

WEBSERVES POST- PANDEMIC (2020-2025)



EMPATHY IN ACTION

PART 1 - EMPATHY IN ACTION: OUR VALUES AND METHODS

From 2005 to 2020, WebServes operated within a largely steady cycle of demand, adaptation, and delivery. Workloads rose and fell as staffing, skills, physical workspace, and the balance between manual and digital processes shifted. Yet these fluctuations never disrupted our operations. A stable office environment supported collaboration, mentoring, and strong relationships across our team, clients, and partners.

This stability ended abruptly on March 11, 2020, when the World Health Organization declared COVID-19 a global pandemic. Prolonged restrictions deepened inequality, reduced social capital, and disrupted education, livelihoods, and everyday human connections. WebServes faced profound socio-material disruption. In-person client meetings, team collaboration, on-site mentoring, and the daily interpersonal practices that sustain empathy and trust were interrupted.



"Ok, how about this motto: 'If you are unhappy for any reason, we will feel really bad'."

The pandemic and its aftermath prompted WebServes to reexamine our methods and priorities. This period sharpened our commitment to empathy-driven technology. We now engage more deeply with each client's mission, audiences, and challenges to ensure every digital solution is meaningful, mission-aligned, and responsive to real human needs.

Empathy strengthens trust and connection—and drives measurable impact for organizations serving diverse and vulnerable communities. Grounded in human-centered values, WebServes transforms technology into a supportive extension of each client's purpose across all its expressions.



PROJECT SPOTLIGHTS

CHILDREN'S GLOBAL HEALTH FUND: ENHANCED WEB APPLICATION

Children's Global Health Fund (CGHF) runs on a mission to save the lives of vulnerable children and families globally, with Clínica de Familia is La Romana, Dominican Republic, as a focal point. CGHF was in need of a digital platform that better conveyed its humanitarian mission and made it easier for donors to engage and contribute from anywhere in the world.



WebServes redesigned and re-platformed CGHF's website, specifically prioritizing accessibility and mission-driven storytelling. WebServes' approach focused on understanding CGHF's worldwide audience and the urgency of its humanitarian goals. In-depth discovery and attention to international, cross-cultural accessibility informed the design of features such as storytelling elements, clear infographics to show donor impact, mobile-first responsiveness, and streamlined donation flows.

"WebServes truly listened to our mission. With their help, we've seen a 37% jump in online gifts—plus, donors say it's much easier now to engage with our work from anywhere." – CGHF

ALL SAINT'S SCHOOL: INTEGRATED DIGITAL MARKETING



All Saints Episcopal Day School (ASEDS), an independent K–8 institution, sought WebServes' assistance to increase enrollment and enhance higher visibility for its International Baccalaureate program. WebServes' approach began with a thorough needs-based analysis, initiating discussions with school leaders to uncover goals, challenges, and the emotional dynamics families face when choosing a school. This resulted in a digital marketing strategy and website that prioritized ease of use, cost-effectiveness, and accessible content for parents and prospective students.

"Working with WebServes felt like having a team that genuinely cared about our families. The website is friendly and inviting—since launch, we've doubled our enrollment inquiries and heard from many parents how easy it is to connect with us online." –ASEDS

These design choices resulted in a **141% increase in total traffic in under a year** and a significant boost in enrollment, helping ASEDS cultivate connections in a competitive educational landscape.

LOOKING BACK: WEBSERVES 18TH ANNIVERSARY EVENT

While we couldn't gather to celebrate our 15th anniversary in 2020 due to the Pandemic, we postponed our celebration to November 9, 2023, where we toasted to **18 years of WebServes!**



VOLUNTEER SPOTLIGHT



Brandon Wilson
Content Coordinator

"I manage the ideation and production of digital and creative projects that come from the organization. My time with WebServes has had a profound impact on my ability and confidence to organize and lead team efforts—something that has been invaluable in my career."

IMPORTANT UPDATES!

OUR 20TH ANNIVERSARY EVENT HAS BEEN POSTPONED!

We regret to inform you that we have **postponed** our WebServes 20th Anniversary Celebration, originally scheduled for Fri, Nov 21, 2025.

We are so sorry for the inconvenience and will notify you of the rescheduled event date as soon as it is available.

Sincerely,
The WebServes Team




“At WebServes, we believe in the power of humane technology to drive social change. Join our mission this **#GivingTuesday** and help us create a more equitable digital landscape.”

INSPIRE OUR WORK!

December 2, 2025 **GIVING TUESDAY**

At **WebServes**, we've dedicated our services to putting the power of responsible tech in the hands of nonprofits and their constituents. Join us this **#GivingTuesday2025** to help us empower organizations making a positive difference in their realms of activity. Be part of the change!

We're grateful to all our supporters and we hope you'll consider us on Giving Tuesday. Support our efforts via **PayPal Giving Fund:**
<https://www.paypal.com/US/fundraiser/charity/2298887>

#NonprofitTech #radicalgenerosity #givingtuesday2025
#TechForGood #DigitalEmpowerment #socialimpact
#DigitalInclusion #TechForGood #TechThatTransforms
#MakeADifference #CommunityImpact

