



HEART OF THE CITY

A YEAR OF
LEGACY

INVESTING IN
what's next



2025
IMPACT REPORT

A LETTER FROM THE PRESIDENT & CEO



Every day, families in our community face challenges driven by economic vulnerability. Heart of the City Lewisville exists to respond to these realities through structured programs, strategic partnerships and dignity-centered support that move families beyond crisis and toward sustainable independence.

In 2025, we strengthened more than programs. We reinforced the foundation that will carry this work forward. Because of your partnership, we expanded access to English as a Second Language (ESL) instruction and provided individualized support designed to promote lasting stability.

A key milestone this year was the renovation of our food pantry. This investment expanded capacity, improved operational efficiency, and enhanced the free shopping experience for those we serve. It not only reflects compassion, but also operational excellence, and responsible stewardship.

Legacy is built through consistency. Every volunteer hour, every financial contribution, and every shared commitment has helped establish a durable model of service, grounded in measurable impact. What has been created is not temporary relief, but rather a framework designed to endure.

As we invest in what's next, our priorities are clear. We are strengthening internal systems, stewarding resources with transparency, and quickening our response to demonstrated needs. Our growth is intentional. We are protecting the integrity of our mission while increasing our effectiveness.

The year ahead carries opportunity. The foundation has been built. It has positioned us to continue this work—advancing it with clarity, discipline, and purpose.

Thank you for helping shape this legacy and for investing in the next chapter of impact in our community.

With Appreciation,

Nicole Felder
President & CEO



"I volunteer with my family so that they can learn the importance of serving our community and the positive impact it can have in their own lives and in the lives of the people they're serving. I want my children to understand that everyone has a story and deserves to be seen, understood and loved."

Courtney Wong—Grahams Volunteer



STRATEGIC *Foundation*

BUILT TO LAST: FROM THE FOUNDER

It's YOU! YOU are actually the "Heart of the City" and that is how it was from the beginning in 2019.

Simply, local people (like you), using local resources, to help local families, and impacting local communities...all over the world.

TRUTH: It cannot happen without YOU! Loving enough, serving enough, and helping enough takes all of us. And in doing this, you will not only see "success" happening in what you do, but you will begin to feel and embrace it as well.

Heart of the City is a network of great people all over the community that have come together for this common purpose. And this common purpose is what makes lives a little better, and communities a little stronger.

Thank you for doing "YOU" with all the love you show. Compassion is great, but it is best when lived out. And Heart of the City people do that well.

With Appreciation,



Rob Veal
Founder



MISSION

To Love Others, To Help Others, To Serve Others

MOTTO

Compassion Lived Out

VALUES

Integrity, Stewardship,
Compassion, Community,
Excellence

VISION

This vision began with our Founder—who believes Heart of the City to be a model for loving, helping and serving local communities, led by local people, using local resources to make those communities better places to live, work and pay. This model is one that can be duplicated in every town across the nation. And when this happens, we find each unique Heart of the City entity has the potential to truly be the heart.



OUR Programs

“Y'all are like family here. I appreciate knowing that in my time of need, there are people in my life who care.”

Mac, Neighbor

HONORED FOR IMPACT Nonprofit of the Year Award



The 19th Annual Unity Luncheon Awards stands as a powerful celebration of leadership innovation, and measurable community impact in Lewisville, Flower Mound and Highland Village. It brings together influential leaders, corporate partners, and community stakeholders for the purpose of recognizing organizations that are not only meeting critical needs, but redefining what is possible through service and collaboration. It is a moment to highlight excellence, and

to elevate the standard for community impact across Denton County.

In July of 2025, Heart of the City Lewisville was honored as the Nonprofit of the Year, a distinction that reflects its exceptional ability to deliver transformative results. Through innovative programming, strong stewardship, and a relentless focus on outcomes, the organization has expanded access to essential resources for individuals and families.

This recognition affirms Heart of the City's role as a leader in the nonprofit sector—one that not only serves, but also inspires. By setting a high bar for impact, collaboration, and community engagement, Heart of the City continues to shape what effective, compassionate service looks like in action.



“I can go anywhere to receive food, but I come to Heart of the City because you give me more than food.

You give me hope.”

Martha, Neighbor



MEASURING *What Matters Most*

HOTC ECONOMIC IMPACT: \$2,250,000



Farmers Market Food Pantry provides FREE groceries to individuals and families facing food insecurity, while restoring stability and hope during times of need.

11,721 UNDUPLICATED FAMILIES SERVED	751,092 POUNDS OF FOOD	552,082 TOTAL NUMBER OF MEALS	650+ FAMILIES SERVED EACH WEEK	62,312 INDIVIDUALS SERVED
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Totally Free Grahams Clothing offers clothes at no cost to individuals and families in need, while restoring dignity and confidence during challenging seasons of life.

93,976 TOTAL ITEMS GIVEN	2,727 TOTAL PAIRS OF SHOES GIVEN	399 TOTAL COATS GIVEN	9,950 INDIVIDUALS SERVED
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Thrive Academy equips our neighbors with FREE professional and personal life skills, while better preparing them to be productive citizens.

4,488 CLASSROOM HOURS OF STUDENTS	203 NUMBER OF STUDENTS	80% COMPLETION RATE FOR DIGITAL CLASS	90% COMPLETION RATE FOR ESL CLASS
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FROM NEIGHBOR TO VOLUNTEER

At 75, Shirlynn Cox never imagined she would struggle to put food on the table, after nearly twenty years of serving students as an Academic Advisor at Dallas College. A mix-up with the government cut her—already fixed—Social Security income by 60%. That left her asking a painful question: How would she afford to eat? For the first time in her life, she relied on the support around her, including Heart of The City.

“Everybody at some time or another needs something,” Cox said.

In September of 2024, she walked into the Food Pantry at Heart of the City Lewisville. What Cox found was dignity when volunteers welcomed her with warmth. She was invited to shop for groceries at no cost, just as she would in any supermarket.

“They were just so kind,” she recalls. “They made me feel special even though I was coming for assistance.”

The weekly groceries did more than help ends meet—they steadied her spirit and gave her space and time to breathe. After a few months of receiving support as a neighbor, her servant heart stirred. Cox raised her hand to volunteer.

“There is no breakdown in who we are, because I’ve been hungry—I know what that feels like,” she says. “Helping you helps me. I want you to know you’re not on an island.”

Shirlynn now volunteers weekly. She is the embodiment of what happens when compassion meets structure. Her journey from neighbor to volunteer is living proof that when the mission works, the investment yields a lasting impact.

VOLUNTEER *Engagement*

LEGACY IN ACTION

1,369 NEW REGISTERED VOLUNTEERS

100+ COMMUNITY PARTNERS

7,238 VOLUNTEERS

21,382 VOLUNTEER HOURS

350 DONOR FAMILIES

VOLUNTEER AGES

7.5%
Under Age 12

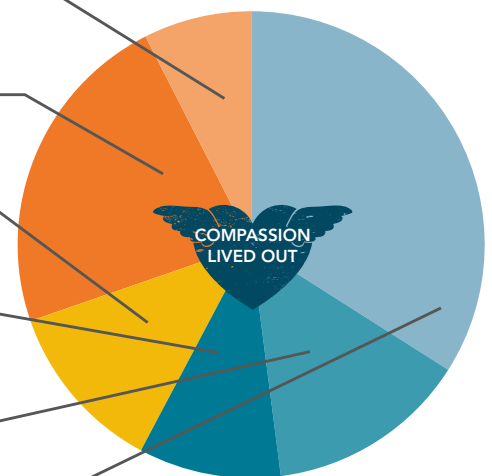
22.8%
Ages 13-17

11.8%
Ages 18-24

9.9%
Ages 25-34

13.9%
Ages 35-44

34%
Ages 45+



“I went to help and I was helped. I went to bless and I was blessed. I have been able to see God’s power and mercy manifested.”

Blanca Velasquez—Grahams Volunteer



LEGACY TRIBUTE

A Lasting Legacy

JOHN GRAHAM

John and Vicki Graham were present before there were programs to implement, milestones to celebrate, or neighbors to serve. They were the first volunteers of Heart of the City Lewisville. Together they participated in the earliest planning meetings and prayed faithfully over the operational foundation upon which the organization now stands.



As the first Treasurer and Board Members, John and Vicki brought wisdom, steadiness, and unwavering integrity to every decision. Their leadership shaped not only the structure of the ministry, but also its character. The culture of compassion and faithful service that defines Heart of the City today, carries the imprint of their example.

A devoted member of Northview Baptist Church, the founding church of the organization, John lived the very values Heart of the City seeks to embody. It is fitting that our clothing ministry bears his family's name—a visible reminder of a quiet, but enduring investment in this work.

On December 19, 2025, John passed away at the age of 81. He was a faithful servant, a trusted mentor and a steadfast friend to many. His passing leaves a profound void in our hearts. The influence of his life continues in every family served, every volunteer who answers the call and every act of compassion extended through this ministry.

We remain deeply grateful for the foundation he helped establish and we are committed to stewarding with the same integrity and devotion he modeled faithfully. His life stands as a testament to service marked by humility, conviction, and enduring impact.

August 9, 1944 – December 19, 2025



"By volunteering together, my daughters see that service is also important. I'm not just telling them to do it. It is also a great way to spend time together which strengthens our bond."

Holly Dietrick-- Grahams Volunteer

WAYS TO GIVE

GIVE FOOD

You can provide nourishment and stability for families facing food insecurity. Your support helps ensure consistent access to healthy meals.

Food Drop-off: Tuesdays 3PM - 6PM, Thursdays 9AM - 12PM and Saturdays 9AM - 11AM

GIVE CLOTHES

You can restore dignity and confidence by providing essential clothing to individuals and families in need.

Clothing Drop-off: Saturdays 9AM - 11AM
(new or gently used clothing only)

GIVE TIME

You can volunteer your time and talents. Your service strengthens our community and helps build connections with care and compassion.

HeartOfTheCityLewisville.com/i-want-to-help

DONATE

Mail or Drop-off:
2021 N. Mill Street
Lewisville, TX 75057

Scan the QR Code below or visit:
HeartOfTheCityLewisville.com/i-want-to-donate



COMPANIES SUPPORTING HOTC THROUGH DONATIONS OR VOLUNTEERING

Absolute Recomp	El Paisa	Rocket Mortgage
Albertson's	Flower Mound New Century Lions Club	Salad & Go
Allegiance Title Company	Frisco Women's League	Sam Pack Ford Lewisville
Ally Financial	Harmon HS AVID Program	Sprouts
Amazon	Highland Village Rotary Club	Standard Motor Products
APL Logistics	Hillman Group	SteriTek
Arteriors	Hilti	Stryker
Averitt	Home Depot	Texas Baptist Hunger Offering
Bank of America	Hoya Vision Care	Texas Black Belt Academy
Best Buy	Imago Dei	Texas Oncology
Brookdale Senior Living	Infinite Electronics	The Helm ABA
Caliber Collision	Jack and Jill of America	The Human Bean
CarMax	Lantana Ladies League	Town of Flower Mound
Castlerock Communities	Lewisville Morning Rotary	Trimark
Christian Brothers Flower Mound	Lewisville Noon Rotarty	TriscendNP
City of Highland Village	Microsoft	True North Restoration
City of Lewisville	Miter Windows & Doors	Ulta Beauty
CoServ	National Charity League	Unarco
DBat Lewisville	Nordstrom	United Rentals
Denton Benefit League	Nourishing Neighbor/SNAP	Vira Insight
Denton County Democratic Party	Progressive Insurance	Walmart
Denton County Sheriff's Dept	Republic Services	Young Men's Service League
Dickey's BBQ Flower Mound		

CHURCHES WHO VOLUNTEERED IN 2025

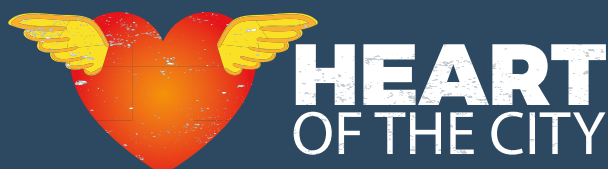
Compañerismo Biblico El Camino	Northview Baptist Church	St Phillip's Catholic Church
Deeper Life	One Community Church – Lewisville	Trietsch UMC
Disciple Korean Baptist Church	Campus	The Village Church
Dominion Word Ministries Cogic	Prestonwood Español	The Village Church Espanol
Freedom Church Carrollton	Primera Iglesia Bautista Church	Valley Ridge Church
Hebron Church Garland	Carrollton	
New Beginnings Church Lewisville	Rockpointe Church	

SCHOOLS WHO VOLUNTEERED IN 2025

Classical Conversations	Founders Academy	Marcus High School
Coppell High School	Hebron High School	McAuliffe Elementary
Coram Deo	Lakeland Christian Academy	McDonald Elementary Student Council
Degan Elementary	Lewisville High School	
Focus on the Future	Liberty Christian Academy	

FOUNDATIONS

Bank of America Hillcrest Foundation	Carl C. Anderson Sr and Marie Jo Anderson Charitable Foundation	W.P. & Bulah Luse Foundation
National Life Group		



COMPASSION LIVED OUT

LOCATION:

2021 N Mill St, Lewisville TX 75057

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