



Annual Report

2012



*Watch us
grow!*

Our Purpose Breastfeeding USA, Inc.

provides evidence-based information and support, and promotes breastfeeding as the biological and cultural norm. We accomplish this through a network of accredited breastfeeding counselors and comprehensive resources for the benefit of mothers and babies, families, and communities.



We believe that it is normal and beneficial for women to interact with, support and encourage each other as they follow the path of motherhood.

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

We believe in the importance of preserving breastfeeding to whatever degree.

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

Recognition by IBLCE

The International Board of Lactation Consultant Examiners includes Breastfeeding USA on its list of mother-to-mother organizations whose volunteer hours will count toward the requirements to become an International Board-certified Lactation Consultant.

Dear Friends,

More babies are being breastfed, and more mothers are reaching their breastfeeding goals because we exist as an organization to offer information and support, and advocate for breastfeeding mothers. Communities need **free** breastfeeding support, **free** of judgment, **free** of misinformation, and **free** from undue pressure.

Breastfeeding USA has been focused on building and sustaining the infrastructure necessary for effective support and training of the Breastfeeding USA Counselor. With over 50 women enrolled in the online Comprehensive Education Course, Breastfeeding USA is on the threshold for a banner growth year. These women represent the next generation of breastfeeding support! You will soon find them in online communities, answering breastfeeding questions via email or Skype and holding in-person meetings at the local coffee shop. Breastfeeding USA Counselors are now helping mothers in 13 states.

Because it's important for us to understand what today's modern woman wants in a mother-to-mother breastfeeding support organization, we surveyed over 2500 mothers from all over the country to gather their opinions on how they want to be supported and to assess their needs. We listen!

We invite you to share our journey and...

Patty Jacobs, President



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Highlights for 2012

- Facebook reached over 5000 fans and Twitter connected with over 1300 followers.
- Breastfeeding USA applied for and was accepted as a member of United States Breastfeeding Committee.
- The modern logo design and tagline, “Empowering you with mother-to-mother support” was completed and launched in June, 2012.
- Breastfeeding USA applied for and was accepted as a mother-to-mother provider of volunteer contact hours with the International Board of Lactation Consultant Examiners.
- The Editorial Review Board added 11 articles to the website.
- The Comprehensive Course was opened to Candidates.
- The first face-to-face meeting of the Board of Directors was held in Maryland.
- Breastfeeding USA Counselors served over 2500 women in their communities.



Facebook Fans Feedback

“Wow I really appreciate you taking the moment to help me!! Thanks so much!”

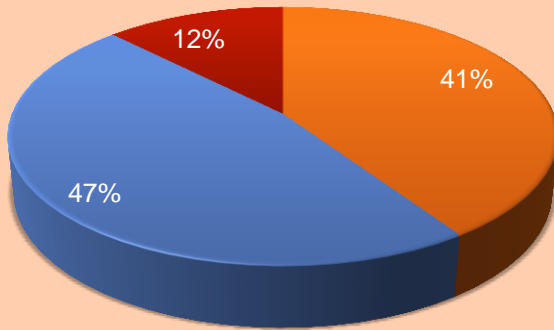
“5 day (nursing) strike He nursed this afternoon and all evening. YAY!!! I was so relieved I was crying. Pediatrician and most of my family just told me he was done and essentially to move on but I wasn't done and I knew he wasn't either. Thank you for helping me through this.”

Finances

July 1, 2012 through June 30, 2012

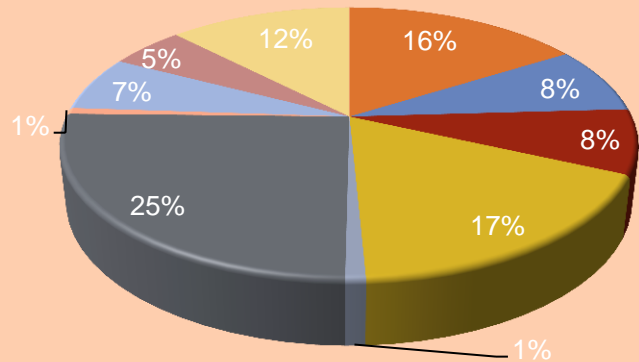
Revenue

- Contributions \$7,417
- Membership dues \$8,600
- Education Fees \$2,280
- **Total revenue \$18,297**



Expenses

- Advertising & Promotion \$1650.
- Information Technology \$788
- Meetings \$97
- Professional Memberships \$75
- State Filing Fees \$515
- **Total Expenses \$8,982**
- Office expenses \$819
- Travel \$1789
- Insurance \$2,576
- Financial Fees \$673
- Misc. Expenses \$1,263



2011-12 Board of Directors

Patty Jacobs	President
Norma Ritter	Vice President
Sharon Knorr	Secretary
Carol Kelley	Treasurer
Anne Hutton	Director
Beth Lichy	Director
Nancy Mohrbacher	Director



Breastfeeding is normal feeding.

In appreciation of our generous donors

Breastfeeding Friends: \$1-99/year

Mary Baker
Anne Cook
Suzanne Crable
Christine Duenas
Shannon Heindel
Susan Huml
Sue Ann Kendall
Kate Kerr
Rebecca Magalhaes
Nancy Mallin
Dana McMahan
Cynthia Payne
Susan Penrod
Scottie Pritchard
Katie Reitman
Abigail Ritter
Edward Rowland
Anna Swisher
Ruth Tincoff
Darlene Watson

Neighborhood Supporters: \$100-249/year

Jeanine Barsamian
Beth Lichy
Elizabeth Packard
Rebecca Ruhlen
Kate Shirley

Community Partners: \$250-499/year

Beth Bejnarowicz

Regional Contributors: \$500-999/year

Carol Delaney
Gail Moak Gesley
Carol Kelley
Sharon Knorr
Nancy Mohrbacher
Norma Ritter
Sara Spalding
Cathleen Theys

National Benefactors: \$1000+ /year

Anne Hutton
Patty Jacobs
Anonymous



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