



2010 LLL USA World Breastfeeding Week Celebrates Report

TO: LLL USA IC; LLLI ED and Board of Directors
FROM: 1010 World Breastfeeding Week Celebrations Team

2010 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 LLL publications, LV & NB, 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 simplify the accounting paperwork.
- To have all checks mailed with paperwork to the WBWC Registrar.
- To increase the amount Groups keep to 80% of the net total raised.

History of the 2010 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 2010 WBWC Yahoo discussion list (103 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**
 - Two logos was created by Paul Torgus to incorporate the new theme for 2010 – Breastfeeding: The Baby Friendly Way.
- **Web site**
 - Hannah Rains accepted the position of Web Administrator and 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
 - Registration was done by state rather than Area
- **Kit and Flyer:**
 - Pam Dunne and Linda Parry edited and updated all WBWC paperwork.
 - Pam Dunne kept a spreadsheet of the forms and Hannah swapped out the 2009 forms and added in new ones.
 - Changes were made to reflect the new **Breastfeeding – The Baby Friendly Way** theme and logos, and to implement suggestions from the 2009 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 1,600 remain.
- **Online secure donations:**
 - Lori Barkledge again donated a secure Web site for WBWC online donations.
 - There were 44 online credit card donations. The online credit card total was \$2091. WBWC paid La Leche League Alliance for Breastfeeding Education (LLL Alliance) 4% to process the charges.
 - There were 7 PayPal donations of \$201
- **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 donors received *Medications and Mother’s Milk* for their donations of \$500.
- **Sponsors:**

- Sarah Blunkowsky joined Pam Dunne and Linda Parry in soliciting 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 Nap Inc., Motherlove Herbal and Mothering magazine. Mothering magazine was a trade.
 - \$4,000 Platinum Gold Sponsor was Mother's Milk Tea by Traditional Medicinals.
 - \$2500 Amethyst Sponsor was ERGOBaby
 - There were 2 \$200 Silver Sponsors and 5 Bronze Sponsors who provided the random drawing gifts. The two of the silver sponsors gave \$200 in random drawing gifts, as opposed to cash.
 - One bronze sponsor went out of business and is not counted.
- **Publicity:**
 - Pam Dunne and Linda Parry worked on articles. Pat Johnston kept track of the deadlines and interfaced with the LV and NB Editors.
 - Five Articles Published in New Beginnings from January 2010 to December 2010. Changes in editors and double issues presented difficulties.
 - ***New Beginnings articles:***
 - *Members Put the Fun in Fundraising* by Linda Parry
 - *World Breastfeeding Week Celebration Winners* by Pam Dunne
 - *Exciting New Way for any Member to Support La Leche League and Local Groups* by Pat Johnston
 - *In the Pink for WBWC* by Margot Harris
 - *Alabama Celebration inspires Georgia Leader to Raise Awareness* by Wendy Cohen
 - ***Leaven articles:***
 - *Should a Group do a WBWC event or a separate fundraiser?* by Linda Parry
 - Additional articles were sent to LEAVEN, but were not added to LV or because there were only two LV's in 2010, they did not get published.
 - Announcements or articles were posted to a variety of lists:
 - LLL in the USA newsletter Yahoo list
 - La Leche League World Breastfeeding Week Yahoo list
 - The LLL Mother-to-Mother "LLL Area Network, Area, and Group Announcements" forum.
 - WBWchat CN list
 - LLL USA announce CN list
 - **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:**
 - WBWC swapped Prize Sponsorship with Mothering - an Elite Platinum Level Sponsorship
 - One 1/3 page Mothering magazine ad July/August issue
 - Ad space on Mothering online
 - DEB (Dedicated Email Blast) designed by Paul Torgus, our Graphic artist, was also on Mothering online during one week in July.
 - 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.)
- **ERGO Baby:**
 - An article about World Breastfeeding Week was requested by ERGObaby and published in their online newsletter.
- **Glamourmom:**
 - Glamourmom contacted WBWC about donating breastfeeding tops to third world countries during WBW. We put them in touch with a woman in Uganda and with Haiti and Guatemala Leaders.

Merchandise:

- WBWC advertised Café Press.
- WBWC advertised our free donation brochure flyers.

Cafe Press Store:

As of **December 31**, our net income from sales of CafePress items was \$65.69.

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.
 - Three official memos were written. Many announcements and smaller issues were addressed. 150 posts were made on the list from January to early December, 2010

WBWC Grants:

- Beginning balance was \$5628.77.
- 17 Groups in the USA applied for grants.
- Applications were reviewed by the eight members of the WBWC Grant Team.
- Eleven 2010 WBWC grants were awarded, totaling \$4365.
- One Group returned \$715 when they were unable to do their project.

- **2010 Group recipients:**
 - LLL of Columbia II, MD - \$150 for the Howard County Outreach Project, including literature for a breastfeeding booth at the county fair and an outreach kit for Leaders to use at other events.
 - LLL of Dodge City, KS - \$185 to create laminated LLL information sheets for birthing/postpartum hospital rooms. This project was created by a lone Leader with a big vision to reach out to her community.
 - LLL of Dunwoody, GA - \$750 for the continuation of a pilot project to provide breastfeeding gift bags in English and Spanish. Some of the contents were donated by companies. Bags were assembled at bag parties after which individual mothers deliver bags to providers. The Group funded 1/4th of the project themselves.
 - LLL of Five Rivers/Morristown, TN - \$125 for Baby Friendly posters and additional printed material about breastfeeding and La Leche League.
 - LLL of Hollywood/Silverlake, CA - \$715 for the creation of a full-color brochure in English and Spanish with basic breastfeeding information. Distribution will focus on underserved areas. The brochure will be made available to LLL Groups nationally. (Money was returned)
 - LLL of KS - \$150 to begin replacing WABs in every library in the state, originally purchased with WBWC funds.
 - LLL Mountain Plains - \$400 to purchase PL resource books for the new Area.
 - LLL Rock County, WI - \$250 for printed materials and supplies. The Group is working to increase awareness of their services and striving to reach minority groups in an area with the third highest infant mortality rate in their state.
 - LLL of Scottsbluff, NE - \$165 to put together a travelling educational display to reach mothers and babies in their community.
 - LLL of Starkville/Columbus, MS - \$875 to create information bags for prenatal patients. The bags, which will include breastfeeding information and local LLL contact information, will be given to local obstetricians to distribute to their patients.
 - LLL of West Seattle, WA: \$600 to distribute WHO breastfed baby growth charts and breastfeeding information to hospitals, pediatricians, and WIC offices.
- Grant recipients corresponded with the WBWC Grant workgroup about their progress and submitted final reports.
 - Ending balance was \$1978.77.

WBWC Prizes

- **Prizes to Groups:**
 - A drawing for three winners among the Groups that made the early bird registration, received a new WAB.
 - 8 Groups were awarded WABs in six different categories such as most unique celebration; Best interaction with other organizations, etc.
 - An additional 8 Groups were awarded a WAB for raising over \$1000.
- **Prizes to Individuals:**
 - We awarded one \$500 gift card for raising \$2,000.
 - 15 Individuals prizes for raising \$500+ - won \$50 Visa gift certificates.

- 6 Individuals prizes for raising \$350 - \$499 - won \$25 Visa gift certificates.
- 14 Individuals prizes for raising \$250 - \$349 - won a WAB.
- **Random drawing Prizes:**
 - 48 Groups names were drawn and received gifts from our Bronze Sponsors.
 - Product information from the top sponsors was included in the mailing informing winners of their prizes.

Misc items:

- Loretta forwarded calls and requests made to the LLLI office. Pam or Linda followed up with each.
- Seven people asked to be added to the chat list. Four others were invited to join. One person asked to join the national team and has been contacted. A few others were either maybe or possible and were contacted. While numbers are down, WBWC continues to be an avenue to LLL awareness during WBW and beyond.
- Linda added a WBW listing to the 2010 Calendar of Health Observances and Recognition Days by the American Hospital Association.
- WBWC ordered 50 WABs to be used as prizes.

Goal Assessments and Accomplishments

- By keeping the WBWC expenses low, WBWC was able to donate \$20,000 to two La Leche League projects – the LLL Breastfeeding Helpline – US and WBWC Grants.
- The number of Groups participating was down—105 (2010) from 169 (2009). The number of attendees increased to over 11,295 plus 27,000 visited libraries where LLL had a WBWC display.
- Seven states did not have any Groups registered.
- Awareness and extra money was again raised for the LLL Breastfeeding Helpline – US with the Elite Dual Sponsorship level.
- National publicity was achieved with the print ad in Mothering magazine, the online DEB on Mothering online, ERGObaby article, and Glamourmoms donation of nursing tops.
- An “Other” entities that registered with WBWC also 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 the Helpline and WBWC Grants. Cost-sharing to LLL USA was an added expense in 2010.
- 2010 WBWC Total Income--\$44,278.41—was down by \$9,120.80 from 2009.

Field Evaluation Summary:

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

ATTACHMENTS: 2010 WBWC Financial Report

2010 WBWC Group Totals FINAL