



Breastfeeding USA

Empowering you with mother-to-mother support

ANNUAL MEETING

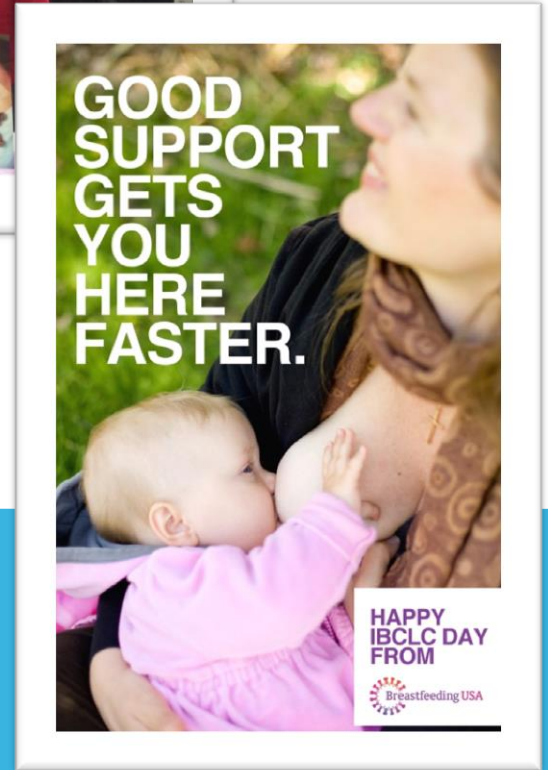
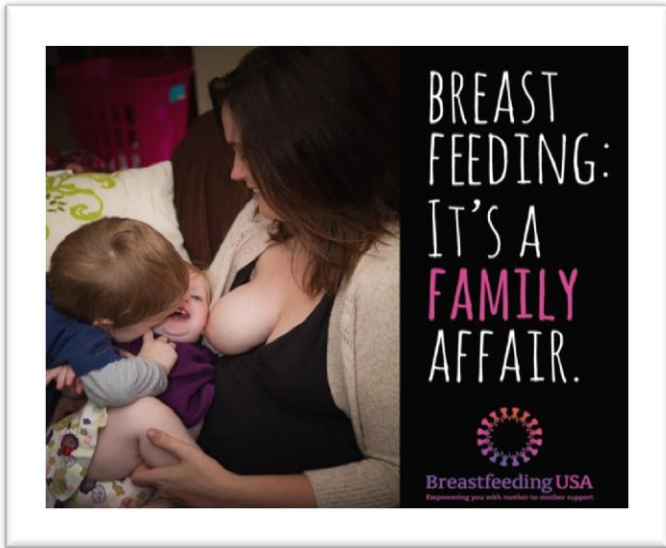
MAY 30, 2013

AGENDA

1. **Welcome and Introductions**
2. **Breastfeeding USA Mission and History**
3. **Strategic Plan and Ongoing Action Items**
4. **Accomplishments this Year via Committees**
5. **Financial Report**
6. **Results of Mothers' Survey**
7. **Questions and Comments**



WELCOME AND INTRODUCTIONS



BFUSA 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.

[History of Breastfeeding USA](https://breastfeedingusa.org/content/history)

<https://breastfeedingusa.org/content/history>



STRATEGIC PLAN AND ONGOING ACTION ITEMS

Goal Example: Join United States Breastfeeding Committee (USBC) and send representatives to meetings.

Achieved: Breastfeeding USA was accepted as members and exhibited at the USBC conference as well as attended the annual meeting of delegates.



Nancy Mohrbacher & Lisa Wilkins.

STRATEGIC PLAN

- 1) **Develop mission delivery infrastructure**
- 2) **Refine internal organization and communications**
- 3) **Develop public relations and national publicity program**
- 4) **Expand fundraising capability**



ACCOMPLISHMENTS FOR FY 2012-2013

- Completed Comprehensive Course uploaded into Moodle program. Enrolled 110 Candidates in Course (1)
- 15 BCs have been accredited in 2013, (1)
- 27 BfUSA Chapters in 17 states (1)
- 13 New articles for the website, 12 more in production (1)
- Recognition by IBLCE for volunteer hours
- Acceptance as members of United States Breastfeeding Committee (3)
- Developed a new national brochure (3)
- Indiegogo Crowdsourcing Fundraising Campaign surpassed its goals and brought national attention to Breastfeeding USA. (4)
- Began work on the new website. (1)
- Exhibited at 6 events (3)



MORE ACCOMPLISHMENTS!

- Produced 7 issues of Horizons (1)
- In local news media 6 times
- Transferred all bookkeeping into a shared Quickbooks program (1)
- Completed and published the BC Guide (1)
- Approved Whistler Blower, Online Communications and other policies (2)
- Conducted a year-end and spring fundraising campaign through MailChimp. Donation section developed on website (4)



HELPING STATISTICS

In 2013, BCs have had

- Over 3000 helping emails, phone calls, and in person meetings with mothers.
- 23,000+ casual contacts
- Reached 1200 breastfeeding mothers and 200 pregnant mothers during Chapter meetings and **over** 400 new mothers who had never attended before



SOCIAL MEDIA OUTREACH

Facebook:

Likes: 9216

Posts: Averaging 4 unique posts per day.

Reach: Direct reads and shares bring an average reach of 70,000 per week.

Greatest reach: On 3/26/13 meme reached over 309,000 people!

Top Cities: Indianapolis..152, Chicago..137, New York..114, Cincinnati..91

Audience: 40% of our audience is female in the 25-35 age range

Twitter:

Followers: 2005

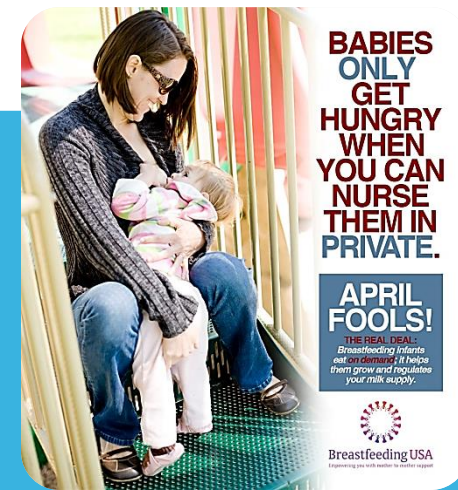
Daily tweets: 2840 total. Greatest retweet was from Nonprofit.org to over 600,000.

Tumblr: Where in the World Have You Breastfed?

Memes: 10 originals created from personal photographs.

**TELL US: WHERE IN THE WORLD
HAVE YOU *breastfed?***

A PROJECT BROUGHT TO YOU BY BREASTFEEDINGUSA.ORG



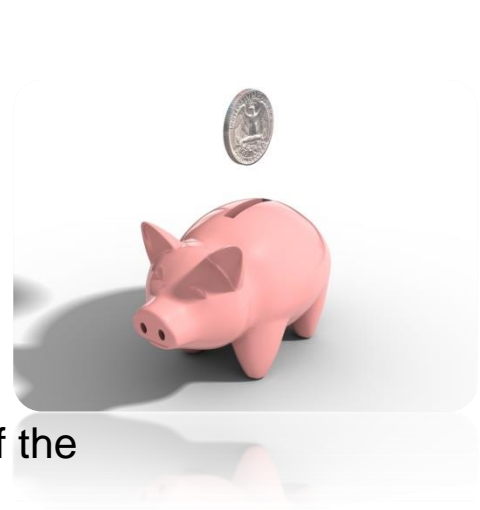
COLLABORATIONS

- Best for Babes Foundation and Breastfeeding USA are discussing a collaborative event for World Breastfeeding Month. We anticipate a mutually beneficial relationship with BfB and BfUSA.
- Events sponsored by organizations are regularly promoted and shared with our members and through Facebook and Twitter
- Regular sharing from other non-profits Facebook and Twitter pages, fosters the collaborative spirit and says, “We like what you’re doing!”
- Regular attendance and exhibiting at events allows for networking and publicity.



FINANCIAL REPORT

Finance Committee

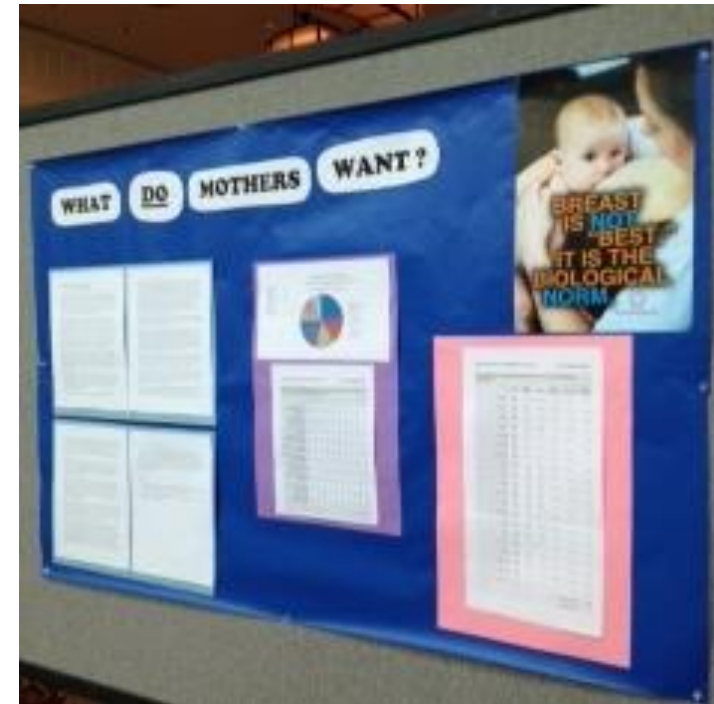


- A. Ensures the financial health and sustainability of the organization.
- B. Develops and executes financial plans that support the purpose of the organization.
- C. Provides timely and accurate financial information for organizational decision-making.
- D. Communicates financial plans and status to all stakeholders and educates stakeholders in relevant financial matters.
- E. Ensures that Breastfeeding USA is in compliance with all government financial reporting requirements.

RESULTS OF MOTHERS' SURVEY

The PR Committee wrote and surveyed members and mothers asking them what services they wanted and what expectations they had for a new, modern mother-to-mother breastfeeding organization.

The results were synthesized by the PR Committee, then written in an article by Beth Lichy, and presented in a well received poster session at USLCA Conference by Sharon Knorr.



QUESTIONS AND COMMENTS

Please “raise your hand” by writing in the chat area that you have a question or comment, and we will acknowledge each person by name when it’s your turn.

Thank you for attending the Annual Meeting of Breastfeeding USA.

