



First Annual Meeting

December 06, 2011

Meeting Agenda

- Introductions
- Breastfeeding USA Mission and History
- Strategic Goals
- Accomplishments this Year
- Action Items for Next Year
- Financial Report
- Volunteer Recognition and Celebration!
- Questions & Answers

Mission and History

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

In a little more than one year, Breastfeeding USA went from an idea to an incorporated entity which – thanks to the work and financial support of breastfeeding advocates across the country – has trained Breastfeeding Counselors to deliver our mission.



Key Events in Our History

Date	Event
September, 2008	Several current and former La Leche League Leaders begin discussing their desire to create a national breastfeeding support organization
Summer, 2010	Final work towards incorporation of the organization: defining mission statement; selecting initial members of the Board of Directors; drafting organizational documents
November 17, 2010	Breastfeeding USA, Inc. incorporated in the State of New York
December 10, 2010	Breastfeeding USA Facebook page launched marking public announcement of organization
December 14, 2010	Breastfeeding USA website launched
December 2010 through January 2011	145 individuals become Founding Members of Breastfeeding USA in first weeks after public launch
February, 2011	First issue of <i>Breastfeeding Horizons</i> published
March, 2011	Launched accreditation team; first Breastfeeding Counselor applications accepted
May 17, 2011	First Breastfeeding Counselors accredited
June 10, 2011	First Community Chapter meeting held in Pinole, CA
June 30, 2011	Breastfeeding USA closes first fiscal year and receives 501(c)(3) non-profit status designation from the Internal Revenue Service
July, 2011	Breastfeeding USA hosts exhibit table and reception at ILCA Conference in San Diego
October, 2011	First voting member election of Board of Directors
November, 2011	Breastfeeding USA files first Form 990 Annual Financial Report with IRS
December 6, 2011	First Annual Voting Members' Meeting

Strategic Goals

With input from our volunteers, we have developed a strategic plan that will help us continue to grow the organization to deliver our mission

We celebrate our accomplishments to date and plan future projects to achieve these strategic goals:

- Develop mission-delivery infrastructure
- Develop internal organizational structure
- Develop internal communication standards
- Develop public relations and national publicity program
- Develop fundraising capability

2010-11 Accomplishments

- Developed mission-delivery infrastructure:

Accomplishment	Statistics
Launched web site with organizational information and breastfeeding information articles	14 articles on website
Developed accelerated education course and created online education and application support system	
Began accrediting Breastfeeding Counselors with prior helping experience	25 accredited Breastfeeding Counselors
Established Community Chapters	14 Community Chapters in 11 states
Began providing individual breastfeeding information and support to mothers	# helping contacts
Created “For BCs” section of website and BC Yahoo Group to provide initial support tools for Breastfeeding Counselors	

2010-11 Accomplishments

- Developed internal organizational structure:

Accomplishment	Statistics
Elected initial Board of Directors	
Wrote Articles of Incorporation and By-laws	
Incorporated Breastfeeding USA through state of New York	
Created working committees to conduct operations of the organization	10 committees
Appointed Nominating Committee Chair and conducted first Board of Directors election by voting members in accordance with by-laws	32 voting members

- Developed internal communication standards:

Accomplishment	Statistics
Created committee-specific Yahoo Groups for communications plus Yahoo Groups for members, volunteers, and BCs	25 volunteers on working committee discussions
Created additional Yahoo Groups for members, volunteers, and BCs, for issuing formal announcements and general discussion	

2010-11 Accomplishments

- Developed public relations and national publicity program:

Accomplishment	Statistics
Created Facebook page and Twitter accounts and announced organization creation through these	2060 Facebook fans, more than $\frac{3}{4}$ of whom are women 18-44 years old; 492 Twitter followers
Provided regular Facebook and Twitter updates of organizational and breastfeeding information	Over 10,000 Facebook post feedback (likes and comments); Over 1,100 tweets
Developed style and color scheme for Breastfeeding USA website, forms, and publicity materials	
Hosted exhibit table and reception at 2011 ILCA Conference in San Diego	900 visitors to exhibit table
Sent representatives to participate in United States Breastfeeding Committee meetings	
Published article about Breastfeeding Counselor education program in November 11, 2011 issue of Hale Publishing's <i>Medications & More</i> newsletter	

2010-11 Accomplishments

- Developed fundraising capability:

Accomplishment	Statistics
Developed membership and donation policies, forms, and database, and began soliciting memberships and donations	297 Members (164 Founding Members through Jan 2011, 42 Charter Members through Jun 2011, 12 Professional Members, plus 79 Regular Members)
Applied for and received 501(c)(3) non-profit status designation from the Internal Revenue Service	39 donors (giving other than membership)
Published members' newsletter, <i>Breastfeeding USA Horizons</i> , and created members only section of website	5 issues <i>Breastfeeding Horizons</i> published
Completed regular financial accounting/reporting, submitted Form 990 and Schedules to IRS, and made financial reports available for public review	

2012 Planned Activities

- Develop mission-delivery infrastructure:

Action Item	2011 Statistics	2012 Goal
Complete comprehensive education course and begin accrediting Breastfeeding Counselors without prior helping experience	25 accredited Breastfeeding Counselors, all with prior experience; 14 Community Chapters in 11 states	# accredited Breastfeeding Counselors, # without prior experience; # Community Chapters in # states
Expand breastfeeding information available on website and organize articles into more categories	14 articles on website	24 new articles published
Complete Breastfeeding Counselor Guide and publish on website		Complete BC Guide
Create BC Support committee and develop BC Support program	0 members BC Support Committee	10 members BC Support Committee
Develop program to regularly collect helping statistics from Breastfeeding Counselors	# helping contacts	# helping contacts

2012 Planned Activities

- Develop internal organizational structure:

Action Item	2011 Statistics	2012 Goal
Confirm list of committees, appoint chairs, and recruit additional committee members as needed	25 volunteers on working committees	50 volunteers on working committees
Create Operating Committee to facilitate operational planning, coordination, and status reporting		
Document committee job descriptions and expectations		Complete Job Descriptions Manual
Document committee policies and procedures		Complete Policy Manual
Define calendar of major operations annual events		

- Develop internal communication standards:

Action Item	2011 Statistics	2012 Goal
Develop internal communication plan and timeline		
Establish regular communications from Board of Directors to volunteers	3 Board Memos	12 Board Memos
Define and implement standards for Yahoo Groups ownership and communications		

2012 Planned Activities

- Develop public relations and national publicity program:

Action Item	2011 Statistics	2012 Goal
Continue regular updates to Facebook and Twitter pages to promote the organization, memberships and donations, and share updates on our work	2060 Facebook Fans; 492 Twitter followers	3000 Facebook Fans; 1000 Twitter followers
Upgrade website hosting server and develop system to regularly update website home page		
Develop Breastfeeding USA logo and stylesheet	Logo designs submitted	Recognized Breastfeeding USA logo
Submit articles featuring Breastfeeding USA in a variety of publications targeting lactation professionals and breastfeeding mothers	1 article in Hale Publishing Newsletter	5 articles in 5 publications
Join United States Breastfeeding Committee and again send representatives to meetings		
Begin national marketing of the organization		

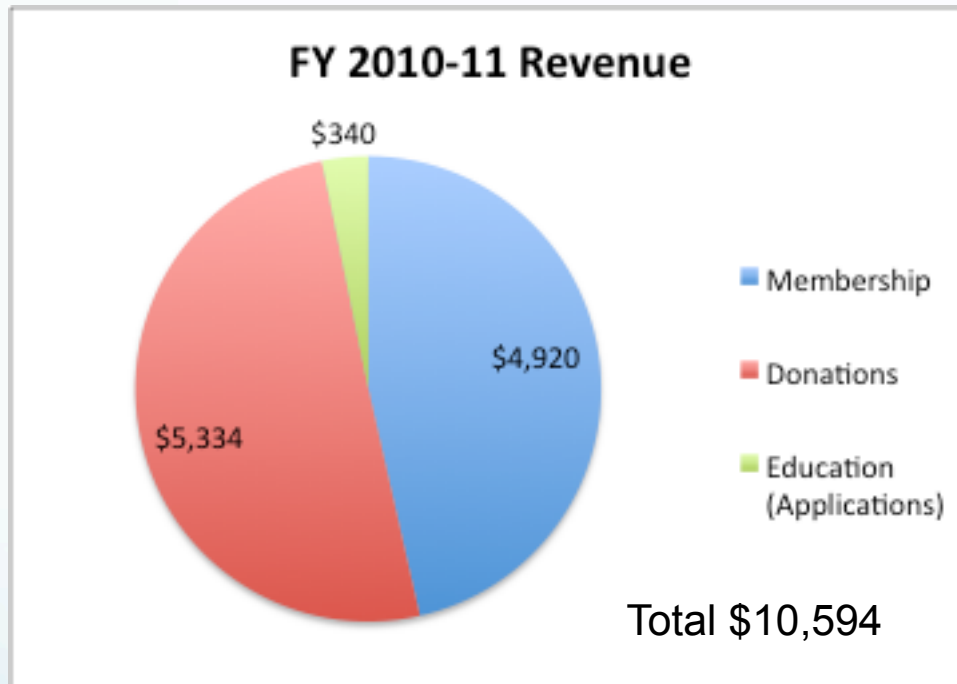
2012 Planned Activities

- Develop fundraising capability:

Action Item	2011 Statistics	2012 Goal
Recruit additional volunteers for Funding & Development and Member Services Committees		
Register for permission to fundraise in all states with Community Chapters	6 states permitted (which don't require registration)	50 states permitted
Solicit membership renewals	297 members	75% membership renewals
Conduct first mail membership/donation solicitation campaign and target professional membership growth	39 donors; 297 members; 12 Professional members	20 new donors; 100 new members; 20 Professional members

Financial Report

Closed first (partial) fiscal year on June 30, 2011



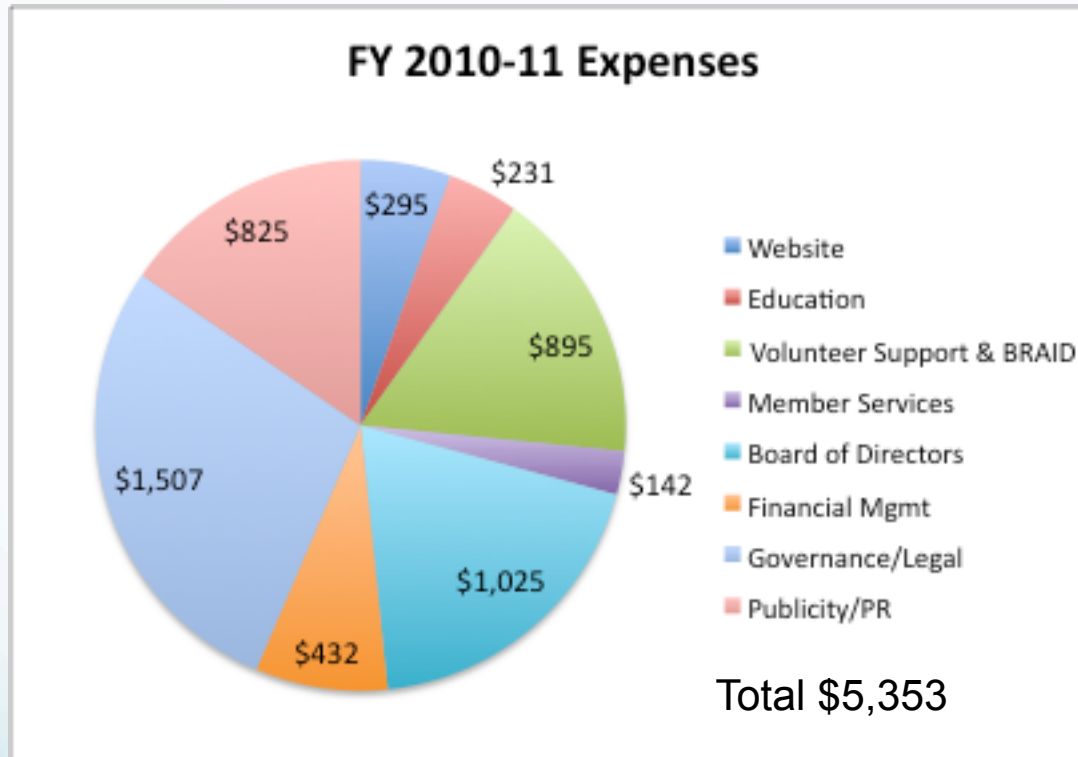
297 members and 39 donors contributed over \$10,000 in FY 2010-11.

Adding application fees results in total revenues of \$10,594 from December 2010 to June 30, 2011.

Net Profit Moved to Reserves = \$5,241

Financial Report

Closed first (partial) fiscal year on June 30, 2011



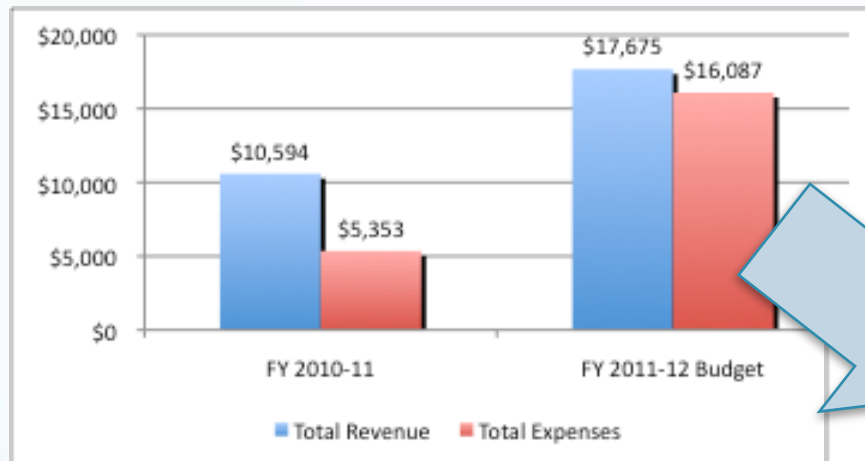
\$3,789 was spent in FY 2010-11 on management and general expenses establishing the organization.

We incurred an additional \$1,563 on initial expenses for programs and services. Expenses were managed closely to ensure that we built a reserve for the future.

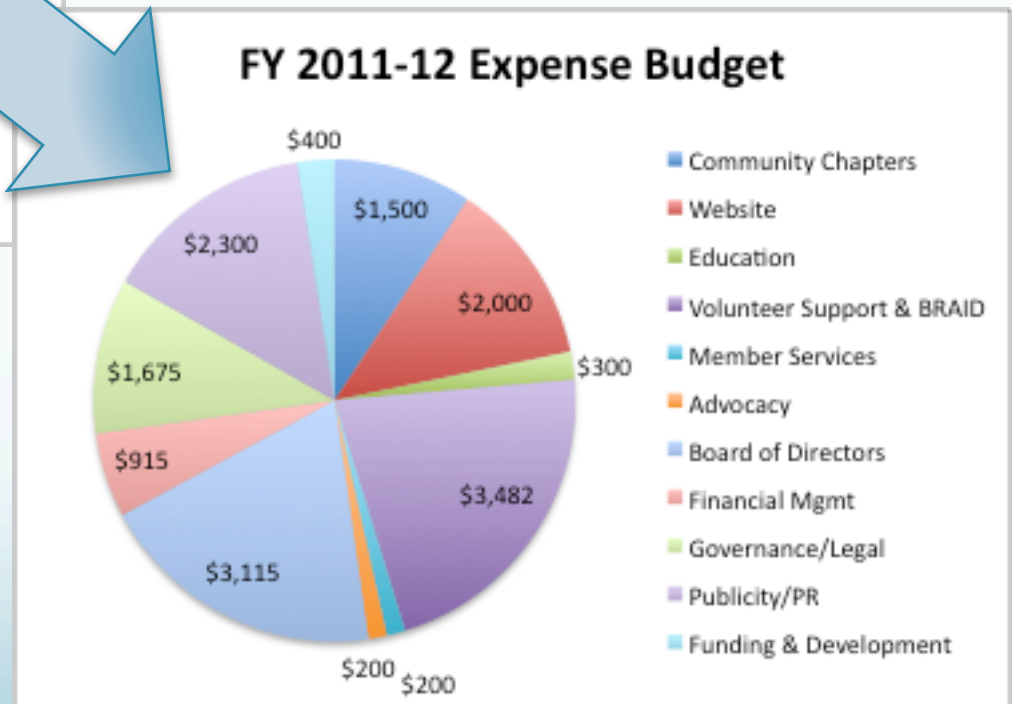
Net Profit Moved to Reserves = \$5,241

Financial Report

FY 2011-12 Budget Increases Revenue and Expenses for first full fiscal year of operations

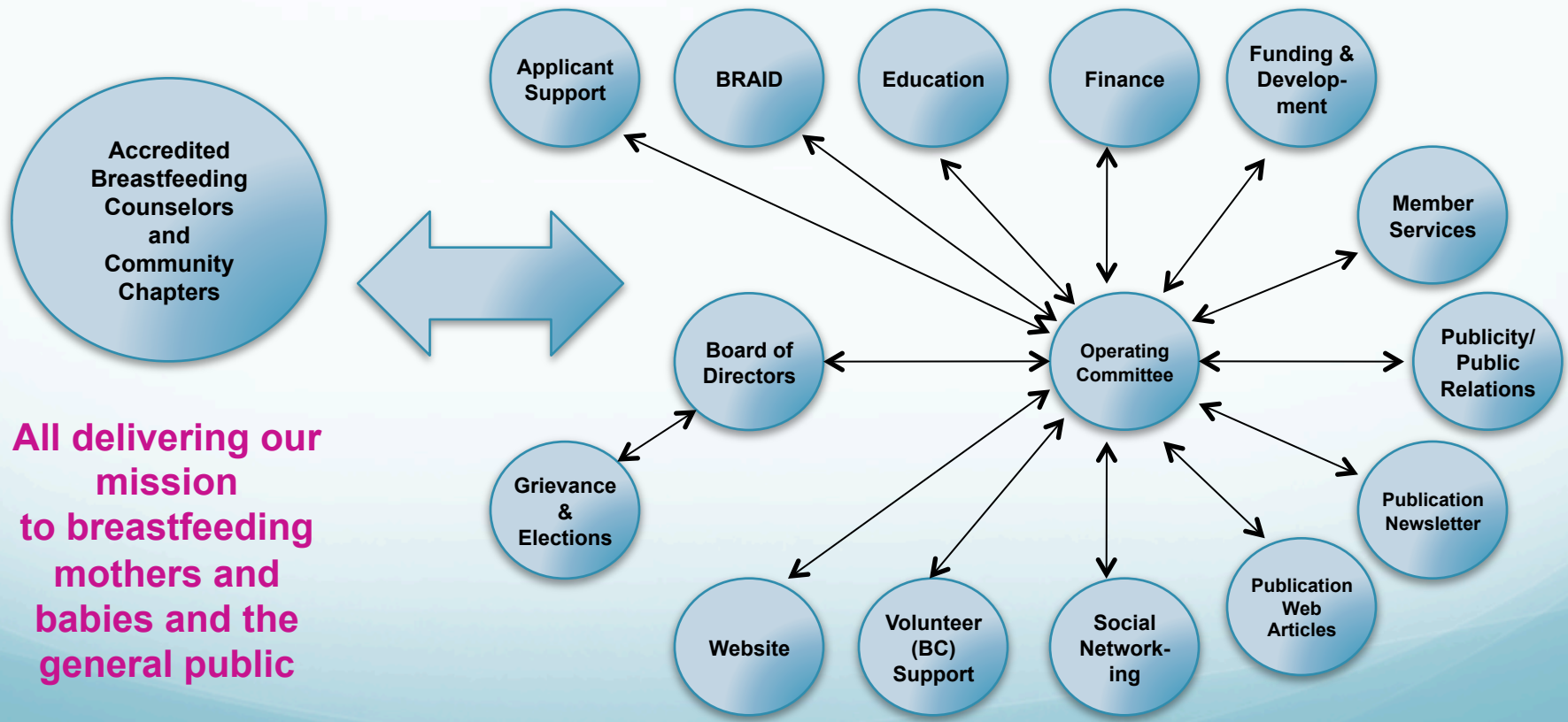


Focused spending in FY 2011-12 will support expansion of programs and services and increase awareness of the organization, while still providing a small net increase to reserves



Volunteer Recognition

Thank you to all the volunteers on all our committees whose efforts in 2010-2011 contributed to the success of Breastfeeding USA!



Questions & Answers

We open the floor to any and all questions about
Breastfeeding USA



On to our second year of operations!