

October 2009 Report

LLL Breastfeeding Helpline –

US

Call Metrics:

Total number of dials: 2,825

Connected Live: 868

Sent to Voicemail: 1,457 (728)

Abandoned: 497

This makes a true number of callers helped this month (total subtracting the abandoned calls and dividing the voicemail number in half based on the information from the voicemail queens that about half of the voicemails that are received in the box are hang ups: 1,600

***Please remember that the total number of dials also includes “multiple” dials. This means that some callers may dial more than once trying to get to a live operator or to hear information repeated.

Logging Metrics:

906 Live

355 Voicemail

25 Spanish

1286 total

265 Pumping

65 Working and pumping

200 Working

1 Red

15 yellow

A big THANK YOU to the voicemail helpers. Based on the statistics for last month we determined that we were having difficulty logging many voicemails. Voicemail helpers have done a great job remembering to log every call every day.

Another big THANK YOU to our HHS stipended Leaders who took quite a few calls this month. Here are their logging statistics:

Dee: 317

Laura: 299

Rebecca: 139

Scheduling Metrics:

This chart shows how many hours per day are covered live per calendar day.

HHS Project Status:

Helpline ads came out in September and October in various metro parenting publications across the country.

*****An Important Note About the HHS Project*****The HHS money is NOT a grant. It is funding to do a specific project. Our project is to support mothers who choose to work outside the home and to offer them specific help and suggestions so that their babies can continue to breastfeed and receive breastmilk when they are away. If you have specific questions about the scope of work for this project please contact Susan at sueprado@gmail.com with your questions.

Treasury Update:

Beginning Balance in all accounts 10/1/2009				\$ 18,132.14	
					Description
Deposits to BB & T		\$ 3,406.23			
LLL Group	\$ 341.23				
LLL Alum	\$ 1,500.00				
In Memory Donations	\$ 100.00				
Parry Fund	\$ 315.00				
Individual Donation	\$ 300.00				
WBWC	\$ 850.00				
Debits		\$ (2,069.70)			
Stipends - Coordinators	\$ (1,619.20)				% of Coordinators stipends split - HHS/ Helpline
Aptela, Inc.	\$ (450.50)				% of Aptela bill split between HHS & Helpline
Helpline August 10/31/09 Subtotal				\$ 1,336.53	
HHS Beginning Balance 10/1/09		\$ 7,304.33			

HHS Income		\$ 3,919.50			
Contract quarterly payment	\$ -				
HHS Contract Expenses		\$ (2,624.30)			
Helpline Ads	\$ -				Helpline Ads run in family magazines
Stipends - Coordinators	\$ (140.80)				% of Coordinators stipends used for HHS
Stipends -HHS	\$ (2,083.50)				Other stipended employee was paid in June
Aptela, Inc.	\$ (400.00)				29% of Aptela bill
HHS Income - Expenses Subtotal			\$ 1,295.20		
HHS Contract Balance 10/31/09		\$ 8,599.53			(One payments left at \$3,919.50)
Less HHS August Income & Expenses				\$ 1,295.20	
Ending Balance 10/31/2009 in all Accounts			\$ 20,763.87		