new campus has been extraordinary.

It has truly taken a village of people willing to pull up their sleeves, donate generously, volunteer regularly & invest in many ways to make this one-stop-shop campus possible.

*From the bottom of our hearts, we thank you.*



“Those who are happiest  
are those who do the  
most for others.”

BOOKER T. WASHINGTON



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