



# Annual Report

2015-2016

# About Breastfeeding USA's Mission

Breastfeeding USA, Inc. provides evidence-based information and support, and promotes breastfeeding as the biological and cultural norm. We accomplish this through a network of accredited breastfeeding counselors and comprehensive resources for the benefit of mothers and babies, families, and communities.

***“Empowering you with mother-to-mother support”***



Breastfeeding USA

## 2016 Growth and Success

**+13%**  
growth in  
new Counselors

**+106%**  
growth in  
families served!



Breastfeeding Counselors are currently serving in **38 States**



PLUS District of Columbia, Armed Forces Europe, and Armed Forces Pacific

Find out more about us at [BreastfeedingUSA.org](http://BreastfeedingUSA.org)

YOU DID IT! THANK YOU!

# BREASTFEEDING USA COUNSELORS...

**DOUBLED**

the number of mothers and  
babies served!

Breastfeeding USA is excited to present our 2015-2016 Annual Report, describing our accomplishment made possible by possible by your support. Because of that, we say thank you for your confidence and dedication to our mission.

**To our Breastfeeding Counselors and Volunteers** – Thank you for your time, effort, energy, and continual committee to our mission. You have supported over 70,000 mother/baby pairs in these six years! Your work at Breastfeeding USA is invaluable.

**To our Members and Donors** – Thank you for investing in Breastfeeding USA's mission. Your support and donations essential to our growth. We are now reaching families all over the United States and on our Armed Force Bases overseas.

**To our Mother/Baby pairs** – Thank you for allowing us to be a part of that very precious moment in your life. Understanding that Breastfeeding USA was there to support you really makes our hearts jump for joy!

**To the unknown partners** – Thank you to everyone who's ever passed on our contact information, liked, commented, or shared our social media posts, referred to our website and articles, or eve

n passed on positive feedback about Breastfeeding USA.

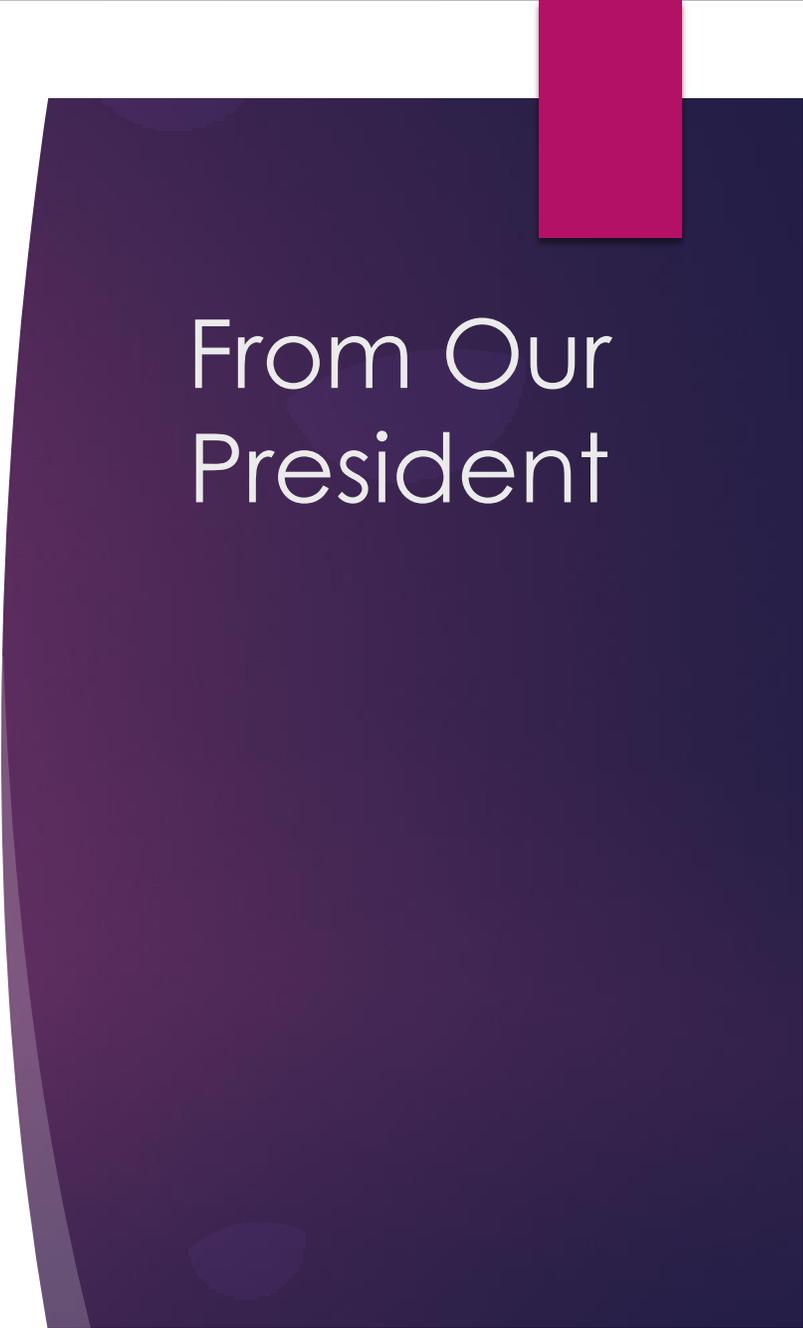
**To our founding members** – Thank you for understanding the need for Breastfeeding USA and for the hard work to get this organization started. We exist because of you! As long as Breastfeeding USA remains, your legacy lives on. We are reaching families all over the United States and on our Armed Force Bases all over the world.

I am overwhelmed with gratitude for each and every one of you.

Sincerely,

Toi Lowe

President, Breastfeeding USA



From Our  
President

# Social Media

- ▶ Facebook: 170,000 likes - up 30% over last year
- ▶ Twitter: Over 9700 likes - up 30% over last year
- ▶ NEW! Launched Instagram with new campaign:
- ▶ The Faces Of Breastfeeding!



Finance