THE MAKING OF A PHILANTHROPIST

IMPACT REPORT
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.
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

"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
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.**

*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.

June 1, 2019 – May 31, 2020
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.
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.

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

– Renée Tuzee, CEO
“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.

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.”

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.

Iris Krasnow
Ijeoma Oluo
Myka Meier
**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 handmade 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. Hottois
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
Veronica Kwan Vandenberg
Linda Zimmer

$199–$25
Anonymous
Matthew Artho

Maya Baba
Buffy Baggot – In honor
of Nicole Heaston Lane’s
service to her community
Lynn Barr
Heidi Bekebrede
Kristen Blankenbecler
Linda Blaskowsky
Kimberly Bowen
Rina Browning
Jeanine Calabria
Sharla Colloway
Tiffany Carlson –
In honor of Avary and
Kendell Carlson
Belen Chee
Alison Clark
Commonwealth Cares
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Christine Condino-
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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
Alison Dunlap
Rebecca Duplock
Cheri Etchelecu
Mary Evans
Margaret Fitts
Chris Franz
Ann Gibbins
Tomika Hargett
Kathleen and Sophia 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
Wendi Purvis
Mike Ramos
Diana Richards
Shannon Richter
Sharmila Sapkota
Carol Shi
Kristin Shuff
Theresa Stamey
Lenora Francois Stewart
Phelan Stichham – 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 Victoria
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

Contributions through August 2020
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MOON VALLEY CHAPTER