



LA LECHE LEAGUE
CANADA

Annual Report

2023 - 2024

Message from the Board

The La Leche League Canada (LLLC) Board of Directors would like to thank all the dedicated LLLC Leaders across the county. You are the heart of this organization and have been for over 60 years. Uniquely, Leaders have all received support from La Leche League at some point. And as a gift to your communities you have chosen to provide that same kind of vital, evidence-based breastfeeding support to others. We deeply appreciate your dedication.

As a Board we would also like to thank our Alumni Leaders. You built the organization in the early days. You supported new mothers at a time when the value of breastfeeding was not recognized by the healthcare community and when it was not legal to breastfeed “anytime, anywhere” in Canada. You mentored the Leaders of today and provided a firm foundation on which we continue to build. Thank you for your continued support.

And finally, the LLLC Board of Directors would like to thank our generous donors. Without your financial support we would not be able to carry on with 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 grateful for your commitment to La Leche League Canada.



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



What We Do

La Leche League Leaders live and parent in the communities we serve. We provide evidence-based information and personalized support at organized meetings, both in-person and online. We also answer questions and offer encouragement via phone and email. We strive to ensure that all families feel welcome to reach out to us for support.

The LLLC website contains over 130 information sheets on all topics related to breastfeeding. These are written at an accessible reading level and can easily be translated into other languages with available software. We also offer the *Breastfeeding Essentials* class, free of charge, to expectant parents.

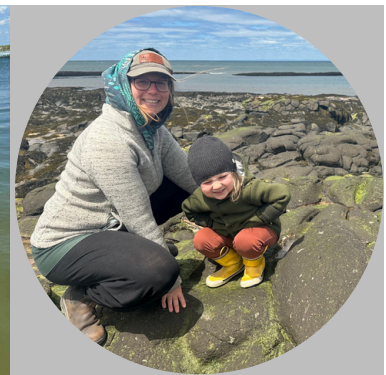
La Leche League Canada provides regular educational opportunities for healthcare providers at our annual Healthcare Provider Conference and through our Communication Skills Development course for Healthcare Providers.

The LLLC Social Media Team regularly shares original content on our Facebook and Instagram pages. We continue to explore new ways of increasing engagement with the public. By increasing the visibility of LLLC on social media, we increase the number of people who go to our website for evidence-based breastfeeding information and LLLC Group Meeting details.

Who We Are

La Leche League Canada 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 an extensive mentoring and training program which provides our volunteers with up-to-date lactation specific information.

La Leche League Canada is a national registered Canadian charity and part of the global organization, La Leche League International (LLLl).





Where We Come From

Our Leaders are located across Canada from sea to sea to sea, in six large distinct Areas. We lead LLLC Groups in urban areas, rural areas, alone or with co-Leaders. We lead LLLC Groups as far north as Rankin Inlet, as far south as Windsor, as far east as St John's and as far west as Haida Gwaii.



Statistics



**235 Volunteer
Leaders**



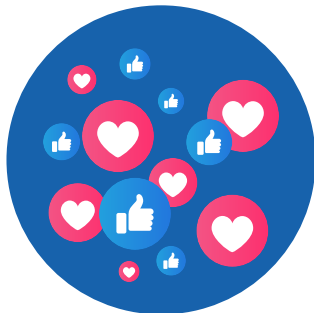
**114 LLLC Groups
Across Canada**



**87,500 Average
Weekly
Website Views**



**410 Questions
Submitted Online
to "Ask A Leader"
between April 2023 to
April 2024**



**13,500
Facebook
Followers**



**5,400 Instagram
Followers**



LLLC's Volunteers

Leaders are at the heart of what we do and it is vitally important that they feel connected to each other and to our national organization.

The five basic responsibilities of a Leader are:

1. Lead Series Meetings with interested parents
2. Help others over the phone, in person, or via online platforms
3. Stay up to date with the latest lactation information
4. Manage their LLLC Group activities
5. Work with Leader Applicants and those considering LLL leadership

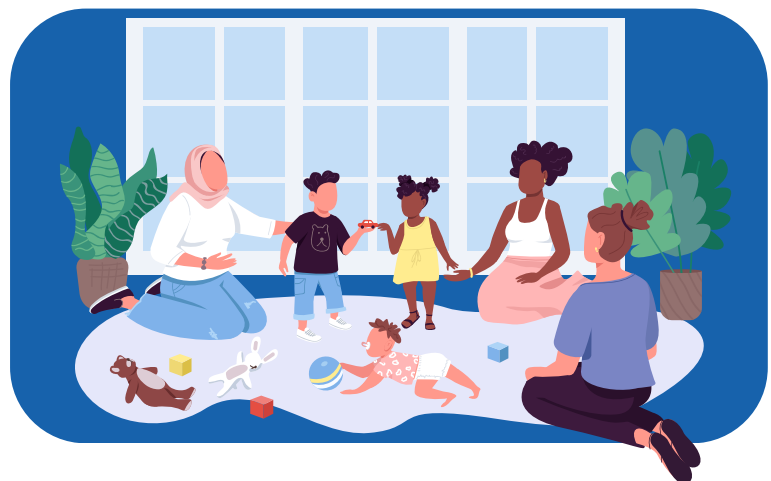




Leader Accreditation Department

This past year marked an exciting period of growth and innovation for the Leader Accreditation Department (LAD) in Canada. In April 2023, we launched a groundbreaking online virtual Leader Applicant workgroup, designed to address a key challenge in the application process: the barrier of writing. This workgroup offered a unique approach, fostering a sense of connection among Leader Applicants and strengthening their ties to the organization. The success of Canada's initiative has set a precedent, inspiring other LLL Areas around the world to adopt similar models. They began implementing their own versions in early 2024.

In its inaugural year, this workgroup has led to the accreditation of 18 new Leaders across Canada. Remarkably, at least one Leader has been accredited in every region across Canada, including remote areas and fly-in communities. This initiative has not only bolstered leadership within LLLC but has also ensured that Leaders in geographically isolated locations remain engaged and supported.



Finance

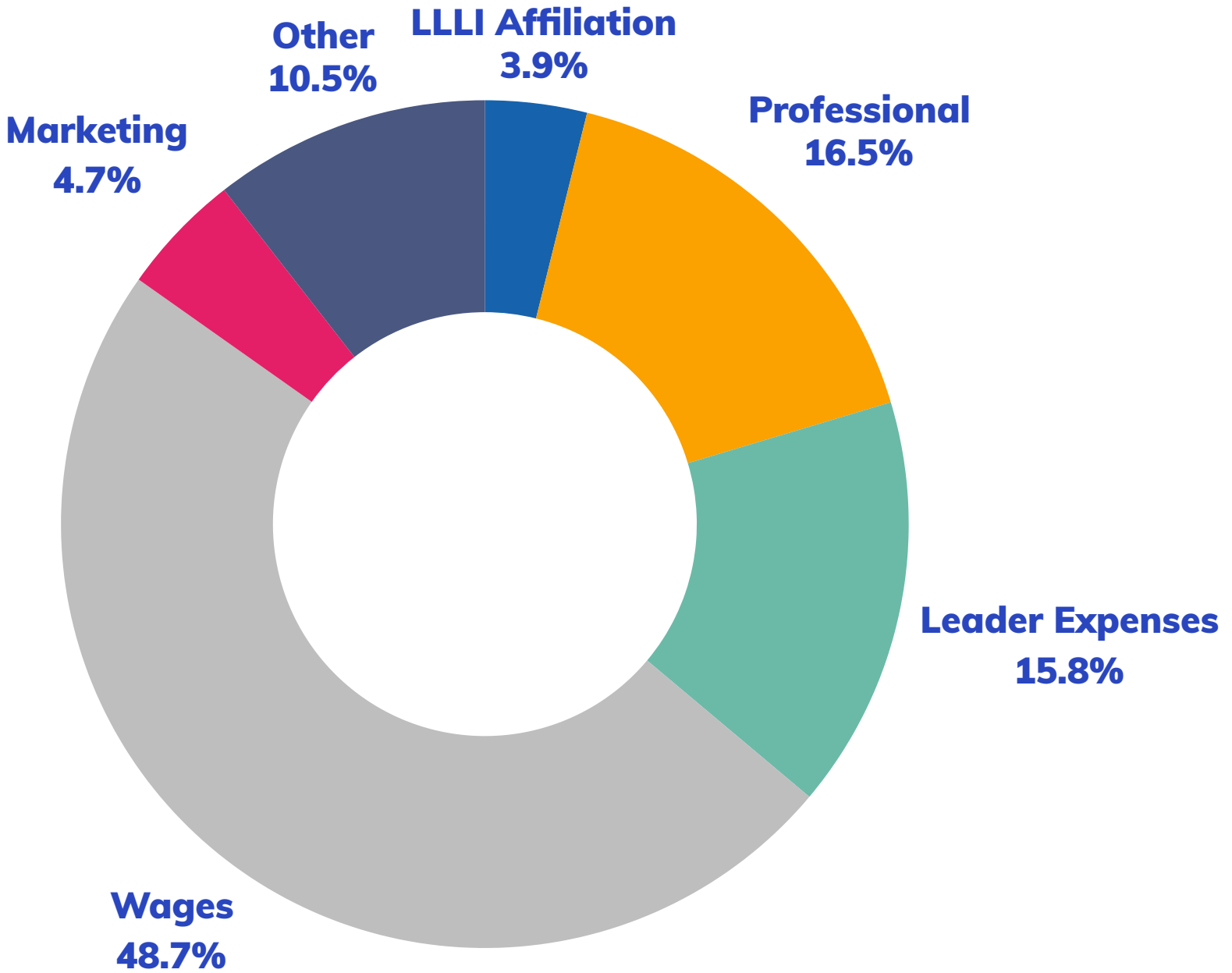


Here are some highlights of our year:

- Donations increased by 14% over the previous year.
- LLLC Victoria Group hosted the most successful LLLC Group fundraiser, bringing in over \$7,000. Thank you to Ruth McAllister for this successful Garage Sale!
- Thank you to the ABNWT Area which donated another \$5000 from their bi-annual casino fundraiser. They also paid for AB Leader's Insurance, AB website usage and contributed funds towards the LLLC Virtual Library.
- Continued efforts were made to reduce professional fees, further enhancing our financial efficiency.

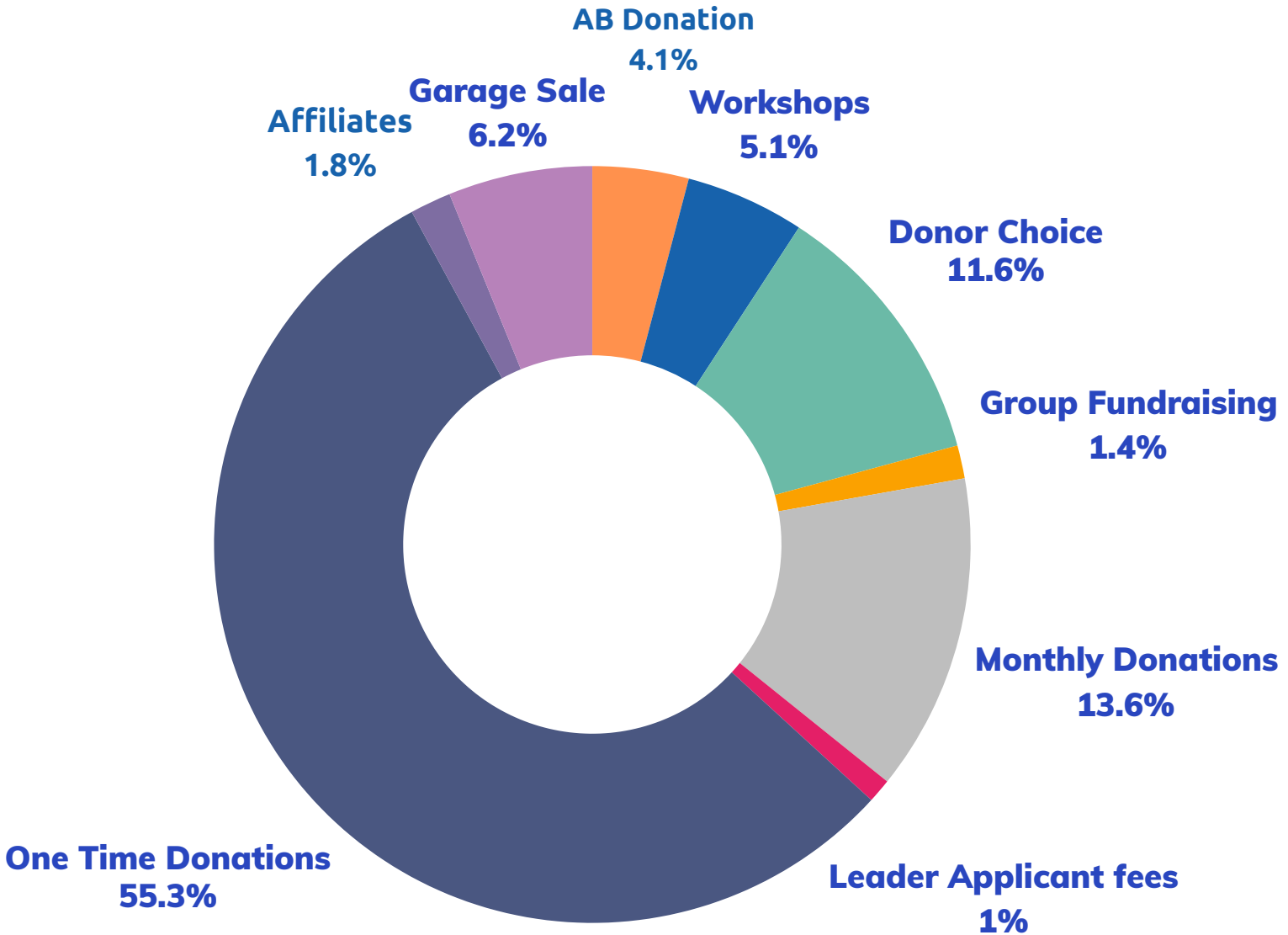
As a not-for-profit organization, our financial stability and long-term sustainability depend heavily on fundraising. Currently, LLLC is conducting national fundraisers, and we strongly encourage all Leaders and Groups to select a fundraising event to support this initiative. The [LLLC Fundraising Package](#) is available with a variety of options to help guide your efforts.





Basic Expense Breakdown





Basic Income Breakdown





Fundraising

Fundraising at La Leche League Canada (LLLC) is a collaborative effort shared by all. At both the Group and Area levels, Leaders have historically organized events such as spaghetti dinners, garage sales, and walk-a-thons to raise the necessary funds to sustain their activities. These events are thoughtfully selected to be both profitable and appealing to young families, while also being feasible for volunteer teams to execute. Such initiatives not only build a sense of community but also generate essential financial support for LLLC. We deeply appreciate the dedication of Leaders who fundraise within their local communities, as their efforts are critical to our financial success.

On a national scale, our campaigns focus on securing both funds and in-kind donations to ensure that every LLLC Group receives the basic funding needed to operate effectively. These campaigns are crucial in providing shared services and programs that support the work of Leaders across Canada.

We understand that the early years of parenthood can be a challenging time to budget for charitable giving, and we are profoundly grateful for every donation we receive. We also value the ongoing financial support from those who may no longer require our services but continue to recognize the importance of our work. Whether through one-time contributions, monthly donations, or regular and annual gifts, the financial support of our donors is indispensable to our mission, and we are sincerely thankful for their generosity.

*Signage purchased by
Victoria Central with
funds from their
successful garage sale*



Year in Review



Over the past year, the Board has successfully updated all LLLC policies to ensure alignment with our amended by-laws and current practices. We have also established a systematic process for reviewing these policies every three years, ensuring they remain relevant and effective.

In addition, we have developed an Annual Board Calendar, which details the monthly tasks required of the Board. This calendar serves as a comprehensive guide for current and future Boards, providing new Directors with essential information, offering structure for the Board, and enhancing organizational stability.

In October 2023, we released a new and updated brochure featuring QR codes that link to some of our most popular information sheets. This update has been well-received, with numerous hospitals, midwives, doulas, and community centers reaching out to their local Groups to request these brochures.

La Leche League Canada now offers over 130 up-to-date, evidence-based breastfeeding information sheets, which attract thousands of visitors each week. These resources are written at an accessible reading level, making them easier to understand for those with lower English proficiency and more easily translatable using translation software.

In March, we launched our new Breastfeeding Essentials prenatal class, a comprehensive two-hour session offered by Leaders across the country, both virtually and in-person, at no cost to parents. Additionally, a recorded version of the class is available for purchase for those who prefer to access the material at their convenience. To date, 540 individuals have registered for this valuable resource.

In the coming year, the Board will focus on rewriting the LLLC Board Manual to enhance the orientation of new Directors and guide the Board in fulfilling its responsibilities both now and in the future. A significant emphasis will also be placed on fundraising efforts at both the national and Group levels. We are confident that with increased engagement in fundraising, we can continue to advance our mission for many years to come.
