

La Leche League Canada **Annual Report 2006-2007**

LLLC 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.

LLLC Vision

LLLC is a national 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 corporations, 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.

As of October 2007, there are 471 Leaders leading meetings in 173 Groups, with 789 LLLC Members, 164 Leader Applicants and 42 new Leaders accredited in 2007. Our volunteers hold regular meetings attended by some 20,000 pregnant women and new mothers each year and provide one-to-one help by telephone and e-mail. Every month our 1-800 number receives nearly 350 calls from women looking for breastfeeding information and help. We maintain a website at www.LLLC.ca where women can find information about La Leche League meetings and volunteers in their communities. Approximately 33,274 volunteer hours are contributed each year by La Leche League Canada in direct service to breastfeeding families.

In addition to the direct contact with breastfeeding families La Leche League Canada runs several Health Professional education seminars each year which provide technical breastfeeding education to 200-300 professionals (nurses, Lactation Consultants, doulas, midwives, physicians and others) who work with pregnant and breastfeeding families. There were three LLLC Health Care Professional Seminars held in the past year.

The Manitoba-Saskatchewan Area hosted Catherine Watson Jenna speaking on *Breastfeeding: Improving Communication, Latch and Suck* in Winnipeg. Two successful seminars, *Preserving the Simplicity of Breastfeeding in a Complex World*, were held with speaker Kathleen Kendall-Tackett in Oshawa and Pembroke, Ontario. Planning for Health Care professional seminars for the spring and fall of 2008 with the

same speaker and topic is underway. Post-partum depression is a popular topic in the health care field and these seminars are expected to appeal to a variety of health care providers in the eastern and western regions.

La Leche League Canada volunteers reach thousands of mothers, babies and families annually – with excellent results. According to Statistics Canada, more than 62% of babies are weaned before they are six months old. When mothers attend La Leche League meetings, they are more likely to reach the Canadian Pediatric Society breastfeeding goals of exclusive breastfeeding to six months – the average age of introducing other food or drink is 6.5 months – and continued breastfeeding to two years or longer – the average age of weaning is 19 months.

La Leche League Canada has two e-mail publications **Tree of LLLife** (TOL) and **Keeping in the LLLoop** (KITL). The current mailing lists of these newsletters number 550 and 370 respectively. These can be accessed on the LLLC website. LLLC Member News is sent as a paper copy to all members, Groups and Leaders with each issue of New Beginnings. It has contained a mixture of mother's stories, reports on research, information about LLLC's photo contest and "50 Reasons to be an LLLC Member" contest. La Leche League Canada also reaches the public through press releases in response to articles in the print and television news and as well as articles in local news media. LLLC Leaders receive ongoing education through three LLL publications; Leaven, New Beginnings and Collage and by attending Health Professional Seminars, LLLC workshops and conferences held in their area.

We raise our annual budget of approximately \$130,000 through memberships, corporate and individual donations, and fundraising such as our annual walk for breastfeeding and our breastfeeding calendar. Bravado! Designs continues to be our largest corporate supporter. LLLC used their sponsorship funding to pay for the cost of the national 1-800 Breastfeeding Referral Line. The funds also paid for a reprint of 34,000 bookmarks and the distribution of these promotional materials to all LLLC Groups in Canada. We have also received support from a number of small businesses: Heart 2 Heart, Milkface Nursing Wear, and Baby Gizmos. LLLC is currently registered with several shopping programs through which various corporations donate a percentage of our supporters' purchases to LLLC. During the past year, the following programs brought in income to LLLC: Eat to Give, Amazon.ca, and Igive. If interested participating in any of these fundraising programs please contact Sheila at adc@lllc.ca

Government supported “operations” funding for non-profit “health” oriented organizations has not been available for a number of years. LLL Canada is currently seeking financial support for its planned website upgrade through government project funding, corporate and private donations.

Over the last two years an LLLC Advisory Council, made up of financial, legal, medical and other professionals, has been set up to provide advice and support to the Board. We would like to thank the following people who have volunteered to assist LLLC in this way:

Michel F. Audy, *CA, CFP, TEP*
Corporate Partner of BDO Dunwoody LLP

Leslie Ayre-Jaschke, BEd, MSc (Health Promotion)
Consultant Councilor, Town of Peace River

Ken Coull BSc, MBA
Financial Executives International

Linda Ensley, MBA

Dr. Janette A. Hurley, MD, CCFP, IBCLC
Family Physician

Keith A. Sinclair, B.A. (Hons), CHRP
Alora Sinclair,
Director Corporate Services, The Harris Consulting Corporation

Pat Millar, LLB
National Fundraising Coordinator

Respectfully submitted,
LLLC Board members as of November 2007

Joan Little, Chair and Treasurer
Melisande Neal, Vice Chair
Ruth Stubens, Secretary
Wendy Dale
Fiona Audy