

ANNUAL REPORT

Annual General Meeting ~ June 7, 2007

President's Message

On Mother's Day of 2004, I called the Moms, Boobs and Babies (MBB) hotline in desperate need of support to breastfeed my first daughter, Melissa. Two moms dropped everything they were doing and arranged childcare for their own children to help me. Although natural, breastfeeding was not easy for us. With their help and encouragement, we were able to overcome our many difficulties.

Before my second daughter, Clara, was born I did not anticipate any breastfeeding difficulties. After all I had joined MBB and was trained to help other mothers. Well, I was humbled yet again! Together, my daughters and I had to learn, practice and strengthen the skills to breastfeed successfully.

Breastfeeding is at the beginning of the mother-child bond and the services that MBB provides are many of those small but mighty examples that exist in our community. We help women and their families make informed health choices for themselves and their families through a safe peer support system.

Mothers volunteer time from their demanding lives to offer the many aspects of MBB: 24-hour phone hotline, monthly support group meetings, bi-monthly post-natal classes, Breastfeeding Challenge & Art Show in October, annual training for current and new members, proposal writing and final report completion.

In order for this group to sustain itself, it is essential that this group continually re-invigorates itself. So come join us to help other mothers in meeting their breastfeeding goals!

- Elke Heinemann-Pesch

FINANCIAL SUMMARY

Here is an overview of the fiscal year 2006/07:

Bank balance on March 31, 2006:
... \$2329.47
Bank balance on March 31, 2007:
... \$1221.31
Current funds available as of June 7, 2007
...\$1078.91

Where we got our money:

One contribution agreement from the
...GNWT (Training) - \$4171.00
One contribution agreement from the
...City of Yellowknife (Magnets) - \$850.00
Fundraising (T-shirt sales + Co-op
Vouchers) - \$138.31
... In kind donations - approx. \$475.00

Where we spent our money:

Phone - \$462.74
Support meetings - \$938.01
Training course - \$2721.83
Library resources - \$275.15
Brochures and advertising - \$1807.34
Magnets and T-shirts - \$1264.11
Other expenses (food for Challenge & Art
Show and AGM, Babysitting for training,
Administration) - \$680.52

Looking ahead:

To maintain its core operations, MBB requires approximately \$3,000 per year. We have enough moms to maintain our core functions (phone, support meetings, post-natal classes). There is enough money in the bank to cover costs for approx. 6 months, while the current board is waiting for response from one proposal.

We strongly encourage the new board to pursue funding as a priority.

-Jodi Woollam

BREASTFEEDING CHALLENGE & ART SHOW

The Breastfeeding Challenge in Yellowknife is unique because Moms, Boobs and Babies sponsor an Art Show, which helps celebrate the beauty of motherhood and breastfeeding.

The Breastfeeding Challenge is a fun international initiative to promote breastfeeding in the community. The turn-out for the Challenge, held on September 30, 2006 at the Legislative Assembly, improved from last year with 19 babies and moms participating.



MORE EFFECTIVE BY THE DOZEN: A two day training course was held in January 2007. The "Peer Support Training for Breastfeeding Families" was facilitated by two nurses and former Support Group members. Twelve mothers participated in the training, three of which were from communities outside of Yellowknife. The training gives volunteers competent skills to staff the phone line and facilitate support meetings.

POSITIONS FILLED: **Michelle Martin** has accepted the position as phone coordinator and will provide interested and trained volunteers with a bi-weekly rotation schedule to staff the hotline. **Kirsty Ketchum** will coordinate the support meetings, held every first Wednesday of the month at the Yellowknife Family Centre (Toy Lending Library).

EVERY Monday: With **Tina Drew's** expertise, MBB is able to continue to ensure post-natal classes are a weekly event, held on Monday afternoons at the Baker Centre, alternating with YK Public Health.

MAMAS, BABIES and Papas, too: Over the past year, we've had record numbers attending the monthly support meetings. We have also held support meetings during the summer months, when all other programs are closed. These fun and informal sessions have drawn not only moms and their breastfeeding babies, but also daddies, toddlers and expectant mothers. Average attendance was between 12 and 25.

VOLUNTEERS 2006 – 2007

Hye Berube

Kerry Egan

Kirsty Ketchum

Jennifer Sanders

Michele Culhane

Liz Gilbert

Michelle Martin

Vanessa Vandewater

Tina Drew – Outstanding Volunteer

Elke Heinemann-Pesch

Angela Plautz

Shannon Watson

Danica Keith

Roxane Poulin

Jodi Woollam

PARTNERS & SPONSORS 2006 – 2007

City of Yellowknife

Leaping Lizards Design

YK Direct-Charge Co-Op

GNWT, Health & Social Services

Yellowknife Public Health

Yellowknife Family Centre