THE LLLI ALUMNAE ASSOCIATION

Continuum

VOL. 18, NO. 1 2004 — SPECIAL DONOR ISSUE

For several years now, the LLLI Alumnae Association has been under the umbrella of the Funding Development Department. It makes good sense. After all, our biggest and best donors are often former or current long-time Leaders or Members. We also share a mutual interest in maintaining a healthy, financially sound organization. And both donors and Alumnae have a keen interest in LLLI activities. So when it came time to publish the next report to donors, Funding Development Director, Stephanie Weishaar, and Alumnae Association Coordinator, Pam Oselka, decided to join forces. This special combined Alumnae/Donor issue is filled with information on the state of La Leche League. From current events to individual accomplishments to "projects in the pipeline" to future goals, enjoy.

LLLI is a natural fit for this Russian physician

If you wanted to learn more about breastfeeding and natural childbirth, you'd naturally turn to La Leche League. That's just what Dr. Gennady Burenkov has done too.

Dr. Burenkov, from Vologda, Russia, is in the United States on a four-month fellowship through the US Department of State and IREX, the International Research and Exchanges Board, to study natural childbirth and breastfeeding. He chose LLL as his host organization because we are known for our help and information on these topics.

Dr. Burenkov tells us, "While I am in the US, I will research natural childbirth classes in an effort to better educate the Russian public about issues surrounding pregnancy, safer childbirth, and breastfeeding."

Dr. Burenkov has served as the Deputy Head Physician at Vologda Oblast Hospital #1 in Vologda, Russia for the past 12 years. According to Dr. Burenkov, women in Russia are left to labor alone. The fathers are not with the mothers in labor.

During his stay at LLLI, where he has a temporary office, Dr. Burenkov is absorbing as much breastfeeding information as possible. He attended a Prenatal Breastfeeding Course taught at a local hospital by Katy Lebbing, manager of LLLI's Center for Breastfeeding Information. He's also taken LLLI Peer Counselor and Peer Counselor Administrator Courses with Kathy Baker so he can teach others about breastfeeding upon his return to Russia.

Currently, Dr. Burenkov is visiting other hospitals and clinics, as well as meeting with doctors known for their work with natural childbirth. He meets twice a week with doctors from Homefirst, the medical office founded by Dr. Mayer Eisenstein. He has met with Audrey Naylor, M.D., President and CEO of Wellstart International, who has promised to provide him with materials that specifically focus on teaching breastfeeding to medical students, residents, and nurses. He's also taking a Bradley Childbirth Course with Sally Murphy, Associate Director, Education Services. He's planning on meeting with Couple to Couple League representatives, too.

Hedy Nuriel, LLLI Executive Director, and Dr. Burenkov

He recently visited the University of Chicago library to add to his research work on family centered maternity care, natural childbirth, and breastfeeding.

Dr. Burenkov is married and has a twelve-year-old daughter. He is missing them, but emails frequently.

"I feel a tremendous support from my host advisors Katy Lebbing, Carol Houtari, and staff members of LLLI," says Dr. Burenkov. "They drive me everywhere and have offered meals and accommodations in their homes. Last week I visited the Frank Lloyd Wright Home and Studio. I was especially impressed by American architecture." Easter was spent with the Lebbing family, where he added to his learning about American culture and traditions.

We are honored to have Dr. Burenkov with us. He will stay at the LLLI office until mid-May. Then he will work with a health department near San Antonio, Texas. We wish him the best in his studies in the United States. We will continue to wish him well and give him continued support when he returns to Russia.

Katy Lebbing
Manager, Center for Breastfeeding Information

We're on the move!

I've been with LLLI for just a short period of time, since January 2004, but already I feel like LLLI is home.

It's a privilege to be part of such a wonderful organization and an honor to serve at its helm. The staff is hard working and committed to the mission. The Board is a talented, giving group of women who believe in this cause with their hearts and souls. The Leaders that I have met are so knowledgeable and dedicated. And our remarkable Founders—what a pleasure it has been to get to know them!

As always, in any not-for-profit organization there is much to do. At the LLLI office, we are working to improve customer service. We have hired a full time receptionist so that people's needs will be met more directly (and warmly). Soon, we'll have a new phone system that will improve the contact on the 800 line and make it easier for people to reach the department they need.

A new finance director has been hired. And, in the near future, we'll be lauching an e-commerce system so that people can order materials on-line more easily. Numerous improvements also are being made in the Center for Breastfeeding Information (CBI).

Among future dreams are reaching younger women about the importance of breastfeeding and a worldwide 800 number available around the clock.

Recently, I spoke with many of our major donors. I also attended the European Mastery Symposium. Both of these opportunities were priceless. It was exciting to hear how committed people are, all over the world, to the promotion of breastfeeding. I heard such inspiring stories of why LLL is so important in the lives of so many people—all the more reason to make this organization the very best it can be.

Hedy Nuriel
Executive Director, LLLI

LLLI BOD goals focus on awareness, effectiveness

When the LLLI Board of Directors sets out to define priorities and goals, the mission and purpose of La Leche League are front and center. While the "how" to provide breastfeeding information and mother-to-mother support is best determined at local, area, and national levels, our view focuses on the "what" that needs to be in place in order to be successful. We take into consideration the barriers and challenges our organization faces when we prioritize resources to fulfill our purpose. We also embrace the opportunities at our fingertips—expertise, funding, timing, collaborations. Here's what we'll be focusing on in the coming year.

❖ **Greater awareness of LLL**

Every second of every day, an estimated 263 babies are born somewhere in the world. Should we dream of anything less than the availability of good breastfeeding information and support to each mother giving birth? What if the name La Leche League were as well known throughout the world as Coca-Cola?

Thinking about LLL as a "brand" may seem a bit odd, but increasing brand awareness is just what we're after when we say that we would like more women to know about LLL and how we can support them in their decision to breastfeed. For example, whenever a health care provider gives the 800-La-Leche number to a pregnant woman, that results in an increased awareness of the LLL name or brand. And with greater recognition of LLL, more mothers will have access to the best breastfeeding information available in a supportive mother-to-mother way.

Working with marketing experts during the next year, the Board, Executive Director, and others in the organization will be considering ways to reach more families by marketing the LLL "brand" in new and different ways.

❖ **Expanded donor base**

Along with increasing awareness of LLL for women who will use our services, we would like to connect with more potential donors. Some, such as former LLL Members, will be familiar with the work of our organization and have benefitted from our information and support. In the mid-seventies to early eighties, the number of LLL Leaders and members was at its height. Today, these women are becoming grandmothers and want a strong LLL to serve this new generation.

Other likely donors are the growing numbers of professionals and lay people who understand and value the benefits of breastfeeding. From its impact on preventing obesity to promoting attachment, breastfeeding is now unquestionably a cause to champion.

❖ **Increased fiscal effectiveness**

Donors and potential donors want to know that an organization is fiscally responsible. And to reach as many families as possible, the Board is determined to make every penny count.

We want to ensure that a reasonable percentage of the annual budget is spent on programs that pursue the purpose—and also that there are adequate expenditures critical to professional management. A move to project-based financial accounting will assist us in determining whether our resources are being used most effectively.

❖ **Enhanced capacity**

The Board also wants to provide and encourage opportunities to build capacity to further the mission. Effectiveness grows when Leaders have access to the most current breastfeeding information, skill development and training, and materials in their own language.

Marcia Lutostanski
Chairman, LLLI Board

The professional face of LLL

Even though we're a mother-to-mother organization, positive interaction with health professionals is important for La Leche League. These contacts build our credibility, make our resources known, and get accurate and up-to-date breastfeeding information into the hands of people who daily infuence pregnant and nursing women.

Over 15 years ago, our LLL Medical Associates funded our professional exhibit booth. Every year we tote our booth to several meetings and conferences (budget permitting) and "wave the flag" for La Leche League—sometimes amid a sea of huge, extravagant formula company booths that give away expensive gifts in the exhibit hall.

When we attend a conference, we market the latest LLL books, publications, educational offerings, programs, membership categories, and LLL Conferences. We promote our Groups and encourage medical professionals to have their patients contact local Leaders. We give away samples of some of our latest information sheets, BREASTFEEDING ABSTRACTS, and periodicals. We also try to place an LLL Catalogue in the hands of everyone who stops in our booth.

Invariably, we will have several conference attendees thank us profusely for being there. We often hear that it is great that breastfeeding and La Leche League are represented at these meetings. Many attendees stop to tell us what a wonderful help LLL was to them when they had babies.

Our booth is showing its wear (though the duct tape is still hidden). A new booth, at $10,000, is one of our dreams. Another is funding to attend the International Pediatric Association Meeting, usually held outside USA.

This year, we're budgeted to attend:

- National Association of WIC Directors (NAWD) ~ April
- American College of Nurse Midwives (ACNM) ~ May
- Association of Women's Health Obstetrical and Neonatal Nurses (AWHONN) ~ June
- International Lactation Consultant Association (ILCA) ~ July
- Lamaze ~ September
- American Academy of Pediatrics (AAP) ~ October

If you are an attendee at any of these meetings, stop by and say hello.

Sue Huml, IBCLC, RLC
LLL Exhibits Manager

Peer Counselors, Applicants receive Medela support

Medela has donated $22,500 for application expenses for at least 125 Leader Applicants in the United States and Canada in 2004 and an additional $22,500 to promote breastfeeding in the neediest communities through the Peer Counselor Program.

Leader Applicant grant application forms are available from the CLA or LAD Administrator for each Area, Affiliate, or Division. They also can be obtained online at *<http://www.lalecheleague.org/LAD/applicantgrant.html>*.

If you are interested in more information about Peer Counselor training opportunities, contact Kathy Baker, Manager of the LLLI Peer Counselor Program, 847-519-7730, ext. 222 or *<KBaker@llli.org>*.

In addition to grants, Medela supports LLLI through advertisements and exhibit fees totaling more than $30,000 a year.

I couldn't believe my ears!

There is money for scholarships to the 2005 LLLI Conference! My husband, Glenn, and I were able to get $15,000 earmarked to help Leaders attend.

Recently Glenn was asked to join the Board of Directors of a financial company. One morning another board member came to our home to discuss the responsibilities and benefits of Glenn's service. While I was in the kitchen getting them coffee, I couldn't believe my ears when our guest said the head of the company has more money to donate than he has good causes. If my husband had a charity to recommend, the president would be interested. Wow!

Pam Oselka, Associate Director, Funding Development, helped collect information that could be of use to us. She and I agreed on a specific project which we thought would work—scholarships for the next LLLI conference. It was in the price range we wanted to request and it was something specific, useful, and simple to explain.

My husband and I worked carefully to draft a letter and included the "What Is La Leche League?" brochure. The very next day, my husband received a call saying the request was approved. A week later, Pam notified me that LLLI had received the donation. Hurray!

Raising money for La Leche League probably isn't always so fast and easy, but it helps to keep your ears open and be creative. We are proud and happy that we were able to contribute this way.

Constance Pond, LLL Leader, New York

La Leche League:
over 7,000 Leaders
and
4,000 Peer Counselors
STRONG
in 64 countries worldwide!

LLL in action: the breadth and depth of LLL outreach

All over the world, LLL Leaders and retired Leaders are fulfilling the mission of La Leche League. While their paths are widely diverse, the results ultimately culminate in the mother-to-mother support of breastfeeding. Few other organizations can match this vast peer support network or intensive volunteer commitment.

❖ In Paraguay, Leader **Pushpa Panadam** regularly visits her local hospital to provide support to mothers who are breastfeeding. She started in August 2001, right after the Chicago Conference and now is into her third year. While the families she visits learn and share the importance of exclusive breastfeeding, various positions, etc., it is an enriching experience for Pushpa too. She continues to discover new and interesting facts about breastfeeding in the traditional communities, where children were commonly breastfed for five to six years.

❖ In Connecticut, USA, Area Alumnae Representative **Harriet Smiley** is reconnecting retired Leaders to LLL. She sends a personal response to all those who sign the Retired Leader Guest Book on the LLLI Web site. She also passes their information to the Area Coordinator of Leaders (ACL) and Area Alumnae Representative (AAR) and sends them a complimentary copy of CONTINUUM.

❖ In Kansas, USA, reports BOD member **Jane Tuttle**, the Area mailed a brand new WOMANLY ART OF BREASTFEEDING to all 386 public libraries in the state. With the WAB went a letter explaining the new revision, a press release for the librarian to send to her local paper, and an Area brochure that lists all Kansas Groups. Inside every book was a placard that credited Kansas LLL for the donation and gave their Web site address and 800 number. The project cost about $5,500 with books, envelopes, labels, and postage.

❖ In Belgium, Leader **Christine Vandenbroecke** has worked several years in isolation. She designed and made available several LLL phamplets and a website for this Flemish-speaking area. In 2003, she finally accredited a new Leader and is currently working with two more Leader Applicants.

❖ In Kroonstad, South Africa, Leader **Ruth Pantland** recently ran a Peer Counsellor training course at one of the Primary Health Care clinics for the nursing sisters. The sisters have many years experience in dealing with the public and giving advice on a variety of health related issues. However, they were amazed at how little they really knew about day-to-day breastfeeding management. They also really appreciated that Ruth had access to up-to-date information before it filtered down to them from the Health Ministry. The area where they probably learned the most was communicating with mothers, especially helping mothers make informed decisions, rather than prescribing to them what they ought to do.

❖ In Durban, South Africa, **Jane Maasdorp** has built up an amazing network and takes by far the greatest number of helping calls in the country. She also gives breastfeeding lectures to medical students at the local university.

❖ In Washington, USA, **Kay Batt**, IBCLC, former BOD member and longtime Leader, has been working with a local Breastfeeding Coalition that recognizes "breastfeeding-friendly" retail businesses, public agencies and employers in their county who welcome breastfeeding mothers and babies in their establishments or who provide lactation support programs for employees returning to work. The coalition has developed a resource for breastfeeding mothers, Breast-Friends. They are in the process of putting together their second printed version. You can see it online at *<www.breast-friends.org>*.

❖ In Illinois, USA, **Loretta McCallister**, an active Leader and the ACLA for Europe, is using her second language skills to help an applicant whose first language is Polish and who feels more at ease completing the application process in her native language. As a listed Leader on file with the specialty department for any contacts in her area seeking counsel in Polish, she recently received a call from a woman wanting help for a friend in Poland. Though the woman was willing to pay for long distance calls, Loretta was able to connect her to Leaders in Poland who could help without the additional expense.

❖ In Washington, USA, Retired Leader **Nancy Miller** has recently reconnected through the LLLI Web site, joined the Alumnae Association, and is interested in leading meetings again. "My husband is so happy because he sees the joy I felt as a Leader coming back with just the thought of working with moms and babies again."

❖ In the Netherlands, Leader and ACL **Lydia de Raad** has been working together with other national breastfeeding organizations to get the topic of breastfeeding on the agenda for the government. This work has resulted in a five year campaign to promote breastfeeding through the National Nutrition Centre. In this second year of the campaign, 85 percent of the pregnant Dutch women have been reached.

❖ In Zambia, a meeting organized by the World Alliance for Breastfeeding Action (WABA) was held in February 2004 to plan a network response to the HIV and infant feeding issue. **Jacquie Nutt**, ACL for LLL South Africa, represented LLLI at the meeting.

❖ In the Czech Republic, **Christine Athey** is the only LLL Leader. She is also the Coordinator of LAD for Future Areas in Europe. Christine runs an international group in Prague—half the mothers are Czech, the other half a real mixture of nationalities. Not long ago, the largest maternity hospital in Czech provided a room in its baby outpatients department for LLL monthly meetings. It is the first time that a Czech institution has cooperated in this way with LLL. Christine has calls every day through the LLLI Web site and from recommendations. Memberships are increasing slowly and the Group is setting aside money from every membership toward a fund for registering LLL in the Czech Republic. The Group has its first Applicant too. She lives in Bohemia, near the Polish /Slovak border and speaks Czech so there will soon be a Czech speaking Leader who lives there. (Two Czech leaders live in other countries.)

❖ In Illinois, USA, **Hedy Nuriel, Rebecca Magalhães, Stephanie Weishaar**, and Dr. Gennady Burenkov met with the Executive Director of Project Kesher. This is an organization based in Evanston that has a network or more than 160 women's groups in Russia, Ukraine, Belarus, and Moldova. These groups are organized at the grassroots and the women find common issues to discuss and advocate for in their communities. Project Kesher has offered to conduct a survey on breastfeeding through their groups as well as share LLL training with women who would like to become Peer Counselors. Coupled with Dr. Burenkov's passion for and education in breastfeeding, it is hoped that LLL will be brought to Russia in the coming year.

❖ In Ethiopia, retired Leader **Cathy Baldizon**'s LLL-learned expertise is in high demand for training in lactation management and optimal infant and young child feeding practices. In the past few years, non-governmental organizations and international agencies have become interested in breastfeeding promotion and training to combat the country's high malnutrition rates. This is in part related to the arrival of Linkages, a US-Aid for International Development-funded international breastfeeding project. While breastfeeding is the "norm" in developing countries, optimal practices are not.

❖ In Houston, Texas USA, **Dubraska Wawi** founded and leads a thriving bilingual LLL Group. Dubraska is from South America and was accredited in Houston. She is assisted by another bilingual Leader, **Maria Jose Posada**, who is originally from Colombia. In mid-March, a crew from the local Spanish television station came to Dubraska's home to do a report on the advantages of breastfeeding and where the Hispanic women can go for help and support.

❖ In the Netherlands, the largest ever European Mastery Symposium was held recently, thanks to the orgizational planning efforts of long-term Leader **Ans Schönfeld** and others. Over 80 Leaders and Administrators attended from 15 different countries. This expansion reflects the growth of LLL in Europe—and with it, the reaching of even more mothers and babies.

❖ Near CapeTown, LLL of South Africa has initiated the Western Cape Human Milk Bank. Inspired by Professor Anna Coutsoudis' work in Durban, they set up a pasteuriser at a small orphanage. The first milk was processed in October 2003. Some of the children are AIDS-infected, but most are not. All babies are benefiting from being fed human milk and the donor mothers consider it a great privilege to become involved. In March 2004, LLLSA installed pasteurisers in two Cape Town hospitals. They are thrilled that the doctors concerned are keen to use human milk for their sick babies. With every pasteuriser goes the need for a freezer, and they have also had to buy freezers for depots around the Cape Town peninsula, which is an immense area. Startup funding was provided by UNICEF and the national rugby team, as well as smaller sums from wellwishers, but there is a continuing need for funding.

❖ In South Africa, Peer Counsellor Trainers **Rosemary Gauld, Sophia Blows, Elaine Dawson, Nan Jolly, Ruth Pantland, Jane Maasdorp, Elizabeth Robinson** and **Florence von Antwerpen** are making a difference. In their country, Peer Counsellor training is viewed as the most important and effective way of encouraging exclusive breastfeeding for all mothers (especially important for HIV infected mothers, as mixed feeding seems to cause the greatest amount of HIV transmission). While most African mothers breastfeed and continue for years, few of them breastfeed exclusively. Currently the Western Cape Health Department is piloting a project to see how to incorporate LLL-trained PCs into the formal structures and to pay them a stipend. For information about how you can support these South African initiatives, email Jacquie Nutt <*tnal@telkomsa.net*>.

Donors are the heart of La Leche League support

During LLLI's 2003 fiscal year (March 31, 2003-04), over 2,400 Leaders, Mothers, and friends contributed financially. Of these donors, over 700 gave $100 or more. These special donors are listed below. A ♥ designates a donor of $500 ~ $999; donors of $1,000 or more are designated by ♥♥. Founders' Circle charter members are listed in bold. A heart-felt thankyou to every one of our donors, at all giving levels.

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Silke Springorum
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Pamela Kostbar-Jarvis
Miriam Labbok
Martha Laux
Beth Leanza
Jennifer Leopold
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♥♥**Rosalie Maimone**
Karen Mandych
♥♥**Margot Mann**
Amy Mantell
♥Sharon Matuszek
Reeva Miller
Rose Ann Orlando
♥♥**Constance Pond /Glenn Hubbard**
♥♥**Deborah Reich**
Elizabeth Schimmer
Catherine Shannon
Idelle Shavelson
♥♥Samantha Shubert
Doris Strugatz
♥♥**Carla Till**
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Michael Burrows
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Loma Gray
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Lorraine Myers
♥♥**Annette Poth**
Mary Wales
Elizabeth Wallis
Debbie Westheimer
♥♥**Karen Wright**

Oklahoma
Hyphen Huffman-Parent
Alisa Smith

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Amy McBlane
Andrea Mehrotra
Peggy Moran
Christine Mulford
Anne Mulgrave
Stacie Murrer, DDS
Andrea Ostrowski
Paula Panzitta
Erma Rissler
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Jane Sleigh
Stephanie Smith
Caron Ulmer
Sheryl Weersing
♥♥**Terri Willner**
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Kim Elphingstone
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Melanie Evans
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Nancy Gray
♥Catherine Gunton
Janet Hilton
Frankie Holmes
Edna Kelly
Barbara Larsen
Arden Lovell
Nancy Lovitz
♥♥**Marcia/John Lutostanski**
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Jane Moss
Adelle Muller-McKinstry
Linda Myers
Karen Bracht North
Frank Ramirez
Lorelei de la Reza
Denise Rice
♥♥**Barbara/Dominick Sasser**
Barbara Scaife
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Cari Tasin

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Gail Bourque
Mary Metcalf
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Sherry Petersen
♥Ellen Rudzinski
Jennifer Sauter-Sargent
Sue Shefchik

Wyoming
Marguerite Herman

Puerto Rico
Gretchen Rivera deCummings

Anonymous [28]

Corporate, Foundation & Group Donors

Arch Chemicals Inc
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BP Amoco Foundation
John Cassano and Associates
Center for Breastfeeding/Healthy Children 2000 Project, Inc.
Cisco Systems
Claypool's Market
CNA Foundation
♥♥Coach (Matching Gift)
♥♥**David K. and Sara K. Weston Fund**
♥ExxonMobil Corp
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♥♥Motherwear
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New Hampshire Breastfeeding Taskforce
Oppenheimer Funds Legacy Program
♥♥**Ripplewood Foundation, Inc.**
Washington Mutual Foundation
♥♥Wild Indigo Food Co-Op

Every attempt has been made to present an accurate and up-to-date donor listing. If you believe there has been an error or omission, please contact Pam Oselka <poselka@llli.org>.

Opportunities abound for LLL support

The **LLLI Founders' Circle** option for giving was introduced to a few generous donors during the 2003 end-of-the-year appeals. Since that time, more than 50 generous benefactors, through their donations of $1,000 or more, have become charter members of this circle. [They are recognized in bold on pages 4-5.] If you are interested in becoming a charter member of the LLLI Founders' Circle, your donation of $1,000 or more must be received by November 1, 2004.

What can your gift do? Some of the ways donations to LLLI can be used:

❖ $800 will pay the annual costs for copyright service for the Center for Breastfeeding Information (CBI), which houses the largest collection of scientific research on breastfeeding.

❖ $150 will enable the CBI to acquire a subscription to a professional journal that can give a medical team the answers it needs to help a mother breastfeed her critically ill baby.

❖ $700 will fund the LLL 800 Line for one week. Currently, 800 Line Leaders can only answer 1/3 of the 7,000 monthly calls received.

❖ $350 will train a new Peer Counselor to offer support to women in populations where they have not had access to LLL Groups and Leaders before.

❖ $1,000 will accredit five new LLL Leaders and enable them to support the families who contact LLL for information and support.

❖ $100 will cover the cost of printing 2,000 breastfeeding information sheets to be given to pregnant and new mothers.

A very special tree grows on the lobby wall of LLLI Headquarters in Schaumburg. Known as the "**Giving Tree**," the tree display was chosen during the LLLI Capital Campaign in 1997 as a symbol of hope and promise for the future. Its deep roots represent LLL's past; its branches reach out with plenty of room for new growth. Its bronze leaves hold the names of those who have donated $3,000 or more to LLLI. Many of these leaves belong to Alumnae members.

The tree is alive, well, and growing. New leaves can be added at any time. Joan Blick, a former Funding Development Director, said when the tree was established, "It is our hope that everyone will think about doing what they can to add a leaf in their name, the names of their children, or as a memorial to loved ones."

To add your leaf to the Giving Tree, contact Pam Oselka, Associate Director, Funding Development, LLLI, <*POselka@llli.org*> or call 847-519-7730, ext. 257.

An interesting approach to fundraising is **i.think inc.**, an online marketing research firm. You can sign up with i.think inc. as a survey panel member and designate LLLI as the recipient of funds donated for your service. It won't cost you anything beyond a few minutes of time and your opinion. You will be contacted only when you meet the criteria for the survey sponsors' target audiences, asking you via email to participate in online research surveys. Every time you complete a survey, LLLI will be automatically credited. The amount earned per completed survey ranges from $2-$10 dollars—and there are also regular drawings for cash prizes. For more information: <*http://www.lalecheleague.org/donor/ithink.html*>

Other options for giving to LLLI include:

❖ **iGive.com**: This program generates funds for LLLI when you purchase items from a long list of companies, many of which you may already be patronizing! <*http://www.lalecheleague.org/donor/igive.html*>

❖ **LucyShares:** This program is part of the Breastfeeding Resource Marketplace, a project that grew out of Renewal Initiative gatherings. It connects needy LLL Groups with sources of materials. <*http://www.lalecheleague.org/donor/lucyshares.html*>

❖ **Matching Funds:** Does your employer match funds when you contribute to a nonprofit organization? Check a list of companies that match funds, to see if you are able to increase your giving in this way. <*http://lalecheleague .org/funding/matching.htm*>

❖ **Combined Federal Campaign**: If your employer participates in the CFC, please select La Leche League International (CFC # 1957) to support LLLI. Ask your human resources staff to see if you can do this.

❖ **Vehicle Donation**: You can benefit La Leche League International by donating your used vehicle through V-DAC (Vehicle Donation to Any Charity). <*http://www.v-dac.com/org/?id=362514518*>

❖ **A Gift for the LLLI Founders:** You can buy a share of an art print that will be a gift to the LLLI Founders as well as an investment in our organization. <*http://www.lalecheleague.org/donor/hibel.html*>

Projects in the LLLI Pipeline

While there's always been a "wish list" of projects to fund at LLLI, there is now a way to connect these "Projects in the Pipeline" to prospective donors through the LLLI Web site at <*http://www.lalecheleague.org/donor/gift.html*> Here's a sampling of possibilities.

❖ **Prevention of childhood obesity in the Hispanic Latino community through promotion of breastfeeding**

Overview: This project is a collaborative study between the Midwest Health Research, Training and Policy Center, University of Illinois in Chicago and La Leche League International. This study will have two components. One will be a retrospective study with pregnant women who have a child born prior to the study. The second, a longitudinal, observational, prospective study will be conducted over a period of five years. Breastfeeding education and support will be provided to the mothers through Peer Counselors who will do home visits and facilitate community mother-to-mother support groups.

Need: Childhood obesity is increasing in the USA. An estimated 15% of children and adolescents ages 6-19 years are overweight (NHANES 1999-2000). The situation is even worse in the Hispanic community, where Hispanic Latin children have a greater risk to develop obesity and diabetes and Latin women have a high rate of diabetes and gestational diabetes. This picture becomes even more serious because the Hispanic Latin community has limited access to health care, and the health care they have is poor in quality.

More details: <*http://www.lalecheleague.org/donor/latino.html*>

❖ **Improving the health of infants, children, and mothers in Pakistan through breastfeeding and mother-to-mother support**

Overview: La Leche League International and The Resource Centre for Development Alternatives (RCDA), Pakistan have developed a 3-year project to reduce the morbidity and mortality rate of Pakistani infants and children from birth to one year of age through breastfeeding. Project activities will be implemented in Pakistan in the NorthWest Frontier Province.

The project will establish mother-to-mother support groups for breastfeeding as an integral component of a community plan of action to promote, protect, and support breastfeeding. This will result in women who are knowledgeable about breastfeeding, who make conscious decisions in relation to breastfeeding, and are competent to interact with others as agents for information and support. Activities will facilitate an increased sense of value and empowerment by breastfeeding women, and create a positive environment for breastfeeding at the community level.

Need: The 32 percent rate of severe and moderate under-5 malnutrition and the high infant mortality of 92 per 1,000 reflect the poor status of child health in Pakistan. In the target districts, most of the health indicators are even poorer than the national statistics. Most of these problems are preventable or manageable at the community level with simple health interventions, such as the promotion and support of exclusive breastfeeding, the introduction (at six months) of locally available complementary foods, and the continuation of breastfeeding for two years or more.

More details: <*http://www.lalecheleague.org/donor/improving.html*>

❖ **Breastfeeding and mother-to-mother support for Haitian mothers**

Overview: La Leche League International, in collaboration with the Foundation of Compassionate American Samaritans (FOCAS) will improve the health of Haitian infants and mothers through the promotion and support of exclusive breastfeeding (0-6 months), timely initiation of appropriate complementary foods, and the establishment of mother-to-mother support groups. Women will be trained as breastfeeding peer counselors and will facilitate the support groups in their respective communities. Local nongovernmental organization (NGO) staff will be trained in the project as trainers, supervisors, and agents of change, gaining a thorough understanding of the health benefits of exclusive breastfeeding and the use of locally affordable complementary foods.

The proposed Project Trainer is an LLL Leader who lives in the Dominican Republic (DR), was raised in Haiti, and speaks Creole. She has spearheaded funded projects in the DR in low-income communities and factories, training women to be breastfeeding peer counselors and establishing mother-to-mother support groups.

Need: With a population of 8.1 million, Haiti is the poorest country in the Western Hemisphere. Haitian women do not practice optimal breastfeeding. The State of the World's Children (UNICEF, 2003) reports that only 24 percent of Haitian babies are breastfed exclusively. The very low rate of exclusive breastfeeding contributes to its high incidence of diarrhea and widespread protein-energy malnutrition.

More details: <*http://lalecheleague.org / donor/haiti2.html*>

The Retired Leader connection is growing

The number of former Leaders and members that are returning to LLL is increasing dramatically. We are finding that women who used to be active in LLL are wanting to reconnect with the organization that meant so much to them when their own children were young. Some are returning because their children are starting to have children of their own; others miss LLL's positive influence in their lives; a few are moved to reconnect simply because of the passage of time.

These women have often raised all their children, gone on to productive careers, and made a difference in their communities. They have taken the experiences they shared at series meetings, the knowledge they gained at conferences, and the skills they learned in Communication Skills (formerly Human Relations Training or Enrichment) and put them to good use in worthwhile activities. They are usually content with themselves, know where they are going in life, and financially secure. The Alumnae Association values the collective wisdom of these women and welcomes them with open arms. They bring a whole new perspective to our organization.

To help organize these enthusiastic members, most Areas in the USA have an Area Alumnae Representative (AAR). The AAR position was created primarily to collect the names of retired Leaders (we're searching for all the Leaders ever accredited) but, as the number of Alum members increases, they are becoming so much more. Depending on their own interest and available energy, they plan social activities, offer their expertise at various functions, and speak at conferences. And they promote the LLLI Alumnae Association wherever they go.

The AARs don't work alone, though. There are resources they can use to help them reach out to the Alums in their Areas and they communicate with each other, sharing ideas and experiences. The AAR Coordinator supports and advises when necessary.

The following is a list of AARs primarily in the USA. Please contact your AAR to find out about local activities or if you would like to offer your help. If your Area isn't listed and you think you may be interested in the position, please contact me at <*cameredith@yahoo.com*>.

Carol Meredith, AAR Coordinator
Maryland and Texas

USA

ARIZONA: Joan Meyer, 520-751-7663 ~ cjmeyer40@aol.com

CALIFORNIA SOUTH/NEVADA: Sharon Fairborn, 949-673-2741 ~ jsjls2@yahoo.com

COLORADO/WYOMING: Marlene Nuechterlein, 303-698-0305 ~ mamavan2all@gtcinternet.com

CONNECTICUT: Harriet Smiley, 203-226-9294 ~ hsmiley@optonline.net

FLORIDA/CARIBBEAN: Robin Stanford, 850-893-5205 ~ stan.tall67@juno.com

GEORGIA: Theresa Kinzly, 770-631-8426 ~ theresark@msn.com

INDIANA: Wendy Masters, 219-462-9709 ~ wendy38mm@yahoo.com

IOWA: Katy Thorn DeKoter, 712-337-3438 ~ katycoyote@mchsi.com

KANSAS: Barb Gabbert-Bacon, 316-721-9396 ~ gabbertbgb@juno.com

MARYLAND/DELAWARE/WASHINGTON DC: Carol Meredith, 410-758-3462 ~ cameredith@yahoo.com

MAINE/RHODE ISLAND/VERMONT: Mary Jeanne Hickey, 781-337-4992 ~ cmjhickey@erols.com

MICHIGAN: Sue Thompson, 231-439-3785 ~ grimm@northlink.net

MISSOURI: Kathy Lange, 314-849-2563 ~ kathylange@earthlink.net

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NEBRASKA: Velda Meyer, 402-371-9160 ~ hvmeyer@conpoint.com

NEW JERSEY: Valerie Stratton, 732-251-7158 ~ lllnjafc@comcast.net

NEW YORK EAST: Barbara Haase, 516-826-5110 ~ caha88@aol.com

NEW YORK WEST: Dee Russell, 585-624-3484 ~ deerussell@juno.com

OHIO: Meg Sondey, 440-257-5417 ~ m.sondey@worldnet.att.net

OREGON: Theresa Thornton, 503-537-9913 ~ ttlopez7@msnl

PENNSYLVANIA EAST: Wendy O'Grady, 717-299-5066 ~ wbwog@aol.com

PENNSYLVANIA WEST: Amy Shaw, 724-741-2147 ~ shawclan@connecttime.net

SOUTH CAROLINA: Janet Jendron, 803-736-1585 ~ jjendron@usit.net

TENNESSEE: Anne Summer LeMar, 901-756-5941 ~ tndoula@aol.com

TEXAS: Kathy Parkes, 210-654-0317 ~ kparkes@aol.com & Kathy Dove ~ kathydove13@yahoo.com

VIRGINIA/WEST VIRGINIA: Patty Hertzler, 757-866-8913 ~ hertz4ler@aol.com

WASHINGTON: Alice Ziring, 206-232-4941 ~ alice@ziring.com

Outside USA

GREAT BRITAIN: Anne Sladen ~ anne@sladen.org

NEW ZEALAND: Anne Devereux ~ anne.johndevereux@xtra.co.nz

If you know of other Alumnae groups outside USA, please let us know ~ cameredith@yahoo.com

LLLI Alumnae goals: to connect, support, and promote

It's helpful each year for any group to revisit mission, align goals, set priorities. For the LLLI Alumnae, this opportunity came at a Council planning meeting in February 2004. We assessed our current and future projects to see how they fit under Alumnae Association goals.

Mission: *To be the vehicle through which La Leche League members and Leaders continue a lifelong affiliation with LLLI. Membership in the Alumnae Association is offered as a natural transition for retiring Leaders and Members who want to maintain their LLL connection, as well as for active Leaders and Members who wish to expand the application of LLL philosophy into other stages of their lives.*

To CONNECT…

❖ ***To one another***
Through CONTINUUM, special trips, conferences, electronically (via planned chat rooms through the Alumnae pages on LLLI's Web site), retired Leader searches, the Education Network, and local Alumnae groups.

❖ ***To LLL***
Through conferences (Area, regional, and LLLI), Area Alumnae Representatives, and the Continuum/Donor Newsletter.

❖ ***Between generations***
Through mentoring, the Education Network, at conferences, conference scholarships, and facilitating connections with the LLLI Founders.

To SUPPORT…

❖ ***Financially***
Through gifts to LLLI from Alumnae fundraising, donor development and nurturing, LLLI and Area Conference scholarships, planned assistance in establishing and promoting an endowment fund for LLLI, and personal and in-kind donations.

❖ ***With human resources***
Through sharing wisdom, assuming Area jobs (e.g., ACL, ACS), the Author/Leader Project, and maintaining a database of retired Leaders' skills and connections from information collected on the Alumnae survey of retired Leaders.

❖ ***By Leader recognition***
Through 5 to 25-year Leader pins, the "We Remember" ceremony, the LLLI Alumnae Award, the Author/Leader Project, sending 25 year Leader certificates, and articles in LLL publications and on the Alum Web site.

To PROMOTE…

❖ ***LLL at all levels***
In communities, through the workplace, in editorials, on committees and coalitions, by purchasing gifts from LLLI (e.g., THE WOMANLY ART OF BREASTFEEDING), through LLLI NEWS, OnLLLine Chronicle (electronic news), and listserves.

❖ ***Breastfeeding***
By nurturing our own daughters and daughters-in-law, supporting the US Breastfeeding Awareness campaign, and in all the ways stated above.

❖ ***LLLI and local Alumnae groups***
Through CONTINUUM, the LLLI Web site, responses to retired Leaders who "sign on" the Alum web pages, LLLI Conferences, writing for LLLI publications and Area Leader Letters, by identifying LLLI Alumnae activities and projects, through developing specific flyers on Alum activities and projects, "LLLI News," OnLLLine Chronicle, and listserves.

If you are interested in working toward these Alumnae Association goals in any capacity, please contact Pam Oselka (see address, page 12).

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Join the Alumnae!

YES, I want to keep in touch and support LLLI. My Alumnae membership category is checked below. Enclosed is:

- ☐ $8 for CONTINUUM (I am currently an LLL Leader or member)
- ☐ $25 for a retired Leader/member LLLI Alumnae Membership (includes CONTINUUM)
- ☐ $44 for CONTINUUM and an LLLI Individual Membership (includes NEW BEGINNINGS)
- ☐ $60 for a 3-year LLLI Alumnae Membership (includes CONTINUUM)
- ☐ $100 for a 5-year LLLI Alumnae Membership (includes CONTINUUM)

Name: _____
Address: _____
State/Province: _____
Zip/Postal Code: _____
Country: _____
Current LLL status: _____
e-mail: _____

Send to: LLL International, P.O. Box 4079, Schaumburg IL 60168-4079 USA

Continuum

La Leche League International
P. O. Box 4079
Schaumburg IL 60168-4079 USA

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U.S. POSTAGE PAID
La Leche League
International

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60068 · 847-692-5228

LLLUSA Celebrates World Breastfeeding Week

August 1 ~ 7, 2004
<http://www.lllusa.org/lllusa/wbw.html>

LLLI and Alumnae news and announcements

❖ Many new offerings, as well as old favorites, are available through the LLLI catalogue. You can view and order them online at *<http://lalecheleague.org/catalog.html>*.

❖ **The Womanly Art of Breastfeeding**, 7th Edition, includes new explanations of how the breast makes milk, details about effective positioning and latch-on, suggestions for using herbs and medications to increase milk supply, and more. Updated information provides mothers with the tools needed to make informed decisions about birth, breastfeeding, and parenting. *Softcover, 480 pp, $16.95.*

❖ **Building Moral Intelligence**, by Michele Borba, is a clear, thoughtful discussion of the importance of helping children develop certain moral values such as empathy, conscience, self-control, respect, kindness, tolerance, and fairness. *Softcover, 316 pp, $16.95.*

❖ **The Well-Ordered Home**, by Kathleen Kendall-Tackett, discusses the benefits—physical, emotional, and spiritual—of an organized home. *Softcover, 119 pp, $12.95.*

❖ Congratulations to **Mimi de Maza**, Latin American representative to the LLLI Board of Directors, for receiving the Women of Peace Award from The Women's Peacepower Foundation. The award honors women involved in cutting-edge society building. Mimi has demonstrated that reaching out to mothers through mother-to-mother support has very positive results. When women are given the opportunity to learn and share information and practical help on the art of breastfeeding, they flourish and become strong agents of change in their communities. Since 1989, Mimi has facilitated breastfeeding and mother-to-mother support programs in low-income communities near Guatemala City. She has also made presentations on mother-to-mother support programs in the United States, Tanzania, and India.

❖ We are very grateful to the La Leche League International Board of Directors for 100% participation in the end-of-the-year appeals—a wonderful example of philanthropy!