



National Charity League, Inc.®

IMPACT REPORT

2024

VOLUNTEER

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MESSAGE FROM THE CEO

Let's celebrate the collective efforts of volunteers, donors, and organizers who have gone above and beyond to make a difference. We are incredibly grateful for your unwavering support and commitment. Your contributions have touched countless lives, providing essential resources, support, and hope to those in need. Whether it's through financial donations, volunteer hours, or simply spreading awareness, each act of kindness has woven a stronger fabric of community and solidarity. As we reflect on the achievements of this year, we are inspired by the stories of resilience, compassion, and generosity that have emerged. Together, we have built a legacy of positive change that

will continue to grow and flourish. Let us carry this spirit of giving forward, as we look to the future with renewed determination and hope. Thank you once again for being the heart and soul of our mission.



ANNUAL RESULTS



CELEBRATING MORE THRIVING COMMUNITIES THAN EVER!



National Charity League, Inc.
2023 - 2024 Year In Review

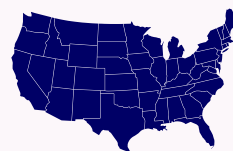
Increasing our chapter presence in more communities and supporting multiple new philanthropy partners has empowered our ability to help more local communities thrive.



230,000 Members & Alumnae



More Than 6,000 Charities Served



300+ Chapters in 32 States



More Than \$440,000 In-Kind Donations



OUR IMPACT

NEARLY 3 MILLION ANNUAL PHILANTHROPIC HOURS = \$95+ MILLION NATIONAL FISCAL IMPACT

NCL RELATED



812,853 hrs
\$27,222,447

CHILDREN



307,230 hrs
\$10,289,133

FOOD



229,277 hrs
\$7,678,487

HEALTH



160,426 hrs
\$5,372,667

OLDER ADULTS



149,066 hrs
\$4,992,220

FAMILY SERVICES



142,863 hrs
\$4,784,482

MILITARY



135,394 hrs
\$4,534,345

HOUSING



106,705 hrs
\$3,573,550

ANIMALS



103,185 hrs
\$3,455,666

EDUCATION



90,047 hrs
\$3,015,674

SOCIAL SERVICES



65,659 hrs
\$2,198,920

DISASTER RESPONSE



61,187 hrs
\$2,049,153

CULTURE



57,832 hrs
\$1,921,723

WOMEN & GIRLS



32,345 hrs
\$1,083,234

PEOPLE WITH DISABILITIES



10,297 hrs
\$344,847

MENTAL HEALTH



5,446 hrs
\$182,387

MEMBER HIGHLIGHTS



This past week, our Lake Norman Chapter moms and daughters teamed up to bring in cartloads of goodies, packing an incredible 216 pounds of snack bags for Feed NC. You've truly made a difference in your community! Keep up the amazing work! 🍷👏



Our Greater Nashville members had a fun and productive day at the @nashdiaperbank, wrapping 12,850 diapers and helping 257 babies! 🧻❤️



Click the @ to check out our NCL, Inc. Instagram for more stories!



ON SOCIAL MEDIA



This summer, our NCL Buckhead Chapter made a huge impact by serving 280 lunches and providing 2000 snack bags to Agape Youth & Family Center K-2nd graders! We are proud to support our community and make a difference in the lives of these young students! 🍴❤️



Alameda County Community Food Bank's mission is to change that statistic, and with the help of these dedicated mothers and daughters of the Livermore Chapter, they are one step closer to eradicating hunger. Together, they bagged 32,664 pounds of food, creating 27,111 meals for the community! ⭐ Great job, ladies!

IMPACT REPORT



National Charity League, Inc.®

MAKING HEADLINES

FEATURING ARTICLES FROM



The San Diego Union-Tribune

Blue Ribbon News 
REAL. GOOD. NEWS.

PAGE 7


ARCADIA NEWS
AWARD WINNING NEIGHBORHOOD NEWS SINCE 1993



[CLICK TO VIEW](#)

National Charity League, Inc. San Diego del Norte Chapter participates in back-to-school bash for San Diego Refugee Tutoring

The National Charity League, Inc. San Diego del Norte Chapter has been actively collecting school supplies throughout July and August for San Diego Refugee Tutoring (SDRT), an academic support program for refugee students in City Heights...



[CLICK TO VIEW](#)

Mother Daughter Organization Shapes Leaders Through Service

The National Charity League was established in 1925 by a group of Los Angeles women who wanted to support humanitarian work. They helped out at the American Red Cross by making outfits and assembling and delivering food baskets to the disadvantaged during the holidays...



[CLICK TO VIEW](#)

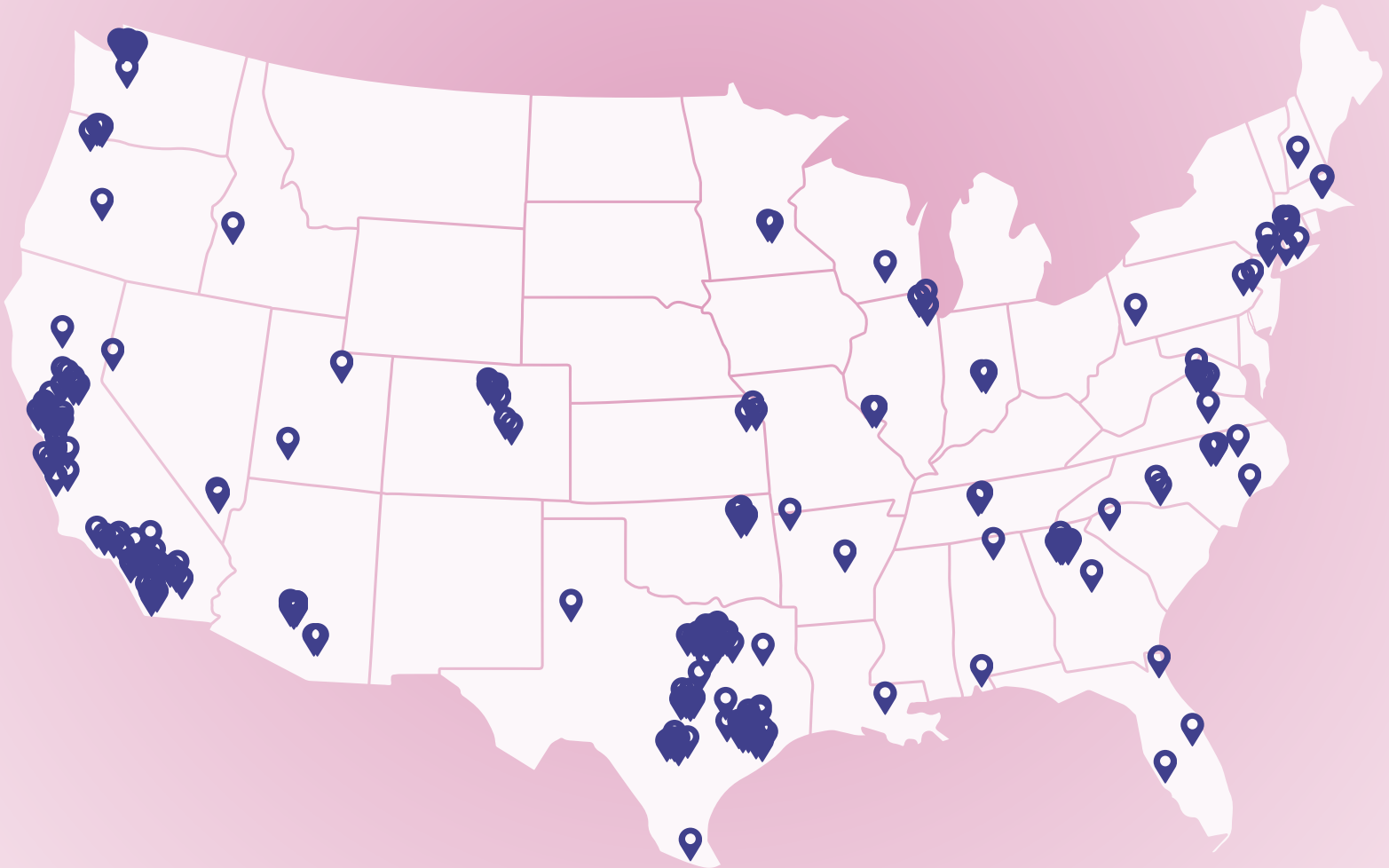
National Charity League and Lone Star CASA: Strengthen Communities and Fostering Bonds

In recent years, the NCL (National Charity League) Lone Star Chapter, dedicated to promoting community service and fostering mother-daughter relationships, has actively contributed to Lone Star CASA's mission through volunteerism and fundraising efforts.

GROWTH

NEW GROWTH

The demand for more NCL chapters is reflective of the reputation and success of our established chapters and the growing need in communities for our philanthropic services.



In the last 10 years, the number of NCL chapters has increased by 57%.

In 2024, NCL had a presence in 64% of the country.

NCL membership has increased by 56% in the past decade.

GROWTH

NEW CHAPTERS

To meet the demand, our Staff has been working with dedicated volunteers to educate, support and encourage the activation of new chapters. Hear from one of our newly activated chapters, as well as a newly chartered chapter on their journey.



NEWLY ACTIVATED CHAPTERS

Texas Bluebells	Jacksonville
Parker County TX	Comal Texas
SoWilco Nashville	Fort Worth Cowtown
Winnetka IL	Spring Texas Sunflowers
Atlanta Azaleas	Greater Friendswood TX

NEWLY CHARTERED CHAPTERS

Zionsville
Palomas
Bend
Southern Star
Rio Grande Valley

SUPPORT

CHAPTER SUPPORT

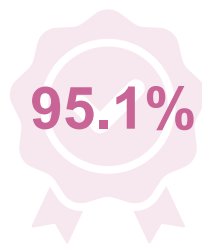
We've designed our structure to provide support to all chapters, while not being limited by geographical boundaries. This allows us to:

- Ensure support for all chapters equally from our newest chapters through our most established
- Harness the depth of wisdom, knowledge, and experience of volunteers within our organization to expand the reach of staff in providing chapter support
- Provide chapter leaders accurate information in the most direct way as often as possible
- Allow for expansion within the system to address continued growth and/or new topic areas that need support

With this structure, during the 2023-2024 year, we were able to achieve the following:



REQUESTS
ANSWERED



SATISFACTION
RATE



RESPONSE
TIME



PROGRAMS



National Charity League, Inc.

FOREVER NCL SUSTAINERS

Mothers and their daughters (grades 7-12) participate in an enriching program that embraces our pillars of philanthropy, leadership and culture. Many members continue by becoming Sustainers in Forever NCL, a national network of experienced NCL philanthropists.

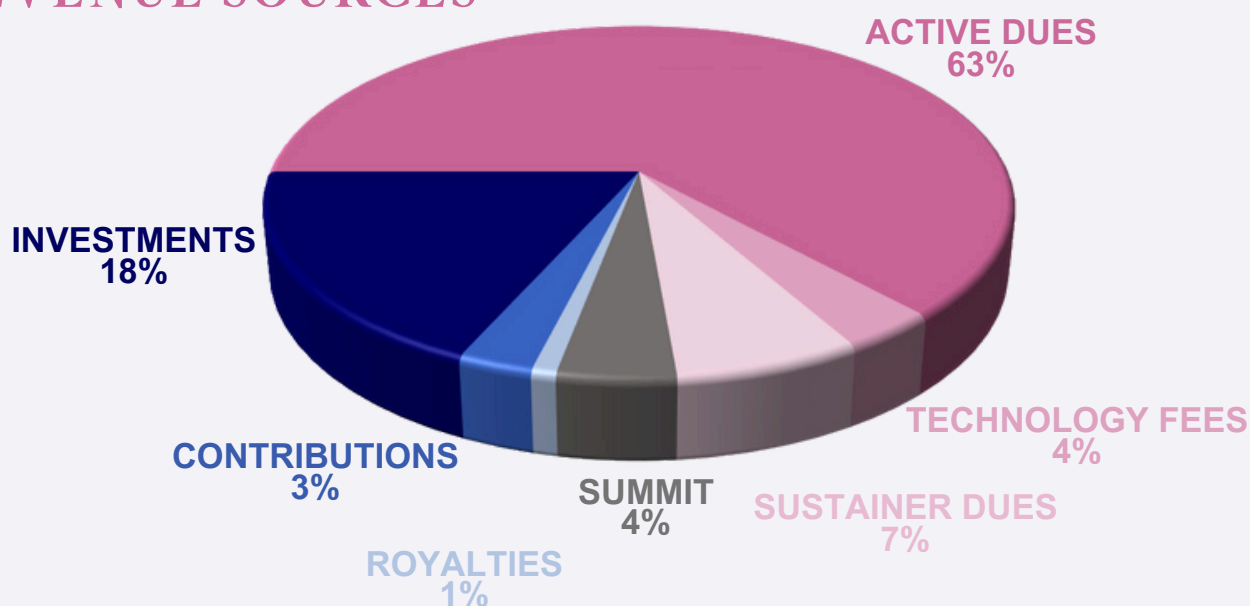
Hear from Staff and current Sustainers about the recent enhancements to our Forever NCL Sustainer Program this past year.



FINANCIALS

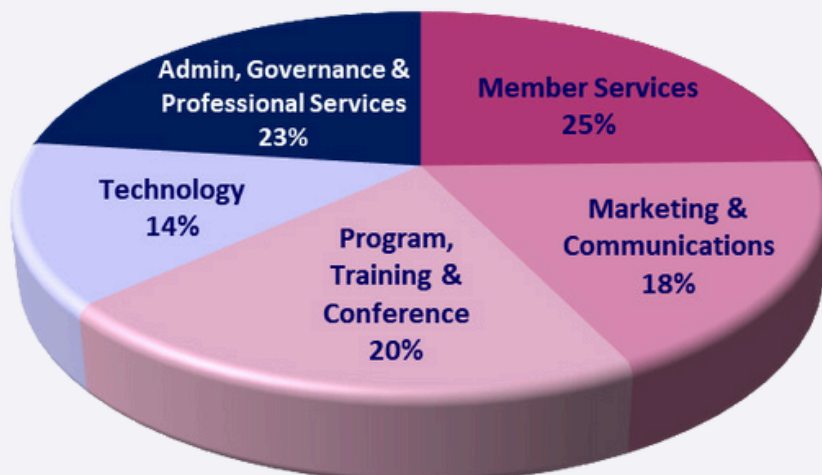
We believe in practicing good governance, in ethical management practices, and in accountability. Each year, we perform an annual audit with an external auditor to assess the organization’s accuracy, compliance and effectiveness.

REVENUE SOURCES



HOW ARE ACTIVE DUES INVESTED?

Active Dues are invested to support chapters and members. Examples include: new resources and user guides to simplify chapter operations, access to well-known keynote speakers and programs, and delivery of virtual programs to make participation accessible to all.



HOW WE INVEST



Functional expenses are a way to categorize a nonprofit organization's costs based on the purpose of the expenditure. The goal is to show how the organization is using its funds to advance its mission. Nonprofits in the United States are required to report their expenses by functional classification. The three main categories of functional expenses are: Program Services, Management & General, and Fundraising.

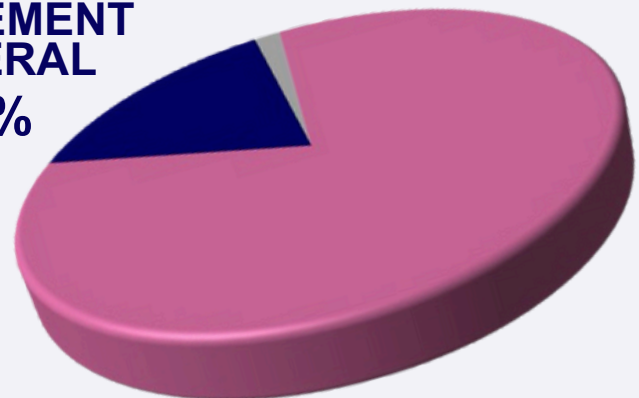
FUNCTIONAL EXPENSES

We invest the majority of our funding into Program Services, expenses that directly relate to the nonprofit's mission-driven activities. This is how our membership is able to positively impact their communities.

MANAGEMENT & GENERAL
17%

82% PROGRAM SERVICES

1% FUNDRAISING



Management & General consists of overhead costs for the organization's overall operation, such as administrative salaries and office expenses, and Fundraising consists of expenses related to soliciting donations, grants, and other financial support.



NCL is a nationally recognized organization with outstanding ratings, earning a Platinum Seal of Transparency from GuideStar and a 4 out of 4 stars rating from Charity Navigator.

PHILANTHROPY PARTNERS

We partner with many well-established philanthropy partners, which allow us to further expand our impact.

NATIONAL PARTNERS



This partner is invested in Alzheimer's care, advocacy, and research. We offer support through their Walk to End Alzheimer's signature event and hosting community forums.



American Heart Association®

They create awareness, education and training for cardiovascular health. Members join their Heart Walk, share Go Red for Women awareness and participate in Hands-only CPR training.

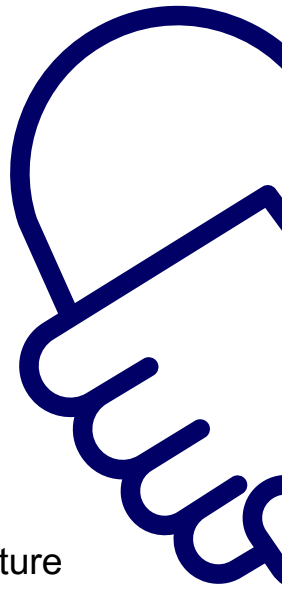


Their focus is on volunteer support of military, veterans, and first responders. The "Sleep Tight" program was started by an NCL member to create greeting cards and pillowcases with messages of gratitude for our military.



American Red Cross

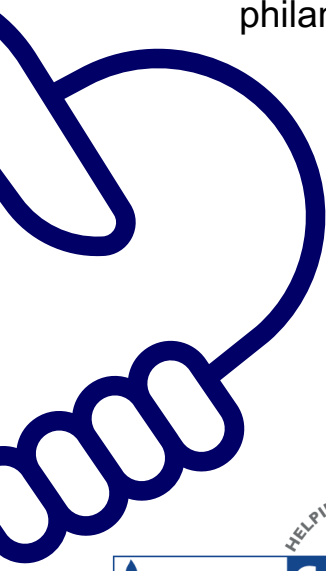
In 1925, they were our very first philanthropy partner! We serve as Blood Donor Ambassadors and support their many disaster response initiatives, such as fire safety education and the missing maps project.



TOP PARTNERS

While we partner with over 6,000 local organizations, these are some of the top philanthropies our chapters support. Together, we're driving positive change and creating lasting impact!

TOP PHILANTHROPY PARTNERS



THANK YOU!

We believe that building a stronger community requires collaboration, commitment and compassion. That's why our local philanthropies are at the heart of what we do. Thank you to our partners who make it possible for us to give back and touch lives!



TESTIMONIAL

NATIONAL CHARITY LEAGUE CHAMPIONS HANDS-ONLY CPR AWARENESS!

Each year, nearly 350,000 people suffer cardiac arrest outside of a hospital and only 1 in 10 victims survive. When bystander CPR is performed before EMS arrives, survival rates can double or triple!

A mother-daughter team from NCL's San Marino Chapter, Marilyn and Mira, were inspired to learn CPR after one of Mira's classmates was diagnosed with a congenital heart defect. Empowered by this knowledge, they became Hands-Only CPR trainers in 2022 following Damar Hamlin's cardiac arrest, which raised national awareness about CPR.

Since then, they've led trainings for three NCL Chapters in Greater Los Angeles and supported other Chapters in organizing their own CPR awareness events.



“We are so thankful to National Charity League and to incredible volunteers like Marilyn and Mira for their commitment to making sure everyone knows what to do in a cardiac emergency,” says Kyle Bright, American Heart Association National Senior Volunteerism Lead. For more information on Hands-Only CPR visit, cpr.heart.org. For a step-by-step toolkit on how to lead your own Hands-Only CPR activity visit, www.heart.org/ncl.

PHILANTHROPY

As a multi-generational philanthropic organization of mothers and daughters, we donate close to three million hours annually to over 6,000 charities. We understand and serve communities in partnership with local and national nonprofits.

NCL'S NATIONAL DAY OF SERVICE

Our 3rd National Day of Service, held on January 16, 2024 (Martin Luther King Jr. (MLK) Day of Service), was a success! Focusing on one of Dr. King's top priorities—literacy—our members responded to local community needs by organizing book drives, creating bookmarks, and setting up mobile libraries.



Gilbert students' book drive goal was 4,000; they gathered 15,000

The book drive was held by the San Tan Chapter... They had a goal to collect 4,000 books for the MLK Jr. Light & Love Children's Book Drive. Well, they shattered that goal, bringing in over 15,000 books!

[CLICK TO VIEW](#)



“Our first National Day of Service project included a MLK Day book drive where we collected over 8,000 books from our community. We were able to open a “Free Book Store” to local school teachers, donate to local juvenile centers and programs, and fully stock TWO new libraries in a Gambian village in Africa. We are very proud of the culture we have formed and the legacy we are building.” - *Prosper TX Chapter*

LEADERSHIP

We are building capable, courageous leaders through opportunities to learn, reflect and develop. Our members learn the essential skills to become great leaders beyond NCL, in their communities and the world.



TICKTOCKER PEER-TO-PEER TRAINING

The incoming Ticktock Board had the opportunity to attend a live session hosted by the Ticktock Advisory Council! They talked to Ticktockers who previously held their position, asked questions about their new role and responsibilities and networked with other Ticktockers!

The Council created a dynamic learning environment for Ticktockers to explore fun resources and games designed for Ticktockers to learn more about NCL and their new positions.

2024 TICKTOCKER TRAINING
Game Night!
National Charity League, Inc.

Game Night is dedicated to helping Ticktockers review or expand their knowledge of their NCL leadership positions, our Core Values, and even some fun NCL trivia! Our Ticktock Advisory Council created two brand new resources that Ticktockers can play within their grade level class meetings for a fun and engaging activity! Check out the resources below!

Kahoot!

Kahoot! is a game-based learning platform that brings engagement and fun to over 1 billion players every year at school, at work, and at home! Members of the Ticktock Advisory Council used this platform to create a fun game about NCL Core Values that all Ticktockers can play!

[Click here to access the game!](#)
(Please note: In order to play this game you will be asked to create a free account.)

NATIONAL PANHELLENIC CONFERENCE

NPC
SCHOLARSHIP
WINNER
Ellie Maggiore-Aret

When we contribute to any community with acts of generosity and kindness, we are changing the world for the better, one act at a time.

The organization supports the sorority experience and women's empowerment. They graciously donated two \$1,000 scholarships for Ticktock members. Congratulations to our 2024 recipients, Ellie and Mia!

NPC
SCHOLARSHIP
WINNER
Mia Avery

"A room of women together has the ability to uplift, encourage, and accomplish great goals that are only possible with each other."



INNOVATION

TICKTOCKER INSPIRE INNOVATION FUND

Congratulations to our first ever 2023-2024 Ticktocker Inspire Innovation Fund grant recipients. These impactful projects, selected by NCL's Ticktocker Advisory Council, will make a positive difference in communities nationwide. A big thank you to our Council who selected these five winning projects:

San Rafael Mission Belles Chapter - Dancing for Diapers, which addresses the diaper needs of families by combining philanthropy and community engagement.



San Diego Chapter - Princess Project, which partners with a prom dress boutique to enhance dressing room access for those with physical and mental disabilities.



Lake Houston Chapter – Saturdays at the Treehouse, which creates memorable educational experiences for children through group reading and unique activities.



River Road Chapter - Education First, which supports children's education by creating dedicated space for children to study.



Longleaf Pine Chapter - Emergency Women's Shelter, which creates a safe space for unhoused women.

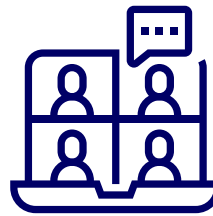


CULTURE

NCL recognizes the importance of diverse perspectives and experiences to meet the needs of the communities we serve. Inspiring a legacy of social awareness and compassion, we welcome diversity across our membership and in our community partnerships.

NCL, INC. VIRTUAL EVENTS

During 2023-2024, we hosted **more than 100 virtual events**, engaging **more than 30,000 members**.



Record high attendance for a single event - **1,750!**



DEI TRAINING EVENTS

More than 4,000 members and national volunteers participated in Diversity, Equity and Inclusion (DEI) trainings with thought leader, Rosalind Wiseman, where they gained practical skills for creating an inclusive culture. Additionally, Wiseman conducted a special session for our Ticktockers focused on belonging and developed a DEI curriculum for our Core Program, emphasizing shared values and belonging for 8th and 12th grade Ticktockers.



MENTAL HEALTH

New York Times Best Selling Author, Podcaster and Psychologist, Lisa Damour, conducted a workshop for mothers and daughters on mental health in celebration of National Mental Health Day, October 10th.



DONORS & SPONSORS



GOLD SPONSOR

National Panhellenic Conference, a 26 member women-only organization, advocates and supports the advancement of the sorority experience and generously supports NCL.



SILVER SPONSOR

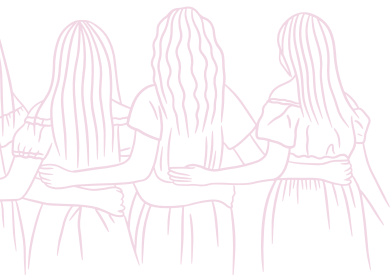
Gramercy Gifts is NCL's official supplier of award, thank you and recognition charms and gifts. They also proudly present porcelain china and crystal collections with the official NCL, Inc. logo.

BRONZE SPONSORS



A complete list of our donors and sponsors can be viewed in the [NCL SUPPORTERS](#) section of our website.

Thank You!



THANK YOU!

WITHOUT YOU,
THIS WOULD NOT BE POSSIBLE!

Thank you to our **Members** for your continued support, participation and contributions to NCL. Together, we are making a difference, strengthening communities, and empowering mothers and daughters!

Thank you to our **Board of Directors** for your strategic thinking, dedication and guidance. Your leadership, vision and unwavering commitment shape the path to success for our organization!

Thank you to our **Staff** for your hard work, professionalism and passion. Your contributions are invaluable, and we couldn't do it without your support!

Thank you to our **National Volunteers** for your generosity, energy and time. Your willingness to serve, share your talents and champion our mission inspire us each and every day!



2023 - 2024

