

---

# Annual Report

*2020 - 2021*





LA LECHE LEAGUE  
CANADA

## Message from the Board

Cecily Heslett, Natalie Gohl,  
Pamela Mitchel, Jennifer Walker,  
Brandi Cranston

La Leche League Canada Leaders are at the heart of what we do as an organization. It is our devoted volunteers who provide the breastfeeding information and support that parents seek and hosting in-person, peer-to-peer support meetings has been the primary means of delivering that information and support since LLL's inception.

In April of 2020, the Board of Directors made the decision to suspend all in-person meetings, in response to the Covid-19 global pandemic. Since then Leaders have sought new ways to connect with mothers, parents, health professionals and each other.

They have taken on the challenge of learning new skills, like how to provide virtual meetings and conduct one-on-one video visits with parents who need support. They have signed up to teach our LLLC prenatal breastfeeding classes. We have had a significant increase in the number of parents submitting questions to our website and Leaders have generously volunteered many hours answering their questions, providing much needed support. They have also explored new ways of fundraising in a virtual world. And through it all, they have continued to support Canadian parents who want to breastfeed, chestfeed or otherwise provide human milk for their children.

The Board of Directors is very excited about the future of La Leche League Canada. Our goals for the next fiscal year are to increase Leader engagement, improve communication within the organization, continue to host successful virtual conferences and expand our capacity to provide support to Canadian families.

---

# Who We Are

The purpose of La Leche League Canada is to encourage, promote and provide peer-based breastfeeding support and educational opportunities, for pregnant women, new parents and others, as an important contribution to the health of children, families and society. As La Leche League Canada Leaders we have nourished our children from our own bodies and now we volunteer to support others to reach their own feeding goals.

---

Leaders are accredited by La Leche League International after an extensive mentoring and training program which provides our volunteers with current scientific lactation specific information.



## Who We Are continued

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 the global organization, La Leche League International (LLLI).





## What We Do

La Leche League Leaders live and parent in the communities we serve. We provide evidence-based information and personalized support at organized meetings, usually in-person but also online and at present, exclusively online. We also communicate with families via phone and email, answering questions and offering encouragement.

In addition, La Leche League Canada provides regular educational opportunities for health care providers at our annual Health Care Provider Conference and other seminars across Canada. The intention is to offer more of these virtual events in the future

Last October our Administrator of Leaders and Office Administrator worked hard to transition an historically local, in-person conference for parents into a highly successful national, multi-day virtual conference with speakers from all over Canada.

In addition to this, the social media team has been busy sharing content on our Facebook and Instagram pages. La Leche League continues to explore new ways of meeting mothers and parents where they are at.



LA LECHE LEAGUE  
CANADA



## Where We Come From

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



LA LECHE LEAGUE  
CANADA

---



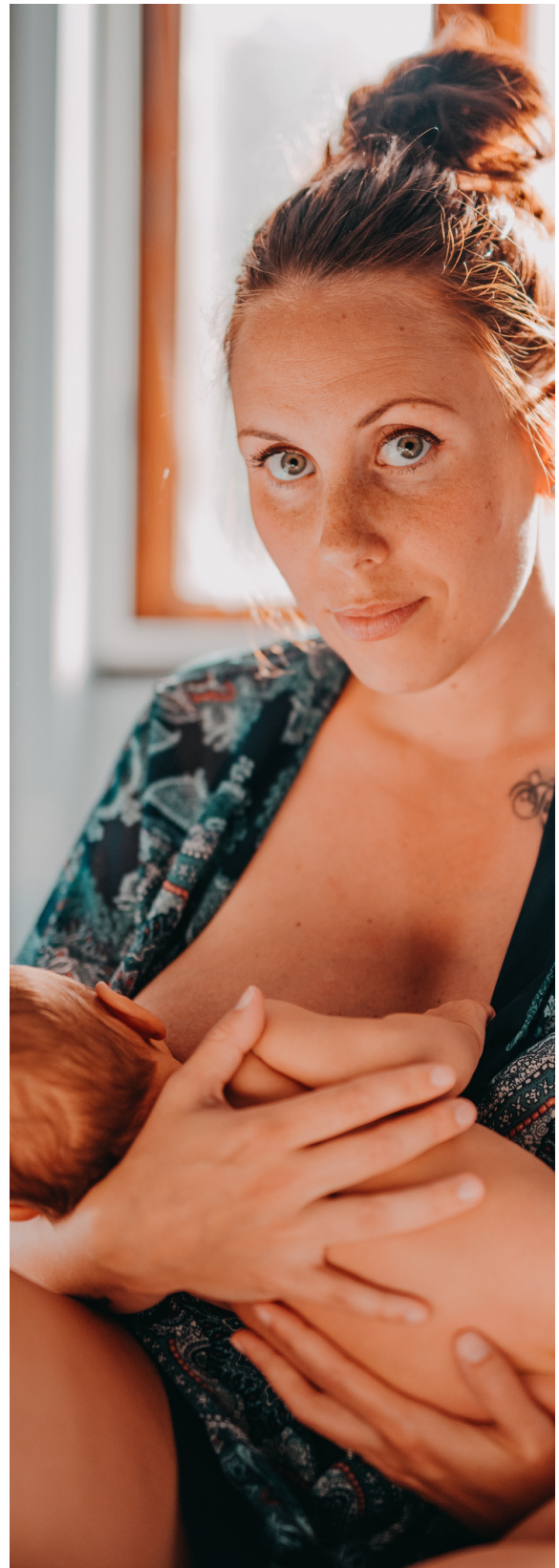
## LLLC's Volunteers

---

Our 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 Board is always aiming to improve the ways in which it communicates and connects with Leaders and expresses its appreciation of our volunteers.

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 group activities,
  5. Work with Leader Applicants and those considering LLL leadership.
- 





# Statistics



**347 volunteer  
Leaders**



**172 Groups across  
Canada**



**14,274 individual  
connections made**



**714 Questions  
submitted online**



**8,008 meeting  
attendees**



**784 virtual  
meetings**

---





## Fundraising

Fundraising at LLLC is an activity shared by all. At the group and Area level, 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.

This year, groups and Areas have been required to make adjustments in how they fundraise. This has led to some very creative solutions such as Facebook fundraisers and group sales fundraisers with online businesses.

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

Recognizing that in the early years of parenthood it can be challenging 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 but who value the work our organization does. 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.



---

## Leader Accreditation Department

---

The Leader Accreditation Department (LAD) accredited 33 New Leaders.

In Late 2020, Roberta Samec retired as the Administrator of Leader Accreditation. Melissa Fenwick graciously took on the role.

The LAD hopes to engage more Leaders in the upcoming year. Many hands make lighter work. Melissa aims to use various social media outlets to engage Leaders and Applicants.

---





## Year in Review

2020 was a challenging year for the world. As funding was cut to many programs in public health due to COVID, LLLC became a vital resource for many families.

Due to COVID, our financial review was delayed.

The Virtual Prenatal Classes started in the summer of 2020. It began as a trickle and has continued as a wave. Registrations fill up soon after being advertised publicly.

Areas held Town Halls to give Leaders an opportunity to discuss their priorities as a volunteer and give input into what LLLC's priorities should be.

Leader diversity education was offered via online workshops.

Leader Connects were offered on a monthly basis nationally as another option for Leader Education.

LLLC hosted its first virtual event with AB/NWT presenting a parenting conference. It was very well attended and received. The success propelled LLLC to host a Virtual Parenting Conference during Canadian Breastfeeding Week. The Conference was attended by over 350 individuals all over the world.

The Equity Audit was completed in 2020 as well. Feedback was given on our website, Information Sheets, social media, marketing and some policies.

