



National Charity League, Inc.®

IMPACT REPORT

The Making of a Philanthropist

It's a
Girl!



ONCE upon a TIME

A newborn baby girl opened her eyes and saw her mother smiling back. On the first day of her life, she had her first kiss, first hug and first love – all from mom.

This is a story about the making of a young philanthropist, selfless volunteer, confident leader, kind team player and compassionate doer. It is about the unique connection between a mother and daughter, and the amazing power their love has to elevate the human spirit and social condition.

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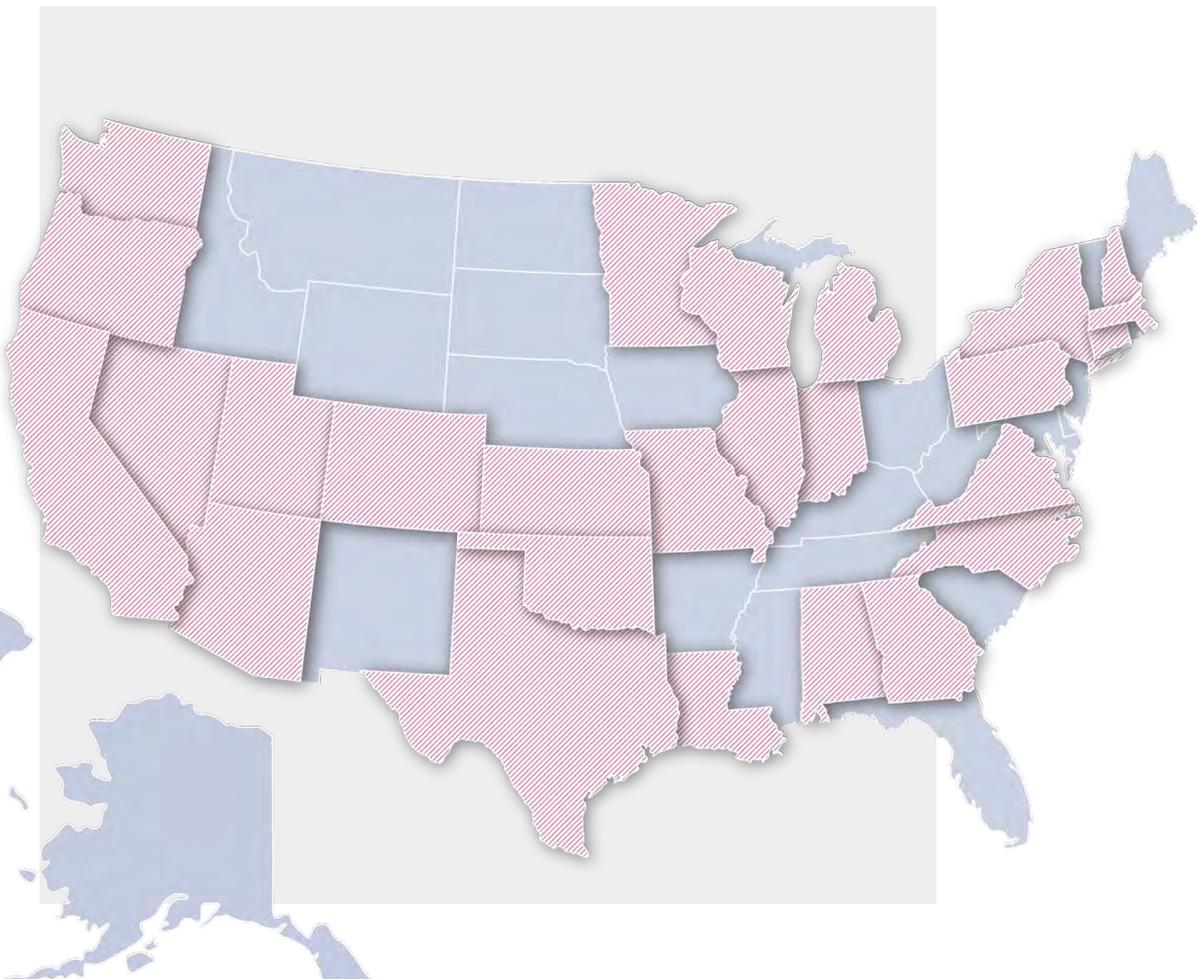


Our Story

In 1925, when Tea for Two was the song of the day and a cloche hat with white gloves was high fashion, a special group of women led by Gladys Bernice Wilkinson gathered. As Patronesses of the Los Angeles community, they made layettes for the American Red Cross and assembled food baskets for the hungry.

Their daughters, Ticktockers as they called them, would watch the clock waiting for their mothers. The hands-on volunteerism soon caught on and Ticktockers would begin filling baskets of their own.

The gatherings grew organically into individual non-profit 501(c)(3) Chapters across the nation, governed by a volunteer board of directors. What began as a selfless act of generosity became the foundation for National Charity League, Inc. (NCL), an organization that has become the largest mother-daughter philanthropy in history.



As Chapters multiplied, National Charity League

Members were helping an even greater number and variety of philanthropies. Chapters united in a common mission of philanthropic work for their communities.

The ultimate vision was a future of female leaders who would positively impact the world for generations to come. Members have always stood by these core values:

- *Honoring the mother-daughter bond by together learning, growing and modeling responsibility and graciousness*
- *Empowering women with the skills and confidence to lead*
- *Inspiring a legacy of social awareness and compassion*
- *Providing depth of support in local communities*
- *Nurturing through mentorship*
- *Expressing integrity and excellence in everything we do*

The NCL Program became more formalized with mothers and their daughters, ages 12-18, participating in a Six-Year Core Program. The NCL Program embraces three primary pillars: Community Service, Leadership Development and Cultural Experiences.



1 Community Service

Chapters learn their community's basic needs and take action to help solve them.

2 Leadership Development

Opportunities are presented to solve problems, build teams, garner consensus, create healthy relationships, plan events and learn parliamentary procedure.

3 Cultural Experiences

Values, traditions and community connections that have shaped NCL are cultivated and honored.

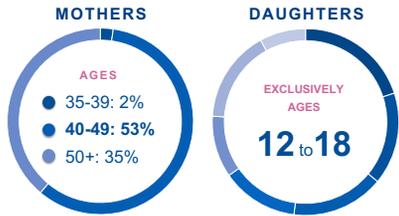
Member Snapshot

Our mother and daughter profile

represents cultures, ethnicities, economic levels, educational aspirations and points of view across the nation.

It is the grass roots involvement that makes NCL Members most unique. As a powerful collective of socially active influencers, they create meaningful personal connections in their communities to effect positive societal change.

Demographics



* 2016 NCL Experience Survey

HOUSEHOLD INCOME

\$150K+: 77% | \$100K - \$150K: 16%
\$75K - \$100K: 4% | \$50K - \$75K: 3%

WORK STATUS

Full-time mother: 33% | Full-time employed: 30%
Part-time employed: 19% | Self-employed: 15%
Retired: 3%

EDUCATION LEVEL

Graduate or Professional degree: 41%
Bachelor's degree: 51% | Associate degree: 5%
High School graduate: 3%

ACTIVE MEMBERS & ALUMNAE

75,000+

1.4 MILLION ANNUAL VOLUNTEER HOURS

OVER \$33 MILLION NATIONAL FISCAL IMPACT

We've Grown

to include hundreds of Chapters and Members helping thousands of philanthropies in their immediate communities across America. Members donate over 1.4 million hours annually. This translates to an over \$33 million-dollar national fiscal impact.*

*U.S. Bureau of Labor Exchange - National average value of a volunteer hour is \$24.24



Locally, NCL Chapters engage with over 4,000 philanthropies every year. Philanthropic categories are wide-ranging, covering just about every type of cause. Each Chapter decides which efforts it will support based on the needs in their local communities.

Those who donate to NCL find their decision easy, knowing their funds are invested in thousands of deserving causes.

**Partial list of philanthropies shown*



Over 4,000 philanthropies served



Community Based



Family Related



Child & Youth Based

Homeless Related



Health Related



Military



Age Related



Educational

Cultural



Environmental



Disabled



Women's Causes



Each year,

NCL's National Philanthropy Initiative forwards worthy causes. Programs are created to educate, develop media impact and engage local communities. Activities include hands-on involvement, live events, digital experiences and social media interaction.

NCL's recent initiatives include Operation Homefront, helping military families, and NCL's Love Your Heart Initiative, supporting American Heart Association's Go Red for Women. The alliance empowers NCL Ticktockers with knowledge that informs healthy life decisions and lifesaving information about cardiovascular health.



Shaping Next Generation Leaders



The NCL Experience

proves every day that deep bonds with family and community build character. Members are encouraged to honor traditions, envision a brighter future and to be kind and loving to oneself while assisting others. This positive, involved and hope-filled process is shaping next generation leaders.

Experiencing different cultures, taking the lead where those need it most and the good that comes from helping has a powerful ripple effect upon society. The world we live in is further elevated by every good deed. Many NCL Ticktockers take the lead from this experience by forming their own philanthropies.

NCL is a way for girls to give back to the community while forming healthy, unbreakable, and unforgettable bonds with their mothers.

- Carissa Cheng,

NCL, Inc. Ticktocker Advisory Council Member



Connect with Community.

Volunteer with Vision.

Lead with Love.



We Are One, Empowering Women for Generations is a theme woven throughout NCL's rich history and carried through to this day. Members from just one family can span four generations. Each generation of mothers inspires the next generation of daughters.

NCL's Annual Meeting and Leadership Conference, which takes place every year, is an event created to bring NCL's top leadership and influencers together under one roof. Chapter Presidents and Board Officers, Grade Level Advisors, NCL, Inc.'s Board, District Team Leaders, the National Nominating Committee, Leadership Development Team, Sustainers and Patronesses come from across the country to attend. This group includes over 700 key stakeholders representing all Districts and Regions of the organization.

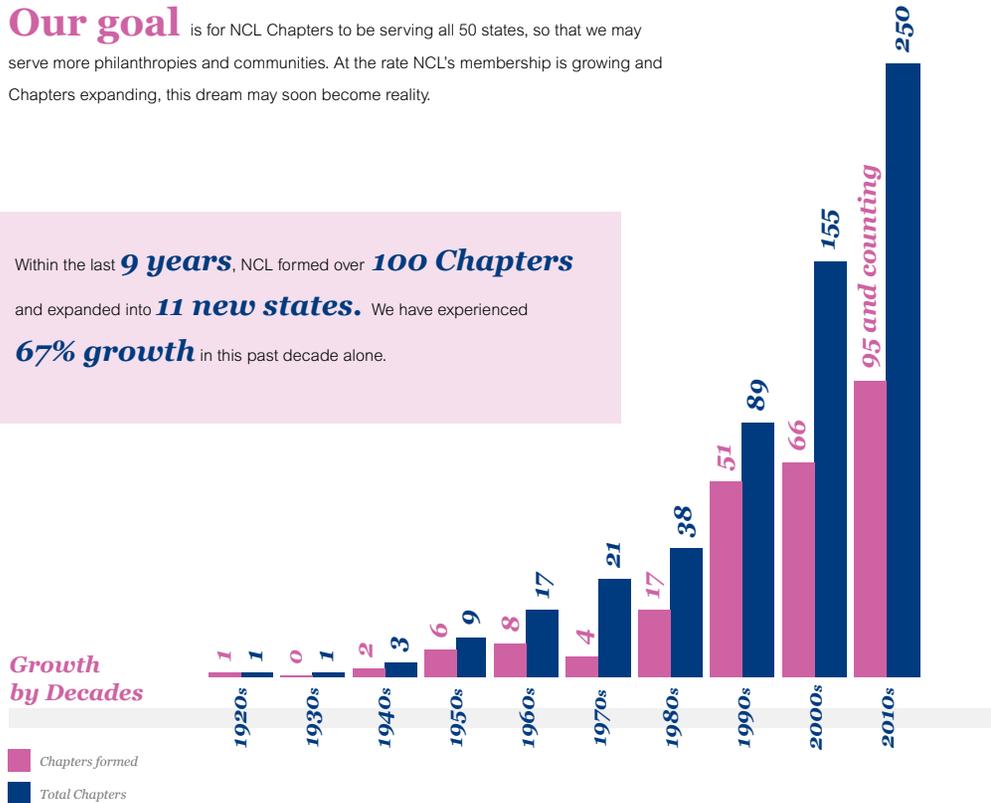
Sponsors, Champions, Advocates, Friends and Partners of NCL invest in the Conference to support educational training, motivational speakers, networking opportunities and dynamic activities designed to inspire NCL Leadership.

Chapter Expansion

Our goal is for NCL Chapters to be serving all 50 states, so that we may serve more philanthropies and communities. At the rate NCL's membership is growing and Chapters expanding, this dream may soon become reality.

Within the last **9 years**, NCL formed over **100 Chapters** and expanded into **11 new states**. We have experienced **67% growth** in this past decade alone.

Growth by Decades



Sustaining Member Programs

Though The NCL Experience is a six-year program, Member involvement can continue with NCL for as long as one wishes. Graduating Members and Alumnae may enroll at any time as Sustaining Members.

Forever NCL is a program offering benefits created to bring more value to Patronesses and Ticktockers who wish to remain involved philanthropists. The program includes access to the NCL Sustainer Directory, making it easier for Members to stay in touch.

Sustaining Members are invited to join the Forever NCL LinkedIn career hub. It is designed to help one another by offering college and career advice, job searches, recommendations, placement and more. Special events are created to keep Members connected and informed, such as the Forever NCL Sustainer Reunion Event at Conference, which celebrates Sustaining Members and honors Lifetime Award recipients.



Inclusion

NCL values

differing perspectives and backgrounds. By inspiring a legacy of social awareness and compassion, we empower leadership, responsibility and graciousness around a culture of inclusion and respect. More exposure to diverse collaboration helps Members develop character, team skills and a better connection to one's community.

Leadership

Empowering Ticktockers

remains a key component of The NCL Experience. We continually seek out and expand innovative opportunities for our Members. Unique activities are designed with hands-on, experiential and digital learning experiences to help Ticktockers gain valuable leadership skills, build confidence and effectively partner with peers and local philanthropies to identify and serve specific needs. We invest in Ticktockers by nurturing their confidence through opportunities to learn, grow and exercise responsibility in a healthy, supportive environment.

Collaboration

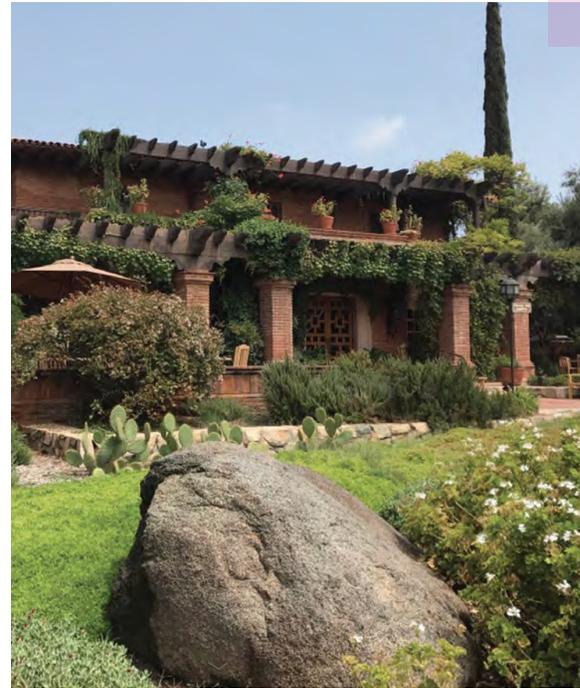
Our relationships

with like-minded organizations enable NCL to affect meaningful change on a grander scale than ever before.



American Heart Association Alliance

NCL has allied with the American Heart Association to raise awareness about cardiovascular health and how to combat heart disease. With education and training, as well as programs such as Go Red For Women and NCL's Love Your Heart National Philanthropy Initiative, Ticktockers, Patronesses, partners and friends learn lifesaving information from this alliance.



Rancho La Puerta Sponsor

Rancho La Puerta is one of the world's top-rated destination fitness resort and spas. Since its inception in 1940, the resort has grown into an inclusive community dedicated to activism, inspiration and philanthropy. In partnership with NCL, wellness workshops and self-care programming, including fitness and nutrition classes, have been customized for the NCL family.

Executive View

“ ***The best and most beautiful things in the world cannot be seen or even touched, they must be felt with the heart.*** ”

This wise and heartfelt quote came from Helen Keller, a woman who lived during the same time of NCL's founder, Gladys Bernice Wilkinson. This inspiring author, activist and lecturer insightfully advised, "Alone we can do so little; together we can do so much." They are perfect words to describe National Charity League.

Philanthropic volunteerism is the foundation NCL's three pillars of leadership development, community service and cultural experiences are built upon. Today our foundation is stronger than ever before. As a collective force, we have the power to reach millions.

In the last nine years, NCL has grown by 67%, added 11 new states and expanded to over 250 Chapters. NCL's annual Member volunteer time makes a U.S. national fiscal impact of over \$33 million! In moving forward, we honor our legacy of amazing women who came before us. Without their team work and diligence, NCL would not have become the organization it is today.

No organization like ours exists without others who also believe in and support our Mission. We would like to thank those who helped us make an even greater impact.



Lynne Zuckerman
Lynne Zuckerman, President



Renée Tuzee
Renée Tuzee, Executive Director/CEO

Financial Overview

NCL invests the majority of its funding into the communication and training of its membership body. We believe in the importance of good governance, ethical management practices and accountability to Members and donors. The following is a percentage breakdown of NCL's functional expenses.

76% Program Service*

37% Communication & Training

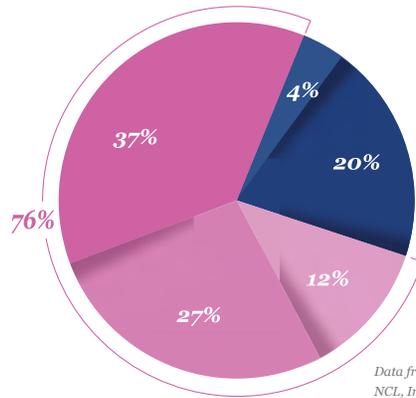
- On-demand Member learning platform
- Chapter job-specific tools and resources
- Program development/ongoing support
- Chapter marketing tools
- National Philanthropy Initiative support
- Event and meeting management
- Online content updates

27% Community Impact

- Support of affiliated Chapters
- Establishment of new Chapters
- Sponsor outreach
- Media relations
- Brand marketing and content development
- Product licensing management

12% Technology Support

- Helpdesk
- Technology updates
- Website maintenance and support
- Volunteer management system



Data from 2016-2017
NCL, Inc. IRS form 990

24% Management and General*

20% Administrative

- Governance
- Corporate management and support staff
- Accounting, budgeting, oversight, record keeping
- General insurance, taxes, professional fees
- Rent, office supplies, phones, equipment

4% Depreciation

*At least 60% of budget should go to programs, with 40% allocated to operating costs. Charities that spend less than 40% on operating costs get higher grades with the highest "A" grades going to charities spending 25% or less. - CharityWatch.com



2017-2018 Board of Directors

Lynne Zuckerman - President
 Donna Welsh - Immediate Past President
 Terri Hitchcock - Vice President
 Michele Prescott - Treasurer
 Denise Lilley - Secretary
 Cheryl Lamee - Region I Director
 Beverly Hottois - Region II Director
 Ann Spencer - Region III Director

Alene Miskovetz - Region IV Director
 Suzanne Davidson - Region V Director
 Kimberly Alessio - At Large Director
 Diana Amirehteshami - At Large Director
 Allison Krueger - At Large Director
 Jennifer Lane - At Large Director
 Jennifer Madden - At Large Director

Staff

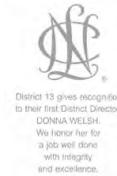
Renée Tuzee - Executive Director/CEO
 Iris Swinea - Director of Programs and Communications
 Erin Journigan - Director of Membership
 Emily Baba - Information Technology Manager
 Teresa Bailey - Help Desk Support

Tia Kline - Staff Accountant
 Rebecca Warbrick - Membership Coordinator
 Teresa Jedrzejewicz - Expansion Specialist
 Katie Gargano - Training Programs Specialist
 Angie Kim - Office Coordinator



Alliances, Sponsors & Donors

NCL is grateful for its donors, sponsors, partners, alliances, volunteers and for gifts in kind. These wonderful relationships and their ongoing support allow NCL to be able to make a greater impact nationwide. Their generosity and belief in NCL enables Chapters to provide more volunteers and services to more communities and philanthropic causes every year.



2017-2018 National Charity League, Inc. Donors

Platinum - \$25,000 +

Dion Family Foundation In honor of Jan Dion
– 2018 Conference Sponsor
Rancho La Puerta – 2018 Conference
Sponsor and Donations In-Kind
Lynne Zuckerman
Sagon Phior – Services In-Kind

Gold - \$1,000 - \$24,999

Beverly D. Hattois
Denise Lilley
McCrea Foundation (Donna and Ted Welsh)
MRK Consulting – Services In-Kind
Snell Wilmer

Silver - \$500 - \$999

1st Community Insurance Services – 2018
Conference Sponsor
Argyros Family Foundation – 2018
Conference Sponsor
Kimberly and Marco Alessio
Diana S. Amirehteshami
Digital Cheetah
Pamela Johannsen
Allison Krueger
Jennifer Lane
JMPR Public Relations – 2018
Conference Sponsor
Alene H. Miskovetz
Michele Prescott
Ann Spencer
The Gronsky Family Foundation

Bronze - \$25 - \$499

Diana Aghabegian
Helen Amick
Corrie Austin
Maya Baba
Lori Baker-Dowd – In honor of Dr. Rebecca
Taylor-Dowd & her daughters
Jordan Bates
Rebecca Bellora
Erin Blomberg
Amy Brunet
Juliana Cadena – In honor of Chris and
Katie George (Whittier Chapter)
Sharla Calloway
Carolyn Corcoran
Yadira Coto
LuAnn Croix
Suzanne Davidson
Laura Denboer
Robin L. Doherty
Vivienne Drimmer
Kimberly Emerson
Mary Evans
Annette Flaherty
Shannon Goldwater
Mary Healy
Angia Heier
Marylou Hill
Julie Holekamp
Claire Hoppenworth – In honor of
Madeline Bucklew (Wilmette Chapter)
Tia Kline

Bronze continued

Cynthi Knight
Holly Lawson
Linda Leeb
James Levitas – In honor of
Hugh Womack
Sandra Livingston
Jennifer Madden
Nina Magno – In honor of Diana Renteria
Jonell E. Mertens
Nancy McCarthy
Candace Mitchell
Kerrie O'Neill
Theresa Owens
Rio Phior
Wendy Purvis
Sara Sands
Tiffany Scarborough
Alaka Shivananda
Keri Smith
Richard Spence – In honor of Lynne
Gerlach, DDS – Plano, TX
Angela Stanley
Stacey Stephens
Renée Tuzee
Annette Weber
Stacey White
Megan Zappulla
Martina Krellner
Anonymous



“ **People will forget what you said, people will forget what you did,
but people will never forget how you made them feel.** ”

- Maya Angelou





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