

# Annual Report 2013

Empowering you with mother-to-mother support



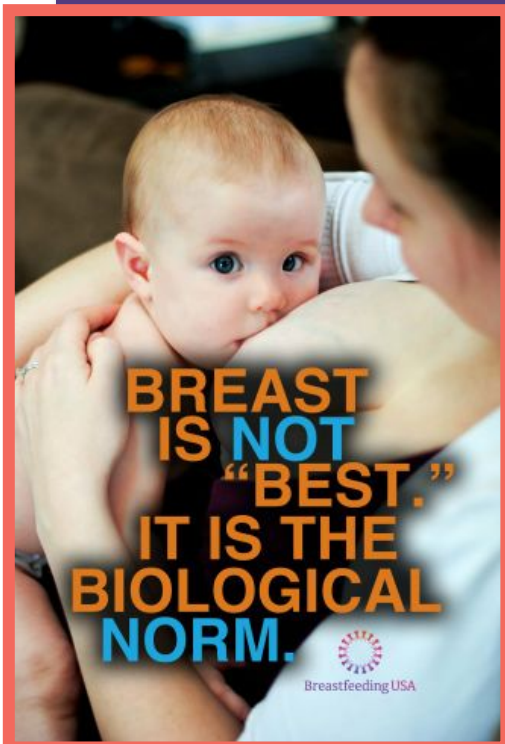
## Breastfeeding USA

# The mission of Breastfeeding USA



To provide  
evidence-based

breastfeeding  
information  
and support



and to promote  
breastfeeding

as the biological  
and cultural norm.

## A Message from the President

Dear Friends,

Breastfeeding USA exists to help fill the vast disparity in community breastfeeding support services across our nation. Our organization now consists of a small but fast-growing group of women with mighty plans. Our national volunteers work at a feverish pace to have all systems in place for the explosion in growth that has already begun.

Breastfeeding USA has been focused on building and sustaining the infrastructure necessary for effective support and training of Breastfeeding USA Counselors. With our Comprehensive Education Course completed, women across the nation were enrolled, and Breastfeeding USA Counselors were helping mothers throughout America.

To expand our infrastructure, our paperless system demands a well functioning website. Thanks to the funds raised during the Transformation Project on the Indiegogo crowdsourcing platform, the new and improved BreastfeedingUSA.org is currently under construction, with an anticipated unveiling in 2014.

We owe our success and growth to the dedication and creativity of volunteers who are committed to building a modern breastfeeding organization for the 21st century mother.

With support from great friends like you, we will continue to ensure mothers get the community support they need to meet their breastfeeding goals and advance our mission to provide evidenced-based breastfeeding information and support to all American mothers.

Sincerely,

Patty Jacobs, President

You don't  
have to eat a  
*perfect* diet  
to make  
nature's  
*perfect*  
food.



### 2013 Breastfeeding USA Board of Directors

President, Patty Jacobs  
Vice-President, Norma Ritter  
Secretary, Beth Lichy  
Treasurer, Carol Delaney  
Director, Carol Kelley  
Director, Sharon Knorr  
Director, Jennifer Olynky  
Director, Lisa Wilkins



# Where in the World Have you Breastfed?

Travel around the United States with this Tumblr Campaign  
created by the Breastfeeding USA Social Networking Committee in spring 2013.



**BREAST  
FED  
BABY**  
*dines in  
Hawaii!*



**BREAST  
FED  
BABY**  
*grabs a  
bite while  
sightseeing!*



**BREAST  
FED  
BABY**  
*picnics  
in the  
park!*



**“Breastfeeding is normal human feeding, so you’ve probably met your child’s needs in all sorts of places. We love celebrating a child’s right to breastfeed at any location in which his mother has the right to be!”**

## Empowering Mothers

- Over 1200 breastfeeding mothers and 200 pregnant mothers attended Chapter meetings.
- Over 3000 women were helped via phone calls, emails, and in-person.
- The number of Breastfeeding Counselors grew from 39 to 72.
- On July 1, 2012, Breastfeeding Counselors were helping mothers in 20 states, and on June 30, 2013, in 24 states.

## Breastfeeding USA Horizons

Breastfeeding USA produced and published 8 regular newsletters for members.

## Educating Breastfeeding Counselors

- The Comprehensive Course was completed in April 2013. For the first time, Breastfeeding Counselors who had no previous experience helping nursing mothers through other organizations were accredited as Breastfeeding USA Counselors.
- Breastfeeding USA Counselors with previous counseling experience continued to be accredited through the original Accelerated Course.
- 110 Breastfeeding Counselor Candidates were enrolled in our online accreditation program as of June 30, 2013.

## Social Media

Breastfeeding USA's online presence grew exponentially this fiscal year:

- Twitter followers grew from 851 to 2192
- Facebook followers passed 10,000
- Creative internet memes featuring support for breastfeeding mothers went viral, dramatically increasing online awareness of Breastfeeding USA. Examples are scattered throughout this report.
- Our greatest Facebook reach was achieved on March 26, 2013 when a newly posted meme reached over 309,000 people.
- Tumblr project with the theme "Where in the World Have you Breastfed?" raised awareness about the rights of breastfeeding mothers and nursing in public.





## National Leadership

**Breastfeeding USA was formally acknowledged by national leaders in breastfeeding.**

**Breastfeeding USA became a US Breastfeeding Committee member organization and attended the national meetings.**

**International Board of Lactation Consultant Examiners (IBLCE) approves Breastfeeding USA as a provider of breastfeeding consultancy hours. This allows volunteer Breastfeeding USA Counselors to receive credit for hours served toward sitting for the IBLCE exam and become board certified lactation consultants.**

## OUTREACH

**Breastfeeding USA exhibited at major breastfeeding conferences:**

- International Lactation Consultant Association in Orlando, FL
- U.S. Breastfeeding Committee in Washington, D.C.
- U.S. Lactation Consultant Association in St. Louis, MO
- Breastfeeding and Feminism Symposium in Chapel Hill, NC
- Inequities in Breastfeeding Support Summit in Seattle, WA

## Transformation Project

**The Breastfeeding USA Transformation Project capitalized on our increasing social media reach to crowdsource donations through the Indiegogo fundraising website. The Transformation Project significantly surpassed its revenue goal by:**

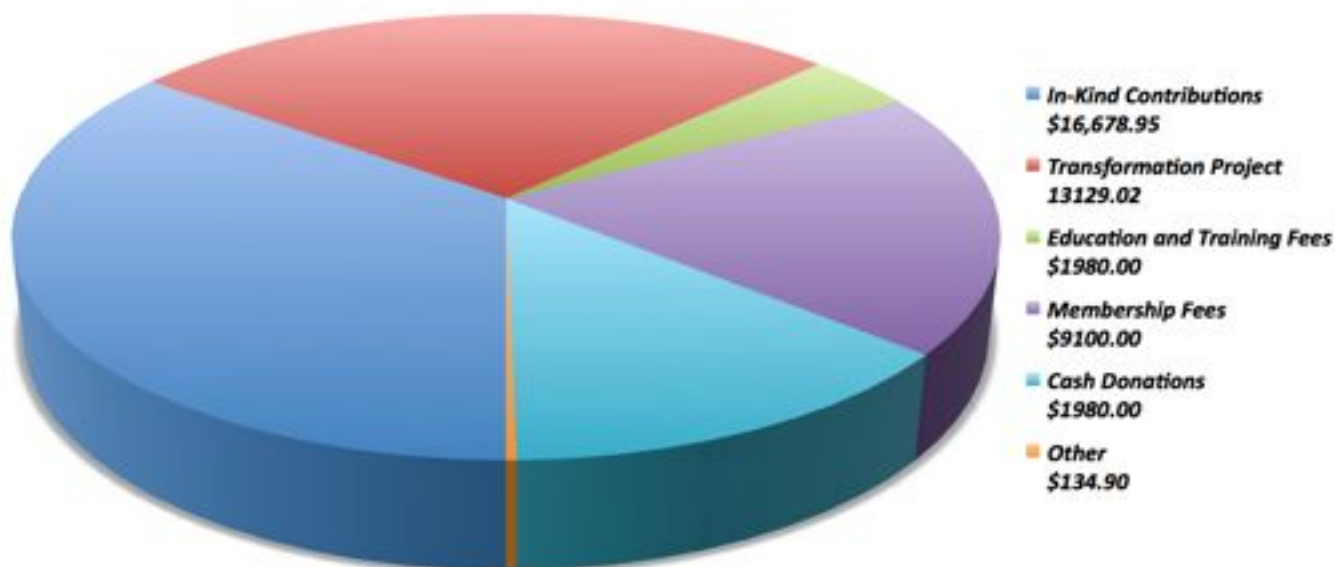
- **Bringing national attention to the organization**
- **Raising more than \$13,000, earmarked for logo development costs and Breastfeeding USA website upgrade.**
- **Incentive merchandise featuring the new logo was created in support of the campaign.**



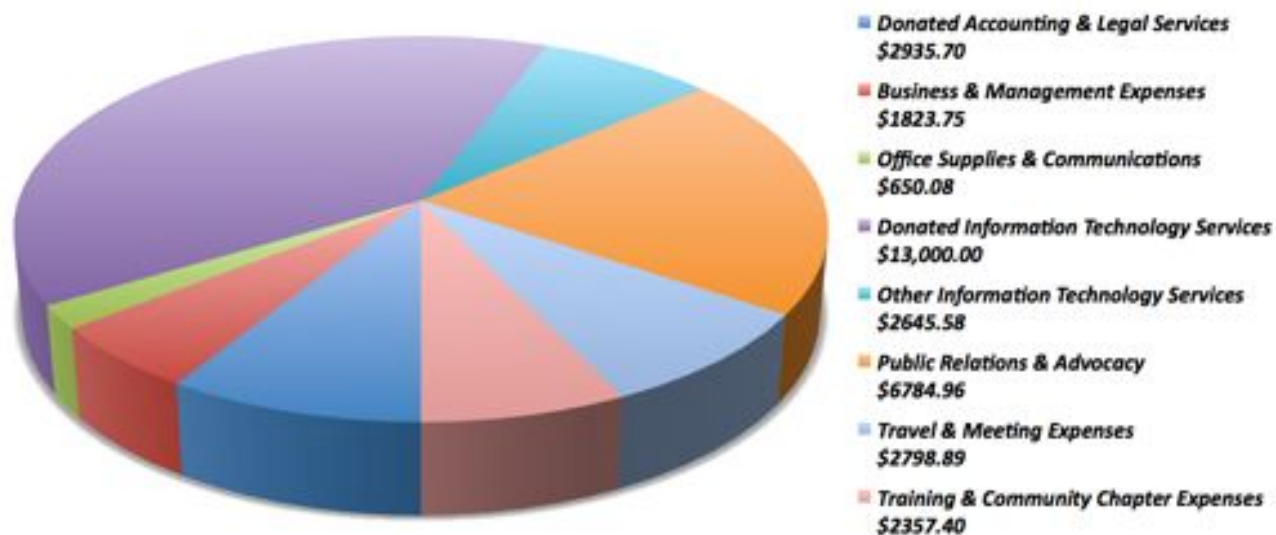
# Finance

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. This year Breastfeeding USA utilized the crowdsourcing platform, Indiegogo, to achieve the combined benefits of funding our Transformation Project and significantly increasing our member and donor base.

## FY Income \$47,476.70



## FY Expenses \$32,996.63



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.

# ***Thank you to our donors!***

## ***National Benefactors***

Anonymous  
Carol Delaney  
Carol Kelley  
Hygeia Medical Group II

Donations of \$1000+

## ***Regional Contributors***

Cygnus Lactation Services  
Anne Hutton  
Patty Jacobs

\$500 to \$999 donation

## ***Community Partners***

Beth Bejnarowicz  
Sharon Knorr  
Beth Lichy  
Joe Munoz  
Jean Nunnally  
Elizabeth Packard  
Norma Ritter  
Rebecca Ruhlen  
Kate Shirley

\$250 to \$499 donation

## ***Neighborhood Supporters***

Danika Amusin  
Lisa M. Banach  
Kelly Bonyanta  
Patricia Bucknell  
Giselle Cisneros  
Genevieve Colvin  
Suzanne Crable  
Alicia Dermer  
DesignSpring  
Janet Dombro  
Christine Duenas  
Gail Gesley  
Melia Gordon  
Barry Hood  
Elizabeth Joslin  
Spencer Joslin- Montlick  
Sue Ann Kendall  
Kathryn Kerr  
Kathryn Kerry  
Carole Lax  
Mamaste Yoga  
Mary Maza  
Sylva Menard  
Nancy Mohrbacher  
Walter & Erin Moody  
Outer Peace and Wellness  
Janice Pickett  
Sara Roos  
Emily Samansky  
Charlene Shenk  
Tara Smith  
Rose Straeter  
Georgia Tauscher  
Aimee Teslaw  
The Movement Doctor  
Jennifer Veit Olynky  
Daniel Vogel  
Lisa Wilkins

\$100 to \$249 donation



# Breastfeeding Friends

Paola Alboni  
Karen Aerts  
Jeanine Barsamian  
Amy Angel  
Colleen Baird  
Laura Ann Barna  
Aaron Berkey  
Amanda Berkey  
Robert Bernstein  
Jill Blackston  
Rachel Bodzioch

Karyn DiNovo  
Jessica Ewald  
Tiffany Farriss  
Laura Feldman  
Beth Flintoft  
Paula Flores  
Nancy Franklin  
Elise Fulara  
Laurel Gatti  
Amy Geller  
Owen Gliberman

Mary Hirsch  
Sonya Horan  
Cynthia Howard  
ILactation  
Kyla Jeffers  
Jennifer Jones  
K. Kendall Tackett  
Sunah Kim  
Donny Kimber  
Debbie Kitchin  
Diana Kulenkamp

Lea Minniti  
Laura Mishkin  
Alison Muller  
Margaret Oldham  
Pamela Oselka  
Rachel Patton  
Susan Penrod  
Jennica Perez  
Janice Pickett  
Irina Polanco Ventura  
Karen Prior  
Scottie Pritchard  
Jasmine Rau  
Megan Raymont  
Dr. John P. Rempel  
Cara Roellgen  
Edward J Rowland  
Jeanne Russell  
Emily Samansky  
Marcia Schattauer  
Ann Scott Pritchard  
Blake Scherer  
Denise Semanchin  
Jaye Simpson  
Shannon Sion  
Jodi Smart  
Margaret Smith  
Jennifer Snopkowski  
Rebecca Spahr  
Sara Spalding  
Jodie Sparks  
Jacelyn Spicer  
Courtney Stanely  
Allison Sterrett-Krause  
Jessica Stieritz  
Brenda Story  
Natasha Sullivan  
Hope Shiyrah Suplita  
Rebecca Swartzendruber  
Tracy Torgerson  
Bethany Tuck  
Kathryn Wagner  
Brianna Walther  
Katherine White  
Jessica Williams  
Danyell Wiley  
Margaret Wiscons  
Mariah Yu



Dale Allen Boland  
Sara-Ann Bourque  
Myrrh Brooks  
Ruth Carroll  
Hope Chorew  
Sarah Christian  
Melissa Cline  
Krista Cornish Scott  
Jeanne Cygnus  
Guinevere David  
Jennifer DeJong  
Joy Delaney  
Ann G Dempsey  
Alicia Dermer

David Glowacki  
Melia Gordon  
Dawn Griffin Decky  
Karen Gromada  
Gilda Grossman  
Leon Grossman  
Rebecca Hall  
Natalie Haller  
Sarah Harding  
Michelle Harrington  
Aisha Hasan  
Terri Havens  
Teddy Hayes  
Jeanine Hearne

Jessica Labbadia  
Jennifer LoCasale  
Lauren Logan  
Iona Macnabb  
Rebecca Magalhaes  
Heather Magrow  
Nancy Mallin  
Tracy Mann  
Judith Markham  
Wendy Masters  
Amber McCann  
Sylva Menard  
Rachel Miller  
Suzanne Mills Crawford

Breastfeeding Friends donated \$1 to \$99 during the fiscal year

## Thank You to the Transformation Project Sponsors

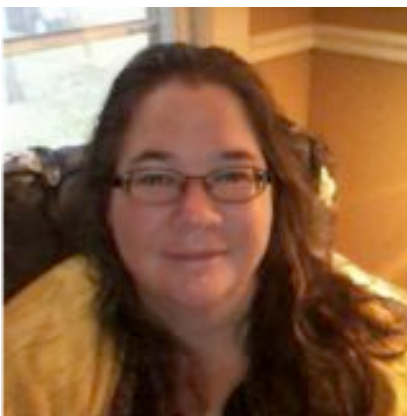
Hale Publishing  
Hygeia  
Karen Gromada  
Megan McGrory Massaro & Miriam Katz  
Nancy Mohrbacher  
New Harbinger Publications

### In-kind Donors

The organization benefitted from the in-kind contribution of services from various professionals in 2013. We acknowledge the contributions of legal services by Hiscock & Barclay, LLP, accounting service by Peter J. Delaney, CPA, and IT consulting services from Yes! Training and Education. Thank you for all your support!



## Volunteer of the Year



First recipient of the Breastfeeding USA Volunteer of the Year Award, 2012-13, Rebecca Ruhlen

Rebecca Ruhlen, one of the organization's founding members and first national volunteers, played a central role in the creation and completion this year of the comprehensive online Breastfeeding USA Counselor accreditation program. Thanks in large part to Rebecca's knowledge and tireless efforts, this self-paced online course is now live and accrediting new Breastfeeding USA Counselors across the country. Breastfeeding USA is truly blessed to count Rebecca among its many dedicated volunteers.

"Mother's  
love  
is peace.  
It need  
not be  
acquired,  
it need  
not be  
deserved."

-Erich Fromm-



Breastfeeding USA