



LA LECHE LEAGUE
CANADA

Annual Report

2022 - 2023



Message from the Board

Cecily Heslett, Claudine Smith, Natalie Gohl, Pamela Mitchel, Julia Chen

La Leche League Canada Leaders are at the heart of what we do as an organization. These devoted volunteers provide the breastfeeding information and support that parents seek. In-person, peer-to-peer support meetings have been the primary means of delivering that information and support for over sixty years.

In May 2022, the Board of Directors voted to allow Leaders to resume in-person meetings. Many Leaders have enjoyed the opportunity to host in-person meetings and provide one-on-one in-person support again. Other Leaders have continued to provide virtual LLLC Group meetings and LLLC Prenatal Breastfeeding Classes.

The Board of Directors is excited about the future of La Leche League Canada. Our goals for the next fiscal year are to continue to increase Leader engagement, increase fundraising, and expand our capacity to provide support to Canadian families.





What We Do

The purpose of La Leche League Canada is to encourage, promote and provide peer-based breastfeeding support and educational opportunities for pregnant women, new mothers, parents and others, as an important contribution to the health of children, families and society.

La Leche League Leaders live and parent in the communities we serve. We provide evidence-based information and personalized support at organized meetings, both in-person and online. We also answer questions and offer encouragement to families via phone and email. We strive to ensure that all families feel welcome to reach out to La Leche League Canada for breastfeeding support.

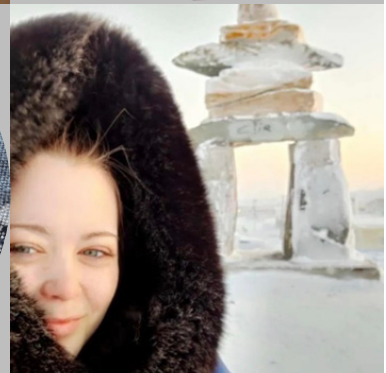
La Leche League Canada provides regular educational opportunities for healthcare providers at our annual Healthcare Provider Conference and through our Communication Skills Development course for Healthcare Providers.

The LLLC Social Media Team regularly shares original content on our Facebook and Instagram pages. We continue to explore new ways of increasing engagement. By increasing the visibility of LLLC on social media, we increase the number of people who go to our website for evidence-based breastfeeding information and LLLC Group Meeting details.

Who We Are

La Leche League Canada Leaders have nourished their children from their own bodies and want to support others to reach their own feeding goals. We believe that everyone deserves the right circle of support in which to raise their children. Leaders are accredited by La Leche League International after an extensive mentoring and training program which provides our volunteers with up-to-date lactation specific information.

La Leche League Canada is a national registered Canadian charity and part of the global organization, La Leche League International (LLL).





Where We Come From

Our Leaders are located across Canada from sea to sea to sea, in six large distinct Areas. We lead LLLC Groups in urban areas, rural areas, alone or with co-Leaders. We lead LLLC Groups as far north as Iqaluit, as far south as Windsor, as far east as St John's and as far west as Haida Gwaii.



Statistics



**258 Volunteer
Leaders**



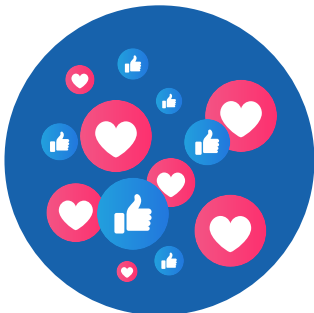
**129 LLLC Groups
Across Canada**



**75,500 Average
Weekly
Website Views**



**473 Questions
Submitted Online**
*to "Ask A Leader"
between April 2022 to
April 2023*



**12,750
Facebook
Followers**



**4,500 Instagram
Followers**



LLLC's Volunteers

Leaders are at the heart of what we do and it is vitally important that they feel connected to each other and to our national organization.

The five basic responsibilities of a Leader are:

1. Lead Series Meetings with interested parents
2. Help others over the phone, in person, or via online platforms
3. Stay up to date with the latest lactation information
4. Manage their LLLC Group activities
5. Work with Leader Applicants and those considering LLL leadership





Leader Accreditation Department

This year the LLLC Leader Accreditation Department (LAD) replaced all the traditional LAD forms and documents with fillable webforms on the LLLC website. This has streamlined the application process for Leader Applicants, supporting Leaders and LAD. We also began offering quarterly virtual “Interested in Leadership” presentations for those parents interested in becoming Leaders. Supporting Leaders were also provided guidance at quarterly virtual gatherings with the Administrator of Leader Accreditation. We are excited to see what LAD has in store for the coming year.

Between April 2022 - April 2023 the Leader Accreditation Department:

- Initiated 17 new Leader applications
- Accredited 7 new Leaders





Finance

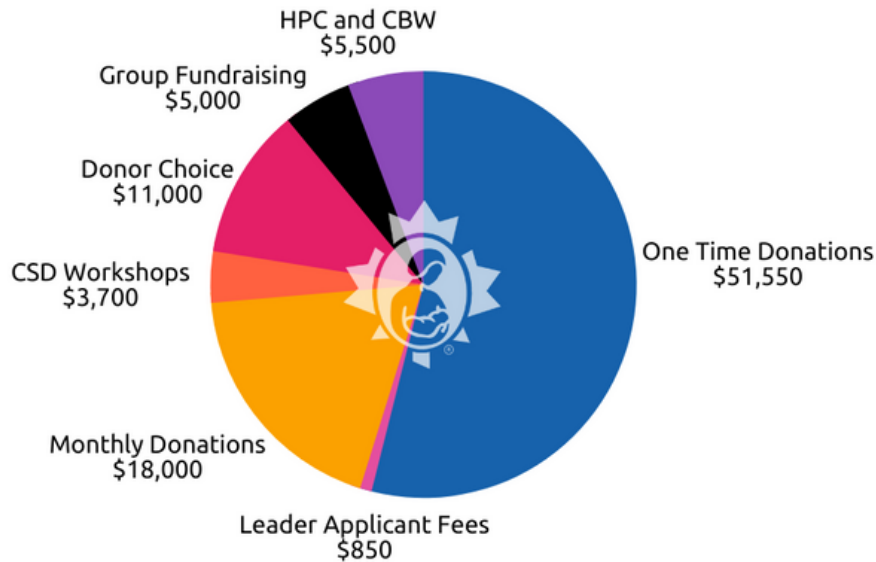
Here are some highlights of our year:

- Donations increased by 14% over the previous year.
- LLLC Victoria Group hosted the most successful LLLC Group fundraiser, bringing in \$4,700. Thank you to Ruth McAllister for this successful Garage Sale!
- Thank you to the ABNWT Area which donated another \$5000 from their bi-annual casino fundraiser.
- Virtual Accounts were capped at \$1000 for LLLC Groups and \$5000 for LLLC Areas. This encouraged Leaders to spend money to support their Leader activities and in preparation for returning to in-person meetings. This included spending on promotional items, marketing, rental space, books, etc.
- LLLC increased our annual contribution to LLL International to \$5000 to meet the commitment in our recently signed Direct Connect Entity Agreement.
- Reduced professional fees significantly.



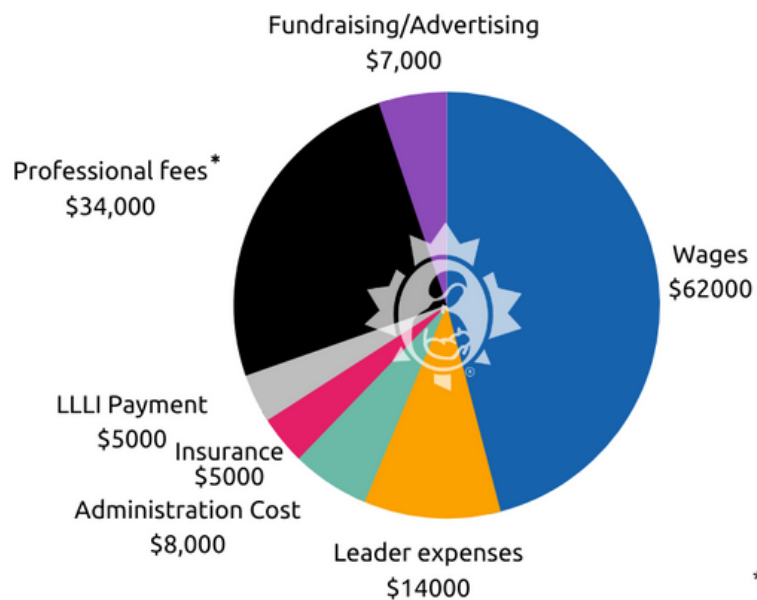
Income Breakdown

2022 - 2023



Expenses Breakdown

2022 - 2023



*Bookkeeper, Accountant, Lawyer, Website



Fundraising

Fundraising at LLLC is an activity shared by all. At the LLLC Group and Area levels, Leaders historically have come together for spaghetti dinners, garage sales and walk-a-thons to raise money to sustain their Group and Area activities. Leaders work hard to identify and organize events that will be profitable, appealing to young families and feasible to deliver with their volunteer teams. These kinds of events build community and raise much needed funds for LLLC at the same time. We appreciate the efforts of the Leaders who have begun to fundraise again, following two very difficult years.



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

The early years of parenthood can be a challenging time to budget for charitable giving. We are grateful for every donation we receive. We also greatly appreciate the ongoing financial support of those who no longer require the services of La Leche League Canada but who value the work of our organization. One-time givers, monthly contributors and committed regular and annual donors are all essential to the work we do and we are very thankful for their financial support.

Year in Review

This year the Board took on the project of updating all the LLLC policies to align them with our amended by-laws and the practices at LLLC. As of the end of this fiscal year, there are only a handful left to update.

In July 2022, we began to update all of our LLLC breastfeeding information sheets and create new ones from the material found in our blog. We now have over one hundred brand new updated information sheets and thirty personal stories of nursing experiences available on our website. We have written these in simple English to increase their accessibility. Six of our most popular information sheets have now been translated into Simplified Chinese.

In January, we launched the La Leche League Canada Virtual Library. The library contains audio and digital books on topics related to breastfeeding, birth and parenting. More than 800 people have now subscribed. These books, which are often not carried in local libraries, are now accessible to people across the country. The library also saves LLLC Groups the cost of keeping their own printed book libraries well stocked and up to date.

In this coming year we will be updating the information and slides in our LLLC Prenatal Breastfeeding Class. And we will continue to translate our information sheets into more languages. The Board will be updating our LLLC Board Manual to assist in the orientation of new Directors and to provide the Board with guidance in fulfilling its duties to the organization.

