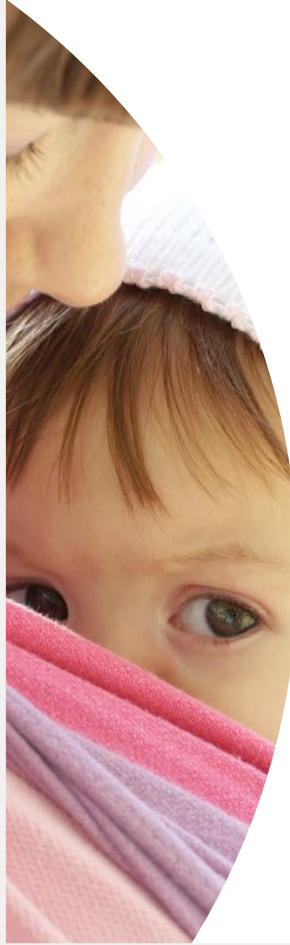


# 2011 – 2012 **annual report**

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# la leche league international

At a time when many nonprofits, including La Leche League International (LLL), faced economic challenges, the organization was able to further the mission of supporting breastfeeding mothers through a collection of partnerships.

LLL is proudest of the publication of the 8th edition of *The Womanly Art of Breastfeeding* (WAB). It was published by Random House for the first time, which gave increased visibility in the popular market. With the support of LLL Leaders everywhere, and the increased public exposure, the WAB became the first breastfeeding book to make the National Bestseller list. By the end of the year, the book had also been translated into several different languages, more than any previous edition of the WAB.

The partnership with Random House also resulted in the publication of *Feed Yourself, Feed Your Family*, a comprehensive nutrition and cooking guide for the pregnant, nursing, and/or weaning mother and her whole family.

Additional partnerships forged by LLLI in FY 2011-12 include:

\* a licensee agreement with the California Milk Processor Board (CMPB), owners of the popular got milk?™ advertising campaign, for their registered slogan, got breastmilk?™. Using this slogan provides another means for promoting breastfeeding and LLLI.

\* working with David Stark of Stark productions, a professional film producer, on the breastfeeding video, *BabyBabyOhBaby: Nurturing Your Gorgeous & Growing Baby by Breastfeeding*. This video captures the special bond that breastfeeding creates between mothers and their babies and speaks to some frequently asked questions about breastfeeding.

\* permanently housing the archives of LLLI at DePaul University. On November 3, 2011, the LLLI Board, Founders, staff, family members, guests, and DePaul University personnel attended a reception celebrating the grand opening of the exhibit, "Mothers Milk: The Story of La Leche League" held at the DePaul University Richardson Library, Special Collection and Archives Department. The exhibit represented a small portion of the collection of historical LLLI documents  
® and memorabilia now housed at DePaul and which are available to students, faculty, researchers, and anyone who has an interest in the materials.

Science has proven over the years what mothers know by instinct -- breastfeeding is best for the overall health of both babies and mothers. As La Leche League International looks to the future we see new hope and new opportunities to continue helping mothers who choose to breastfeed. Through the generosity of our donors, dedication of our volunteers, the Board of Directors, and staff, professional advisory boards, and healthcare community, we are committed to building on our strength of mother-to-mother support. As you contribute to our efforts, you have our thanks and the countless thanks of mothers and babies worldwide.

Sincerely,

*Cindy Garrison*  
Cindy Garrison, Co-Chair

*Barbara Emanuel*  
Barbara Emanuel, Executive Director

*Shera Lyn Parpia*  
Shera Lyn Parpia, Co-Chair

*Lajuana Oswald*  
Lajuana Oswald, Associate Director



# our mission

is to help mothers worldwide to breastfeed through mother-to-mother support, encouragement, information, and education, and to promote a better understanding of breastfeeding as an important element in the healthy development of the baby and mother.

## Education and Outreach

LLL materials, developed in coordination with major medical associations, are recognized internationally as a trusted source for accurate and current breastfeeding information. LLLI publishes and distributes thousands of books and periodicals on breastfeeding, including versions in many languages. La Leche League Leaders and health care professionals around the world continue to utilize LLLI publications as a primary source of information. Printed and online formats of this material include:

**The Womanly Art of Breastfeeding** – LLLI Cornerstone book and the first breastfeeding book to make the National Bestseller list. Provides mothers with answers to many breastfeeding questions and explores how the practical aspects of mothering through breastfeeding can benefit their family.

**Breastfeeding Guide Tips & Products** - a succinct pocket guide that answers frequently asked breastfeeding questions along with information on current books and products. This free guide became the most viewed (seen in 144 countries) and downloaded LLLI publication in 2011-2012.

**Information Sheets** – one to two-page snapshots of key breastfeeding issues. This type of publication allows for relatively quick translation into a variety of languages.

**Breastfeeding Today** - Online publication about the work LLLI is doing around the world in support of breastfeeding along with current breastfeeding research and mother's stories

**Leaven** - Online publication for LLL Leaders. Contains information that helps Leaders in their work of providing breastfeeding support to mothers in their communities.

**LLL Website** - Offers a wide variety of breastfeeding resources: an online help forum and store; a community network for La Leche League Leaders; and a comprehensive directory that helps families around the world locate Leaders in their community that can provide them with breastfeeding support.

*"The help I received renewed my confidence in breastfeeding. I appreciate the great resources and support that LLLI provides."*

—Kristen Triplett, Wilmington, North Carolina

## Mother-to-Mother Support

The hallmark of LLLI and its uniqueness is its mother-to-mother support network. The LLLI mission is carried out in 70 countries by thousands of accredited volunteer Leaders – mothers who have breastfed and received training by LLLI – who provide breastfeeding information and support at no cost to the mother. Support is offered in the form of:

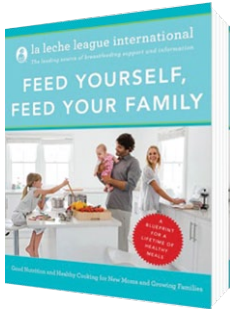
- La Leche League group meetings, a community of mothers that share their experiences and provide support and encouragement
- One-to-one personal visits
- Phone and email support
- Mother forums on our LLLI website, [lli.org](http://lli.org)

*"Mother-to-mother support isn't just a technique. It's incredibly powerful simply because it is the most natural way to learn – through observing and sharing with each other – and because it also meets our deeper need to be understood and cared for."*

—Terry Jordan, LLL Leader in Oregon

# llli projects for 2011-2012

generous support from llli donors made the following education and outreach projects possible:



**Feed Yourself, Feed Your Family** – LLLI's newest book that provides nutritional information for mothers and babies from pregnancy through breastfeeding.

"This food and wellness guide for women from pregnancy through the early phases of motherhood offers much beyond recipes — there are details about specific nutrients, foods to avoid during pregnancy, tips for simplifying meal preparation, and more — This book is a pleasant and helpful read for any mom." — Publisher's Weekly



**New breastfeeding video - BabyBabyOhBaby: Nurturing Your Gorgeous & Growing Baby by Breastfeeding** was released in July 2011. LLLI worked with accomplished producer, David Stark on this practical breastfeeding guide. Comes in DVD and PAL formats, making it accessible in over 150 countries.

"Best breastfeeding film in decades." — Peggy O'Mara, Mothering.com

**Translations** – An ongoing project – LLLI works with Leaders around the world to identify pertinent breastfeeding issues. Translated information delivered in portable, easy-to-read format.

"I am a new La Leche League Leader in Poland. LLLI, through donor support, provided me with valuable breastfeeding resources that I have been able to share with new mothers in my community, including information sheets on key topics that have been translated into their native language, Polish." — Magda Karpienia, LLL Leader in Lodz, Poland



Justyna Makulec, a new mom in Lodz, Poland, shares how Magda helped her through some breastfeeding challenges. <http://viewer.zmags.com/publication/a8e5de2a#/a8e5de2a/8>

# Fulfilling Our Mission Around the World

## United States California

### The Nursing Military Mothers at VMFAT101 Miramar MCAS

Deviny Thompson's squadron, VMFAT101 Miramar MCAS based out of San Diego, California, has six nursing mothers. She writes,



"I just would like to keep our nursing mothers educated and motivated to continue giving their babies the best gift (breastfeeding and love) because it can become discouraging being a nursing mothering on active duty in the military. Thank you for responding to my request for breastfeeding materials in an expeditious manner. These complimentary materials are most appreciated. Included are pictures of our six nursing mothers with the gift packages you sent them plus pictures of our nursing room that houses your donated materials. Thank you to all of your wonderful contributors that made this donation possible!"

## Kansas

### Linn County Health Department

Judy Patterson runs the mothers and infants area within the Linn County Health Department located in a small, rural county in Kansas. They serve around 300 families. Judy writes,



"We have a good group of caring moms and grandmas in our office. Our staff tries to come up with expert materials that are informative yet easy to relate to and understand. Your materials are 100%! We appreciate the help by professionals like La Leche League International. Thank you for your prompt response to our request. These donated materials are already being put to good use. We have 15 moms with due dates between October 2011 and March 2012. I've enclosed a picture of one of our young moms that is currently breastfeeding her son. We look forward to sharing more pictures of our moms with their new babies."

## Paraguay

Pushpa Panadam and Cyntia Leon, Asunción, co-lead two mother support groups at Hospital Cruz Roja. The groups are supported by the breastfeeding committee of the hospital. At the request of the neonatology department head nurse of Hospital Barrio Obero, Pushpa has initiated a support group for stay-in mothers with babies in intensive care.

## Dominican Republic

LLL Santo Domingo reaches a large number of moms and healthcare professionals. For moms, they offer a weekly breastfeeding class for pregnant moms and their companions, telephone counseling and postpartum home or hospital visits. In addition they hold two monthly group meetings. LLL Santo Domingo's online support includes a Yahoo forum for more than 900 mothers as well as a Facebook group of over 2,000. In addition LLL Santo Domingo facilitates a Google forum and Facebook page targeted for healthcare professionals.



## Germany

In the cities of Hamburg and Munich, La Leche Liga Deutschland partnered with gynecologists, pediatricians, midwives, pediatric nurses, IBCLCs and representatives of other breastfeeding organizations to produce guidelines on breastfeeding for health professionals. Published in October 2011, this document can be downloaded from [http://www.muenchen.de/rathaus/Stadtverwaltung/Referat-fuer-Gesundheit-und-Umwelt/Gesundheitsfoerderung/Frauengesundheit/Schwangerschaft\\_und\\_Geburt/Stillen\\_macht\\_stark.html](http://www.muenchen.de/rathaus/Stadtverwaltung/Referat-fuer-Gesundheit-und-Umwelt/Gesundheitsfoerderung/Frauengesundheit/Schwangerschaft_und_Geburt/Stillen_macht_stark.html)

## Hong Kong

LLL Hong Kong hosted a seminar in November 2011 titled, "Breastfeeding – the Biological Norm" for over 70 health professionals. Key topics included: the relationship between birth practices and maternal behaviors; sleep location and breastfeeding outcomes; and new understandings of how babies latch. A child birth educator who attended wrote, "I just wanted to say thank you for organizing such an informative conference. I was certainly left with thoughts for reflection on my own practice."

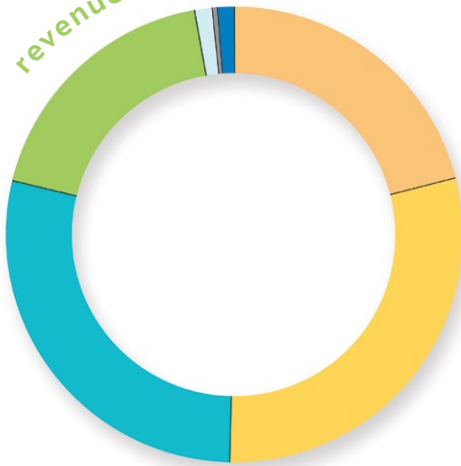


From Close to the Heart, Volume 12, Number 3



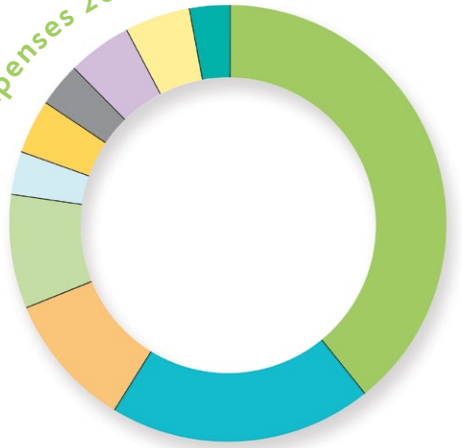
# financials for 2011-2012

revenues 2011-12



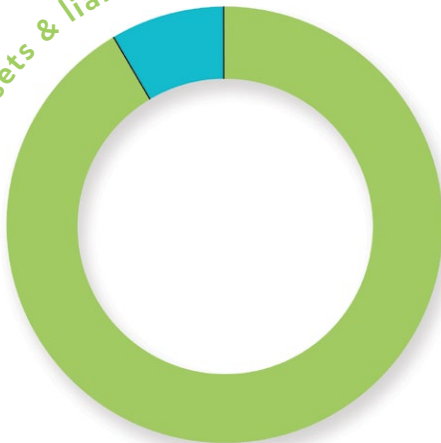
- Online Store \$342,914
- Royalty Income \$480,585
- Contributions \$464,623
- Area Network Assessment \$300,000
- Supporting Memberships \$20,385
- Periodicals \$5,627
- Miscellaneous \$20,626

expenses 2011-12



- Publications \$752,883
- Management & Operations \$377,615
- Fundraising \$191,951
- Customer Service \$160,577
- Leader Support \$61,970
- Breastfeeding Education \$75,657
- External Relations & Advocacy \$60,351
- Public Relations \$89,791
- Conference / Exhibits \$91,251
- Breastfeeding Support / Helpline \$56,727

assets & liabilities 2011-12



- Ending Net Assets \$1,528,472
- Ending Net Liabilities \$140,304

# llli supporters

LLLl is deeply appreciative of the generous contributions made by the following individuals, corporations, foundations and organizations. Your support enables LLLl to continue its mission of providing mother-to-mother support for breastfeeding.

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\$5,000+ (Nov. 1, 2004-March 31, 2008)

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## SUPPORT THE LLLI MISSION IN A VARIETY OF WAYS

- Make a recurring gift and set a schedule of giving—on a monthly, quarterly, or yearly basis—that works for you!
- Match your gift through your employer if possible
- Donate stock
- Include LLLI in your estate plans
- Give the gift of an LLLI Supporting Membership
- Honor or memorialize someone with a tribute gift

# la leche league international leadership

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La Leche League International 957 N. Plum Grove Road, Schaumburg, IL 60173  
1-800-LA LECHE (phone) (847) 969-0460 (fax) [llli.org](http://llli.org)

The primary service of LLLI, mother-to-mother support, is provided at no cost to families.

