

2009 LLL in the USA World Breastfeeding Week Celebrates Report

TO: LLLI ED & Board of Directors

FROM: 2009 World Breastfeeding Week Celebrations Team

2009 WBWC Goals:

- To raise public awareness of La Leche League and the importance of breastfeeding.
- To raise funds for La Leche League.
- To expand La Leche League's presence in many places through annual WBWC events.
- To increase participation of US Groups, other entities and prize sponsors.
- To have a Web site available by March 31st that features the annual WABA theme adapted for the USA, complete with a new WBWC logo and supporting information.
- To advertise on Mothering magazine's Web site, place an ad in their magazine and seek other publications in which to advertise.
- To publish articles in each issue of LLLI publications highlighting the work done by Leaders and Groups.
- To raise money to fund the WBWC Grants.
- To increase awareness through a professional donation brochure produced by WBWC for all Leaders to use and mailed at no cost.
- To be as cost efficient as possible so that the extra money raised through the WBWC 5% expenses may be donated to various LLL USA projects.
- To find additional sponsors interested in supporting the Elite Platinum level that benefits both WBWC and the Helpline.
- To collaborate with the USBC.
- To customize a page offering additional ideas for individual fundraising efforts, such as badges, widgets, banner ads, facebook applications, etc.
- To expand our auction items and visibility.

History of the 2009 LLL USA Celebrates WBW:

- **E-lists used for announcements and WBWC participation:**
 - The WBWChat CN e-list (49 members),
 - The LLL in the USA Yahoo announcement list (990 members),
 - The 2009 WBWC Yahoo discussion list (100 members)
 - The AWC Yahoo e-list (43 members),
 - The WBWC Team CN e-list (7 members),
 - The WBWC Web site workgroup CN list (6 members).
 - The LLL Mother-to-Mother "LLL Area Network, Area, and Group Announcements" forum.
- **Logo**
 - The logo was changed to incorporate the new theme for 2009 – Breastfeeding – Prepared for Life. Loretta McCallister created the logo.
- **Web site**

- Debbie Chapdelaine made changes as needed for the WBWC pages. Jennifer Moquin continued to be available for all the Illusa.org pages.
- A rotating banner ad is on the WBWC home page that listed the top sponsors. Clicking on this banner ad takes you to the Sponsor page.
- A link to cafepress.com, the WBWC merchandise page

- **Additions to the Web site in 2009 were as follows:**
 - An increased number of WBWC banner ads to choose from
 - More and updated “Quotes to Use”

 - **Kit and Flyer:**
 - Edited and updated all WBWC paperwork.
 - Pam Dunne kept a spreadsheet and Debbie swapped out the 2009 forms and added in new ones.
 - Changes were made to reflect the new **Breastfeeding - Prepared for Life** theme and logo, year and WABA theme as well as to remedy complaints or implement suggestions from the 2008 evaluations.
 - Three separate donation brochures were made available.
 - A high-quality flyer was produced by Paul Torgus. Pictures were donated and used in the flyer. 5,000 copies were printed and distributed by Pat Johnston. Around 600 remain. Motherlove included flyers with orders. Pat Johnston mailed copies to any Leader who requested them. WBWC paid for postage.

Ebay Auctions:

- Coordinated by Pam Mills and Angela Nooner
- Adria Ramos, WI Leader (now retired) solicited 22 lovely items for us, and Alice Barbieri donated several historical LLL publications.
- Angela listed items and Pam shipped and received income. Our profit was \$649.15.
- Maintained 100% eBay rating

- **Online secure donations:**
 - Lori Barkledge again donated a secure Web site for WBWC online donations.
 - Online donations were way up in 2009, both in numbers and amount total; from approximately \$1500 last year to \$3600 this year.
 - There were 33 online credit card donations. The online credit card total was \$3482.82. WBWC paid the EUS 4% to process the charges.
 - There were 2 PayPal donations of \$117

- **Donor Incentive Flyer:**
 - 3 donors used the Donor Incentive Flyer for a total of \$1300 donated.
 - All donations were made by businesses.

- Donors' names were submitted to New Beginnings.
- Two donor received Medications and Mother's Milk for their donations of \$500.
- **Sponsors:**
 - The three Elite Platinum Sponsors (\$5000) were included on the WBWC Flyers. This is a dual sponsorship with the Helpline.
 - Elite Platinum Sponsors (\$5,000) were ERGO Baby, Motherlove Herbal and Mothering magazine. Mothering magazine was a trade.
 - \$1,500 Gold Sponsor was Ameda Breastfeeding Products.
 - \$750 Emerald Sponsor was Sleepy Wrap
 - \$500 Ruby Sponsors were gDiaper and Mother's Milk Tea by Traditional Medicinals.
 - There were 4 \$200 Silver Sponsors and 4 Bronze Sponsors who provided the random drawing gifts. Two of the silver sponsors gave \$200 in random drawing gifts, as opposed to cash.
- **Publicity:**
 - Pam Dunne and Linda Parry worked on articles. Pat Johnston kept track of the deadlines and interfaced with the LV and NB Editors.
 - Seven Articles Published in New Beginnings from January 2009 to December 2009
 1. 2008 WBW Celebrations Winners Box
 2. World Breastfeeding Week Celebrations in Asia & the Middle East by RuthAnna Mather
 3. A Healthy Start by Leigh Blankenburg (published as non-WBWC article)
 4. A Mother's Day 5K Run for World Breastfeeding Week by M. Danielle Bergum
 5. WBW Celebrations Donations Flyers: Prepared for Life by the LLL USA WBWC Team
 6. Letter from a WBWC attendee
 7. Fundraising Calendar
 8. Normalizing Breastfeeding by Renee Mackey
 - Three Articles were published in Leaven
 1. How Do You celebrate World Breastfeeding Week? By Jennifer Craig
 2. A Simple World Breastfeeding Week Celebration—All by Yourself by Alice Barbieri
 3. World Breastfeeding Week News by Colleen White
 - The following number of announcements or articles were posted to a variety of lists:
 - LLL in the USA newsletter Yahoo list – 11
 - 2009 World Breastfeeding Week Yahoo list – 21
 - The LLL Mother-to-Mother "LLL Area Network, Area, and Group Announcements" forum. - 6
 - WBWchat CN list – 23
 - LLL USA announce CN list - 19
- **Additional Publicity**

- Banner Ads
 - Debbie C. made more banner ads. There are now 6 to choose from.
 - One LLL Group reported placing a banner on their Web site in exchange for being listed on the Banner Ad “Thank You” page.
- Mothering Ad:
 - Prize Sponsor swapped an Elite Platinum Level Sponsorship for a 1/3 page Mothering magazine ad July/August issue
 - WBWC also swapped for ad space on Mothering online
 - Paul Torgus was the graphic artist using a donated picture of Tara McElfresh nursing Eamonn.
 - The ad swap gave the Helpline and WBWC more money to use for other expenses (We didn’t have to pay for cash for ad space.)

Merchandise:

- WBWC advertised Café Press.
- WBWC advertised our free donation brochure flyers.
- EBAY auctions
- LLL of Stafford/Quantico, VA advertised donation kits.

Cafe Press Store:

As of November 15th, our net income from sales of CafePress items was \$76.76. In order to receive our money from Cafe Press, we need to have sold at least \$25 in merchandise; \$20.48 of the above total is from 2008.

Area World Breastfeeding Week Coordinators (AWCs):

- To provide AWC support we:
 - Sent an email to all AFCs and ACLs asking them to appoint an AWC for their Areas WBWC. The email included a job description listing the specific characteristics required and outlining the support that would be given by the National Team.
 - Majority of the 41 AWC’s were appointed by spring; 13 Areas still being contacted in July.
 - Three official memos were written. Many announcements and smaller issues were addressed. 150 posts were made on the list from January, 2009 to early December, 2009

WBWC Grants:

- Beginning balance was \$7585.64.
- Ten Groups in the USA applied for grants.
- Applications were reviewed by the 9 members of the WBWC Grant Team.
- Ten 2009 WBWC grants were awarded, totaling \$5931.
- Two Groups returned \$696.32 in unused funds.
 - 2009 Group recipients:

- LLL of Bainbridge Island, WA - \$450 to fund two Leaders to attend a workshop to learn about working with mothers of minority cultures.
 - LLL of Marian County, FL - \$860 to fund breastfeeding information folders.
 - LLL of Michigan - \$666 toward a pilot project to produce and distribute a creative publication at birthing locations.
 - LLL of Orange, VA - \$500 to provide dry erase boards with LLL contact information to new mothers when they leave the hospital.
 - LLL of Saginaw, MI - \$305 for new nursing mothers' canvas bags.
 - LLL of San Luis Valley, CO - \$750 to help fund a project with local artists to normalize breastfeeding through the distribution of breastfeeding imagery in the community. (Unused money was returned.)
 - LLL of Spokane, WA - \$600 for local phone line support and LLLI pamphlets and tear-off sheets.
 - LLL of Starkville/Columbus, MS - \$400 to hold a "Lunch and Learn" event for local HCPs. (Unused money was returned)
 - LLL of Topeka, KS - \$900.00 for flier distribution, breastfeeding packets, and first meeting incentives.
 - LLL of West Akron/Medina, OH - \$500 to assist with warm line expenses in the Cleveland area.
- Grant recipients corresponded with the WBWC Grant workgroup about their progress and submitted final reports.
 - Ending balance as of March 31, 2009, was \$2350.96 (includes WBWC/EUS/USW contributions).

WBWC Prizes

- **Prizes to Groups:**

GROUP/CHAPTER PRIZES: 21 Groups received an additional 5% to 10% **REBATE** from Prize Sponsorship money based on the **Total Income reported. \$2702.62 was rebated to Groups.** See scale below.

 - Group/Chapter raises \$750 - \$999: **5% Rebate**
 - Group/Chapter raises \$1000 – \$1499: **6.5% Rebate**
 - Group/Chapter raises \$1500 - \$1999: **8% Rebate**
 - Group/Chapter raises \$2000+: **10% Rebate**
- **Prizes to Individuals:**
 - We awarded 1 \$500 educational scholarship for raising \$2,000.
 - 18 Individuals raising \$500+, won \$50 Visa gift certificates.
 - 13 Individuals raising \$300 - \$499, won \$25 Visa gift certificates.
 - 10 Individuals raising \$250 - \$299, won \$15 Visa gift certificates.
- **Random drawing Prizes:**
 - 36 Groups names were drawn and received gifts from our Bronze Sponsors.

- Product information from the top sponsors was included in a mailing informing winners of their prizes.

Misc items:

- **A Leader Applicant was in a car crash on the way to a WBWC event and one of her children was killed. WBWC sent a donation to the Helpline in his memory.**
- **Loretta forwarded calls and requests made to the LLLI office. Pam or Linda followed up with each.**
- **Leaders on the lists and the Team felt the WABA theme was not optimal for a USA audience. Consequently we chose a different theme. This caused some confusion as did the WBW announcement from LLLI. There were several complaints about the non user-friendly way the LLLI Web site was set up when you clicked on WBW. We understand LLLI is a member of WABA and that many LLL countries celebrate WBW. Perhaps LLLI could work with the Team to make this page easier to navigate, while being fair to all countries.**
- **Seven people asked for information about joining the national team. Two were added in December. One respondent is not a Leader and wants to work with other entities to have WBWC events. We may be able to find a way to work with her even though she cannot join the CN.**
- **While numbers are down, WBWC continues to be an avenue to LLL awareness during WBW and beyond. This year there was a broadcast live to the US, Mexico and Canada on a Hispanic station reaching 30 million households. Over 11,000 attended events – a big jump from last year.**
- **Linda added a WBW listing to the 2009 and 2010 Calendar of Health Observances and Recognition Days by the American Hospital Association.**
- **Discussed and rejected a how-to video series by Knowlera Media because of cost and questions about the use and value.**
- New in 2009: A list of factoids in the Quotes to Use section to make posters to display at your event.
- New: VISA gift cards as prizes. Mothering magazine subscriptions also available.
- New: In the WBWC Kit, link to free AAP flyer on the importance of breastfeeding in a disaster.

Goal Assessments and Accomplishments

- This year, through conversations and collaboration between the WBWC Team and United States Breastfeeding Committee (USBC), USBC

- created a web page that highlighted and linked various US organizations that participated in World Breastfeeding Week. LLL USA was listed and reciprocated by placing a link to USBC.
- The number of Groups participating was down—169 (2009) from 195 (2008). But the number of attendees increased to over 11,000.
 - Three Areas did not have any Groups registered.
 - Awareness and extra money was raised for the LLL Breastfeeding Helpline – US with the creation of the Elite Dual Sponsorship level.
 - National publicity was achieved with the print ad in Mothering magazine.
 - There was an increase in the number of “Other” entities that registered with WBWC and raised money for LLL.
 - We continue to find enough sponsors to fund prizes and keep out expenses less than 5% - allowing WBWC to donate to other LLL USA projects.
 - 2009 WBWC Total Income--\$53,418.69--was down by \$8,685.92 from 2008. EUS was 97% of last years income and USW was 62% of last year.

Field Evaluation Summary:

Two members of the WBWC Team have read all the evaluations and will implement all that are feasible.

ATTACHMENTS: 2009 WBWC Financial Report

2009 WBWC Group Totals FINAL

2009 WBWC Report by Division