

2013-2014
Annual Report



Breastfeeding USA

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!



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.

Thank you for helping us grow!

25,000 moms strong



Breastfeeding USA

Empowering you with mother-to-mother support

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.



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.

Funding and Development

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!

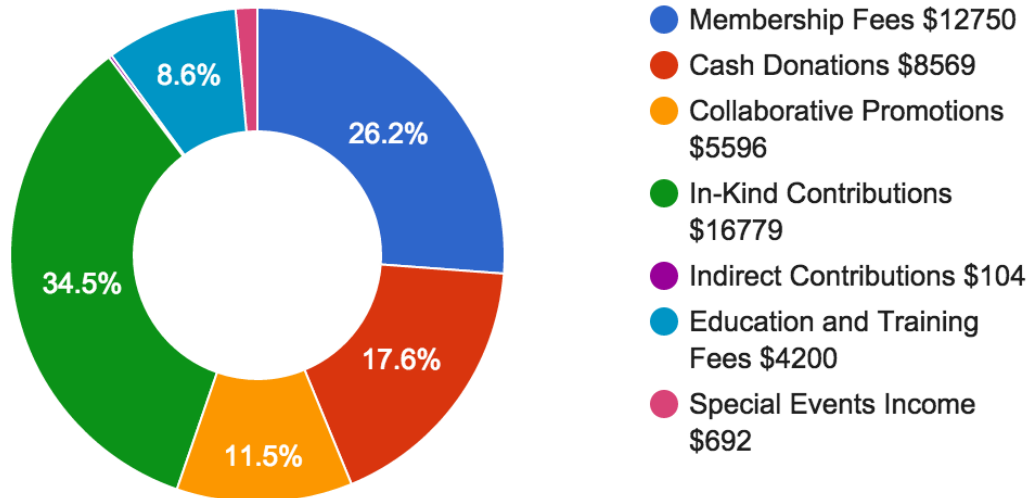


Our membership increased 40% over the previous year, reaching 471 members, including 15 professional members.

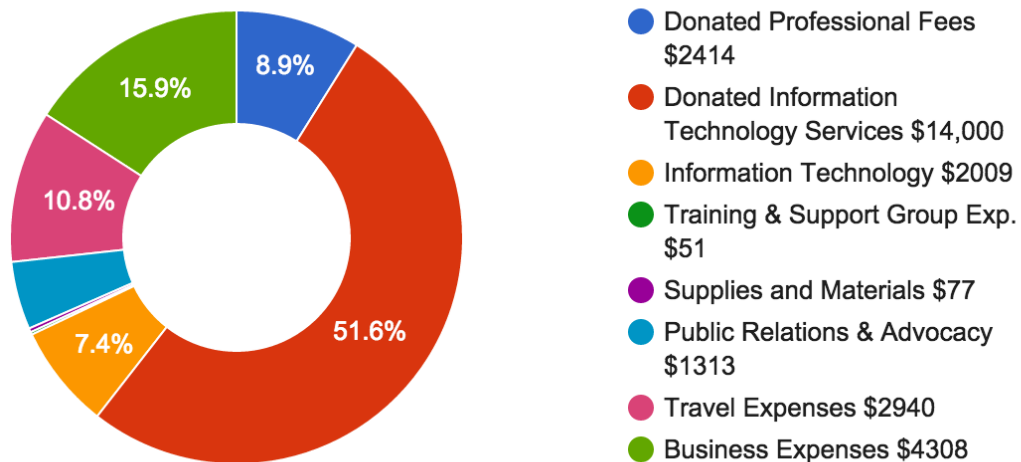
Finance

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.

Income - \$48690



Total Expenses - \$27112



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.

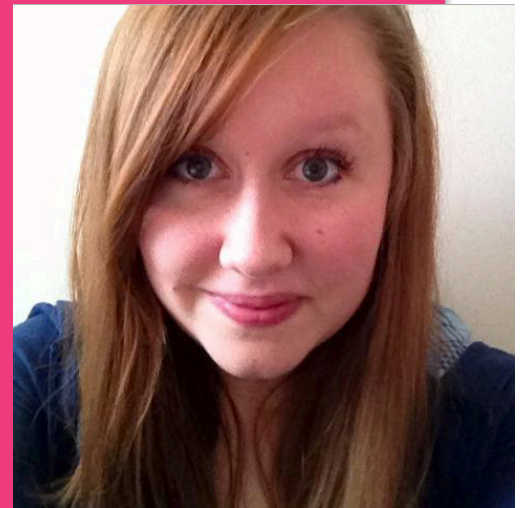
The Board of Directors held a retreat in Indianapolis and had a special in person meeting with local Breastfeeding Counselors.

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!



National Benefactors

\$1000+

Carol Delaney

William Stewart Jr.

Patty Jacobs

Community Partners

\$250-499

Wendy Bell

Krista Clayton

Jean Nunnally

Genevieve Colvin

Sue Ann Kendall

Norma Ritter

Neighborhood Supporters

\$100-250

Beth Bejnarowicz

Emily DiBartolomeo

Elisse Lassiter

Mr. & Mrs. Walter F. Moody

Elizabeth Packard

Susan Penrod

Tanya Foster

Jennifer Olynik

Tara Smith

Lisa Wilkins

Thank you!

Regional Contributors

\$500-999

Danika Amusin

Kate Shirley

North Carolina Breastfeeding Coalition

Breastfeeding Friends

\$1-99

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Ashley Collevocchio

Windi Hornsby

Lauren Logan

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