2013-2014 Annual Report

Empowering you with mother to mother support
The mission of Breastfeeding USA is to provide evidence-based breastfeeding information and support and to promote breastfeeding as the biological and cultural norm.

**Education**

142 candidates were enrolled in the Comprehensive Education Program.

**Breastfeeding Counselors**

We welcomed 32 new Breastfeeding Counselors in 2014! Many opened Chapters in their home states, bringing the total number of states with Chapters to 36.

Breastfeeding USA celebrated its THIRD birthday on 12/10/13!
With Growth Springs Opportunities

Dear Friends,

The past four years have been exciting ones for Breastfeeding USA. We have doubled the number of volunteers who work with us each year, and now serve thousands of mothers across the USA, in our community chapters, online and through our ever-expanding social media outlets. None of this would have been possible without the generosity of our members and donors.

We continue to be an all-volunteer staffed organization, while also relying on outside technical support to maintain our paperless infrastructure. Our greatest area of volunteer growth is through our online Education Program. Managing 10-20 applications each month, and being responsive to the 150 women enrolled in our Comprehensive Education course, takes a great deal of coordinated volunteer time and effort. We are committed to making the experience of applying for and completing our education program a top priority within Breastfeeding USA. Through this program emanates the growth of community chapters and mother-to-mother services to 34 states across US.

We saw tremendous growth of our social media presence using the visual art of breastfeeding portrait memes called #Milk Memos, love notes from one mother to another. This brought the organization to a new level of national and international attention. Mothers responded with positive affirmations, sharing these memes around the world. You’ll notice a sampling of them dotted throughout this annual report.

With growth springs opportunity, the opportunity to make a profound difference in the lives of mothers and children. With opportunity comes responsibility, the responsibility to provide the best, most current information to mothers, delivered with sensitivity and compassion, one we take very seriously. As we enter our 5th year as an organization, we hope you’ll continue this journey with us as a friend, a contributor, a member and a valued stakeholder of Breastfeeding USA.

Sincerely,

Patty Jacobs
President, Breastfeeding USA
Social Media

Social media growth was phenomenal during the 2013-2014 fiscal year.

On March 26, 2014 our Facebook page hit 25,000 “likes” and to celebrate we gave away 25 Breastfeeding USA memberships!

By May 31, 2014, we doubled our reach to 50,000 “likes” and ended the fiscal year with 50,288! Facebook is one of the most valuable outreach tools Breastfeeding USA uses to reach mothers.

Facebook helps us to promote and support breastfeeding as the cultural and biological norm, as well as to share breastfeeding information with those looking for help.

Twitter followers more than doubled from 2,000 to nearly 4,500 and Breastfeeding USA opened an Instagram account.

The #MilkMemo campaign was launched and shared widely on several social media outlets.
Outreach

Breastfeeding USA was invited to the 5th Annual National Breastfeeding Coalitions Conference at the United States Breastfeeding Committee Annual Meeting in Washington DC. Breastfeeding USA presented a poster, Centralized Online Training of Volunteer Breastfeeding Counselors: A Model for Innovative Partnerships, prepared by Rebecca Ruhlen and Genevieve Colvin, with the goal of further outreach on our excellent educational curriculum.

Breastfeeding USA also exhibited at the Breastfeeding and Feminism Conference and the California Breastfeeding Coalitions Summit.

On December 13, 2014, Breastfeeding USA wrote to the American Academy of Pediatrics urging them to reconsider their ties with formula manufacturer, Mead Johnson.
Breastfeeding USA joined with Best For Babes Foundation for their flagship event, “We’ve Got Your Back Babe” in a joint fundraising effort with earning $5,595.98 with 71 participants raising funds.

Thank you to all of our volunteers who walked, did sit ups, ran, and exercised to raise funds for our organization, especially Breastfeeding Counselor Rebecca Ruhlen, who was the top fundraiser for the event!

Special acknowledgement is given to volunteers Ali Kulenkamp, Taylor Etchison, Patty Jacobs, and Gail Moak, for their hours of hard work on this noteworthy fundraising campaign.

Breastfeeding USA joined the Amazon Smile program on March 14th. Amazon donates 0.5% of the price of your eligible AmazonSmile purchases to our organization. Don’t forget to use smile.amazon.com and select Breastfeeding USA as your donation choice!

Our membership increased 40% over the previous year, reaching 471 members, including 15 professional members.
Breastfeeding USA provides breastfeeding counseling services free of charge. Our greatest financial resource is our member volunteer base, which provides the organization with the bulk of financial contributions.

**Income - $48690**

- Membership Fees $12750 (26.2%)
- Cash Donations $8569 (17.6%)
- Collaborative Promotions $5596 (11.5%)
- In-Kind Contributions $16779 (34.5%)
- Indirect Contributions $104 (8.6%)
- Education and Training Fees $4200 (1.5%)
- Special Events Income $692 (0.1%)

**Total Expenses - $27112**

- Donated Professional Fees $2414 (15.9%)
- Donated Information Technology Services $14,000 (8.9%)
- Information Technology $2009 (51.6%)
- Training & Support Group Exp. $51 (51.6%)
- Supplies and Materials $77 (8.9%)
- Public Relations & Advocacy $1313 (15.9%)
- Travel Expenses $2940 (10.8%)
- Business Expenses $4308 (7.4%)

Breastfeeding USA is a membership organization, incorporated in the state of New York and is committed to operating in accordance with best practices for non-profit organization management. Breastfeeding USA is a 501(c)(3) nonprofit organization as designated by the IRS.

Our EIN is 27-3310090
In-kind Donors

Breastfeeding USA benefitted from the in-kind contribution of services from many professionals in 2014.

Thank you for your support!

We acknowledge the contributions of legal services by Hiscock & Barclay, LLP, accounting services by Peter J. Delaney, CPA, and IT consulting services from Yes! Training and Education.

Website

Work continues on the new website with the support of Breastfeeding USA Volunteers!

There have been hundreds of dedicated volunteer hours and we estimate the value of the website at $200,000 in in-kind donation.

Special thanks to Susan Penrod and Cathy Theys for their expertise in ongoing development our new website.

The Board of Directors held a retreat in Indianapolis and had a special in person meeting with local Breastfeeding Counselors.

The Annual Meeting was hosted at Breastfeeding Counselor, Megan Raymont’s, home, demonstrating our commitment to vertical integration and connecting to grassroots volunteers.
Volunteer of the Year, Taylor Etchison

Taylor’s unique contributions have played a significant role in making Breastfeeding USA a recognizable organization to moms across the country (and beyond!) in 2013. It is with great pleasure that we award the 2013 Breastfeeding USA Volunteer of the Year to Social Media team member, Taylor Etchison! Taylor creates the popular memes featured throughout social media. Taylor also created the banners and logo for Team, We’ve Got your Back Babe 2013 campaign. Taylor, Thank you for your dedication to Breastfeeding USA!
Thank you!

Regional Contributors
$500-999
Danika Amusin
Kate Shirley
North Carolina Breastfeeding Coalition

Breastfeeding Friends
$1-99
Mara Uguccini
Ashley Colleevecchio
Windu Hornsby
Lauren Logan
Jacquana Smith
Natalie Gillespie
Erica B. Svatek
Jenny Wingler
Laura Violet Alexandre
Kristen Bratnick
Angel Carrera
Ginger Chun
Amanda Loring
Rebecca Magalhaes
Kristianna McWilliam
Jamie Noll
Margaret Oldham
Agustina Vidal
Crystal Wilson
Amy Angel
Brooke Azevedo
Lauren Brannon
Leslie Deal
Karyn DiNovo
Jenna Miller
Masha Stern
Darrah Le Montree
Jahnali Jilledumudi
Laura Mishkin
Amy Cooper
Stephen Sultan
Tuolumne County Breastfeeding Coalition

Community Partners
$250-499
Wendy Bell
Krista Clayton
Jean Nunnally
Genevieve Colvin
Sue Ann Kendall
Norma Ritter

National Benefactors
$1000+
Carol Delaney
William Stewart Jr.
Patty Jacobs

Thank you!

Neighborhood Supporters
$100-250
Beth Bejnarowicz
Emily DiBartolomeo
Elisse Lassiter
Mr. & Mrs. Walter F. Moody
Elizabeth Packard
Susan Penrod
Tanya Foster
Jennifer Olynnyk
Tara Smith
Lisa Wilkins

Thank you!