

Toyota Mobility Foundation Supports Serve the City to Expand Inclusive Volunteer Engagement

Brussels, Belgium - October 22, 2025

The Toyota Mobility Foundation (TMF) is proud to announce its support for Serve the City is a global movement that mobilizes volunteers to show kindness in practical ways - supporting vulnerable populations through everyday acts of service. From helping the elderly with errands to offering companionship to the isolated, Serve the City empowers citizens to build more compassionate and connected neighbourhoods.

This collaboration reflects TMF's commitment to inclusive mobility and community empowerment.

Celebrating the 20th anniversary of Serve the City, the two organizations are jointly introducing an enhanced version of the ServeNow App that was developed by Serve the City and already has been successfully tested in Belgium. ServeNow is a free, browser-based platform designed to help cities and organizations coordinate volunteer efforts more inclusively and efficiently, with customizable features and accessibility.

TMF's support focused on enhancing Serve the City's digital infrastructure to scale its impact and . Specifically, TMF has provided support for improvements to the ServeNow App, which included:

- Development of a multi-lingual version to expand accessibility beyond English-speaking communities.
- Creation of a browser-based version to enable wider reach and easier access for volunteers.
- Making the ServeNow App open source on GitHub to encourage adoption and customization by other cities and organizations.

"We're proud to help Serve the City improve their logistics and digital tools to mobilize more volunteers," said Andy Fuchs of Toyota Mobility Foundation Europe. "This partnership is about enabling people to live better lives wherever they are."

"With TMF's support, we've been able to make our app more inclusive and scalable," said Jeremie Malengreaux at Serve the City. "Technology should serve humanity, and this collaboration helps us build bridges between people."

A Serve the City volunteer & project leader Mahmoud Qeshreh added, "Volunteering has changed my life. The app makes it easy to find meaningful opportunities and connect with others who care."

This collaboration exemplifies how strategic partnerships can strengthen local networks, support vulnerable populations, and foster a culture of kindness. TMF's involvement ensures that Serve the City can continue to grow its impact and leave a legacy of inclusive community engagement.

About Toyota Mobility Foundation

The [Toyota Mobility Foundation](#) (Chair Akio Toyoda, hereafter referred to as "TMF") was established in August 2014 by the Toyota Motor Corporation (Toyota) to support the development of a more mobile society in which everyone can move freely. The Foundation underscores Toyota's ongoing commitment to continuous improvement and respect for people. It utilizes Toyota's expertise and technologies to support strong mobility systems while eliminating disparities in mobility. TMF works in partnership with universities, governments, non-profits, research institutions and other organizations, creating programs that are aligned with the UN Sustainable Development Goals (SDGs) to address mobility issues around the world.

"TMF aims to create a truly mobile society that will help people live better lives no matter where they are," said Chair Akio Toyoda.

About Serve the City

Serve the City is a global movement of volunteers showing kindness in personal ways to people in need. Founded on values of respect, compassion, love, courage, humility, and hope, Serve the City mobilizes individuals to make a difference in urban communities. Through projects supporting the homeless, refugees, victims of abuse, the elderly, and others in vulnerable situations, Serve the City fosters social transformation and community connection. Active in cities around the world, the organization empowers everyone to volunteer and be a catalyst for change. Learn more at www.servethecity.net