



La Leche League Canada



ANNUAL COMMUNITY REPORT

OCTOBER 2012



Our Mission

To encourage, promote and provide mother-to-mother breastfeeding support and educational opportunities as an important contribution to the health of children, families and society.

Our Vision

LLLC is a national charitable organization whose trained volunteer Leaders provide experienced mother-to-mother breastfeeding support through a variety of programs.

An acknowledged expert in breastfeeding, LLLC is a complementary adjunct to the health care system, valued by the health care system and society. The organization is an integral part of Canadian families' health care, connecting with every expectant mother and accessible in every community. LLLC collaborates with communities to provide a variety of services to meet their needs and wants.

It is a financially secure organization supported by a variety of sources including corporate partners, donors, sponsors, users, members, alumni and volunteers.

LLLC is an evolving, dynamic, efficient e-enabled learning organization with a variety of innovative programs and services. It is an organization committed to continuous growth and dynamic change to meet the needs of all constituents. The LLLC Board reflects the variety and interests of all constituents.

Message to our community

La Leche League Canada is excited to share that we have accredited volunteer Leaders in every province and territory of Canada. These Leaders provide breastfeeding information and support through in-person meetings in a variety of settings, by telephone and e-mail. La Leche League Canada also reaches mothers through social media (Facebook, Twitter, iPhone), on-line and print publications and via our website. Having a variety of means by which mothers can access general breastfeeding information or personalized support means that LLLC's services are available to mothers in all communities in Canada. By having multiple communication channels La Leche League Canada has been at the forefront of meeting the needs of Canadian families with breastfeeding support from pre-pregnancy to weaning and in the place where the mother feels most comfortable.

The World Health Organization's World Breastfeeding Week (WBW) 2012 theme focuses on celebrating its 20th anniversary and reviewing progress to increasing overall breastfeeding rates and exclusive breastfeeding to six months. As a member of the World Alliance for Breastfeeding Action (WABA) La Leche League Canada has been at the forefront of supporting breastfeeding families and providing information that has allowed them to reach their own personal breastfeeding goals for over 50 years. In 2012 we shared our knowledge and information about normal infant feeding with the Government of Canada "Infant Feeding Joint Working Group" as they updated the guidelines for Canadian families and health practitioners.

As we move forward, our goal is to enhance our ability to reach Canadian families wherever they live.

Along with providing direct services to breastfeeding families La Leche League Canada continues its tradition of providing breastfeeding education opportunities to Health Professionals. The importance of all those involved in the pre and post-natal care of mothers being well educated about the normal course of breastfeeding cannot be understated. Health professionals recognize La Leche League Canada as a partner in the *Breastfeeding Friendly Initiative* and as the only nation-wide organization able to fill the 10th step in the World Health Organization's "Ten Steps to Successful Breastfeeding for maternal health care facilities".

We would like to thank our members, our donors, volunteer Leaders, staff and the LLLC Advisory Council members, for their tremendous support. Each person in their own way has helped La Leche League Canada be there for a mother and her baby when she has looked to LLLC for breastfeeding information and support.



Fiona Audy
LLLC Board Chair



LLLC Program Facts

As of October 2012, 391 accredited LLLC Leaders lead in-person meetings in 155 Groups across Canada.

Every month our Breastfeeding Referral Line receives over 200 calls from women looking for breastfeeding information and help and an average of 63 mothers contact our Leaders via the LLLC.ca website for support on-line. Mothers also connect with LLLC through our iPhone app.

"Thanks for your reply,

Things seem to be on track- our son is now just over his birth weight at 19 days. Latching and feeding also seemed to turn a corner in the last days. I appreciate how important exclusive breastfeeding is and think its all getting well established.

Your email was very detailed and much appreciated. Your information was helpful and the support has helped to keep perspective." Colleen

The LLLC website at www.LLLC.ca has been viewed by 97,392 unique visitors (Oct 2011-Oct 2012) The most accessed pages are the "Find A Group", "Get Help" and the "Frequently Asked Questions" pages.

The La Leche League Canada website keeps administrative costs lower by providing an on-line access point for financial transactions such as: memberships, donations, seminar registrations. In addition individuals can update their personal information in the database, sign up for on-line publications and view a wide variety of information geared to their needs whether as a parent or health professional.

@LaLecheLeagueCanada on Twitter we have 943 followers and 311 supporters on Facebook at www.facebook.com/LaLecheLeagueCanada. These connections, along with all our members, donors and friends, allowed us to successfully participate in the vote driven Aviva Community Fund grant application process over the past few weeks. We are excited to have made it to the final round of voting which takes place in December 2012.

La Leche League Canada publications available on-line include: **Tree of LLLife**, with a current subscription list of 954, contains articles and news about breastfeeding of general interest to the public and our donors. **LLLC Connections**, with a current subscription list of 1300, is for LLLC's members and focuses on more detailed breastfeeding information and life in a breastfeeding family. **Keeping in the LLLoop**, with a current subscription list of 1254, contains articles and interesting quizzes which focuses on the education needs of health care professionals who work with pregnant and breastfeeding women.

Through our affiliation with La Leche League International and LLL USA, members and parents can also access **Breastfeeding Today** and **New Beginnings** via our website. **Aroha** the LLL member newsletter of LLL New Zealand is also available on the LLLC website.

LLLC Information Sheets on specific topics are shared with breastfeeding families by Leaders and are available for download from our website by mother and health professional members.

La Leche League Canada's public service announcement and 11 minute film about breastfeeding are both available to view and to download from the website. Many maternal health organizations are using both of these tools in their own breastfeeding promotion and support programs.

La Leche League Canada also reaches the public through national press releases in response to articles in the print, web-based, radio and television news, through articles in local news media and as we respond to requests for media interviews. In 2012, we were contacted by Canadian and USA media to comment on breastfeeding research articles, books, and one particular media story that challenged our position as it relates to men becoming accredited Leaders under the Policies that are currently in place regarding Leader accreditation. Our media team is responsive and provides fact based information about breastfeeding and La Leche League Canada to media outlets.

Three Health Professional Seminar events are planned for the fall of 2012 with speaker Linda J Smith, a Lactation Consultant from the United States. Her topic is: "From Birth to Co-sleeping: How Choices Affect Breastfeeding". The Health Professional Seminars take place in St Catherines and Ajax/Whitby, Ontario and Edmonton, Alberta. Planning for the 2013 health professional seminar events with speaker Nancy Mohrbacher is underway.

*"An exceptional presentation" "Evidence based information presented with passion and humour"
 "Looking forward to implementing some of these ideas" quotes from 2011 seminar participants*

La Leche League Canada shared information about our services with 700 Canadian pediatricians at the Canadian Pediatric Association conference in London Ontario in June 2012. Many of them found the visual display about the size of a baby's stomach at various stages to be helpful and eye opening.



Donor & Volunteer Contributions

Our programs and services are provided solely by highly-committed accredited volunteers. La Leche League Canada volunteers contribute over 35,000 volunteer hours each year in direct service to breastfeeding families and support to over 100,000 pregnant women and new mothers each year through one-to-one helping by telephone and e-mail, community outreach events and monthly meetings. This support system is an incredible value to families, estimated to be worth approximately \$875,000 to the Canadian economy.

La Leche League Canada places a high value on our relationship with our donors. Without their support, we would not be able to achieve our mission and provide information and support to breastfeeding mothers, their babies and their families. We believe that transparency and accountability are essential to our success. We comply with accepted practices of ethical fundraising and managing donor contributions. This is important because all of our donors are entitled to our pledge that their investment will have the greatest impact possible in support of breastfeeding families. LLLC participates in the *Imagine Canada: Charity Focus* website which allows donors to view financial, donation management and current activities information about many registered charities.

LLLC raises its annual budget of approximately \$250,000 through memberships, corporate and individual donations, and local fundraising initiatives. We are also registered with several on-line cause-marketing programs through which participating corporations donate a percentage of our supporters' purchases back to LLLC.

La Leche League Canada is very appreciative of the support of our committed corporate sponsors. Our deepest thanks to Platinum Sponsors: Milkface Nursingwear and Comfy Cotton Diaper Service, and our Silver Sponsor: Bumbini.



In the 2011-12 budget year, our fundraising costs of under \$12,000 (including an allocation of staff wages) generated total donations in excess of \$106,000. This cost includes assuring the delivery of our fundraising and development programs and member and donor services with a small professional staff component. Our administrative costs were only 17% of our income, which means we were able to spend the majority of our valued revenues on program delivery. Our donors and members contribute 60% of our total revenue.

Mini Financial Statement

	2012	2011	2010
Expenses:			
Program delivery	(134,156)	(160,583)	(108,263)
Management	(42,855)	(61,798)	(39,239)
Fundraising	(11,650)	(17,200)	(4,800)
Excess of revenue	61,231	16,896	8,211
Website development funding		<u>12,146</u>	<u>7,419</u>
Net current year's excess	61,231	29,042	15,630

The significant decrease in costs is primarily due to end of the Awareness Campaign costs incurred in the 2011 year. Other cost areas were also restrained, allowing us to increase the funds on hand for future projects.



Board & Governance

Effective Board governance has been critical to La Leche League Canada's 50 year success. Our Board of Directors carries the trust of our community, our donors, our members and our volunteer Leaders. Our voluntary Board is deeply committed to our vision and mission. It provides both policy and management leadership to ensure quality service that is consistent with our values and principles and is responsive to the community. The Board maintains a proactive approach to managing risks across the organization, including a formal volunteer accreditation process, liability insurance, staff and Board policies and procedures and ongoing education opportunities for volunteers, staff and Board members. The Board of Directors ensures adequate risk management through the monitoring of compliance with the laws, rules, regulations and contracts that govern it as well as a review of our insurance policies and internal procedures and controls. Fundraising risks are identified and form the basis of annual budget preparation.

The Board of Directors participates in self-evaluation processes annually, reviews policies and procedures bi-annually, develops three-year strategic plans, and monitors operational plans bi-annually.

Board Recruitment and succession planning are areas of focus for the Board as a whole. Nominations are accepted from current and former La Leche League Canada Leaders and an election takes place in conjunction with the Annual General Meeting each fall. New Board members begin their orientation to board policies and procedures after the Annual General Meeting and formally join the Board as of January 1st of the following year.

Fiona Audy, *Chair*,
Miyoko Rasmussen, *Vice Chair*
Joan Little, *Treasurer*
Lenore Kilmartin, *Secretary*
Wendy Dale, *Director*

"Thank you very much for the information, as it's my first baby I am new to all this so I greatly appreciate the info." Sarah

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