



Breastfeeding USA



Providing evidence-based information and support and promoting breastfeeding as the biological and cultural norm

2010-11 Annual Report



We believe that informed
decision making helps
families to be comfortable
and confident in their
choices.

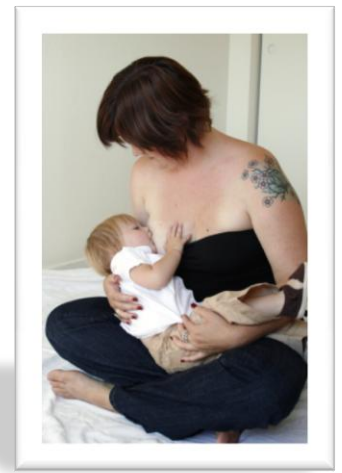
About Breastfeeding USA

We exist as an organization to provide **evidence-based** breastfeeding information and support to women and families through a system of accredited volunteer Breastfeeding Counselors. We recognize that breastfeeding is the **biological norm** and that mothers need the support of other experienced mothers free of judgment. We further recognize that learning **best practices** in lactation and counseling techniques are key components to establishing a knowledgeable group of Breastfeeding Counselors. The focus on our **mission** encourages us to foster a meaningful dialogue and presence in the community for promotion of breastfeeding as the **biological** and **cultural norm**.

We believe that breastfeeding is the
normal way to feed babies.

From the President

Welcome to the first of many annual reports for Breastfeeding USA, Inc. I am pleased to bring you a snapshot of our first year's accomplishments. The commitment of our dedicated and passionate volunteers, members and donors enabled Breastfeeding USA to stake a claim as a national mother-to-mother support organization. In this report you'll find the history of our founding and our accomplishments, the fiscal year financial report, and the donor recognition listing. We are very proud to report that at year's end we had 26 accredited Breastfeeding Counselors and 14 Community Chapters in 11 states.



As a non-profit membership organization we understand the need to express appreciation, make firm alliances with other non-profits and associations, and continuously nurture our organization's growing volunteer community. As we continue to broaden our program outreach and strengthen our internal structures, we must never lose sight of why we are here: to provide mother-to-mother support. Mothers need the support, wisdom and caring of other experienced breastfeeding mothers so that they can achieve their breastfeeding goals, no matter what those goals may be.

On behalf of the Board of Directors, I'd like to thank the Breastfeeding USA community for allowing us the opportunity to serve. This is just the beginning of our journey together.

Sincerely yours,

Patty Jacobs
President of the Board



We believe that breastfeeding matters.



How it all began....

Every good idea begins with a little inspiration and comes to fruition with a lot of perspiration. In 2008, friends began searching for a way to bring breastfeeding support to more women in the US and explore how a new volunteer organization could meet the needs of today's breastfeeding mother. They envisioned an organization welcoming diversity and sensitive to the many cultural, socio-economic, and ethnic variations in American families, one free of judgment and welcoming of both the stay-at-home mother and the employed

mother. They wanted an organization that valued its volunteers and was open and transparent in its governance. There was a strong desire to base the organization on helping mothers understand the biology and nature of how breastfeeding works. And by doing so, mothers will understand the choices they make influence breastfeeding success and outcomes.

Planning began in earnest in early 2010 when more volunteers were invited. We were soon surrounded by many talented, opinionated, passionate women. In democratic fashion we voted on important issues, including the organization's official name, whether or not to be a membership organization, and the mission statement. We discussed our values, our vision, and our expectations. A steering committee was formed to work on organizational documents. It recommended we incorporate in the state of New York and seek the help and advice of CharityNet, which helped us file our articles of incorporation and other documents in order to apply for our federal non-profit status. The first Board elections were held in the summer of 2010, and Jolie Black Bear of Alabama was selected as the first President of Breastfeeding USA.

On November 17, 2010, the long-awaited news arrived that our Certificate of Incorporation had been approved, and we were legally a non-profit organization. We had a mission, an elected Board of Directors, working committees, Code of Ethics, budget, bylaws, and a website in the rough. The actual launch was to be rolled out in phases, Facebook first, followed by the website. Emotions were running high as we approached the Facebook launch of Breastfeeding USA on Friday morning, December 10, 2010. How exciting it was to watch Facebook as the numbers of 'Likes' steadily climbed, and people from all over the country wished us success. A few days later the website was launched. That day, many generous supporters joined our organization and made donations. We were excited to meet the first month's membership goals.

In February 2011 came the first issue of *Breastfeeding USA Horizons*, the e-newsletter, and the Members Yahoo group opened with more than 50% of members joining within the first week. Work continued in the Education Committee to finalize the criteria for applying to the Breastfeeding Counselor training, as well as the educational components of the program. The volunteers of Breastfeeding USA were offered the first opportunities to apply to the education program before it was open to the general members. We have two tracks towards education. The first is for women with previous breastfeeding helping experience and the second is a comprehensive course for women without previous helping experience. The website continued to expand as more breastfeeding information articles were uploaded for viewing.

June 30 closed the fiscal year and that very day we were granted official 501(c)(3) status by the IRS. In July Patty Jacobs and Sharon Knorr exhibited at the ILCA conference in San Diego, where they celebrated with members the announcement of our non-profit status.

In October 2011, we held the first elections by the voting members since incorporating. Anne Hutton of Houston TX and Nancy Mohrbacher of Arlington Heights IL were duly elected to the Board of Directors, and added support and expertise to the Board's growing responsibilities.

The first Annual Meeting of the Members was held in December 2011, using interactive screen-sharing and conference calling. The Board presented an annual operating report and outlined the strategic plan and goals for the upcoming year. The year ended with a donation appeal to our members and donors.

2011 Donor Society of Breastfeeding USA

The generosity and support of the following individuals enables us to bring our programs and services to mothers.

Breastfeeding Friends:

\$1-99/year

Meredith Adami
Mary Baker
Jeanine Barsamian
Margaret Bickmore
Suzanne Crable
Melissa Cline
Joan Crothers
Sara Doder Furr
Judith Donahue
Suzanne Evans
Veronica Garea
Gail M. Gesley
Susan Harper
Sharon Heindel
Sue Ann Kendall
Lynn Kutner
Anne LeMar
Rebecca Magalhaes
Gail Markham
Jake Markus
Wendy Masters
Dana McMahan
Whitney Minten
Brenda Myers
Sylva Menard
Cynthia Payne
Scottie Pritchard
Abigail Ritter
Rebecca Ruhlen

Neighborhood Supporters:

\$100-249/year

Anne Cook
Kathy Kerr
Elizabeth Packard
Bonnie Roberts
Megan Seaman-Kossmeyer
Charlene Shenks
Ruth Tincoff
Anonymous

Community Partners:

\$250-499/year

Beth Bejnarowicz
Beth Lichy
Jean Nunnally

Regional Contributors:

\$500-999/year

Carol Kelley
Nancy Mohrbacher
Norma Ritter

National Benefactors:

\$1000+/year

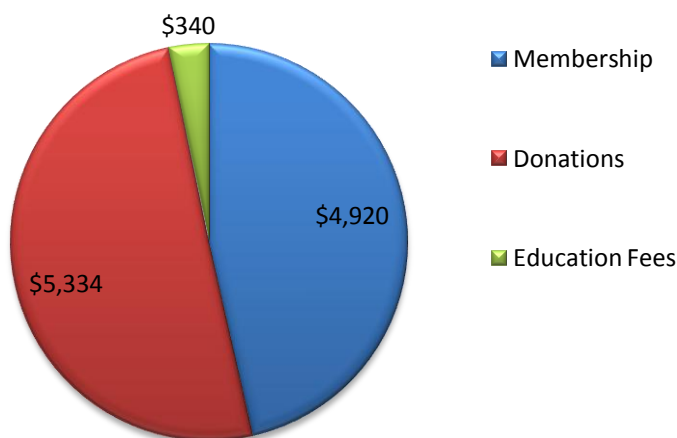
Anne Hutton
Patty Jacobs
Sharon Knorr

We are pleased to report 100% giving by the Board of Directors.

Breastfeeding USA, Inc. has been granted 501(c)(3) nonprofit status with the IRS. Our EIN is 27-3310090. To find out more or to make a donation visit www.BreastfeedingUSA.org Or contact Breastfeeding USA, Inc. at Funding@BreastfeedingUSA.org

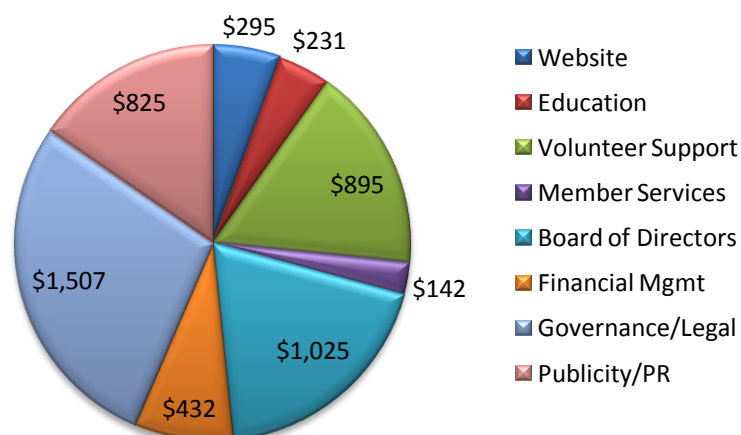
Financial: Fiscal Year through June 30, 2011

FY 2010-11 Revenue



297 members and 39 donors contributed over \$10,000 in FY 2010-11. Adding Education fees resulted in total revenues of \$10,594 from December 2010 to June 30, 2011.

FY 2010-11 Expenses



\$3,789 was spent 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 fund.

The complete IRS 990 form can be found on our website at www.BreastfeedingUSA.org

Board of Directors

President
Vice President
Secretary
Treasurer
Trustee
Trustee
Trustee

Patty Jacobs
Norma Ritter
Sharon Knorr
Carol Kelley
Anne Hutton
Beth Lichy
Nancy Mohrbacher

Alameda, California
Glenville, New York
Loveland, Colorado
Taylors, South Carolina
Houston, Texas
Silver Spring, Maryland
Arlington Heights, Illinois