



Yellowknife's Breastfeeding Support Group

PROTECT - PROMOTE - SUPPORT

Breastfeeding
in the family & in the community

ANNUAL REPORT

Annual General Meeting ~ June 17, 2010

From the Co-Chairs

Vanessa's Story: As a new mom I was struggling with milk supply issues and a baby who wasn't gaining weight quickly enough. The supportive facilitators at Moms, Boobs & Babies, coupled with the new friends I made each meeting, helped me to persevere with breastfeeding, and I continued to breastfeed my daughter for over two years.

Assisting at the monthly meetings was how I became more involved with the group, and for the last two years I have enjoyed being an active Board member. This past year was busy as we experimented with Tupperware fundraising, organized a successful Breastfeeding Challenge, and arranged for eight moms to be trained in breastfeeding support through an online course. We have a newly designed brochure, an active group on Facebook, and a website in the works. Additionally, all our files are now electronic, so it will be easier to access documents and reprint marketing materials. It is now time for me to step away from the group, as my baby is now almost four years old! I have thoroughly enjoyed being a part of this fun organization, and I am so thankful that a group like Moms, Boobs & Babies exists in Yellowknife.

Frances' Story: I did not have much to do with Moms, Boobs & Babies before I became Co-Chair, although I attended the monthly meetings when my daughter was an infant. After I had my daughter I had a hard time breastfeeding, but I did not seek help from the group due to my busy school schedule and foggy brain. I supplemented my breastfeeding with formula, which worked out well for the two of us. I began to come to the meetings when my daughter was just over three months old. I enjoyed listening to the other moms and being around people who had children! Moms, Boobs & Babies has taught me a lot about motherhood and the importance of community support.

Year End Financial Report

March 31, 2010

Prepared by Keri-lyn McLeod, Treasurer

Bank Balance **\$3062.38**

Revenue

Donations	\$111.50
Funding	\$2625.00
Fundraising	\$1234.00

Total **\$3970.05**

Expenses

Phone	\$468.24
Admin	\$152.25
Food	\$651.85
Rent	\$90.00
Ads/Promo	\$636.70
Misc /Challenge	\$1939.59

Total **\$3938.63**

Surplus **\$31.12**

Family Center rent was paid by funding secured by Tina.
\$625.68 was repaid to the GNWT for funding not used.

Looking ahead:

To maintain its core operations, Moms, Boobs & Babies requires approximately \$3,000 per year. There is enough money in the bank to cover costs for approx. 12 months. So, while funding from the Health Promotions Fund greatly supports our core functions, we strongly encourage the new board to pursue fundraising to maintain the current bank balance.

-Keri-lyn McLeod



GLOBAL BREASTFEEDING CHALLENGE 2009: The Breastfeeding Challenge was a huge success this year. It was held at Northern United Place last October. We had **25** moms and their babies participate. We were thrilled to have the **Minister of Health and Social Services Sandy Lee** kick-off the event for us with her own personal story.

The Quintessence Breastfeeding Challenge is an event that takes place worldwide to celebrate breastfeeding. Women from all around the world get together at 11:00am and breastfeed at the same time. This celebration is encouraged for all woman and families to join together to share the importance and its benefits for both mom and baby. Special thanks to the **Health Promotion Funds** for their financial support to make the event successful. Also special thanks to the **Canadian Prenatal Nutrition Program** for all of their donations, along with everyone else who donated items for the silent auction. This event is one of our fundraisers for the year to help with the monthly support meetings.

As far planning for the Challenge in 2010, I would suggest Northern United Place again. It seems to be a good venue for hosting the event. I would be happy to help out at the event but will not be able to organize. A couple of people working together will make things much easier and smoother. I will remain on email list so you can contact me if you need to. If you would like I can put together a suggested list of things that need to be done.

-Carla Skauge, Breastfeeding Challenge Coordinator

MONTHLY SUPPORT FOR MOMS: The monthly MBB support group meetings have had a great response, particularly in the colder months. We have had a few months where we were at full capacity and one month where we had to turn moms away. I have found that since the weather has become nicer, the numbers are lower. Each month we have a number of breastfeeding and parenting issues that are raised. Most times, between the facilitators and other mom's experiences, we are able to assist the moms with their issues. If we were not able to assist them, at that moment, we always made sure to do the research necessary and then follow up with the moms. We have had an issue with getting volunteers to assist with the meetings and have often run with only 2 people. This has not posed any problems and, I think, that two people is sufficient, but it does put the little volunteers we have in a position where they may feel obligated to commit due to there not being many others to help out. I foresee the meetings continuing to have good attendance next year. We have received many comments, from the moms, that the meetings have been very helpful and that they are also a nice social outing.

-Linda Traynor, Meeting Coordinator

SUPPORT BY PHONE: Our breastfeeding support line (444-3374) is monitored 24 hours a day by trained volunteers. This mom-to-mom support was organized this year by **Miki Ehrlich**, who reports that since May 31, 2009, we received 25 calls. This may not seem like much, but generally the phone receives on average two calls per month. And if the helpline has assisted and/or reassured that many new moms in a year, that is a real accomplishment!

To become a support phone volunteer, breastfeeding training must be completed. Speak to the Helpline Coordinator for more details on how Moms, Boobs & Babies can arrange training for you.

POSTNATAL CLASSES: With **Tina Drew's** expertise, Moms, Boobs & Babies 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.

TRAINING INITIATIVES: Special thanks to **Pam Baert** at Stanton Territorial Hospital's Northern Women's Health Program. She has generously provided the volunteers at Moms, Boobs & Babies with access to the *Online Breastfeeding Essentials Course* at no charge. The course can be completed independently over a period of six months. Our current registered volunteers are:

Tina Drew
Vanessa Vandewater
Frances Sinclair

Miki Ehrlich
Rose Jackson
Keri-Lyn McLeod

Linda Traynor
Shannon George
Elsbeth Fielding

If you are interested in signing up for this free course as a prerequisite to becoming a phone support volunteer, please contact the Moms, Boobs & Babies Board of Directors.

NEW BROCHURES: With the help from talented graphic designer **Diana Curtis**, we have redesigned the Moms, Boobs & Babies brochure. Colour printed brochures are distributed to Stanton Hospital's Obstetric unit, as well as Public Health. Black and white printable, emailable copies are also available to keep costs low. Diana has provided us with the original files for future printing or updates, as well as a print-ready version in PDF.

FUNDRAISING: This year instead of doing an Epicure fundraiser, we thought we would try Tupperware. **Frances Sinclair** spearheaded this fundraiser just before the winter holidays and the group collected just over \$1000 dollars in orders! Because 40% of the earnings are returned to the fundraisers, Moms, Boobs & Babies was able to raise a total of \$450 dollars. Since the Tupperware fundraiser was such a success we have decided to start another one this spring and we are still running the fundraiser at this time.

At the 2009 Breastfeeding Challenge, the silent auction was a great success, raising approximately \$600. Please join us for our first Grocery Bagging Fundraiser on **June 20, 2010** at the Co-Op from 10am to 5pm. Sign up at the AGM or email Frances francesinclair.mbb@gmail.com for details. Coming up in 2010/2011: cake sales, toy fundraising and more!

PUTTING A FACE TO MOMS, BOOBS AND BABES: Some of the ways in which we have increased the awareness of this Yellowknife breastfeeding support group was through our new website, **momsboobsandbabies.com** (still under construction), promotion and participation of the Global Breastfeeding Challenge each year, creating and maintaining a Facebook page, and distributing our new brochure in the hospital and public health, as well as via email. Last year we hosted the launch of the breastfeeding video, *Our Tradition, My Choice*, the story about a young mother's discovery about breastfeeding. The video, funded by the Canada Prenatal Nutrition Program, the Yellowknife Health and Social Services Authority, and the Beaufort-Delta Health and Social Services Authority generated a lot of interest in promoting breastfeeding awareness.

EXECUTIVE BOARD MEMBERS 2009 – 2010

Frances Sinclair	Co-Chair
Vanessa Vandewater	Co-Chair
Keri-Lyn McLeod	Treasurer
Elsbeth Fielding	Secretary

VOLUNTEERS 2009 -2010

Tina Drew	Kelly Mahoney	Tomiko Robson	Jodi Woollam
Miki Ehrlich	Michelle Martin	Carla Skauge	
Rose Jackson	Roxane Poulin	Linda Traynor	

PARTNERS & SPONSORS 2009 - 2010

GNWT-Health Promotion Funds	Gilly Gear
Department of Health & Social Services	Kathy Mahler
Canadian Prenatal Nutrition Program	Lina Ball-Bella Dance Academy
Northern Women's Health Program	Natasha Houghton - Pampered Chef
BHP	Overlander Sports
Diana Curtis Design	Rose Jackson
Dirty Deeds Diaper Service	Suzanne McAstocker - Tupperware
Alex Debogorski	Taylor Maids
Eternal Rock	Yellowknife Family Centre
Gallery of the Midnight Sun	

INVENTORY LIST

T-shirts	
Size Small	3
Size Medium	11
Size Large	25
Magnets	250
Brochures	500
Display Board	1