



THE MAKING OF A
Philanthropist

IMPACT REPORT • *National Charity League, Inc.*[®]

A close-up photograph of a young girl's hand, wearing a white fuzzy sleeve, holding a small white flower with yellow stamens. The flower is being held in the palm of an adult's hand. The background is softly blurred, showing more of the girl's hand and the adult's hand.

Giving STARTS EARLY

The first time a young girl sees a flower and wants to share it with someone, that is a pure, authentic act of philanthropy.

Often, you'll find her mother modeled and nurtured a sense of caring and empathy.

This is the story about the making of a young philanthropist, selfless volunteer, confident leader, kind team player and compassionate doer.

It is about an organization that understands the unique connection between a mother and daughter and the amazing power their love has to elevate the human spirit.

This is the story of National Charity League.

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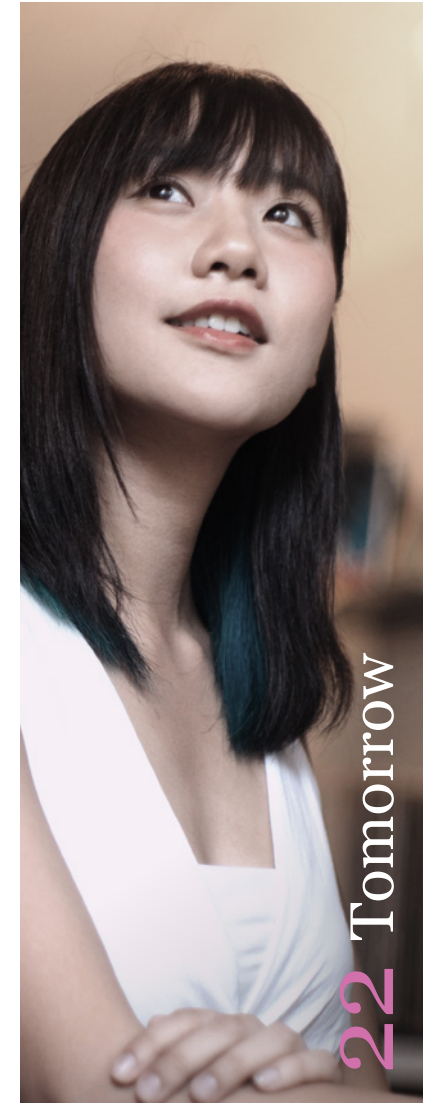
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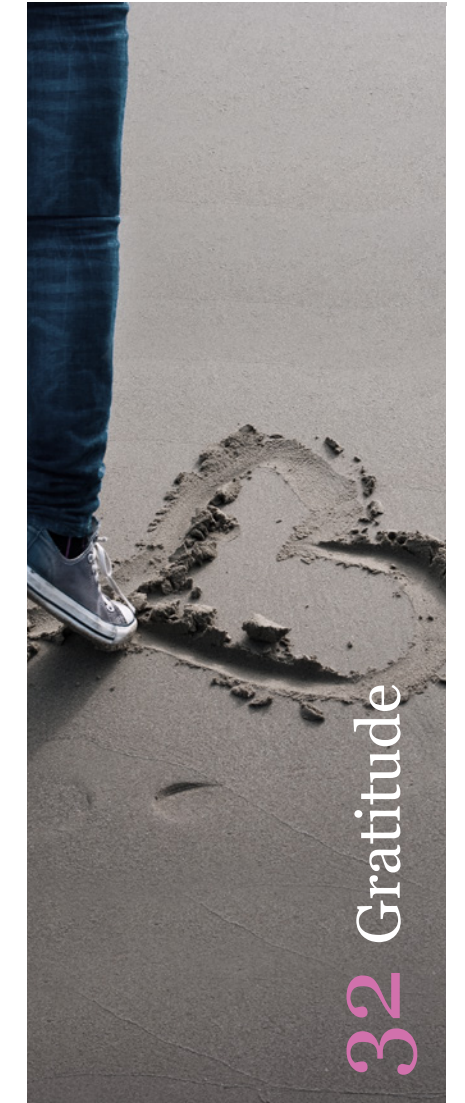
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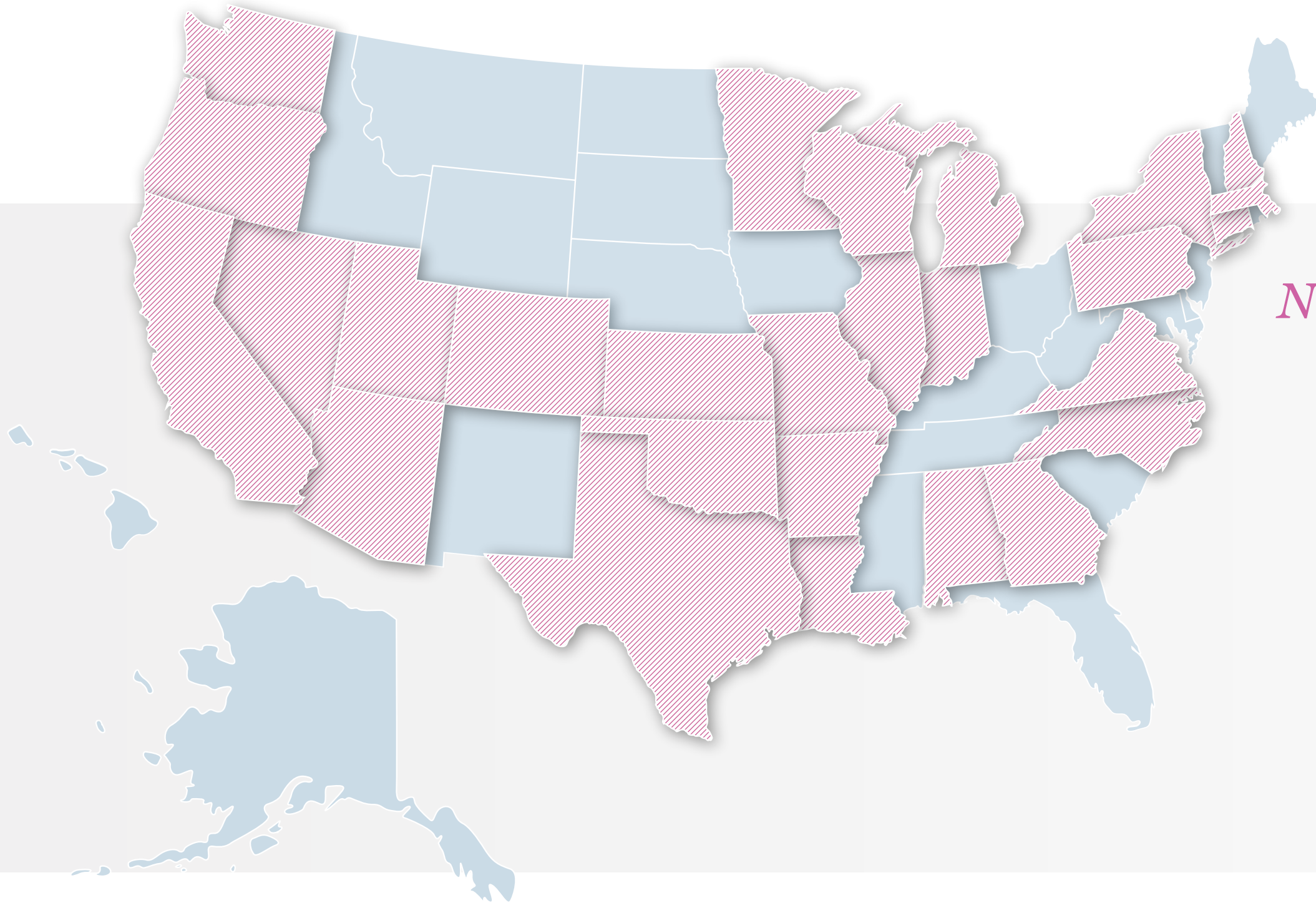


Our Story

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.



National Scope

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*
- *Nurturing through mentorship*
- *Inspiring a legacy of social awareness and compassion*
- *Providing depth of support in local communities*
- *Integrity and excellence in everything we do*

NCL Program

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 to develop as leaders.

3 Cultural Experiences

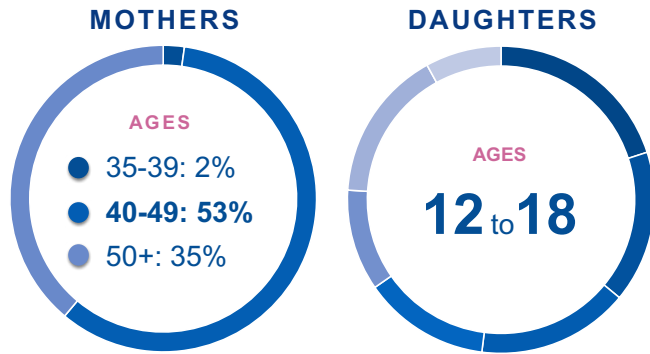
Values, traditions and community connections are cultivated and embraced.

Today

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.

Member Snapshot



* 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+



2.3 MILLION
Annual Volunteer Hours

Impact

We've grown to include hundreds of Chapters and Members helping thousands of philanthropies in their immediate communities across America. Members donate over 2.3 million hours annually. This translates to an over \$58 million-dollar national fiscal impact.

OVER \$58 MILLION
*National Fiscal Impact**

*Independent Sector, 2018 – National average value of a volunteer hour is \$25.43

Philanthropies Served

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*



Community Programs



Family Support



Child & Youth



Homeless Related



Health Related



Military



Senior/Elderly



Education



Animal



Food Bank/Hunger



Disabled



Women's Causes

National Philanthropy Initiative

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 Sleep Tight, a partnership project with Operation Military Embrace, 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 including self-care programs focused on nutrition and fitness activities and lifesaving information.



Shaping Next Generation Leaders



NCL's impact on the future is their devotion to each girl to encourage them to find a voice and to be advocates for themselves and other girls by supporting them with a legacy of passionate women who came before them.

- Lauren Arnold, Active Ticktocker, Vista Irvine Chapter

The NCL Experience

This 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.



Connect with Community

Volunteer with Vision

Lead with Love



We Are One

Volunteering With Vision

NCL Annual Meeting & Leadership Conference

We Are One 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.

Tomorrow

Community Reach

Our goal is to one day serve in all 50 states, so we that may assist more philanthropies and communities. At the rate NCL Members are growing and Chapters expanding, this dream may soon become reality.

Within the last **10 years**, NCL formed over **110 Chapters** and expanded into **12 new states**. We have experienced **67% growth** in this past decade alone.

Growth by Decades

Chapters formed Total Chapters



Sustaining Member Programs

The NCL Experience is a six-year program, however 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 involvement at Conference to celebrate Sustaining Members and honor 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 and generous donors enable NCL to affect meaningful change on a grander scale than ever before.



American Heart Association Alliance

National Charity League has partnered with the American Heart Association to raise awareness about cardiovascular health and how to combat heart disease. With education, training and programs, such as Go Red For Women, NCL's Love Your Heart National Philanthropy Initiative and Little Hats, Big Hearts, NCL's Members, partners and friends learn lifesaving information from this important national alliance.



Dion Family Foundation

Janet Dion, a Sustainer Honorary Life Member, was a passionate leader in the growth of NCL, serving as President of the Peninsula Chapter (1971-72) and the NCL, Inc. Board (1980-82). During her tenure as National President, three new Chapters were added (San Luis Rey, CA; San Clemente, CA; Dallas, TX). Janet's strong business sense, practical intelligence and determination brought her incredible success over the 50 amazing years of service she devoted to National Charity League.

Management

“ ***Do your little bit of good where you are;
it’s those little bits of good put
together that overwhelm the world.*** ”
–Desmond Tutu

Executive View

So much wisdom in just a few words perfectly describe how each of our Chapters so intimately affect their communities in ways that matter. With those little bits of good multiplied by NCL Chapters across the nation, we create a philanthropic wave with the power to touch millions.

Guided by passion, time and energy from so many, in just the last decade, NCL has grown by 67%, added 12 new states and expanded to over 260 Chapters. Our annual Member volunteer time produced a new record in national fiscal impact of over \$58 million!

We want to acknowledge our board of directors and staff for their diligence and foresight in planning and budgeting. With NCL’s operating costs at only 20% we are considered an A grade non-profit! We believe it is our responsibility to be a shining example of smart management and resource investment on behalf of our Members and the philanthropies and communities they serve.

In moving forward, we honor our legacy of the visionary women who came before us. Without their team work and diligence, NCL would not have become the organization it is today with no limits on the impact it can make in the years ahead.

With appreciation,



Lynne Zuckerman
Lynne Zuckerman, President



Renée Tuzee
Renée Tuzee, CEO

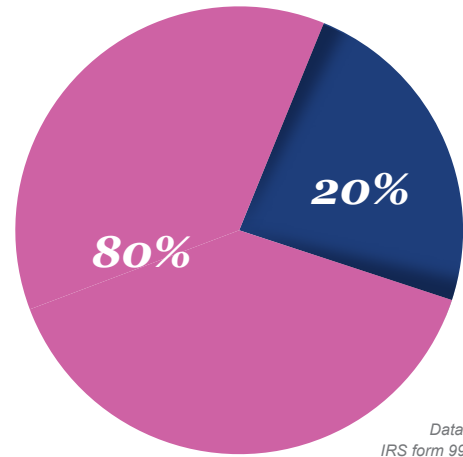
Financial Overview

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.

80% Program Service

Communication & Training

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



Community Impact

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

Technology Support

- Help desk
- Technology updates
- Website maintenance and support
- Volunteer management system

20% Management & General

Administrative

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

Note: 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. Source: charitywatch.org



2018–2019 Board of Directors

- Lynne Zuckerman – President
- Denise Lilley – President Elect
- Wendy Ridderbusch – Vice President
- Debbie May – Treasurer
- Kimberly Alessio – Secretary
- Cheryl LaMee – Region I Director
- Beverly Hottois – Region II Director
- Ann Spencer – Region III Director

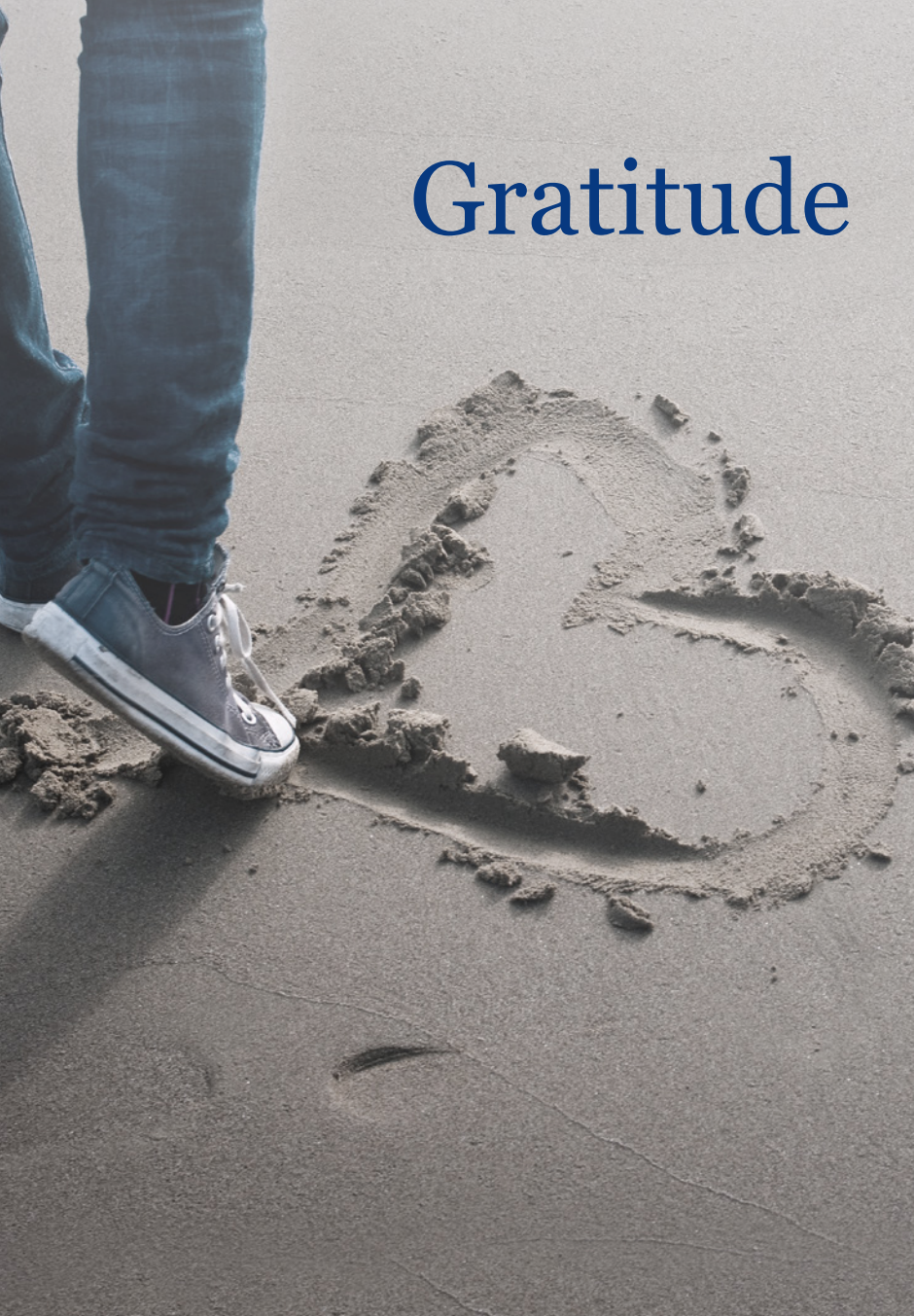
- Alene Riley – Region IV Director
- Suzanne Davidson – Region V Director
- Jennifer Lane – At Large Director #1
- Allison Krueger – At Large Director #2
- Diana Amirehteshami – At Large Director #3
- Jennifer Madden – At Large Director #4
- Jonell Mertens – At Large Director #5

Staff

- Renée Tuzee – CEO
- Iris Swinea – Director of Programs
- Erin Journigan – Director of Membership
- Emily Baba – Communications Manager
- Teresa Bailey – Help Desk Support

- Tia Kline – Controller
- Rebecca Warbrick – Membership Field Rep
- Sharla Calloway – Membership Field Rep
- Cassie Gabler – Communications Specialist
- Mona Wasef – Office Coordinator

Gratitude



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.

Alliances, Sponsors & Donors



Donors*

2019

Diamond \$100,000 +

Dion Family Foundation in honor of
Jan Dion

Gold \$1,000 – \$24,999

David & Diana Amireheteshami
Artis – College, Life, Career
Beverly Hottois
Catherine Kauffman
Joyce Jackson & Stephen Jennings
Cheryl LaMee
Jennifer Lane
Denise Lilley
Qing Marquis
Wendy Ridderbusch
Alene Riley
Lynne Zuckerman

Silver \$500 – \$999

Marco and Kim Alessio
Andrea Barry
Argyros Family Foundation
Suzanne Davidson
Intrepid
Pamela Johannsen
Debbie May
Jonell Mertens
Brenda Polivka
Santa Maria & Company
Ann Spencer

Bronze \$25 – \$499

5 College Friends (Christina Donovan) –
In gratitude for the hospitality &
generosity of Mike & Ali Zimmerman
& family
Corrie Austin – In honor of Laura & John
Armour – Palos Verdes Chapter
Maya Baba
Linda Blaskowsky
Kimberly Bowen
Kathleen Boyse
Maureen Brown Thomas
Thomas Brown – In honor of Kimberly
Cooke Brown – Ridgefield Area Chapter
Belen and Kyla Chee
Cason Couture
Julie Cronin
Ivana & Morgan Davis
Montserrat de Muller
Allison Doherty Sunberg – Class of 2004
Melissa Doherty – Class of 2007
Robin Doherty
Grace Evans
Edward Fitzpatrick
Jane Folmer
Harriette Herman – In loving memory
of Bette Noneman, Janice Flatten's
dear mother
Douglas Hueckel
Patricia Jamgotchian
Caryn Keller
Anita Kramer Gorder

Tia Kline
KMKAngelDesigns
Allison Krueger
Angie Lee
Jennifer Lopez
Jennifer Madden
Chris McConnell
Alison McCrary
Michaele Oberbroeckling
Hong Pan
The Pagel Family – In memory of Mary Lee
Young – San Bernardino Chapter
Rio Phior
Margaret Plummer – Inspired by
Jennifer & Heather who volunteered in
the Phoenix/Scottsdale area
Newfield Exploration Company –
On behalf of Vikki Houche –
Texas Topaz Chapter
Tim & Justine Rethlake – In memory of
Mary Lee Young
Rita Sadler
Cheryl Scherzer
Joshua Schindehette – In honor of
the Morley family
Carol Shi
Lenore Stewart
Christopher Swiatek – In honor of
Lisa & Betsy Sherhart
Beth Taulbee
Renée Tuzee

2018

Platinum \$25,000 – \$99,999

Dion Family Foundation in honor of
Jan Dion
Rancho La Puerta
Lynne Zuckerman

Gold \$1,000 – \$24,999

Beverly D. Hottois
Denise Lilley
McCrea Foundation
(Donna & Ted Welsh)

Silver \$500 – \$999

1st Community Insurance Services
Argyros Family Foundation
Kimberly & Marco Alessio
Diana S. Amirehteshami
Digital Cheetah
g-merch
Pamela Johannsen
Allison Krueger
Jennifer Lane
JMPR Public Relations
Alene Riley
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 &
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
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



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#NationalCharityLeagueInc