



Celebrating 95 Years

THE MAKING OF A PHILANTHROPIST



WE BELIEVE IN PHILANTHROPY FIRST

We practice philanthropy which is the active effort to promote human welfare. A philanthropist consciously decides to donate time, experience, money, skills or talent to help create a better world.

Ours is the story about the making of young philanthropists, selfless volunteers, confident leaders, kind team players and compassionate doers. It's about the unique connection between mothers and their daughters, and the considerable impact they have to elevate the human spirit and social condition.

When multiplied by tens of thousands of mothers and daughters across the nation, each of our Chapters fuel the collective power that National Charity League has to change the world.

“When we invest in women and girls, we are investing in the people who invest in everyone else.”

— Melinda Gates



BENEVOLENT BEGINNINGS

National Charity League's story of giving has been 95 years in the making. It began in 1925, when Gladys Bernice Wilkinson brought together a group of Los Angeles women to make layettes for the American Red Cross and to assemble food baskets for the hungry.

In 1936, Wilkinson would organize a group of young women, called Ticktockers, to help Children's Hospital in their spare time. What was born of an act of kindness grew to become one of America's most impactful all-volunteer non-profits.



WE CREATE IMPACT

As a national multi-generational non-profit, our mothers and daughters have volunteered for nearly a century to help local communities and philanthropies. National Charity League's current annual impact is staggering.



3 Million

ANNUAL VOLUNTEER HOURS



\$68 Million*

PHILANTHROPIC IMPACT



200,000

MEMBERS & ALUMNAE



279

CHAPTERS IN 29 STATES**



Philanthropy Spotlight

National Charity League's alliance with **American Heart Association Go Red for Women** has brought lifesaving cardiovascular information to the public. Since 2017, our mothers and daughters have garnered national media coverage and devoted **nearly \$200,000 in volunteer hours** and branded product sales to the movement.



*Independent Sector- National average value of a volunteer hour is \$24.69

**Through March 30, 2020

TOP AREAS OF IMPACT

We are in service to hundreds of causes in our effort to promote human welfare.



Children & Youth



Health



Community & Family



Disabled



Food & Housing



Seniors/Elderly



Animals



Military



Education



Art & Culture



Environment



Women

TOP PHILANTHROPY PARTNERS

We are partner to over 4,000 incredible charities in our immediate communities.



47,271 Hours
72 Chapters



Ronald
McDonald
House®

28,998 Hours
75 Chapters



THE HUMANE SOCIETY
OF THE UNITED STATES

21,527 Hours
37 Chapters



10,853 Hours
61 Chapters



10,716 Hours
38 Chapters



7,239 Hours
29 Chapters



Special Olympics

21,355 Hours
93 Chapters



American
Heart
Association®

7,537 Hours
15 Chapters



7,163 Hours
29 Chapters



BOYS & GIRLS CLUBS
OF AMERICA

7,095 Hours
91 Chapters





“The best way to find yourself is to
lose yourself in the service of others.”
– Gandhi

THE NCL EXPERIENCE AND CORE PROGRAM

Our engaging learning program shapes next generation leaders as mothers and their daughters, ages 12-18, participate in a six-year core program embracing community service, leadership development and cultural experiences.

Activities are designed as hands-on, experiential and digital experiences to help young girls gain leadership skills, build confidence and effectively partner with peers and local philanthropies to serve specific needs.



After completing the core program, mothers and daughters transition to Sustainer membership becoming part of Forever NCL. They receive access to our member directory, social media and special events.

New programming will also offer mentoring opportunities throughout the core program, college, career, motherhood and golden years.

LOCAL TOUCH IS GREATER REACH

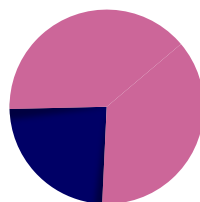
A-RATED PROGRAM SERVICES*

National Charity League invests the majority of its funding into the communication and training of its membership body. We believe in good governance, ethical management practices and accountability. The following is a percentage breakdown of our functional expenses.

78%

PROGRAM SERVICE

- Communication & Training
- Community Impact
- Technology Support



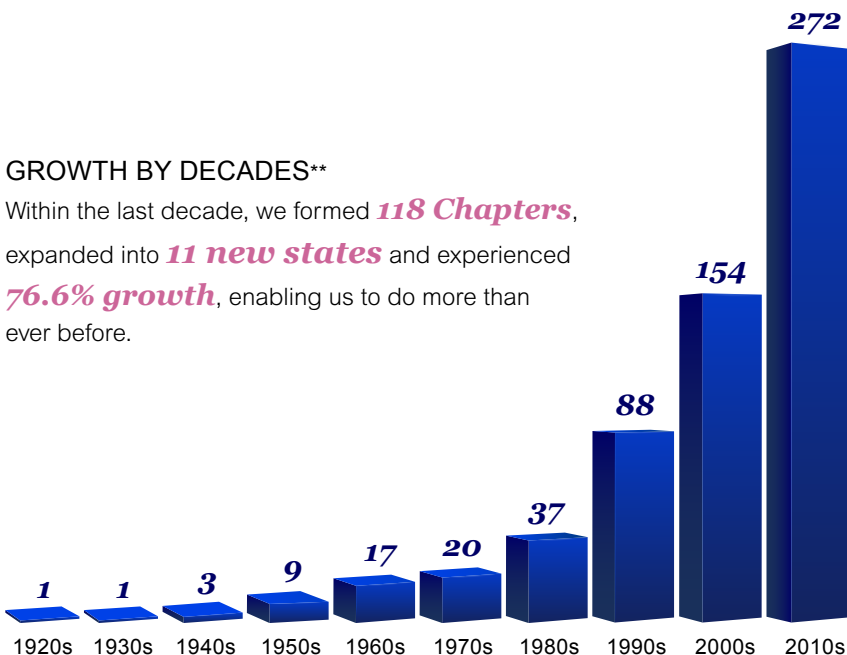
22%

MANAGEMENT & GENERAL

- Administrative

GROWTH BY DECADES**

Within the last decade, we formed **118 Chapters**, expanded into **11 new states** and experienced **76.6% growth**, enabling us to do more than ever before.



*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. This chart represents years 1925–2019. Source: charitywatch.org

**Data through December 30, 2019

2020 Celebrating 95 Years



With Gratitude to Our Donors*

LIFETIME

Diamond \$100,000+

Dion Family Foundation,
in honor of Jan Dion, Past
National President

Platinum

\$40,000–\$99,999

Lynne Zuckerman,
Past National President
and Sustainer

Gold

\$10,000–\$39,999

Denise Lilley, National
President and Sustainer

ANNUAL

\$5,000+

Denise Lilley

\$1,000–\$4,999

Beverly D. Hottis
Joyce A. Jackson – In
Memory of Stephen
H. Jennings
Cheryl LaMee
Jennifer Lane
Debbie May
Jonell E. Mertens
Alene H. Riley
Lynne Zuckerman

\$200–\$999

Kim Alessio

Andrea Barry
Suzanne Davidson
Nina Hendee
Pamela Johannsen
Linda Kaan
Catherine Kauffman
Jennifer Madden
Wendy Ridderbusch
Kelley Samples
Ann Spencer
Megan Stone
Veronika Kwan Vandenberg
Linda Zimmer

\$25–\$199

Anonymous
Matthew Artho
Maya Baba
Heidi Bekebrede
Kristen Blankenbecler
Linda Blaskowsky
Kimberly Bowen
Rina Browning
Jeanine Calabria
Sharla Calloway
Tiffany Carlson – In honor of
Avery and Kendell Carlson
Belen Chee
Alison Clark
Commonwealth Cares Fund, Inc.
Christine Condino-
Mecklenburg
Yadira Coto
CPS Electronics
Robert Curry
DBA

Montserrat de Muller
Laura den Boer
Jackie Dennington
District 14 – In Memory
of Sara Brown,
Gardenia Chapter
Robin Doherty
Robin Doherty – In Celebration
of Northeast Atlanta
Chapter's 10th Anniversary
Lillian Dollenmayer
Barb Drotar
Alyson Dunlap
Rebecca Duplock
Cheri Etchelecu
Mary Evans
Margaret Fitts
Chris Franz
Ann Gibbins
Tomika Hargett
Kathleen and Sophie Heap
Diane Henderson
Erin Journigan
Konstantinos Kapogianis
Tia Kline
Cynthi Knight
Anita Kramer
Allison Krueger
Anita Lane
Angie Lee
Tiffany Lemons
Lisa Lennox
Denise Lilley – In honor of
Donna Welsh
Vadran Manuel

Jennifer Marshall
Linda Martens
Erin McLoughlin
Margret McWilliams
Susan Merrell
Cathleen Messina
Eva Mettrey
Kendra Nitta
Marta Pemberton
Rio Phior
Margaret Plummer
Wendy Purvis
Mike Ramos
Diana Richards
Shannon Richter
Sharmila Sapkota
Carol Shi
Kristin Shuff
Theresa Stamey
Lenora Francois Stewart
Phelan Stidham – In honor
of Terrie Mahrouyan and
her daughter
Kathy Swinney
Shawn Sylvia
Felice & Celelia Szetowong
– NCL Moonlight Chapter
Renée Tuzee
Jill Vassar
Dahlia Victorio
Elizabeth Wallis
Mona Wasef
Marina Wroblewski

*Contributions through
December 2019



© National Charity League Inc. 2020

With Gratitude to Our Sponsors



National Charity League, Inc.®

MOTHERS AND DAUGHTERS SERVING COMMUNITIES TOGETHER

959 South Coast Drive, Suite 225 Costa Mesa, CA 92626

nationalcharityleague.org | (714) 966-1005 | [#NationalCharityLeagueInc](https://www.instagram.com/NationalCharityLeagueInc)