



Our modern National Charity League organization finds its roots in very humble beginnings. In 1925, a small group of women in Los Angeles formed a group to engage in philanthropic work. These ambitious women went to work volunteering their time at the Red Cross, making layettes and assembling and delivering food baskets to the needy at holiday time. They called themselves “The Charity League.” A few of the women’s daughters joined their mothers in the community work; one such daughter was the future Mrs. Paul William Lawrence, considered the founder of National Charity League.

The Birth of the Ticktocker

We aren’t entirely sure where the modern concept of the Ticktockers originated, and there are a few theories. By one account, it all began in 1927, when women on the University of California at Los Angeles (UCLA) campus met primarily to create a bond between the various sororities. These women called themselves “Tic Toc.” They were an inter-sorority organization whose members were juniors and seniors of Alpha Phi, Chi Omega, Delta Gamma, Kappa Alpha Theta, Kappa Kappa Gamma, and Pi Beta Phi. Daughters of several women in The Charity League were members of this organization. The daughters later became known as Athenians, today separate from National Charity League, Inc. They were the inspiration for the later Ticktockers.

By another account, it was Mrs. Lawrence, herself, who organized a group of young women at UCLA to assist and support activities at Children’s Hospital in their spare time. She named this group Ticktockers.

A final account states that, in 1938, daughters of The Charity League mothers determined that they would form their own group, organized under the guidance of Jacqueline White (later Mrs. Bruce Anderson) and Mrs. Paul Lawrence. The very first Ticktock meeting was held at the Beverly Hills home of Polly and Frances Hanson, daughters of Mrs. Archibald Hanson. At this meeting, the girls chose the name of Ticktockers. The story goes that The Ticktock Clock shows the hands at 10 o'clock because the Ticktockers always met at 10 o'clock on Saturday mornings.



Though there are three historical accounts of the origin of Ticktockers, one common thread binds them together: Ticktockers were no doubt formed with the ultimate aim of working alongside their mothers to provide philanthropic service to the community.

NCL, The Early Days

The first large Ticktock party, the Moonlight Ball, was a summer formal held on June 7, 1941, at the Clarence English Estate in Arcadia, California. The cost of the event was just \$2.00 admission!

On April 10, 1942, Mrs. Paul Lawrence registered the name The Charity League with the State of California in Sacramento. Everything was soon put on hold, however, as World War II broke out and members turned to personal family concerns.

The Ticktock group reactivated in 1946, after the war ended. The Ticktockers were organized in groups according to grade levels 7 through 12. The Charity League was also reorganized and renamed National Charity League (NCL) in 1947. It was also at this time that the mothers chose to dub themselves "Patronesses." The Ticktockers and their Patroness mothers set out to participate in many local



charitable endeavors. In a major undertaking, they also collected and sent 500 pounds of clothing to the needy overseas in England, Holland, and Belgium.

NCL held an Organization Tea on January 20, 1947, at the home of Mrs. Rulon R. Free in Bel-Air, California to honor the original patronesses of The Charity League. Ticktock members in attendance were a group of high school age girls chosen from Marlborough, Westlake and Marymount (local private schools). 42 College Ticktockers from UCLA and the University of Southern California (USC) assisted at the Tea.

NCL incorporated on September 10, 1947 as a non-profit corporation organized solely for philanthropic, cultural and social purposes. It holds the distinction of the original mother-daughter charity.



The Ticktock House was purchased on Motor Avenue, in the Palms area of Los Angeles, and served as a community center, also used daily by community youth groups. The house also served as the first Thrift Shop and Toy Loan Center. The house was sold in 1953.

The College Ticktockers were established in 1948. They are the forerunner of today's Graduate Ticktockers.

In 1949, 27 debutantes from the Los Angeles Chapter were presented at the first Coronet Debutante Ball, held at the Beverly Hills Hotel in Beverly Hills as a culmination of their years of service to the community. The proceeds from this Ball went into the Youth Center Building Fund. Today, five additional Chapters hold a National Charity League Ball (formerly known as the NCL Debutante Ball) and are presented the coronet-shaped medallion worn by the debutante on the night of her Ball presentation.

A Time For Growth

In 1950, the Articles of Incorporation of National Charity League were amended to conform to the new requirements of the state and federal government.

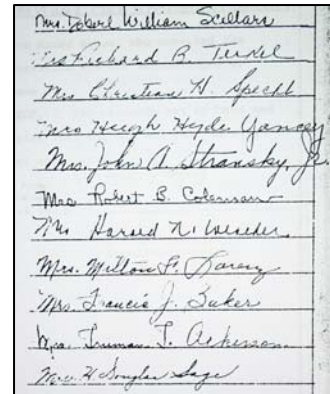
A Board of Managers was formed in 1951 to extend expansion efforts of NCL and to oversee the awarding of scholarships to deserving women in colleges and universities. In 1952, the Board of Managers Constitution was drawn up, and in 1956, the Board of Managers was increased to include two representatives from each new Chapter. In addition to the two Chapter representatives, the Board of Managers consisted of five members appointed by the Board of Directors of the National Charity League (Los Angeles Founder Chapter).

NCL began to spread its reach with the addition of the Glendale Chapter, chartered in 1951, the San Fernando Valley Chapter, chartered in 1955, and the Foothill Chapter, chartered in 1956.

On April 2, 1958, the Los Angeles Chapter amended its bylaws, changing its name from National Charity League to National Charity League, Los Angeles Founder Chapter in order to pave the way for a new corporation of national significance. On June 6, 1958 an amendment to the Los Angeles Chapter articles of incorporation was filed with the State of California.

On this same date, articles of incorporation were filed to form a new corporation, National Charity League, Inc. Article II of those articles state that the specific and primary purpose for which the corporation was formed was to create a corporation which would encourage the establishment of chapters to be licensed and chartered to use the name National Charity League in accordance with standards to be determined and maintained by the corporation.

The directors signed the new Articles of Incorporation on May 2, 1958, at a meeting in the Green Hotel in Pasadena. Representatives from each of the four chapters signed these Articles of Incorporation under the leadership of the first National President, Mrs. Hugh H. Yancey. According to the terms of these Articles, there would be two different types of chapters: Los Angeles Founder Chapter and Charter Chapters (Glendale, San Fernando, and Foothill). The



bylaws were updated at this time to conform to new state and federal government requirements. Gold and white became the official colors of the organization and the yellow rose was selected as the official flower.

One of the projects of NCL, Inc. was to grant scholarships to needy women students and each Chapter donated to the Scholarship Fund. Ultimately, this project was phased out and left for the Chapters to continue the practice in their own communities. Many Chapters continue the tradition of providing scholarships to local students today.

The first Chapter Day, a gathering of all the chapters, was held on October 9, 1959, hosted by the Los Angeles Founder Chapter at Observation Nursery School, one of its philanthropies. On June 9, 1960, the Los Angeles Founder Chapter also hosted the first Convention -- themed "Horizons Unlimited" -- at the Huntington-Sheraton Hotel in Pasadena. The Chapter Day and Convention were originally to be held on alternating years.

In 1962, the Newport Chapter organized the first NCL Juniors Group. Juniors Groups were formed in order to give the graduate Ticktockers, as well as their working and married friends, the opportunity to be involved with National Charity League, Inc.

In 1976, Mrs. Edward Corlett, President of National Charity League, Inc., asked Mrs. Earl Olrich, National Charity League, Inc. Past President, to form the Ex-Execs, an informal group created to continue friendships formed while serving on the National Board. Their first meeting was held at the South Coast Plaza Hotel in Costa Mesa, California. Today, the Ex-Execs are still invited to take part in a recognition luncheon during Convention, and are feted for their early efforts helping to define and grow NCL into what it is today.

Branching Out

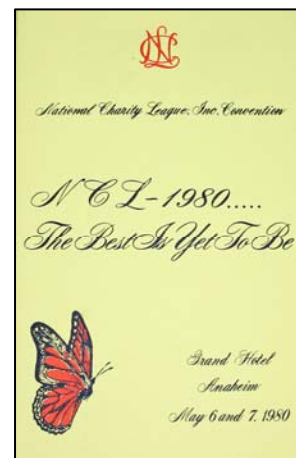
In 1977, the Salt Lake City Chapter in Utah became the first Chapter to be chartered outside the State of California. They were also the first chapter outside of California to organize a Juniors Group.

On January 11, 1978, the President of the Los Angeles Founder Chapter and the Chairman of the Advisory Board of the Los Angeles Founder Chapter wrote to the National Charity League, Inc. President and withdrew affiliation from the national organization. National Charity League, Los Angeles Founder Chapter is still in existence today. However, they are not legally part of the present National Charity League, Inc. organization.

In 1979, the Chapter Day alternating year concept was replaced by an annual two-day Convention.

In 1980, the bylaws were revised to comply with new nonprofit corporation laws for the state of California. The revised bylaws clarified the corporate structure of National Charity League, Inc. as a corporation with a representative membership body known as National Council.

In 1982, the Crippled Children's Society of Los Angeles County, Inc. generously donated storage space and a meeting room to National Charity League, Inc. The Society has since changed its name to Ability First and moved to a new location in Pasadena. National Charity League, Inc. maintained storage space in this building for archival documents and materials until the national headquarters office of NCL, Inc. opened in January, 2006.



The first Juniors Day -- hosted by the Glendale Chapter -- was held on March 19, 1988 at the Oakmont Country Club in Glendale.

From 1995-97, Mrs. David (Kayln) Green, from Houston, Texas, served as National Charity League, Inc. President, becoming the first National President from outside the state of California.

By 1999 National Charity League, Inc. had grown to span 90 chapters with a membership of over 21,000. By the end of the century, the number of chapters grew to 95 with new chapters added in: Oregon (1995), Georgia (1996), Missouri (1999) and Louisiana (1999). With the new century also came chapter number 100 : Sonoran-Centennial in Phoenix, Arizona. This was quite a milestone.

In April 2000, “Deep in the Heart of NCL,” the first Convention outside the state of California, was held in Houston, Texas.

In another NCL milestone, from 2001-03, Mrs. Harlan (Linda) Martens served as National Charity League, Inc. President: the first former Ticktocker to serve as National President.

The organization’s first mission statement was approved in 2002. There is great pride in this statement, as it defines the essence and the spirit of the organization. The Mission Statement of National Charity League, Inc. is: To foster mother-daughter relationships in a philanthropic organization committed to community service, leadership development and cultural experiences.

The rapid expansion at the close of the last century resulted in a revision of National Charity League, Inc. Bylaws, effective June 2002, which were drafted in order to streamline the National organization’s structure and establish a stronger local leadership base. All facets of the organization were reviewed for effectiveness and relevancy and the necessary changes were made in order to better prepare the organization to evolve to the next level and successfully manage the inevitable growth on the horizon while still supporting the existing Chapters well. This included the change to a designation of five geographic Regions in the country and Districts that exist within these Regions. Today, there are 14 Districts across the country.

National Charity League, Inc. has continued to expand to more states: Massachusetts (2000) and Kansas (2004).

Looking Toward the Future

With the constant growth of new Chapters, it became crucial to provide hands-on support of these Chapters by the National Board of Directors. In order to do this, it became necessary to allow the existing Chapters to exercise greater control of their individual affairs. All Chapters who were incorporated in their state and had received tax exempt status became “released.” With this new status, the Chapters acquired control of their documents and their charitable activities, while the National Board focused its energy on strategic and long range thinking.

The time arrived for the first National Charity League, Inc. Strategic Plan, which was approved by the Board of Directors in March 2004 and presented to the National Council at Convention that same year. This was the first time that future planning took place and was put to paper in the form of an official organizational strategic plan. The 2004-2007 NCL Strategic Plan led to a substantial dues increase for members in 2004, providing a boost in revenue to ensure the long-range financial security of the organization. (The last dues increase had been in 1999 when dues increased by \$2.00 for Patronesses and \$1.00 for Ticktockers.)

National Convention also continued to evolve during this time with the addition of another day -- making it a three-day convention, held that year in San Diego, California. This was also the first time that Convention was hosted by a Region (as opposed to a Chapter), Region V.

NCL, Inc. launched its first Capital Campaign in 2004 with the goal of securing funding for the National headquarters. Fruition of this campaign came with the grand opening celebration of our first National headquarters in Costa Mesa, California in March 2006. The selection of this site was the outcome of a thorough and exhaustive search of cities and properties throughout the country.



The first leadership development program, which utilized volunteer NCL women as trainers to provide guidance for Chapter officers and grade level advisors, occurred in spring 2004. The spring training program reaches over 1,600 Chapter leaders annually. NCL continues to emphasize leadership development for both Ticktockers and Patronesses, and has provided Chapter leaders with standardized Chapter officer training materials for Board members and grade level advisors. Continued support and the best possible resources for all Chapters remains a National priority.

In 2005, the National Charity League trademark was registered with the United States Patent and Trademark Office. This was a project handled in cooperation with the Los Angeles Founder Chapter: another milestone.

NCL continued to grow with the addition of our professional staff. Our first executive director was hired in spring 2006: the result of an extensive search by a professional non-profit executive search firm. An additional employee was added in early 2007.

Another first was the creation of the NCL, Inc. Marketing Plan and Public Relations Guidebook. This guidebook contains information on NCL brand, tagline and logo. One of the key goals of the 2004 – 2007 Strategic Plan was to increase the visibility and community awareness of NCL, Inc. and its Chapters. In doing so, it would ensure that NCL, Inc. is recognized for its achievements and identified as the premier mother-daughter organization of its kind in the nation.

Success in National Charity League has also been demonstrated in the number of recorded volunteer hours by NCL members. Nationwide, members volunteered over 865,000 hours directly with philanthropies in their communities in the 2006-2007 fiscal year.

Equally impressive is the amount of money raised by NCL Chapters and returned to local communities. In the 2006-2007 fiscal year, the dollar amount donated to local philanthropy partners was \$1,408,589.



National Charity League, Inc. continues to fulfill its purpose as specified in the Articles of Incorporation; and, continues to determine and maintain organizational policy, to encourage establishment of new chapters, to initiate and promote charitable endeavors, to foster the mother-daughter relationship and to promote membership in Ticktockers.

Today, our Chapters continue to embrace their long-standing traditions as well as create new ones with the changing times. The Mother-Daughter Tea remains an important Chapter activity which also has a functional purpose. The tea is an NCL tradition from our early days, when an afternoon tea was considered a proper social event. In recent years, NCL has reaffirmed the tea



as a means of honoring the past and an event that sets us apart as an organization that places much value in time-honored traditions.

NCL will continue to honor its rich history as we carry the organization into the future. Though change is generally valued and will be embraced as we evolve with the changing times and world, the fundamental NCL culture will remain as we continue to fulfill our mission for years to come, from coast to coast.

Upon this momentous celebration of our golden anniversary, we acknowledge our roots, reaffirm our present purpose and look toward a bright future of National Charity League. We remember our role as vital members of the community, doing our part to give back and to remain aware of those around us who are in need, while imparting those important values on our young Ticktockers. National Charity League holds fast to its roots, looking inward to cultivate the mother-daughter relationship and outward to improve the lives of others.