

# LLL USA Annual Report

## April 1, 2017 to March 31, 2018

Activities were guided by elements of the LLL USA [Strategic Path](#), *Honoring the Legacy and Building the Future!*

**Build community to grow the organization.**

### ***Live, Love, Latch!***<sup>®</sup>

Now in its fourth year, the LLL USA signature event, *Live, Love, Latch!*<sup>®</sup>, took place during National Breastfeeding Month, August 2017. A record 13,773 participants attended *Live Love Latch!*<sup>®</sup> celebrations throughout the US and in one location outside the US.

### **Advocacy and Memberships**

LLL USA continued to support the US Breastfeeding Committee (USBC) with a donation to the “Friends of USBC” program. In 2017, with the receipt of its 501(c)(3), LLL USA became a member organization of USBC. Three delegates currently represent LLL USA at annual virtual meetings and in-person convenings, as well as on various constellations (committees).

LLL USA is a member of the National Association of Professional and Peer Lactation Supporters of Color (NAPPLSC) and a part of the Best for Babes C.A.R.E. Code Alliance.

LLL USA signed on to a number of joint letters coordinated through USBC: to Anthem Blue Cross insurance provider to ask them not to reduce their coverage of breast pumps, to Fed Is Best Foundation to request a meeting, and to express support for the Friendly Airports for Mothers (FAM) Act and the Supporting Working Moms Act (SWMA).

LLL USA participated as an exhibitor at the US Lactation Consultant Association Conference in May 2017, the Academy of Breastfeeding Medicine Annual Meeting in November 2017, and co-exhibited with LLL Canada at the Breastfeeding and Feminism International Conference in March 2018.

### **Equity, Diversity, and Inclusion Commitment**

#### **LLL USA Diversity Statement**

The LLL USA Diversity Statement was reviewed and expanded, reflecting a strong, central commitment to Equity, Diversity, and Inclusion. The following was approved by USA Council and posted on Facebook and uploaded to the About Us page on the LLL USA website:

*La Leche League USA (LLL USA) remains committed to diversity and inclusion. LLL USA strives to support all breastfeeding families regardless of race, ethnicity, creed, age, sexual orientation, gender identity, family structure, primary language, ability, or socio-economic status. La Leche League USA makes every effort to foster diversity among its Leaders so as to incorporate a wide variety of perspectives and responsible decision-making.*

The Diversity Statement was shared with all six USA Area Networks with the expectation that the Area Networks will include the Diversity Statement or similar when their Agreements are updated and that they will share the Diversity Statement with their Areas.

### **Equity, Diversity, and Inclusion (EDI) Scholarship**

A scholarship program is available for Leaders to attend continuing education programs related to EDI topics. Leaders can apply for stipends to cover some costs to attend the programs. The LLL USA EDI Committee manages the scholarship program.

### **Face-to-Face USA Council Meetings**

Delegates from the six Area Networks attended two face-to-face Council meetings, one in April 2017 and another in October 2017. Both meetings were held in Dallas, Texas. The two meetings began on a Thursday evening and ended at noon on Sunday, offering dedicated time for Council members to thoroughly discuss and plan LLL USA programs, project, goals, and strategies.

**Facilitate communication between / with Leaders, families, and health professionals.**

### **Newsletter for Leaders**

Mindful of the number of emails being sent to USA Leaders, LLL USA Council determined that a monthly newsletter could provide a suitable and pleasant alternative to multiple mailings sent throughout the month. The inaugural newsletter was released in June 2017 and included a contest to name the publication. *The Leader Connection* was the winner. Originally a monthly newsletter, LLL USA Council decided in late 2017 that a bimonthly newsletter would be a better schedule for regular communication with Leaders.

### **New Beginnings**

*New Beginnings* continues as an LLL USA publication, posted as a weekly blog on the LLL USA website and emailed directly to over 11,000 subscribers via Constant Contact.

### **Social Media**

LLL USA maintains a strong presence on Facebook with over 325,000 “likes” and growing for its Facebook page – La Leche League USA. There is a growing audience on Instagram, Pinterest, and Twitter.

### **Website**

A new LLL USA website was launched in May 2017. The website includes a Leaders Page feature. Accessible by login only, the Leaders Page provides information on a variety of topics to support USA Leaders.

### **Helpline**

This fiscal year, LLL USA took on the role of coordinating and maintaining the LLL Helpline. The phone system was renewed, and a new reporting system was implemented. Additional volunteers are welcome.

**Maintain and grow a financially robust LLL USA  
with fiduciary responsibility, transparency, and integrity.**

### **501(c)(3) Approved**

This year, the IRS granted 501(c)(3) charitable tax-exempt status to LLL USA. In November 2017, an application was submitted to the IRS for a group exemption. Response on the status of the group exemption application is expected soon.

## Internal Audit

An internal audit was conducted at the end of the fiscal year. The audit committee's recommendations are being reviewed by USA Council for implementation.

## Fundraising

USA Council approved the 2018-2019 budget in March 2018. Fundraising expectations were based on the previous year's fundraising efforts. Network for Good and Facebook continue to be the major fundraising platforms for LLL USA.

## Financial Report

Please refer to the financial report below for the annual income and expenses handled by LLL USA in fiscal year 2017-2018.

<b>LLL USA Area Network Annual Report</b>			
<b>April 1, 2017 to March 31, 2018</b>			
<b>INCOME</b>		<b>EXPENSES</b>	
Assessments from US ANs	124,355.25	Cost-Sharing Paid to LLLI*	\$258,142.50
Advertising	0.00	Accounting Fees	721.44
Donations	9,680.79	Fundraising	768.05
Other Income Sources	462.26	Insurance	1,286.70
		Legal Fees	3,115.00
		Marketing	2,824.83
		Meetings	11,781.70
		Memberships	375.00
		Programs	3,978.70
		Website	5,043.89
		*Cost-sharing withheld in FY 2016-17 and FY 2017-18; all released in FY 2017-2018	
<b>TOTAL INCOME</b>	<b>134,498.30</b>	<b>TOTAL EXPENSES</b>	<b>288,037.81</b>
<b>4/1/17</b>		<b>LIABILITIES</b>	
Checking	\$25,357.01		
Savings	\$70,416.67		
Reserve Account	\$147,901.60		
Total Beginning Balance	\$243,675.28		
<b>3/31/18</b>		<b>RECONCILIATION</b>	
Checking	\$42,822.85	Beginning Balance plus Income minus Expenses	
Savings	\$41,669.47	Beginning Balance 4/1/17	\$243,675.28
Reserve Account	\$5,643.45	Plus Income	\$134,498.30
Total Ending Balance	\$90,135.77	Less Expenses	<b>\$288,037.81</b>
		Ending Balance 3/31/18	\$90,135.77