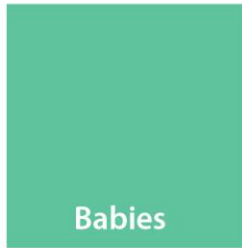
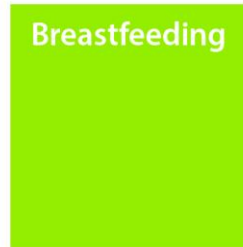




*La Leche League Canada*



**ANNUAL COMMUNITY REPORT**

**OCTOBER 2013**



### **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

The World Health Organization's World Breastfeeding Week 2013 theme "Breastfeeding Support: Close to Mothers" focuses on supporting breastfeeding at the community level. 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. Health professionals recognize La Leche League Canada as a partner in the *Baby Friendly Initiative* and as the only nation-wide organization able to fill the 10<sup>th</sup> step in the World Health Organization's "Ten Steps to Successful Breastfeeding for maternal health care facilities". As more hospitals and community health centers work towards receiving the Baby-Friendly designation partnerships with La Leche League Canada are increasing.

La Leche League Canada provides "support close to mothers" in a variety of ways. We have accredited volunteer Leaders in every province and territory of Canada. These Leaders provide breastfeeding information and support through in-person meetings, by telephone and e-mail. La Leche League Canada also reaches mothers through social media (Facebook, Twitter, blogs, iPhone app), 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.

As we move forward our goal is to enhance our ability to reach Canadian families at all stages of the breastfeeding journey. We are excited to announce the launch our *Best for Babies* prenatal breastfeeding classes which will provide preparation and education for expectant mothers and their partners.

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. As a member of the World Alliance for Breastfeeding Action and the Breastfeeding Committee for Canada LLLC keeps in close contact with others in the lactation community.

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 and Stats

As of October 2013, 409 accredited LLLC Leaders lead in-person meetings in 158 Groups across Canada. Nearly 16,000 women attended meetings in the past year, 3,700 of them coming to a meeting for the first time. LLLC Leaders spent one-on-one time by phone or in-person supporting close to 17,000 mothers in the past year. 21,000 parents were introduced to LLLC and our services as Leaders attended community events of many kinds.

In the past year 570 parents contacted our Leaders via the LLLC.ca website for on-line support and received personalized breastfeeding support and information and our Breastfeeding Referral Line received over 200 calls from women looking for breastfeeding information and help. Mothers also connect with LLLC through our iPhone app.

The LLLC website at [www.LLLC.ca](http://www.LLLC.ca) has been viewed by 114,866 unique visitors in the past year (up 17.94% from the previous year) The most accessed pages on our website are the “Find A Group”, “Get Help” and the “Frequently Asked Questions” pages.

*“I did receive your response, THANK YOU! Wow, you guys are amazing (responding on holidays and everything :) ), and so much detail/help. I really appreciate it.” Kami*

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 1,361 followers and 983 supporters on Facebook at [www.facebook.com/LaLecheLeagueCanada](http://www.facebook.com/LaLecheLeagueCanada). Both communities have more than doubled in the past year as LLLC explores and refines our reach into social media. LLLC has a new blog **Supporting Breastfeeding** [supportingbreastfeeding.wordpress.com](http://supportingbreastfeeding.wordpress.com) along with our **Milky Way** and **Grandma Drama** blogs on the LLLC website.

La Leche League Canada publications available on-line include:

**LLLC Connections:** is for LLLC’s members and focuses on more detailed breastfeeding information and life in a breastfeeding family.

**Keeping in the LLLoop:** which focuses on the educational needs of health care professionals who work with pregnant and breastfeeding women contains articles and quizzes.

**Tree of LLLife:** contains articles and news about breastfeeding of general interest to the public and our donors.

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 the website by our members.

2013 saw 9 Health Professional Seminars held with speaker Nancy Mohrbacher, IBCLC, FILCA on

the topic “*Using the Natural Laws to Find Breastfeeding Solutions*”. The 717 Health Professionals in attendance in Victoria, Calgary, Regina, Winnipeg, Guelph, Oshawa, Ottawa, Antigonish and St. John’s were extremely pleased with the quality of information shared and its applicability to their daily interactions with breastfeeding families. In addition to the Health Professional Seminars, LLLC Leaders connected with over 6,000 Health Professionals through direct interactions, educational talks and collaboration on Baby-Friendly Initiative working groups and other local breastfeeding committees.

*“Lots of useful research based suggestions to help me help nursing mothers” “Will share information with colleagues” “Learned ways to talk to moms without jargon”  
quotes from 2013 seminar participants*

La Leche League Canada shared information about our services at The Community Health Nurses of Canada (CHNC) conference in Kelowna in June 2013 and the Family Medicine Physicians Conference Nov 7-9 2013 in Vancouver. These Health Professionals appreciate meeting LLLC Leaders, seeing our information and finding out how LLLC can be a partner in supporting their clients.

La Leche League Canada would like to express a sincere thank you to Alberta Health Services for choosing to use the video produced by La Leche League Canada in several Calgary health care venues. Our video is being shown on the Health Unlimited Television Network (HUTV). Alberta Health Services and the Calgary Breast-feeding Matters Group (CBMG) were donors towards the original production costs of the video.

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. Our media team is responsive and provides fact based information about breastfeeding and La Leche League Canada to media outlets as well as supporting Leaders in their interactions with local media outlets.

[Breastfeeding ads break stigma](#) “Fiona Audy, chair of La Leche League Canada, said the poster should help to normalize the breastfeeding of older children. “I think Health Canada is working toward creating a climate in which breastfeeding is the norm and that images of breastfeeding beyond the newborn stage are something that people start to see and don't look twice at,” she said. It is helpful for mothers who are nursing babies to see images and not feel they are doing something unusual and also for people around that mother to realize this is a normal thing. It helps create a community mindset in which this is the norm.” [www.calgaryherald.com](http://www.calgaryherald.com)

## 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 peer support system is an incredible value to families, estimated to be worth approximately \$875,000 to the Canadian economy as moves the support of normal breastfeeding out of the medical system and into the community in keeping with the World Breastfeeding Week 2013 theme “ Breastfeeding Support: Close to Mothers”.

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 \$200,000 through memberships, corporate and individual donations, and local fundraising initiatives. We also appreciate the companies and individual who donate goods which are used as prizes for our Breastfeeding Benefits national fundraiser.

We are registered with several on-line cause-marketing programs through which participating corporations donate a percentage of our supporters’ purchases back to LLLC: Amazon.ca, Login Canada, Green Vehicle and iGive.com.

La Leche League Canada is very appreciative of the support of our committed corporate sponsors.

The dedicated support of our Diamond level sponsors EcoParent Magazine and Naked Nursing Tank helps promote LLLC to the wider community and increased our revenue base.



Our Platinum level sponsors: Milkface, Comfy Cotton and Nourishing Apparel provide ongoing funding for our National Breastfeeding Helpline 1-800-665-4324.



In the 2013–14 fiscal year, we continued to run our virtual office with a single professional staff member and several part-time contractors. Our administrative costs are kept low which means we are able to spend the majority of our valued revenues on program delivery. Our donors and members contribute 88% of our total revenue and we received no government funding or grants.

Mini-Financial report:

Income	2013	2012	2011
Donations, fundraising & sundry	120,258	156,169	169,755
Health Professional Seminars	20,504	43,788	56,725
Membership fees	50,558	49,935	29,997
<b>Total Income</b>	<b>191,320</b>	<b>249,892</b>	<b>256,477</b>
<b>Expenses:</b>			
Program delivery	(108,452)	(134,156)	(160,583)
Management	(63,813)	(42,855)	(61,798)
Fundraising	(5,840)	(11,650)	(17,200)
<b>Total expenses</b>	<b>(178,105)</b>	<b>(188,661)</b>	<b>(239,581)</b>
Excess of revenue	13,215	61,231	16,896
Website development funding			12,146
<b>Net current year's excess</b>	<b>13,215</b>	<b>61,231</b>	<b>29,042</b>



## 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 1<sup>st</sup> of the following year.

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

*"I would like this donation to go to the Windsor ON La Leche League group as a show of appreciation and gratitude in helping my son and I with our breastfeeding difficulties due to his tongue and upper lip tie.*

*For helping when everyone else dismissed the pain I was experiencing.*

*The knowledge and experience LLLC provides is invaluable to all mothers and their babies."*

*Thank You! Justyna*

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Charitable Registration Number: 11900 3812 RR0002  
Breastfeeding Referral Service: 1-800-665-4324