



# ANNUAL REPORT 2019-2020

## MESSAGE FROM THE BOARD

Our volunteer Leaders across Canada have continued to serve families in their communities hosting their monthly meetings, helping correspondence via phone and email, outreach in community interactions, and now more on social media channels. Our volunteers are the core of our services. We are building a stronger organisation that has the support and resources our volunteers need in order to help the families in their communities.

The 2019-2020 fiscal year theme was Equity and Inclusion for La Leche League Canada (LLLC). LLLC introduced an Equity and Inclusion Policy, formed the Equity and Diversity Department, created guidelines on inclusive language, and has begun to hold discussions with our parent organisation La Leche League International (LLLI) regarding our experience and how to lead changes at the international level as well. We always strive to support our volunteer Leaders, and felt that focusing on Equity and Inclusion was long overdue, so we focused solely on this one topic over the past year.

Last year we began stream-lining and looking for efficiencies in our day-to-day operations and expenditures. This enabled us in 2019 to review our bookkeeping accounts to better see trends in expenses as well as fundraising to move our efforts forward where they are most needed and most effective.

Since the introduction of our Equity and Inclusion Policy last July, we have learned a lot about ourselves as an organisation, our history, and where we must change and grow. Equity and inclusion may be one of the most difficult topics to manage as an organisation, but one that we see as necessary to meet the needs of supporting all Canadian families. We are grateful to our volunteers who have supported our goals and embraced the recent changes. We hope that this annual report shows our commitment to being an open, honest, and transparent organisation with a full commitment to Equity and Inclusion for the future.



## WHO WE ARE

La Leche League Canada provides mother-to-mother / parent-to-parent / peer support for pregnant and new parents, and beyond the early weeks and months of a child's life. We are parents like you who have chestfed or breastfed our own children and now volunteer to support others to reach their goals. As volunteer Leaders we are accredited within La Leche League Canada after a detailed training program and have access to current scientific and legal information to help.

Connection and respect are at the heart of what we do and we strive to ensure that all families are welcomed and reflected in every aspect of La Leche League Canada, including in our volunteer Leaders. We believe that nobody knows your baby or family better than you, and that everyone deserves the right circle of support in which to raise their children.

La Leche League Canada is a national registered Canadian charity and part of a global organization, La Leche League International (LLLI), LLLC has been supporting families in Canada for over fifty years.

## WHAT WE DO

By phone, online, and in informal group meetings our volunteer Leaders are here to support you by providing evidence-based information on breastfeeding, chestfeeding and human milk. We live and parent in the communities we serve, and tailor programs to the needs of each community.

Our goal of supporting parents in raising happy, healthy children in every Canadian province and territory is shared by the health care system. LLLC contributes to this common goal by building connections, sharing resources, and providing education programs such as our Health Care Provider seminars across Canada.

There is no cost to receive support from a Leader and all regular informal group meetings are free of charge.

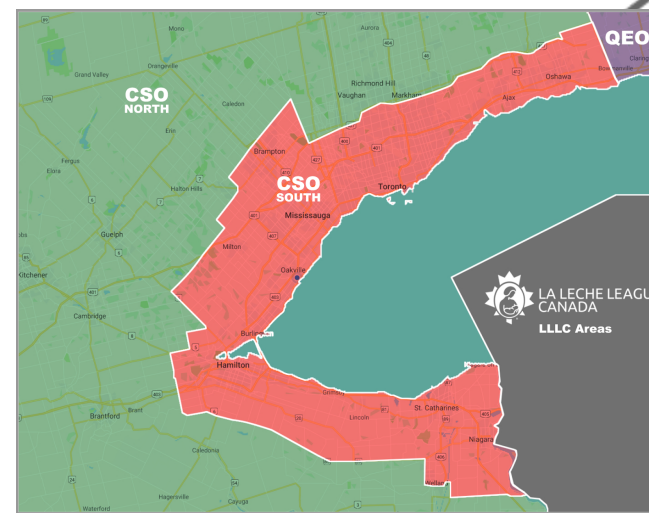
It is our privilege to support families during the exciting first days, weeks, months and even years of raising children. Welcome - we are here for you.





**WHERE WE COME FROM**

Our Leaders are located across Canada in six large distinct areas. Some lead groups with multiple co-Leaders while others are in more isolated locations running groups alone. In all cases, we try to make sure our volunteer Leaders feel connected wherever they may be.





**371 volunteer  
Leaders**



**175 communities  
across Canada**



**9,587 support  
connections made**



**18 helplines**



**9,756 meeting  
attendees**



**543 health care  
provider contacts**

*\*statistics are based off of La Leche League Canada data as of November 2020*

## THE PEOPLE

Volunteers are at the heart of what we do.

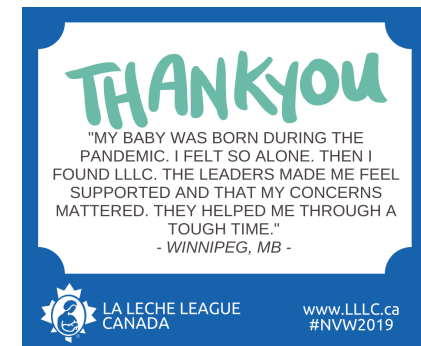
The five basic responsibilities of a Leader are:

1. lead series meetings with the public
2. help others over the phone, in person, or via online communication platforms (facebook, skype, etc.)
3. stay up to date with the latest information
4. manage their group activities
5. work with Leader Applicants and those considering LLL leadership

During volunteer week in April 2019, LLLC shared some of the letters we received from the mothers, parents, and families whom our volunteer Leaders have helped this past year. We are proud of the commitment our volunteers have to serving the communities in which they live, and we continue to seek opportunities to bring attention to the amazing work that our Leaders do.

## LEADER ACCREDITATION DEPARTMENT

- Initiated 97 new Leader applications
- Published 4 issues each of *Chrysalis*, the LLLC newsletter for Leader Applicants and *Butterfly*, the LLLC newsletter for the applicants' supporting Leaders





## 2019 YEAR IN REVIEW

### April - June

Successfully launched Spring Appeal, acquiring 15% more monthly donors, plus over \$1100 in one-time donations.

Began holding regular Leader and Leader Applicant meetings via GoTo Meeting, to connect Leaders and Applicants to others across Canada, and to meet the needs of isolated and lone Leaders and Applicants.

### July - September

Congratulated major fundraiser, Leader Ruth McAllister for her annual garage sale, netting nearly \$4,000

Signed up to participate in a research project with UBC and the BC Lactation Consultants Association, to examine health disparities in the experience of respectful care by administering the Mothers on Respect Index (MORi) adapted to parents and infant feeding (MORi adapted to Infant Feeding), and compare differences in experiences of respectful and disrespectful care amongst groups living in British Columbia, Canada, to identify demographic characteristics and other factors that are associated with variances in experiences of respectful care.

### October - December

Fall Appeal Launched with great success, bringing \$18,566.87 in funds.

LLLC Alberta / NWT began planning and publicising their Breastfeeding Conference for Midwives and Doulas, with plans to share information and ways to support their clients, to be held in April 2020.

The new Equity and Diversity Department began meetings, with plans for an organization-wide audit of every aspect of La Leche League Canada, and to plan how to address the systemic racism and exclusion that has inevitably grown into our ways of doing things.

## 2020 YEAR IN REVIEW

### January - March

Prior to the changes brought about by Covid-19, plans were made for LLLC to host Diversity and Inclusion within the Lactation Community, in Vaughn, Ontario, in early April. This Health Professional Seminar was initially postponed and then cancelled.

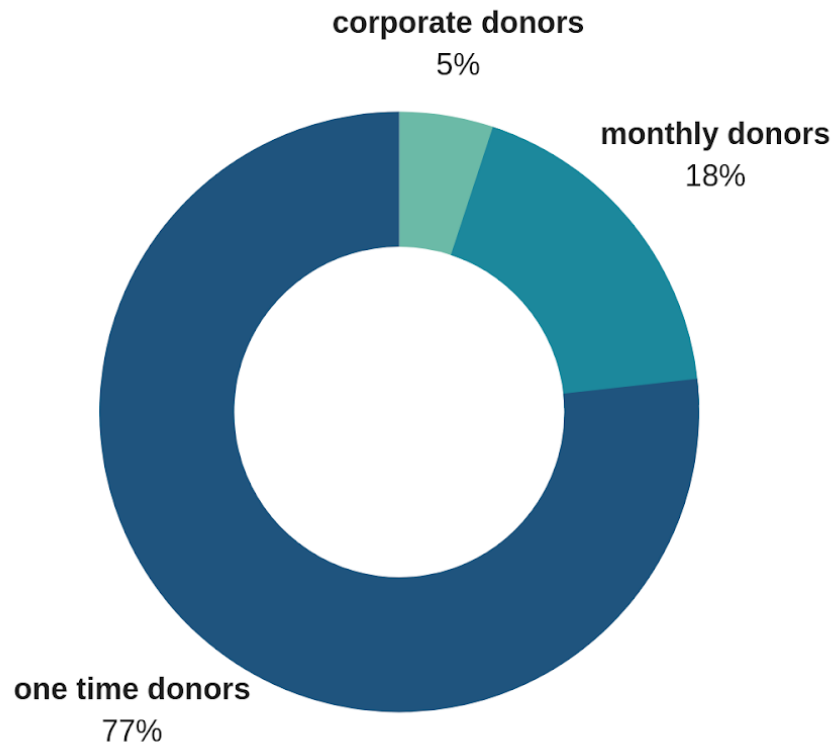
AB/NWT's Midwives and Doula's conference was also cancelled.

La Leche League Canada moved all forms of helping and connecting away from in-person, in response to the global pandemic.

## FUNDRAISING

Fundraising at LLLC is an activity shared by all. At the group and Area level, Leaders come together at spaghetti dinners, garage sales and clothing swaps to raise money to sustain their group and Area activities. Leaders work hard to identify and organize events and sales that are profitable, appealing to young families and feasible to deliver with their volunteer teams.

At the national level, our campaigns focus on raising cash and in-kind donations to ensure that every group receives basic funding, regardless of their own fundraising, and to provide shared services and programs that facilitate and support the work of Leaders across Canada.



The Fall 2019 campaign exceeded our goal by asking our volunteer Leaders to share the campaign across all social media streams, within emails to their Group contacts, and with anyone they have connected with as part of their work serving local families.

Our Leaders give freely of their time and expertise to families and it will always be our commitment that our support and information is available to parents at no cost. Recognizing that the early years of parenthood can be the ones when it is the most difficult to budget for charitable giving, we are grateful for every small donation. We appreciate the ongoing support of those whose parenting journeys and wider communities have benefited from our support over the years.





<b>FINANCIALS</b>			
<b>FINANCIAL SUMMARY</b>	<b>2019-2020</b>	<b>2018-2019</b>	<b>% CHANGE</b>
<b>INCOME</b>	<b>\$189,740</b>	<b>\$108,418</b>	<b>75.01%</b>
DONATIONS	176,627	89,640	97.04%
PROGRAM DELIVERY	9,956	16,158	-38.38%
OTHER	3,157	2,620	20.50%
<b>EXPENSES</b>	<b>\$116,827</b>	<b>\$90,574</b>	<b>28.99%</b>
<b>FUNDRAISING COSTS</b>	-	1,168	-100%
<b>MANAGEMENT</b>			
CONTRACT PAYMENTS	23,837	27,105	-12.06%
PROFESSIONAL FEES	21,619	6,003	260.14%
SALARIES	17,632	-	-
LEADER AND MEMBERSHIP COSTS	15,943	10,372	53.71%
BOOKKEEPING	7,126	9,733	-26.79%
PROMOTION, MARKETING, AWARENESS	4,877	242	1915.29%
INSURANCE	4,356	6,102	-28.61%
OFFICE	3,738	1,425	162.32%
BANK AND CREDIT CARD CHARGES	2,682	2,482	8.06%
AFFILIATE COSTS, LA LECHE LEAGUE INT'L	2,486	713	248.67%
PHONE AND INTERNET	1,817	963	88.68%
BOARD MEETINGS AND EXPENSES	894	811	10.23%
CONFERENCES, MEETINGS, TRAVEL	608	1,884	-67.73%
ADMIN COSTS AND MEETINGS	166	-	-
<b>PROGRAM DELIVERY</b>			
WEBSITE AND DEVELOPMENT	8,564	13,618	-37.11%
HEALTH PROFESSION SEMINARS	482	7,953	-93.94%
<b>NET INCOME</b>	<b>\$72,913</b>	<b>\$17,844</b>	<b>+308.61</b>

Corrections have altered the 2019 Statement of Operations, and been re-stated here under new categories

Even in covid, donations have continued to affirm the importance of LLL Canada



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