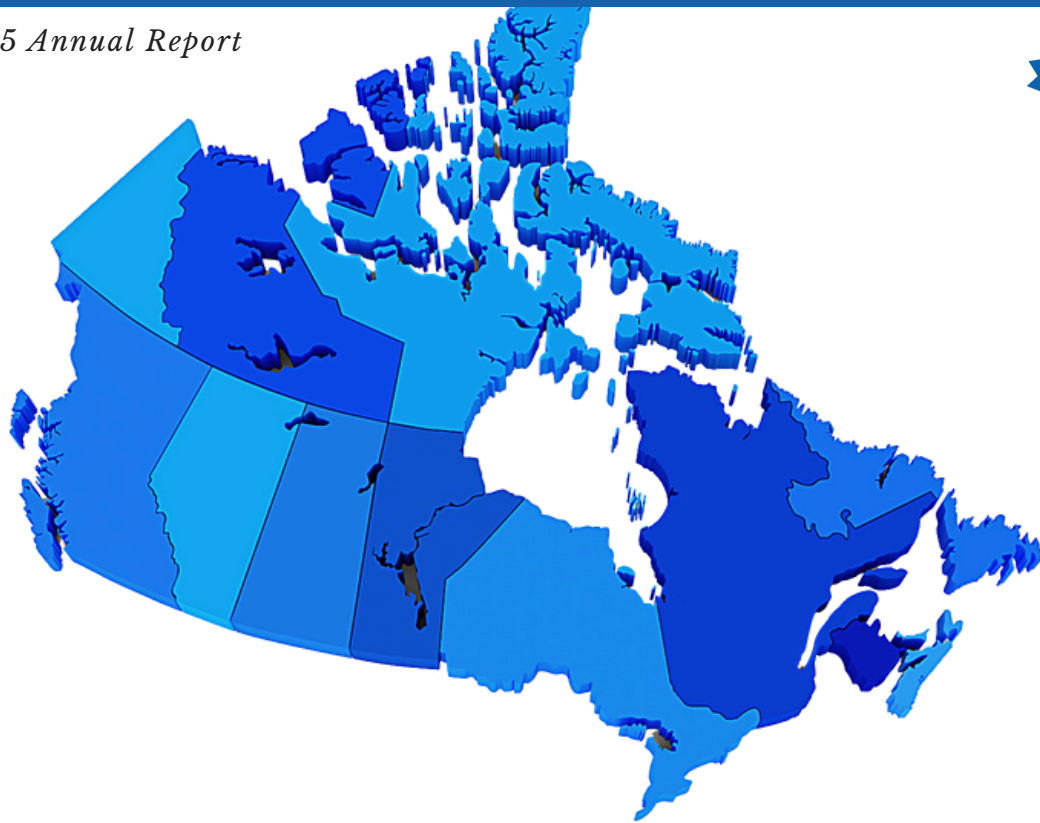




LA LECHE LEAGUE  
CANADA

# Annual Report

## *2024 - 2025*



## Land Acknowledgment

La Leche League Canada acknowledges that we live, work, and support families on the appropriated, unceded, and treaty lands of Indigenous Peoples across Turtle Island, also known as Canada. We recognize the First Nations, Inuit, and Métis Peoples as the original caretakers of these lands and honour their deep knowledge, traditions, and parenting practices that have nurtured generations. We also acknowledge the ongoing impacts of colonization, systemic inequities, and barriers Indigenous families face in accessing culturally safe perinatal and breastfeeding support.

Breastfeeding, often referred to in Indigenous cultures as "milk medicine," has long been recognized for its deep connection to healing, community, and resilience. Indigenous knowledge holds invaluable wisdom on infant feeding, traditional parenting, and the sacred role of milk in nurturing both body and spirit. We are committed to listening, learning, and amplifying Indigenous voices in lactation support while actively working toward reconciliation. We encourage our Leaders to reflect on the land they call home, learn from Indigenous teachings, and support the work of Indigenous birth and breastfeeding advocates. Together, we honour the past, engage in the present, and work toward a future where all families are supported with dignity and respect.

## Message from the Board



From left to right:

Sam Leeson, Julia Chen, Pamela Mitchel,  
Natalie Gohl, Alyssa Warmland

Your Board of Directors is made up of dedicated volunteers who care deeply about the future of La Leche League Canada. We meet virtually once a month and continue our work throughout the month by email and through Slack. From governance and fundraising to policy and long-term planning, every decision is guided by one purpose: ensuring LLLC remains strong and sustainable for families and Leaders across Canada. We are honoured to serve alongside you and grateful for the chance to support this community together.

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## Message from the Board

The Board of Directors of La Leche League Canada would like to share our heartfelt thanks with every Leader across the country. You are, and always have been, the heart of this organization. For over 60 years, La Leche League has been built on peer-to-peer support, and each of you carries that legacy forward. Having received support yourselves, you now offer it back with compassion, evidence-based knowledge, and care. The gift you give your communities is immeasurable, and we are so grateful for your dedication.

We also want to warmly acknowledge our Alumni Leaders. You paved the way for LLLC during a time when breastfeeding was often overlooked in healthcare and not yet protected in public spaces. Your courage and commitment created the foundation we stand on today. Many of our Leaders were mentored by you, and we carry your legacy forward with deep respect and appreciation. Thank you for continuing to walk alongside us.

And to our donors, thank you for believing in this work. Your generosity makes it possible for us to continue our mission to “encourage, promote and provide peer-based breastfeeding support and educational opportunities as an important contribution to the health of children, families, and society.” We are so grateful for your partnership in sustaining this important work.

Thank you

A hand-drawn blue heart, drawn with a thick blue line, positioned to the right of the words "Thank you".

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**"It is so valuable to  
have the support of a  
breastfeeding  
community.  
I recommend La Leche  
League  
Canada to all pregnant  
and new moms."**





# LLLC Mission, Vision and Values

## Our Mission

The purpose of La Leche League Canada is to encourage, promote and provide peer-based breastfeeding support and educational opportunities as an important contribution to the health of children, families and society.

## Our Vision

Our vision is a Canada where breastfeeding is celebrated and no parent ever feels alone on their journey. We envision a future where every family has access to compassionate, evidence-based breastfeeding support. A future where milk is honoured as medicine, parents feel empowered in their choices, and communities come together to nurture the health and wellbeing of the next generation.

## Our Values

### Compassion



### Inclusion



### Community

### Respect



### Growth



### Knowledge



# LLLC's Dedication to The International Code of Marketing of Breastmilk Substitutes

La Leche League Canada is firmly committed to protecting and supporting breastfeeding by upholding the **International Code of Marketing of Breastmilk Substitutes**. This global standard was created to ensure that families receive information and support free from commercial influence. We believe that every parent has the right to make informed decisions about feeding their babies, without pressure from companies that profit from human milk substitutes.

Because of this commitment, **LLLC does not accept sponsorship, advertising, or funding from any company that violates the Code**. We extend this principle across all areas of our work, including our branding, partnerships, fundraising, and social media presence. By doing so, we ensure that families can trust our information and know it is grounded in evidence and free from marketing bias.

In addition to modelling compliance within our own organization, we actively promote understanding of the Code among health professionals and community leaders. LLLC offers a **continuing education course on the International Code** for healthcare providers, Leaders, and Leader Applicants. This training highlights how formula marketing influences parental choices, why Code compliance matters, and how professionals can advocate for policies that protect families from undue pressure.

By aligning our practices with the International Code, La Leche League Canada demonstrates our unwavering commitment to families. We honour human milk as medicine, and we work to create an environment where every parent is supported in their feeding decisions with compassion, respect, and trustworthy information.







## Who We Are

La Leche League Canada is a national registered Canadian charity and part of the global organization, La Leche League International (LLLI). Volunteer Leaders have all nursed their own children and want to support others to reach their own breastfeeding goals. We believe that everyone deserves the right circle of support in which to raise their children. Leaders are accredited by La Leche League International after a mentoring and training program which provides our volunteers with up-to-date lactation specific information.



Left to right: Mary Ann Cahill, Betty Wagner, Mary Ann Kerwin, Mary White, Marian Thompson, Edwina Froelich Inset: Viola Longman

## FOUNDING MOTHERS

**"Honouring the women who began this journey and celebrating the Leaders who are shaping its future. Together, we continue to grow, adapt, and inspire families across Canada."**

## GROWING TOGETHER





## LLLC's Volunteers

- L** Listen with empathy, creating a safe space for families to share their joys and struggles.
- E** Encourage parents, offering reassurance and confidence when they need it most.
- A** Advocate for breastfeeding, sharing knowledge that is evidence-based and compassionate.
- D** Dedicate time and care, volunteering energy and heart to support their communities.
- E** Empower families, helping them trust their instincts and make informed choices.
- R** Respect every journey, honouring diverse experiences and celebrating each milestone.

### THE FIVE BASIC RESPONSIBILITIES OF A LEADER



Lead Series Meetings with interested parents

Help others over the phone, in person, or via online platforms



Stay up to date with the latest lactation information

Manage their LLLC Group activities



Work with Leader Applicants and those considering LLL leadership





# Celebrating Our Longest Serving Leaders

At La Leche League Canada, we are deeply grateful for the dedication of our Leaders who have walked alongside families for decades. Our longest-serving Leader was accredited in 1976, nearly half a century ago. If each year, a Leader supports an average of 24 mothers and families. Multiply that by almost 50 years, and you begin to see the ripple effect: more than 1,000 families guided, reassured, and encouraged by just one Leader's compassionate presence.

*One Leader's compassion has the power to guide more than 1,000 families in a lifetime.*

Together, our longest-serving Leaders have supported tens of thousands of families across Canada. That's countless babies nourished with human milk, and generations of parents strengthened by the knowledge that they were never alone.



## AB/NWT

Jennifer Peddlesden - 1980  
Joan Little - 1983

## AC

Sue Arsenault - 1982  
Linda Wieser - 1984

## BC/Y

Kristen Dobyns - 1981  
Loni Bowers - 1981

## CSO

Helen Bratzel - 1976  
Teresa Pitman - 1978

## QEON

Louise Arsenault - 1977  
Melisande Neal - 1982

## MB/SK/WO

Sylvia Walker - 1982  
Linda Romphf - 1983

*Because of their dedication,  
countless babies across Canada were  
able to receive human milk.*





**"LLLC meetings are a safe place where I can share my struggles and my joys. It has been an honour to be part of this amazing organization."**





# What We Do

La Leche League Canada Leaders live, work, and parent in the communities we serve. We offer compassionate, personalized support grounded in evidence-based information, always with the goal of helping families feel confident and supported.

## Breastfeeding Essentials



Leaders facilitate the *LLLC Breastfeeding Essentials Prenatal Class*, giving parents a welcoming space to learn, ask questions, and prepare for life with a new baby. These classes help families start their feeding journey with knowledge and support. Over 2100 parents and Healthcare Providers have registered to attend a class.

We also lead group meetings, both in-person and virtual, where families connect, share experiences, and receive encouragement. Beyond meetings, Leaders answer phone calls, emails, and social media questions, offering one-on-one support when families need it most.





# LLLC Resources

@LaLecheLeagueCanada  
LLLC.ca

## Positioning and Latching

Good positioning and latching is important for building and maintaining your milk supply. **When your baby latches deeply, taking a big mouthful of breast, your baby is able to remove milk effectively.** When your breasts are well drained, your body gets the message to make more milk. If you are concerned about how much milk you are making, improving positioning and latching is an important first step.

**Setting the Stage**

- Hold your baby skin to skin.
- Watch for early hunger cues: sucking on hands, smacking lips, turning the head.
- Offer your breast before your baby starts to cry.

**Positioning Your Baby**

There are many different breastfeeding positions. One of the best positions for the early days and weeks (and longer!) is called the **laid-back** position. It uses gravity to hold your baby close.

**Get comfortable**

Lean back with your feet, arms and elbows supported.

**Ensure full body contact**

Place your baby on your chest with your baby's chin, tummy and legs against your body. Your baby's feet should be supported, not dangling. Your baby's head should not be turned to the side.

**Bring baby to breast**

Bring your baby to your breast, rather than moving your breast to your baby. It may be helpful to hold your breast until your baby is latched well and sucking steadily. Then you can let go. You may need to support your baby's head with your arm (see photo).

**Other positions**

side lying, cradle, football, and cross-cradle. See Positioning and Latching for more information.





## HOW TO EXPRESS COLOSTRUM PRENATALLY

One of the things that parents can do to prepare for breastfeeding is practice the technique of hand-expression and perhaps even save some small amounts of colostrum which can be given to your baby in the early days, if it is needed.

### What is colostrum?

Colostrum is the "early milk" that begins to be produced around the twentieth week of pregnancy and up until the first three or four days after a baby is born. It can be dark yellow or clear or any colour in between. It varies in consistency but is often quite thick and somewhat sticky.

**Most women with low-risk pregnancies can begin hand-expression at 37 weeks, unless advised not to by their doctors or midwives.**

Any colostrum you express can be saved and given to your baby if your baby needs to be supplemented for any reason in the early days after birth. For more information see *Prenatal Colostrum Expression*.

Hand-expression takes some practice so there is no need to be concerned if you don't get any drops at all. That's okay. Whether or not you are able to remove any colostrum in pregnancy does not reflect how much milk you will make once your baby arrives. It is still helpful to get to know your breasts and practice hand-expression.

### Supplies you will need

- A clean cup to express the colostrum into;
- Several small 3-5mL syringes (which you can buy at a pharmacy or medical supply store) or clean storage containers, like small canning jars with lids;
- A clean plastic freezer bag for storing the syringes.

### Before you get started

Wash your hands. Find somewhere comfortable to sit and begin by very gently massaging your breasts for around 30 seconds or so.

Begin by watching this [video](#).



The LLLC website now features over 130 free, evidence-based information sheets covering a wide range of breastfeeding topics. Written in accessible language, these resources can be easily translated into other languages using available tools, making them more inclusive and widely usable. They are also very popular, printed and shared by organizations across the country. Some of our most requested sheets include *[Quick Tips: Position and Latching](#)*, *[Sleep and the Breastfeeding Family](#)*, *[Preparing to Breastfeed](#)*, the *[Pee and Poo Chart](#)*, and *[Prenatal Colostrum Expression](#)*.

## PREPARING TO BREASTFEED

UPDATED JUNE 2022



You may be wondering what you need to do during pregnancy to prepare for breastfeeding or chestfeeding. Actually your body knows what to do. The hormones produced during pregnancy prepare your breasts to make milk once your baby is born. The best preparation is accurate information and people who can provide support and encouragement.

### During Pregnancy

Your body goes through a lot of changes during pregnancy. Here are some changes you may notice.

- Your breasts will likely feel tender and get bigger.
- Your nipples may get darker and may become sensitive to touch.
- You may notice drops of colostrum (the first milk) leaking from your breasts.

It is helpful to avoid using soaps on your nipples. They can strip the skin of its natural lubricants. Plain water is all you need.



### What to Eat

When pregnant, it is important to eat healthy food for yourself and your baby. Think about eating a variety of foods in as close to their natural state as possible. You do not need to eat any special foods or be concerned if you don't eat a balanced diet every day. The milk your body produces is not dependent on your diet. Your milk gets the right amount of nutrients from what is stored in your body. However, continuing to eat a variety of healthy foods is important for your health and role models healthy eating for your family.



### Choosing a Nursing Bra

There are many different options for comfortable nursing bras. Some considerations are:

- **Comfort** - There are many soft-sided bras that provide adequate support. If you prefer a bra with underwires make sure the underwires do not dig into your breast tissue.
- **Easy access to the breast** - Ideally any clasps should be manageable with one hand.
- **Light, breathable fabrics** - When the cup fabric is folded down it should be easy to tuck out of baby's way for feeding. (Molded cup bras are made of thicker fabric that can be very bulky. When folded down they can make it difficult for baby to get close to the breast.)
- **Room for expansion** - Your breasts may increase by a full cup size or more when your milk comes in.
- **Nursing tank top** - Many people find these comfortable alternatives to a bra.
- **Time your purchases** - You may want to buy 1 or 2 bras during the final weeks of pregnancy and then wait until a couple of weeks after the birth to purchase more. It's helpful to know that most breasts settle into a moderately larger size by about three months or so.







La Leche League Canada continues to support professional education by providing regular learning opportunities for healthcare providers. Our Healthcare Provider Conference brings together experts and practitioners to share current research, practical skills, and family-centred approaches to lactation support. Participants also have the opportunity to earn CERPs, making this event a valuable resource for ongoing professional development.



We also offer Empowering Conversations, an interactive course designed to strengthen communication skills and improve how healthcare providers engage with families. This program focuses on listening with empathy, offering evidence-based guidance, and building confidence in families' feeding decisions.



Together, these programs bridge knowledge gaps, promote best practices, and foster collaboration between healthcare providers and La Leche League Canada Leaders, ensuring families receive consistent, compassionate, and informed care.



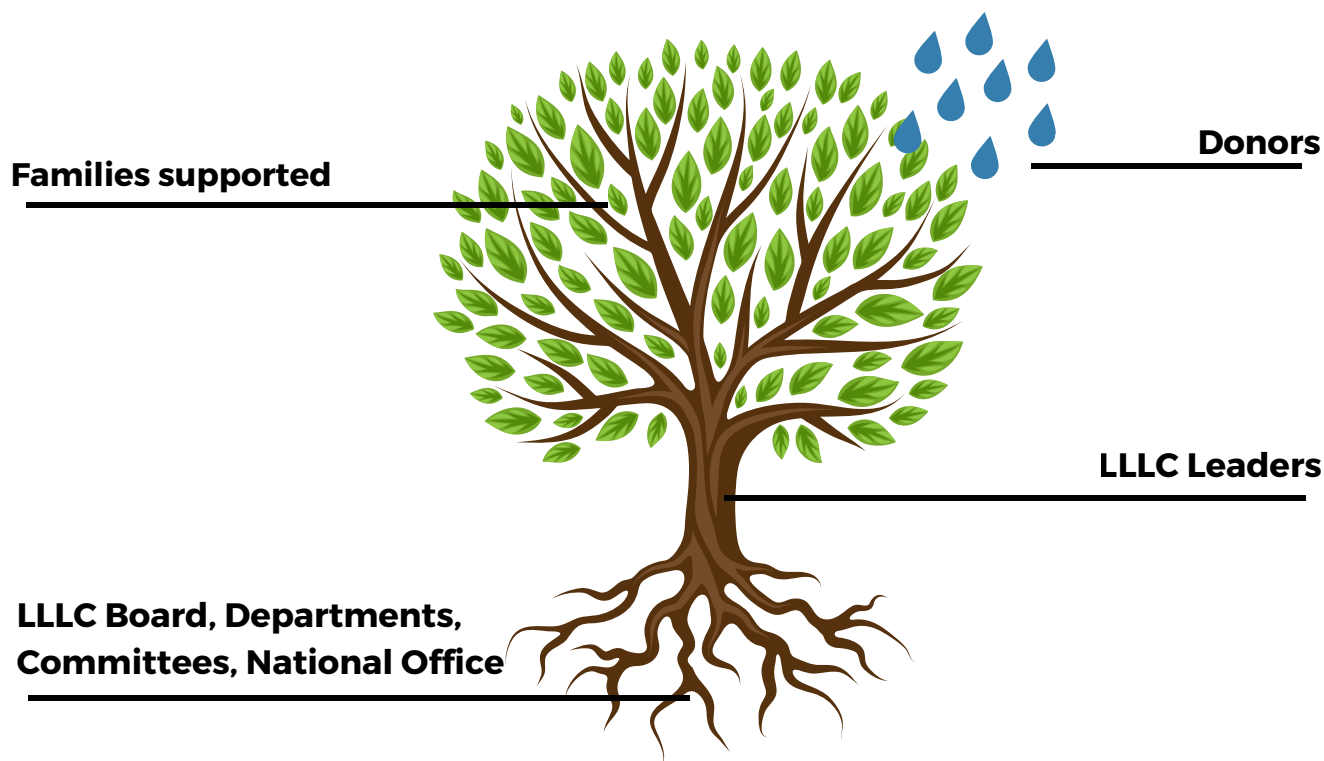


**"I wouldn't be where I am today in my breastfeeding journey: capable, comfortable, and confident, without LLLC."**





# Support within LLLC



At La Leche League Canada, support is at the heart of everything we do. Like this tree, our organization is rooted in strong foundations, nourished by care, and constantly growing to serve families across the country.

Our roots, the Board, Departments, Committees, and National Office, provide stability and guidance, ensuring that LLLC can continue to thrive for generations to come. From these roots grow our Leaders, whose dedication and peer support form the trunk of our work, steady and strong. Leaders reach out to families with compassion, encouragement, and evidence-based information, offering a lifeline in moments of uncertainty.

Families are the flourishing leaves of our tree, supported and nurtured as they grow in confidence and connection. And just as rain sustains life, our donors nourish our mission, making it possible for us to reach even more mother, parents and babies with meaningful support.

Together, this network of roots, trunk, branches, leaves, and rain shows that LLLC is more than an organization. We are a living, growing community where every role matters, and every act of support helps families thrive.





# Area Reports



La Leche League Canada is organized into six unique Areas, stretching from the west coast of British Columbia to the easternmost point in Canada in Newfoundland. Each Area is supported by an Area Council made up of dedicated volunteers in key roles: the Area Coordinator of Leaders, Coordinator of Leader Accreditation, Communication Skills Development Facilitator, Professional Liaison Department, Secretary, Treasurer, and Member at Large. Together, these Councils work to support Leaders and Leader Applicants in their Area, create opportunities for community outreach, and organize Leader and Leader Applicant Days. Their collaborative efforts ensure that families across Canada have access to strong, connected networks of support.

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## Area Reports

**Atlantic Canada** Area Council plans two Area Workshops (Leader Days) for Leaders and Leader Applicants. The spring workshop was held June 1, 2024 in New Glasgow, Nova Scotia. Topics included Tongue Ties, LLLC Website Scavenger Hunt, Prenatal Collection of Colostrum. The fall half day workshop was held virtually on November 2, 2024. The topics included: The Art of Breastfeeding review focusing on new messaging, Parenting Trends . Our hybrid model workshops (In-person and virtual) will be planned for 2025 .

Two Leaders were accredited by participating in the 10-week Leader Applicant Group. Both have reactivated LLLC Groups in Truro, NS and Saint John, NB. They join our **15 other groups (35 Leaders)** in our four Atlantic provinces . We continue to publish our quarterly newsletter, the **Beacon** to keep us all connected.

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The **Quebec, Eastern Ontario and Nunavut** area (QEON) of La Leche League Canada is a collaborative space where everyone finds their own way to help breastfeeding families while respecting their capacity. From the 51 Leaders we can count on, **4 Leaders** were accredited in the last year. We have many Leaders responding to the Ottawa phone line, many of our Leaders are part of the "Ask a Leader" team and many offer Breastfeeding Essentials prenatal classes. We offer 14 in-person meetings and 7 virtual ones, 4 Leaders are Communication Skills facilitators, 1 is part of the Professional Liaison Department, 1 is a board member and 1 is an international board member. Many of our Leaders are also part of an international committee.

We have a strong council of 5-6 representatives. QEON keeps an active engagement of its Leaders by offering Leader/ Leader applicant days twice a year with workshops and bonding activities and monthly virtual connect sessions where Leaders can receive help and discuss important breastfeeding topics while socialising. We also have a virtual end of year celebration with games to just enjoy being together. Our hope for the next year is to engage Leaders who have not been connected or involved and have more new faces to come to the Leader/Leader Applicant Days.

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## Area Reports

**BCY Area Council** organised a series of virtual enrichment meetings with Leaders and Applicants. The purpose was to facilitate communication and engagement with Leaders to support their LLLC volunteer roles. Presentations/connections included:

- June: Leader Department
- September: Professional Liaison Department
- November: Leader Accreditation Department

On September 7 and 8, 2024 **Ruth's Annual Garage Sale** was another amazing fundraising event. The **14th annual LLL pay-what-you-can garage sale brought in \$5,500!** We are so appreciative of Ruth and her team of volunteers for their energy and passion for fundraising.

BC/Y accredited **six new Leaders** during this time period: three through the National LAD work group, one isolated Applicant who worked with a supporting Leader who stepped in to help, and two Applicants who worked with a BC/Y LAD work group.

Area Council continues to make voice connections with Leaders supporting them on questions they may have both administratively and within their role as LLLC Leaders. Leader connection is a priority for the Area and its Area Council members.

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**Central Southern Ontario** welcomed two new ACLs to support and engage the Area which we are excited about with a vibrant Area Council that is full! Co-ACLs Rachael (Kitchener Waterloo Group) and Kayla (Midland Group) are sharing the duties to support our 53 Area Leaders. Ten of these Leaders have been accredited this year which is exciting!

CSO has some uniquely focused virtual groups including Solo Parents, BIPOC, Ukrainian speaking and Portuguese speaking groups to meet the needs of community parents.

CSO Leaders participated in this year's **Spring Baby Show at the Enercare Centre** in Toronto by hosting an informational booth. The event provided an excellent platform to engage with hundreds of parents and share valuable information about La Leche League Canada including Group information and the Breastfeeding Essentials classes.

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## Area Reports

The **Manitoba / Saskatchewan /Western Ontario (MB/SK/WO) Area** has had a truly remarkable year! We've been fortunate to create numerous opportunities to support women across the province through calls and meetings. Recently, we hosted a successful virtual Leader day, where we brainstormed innovative ideas for fundraisers, renewal directions as we shared our screens to show how to renew, as well as how to engage new participants to meetings, and how to start Leader Applications. With 11 Leaders in attendance, the positive feedback was overwhelming! Our next Leader Day is planned for October 19th, and we are looking forward for even greater engagement.

Currently we have **19 active Leaders**, some are are facilitating the *LLLC Breastfeeding Essential Prenatal* classes with excellent participation. Some classes have over 30 registered participants, which is so encouraging. The LLLC - Winnipeg Group plans on starting up classes in the fall.

We are excited to ramp up fundraising efforts in the fall and plan to discuss an Area wide fundraiser at the next Leader Day. While we do need new Leaders in some areas, our existing Leaders are dedicated to generating interest and enthusiasm.

Additionally, we are hoping to have a book club starting in the fall. Summer has been crazy busy for all Leaders and we cant wait to reconnect!





## Area Reports

**LLLC AB/NWT** saw an increase in expectant and new parents attending in-person and on-line meetings which in turn energized our committed core of Group Leaders. When Leaders retired, new Leaders came on board to start new Groups, lead meetings, take on telephone helping shifts, answer Ask A Leader emails or revive the popular Breastfeeding Essentials class.

As of the end of March, 2025 LLLC AB/NWT had **14 Groups and 26 Leaders** (with 1 accreditation).

Extra projects the Area was able to take on:

- Held an in-person & online Parenting Conference in Edmonton with Deborah MacNamara
- Donated Art of Breastfeeding books to 245 public libraries in Alberta
- Updated our brochure, banner and magazine ad to align with LLLC's new Branding Guidelines.
- APL invited to be a member of the Canadian World Breastfeeding Trends Initiative Team (WBTi)

Our focus for next year is to:

- Increase LLLC awareness through social media and health professional contacts to attract more parents to meetings and LLLC resources.
  - Continue to support Leaders via email, regular Facebook posts, Area Newsletters, PL News and our annual Leader and Applicant Day.
  - Accredited more Leaders.
  - Work with LLLC to contract and pay an author to write an up to date book on Weaning.
  - Display at the CBMG Health Professional Conference in June 2025
  - APL to represent LLLC at the WBTi Conference in July 2025
  - Recruit volunteers for another Area fundraising event early in 2026.
-





## Photos From AB/NWT



Finishing up the AoB in AB Libraries -  
Marigold Library Services Dec 2024

Updated Calgary Poster Fall 2024



Parenting Conference organizers and Leaders  
with Deborah MacNamara Sept 2024

**LA LECHE LEAGUE CANADA**  
LLLC.ca

**PEER-TO-PEER BREASTFEEDING SUPPORT GROUP**

**Breastfeeding Resources**

**WHO WE ARE**  
La Leche League Canada (LLLC) is a registered charity that has been providing evidence-based breastfeeding information for over 60 years. Our volunteer Leaders have all nursed their babies and have received training in peer-to-peer support. LLLC offers FREE access to current breastfeeding information for both parents and health professionals.

Have a lactation question or concern?  
(403) 242-0277



Leader Day Sept 2024



**"It's wonderful to connect with other nursing mothers and talk freely about our breastfeeding journeys. Each meeting is a learning experience for me."**





# By The Numbers



228 Leaders



123 LLLC Groups



2,671 Total Years of Service



103,500 Average  
Weekly Website  
Views\*



442 Questions  
Answered by Ask A  
Leader\*



230,593 Total views on YouTube



15,100 on Facebook



6,086 on Instagram

*\*between April 2024 to April 2025*





## Leader Accreditation Department

This year, the Leader Accreditation Department (LAD) has continued to support Applicants from coast to coast through three national LAD Groups. These sessions not only guide Applicants toward accreditation but also evolve after each round, as feedback and suggestions from participants are reviewed and implemented. This ongoing cycle of reflection and adjustment ensures the process remains responsive and supportive.

We are also proud that the Applicant Class developed by LLLC has been embraced internationally. Several DCEs around the world have adopted the class, adapting it to their own context while expressing appreciation for the foundational work created here in Canada. This ripple effect demonstrates how LLLC's contributions are making an impact far beyond our borders.

In addition, BC/Y hosted a dedicated work group for Applicants in their Area. The collaboration and commitment shown by Leaders in BC/Y highlight the value of working together to strengthen our community of support.

As we look ahead, LAD is in need of volunteers to help accredit new Leaders. Supporting Applicants through accreditation is a meaningful way to strengthen LLLC and ensure the sustainability of Leader support across the country. If you are interested in volunteering with LAD, please reach out to Melissa Fenwick via [melissa.fenwick@LLLC.ca](mailto:melissa.fenwick@LLLC.ca)

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Our Social Media Team actively shares original, relevant content on Facebook, Instagram, TikTok, and YouTube. We are exploring new platforms and strategies to connect with diverse audiences. By increasing LLLC's visibility online, we are reaching more families with trustworthy information and making it easier for them to find local meeting details, online events, and our growing library of video resources, including the LLLC *Newborn Nursing Video Series*.

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*Newborn Nursing Video Series*

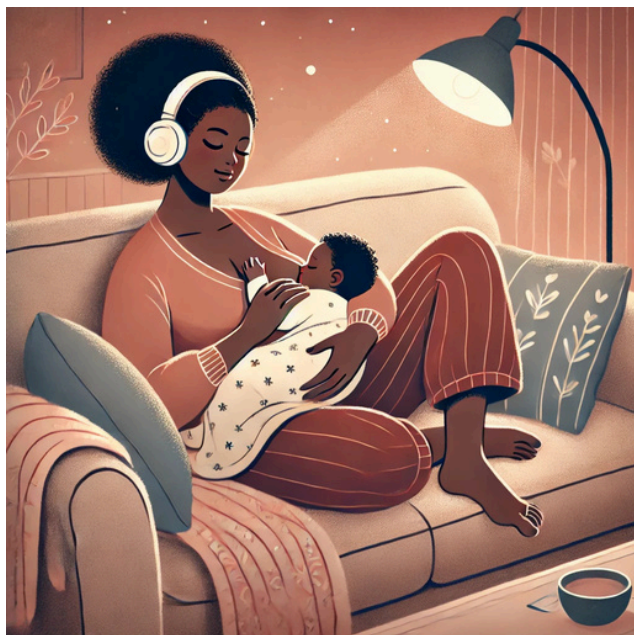




# LLLC Virtual Library

This year, **LLLC's Virtual Library** continued to grow as a valuable resource for families and Leaders across Canada. Access to the LLLC Virtual Library is available through the Libby app. **2,569 people** have registered to access our collection of over **185 breastfeeding and parenting related eBooks and audiobooks**. The Virtual Library makes it easier than ever to access evidence-based, parent-friendly information anytime, from anywhere.

We're proud to offer this free and inclusive resource to support families on their feeding journey, and we extend our sincere thanks to the **AB/NWT Area** for supporting this initiative on a yearly basis. Their continued commitment helps keep this resource accessible to all.







# Fundraising

La Leche League Canada relies on the generosity of our community to sustain and grow our work. Supporters can give in many ways: through **one-time** or **monthly donations**, by purchasing from our **Apparel Store** where 10% of every item sold comes back to LLLC, or by buying the new edition of **The Art of Breastfeeding**. Each contribution directly strengthens our mission and ensures that families across Canada have access to compassionate, evidence-based breastfeeding support.

We also partner with a variety of organizations and programs that make giving simple and creative. Through **FlipGive**, supporters can fundraise while shopping online, and everyday purchases from **Cuppers Coffee**, **TruEarth**, **Naturally Vain**, and **Momzelle** also benefit LLLC. **Donations of cars**, **cryptocurrencies**, and **securities** are welcomed, expanding the ways people can contribute. Together, these efforts provide vital funding that helps us reach more families, train Leaders, and grow the resources our communities rely on.





# Make Your Favourite PayPal Charity

**1** **Log** in to your PayPal account at [paypal.ca](https://paypal.ca)

**2** **Go** to  [paypal.com/fundraiser/hub](https://paypal.com/fundraiser/hub)

**3** **Search** for La Leche League Canada

**4** **Click** on our name, then hit “Donate”

**5** **Click** the  “Set as Favourite” button





# Finance

As a not-for-profit, we rely heavily on fundraising to support our organization, our Leaders, and our communities. Our Leaders work hard to ensure that fundraising happens at the local, area, and national levels throughout the year, often utilizing our [LLLC Fundraising Package](#) to guide them. Thanks to these efforts, we have have some highlights from the 2024-2025 fiscal year to share:

- We are growing in Monthly Giving. Our monthly donor contributions are currently sitting at 13% of donations. Encouraging monthly donors offers our organization stability and predictability in planning future programs and projects.
- The Alberta Society and AB/NWT Area has been able to work closely with LLLC Nationally to support various initiatives including our virtual Library. They also pay for AB Leader's insurance and AB website usage. We look forward to continuing projects that Alberta Society and AB/NWT Area have helped supported LLLC in.
- One-time donations continue to make up the largest portion of our revenue at 44.5%. Thank you to all of our Leaders for encouraging families that have had a positive experience with LLLC to donate.
- Almost one-fifth of all giving, 18.5% came through Donor Choice (i.e. United Way). Through Donor Choice, supporters direct their funds to specific purposes or locations. This shows how important keeping strong community connections and transparency is to our donors.



Every drop of breastmilk counts.  
And so does every donation.



# Finance

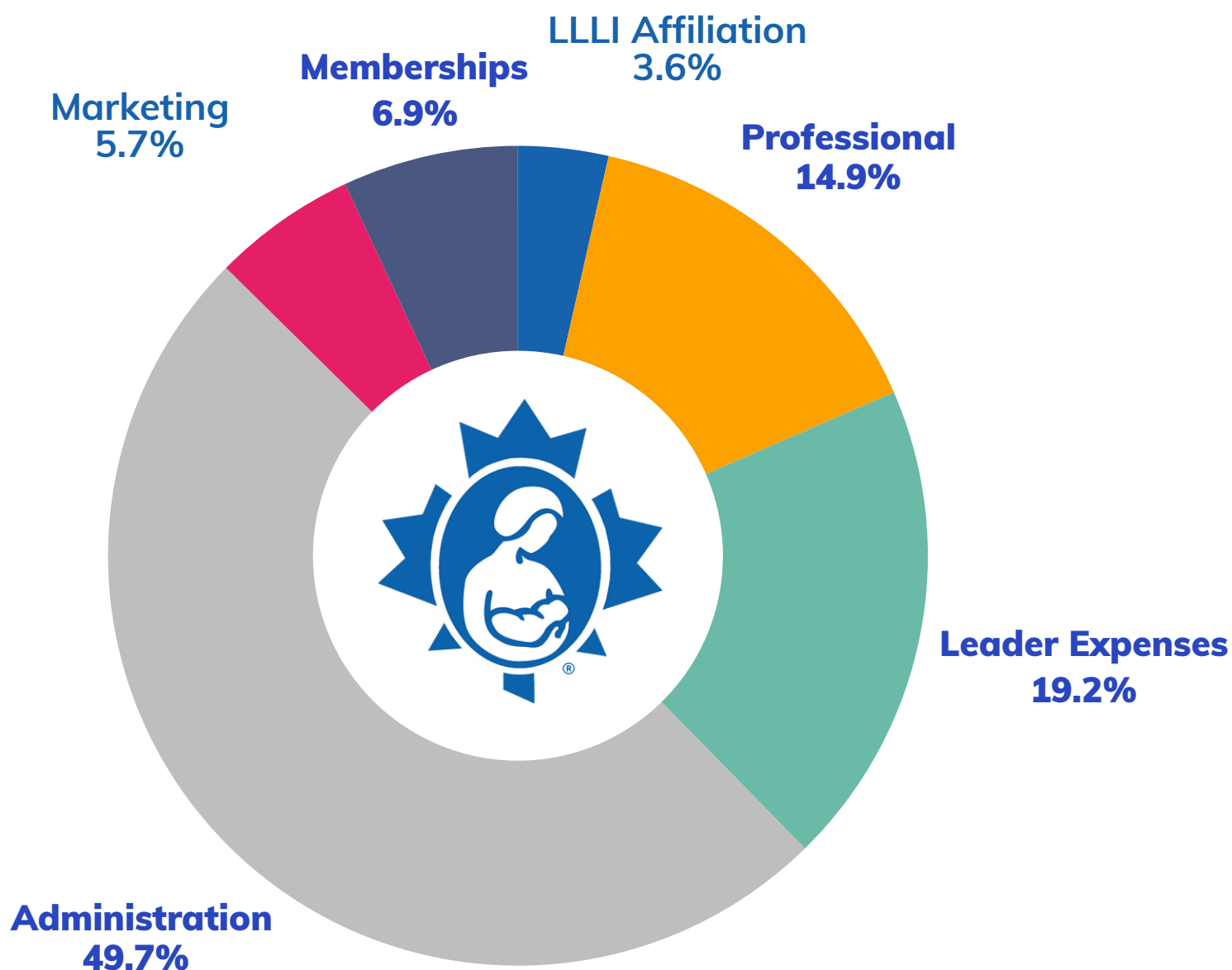
- In order to support our Leaders and our communities, we also have some expenses. As a not-for-profit, we try to minimize our expenses as much as possible while also taking care to find ways to invest our money that ensure we are continuing to show our commitment to supporting and equipping our volunteer Leaders with current and up-to-date evidence based information.
- Our largest expense category was Administration, 49.7%; it is worth noting here that in contrast to many not-for-profits, we have only a single employee and a volunteer, working Board of Directors and all of our volunteer Leaders that work extremely hard behind-the-scenes to keep LLLC running nationwide, including managing phone lines. Our Leader Expenses, 18.7%, demonstrate the commitment to continuing education and providing their communities with the necessary support and resources to meet their breastfeeding goals.

**LLLC continues to work hard to be a well functioning, sustainable, and supportive organization so that we can continue to support communities across Canada for years to come.**

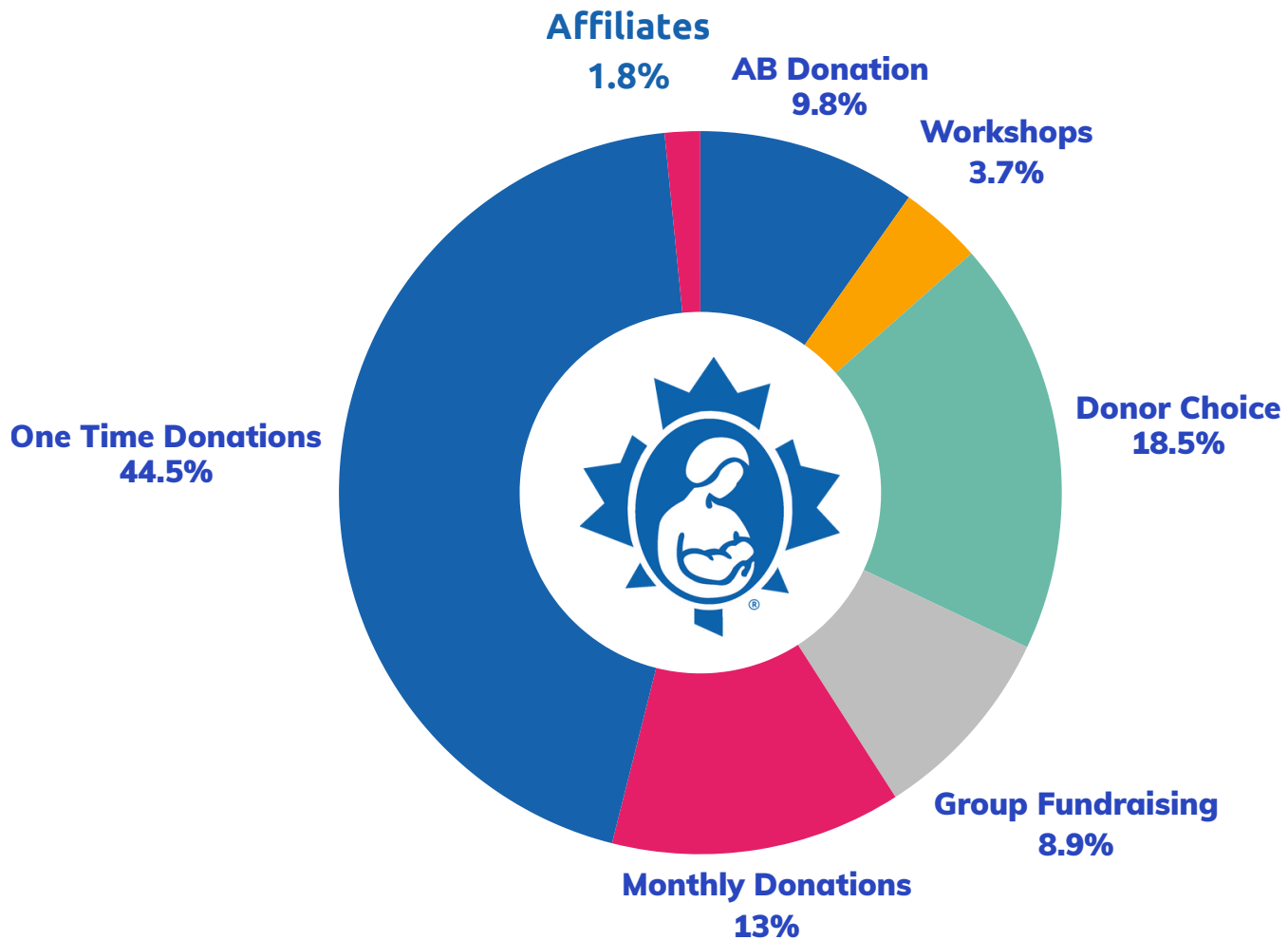


Thank you for helping sustain LLLC.  
Your generosity makes a real  
difference.

# Basic Expense Breakdown



# Basic Income Breakdown







# Year in Review

Over the past year, La Leche League Canada has continued to **strengthen its programs**, resources, and outreach to ensure families across Canada receive the support they need. Our Board has been actively engaged in governance, strategic planning, and equity-focused decision-making, with an emphasis on accessibility.

We continued to review and update LLLC's **policies and procedures**, including new and revised policies. This process also included the development of new guidance for specialty groups, secondary connections, insurance and on the external use of LLLC images, ensuring our resources are used in alignment with our mission and the WHO Code.

This year also marked the **launch of our LLLC Newborn Nursing Video Series** and newly launched official YouTube Channel. These videos demonstrate positioning, latching, and common adjustments to help families get breastfeeding off to the best start. Available free to the public, the videos can be shared by healthcare providers, educators, and community groups, further extending LLLC's reach and ensuring that accurate, evidence-based support is accessible anytime, anywhere.

In the upcoming year, La Leche League Canada will be launching **two important new initiatives**, made possible through the support of two recently awarded grants. **The FASD and Breastfeeding Support Grant** will allow us to offer targeted resources and peer support for families navigating breastfeeding in the context of Fetal Alcohol Spectrum Disorder. **The Emergency Preparedness Grant** will enable us to develop tools and training to ensure breastfeeding families can access information and support during emergencies. As new funding opportunities arise, and where we meet eligibility requirements, we are committed to pursuing additional grants so we can continue to expand our programs, reach underserved communities, and strengthen our capacity to support families across Canada.

Looking ahead to 2025–2026, the Board will work to expand our reach to underrepresented communities, ensuring that our support is accessible to all families who need it. Building and strengthening our Leader base will remain a priority, as our Leaders are at the heart of the support we provide across Canada.

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