

# December 2009 Report

## LLL Breastfeeding Helpline –

### US

#### **Call Metrics:**

Total number of dials: 1,217

Connected Live: 391

Sent to Voicemail: 788 (394)

Abandoned: 89

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: 734

\*\*\* Traditionally December is a very slow month for calls as many mothers are focusing more on their holiday celebrations and often have many other responsibilities.

\*\*\*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:**

397 live

180 VM

15 Spanish

118 pumping

28 pumping and working

39 working

2 yellow

3 red

#### **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:

<b>Beginning Balance in all accounts 12/1/2009</b>				<b>\$ 16,680.00</b>	
					<b>Description</b>
Deposits to BB & T		<b>\$ 2,470.00</b>			
LLL Group	\$ -				
LLL Division - USW	\$ -				
In Memory Donations	\$ 25.00				
Individual Donation	\$ 300.00				
Matching Donations	\$ 2,145.00				
Debits		<b>\$ (1,921.20)</b>			
Stipends - Coordinators	\$ (1,621.20)				% of Coordinators stipends split - HHS/ Helpline
Aptela, Inc.	\$ (300.00)				% of Aptela bill split between HHS & Helpline
<b>Helpline December 12/31/09 Subtotal</b>				<b>\$ 548.80</b>	
<b>HHS Beginning Balance 12/1/09</b>		<b>\$ 8,599.53</b>			
HHS Income		\$ -			
Contract quarterly payment	\$ -				
HHS Contract Expenses		<b>\$ (2,823.05)</b>			

Helpline Ads	\$ -				Helpline Ads run in family magazines
Stipends - Coordinators	\$ (58.80)				% of Coordinators stipends used for HHS
Stipends -HHS	\$ (2,310.03)				\$607.50 was paid for January stipend payment
Aptela, Inc.	\$ (454.22)				% of Aptela bill split between HHS & Helpline
<b>HHS Income - Expenses Subtotal</b>				<b>\$ (2,823.05)</b>	
<b>HHS Contract Balance 12/31/09</b>		<b>\$ 5,776.48</b>			(One payments left at \$3,919.50)
<b>Less HHS December Income &amp; Expenses</b>				<b>\$ (2,823.05)</b>	
<b>Ending Balance 12/31/2009 in all Accounts</b>				<b>\$ 14,405.75</b>	