



## A Message from the Co-chairs:

(Miki's experience) Like many of the moms that volunteer with Moms, Boobs and Babies (MBB), I got involved after the group helped me through some extremely challenging times when I first started breastfeeding. I showed up in tears at a support meeting, just under a week after my daughter was born, and was received with open arms. What a miraculous organization! I was comforted and counseled, listened to and supported. MBB volunteers helped me stay sane and gave me the support and sense of community I so desperately needed to get through the painful first six weeks.

(Rose's experience) I gave birth to my first child, Sophie, in January 2006. To my delight, I experienced very few problems with breastfeeding. But, I still had questions. Questions that only other breastfeeding moms could answer. I called the MBB Helpline and I attended several support meetings. Hearing about other women's experiences was very important as I discovered the joys and challenges of motherhood.

We are grateful to the amazing group of moms who helped keep things running smoothly this year. We are happy to report that MBB had a successful year and that many women and their families were supported through our monthly support meetings, hotline, and bi-monthly post-natal classes. The Breastfeeding Challenge enjoyed record attendance, and breastfeeding support training was provided to ensure that a new crop of volunteers would be ready to continue the hotline and facilitate support

meetings. MBB is a dynamic organization and we rely on new members to come forward to keep the group going. We encourage you to consider taking on a leadership role, or co-ordinator role with MBB. So come join us to help other mothers in meeting their breastfeeding goals!

Miki Ehrlich & Rose Jackson Co-Chairs 2007-2008

### **FINANCIAL SUMMARY**

#### An overview of the fiscal year 2007/08:

|                                 |            |
|---------------------------------|------------|
| Bank balance on March 31, 2007: | \$1,221.31 |
| Bank balance on March 31, 2008: | \$3,617.42 |

#### Revenue

##### Contribution agreements:

|                                      |            |
|--------------------------------------|------------|
| Canadian Prenatal Nutrition Program: | \$9,452.99 |
| DHSS Health promotion Fund:          | \$3,727.00 |
| Fundraising:                         | \$2,725.50 |
| In kind donations:                   | \$450.16   |

#### Expenditures

|                                     |            |
|-------------------------------------|------------|
| Telephone:                          | \$452.66   |
| Support meetings:                   | \$1,037.41 |
| Training courses:                   | \$8,131.86 |
| Brochures, magnets and advertising: | \$2,174.67 |
| Other expenses (Misc and Admin.):   | \$2,405.03 |

#### Looking ahead:

To maintain its core operations, MB&B requires approximately \$3,000 per year. Due to the fact that we were able to increase our bank balance significantly, from contributions and fundraising, we can cover our operating costs for about a year. However I would recommend that the board continues to look for other means of funding/fundraising, aside from the GNWT to maintain and preserve a healthy balance.

Keri-lyn McLeod, Treasurer



## Breastfeeding Challenge



The Breastfeeding Challenge is a fun, international initiative to promote breastfeeding in the community. The Breastfeeding Challenge was held on September, 29, 2007 with a group “latch” occurring at 11 a.m. Due in large part to the efforts of the Breastfeeding Challenge Co-ordinator Carla Skauge, this was our most successful Challenge to date. We had 31 moms and 32 babies (one set of twins) participate. Certificates and delightful door prizes were available for every participant. We also held a silent auction with items from generous groups and businesses in Yellowknife. This year the challenge will occur on October 11, 2008.

## Breastfeeding Support Training

This was the first year that MBB organized and provided training outside of Yellowknife. We partnered with the Canadian Prenatal Nutrition Program (CPNP) which allowed us to hold Breastfeeding Support Training in Yellowknife (February 16 & 17, 2008) and in Inuvik (March 14 & 15, 2008). Thank you to Tina Drew for her efforts to get both training sessions organized, as well as providing weekly sessions for Yellowknife moms. We’d also like to thank our trainers, Teresa Patzer, Lisa Semmler and Tina Drew.

## Volunteers 2007 - 2008

Michele Culhane (Outstanding Volunteer), Tina Drew, Miki Ehrlich, Rose Jackson, Kirsty Ketchum (Outstanding Volunteer), Michelle Martin, Keri-lyn McLeod, Angela Plautz, Roxane Poulin, Tomiko Robson, Carla Skauge, Melissa Terlingen, Vanessa vandewater, Shannon Watson and Jodi Woolam.

## Coming soon.....MBB Website!

Later in 2008 we hope to launch the Moms, Boobs and Babies website. It will list our library resources, dates and times of upcoming meetings and events and suggestions on how to support breastfeeding in the home and community. Thank you to Tomiko Robson for working on this in the Spring/Summer 2008.

## MBB Library

More than 40 excellent breastfeeding and parenting related resources make up the contents of the Moms, Boobs and Babies library. This year, the Yellowknife Family Centre agreed to add our resources to their computerized tracking system. This allows all users of the Yellowknife Family Centre, in addition to the moms (and dads) who attend our support meetings, access to this valuable set of resources. Please have a look at it the next time you are in the Yellowknife Family Centre. Thank you YFC staff for your support.

## Partners and Sponsors 2007-2008



Canadian Prenatal Nutrition Program



Yellowknife Health & Social Services Authority, Yellowknife Family Centre, and YK Direct Charge Co-op.