



THE MAKING OF A PHILANTHROPIST

IMPACT REPORT

WHO WE ARE



Since 1925, members of National Charity League, Inc. (NCL) have taken an active effort to promote human welfare. As philanthropists, our mother and daughter members have made the conscious decision to improve our local communities through hands-on, grassroots volunteerism. We donate time, talents, skills and experience to elevate the human spirit and social condition.

Our integrated core programming supports members in becoming more culturally-conscious, team-spirited, confident leaders and our sustaining member programming encourages mentorship, networking and continuing philanthropic opportunities.

“A leader is someone who demonstrates what is possible.”

— Mark Yarnell



PROGRESS IN UNPRECEDENTED TIMES

As volunteers, who for generations have dug in and worked hard in the field to help our neighbors in need, the past year has been one of the most dramatically challenging since the early 20th century. In spite of conditions imposed by a world pandemic and stay-at-home directives, our caring members have collectively pivoted to answer our mission and solve urgent public needs.

Our members' deep community connections have created a demonstrable positive impact. This report is a compilation of these incredible efforts and a tribute to our supporters and the mothers and daughters who valiantly lead with philanthropic purpose, compassion and courage.



A photograph of two women with dark hair, one in the foreground and one slightly behind her, both looking upwards and to the right with thoughtful expressions. The woman in the foreground is wearing a blue patterned top, and the woman behind her is wearing a green top. The background is a textured, light-colored wall.

*“ We are servant
leaders, cultural
bridge builders
and community
change agents. Our
future lies in the
sustainable pursuit
of advancing
human welfare.”*

– Denise Lilley, President

VISION

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Our organization has made an intentional effort to advance in the following ways:

- Simplify involvement and administration because time is our members' greatest commodity
- Expand our social impact and reach by adding more Chapters and new states
- Increase donations and sponsorships
- Enhance the mother-daughter experience and value of lifetime membership

IMPACT OVERVIEW

As a nationwide multi-generational non-profit, our members have volunteered for nearly a century and their annual impact is staggering.



Over 2.5 Million
ANNUAL VOLUNTEER HOURS



\$68.7 Million*
PHILANTHROPIC IMPACT



200,000
MEMBERS & ALUMNAE



282
CHAPTERS IN 29 STATES**

TOP AREAS OF IMPACT

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



Children



Health



Community/Family



Disabled



Food & Housing



Elderly



Animals



Military



Education



Art & Culture



Environment



Women

*Independent Sector, 2019– National average value of a volunteer hour is \$27.20

**Through May 31, 2020

PRINCIPAL PHILANTHROPY PARTNERS

We are partner to over 6,000 charities in our immediate communities.



56,589 Hours
76 Chapters



**Ronald
McDonald
House®**

28,487 Hours
83 Chapters



**American
Heart
Association®**

20,343 Hours
186 Chapters



Special Olympics

20,038 Hours
107 Chapters



**THE HUMANE SOCIETY
OF THE UNITED STATES**

15,921 Hours
42 Chapters



13,332 Hours
46 Chapters



10,450 Hours
20 Chapters



10,052 Hours
106 Chapters



8,875 Hours
23 Chapters



7,926 Hours
17 Chapters



7,619 Hours
53 Chapters



6,676 Hours
36 Chapters



**BOYS & GIRLS CLUBS
OF AMERICA**

6,338 Hours
32 Chapters



5,689 Hours
26 Chapters



5,070 Hours
22 Chapters



4,778 Hours
53 Chapters



4,265 Hours
44 Chapters



3,762 Hours
17 Chapters



3,326 Hours
33 Chapters



3,311 Hours
12 Chapters



3,190 Hours
9 Chapters



NCL CORE PROGRAM

Our unique proprietary programming prepares next generation leaders. Mothers and their daughters, ages 12-18, participate in a six-year core program embracing community service, leadership development and cultural experiences. Activities include hands-on and digital experiences designed to help young girls gain leadership skills, build confidence and effectively partner with peers and local philanthropies to serve community needs.



After completing the core program, mothers and daughters transition to Sustainer membership to become a part of Forever NCL. They receive access to our member directory, social media, national book club and special events. We also maintain outreach to our alumnae so they can become sustaining members and enjoy the benefits of Forever NCL.

Our new Forever NCL programming will offer an exciting lifecycle of networking and mentoring opportunities throughout the core program, college, career, motherhood and golden years.

*“Current affairs have shown us
that a path for chapter growth,
and our volunteer presence,
is critical in all 50 states.”*

— Renée Tuzee, CEO



PROGRAM UPDATES



Chapters Go Virtual

In the past, our chapters met in person, working directly in their local communities. Since the onset of the COVID-19 pandemic, we created a full calendar of virtual options for programming. Members are not limited in any way by physical meetings.



Home Task Force Mobilization

Our chapters have gallantly mobilized across the country serving efforts ranging from food/supply drives to blood drives, making blankets for fire and police philanthropy partners, and uplifting the elderly in nursing homes. No stone has gone unturned in aiding the homeless, veterans, hospital workers and more. Over 6,000 volunteer hours have already been served and more will be devoted by our home task force COVID-19 response.

“Connect deeply with others. Our humanity is the one thing that we all have in common.”

– Melinda Gates

NEW PROGRAMMING

FOREVER NCL BOOK CLUB

This is an online community for Sustaining members. Bestselling authors and speakers such as Iris Krasnow, Lisa Damour and others, participate in online book overviews and member Q & A sessions. Topics include friendship, courage, loyalty, stress/anxiety, self-care and more.



Iris Krasnow

DIVERSITY AND INCLUSION COUNCIL

This council includes interested members serving in communities and leading chapters who wish to open a dialogue about the social concerns of today. Our National Fall Kickoff event for this online programming features candid speaker Ijeoma Oluo, The New York Times best-selling author of “So You Want to Talk About Race.”



Ijeoma Oluo

MODERN ETIQUETTE

Expanded programs from Beaumont Etiquette created by Myka Meier, coach, author and co-founder of the Plaza Hotel's Etiquette Program. This program offers members a comprehensive video series Tea Training. Live virtual online tea events are personally hosted by Myka.



Myka Meier

NATIONAL PHILANTHROPY PROGRAMS



American
Heart
Association®

Love Your Heart

This program brings lifesaving cardiovascular information to the public for the Go Red for Women Movement and Hands-Only CPR. This year our members devoted over \$553,000 in volunteer time and to support the American Heart Association.

EmPOWERED Ticktockers

Daughter members, called “Ticktockers,” work with local organizations to gain experience in addressing community issues impacting health and wellness. Topics are women’s health, health justice, nutrition, vaping and more.

Our National Professional Leadership Initiative is designed to assist our organization’s collegiate members to become powerful catalysts in their communities.



Kind Leaders Curriculum

The Kindness Campaign creates positive, accessible tools to build emotional health at home and in the classroom. Key topics include self-image, emotional awareness, inclusion, empathy and community. Our members have devoted hundreds of hours in volunteer time to forward this cause.



COVID-19 Support Expansion

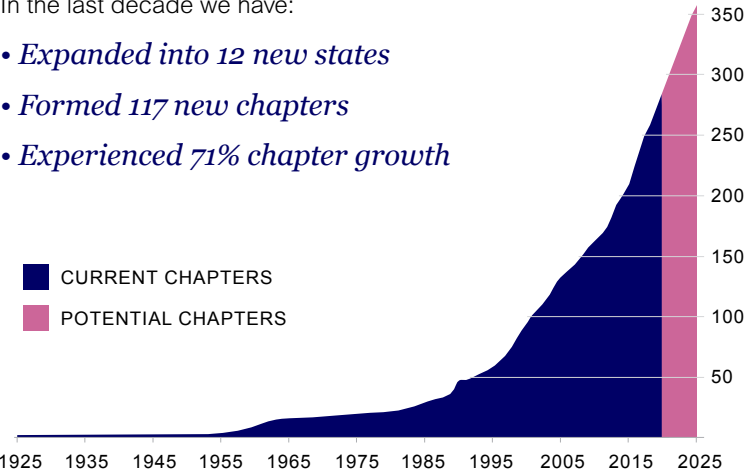
Operation Gratitude is our country’s largest volunteer non-profit for military, veterans, first responders, and now healthcare workers. Our members have proudly donated support to this non-profit for 12 years. This year over 100 chapters hand-made thousands of red, white and blue paracord bracelets for deployed U.S. troops, representing over \$273,400 in volunteer time.

GROWING AND DOING MORE

Our program services and overall reach have grown.

In the last decade we have:

- *Expanded into 12 new states*
- *Formed 117 new chapters*
- *Experienced 71% chapter growth*



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.

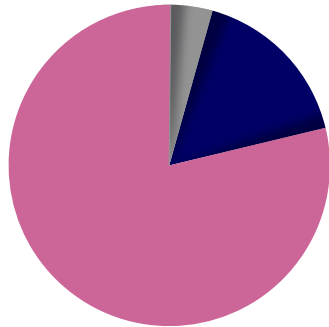
79% PROGRAM SERVICE

- Communication & Training
- Community Impact
- Technology Support

17% MANAGEMENT & GENERAL

- Administrative
- Depreciation

4% FUNDRAISING



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

FY2019-2020

GRATITUDE TO OUR DONORS

LIFETIME

Diamond \$100,000+

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

Platinum \$99,999– \$40,000

Lynne Zuckerman,
Past National President
and Sustainer

Gold \$39,999– \$10,000

Denise Lilley, National
President and Sustainer

ANNUAL

\$5,000+

Denise Lilley
Sandra Livingston

\$4,999–\$1,000

Andrea Barry
Beverly D. Hottos
Joyce A. Jackson –
In Memory of Stephen
H. Jennings
Dori Kaneoka & The
Wonderful Company
Cheryl LaMee
Jennifer Lane
Debbie May
Jonell E. Mertens
Alene H. Riley
Lynne Zuckerman

\$999–\$200

Kim Alessio
Suzanne Davidson
Nina Hendee
Pamela Johannsen
Linda Kaan
Catherine Kauffman
Jennifer Madden
Eva Mettrey
Wendy Ridderbusch
Kelley Samples
Ann Spencer
Megan Stone
The Sigman Team –
Legacy Mutual Mortgage
Veronika Kwan Vandenberg
Linda Zimmer

\$199–\$25

Anonymous
Matthew Artho

Maya Baba
Buffy Baggott – In honor
of Nicole Heaston Lane's
service to her community

Lynn Barr
Heidi Bekebrede
Kristen Blankenbecker
Linda Blaskowsky
Kimberly Bowen
Rina Browning
Jeanine Calabria
Sharla Calloway
Tiffany Carlson –
In honor of Avary 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

Keli Luce
Vadran Manuel
Jennifer Marshall
Linda Martens
Elizabeth Masur –
In memory of Pam
Sweebe/Echols
Erin McLoughlin
Margret McWilliams
Susan Merrell
Cathleen Messina
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
Anneliese van der Pol
Jill Vassar
Dahlia Victorio
Elizabeth Wallis
Mona Wasef
Marina Wroblewski

Mother-Daughter Tributes

Noreen ~ Sarah-Rose & Kate
South Coast
Donna ~ Amy & Hannah
Champions
Robin ~ Allison & Melissa
Roswell Alpharetta
Eva ~ Tolar
Outer Banks
Catherine ~ Ilyssa & Ali
Scottsdale
Michelle ~ Ally
New Canaan
Maya ~ Erica & Emily
Saratoga-Los Gatos
Suanne ~ Jane & Cat
Pasadena Area
Lezlie Renee' ~ Sydney
Milton



SPECIAL THANKS TO OUR SPONSORS



Body Esteem



ARGYROS
FAMILY FOUNDATION



 digital cheetah®




National Charity League, Inc.®
MOON VALLEY CHAPTER



National Charity League, Inc.®

MOTHERS AND DAUGHTERS SERVING COMMUNITIES TOGETHER

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