

*La Leche League Canada
Annual Report 2008/9*



LA LECHE LEAGUE CANADA BOARD OF DIRECTORS

2009



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Our Mission

La Leche League Canada has as its 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 Volunteers

As of September 2009, 478 accredited LLLC Leaders lead meetings in 174 Groups across Canada. The Leader Accreditation Department is also currently working with 153 Leader Applicants and 40 new Leaders accredited in the last twelve months. Our volunteers provide 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. 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.LLCC.ca where women can find information about La Leche League meetings and volunteers in their communities. Approximately 35,000 volunteer hours are contributed each year by La Leche League Canada in direct service to breastfeeding families.

Health Professional Seminars

In addition to directly helping breastfeeding families, La Leche League Canada also coordinates a Health Professional Seminar program to provide up-to-date breastfeeding education for health care professionals who work with breastfeeding women. For a number of reasons, no HPS were held since the last report. Planning is in process for several seminars to be held in 2010.

Our Publications

La Leche League Canada distributes two newsletters that are available for e-mail subscription. *Tree of LLLife*, with a current subscription list of 700, contains articles and news of general interest to breastfeeding mothers, pregnant women and our donors. *Keeping in the LLLoop*, with a current subscription list of 746, contains articles and interesting quizzes of interest to health care professionals who work with pregnant and breastfeeding women. 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.

Financial

LLLC raises its annual budget of approximately \$130,000 through memberships, corporate and individual donations, and fundraising such as our annual Breastfeeding Benefits. There are currently 794 paid members of La Leche League Canada. LLLC is currently registered with several online shopping programs through which various corporations donate a percentage of our supporters' purchases to LLLC.

Government funding to support the operations of non-profit 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 in the final phase of implementation for this much-anticipated improvement to www.LLLC.ca.



Thank You!

We would like to thank our members, our donors, Leaders, staff and the LLLC Advisory Council members for their tremendous support and help to mothers, their babies and families in Canada.

2008/9 Board of Directors

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