



July Board Memo

It is wonderful to report under our new logo and tagline this month. We have been very busy since the face-to-face Board of Directors meeting in early June. All the committees are working on big initiatives that will help Breastfeeding USA to greatly expand our services to breastfeeding mothers and babies across the country.

Indiegogo:

We hope everyone is aware of our crowdsourcing campaign via Indiegogo:

<http://www.indiegogo.com/bfusa>. We urge all our volunteers to participate and spread the word about this through Breastfeeding USA and personal social media tools. The campaign has already demonstrated great value. We have quickly raised money which we can use for website upgrades and Community Chapter support. We've also seen an uptick in memberships and applications to become Breastfeeding Counselors. These included an application from Hawaii, so we're on our way towards having Breastfeeding Counselors in every state! Special thanks goes to Nancy Mohrbacher, Gail Gesley, Ali Kulenkamp, Christine Duenas, Erica Grossman, and Patty Jacobs for their work on the campaign.

ILCA and USBC Conferences:

Breastfeeding USA exhibited at the ILCA Conference in Orlando, FL and will be participating in USBC Conference in Washington, DC. Nancy Mohrbacher and Beth Lichy will be participating in both events, joined by Patty Jacobs and Carol Kelly at ILCA. Our exhibits will feature newly printed Breastfeeding USA brochures and banners, as well as some of the logo merchandise featured as gifts for Indiegogo fundraising. Breastfeeding USA will also host welcome sessions for supporters at both events. Look for a full report in an upcoming issue of *Breastfeeding USA Horizons*.

Announcement of Special Board Meeting:

In addition to the glitzy work in publicity and networking, the Board of Directors is also hard at work at ensuring that Breastfeeding USA is managed in accordance with best principles of non-profit membership organizations. As part of this effort, we recently conducted a review of the [bylaws](#), and are addressing a few areas where our practice isn't in line with what was planned before the organization's inception. In particular, with our new operational schedule, elections for members of the Board of Directors will occur in September each year, so it no longer makes sense to have the Directors start their terms at the start of the fiscal year (July 1). To ensure that voting members support any proposed changes, the bylaws require two readings in open Board Meetings before the change is official. Therefore, we will conduct an special extra Board Meeting on Tuesday, August 22, at 9:00 pm Eastern, to hold the first reading of the proposed bylaws changes. Text of all proposed changes can be found [here](#). All voting members all welcome to listen in at the Board Meeting, and we will leave time for a

question and answer period at the end of the meeting. Voting members may also comment on the proposed bylaws changes publicly on this list or privately by emailing bod@breastfeedingusa.org. We expect to have the second reading and adoption of the changes at our next regular Board Meeting in October, at which we can then install the newly elected members of the Board of Directors.

Ethics Committee:

Our review also highlighted a few areas where our current practices are not in compliance with our bylaws and policies, and the Board of Directors is working to quickly remedy these. Grievance Committee members [link to list on website] brought to our attention the fact that the organization has not named an individual to serve as Compliance Officer, as stipulated in the Whistleblower Policy [link]. While having a Grievance Committee protects voting members, the scope of the Grievance Policy is limited. Breastfeeding USA was organized as a membership corporation in recognition of the importance of our volunteers, and we want to ensure that voting members have every opportunity to internally discuss concerns in the organization to foster a positive volunteer work environment. Therefore, we are creating an Ethics Committee which will allow voting members to privately raise any Whistleblower or related complaints and work to resolve these. We now seek a trustworthy individual to serve on the Ethics Committee as Compliance Officer, with the job description below. If you are interested in this position or would like to recommend someone for this role, please contact bod@breastfeedingusa.org.

Compliance Officer

a. Job Responsibilities:

- Responsible for handling complaints and allegations concerning violations of the Code of Ethics, Breastfeeding USA policies or any unlawful practices in accordance with the Whistleblower Policy
- Develops process by which individuals can initiate a Whistleblower complaint and prepares documentation to support the process
- Reviews Whistleblower complaints, determines eligibility for complaint review, and communicates decision to the requestor and other relevant individuals
- Investigates eligible Whistleblower complaints, documents all discussions and findings, and makes recommendations for follow up action for resolution as appropriate
- Communicates findings and recommendations to requestor, Board of Directors, and other relevant individuals
- Maintains documentation of all Whistleblower Complaint requests and investigations for at least one year
- Advises the Board of Directors as appropriate on issues concerning the Code of Ethics, Policy and Procedures Manual, and other areas that are relevant to possible Whistleblower complaints
- Prepares an annual report of compliance activity

b. Job Requirements:

- Is not a current member of the Board of Directors and has not served on the Board of Directors during the previous two years
- Is not a member of the Volunteer Support Committee with responsibility for monitoring compliance with Breastfeeding Counselor/Volunteer Requirements
- Is not a member of the Grievance Committee
- Communicates effectively including in difficult conversations
- Understands conflict resolution techniques

- Keeps confidential all private information of all individuals involved in the Whistleblower Complaints

c. Estimated Time Commitment:

- To be determined

As we go into World Breastfeeding Month, we are reminded of the vital importance of mother-to-mother support and the part we play in a mother's breastfeeding experience. We are the future of mother-to-mother support. The board extends sincere appreciation for all you do to not only help mothers, but all you do to help one another achieve the organization goals.

Board of Directors

Patty, Anne, Norma, Nancy, Beth, Sharon & Carol