



# 2021-2022 ANNUAL REPORT

Sept 2022

## **A MESSAGE FROM THE CO-CHAIRS**

**Sacha Kelly & Lara Mountain**

This has been an unprecedented year for MBB as we have navigated the Covid-19 Pandemic. Closures, outbreaks and the continual shifting of our rules, meant having our mall space closed and canceling many of our 2021's events. Luckily, we were able to shift to meet virtually and outdoors! We were so happy and excited to see old friends at the Farmers Market, Folk on the Rocks and our successful Car seat Recycling event! With regulations now lifted, we are excited to reopen the mall space and begin planning events for 2022/23!

Continuing to build on MBB's legacy is going to take a lot of dedication this year. Luckily, our new board of directors, supported by outgoing members, is committed to making that happen. We are excited to work with this new team to bring the NWT community as much breast feeding and parental support as possible.

## **WHO WE ARE!**

Moms, Boobs and Babies is a network of mothers who provide mother-to-mother support for breastfeeding and other parenting challenges. As Northwest Territories' Breastfeeding Support Group, we promote and support mothers feeding breast milk in any way, in any amount.

We support all women and families in their journey to feed their babies with love, and we realize that this may look different for different families. We do not believe in judging or shaming women for their feeding choices; our goal is to support all families in all situations. We have varied breastfeeding experiences, but our common connection is that we have achieved our own breastfeeding goals (and sometimes come to more realistic ones) through the support of Moms, Boobs and Babies peer support network, and now hope to support other families. We hope you will join us!

## 2021-2022 BOARD OF DIRECTORS

Co-chair	Sacha Kelly
Co-chair	Lara Mountain
Treasurer	Elaine Weng
Secretary	Kelsey Ross
Director at large	Norah McNaughton
Director at large	Rachel MacNeill
Director at large	Mélissa Stockwell
Director at large	Erin Yorke

## WHAT WE HOPE TO ACHIEVE

To ensure that families across the Territory are able to meet their breastfeeding goals and parents are comfortable breastfeeding their children anywhere in the Territory, anytime they wish and for as long as they choose, our objectives are as follows:

- ❖ Families across the Territory have access to peer support for breastfeeding and other parenting challenges
- ❖ MBB volunteers and key community breastfeeding support people have increased knowledge, skills, confidence and capacity to carry out their roles in providing support to breastfeeding mothers
- ❖ Families across the Territory feel connected, supported, and know about MBB and how to access peer support and other supports in their home communities
- ❖ Families and Peer Supporters have access to information and resources they need
- ❖ Breastfeeding is considered the normal way of feeding children and women feel comfortable breastfeeding anywhere, anytime across the Territory
- ❖ Businesses, organizations and local health authority policies are supportive of breastfeeding Territory-wide



To achieve these objectives, we aim to:

- ❖ Provide peer support to families in Yellowknife and in smaller communities
- ❖ Offer peer support training to volunteers and support people across the Territory
- ❖ Connect with pregnant women, new mothers and their families across the Territory
- ❖ Develop and enhance breastfeeding resources relevant to the North
- ❖ Normalize breastfeeding across the Territory
- ❖ Partner with businesses, organizations and Health Authorities to create breastfeeding-friendly spaces and policies

# 2021-2022 PEER SUPPORT INITIATIVES

## Facebook Mom-to-Moms Private Support Group

Our closed Peer Support Group on Facebook remains a very popular way for NWT mothers to connect with each other, provide interesting/informative links to breastfeeding stories, ask questions regarding challenges associated with breastfeeding, and general questions about raising babies. We now close to 700 members! As a closed group, we screen all new member requests and make sure it's a safe space for moms to post without anything showing up in their newsfeed.

## Toll-free Peer Support Phone Line

The MBB peer support phone line allows moms to access peer support for breastfeeding at any time of the day, and toll free from anywhere across the NWT. Our phone line has had anywhere from 0-6 calls a month, and we've also provided some text-support this year to follow-up. Callers are asked to leave a message and receive a call back from a MBB volunteer within 24 hours. Thank you to Versature, for donating our phone service.

## Post Natal Classes

In partnership with Yellowknife Public Health, MBB helped facilitate postnatal classes for parents with babies under one years of age every Monday from September to June 1:30 – 3:00 virtually, and now online.

## Other Special Events

### Baby Friendly Tent!

You will often see the “baby-friendly” tent at the Farmer’s Market throughout most of the summer and at Folk on the Rocks, in the kids’ area. This provided a shady place for families with babies, featuring comfortable chairs, picnic blankets, breastfeeding pillows, a of course breastfeeding information and support for nursing mothers as needed.

What a great way for us to get to meet expecting women and new families, to share information about MBB and the support we offer, while also helping to promote and normalize breastfeeding in everyday places!

Thanks to all of our baby-friendly tent volunteers!



### Car Seat Recycling Event

After last year’s successful car seat recycling event, we were so pleased to have an even better turnout! We had between 45-50 visitors and sent many seats down south to the recycling facility. Thank you to Canadian Tire for helping host this event, as well as our donors for prizes.



## Virtual Events

MBB held a series of online virtual events ranging from trivia to painting! It was a great way to get to know other parents online while all stuck at home. We are hoping to transition such events to in person this upcoming year, back in the mall space.

## FINANCIAL REPORT

### 2020-2021 STATEMENT OF OPERATIONS

	2021 - 2022 Actuals
Opening Chequing Balance as of September 1, 2021	\$16,962.73
<b>Revenue</b>	
n/a	
<b>Total Revenue</b>	<b>\$0</b>
<b>Expenses</b>	
Operating expenses (Website and zoom communication tools, prizes and supply cost for events)	\$2008.1
Insurances	\$1855
<b>Total Expenses</b>	<b>\$3863.10</b>
<b>Net Income/loss</b>	<b>\$3863.10</b>
Closing Chequing Balance as of Sept. 1, 2022	<b>\$13099.63</b>

### OUR FUNDERS, DONORS AND COMMUNITY PARTNERS

A **HUGE** thank you to all our funders, donors and community partners, that make our events possible throughout the year. We could not run our events and programs without your support!

- ❖ Birchwood Coffee Ko
- ❖ Book Cellar
- ❖ Boreal Kids consignment
- ❖ Canadian Tire

- ❖ Cetana
- ❖ Colliers International, Centre Square Mall Lower Level (Donation of our meeting space)
- ❖ Healthy Families Program
- ❖ Mint hair lounge
- ❖ Northern Fancy Meats
- ❖ Oldtown Glassworks
- ❖ The Woodyard Brewhouse & Eatery



## LOOKING AHEAD...

### 2022 TENTATIVE EVENTS

We are always looking for volunteers and ideas of new events. Please let us know if you are interested in volunteering, hosting or assisting with any upcoming events!

Month	Event(s)
September	Our AGM
October	Hallowe'en costume party/ World Breastfeeding Week events
November	
December	Meet Santa party
January	
February	
March	Snow Castle "Nurse In"
April	
May	Mother's Day Event
June	Farmers Market
July	Farmers Market , Folk on the Rocks

August	Farmers Market , Recycling Car Seat Event, World Breastfeeding Week events
September	Our AGM

## VOLUNTEER OPPORTUNITIES FOR 2022/23

First off, Thank you to all our awesome Volunteers! We couldn't do all this without you! This upcoming year, we anticipate lots of events and areas where we could use volunteers. Are you interested in any of our volunteer opportunities?

We are always thrilled to have new members who would like to help support our activities and peer support program – email or FB message us!

- Attend our training to become a peer support volunteer and support families via our phone line, monthly meetings, or Facebook
- Help organize documentary screenings
- Help organize this year's World Breastfeeding Week events
- Organize a "Nurse-in" around town or help with other special events
- Volunteer as a **Board member!** Our Board meets monthly and in addition to co-chair, secretary and treasurer executive positions, we need a team of Directors at Large to help take on roles such as:
  - baby-friendly spaces lead
  - community outreach coordinator
  - finance committee
  - peer support coordinator
  - policy coordinator
  - promotion and design lead
  - special event lead
  - training coordinator
  - volunteer coordinator
  - website lead
- Volunteer at our World Breastfeeding Week events (August & October)
- Volunteer to open MBB for drop-in or special events
  - Baby-friendly tent volunteer at Farmer's Market & Folk on the Rocks

## HOW TO GET A HOLD OF US!

❖ Toll Free

❖ Address

1-844-33-BOOBS (26627)

Centre Square Mall, Lower Level  
P.O. Box 821  
Yellowknife, NT  
X1A 2N6

❖ **E-mail**

[info@momsboobsandbabies.com](mailto:info@momsboobsandbabies.com)

❖ **Facebook**

[facebook.com/groups/momsboobsandbabies/](https://facebook.com/groups/momsboobsandbabies/)

