

THE MATURING OF WEBSERVES (2010-2015)



WEBSERVES MATURES

Between 2005 and 2010, we supported 9/11-impacted nonprofits, small businesses, schools, and creatives with technology tools for recovery and growth. Acting as a mobile assistance group, we provided data recovery, fundraising websites, training, and consulting. Our team grew from four founders to nearly 25 “Tech Agents,” serving more than 100 clients.

Facing burnout during this shake-out period, we streamlined our approach with expanded Board and pro-bono guidance. By 2010, we focused on partnerships with small to midsize nonprofits and women- and minority-owned businesses, concentrating on two core service areas: Web Design & Development, and Digital Marketing & Content Strategy—always prioritizing client needs over tech packages.



WebServes Reunion – 2010

PROJECT SPOTLIGHTS

MANHATTAN BOROUGH PRESIDENT'S OFFICE: BUDGET SURVEY

In 2010, WebServes helped launch the first ever Online Manhattan Borough Board Budget Priorities Survey. While the annual budget priorities assessment had traditionally been conducted through public hearings, the new survey brought efficiency and convenience by allowing the public to register their priorities for the City budget in under five minutes in the comfort of their homes. The survey allowed New Yorkers a voice in the city-wide budget dialogue, and we are proud to have helped make this happen! *"Old Town Hall meetings would gather 200 people at most, but online technology has enabled an unforeseen response level of nearly 1600 respondents, showing us that 'participatory democracy is alive and well.'"* – James Bradley, Executive Director of WebServes



STATEN ISLAND CHILDREN'S MUSEUM: WEB PLATFORM

The Staten Island Children's Museum (SICM) sparks imagination through hands-on exhibits and programs in art, cooking, science, and more. As Executive Director Dina Rosenthal puts it, the museum "launches children on a voyage of discovery—about themselves and the world around them." By 2013, SICM's outdated website no longer matched its vibrant, interactive spirit. They needed a digital hub that could both capture the museum's energy and serve as a functional platform for families, schools, and supporters. WebServes partnered with SICM to create a bold, engaging website that seamlessly blended content and functionality. The new site transformed SICM's online presence into a lively extension of the museum itself—expanding reach, streamlining services, and making it easier than ever for families and educators to connect, participate, and support. The SICM-WS partnership continued into the Pandemic in 2020.



MILESTONES - MAKING MOVES!

WebServes growth spurs two office changes between 2010 and 2012



71 Mercer Street

2010



75 West Street



55 Exchange Place

2012

MEMORIES



Shruti Rana

"Volunteering at WebServes has truly been one-of-a-kind and an incredible experience. In the last four years, I was not only able to put my traditional marketing skills to use to help the organization's cause but also pick up new digital marketing skills that helped me become a modern marketer. I got to wear multiple hats and work on exciting projects. I am grateful for all the connections that I made with amazing people and organizations that I got to support through my work and would always cherish it for the rest of my life."

"The Wright Group NY's relationship with WebServes spans a decade...we benefited greatly from WebServes's ability to guide us through the design and creation process of our website. Their team took time to understand our needs - including our values and those of the communities we serve - resulting in a holistic approach that matches our approach to work more broadly. You have done so much to help TWG - and John Wright - over the years, and I am grateful for all of it."



Emily Contillo

HOW YOU CAN SHAPE WEBSERVES' FUTURE



Donate to WebServes' [Paypal Giving Fund](#) here!



Share your WebServes memories for us to share at our [upcoming 20th Anniversary Reunion](#) here!



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