



La Leche League Canada



Sitara Hewitt: Canadian actor, breastfeeding mother, La Leche League Canada supporter

ANNUAL COMMUNITY REPORT ***OCTOBER 2011***

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 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 corporations, 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

La Leche League Canada is excited to be celebrating our 50th anniversary in 2011. There are very few non-profit, volunteer run, organizations with a history of serving the Canadian public continuously over so many years. The impact of La Leche League Canada's information and support for breastfeeding families is now reaching the third generation of babies!

La Leche League Canada provides breastfeeding information and support through in-person meetings in a variety of settings, telephone, e-mail, social media, on-line and print publications and through 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 regions of Canada. By having multiple communication channels La Leche League Canada has been at the forefront of meeting the needs of Canadian families by providing breastfeeding support from pre-pregnancy to weaning and in the place where the mother feels most comfortable. The World Breastfeeding Week 2011 theme focused on communication and said "Communication is an essential part of protecting, promoting and supporting breastfeeding. We live in a world where individuals and global communities connect across small and great distances at an instant's notice. New lines of communication are being created every day, and we have the ability to use these information channels to broaden our horizons and spread breastfeeding information beyond our immediate time and place to activate important dialogue." With the launch of our updated website in July 2010 and our presence in the social media spaces of Twitter and Facebook La Leche League Canada is a part of this new dimension in supporting breastfeeding families.

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. Health Professionals recognize La Leche League Canada as a partner in the Breastfeeding 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".

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

Fiona Audy, LLLC Board Chair



LLLC Program Facts

As of October 2011, 370 accredited LLLC Leaders lead in-person meetings in 160 Groups across Canada. In 2010 close to 30,000 individuals attended those meetings with approximately 5,000 of them being first time attendees.

Our “ask a question” section of the website has been contacted with 1,180 questions since going on-line just over a year ago and Leaders have provided one-to-one support to another 7,000+ women. Every month our 1-800 Breastfeeding Referral Line receives close to 300 calls from women looking for breastfeeding information and support.

La Leche League Canada Leaders made contact with another 16,500 people through community outreach events across the country. These events provide a visual reminder to the general public that breastfeeding is the normal way to feed a baby and help to create supportive communities in which breastfeeding is accepted and encouraged.

Facebook and Twitter have broadened our ability to communicate and connect with mothers wherever they live. Social media is the communication tool of choice for many of the current generation of mothers and those who will be parents in the coming years. We connect regularly with over 700 individuals and many others see our information through retweeting and reposting.

La Leche League Canada Leaders and Groups across the country have for many years joined with the Quintessence Foundation to hold Breastfeeding Challenge events to celebrate and promote breastfeeding during World Breastfeeding Week (October 1-8 2011)

“Thank you for all the wonderful work you do. I couldn't have made it through my daughter's birth and learning how to breastfeed without my local LLL friends. Keep up the great work and support of Moms.”
Tricia B, Winnipeg

The LLLC website at www.LLLC.ca has been viewed by 105,023 unique visitors since July 2010.

The most accessed pages are the home page, “Find a Group” page, “Get Help” and the “Frequently Asked Questions”.

In March 2011 the website was entered in the Canadian Internet Registration Authority .CA website competition. We did not win but it was a wonderful opportunity to bring our website up to an even higher standard.

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.

La Leche League Canada publications, available on-line, include: ***Tree of LLLife***, with a current subscription list of 750, contains articles and news about breastfeeding of general interest to the public and our donors. ***LLLC Connections***, with a current subscription list of 950 is for LLLC's members and focuses on more detailed breastfeeding information and life in a breastfeeding family. ***Keeping in the LLLoop***, with a current subscription list of 800, contains articles and interesting quizzes focuses on the education needs of health care professionals who work with pregnant and breastfeeding women.

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.

LLLC Information Sheets on specific topics are shared with breastfeeding families by Leaders and are available for download from our website by mothers and Health Professional members.

To help celebrate our 50th anniversary, La Leche League Canada's public service announcement and 11 minute film about breastfeeding are both available to view and download from the website. Each LLL Group in Canada received a DVD with the videos and other promotional tools to share with mothers and Health Professionals in their community. Many maternal health organizations are also using both of these tools in their own breastfeeding promotion and support programs.

"This is a great video with real moms sharing their challenges and their means of getting help that turned them into successes! I will be sending this on to colleagues & moms. Thanks," Sue S, RN

La Leche League Canada also reaches the public through national press releases in response to articles in the print and television news and through articles in local news media. In 2011, press releases regarding "*Health Canada's Nutrition for Healthy Term Infants Recommendations*" and "*Breastfeeding in Emergency and Disaster Situations*" were distributed through media outlets and on our website.

"Thank you for this News Release. I have sent it to all the Emergency Planners at all of the Public Health Units in Ontario, to our Field Officer at Emergency Management Ontario, to the Ministry of Health and Long-Term Care, to the Emergency Planners at the City of London and the County of Middlesex and at St. Joseph's Health Care Centre in London and they will distribute as well." Patricia S, Manager, Emergency Preparedness, Middlesex-London Health Unit

La Leche League Canada held five Health Professional seminars in 2011 with speaker Suzanne Colson, a research midwife from England. The topic was “Biological Nurturing: Releasing Innate Behaviours to Enhance Breastfeeding”. 300 Health Professionals and La Leche League Leaders were exposed to new ideas about supporting breastfeeding mothers based on her research.

“An exceptional presentation. A unique, well researched approach to breastfeeding which will change the way I think and practice” Doula, Halifax

La Leche League Canada shared information about our services with close to 1,000 Canadian pediatricians at the Canadian Pediatric Association conference in Quebec City in June 2011.

We maintain membership in the North American branch of the World Alliance for Breastfeeding Action (WABA-NA) as we are committed to being a part of the global network of individuals & organizations concerned with the protection, promotion & support of breastfeeding worldwide. WABA action is based on the [Innocenti Declaration](#), the [Ten Links](#) for Nurturing the Future and the [Global Strategy for Infant & Young Child Feeding](#). WABA is in consultative status with UNICEF & an NGO in Special Consultative Status with the Economic and Social Council of the United Nations (ECOSOC).

Within the next few weeks we will be launching our LLLC iPhone app created through the generosity of time, expertise and vision of Dial9. It will give access to the LLLC website to mothers on-the-go. The meeting location feature will allow mothers to find the nearest meeting and get directions with up to the minute updates of any changes.



Donor & Volunteer Contributions

Our programs and services are provided solely by accredited volunteers. La Leche League Canada volunteers contribute over 35,000 volunteer hours each year in direct service to breastfeeding families and support to pregnant women and new mothers each year. On over 115,000 occasions La Leche League Canada has connected with our community through one-to-one helping by telephone and e-mail, community outreach events, monthly meetings and website content. This support system is an incredible value to families, estimated to be worth well over \$1,000,000 in the Canadian economy.

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 families. We believe that transparency and accountability are essential to our success. We comply with generally 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.

Donations can now be made on-line and receipts created with minimal administrative time due to La Leche League Canada's lead in creating a Canada Revenue Agency compliant tax receipt module for Drupal based websites. This module is now being used by a number of other Canadian charities.

LLLC raises its annual budget of approximately \$250,000 through memberships, individual donations, local fundraising initiatives, and corporate sponsorships. We are also registered with several on-line shopping programs through which participating corporations donate a percentage of our supporters' purchases back to LLLC.

The last two years activities have resulted in small profits, which will allow us to increase our capacity to provide services to breastfeeding families in Canada.

	2011	2010
	\$	\$
Revenue	256,477	160,513
Expenses	<u>(239,581)</u>	<u>(152,302)</u>
Excess of revenue	16,896	8,211
Website development funding	<u>12,146</u>	<u>7,419</u>
Net current year's excess	<u>29,042</u>	<u>15,630</u>

The significant increase in both revenue and expenses is due to our Awareness Campaign as discussed earlier, and growth in our Health Professional Seminars. More detail can be found in our full financial statements on our website.

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 1st of the following year.

La Leche League Canada Board members 2011

Fiona Audy, *Chair*

Miyoko Rasmussen, *Vice Chair*

Lisa Loeppky, *Secretary*

Wendy Dale, *Treasurer*

Lenore Kilmartin, *Director*

Joan Little, *Director*

Michele McShane, *Director*



La Leche League Canada

Because breastfeeding isn't always easy, we're here to help



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"Thank you for your reply, it is quite helpful. Sofia is now latching much better (on both sides) however I will try out your suggestions about letting her find her latch.

I will definitely call my local leader and consider joining my local group--having support of lactation consultants in the hospital and having your website available has made breastfeeding much easier and much less stressful!

Thank you so much for your help!" Wendy, Toronto, contacted La Leche League Canada through the "Get Help" section of the LLLC.ca website

Find us on Facebook and Twitter @LLLCanada

Website: LLLC.ca

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