BRIEF HISTORY OF LLLI

La Leche League International was formed in 1956, in Franklin Park, IL by a group of seven mothers who wanted to provide breastfeeding help and support to interested women. Two mothers, Mary White and Marian Tompson, were breastfeeding their children at a church picnic and many other women expressed interest, or told them how they had wanted to breastfeed but failed. Breastfeeding was not encouraged by the medical establishment at the time and not practiced widely enough for women who wanted to breastfeed to have practical support. Realizing there was a need for information and advice, Mary and Marian enlisted the help of five of their friends and acquaintances and the seven began to hold meetings.

As LLLI has grown into an international organization, the primary focus has remained on the personal one-to-one sharing of information and encouragement that provides each new parent with the confidence they need to breastfeed their babies.

VISION

To realize, deepen and share the love and wisdom found in the breastfeeding relationship.

The Founders of LLLI are Mary Ann Cahill, Edwina Froehlich, Mary Ann Kerwin, Viola Lennon (not pictured), Marian Tompson, Betty Wagner, and Mary White.
2020- A Memorable Year

We hope you enjoy looking through our Annual Report for Fiscal Year 2020-2021. This past year as Co-Chairs of La Leche League International has been unforgettable in so many ways. Enjoying a bird’s-eye view of the work of so many of our dedicated Leaders — who devote an incredible amount of time and energy to helping mothers to breastfeed — has been an honor.

We urge you to look over the list of countries where LLL Leaders are helping families. The variety of languages, cultures, political and legal systems that are represented by those countries is almost overwhelming, and yet what they all have in common is this simple message on the part of our Leaders: “We at La Leche League have all nursed our babies. If you want to do the same, whoever you are, whatever your story is, we’re here to help.”

A huge THANK YOU goes to everyone who has supported La Leche League through donations, volunteer work, and paid work. LLL would not exist without you!

Devorah Schesch-Wernick and Shevawn O’Connor
Co-Chairs, Board of Directors
La Leche League International
MISSION
To help mothers worldwide to breastfeed through mother-to-mother support, encouragement, information, and education, and to promote a better understanding of breastfeeding as an important element in the healthy development of the baby and mother.

BY THE NUMBERS

In Review

- LLLI reduced expenses by **18%**.
- Our number of donors increased by **20%** during our fiscal year from April to March.
- LLLI reduced funds paid by the affiliates to support LLLI by over $45,000.

- Our website was viewed in **237 countries** and territories.
- Our COVID-19 and Breastfeeding online resources, appearing in **seventeen languages**, were viewed over **four million** times.
- Several **new webinars** were released including "COVID-19 Pandemic-Challenges for Breastfeeding Families" and "Breastfeeding in the Context of HIV".
- Our Instagram followers **nearly doubled** in the second half of the year.
- LLLI online support worldwide expanded to meet the challenge of COVID-19, ensuring support would continue when in-person events were impossible.

- Cumulative sales of "The Womanly Art of Breastfeeding-8th Edition" surpassed **300,000 copies** in the US, and is translated into eleven languages. This has provided **significant revenue** for LLLI over the past **ten years**.
- Friends of La Leche League welcomed their new Board President, Gail Moak, and launched a new website.
- LLLI hosted two successful COVID-19 Crisis Intervention meetings with LLL administrators in March 2020, with over **80 attendees**.
Information on Programs

- LLLI hosted "Eyes Wide Open" equity training.
- LLLI Affiliate Agreements were released for review to all 8 Direct Connect Entities.
- Awarded **6 grants totaling over $25,000** for increasing outreach throughout the organization.
- **524 applications** were initiated.
- **326 new Leaders** were accredited.
- We have **5,256 accredited Leaders**, with almost half being outside North America.
- **14,405 Leader responses** via LLLI Breastfeeding Facebook Support Group.
- **Leader survey** completed in April, gathering important feedback.
REVENUE AND SUPPORT
FISCAL YEAR 2020-2021

Contributions $193,200
LLLI Affiliate Connection Contributions $153,400
Royalties & Advertising $5,400
Other Income $3,360
Total Income $355,000

FUNDRAISING
Overall donations exceeded the budget by 12%

EXPENSES
Overall expenses were 18% lower than budgeted

Administrative $436,800
Fundraising and Development $21,000

Total Expenses: $532,500

Other $8,700
Program Services $5,300
Online Publications $20,300
Governance $40,400
In early 2020, the coronavirus pandemic (COVID-19) struck countries around the world, presenting enormous challenges to health systems and spurring widespread shutdowns, school and business closures, and job losses.

Families all over the world have seen profound changes in their lives.

LLLI was one of the first organizations to report the evidence that babies should remain with their mothers when COVID-19 symptoms were present or suspected. Additionally, our COVID-19 information was viewed at an astounding rate with millions of visitors to that webpage alone.

We continue to monitor the science and evaluate the options available to breastfeeding mothers for the treatment and prevention of COVID-19, and will continue to provide resources for the changing situation globally.

“It brings tears to my eyes to see Leaders getting creative to provide care without missing a beat... I am so thankful for the people who support us!”

-Sarah, LLL Leader
ALGERIA  
https://www.llli.org/la-leche-league-algeria/  
ARGENTINA  
http://www.ligadelaleche.org.ar  
https://www.facebook.com/LLLArg/  
AUSTRALIA  
https://www.facebook.com/groups/LLLAustraliaChat/  
https://www.lllasia.org/lll-support-in-australia.html  
AUSTRIA  
http://www.lalecheliga.at/home.html  
BELARUS  
https://vk.com/lllbelarus  
https://web.facebook.com/lllbelarus  
BELGIUM-BELGIQUE  
http://lllbelgique.org/  
BELGIUM-BELGIË  
http://www.lalecheleague.be/  
BERMUDA  
http://www.lllflorida.com/lalecheleague/groups/lll-of-bermuda/  
BOLIVIA  
https://www.facebook.com/LigaDeLaLecheMaternaEnBolivia/  
BOSNIA AND HERZEGOVINA  
https://www.facebook.com/lllbih  
BOTSWANA  
http://www.lllsa.org/  
https://www.facebook.com/groups/lalecheleaguesouthafrica/  
BRAZIL  
https://www.facebook.com/La-Leche-League-Brasil-663354897139373/  
http://lillibrasil.blogspot.co.uk/  
BULGARIA  
http://www.llbg.org  
CAMBODIA  
https://www.lllasia.org/lll-support-in-cambodia  
CANADA (ENGLISH)  
https://www.lllc.ca/  
CANADA (FRENCH)  
https://www.llle.ca/  
CHILE  
http://llchile.blogspot.com/  
https://www.facebook.com/LaLecheLeagueChile/  
CHINA  
http://www.muruhui.org/gyxx.asp  
COLOMBIA  
http://llcolombia.org/  
https://www.facebook.com/LigaDeLaLecheColombia  
COSTA RICA  
https://www.facebook.com/Liga-de-la-Leche-Costa-Rica-220817854611502/  
CROATIA  
http://www.llihrvatska.org/  
DENMARK  
http://lalecheleague.dk/  
DOMINICAN REPUBLIC  
http://llldr.org/  
https://www.facebook.com/Liga-de-La-Leche-Republica-Dominicana-632314323494741/  
ECUADOR  
https://lllecuador.org/  
https://www.facebook.com/Laligadelaleche/  
EL SALVADOR  
https://www.facebook.com/LLLISV/  
FINLAND  
https://www.facebook.com/LLLFinland/  
FRANCE  
http://www.lllfrance.org/  
FRANCE: RESEAU POUR L'ALLAITEMENT  
http://lalecheleague.fr/  
https://www.facebook.com/lalecheleaguefr/  
GERMANY  
http://www.lalecheliga.de/  
GREAT BRITAIN  
https://www.laleche.org.uk/  
GREECE  
http://www.lllgreece.org/  
GUAM  
http://www.lllofguam.org/  
https://www.facebook.com/lalecheleagueguam/  
GUATEMALA  
http://www.ligadelalecheguatemala.org  
https://www.facebook.com/ligadelalecheguatemala/  
HAITI  
http://www.lllflorida.com/lalecheleague/groups/lll-of-port-au-prince/  
HONG KONG  
http://www.lli-hk.org  
https://www.facebook.com/LLLHK  
https://www.facebook.com/LLHLKChinese/  
HUNGARY  
http://www.lli.hu/  
INDONESIA  
https://www.lllasia.org/lll-support-in-indonesia  
INDIA  
https://www.llli.org/la-leche-league-india/  
IRELAND  
https://www.lalecheleagueireland.com/  
ISRAEL  
http://www.lllisrael.org.il/  
https://www.facebook.com/LaLecheIsrael  
http://www.lllisrael.org.il/english-support/  
https://www.facebook.com/groups/LLLIsraelSupport/  
ITALY  
http://www.lllitalia.org/  
JAPAN  
http://www.llljapan.org/group_index.html  
KENYA  
https://www.lllsa.org/contact  
KOSOVO  
https://www.facebook.com/La-Leche-League-Kosova-11011865650473  
KUWAIT  
https://www.facebook.com/La-leche-league-in-kuwait/  
LEBANON  
https://www.facebook.com/groups/LLLofLebanon/  
LITHUANIA  
http://llllietuva.eu/  
LUXEMBOURG  
http://www.lalecheleague.lu/  
MALAYSIA  
https://www.lllasia.org/lll-support-in-malaysia  
MEXICO  
http://www.laligadelaleche.org.mx/  
MOROCCO  
https://www.lli.org/la-leche-league-morocco/  
NETHERLANDS  
https://www.lalecheleague.nl/  
NEW ZEALAND  
http://www.lalecheleague.org.nz/
In 2020, LLLI continued to increase our online presence. We had 5.1 million website users, of which 3.8 million users were first time visitors. Our most popular countries from which the site was viewed were the United States, United Kingdom, Canada, Australia, India, Turkey, South Africa, Mexico, Ireland, New Zealand, Spain, the Philippines, and Russia.

The most popular topics that people looked for were: COVID-19, frequency of feeding, sleep, and weaning.

On social media, we have 189,000 Facebook followers, 19,000 Instagram followers, and 8,100 Twitter followers. We also saw over 500,000 Facebook interactions in 2020. Our Instagram following nearly doubled in just six months.
The accomplishments of La Leche League International this past fiscal year would not have been possible without our generous donors and volunteers. Thanks to the support of individuals, foundations, and corporate partners, LLLI has been able to continue supporting its presence and impact on the worldwide issue of breastfeeding support and advocacy, despite the global pandemic.

April 2020-March 2021

$10,000 and above
Anonymous

$5,000-9,999
Anonymous
Carol Roberts
Laura Brodsky
Marianne Vakiener & Paul Kohlbrener

$1,000-4,999
Anonymous (3)
Phillip and Michelle Barry
Teresa Braun
Jan Ellen Brown
Ann Calandro
Judy Canahuati
Nancy Conway
David Crown
Suzanne Daughton
Amy Gilliland
Rhonda & Randal Glick
Levine Greenburg
Helen Hanly-Fogarty
Molly Harris
Jane Harris
Kimberli and David Hartwick
Reedy Hickey
Charlene Jenkins
Edna Kelly
Jie Liu
Joan Lobban
Laurie & Martin Mai
Alan and Kimberly McCollum
Susan Oldrieve
Jeffrey Ojemann
Constance Pond
Annette Poth
Fran Voss
Robert Weisheit
Barbara Werbel
Juanita Watt
Christine Weeks
Robert Weisheit
Barbara Werbel
Bridget Werchan
Lulu Xu
Liu Zhuoying

$500-$999
Anonymous (2)
Ione Ayestaran
Sigrid Colgan
James Cvach
Joan Crothers
Michael and Sarah Garrison
Jacque Gates
Robert Horner
Edna Kelly
Dawn Kerwin
Karen Mende-Fridkis
Brady & Jennifer O’Beirne
Leslie Oelsner
Susan Oldrieve
David Pfundt
Teri & Larry Pfeil
Laura Ricks
Joseph Riolo
Veronica Rogalevich
Kimera Saunders
Linda Smith
Faye Straus
Jane Sullivan
Grace Wang
Anne Murphy Watson
Christine Weeks
Bridget Werchan
Linda Wieser

$200-499 and Over $100 in our Labor Of Love
Peer-to-Peer Campaign
Pam Chiappone
Mary Margaret Coffield
Natalie Cowart
Kathleen Culbert
Ida Dunham
Jane Fink
Jessica Freeman
Cynthia Garrison
Ginger Gentile
Marcia Hahn
Kari Hancock
Phyllis Helland
Janet Hilton
Alana Holt
Joanne Kaplan
Mary Ann Kerwin
Stefanie King
Julie Kingston
Patti Kirkman
Marian Klieber
Celeste Land
Betty Langsam
Fay Little
Margaret Loffelman
Ann & Philip Lohr
Lyn MacDougall
Rosalie Maimone
Lynda Martell
Edna Martin
Marilyn Max
Shannon McGinley
Clemence Mershon
Melissa Metz
Michael Mickelsen
Judy Mieger
Reeva Miller
Sheri Miller
Erica Miller
Elizabeth Miranda
Sara Ogihush
Debbie Oldfield

$200-499 and Over $100 in our Labor Of Love
Peer-to-Peer Campaign
Paula Panzitta
Brenda Pommerenke
Pamela Pontillo
Helen Riley
Heidi Rosbe
Leslie & Michael Rosenberg
Dona Rundall
April Sanchez
Anne Sanger
Daniel Schesch
Barbara Schumacher
Chuck Shaw
Eileen Sheridan
Joanne Shipley
Linda Smith
Sarah Templeton
Brittany Vakiener
Marian Varner
Voss
Sharon Wertsch
Mark White
Diane Wiessinger
Frank Zhu

$200-499 and Over $100 in our Labor Of Love
Peer-to-Peer Campaign
Pam Chiappone
Mary Margaret Coffield
Natalie Cowart
Kathleen Culbert
Ida Dunham
Jane Fink
Jessica Freeman
Cynthia Garrison
Ginger Gentile
Marcia Hahn
Kari Hancock
Phyllis Helland
Janet Hilton
Alana Holt
Joanne Kaplan
Mary Ann Kerwin
Stefanie King
Julie Kingston
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Marian Klieber
Celeste Land
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Lyn MacDougall
Rosalie Maimone
Lynda Martell
Edna Martin
Marilyn Max
Shannon McGinley
Clemence Mershon
Melissa Metz
Michael Mickelsen
Judy Mieger
Reeva Miller
Sheri Miller
Erica Miller
Elizabeth Miranda
Sara Ogihush
Debbie Oldfield
WHAT'S NEXT FOR US IN 2021

65 Years Strong!

65TH ANNIVERSARY

2021 Marks the 65th Anniversary of the founding of LLLI.

GLOBAL CONFERENCE

15-18 October 2021 we will host a virtual LLLI conference, available around the globe.

40TH ANNIVERSARY OF THE INTERNATIONAL CODE OF MARKETING OF BREAST-MILK SUBSTITUTES

We will be focusing on this important document and the impact it has had over the last 40 years.

EXPANDED WEBINARS

We will continue to offer our online webinars, expanding the offerings.

FACE TO FACE MEETINGS

We are hopeful more meetings and events will safely resume in person.

ONLINE PRESENCE

LLLI will reach 7 million people through our online platforms.

FUNDRAISING

We will increase our global giving.

THE WOMANLY ART OF BREASTFEEDING

We have begun working on the 9th edition of the book.