

## La Leche League Canada Annual Report 2007-2008

### **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.

As of September 2008, there are 481 Leaders leading meetings in 175 Groups, with 919 LLLC Members, 65 Leader Applicants and 74 new Leaders accredited in the last twelve months. Our volunteers provide support to 111,060 pregnant women and new mothers each year through one-to-one helping by telephone and e-mail, community outreach events and monthly meetings. A new on-line reporting system is now available for all Areas. Every month our donor sponsored 1-800 number receives nearly 350 calls from women looking for breastfeeding information and help. We maintain a website at [www.LLLC.ca](http://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. There were three LLLC Health Professional Seminars held in the past year. These successful seminars, *Preserving the Simplicity of Breastfeeding in a Complex World*, were held with speaker Kathleen Kendall-Tackett in Edmonton and Calgary in May and again in Saskatoon this October with a combined total of over 300 attendees. Plans for 2009 are underway. We are considering seminars in Sarnia, Victoria, Halifax, Ottawa, and Pembroke with Diana West, Kathleen Kendall-Tackett or Catherine Watson Genna as potential speakers.

La Leche League Canada has two e-mail publications **Tree of LLLife** and **Keeping in the LLLoop**. **LLLC Member News** is sent in a paper version to all members, Groups and Leaders with each issue of LLL International's New Beginnings magazine. La Leche League Canada also reaches the public through national press releases in response to articles in the print and television news and as well with articles in local news media.

LLLC raises its annual budget of approximately \$130,000 through memberships, corporate and individual donations, and fundraising such as our annual Breastfeeding Benefits. This year donor funds will also pay for the production and distribution of a "rackcard" to all LLLC Groups in Canada. LLLC is currently registered with several online shopping programs through which various corporations donate a percentage of our supporters' purchases to LLLC.

Government supported "operations" funding for non-profit "health" oriented organizations has not been available for a number of years. LLL Canada was able to obtain funds for its planned website upgrade through a private anonymous donation and we are now accepting quotes for this much anticipated improvement to [www.LLLC.ca](http://www.LLLC.ca).

Thanks to the tremendous work done by a dedicated team of editors, the *LLLC Leader's Handbook* has been revised this year and is available electronically for Leaders to download or order online.

Over the last two years, LLLC has weathered a financial crisis and can now see the positive results of pulling together, reducing our expenses, accepting help from our very generous volunteer base and rededicating ourselves to LLLC's mission and vision. We would like to thank our members, Leaders, staff and the LLLC Advisory Council members for their tremendous support and help to mothers, their babies and families in Canada.

Respectfully submitted,  
*LLLC Board members*

*Joan Little, Chair*  
*Ruth Stubens, Vice Chair*  
*Fiona Audy, Secretary*

*Wendy Dale, Treasurer*  
*Melisande Neal*  
*Betty Ann Robinson*