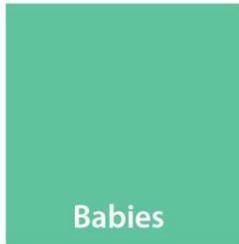
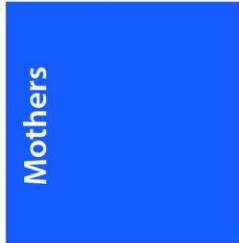




La Leche League Canada



ANNUAL REPORT

2013/14



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

For over 50 years, 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. 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 (www.LLLC.ca). Having a variety of means by which mothers can access general breastfeeding information or personalized support means that LLLC's services are available to families in all communities across Canada.

Along with providing direct services to breastfeeding families, La Leche League Canada continues its tradition of providing breastfeeding education opportunities to health professionals. 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 10th 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.

As we move forward La Leche League Canada is keeping with requirements of the Anti-spam legislation and Canada Not-for-Profit Corporations Act (CNCA). This past year LLLC performed a comprehensive organizational review to ensure readiness for legislative changes and to ensure that as an organization we were prepared to seize new opportunities. The Board of Directors, with significant leadership from Fiona Audy, revised our By-Laws to reflect CNCA changes. We also established a new strategic plan and determined the time was right for LLLC to have an Executive Director again.

There are many people to thank for their tremendous support to La Leche League Canada. First, we would like to thank our donors, supporters, and especially our volunteer Leaders, without whom there would be no LLLC! We would like to particularly recognize the following volunteers for their outstanding contributions and leadership:

Professional Liaison Administrator: **Nicola Aquino**
Administrator of Leaders: **Michelle Sanche**
Administrator of Leader Accreditation: **Linda Wieser**
Webmaster: **Joan Little**

We would also like to thank our staff and contractors for their dedication:

Administrations and Donations Coordinator: **Sheila Munro**
Web Developer: **Karin Gerritsen**
Special Events Planner: **Kate Vanderwielen**
Bookkeeper: **Samantha Gove**

Also many thanks to LLLC Advisory Council Members for the expertise and assistance they continue to provide LLLC:

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

Keith A. Sinclair, B.A. (Hons), CHRP and **Alora Sinclair**, retired LLLC Leader and former Board member, Director Research & Corporate Services, Harris Consulting Corporation

Krista McKenzie, B.A. (Hons.), LL.B., LL.M.

John Dipple, LLB, MacPherson, Leslie and Tyerman

Dr. Janette A. Hurley, MD, CCFP, Clinical Assistant Professor, DFM, Univ. of Calgary

Fellow, Program in Integrative Medicine, Univ. of Arizona, Bravewell Fellow

LLLI Board Member, Physician Lead, Student Run Clinic (SRC) Univ. of Calgary, Physician, Inn from the Cold, Homeless Shelter, Physician, Health Upwardly Mobile (HUM)

Leslie Ayre-Jaschke, B.Ed, MSc (Health Promotion), Evaluation Consultant, Retired LLLC Leader and former Board member.

Please know that each one of you in supporting La Leche League Canada helped us to be there for a mother and her baby when they reached out to LLLC for breastfeeding information and support.



Miyoko Rasmussen

LLLC Board Chairperson



LLLC Program Facts and Stats

LLLC is actively supported at the community level thanks to our approximately 400 accredited Leaders who volunteer their time to lead in-person meetings in over 165 Groups across Canada. Nearly 10,000 women attended meetings from April 1, 2013 – March 31, 2014 with over 2,100 attending for the first time. LLLC Leaders spent one-on-one time by phone or in-person supporting close to 20,000 mothers in the past year. Our Leaders also provided direct and indirect outreach and support to 8,300 health professionals and connected with 23,000 Canadians at community events, seminars and fundraisers.

“My son is still nursing at 21 months, we have met and surpassed my expectations and I wouldn't have been able to make it passed 10 weeks without this group. Thank you so much!”
Taleah

Communications

Good communication is a cornerstone for every successful organization. As a national charity with a limited operating budget, LLLC uses its various online services and communication systems to make the most of its reach.

Our website, www.LLLC.ca, is the anchor to our information system, providing resources and access to local support for parents as well as a virtual home where all our Leaders can remain connected and engaged. This year La Leche League Canada took a huge step toward ensuring parents had access to the breastfeeding information they need. We removed the “member only” portion of our website and made ALL of the information available to all families. As a charity we are incredibly proud of this decision. While we always had information openly available, we wanted to remove any unnecessary barriers to sharing our breastfeeding expertise.

From April 2013 – March 2014, our website had almost 190,000 visitors, an increase of 7% from the previous year, and 60% of those visiting were coming to the site for the first time. We are also pleased that 24,600 of the total hits were from visitors outside of Canada, including countries such as Australia, India, France and Germany to name just a few. Our website helps us keep administrative costs lower by providing an on-line access point for transactions such as: donations, seminar registrations and Leader renewals. In addition, individuals can use the website to update their personal information in our 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.

In addition to our website, LLLC continues to grow its use of social media including: Facebook - www.facebook.com/LaLecheLeagueCanada; Twitter - @LaLecheLeagueCanada and our Blogs: **Milky Way** and **Grandma Drama** - both found on our website - and **Supporting Breastfeeding** located at supportingbreastfeeding.wordpress.com. In fact, one of our blog posts – “Breastfeeding and Dirt” reached a phenomenal 439,424 Facebook users and was shared over 7,000 times. That is tremendous reach for LLLC!

La Leche League Canada newsletters are distributed regularly to donors, subscribers and health professionals and are also available on-line via our website. The **LLLC Connections** publication focuses on articles and news about breastfeeding of interest to families and the general public. **Keeping in the LLLoop** addresses the educational needs of health care professionals who work with pregnant and breastfeeding women and contains articles and quizzes to support their work. In the past year, these two newsletters were sent directly to over **10,000** interested readers.

"I found this resource excellent. Easy to gather information needed when counseling mothers. It would be nice to have at least this issue available to family doctors or to have one in the hospital."

Oliva

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.

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 and by responding 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. Over the past year LLLC was contacted by media in Fredericton, Montreal, Toronto, Ottawa and Victoria in addition to countless interviews given by our Leaders in their local communities.

Education and Outreach

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.

"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" "Brought up issues I hadn't even thought of. Excellent." "Great tools and questions to use."

quotes from 2013 & 2014 seminar participants

LLLC continued this success by delivering another series of Health Professional Seminars from May to June 2014. Diana West, co-author of the 8th edition of the Womanly Art of Breastfeeding and many other valuable resources, was our 2014 featured presenter. Diana shared her expertise in Moncton, St. Catharine's, Calgary, Saskatoon, Brandon, Halifax and Kingston. The overall number of attendees was just shy of 400 and included doctors, registered and public health nurses, doulas, midwives, lactation consultants, registered dietitians and LLLC Leaders along with others from various related professions.

In addition to the Health Professional Seminars, LLLC Leaders connected with over **8,000** Health Professionals through direct interactions, educational talks and collaboration on Baby-Friendly Initiative working groups and other local breastfeeding committees.

La Leche League Canada shared information about our services at The Community Health Nurses of Canada (CHNC) conference in Kelowna in June 2013, the Baby Friendly Manitoba Conference in September 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.

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. In fact, our National Breastfeeding Helpline 1-800-665-4324 received over **3,000** calls this year alone. This peer support system is an incredible value to families, estimated to be worth approximately \$875,000 to the Canadian economy as it moves the support of normal breastfeeding out of the medical system and into the community.

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. 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 sponsorship, events and individual donations. We also appreciate the companies and individuals 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: Chapters.Indigo.ca, Login Canada, Green Vehicle and iGive.com.

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



Mini-Financial Report

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. The full financial report is available for viewing on the LLLC website.

Income	2014	2013	2012	2011
Donations, fundraising & sundry	129,125	120,258	156,169	169,755
Health Professional Seminars	108,132	20,504	43,788	56,725
Membership fees	46,477	50,558	49,935	29,997
Total Income	283,734	191,320	249,892	256,477
Expenses:				
Program delivery	(173,843)	(108,452)	(134,156)	(160,583)
Management	(66,662)	(63,813)	(42,855)	(61,798)
Fundraising	(14,414)	(5,840)	(11,650)	(17,200)
Total expenses	(254,919)	(178,105)	(188,661)	(239,581)
Excess of revenue	28,815	13,215	61,231	16,896
Website development funding				12,146
Net current year's excess	28,815	13,215	61,231	29,042

Statement of Financial Position as of March 31, 2014

	2014	2013	2012	2011
ASSETS				
Cash	115,080	94,108	72,522	125,506
Short-term Investments	237,922	235,547	233,066	155,940
Accounts Receivable	31,888	23,409	17,116	2,647
Prepaid Expenses	3,855	14,005	14,754	10,079
Total Assets	388,745	367,069	337,458	294,172
LIABILITIES				
Accounts Payable	(28,403)	(25,925)	(28,201)	(39,859)
Source Deductions Payable	-	(1,647)	(1,504)	(2,259)
Deferred Revenue	(10,560)	(18,530)	-	(5,532)
Total Liabilities	(38,963)	(46,102)	(29,705)	(47,650)
FUND BALANCES				
Operating Surplus	205,964	205,964	177,149	102,704
Sustainability Fund	120,000	120,000	120,000	120,000
Website Development Fund	23,818	23,818	23,818	23,818
	349,782	349,782	320,967	246,522



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.

In 2013/14 the Board of Directors participated in its annual self-evaluation process and developed a new strategic plan for LLLC. As a result of the analysis, the Board decided it was time to resume a more governance focused role and began the search for an Executive Director. Over the next year, the Board of Directors will redirect its energy to focus on strategic issues, establishing policies to guide operations and ensuring LLLC is continuing to serve its mission and vision.

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.

"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

Miyoko Rasmussen, *Chair*
Linda Mellway McIntyre *Vice Chair*
Liana Moore, *Treasurer*
Paige Mortensen, *Secretary*
Fiona Audy, *Director*

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Breastfeeding Referral Service: 1-800-665-4324