La Leche League International was formed in 1956, in Franklin Park, IL by a group of seven mothers who wanted to provide breastfeeding help and support to interested women. Two mothers, Mary White and Marian Tompson, were breastfeeding their children at a church picnic and many other women expressed interest, or told them how they had wanted to breastfeed but failed.

Breastfeeding was not encouraged by the medical establishment at the time and not practiced widely enough for women who wanted to breastfeed to have practical support. Realizing there was a need for information and advice, Mary and Marian enlisted the help of five of their friends and acquaintances and the seven began to hold meetings.

As LLLI has grown into an international organization, the primary focus has remained on the personal one-to-one sharing of information and encouragement that provides each new parent with the confidence they need to breastfeed their babies.

The Founders of LLLI are Mary Ann Cahill, Edwina Froehlich, Mary Ann Kerwin, Viola Lennon (bottom right), Marian Tompson, Betty Wagner, and Mary White.
2020- A Memorable Year

We hope you enjoy looking through our Annual Report for Fiscal Year 2020-2021. This past year as Co-Chairs of La Leche League International has been unforgettable in so many ways. Enjoying a bird’s-eye view of the work of so many of our dedicated Leaders — who devote an incredible amount of time and energy to helping mothers to breastfeed — has been an honor.

We urge you to look over the list of countries where LLL Leaders are helping families. The variety of languages, cultures, political and legal systems that are represented by those countries is almost overwhelming, and yet what they all have in common is this simple message on the part of our Leaders: “We at La Leche League have all nursed our babies. If you want to do the same, whoever you are, whatever your story is, we’re here to help.”

A huge THANK YOU goes to everyone who has supported La Leche League through donations, volunteer work, and paid work. LLL would not exist without you!

Devorah Schesch-Wernick and Shevawn O’Connor
Co-Chairs, Board of Directors
La Leche League International

Top row, left to right: Shevawn O’Connor, Amy Shaw, Marianne Vakiener, Johanna Rhys-Davies
Middle row, left to right: Susan Oldrieve, Laura Goodwin-Wright, Carolyn Driver-Burgess, Devorah Schesch Wernick (Shaked)
Bottom row, left to right: Ellen Mateer, Heidy Guzmán, Charlene Jenkins, Caroline Kren
### 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.

---

### BY THE NUMBERS

#### In Review

- **LLLI reduced expenses by 18%.**
- Our number of donors increased by **20%** during our fiscal year from April to March.
- **LLLI reduced funds paid by the affiliates to support LLLI by over $45,000.**

- Our website was **viewed in 237 countries** and territories.
- Our COVID-19 and Breastfeeding online resources, appearing in **seventeen languages**, were viewed over **four million times**.
- Several **new webinars** were released including "COVID-19 Pandemic-Challenges for Breastfeeding Families" and "Breastfeeding in the Context of HIV".
- Our **Instagram followers nearly doubled** in the second half of the year.
- **LLL online support** worldwide expanded to meet the challenge of COVID-19, ensuring support would continue when in-person events were impossible.

- Cumulative sales of "The Womanly Art of Breastfeeding-8th Edition" surpassed **300,000 copies** in the US, and is translated into eleven languages. This has provided **significant revenue** for LLLI over the past **ten years**.
- Friends of La Leche League welcomed their new Board President, Gail Moak, and launched a new website.
- **LLLI hosted two successful COVID-19 Crisis Intervention meetings with LLL administrators in March 2020, with over 80 attendees.**
Information on Programs

- LLLI hosted "Eyes Wide Open" equity training.
- LLLI Affiliate Agreements were released for review to all 8 Direct Connect Entities.
- Awarded six grants totaling over $25,000 for increasing outreach throughout the organization.
- 524 applications for leadership were initiated.
- 326 new Leaders were accredited.
- We have 5,256 accredited Leaders, with almost half being outside North America.
- Provided 14,405 Leader responses via LLLI Breastfeeding Facebook Support Group.
- Leader survey completed in April, gathering important feedback.
REVENUE AND SUPPORT
FISCAL YEAR 2020-2021

Contributions $193,200
LLLI Affiliate Connection Contributions $153,400
Royalties & Advertising $5,400
Other Income $3,300
**Total Income $355,000**

FUNDRAISING
Overall donations exceeded the budget by 12%

EXPENSES
Overall expenses were 18% lower than budgeted

Administrative $436,800
Governance $40,400
Fundraising and Development $21,000
Online Publications $20,300
Program Services $5,300
Other $8,700

Total Expenses: **$532,500**
In early 2020, the coronavirus pandemic (COVID-19) struck countries around the world, presenting enormous challenges to health systems and spurring widespread shutdowns, school and business closures, and job losses.

Families all over the world have seen profound changes in their lives.

LLLI was one of the first organizations to report the evidence that babies should remain with their mothers when COVID-19 symptoms were present or suspected. Additionally, our COVID-19 information was viewed at an astounding rate with millions of visitors to that webpage alone.

We continue to monitor the science and evaluate the options available to breastfeeding mothers for the treatment and prevention of COVID-19, and will continue to provide resources for the changing situation globally.

“"It brings tears to my eyes to see Leaders getting creative to provide care without missing a beat... I am so thankful for the people who support us!"

-Sarah, LLL Leader
ALGERIA
https://www.lli.org/la-leche-league-algeria/

ARGENTINA
http://www.ligadelaleche.org.ar
https://www.facebook.com/LLLArg/

AUSTRALIA
https://www.facebook.com/groups/LLLAustraliaChat/
https://www.lllasia.org/lll-support-in-australia.html

AUSTRIA
http://www.lalecheliga.at/home.html

BELARUS
https://vk.com/lllbelarus
https://web.facebook.com/lllbelarus

BELGIUM-BELGIQUE
http://lllbelgique.org/

BELGIUM-BELGIË
http://www.lalecheleague.be/

BERMUDA
http://www.lllflorida.com/lalecheleague/groups/lll-of-bermuda/

BOLIVIA
https://www.facebook.com/LigaDeLaLecheMaternaeEnBolivia/

BOSNIA AND HERZEGOVINA
https://www.facebook.com/Liibih

BOTSWANA
http://www.lllsa.org/
https://www.facebook.com/groups/lalecheleagueouthafrica/

BRAZIL
https://www.facebook.com/La-Leche-League-Brasil-663534897139373/
http://lli-brasilia.blogspot.co.uk/

BULGARIA
http://www.lli.bg

CAMBODIA
https://www.lllasia.org/lll-support-in-cambodia

CANADA (ENGLISH)
https://www.lli.ca/

CANADA (FRENCH)
http://lalaitelement.ca/

CHILE
http://llchile.blogspot.com/
https://www.facebook.com/LaLecheLeagueChile/

CHINA
http://www.muruhui.org/lyxx.aspx

COLOMBIA
http://lllcolombia.org/
https://www.facebook.com/LigaDeLaLecheColombia

COSTA RICA
https://www.facebook.com/Liga-de-la-Leche-Costa-Rica-220817854611502/

CROATIA
http://www.llhrvatska.org/

DENMARK
http://lalaiteleague.dk/

DOMINICAN REPUBLIC
http://lllrd.org/
https://www.facebook.com/Liga-de-La-Leche-Republica-Dominicana-632343234947411/

ECUADOR
https://lllecuador.org/
https://www.facebook.com/LaLigadelaleche/

EL SALVADOR
https://www.facebook.com/LLLISV/

FINLAND
https://www.facebook.com/LLLFinland/

FRANCE
http://www.lli.fr/

FRANCE: RESEAUX POUR L’ALLAITEMENT
http://www.facebook.com/lalecheleague/

GERMANY
http://www.lalecheliga.de/

GREECE
http://www.lli.gr

GUAM
http://www.lllofguam.org/
https://www.facebook.com/LLLofGuam/

GUATEMALA
http://www.ligadelalecheguatemala.org
https://www.facebook.com/ligadelalecheguatemala/

HAITI
http://www.lllflorida.com/lalecheleague/groups/lll-of-port-au-prince/

HONG KONG
http://www.lli.hk.org
https://www.facebook.com/LLLHK
https://www.facebook.com/LLLHKChinese/

HUNGARY
http://www.lli.hu/

INDONESIA
https://www.lllasia.org/lll-support-in-indonesia

INDIA
https://www.lli.org/la-leche-league-india/

IRELAND
https://www.lalecheleagueireland.com/

ISRAEL
http://www.lli.israel.org.il/
http://www.facebook.com/LaLecheIsrael
http://www.lli.israel.org.il/english-support/
https://www.facebook.com/groups/LLLIsraelSupport/

ITALY
http://www.lli.it

JAPAN
http://www.lli.japan.org/group_index.html

KENYA
https://www.lli.org/contact

KOSOVO
https://www.facebook.com/La-Leche-League-Kosova-1101186560550473

KUWAIT
https://www.lli.org/la-leche-league-in-kuwait/

LEBANON
https://www.facebook.com/groups/LLLofLebanon/

LITHUANIA
http://llllietuva.eu/

LUXEMBOURG
http://www.lalecheleague.lu/

MALAYSIA
https://www.lllasia.org/lll-support-in-malaysia

MEXICO
http://www.laligadelaleche.org.mx/

MOROCCO
https://www.lli.org/la-leche-league-morocco/

NETHERLANDS
https://www.lalecheleague.nl/

NEW ZEALAND
http://www.lalecheleague.org.nz/
Social Media & Online

In 2020, LLLI continued to increase our online presence. We had 5.1 million website users, of which 3.8 million users were first time visitors. Our most popular countries from which the site was viewed were the United States, United Kingdom, Canada, Australia, India, Turkey, South Africa, Mexico, Ireland, New Zealand, Spain, the Philippines, and Russia.

The most popular topics that people looked for were: COVID-19, frequency of feeding, sleep, and weaning.

On social media, we have 189,000 Facebook followers, 19,000 Instagram followers, and 8,100 Twitter followers. We also saw over 500,000 Facebook interactions in 2020. Our Instagram following nearly doubled in just six months.
The accomplishments of La Leche League International this past fiscal year would not have been possible without our generous donors and volunteers. Thanks to the support of individuals, foundations, and corporate partners, LLLI has been able to continue supporting its presence and impact on the worldwide issue of breastfeeding support and advocacy, despite the global pandemic.

$10,000 and above
Anonymous

$5,000-$9,999
Anonymous
Laura Brodsky
Carol Roberts
Marianne Vakiener & Paul Kohlbrenner

$1,000-$4,999
Anonymous (5)
Phillip & Michelle Barry
Teresa Braun
Jan Ellen Brown
Ann Calandro
Judy Canahuati
Nancy Conway
David Crown
Suzanne Daughton
Amy Gilliland
Rhonda & Randal Glick
Levine Greenburg
Helen Hanly-Fogarty
Molly Harris
Jane Harris
Kimberli & David Hartwick
Reedy Hickey
Charlene Jenkins
Edna Kelly
Joan Lobban
Laurie & Martin Mai
Alan & Kimberly McColllum
Susan Oldrieve
Jeffrey Ojemann
Constance Pond
Annette Poth
Fran Voss
Robert Weisheit
Barbara Werbel
Juanita Watt
Christine Weeks
Robert Weisheit
Barbara Werbel
Bridget Werchan
Lulu Xu

$500-$999
Anonymous (2)
Ione Ayestaran
Sigrid Colgan
James Cvach
Joan Crothers
Michael & Sarah Garrison
Jacque Gates
Robert Horner
Dawn Kerwin
Karen Mende-Fridkis
Brady & Jennifer O’Beirne
Leslie Oelsner
David Pfundt
Teri & Larry Pfeil
Laura Hicks
Joseph Riolo
Veronica Rogalevich
Kimera Saunders
Linda Smith
Faye Straus
Jane Sullivan
Grace Wang
Anne Murphy Watson
Bridget Werchan
Linda Wieser

$200-$499 and Over $100 in our Labor Of Love Peer-to-Peer Campaign
Pam Chiappone
Mary Margaret Coffield
Natalie Cowart
Kathleen Culbert
Ida Dunham
Jane Fink
Jessica Freeman
Cynthia Garrison
Ginger Gentile
Marcia Hahn
Kari Hancock
Phyllis Helland
Janet Hilton
Alana Holt
Joanne Kaplan
Mary Ann Kerwin
Stefanie King
Julie Kingston
Patti Kirkman
Marian Klieber
Celeste Land
Betty Langsam
Fay Little
Margaret Loffelman
Ann & Philip Lohr
Lyn MacDougall
Rosalie Maimone
Lynda Martell
Edna Martin
Marilyn Max
Shannon McGinley
Clemence Mershon
Melissa Metz
Michael Mickelsen
Judith Mieger
Reeva Miller
Sheri Miller
Erica Miller
Elizabeth Miranda
Sara Ohgushi
Debbie Oldfield

April 2020-March 2021
WHAT'S NEXT FOR US IN 2021

65 Years Strong!

65TH ANNIVERSARY

2021 Marks the 65th Anniversary of the founding of LLLI.

40TH ANNIVERSARY OF THE INTERNATIONAL CODE OF MARKETING OF BREAST-MILK SUBSTITUTES

We will be focusing on this important document and the impact it has had over the last 40 years.

FACE TO FACE MEETINGS

We are hopeful more meetings and events will safely resume in person.

FUNDRAISING

We will increase our global giving.

GLOBAL CONFERENCE

15-18 October 2021 we will host a virtual LLLI conference, available around the globe.

EXPANDED WEBINARS

We will continue to offer our online webinars, expanding the offerings.

ONLINE PRESENCE

LLLI will reach 7 million people through our online platforms.

THE WOMANLY ART OF BREASTFEEDING

We have begun working on the 9th edition of the book.