

2017 Annual Report



NATIONAL CHRIST CHILD SOCIETY
WHERE LOVE LEADS TO ACTION



In this Annual Report, you will see how your generosity is helping us sustain our mission of serving children. Thanks to you, our annual giving in 2017 hit record levels! Thanks to you, we were able to assist our chapters in program development, help them build their membership and develop new leaders, and we were able to expand our footprint to carry our mission forward to new communities.

Since the first Christ Child chapter formed in 1887, we have grown to 46 chapters, which include our three newest chapters in formation: CCS of Greater Binghamton (NY), CCS of Dallas-Fort Worth (TX) and CCS of Western Massachusetts. Our National Board and Executive Director, Carolyn Pumphrey, help these new chapters from the moment they inquire about expansion. We give them guidance, financial support to identify and meet local needs, along with assistance recruiting a board, establishing programs and growing membership. A spirit of personal service guides both our chapters and those who help them.

Our chapter's collective impact is growing in many ways. In 2017, we served 82,000 children and families across the nation- 6.5% more than last year! Member volunteering increased again with our volunteers dedicating 385,000 volunteer hours to our various programs. We are building brighter futures with more literacy programs, more books distributed, and more hours dedicated to reading with young children. We are clothing more children and helping more families in poverty meet basic needs. Your support makes a difference.

We hope you will continue to help us – in turn, helping the children in need that we serve each day. For us, nothing is ever too much to do for a child. *Thank you and God Bless, Marybeth Baucio, NCCS President*

National Christ Child Society | Board of Directors | 2016 -2018

<i>President:</i> Marybeth Baucio, Cleveland, OH	<i>Immediate Past President:</i> Anne Kelley, Pasadena, CA	<i>Vice Presidents:</i> Beth Barrett, South Bend, IN Mary Jo Dawson, Detroit, MI Lambi Newsham, Summit, NJ Jean Phelan, Milwaukee, WI	<i>Directors at Large:</i> Molly Fanning, Columbus, OH Loretta Haugh, Sarasota, FL Melanie Mbuyi, Washington, DC	<i>Executive Director</i> Carolyn Pumphrey <i>Office Administrator</i> Mary Eustice
<i>President-Elect:</i> Carol Pickle, Pasadena, CA	<i>Treasurer:</i> Kaye Rowe, Akron, OH <i>Recording Secretary:</i> Linda Henry, Northern MI			

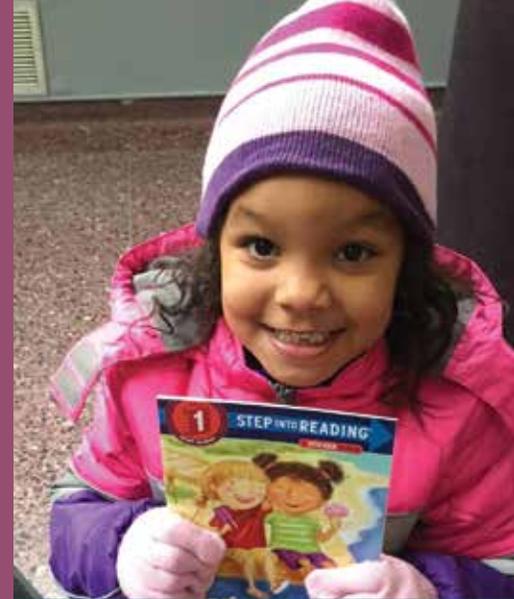
Served 82,000 children and their families - over 385,000 volunteer hours.

Challenging Poverty by Building Literacy

60% of our chapters have literacy programs, getting us closer to our target of 75% by 2021.

Starting at birth children are constantly learning, in and out of the classroom. Our involvement in the educational process is our greatest opportunity to positively impact a child's life. Chapters that regularly read to children, provide positive feedback, build self-esteem and improve the quality and quantity of educational experiences, are laying foundations for successful futures. NCCS Read to Me Cards help caregivers engage babies in language developing activities and the countless hours our members spend reading to children while working with local schools and organizations help children increase their reading skills and comprehension.

With that in mind, last October, over 70% of our chapters joined together in our 2nd annual National Day of Service with the theme "Make a Difference: Read to Me". Chapters brought hundreds of members and community volunteers together for fun reading activities and book drives. Community support was generous with thousands of dollars of books, cash and in-kind donations collected. Many volunteers expressed their joy in getting together to share, socialize and serve. Mary Virginia Merrick was present in every child's smile and each volunteer's hands and hearts.



"I was one of the fortunate volunteers who sat in the reading rocking chair...every one of the children gave their full attention to the books being read."

South Bend, IN Member

18,000+ volunteer reading hours and 50,000 books distributed.

Making a Difference through Programs

Each Christ Child chapter develops and runs programs that meet needs in their local communities. We help our chapters deliver these programs to families in need with maximum impact by providing them with education, consultation and financial support.

Through our empowerment programs, we are not only able to teach children self-esteem, respect for others, and life skills, but we are also able to help parents and caregivers develop good parenting skills. We help them build the essential skills they need to face the challenges of everyday life.

Through our basic needs programs, we help families in poverty through difficult times. NCCS' chapters supply layettes filled with baby essentials to help make first days easier for new parents.

We provide nice outfits and warm clothing to children who need our help. We supply children in crisis with clothing, hygiene supplies, toys, blankets, journals and school supplies, to help them feel less alone.

Thank you for helping us positively impact the lives of so many.

"The personal element brings true charity into life. The giver and the gift are brought together and the link is the Christ Child."

Mary Virginia Merrick, Founder

*Sophisticated Ladies Program,
Washington, D.C.*



*One of many completed
layettes, South Bend, IN*



*Treasures empowerment
program, Pasadena, CA*



*Warm coats, Cool Books
program, Toledo, OH*

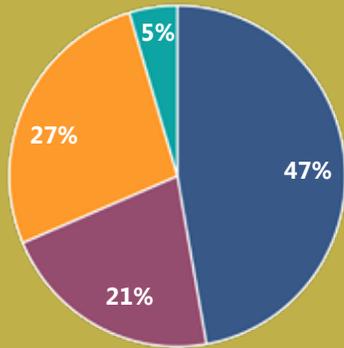


*Second Saturday program,
Milwaukee, WI*



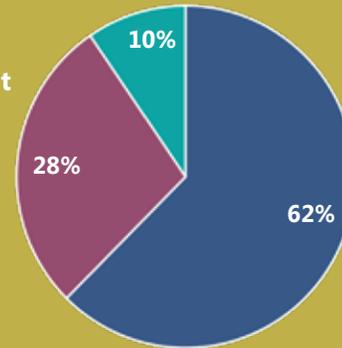
Distributed 24,000 layettes and clothed countless children.

2017 Financials



REVENUES

- Contributions & Support
- Dues/Chapter Support
- Investment Income
- Other Income



EXPENSES

- Program Services
- General/Administrative
- Fundraising/Development

NCCS | 2017 Highlights

- Most successful annual appeal campaign to date
- 6% increase in donor retention rate
- Increased focus on digital marketing strategy to help our chapters tell their story & gain support
- Continued Investment balance growth to help sustain our mission in the future

68%
donor
retention
in 2017

National Christ Child Legacy Society

You believe in our mission – your support has already made a difference. Consider joining the founding Legacy Society members listed below by including us in your estate plans which gives you an opportunity to change children’s lives for the better, well beyond your lifetime.

*Rose Acklin
Roseann Anderson
Mary Eustice
Marlene Genovese*

*Kay Gibbons
Angie Kopf
Anne Kroha
Carolyn Mergel*

THANK YOU TO THE DONORS who contributed over \$104,000 in 2017 – YOU make a difference!