



Celebrate 60!
Building a Sustainable Future



2015-2016 Annual Report



The LLLI Mission

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.

The LLLI Mission and our work to support the mission is made possible by generous donors. Thank you donors!

Mother-to-Mother Support

In 2015-2016, La Leche League International has representation in 77 countries and 5,963 Active Leaders.

The hallmark of LLLI and its uniqueness is its mother-to-mother support network. The LLLI mission is carried out by accredited volunteer Leaders – mothers who have breastfed their own children for at least a year and received training by LLLI – who provide breastfeeding information and support to the mother. Support is offered in the form of:

- LLL Group Meetings, a community of mothers who share their experiences and provide support and encouragement
- One-to-one phone, email, and personal visits
- Online meetings
- Mother-to-Mother forums on the LLLI website, llli.org
- Social media (e.g., Facebook)

“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

Education and Outreach

LLLI 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 hundreds of books and periodicals on breastfeeding, including versions in many languages. LLL Leaders and health care providers 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 National Best Seller that provides mothers with answers to many breastfeeding questions and explores ways that practical aspects of mothering through breastfeeding can benefit families.

“This book has been very useful to me in all stages... from preparing in pregnancy to the early days of motherhood and beyond.” Amazon review by a breastfeeding mother

- **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.

“When I was overwhelmed by low milk supply in the late afternoon hours, LLLI information sheets were a bright hope for my tired baby and me.”

A breastfeeding mom from Beijing, China



- **Breastfeeding Guide** – Our most popular online publication, this succinct pocket guide (in English and Spanish) answers frequently asked breastfeeding questions. It is easily accessible and free to pregnant and nursing mothers.
- **Breastfeeding Today** – an online publication that contains current breastfeeding research and mothers’ stories. The mobile-friendly and easy-to-navigate platform, provides families with the breastfeeding information and support they need when they need it.
- **Leader Today** – an online publication for LLL Leaders. This mobile-friendly platform similar to *Breastfeeding Today*, delivers practical breastfeeding resources Leaders can share with the families they support in their communities.

“La Leche League International shares information, educates about breastfeeding and offers support from mothers who have been through many of the same challenges that are part of a the normal, beautiful gift we give to our children that is breastfeeding.” A breastfeeding mom in Stuttgart, Germany

- **Online Support & Connection:**

LLLI Website (lly.org) – contains a help forum, breastfeeding articles, and a directory to help families from around the world locate LLL Leaders and support Groups in their communities who can provide them with breastfeeding support.

Social networking – LLLI is working to deliver information to young moms today utilizing current technology. LLLI’s presence on Facebook and Twitter provides opportunities for moms to share breastfeeding stories and tips with other moms.

“No qualification can teach you what mothering can and there’s no mother-to-mother breastfeeding support which is as sound and evidence-based as La Leche League.” Posted by Shabana Kauchali Taleb, MBCh, South Africa on the LLL South Africa Facebook page



“La Leche League helped me realize my dream of breastfeeding my child. Because of this, my child is healthy and growing well for which I am very grateful.”

Akiko Karasawa, Tsuga, Chiba City, Japan
Courtesy of *Close to the Heart*

Management Transition

La Leche League International (LLLI) will be transitioning to a new management company in the fall of 2016. LLLI is pleased to announce that it has selected IMI Association Executives (IMI) as our new full service management firm. As a result the LLLI headquarters will relocate to IMI Association Executives' office suites at 2501 Aerial Center Parkway, Suite 103, in Morrisville, North Carolina, USA.

IMI President and owner Linda Owens, CAE (Certified Account Executive), says, "It is our pleasure to work alongside the LLLI Board of Directors and volunteers to fulfill the mission of helping 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. We're excited to begin this partnership with LLLI."

Since 1986, IMI Association Executives Inc. has been helping non-profit organizations with a

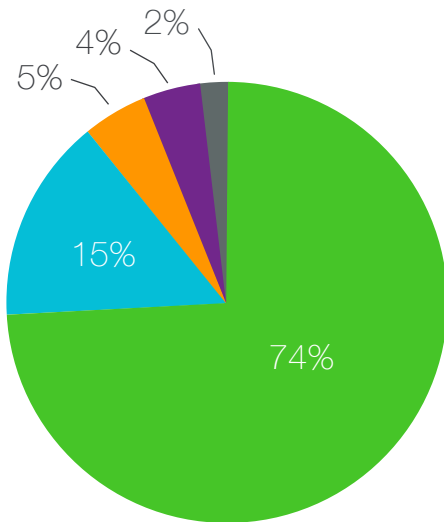
turnkey package of administrative, financial, organizational management, and event planning services provided by a staff of experienced management professionals.

With IMI currently managing the International Lactation Consultant Association (ILCA) and the International Childbirth Education Association (ICEA), it gives us a great opportunity to leverage operational synergies.

LLLI would like to thank the staff members at Bostrom who have done a great job in getting our house in order financially and organizationally and positioning La Leche League International for the next step in our growth and development.

LLLI is committed to finding new ways to extend its reach to more breastfeeding families worldwide. Together we can help bring about a future where breastfeeding is seen as a vital start on the road to optimal health for all.

Financials for 2015-2016

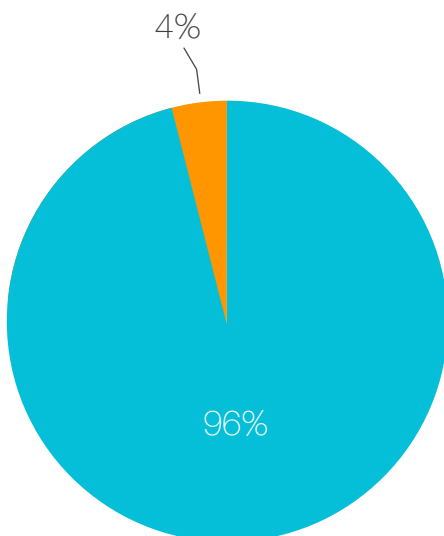
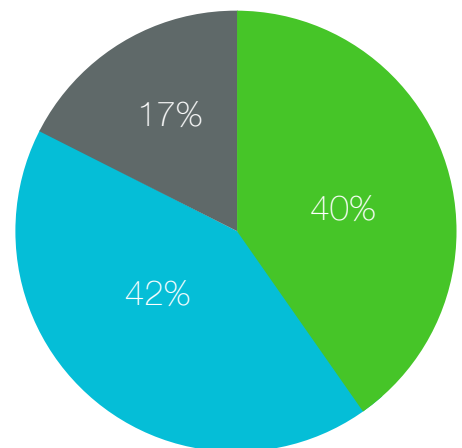


Revenues 2015-16

- Contributions: \$1,221,379
- Membership Dues/Assessments: \$249,066
- Publications & Product Sales: \$75,702
- Royalty Income: \$69,409
- Miscellaneous: \$32,748

Expenses 2015-16

- Program Services: \$416,485
- Management & Operations: \$436,759
- Funding & Development: \$180,469



Assets & Liabilities 2015-16

- Ending Net Assets: \$1,242,416
- Ending Net Liabilities: \$52,882



LLLI Supporters

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

LLLI Annual Supporters (April 1, 2015 - March 31, 2016)

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Support LLLI and Help Breastfeeding Families throughout the Year

- Visit llli.org
 - Honor or memorialize someone with a [tribute gift](#)
 - Set up a [recurring donation](#) with a giving schedule that works for you
- See if your employer will match your gift to LLLI
- Include LLLI in your [estate plans](#)
- Designate LLLI as your charity of choice during the United Way (check with your local United Way for designation instructions and code) and Combined Federal Campaign (CFC#10495)
- Support LLLI by participating in online sites such as:
 - [AmazonSmile](#) - you'll find the exact same low prices, vast selection and convenient shopping experience as Amazon.com, with the added bonus that Amazon will donate a portion of the purchase price to LLLI
 - [iGive.com](#) - purchases from nearly 700 online retailers on this site generates fundraising revenue for LLLI
 - [GoodSearch](#) - a search engine powered by Yahoo. Each search results in a donation to LLLI

Every gift to LLLI contributes to the health and well-being of mothers and babies.

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For more information and/or to make a donation to LLLI, visit llli.org.

To unsubscribe to this publication, please contact LLLI at fdassociate@llli.org or call 1-877-452-5324.

La Leche League International
2501 Aerial Center Parkway, Suite 103, Morrisville, NC 27560 USA
T: 1.919.459.2167 | Toll Free (US only) 800-LALECHE (525.3243)
F 1.919.459.2075 | info@llli.org



The newborn baby has only three demands. They are warmth in the arms of [his] mother, food from her breasts, and security in the knowledge of her presence. Breastfeeding satisfies all three.

-Grantly Dick-Read, MD, from *Childbirth Without Fear*