



National Charity League, Inc.®

FOR IMMEDIATE RELEASE

National Charity League’s Inaugural “National Day of Service” Yields Over 8,400 Volunteer Hours – equaling \$240,000* -- for Worthy Causes

--200 chapters and 11,000 mothers/daughters across the country gave their time on April 23 to American Heart Association, Alzheimer’s Association, and Operation Gratitude --

COSTA MESA, CA – MAY 10 -- National Charity League, Inc. (NCL), the nation’s premier mother-daughter non-profit organization, today announced the impact from its first-ever “National Day of Service” which was held on April 23, 2022 and resulted in over 8,400 volunteer hours donated to American Heart Association, Alzheimer’s Association and Operation Gratitude. Based on the current estimated cost of a volunteer hour, this equals \$240,000 worth of donated hours.

The event brought 200 chapters and 11,000 mother-daughter duos out on one day to illustrate their commitment to giving back to their communities. For American Heart Association, chapters participated in the Hands Only CPR training, which encourages participants to return home and teach this simple practice to a family member or friend. Given that 90% of out-of-hospital cardiac arrests end in death, the adoption of Hands Only CPR training can save a considerable number of lives.

For the Alzheimer’s Association, mother-daughter duos assisted with Gathering Voices, a video project that encourages individuals to tell their stories about how Alzheimer’s disease has impacted their life, and that of their loved ones and their community. The Association will share these videos in May and June to educate about and encourage support for curing Alzheimer’s disease, which effects 5 million Americans.

For Operation Gratitude, a nationwide nonprofit which offers opportunities for hands-on volunteerism in support of military/veterans/first responders, National Charity League mothers-daughters took part in the “Sleep Tight” initiative, which was started by an NCL Member Ashley Porter. The project includes creating custom, one-of-a-kind, colorful pillowcases to send uplifting and encouraging words to those in our military. Operation Gratitude included these pillowcases in care packages sent to veterans and wounded heroes. In addition to the pillowcases, NCL members helped assemble over 6,500 Care Packages bound for members of the US military stationed near Ukraine as the conflict in that country continues.

“Thanks to 200 enthusiastic and resourceful chapters, our first National Day of Service was an enormous success, delivering more volunteer hours than the original goal and positively impacting hundreds of communities all across the country,” said Iris Swinea, Director of Programs for National Charity League. “This event allowed us to dramatically accelerate our efforts with longtime philanthropy partners American Heart Association, Alzheimer’s Association and Operation Gratitude. We are thrilled with the outcome.”

Year-to-date, National Charity League has provided the American Heart Association with 30,022.25 hours from 223 participating chapters; Alzheimer’s Association with 14,732.50 hours from 159 participating chapters; and Operation Gratitude with 52,336 hours from 85 participating chapters.

About National Charity League, Inc.

Established in Los Angeles, California in 1925, and incorporated in 1958, National Charity League, Inc. is the nation’s premier mother-daughter non-profit organization. By incorporating mission-based programming, National Charity League develops socially responsible community leaders and strengthens the mother-daughter bond through leadership development, philanthropy, and culture. National Charity League recognizes the importance of diverse perspectives and experiences to meet the needs of the communities it serves.

Currently, the philanthropic organization has over 200,000 members and alumnae in hundreds of chapters across the nation. Last year, members contributed more than 2.7 million volunteer hours to more than 6,000 local philanthropy partners and their chapters, resulting in a \$76 million fiscal impact. National Charity League proudly celebrates its 100th anniversary in 2025.

Visit www.nationalcharityleague.org to find more information on how to get involved.

* Independent Sector: \$29.95 national value of a volunteer hour

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