

United States Breastfeeding Committee Membership Guidelines



Dear Prospective Member:

We are delighted to inform you that in April 2018, USBC's membership approved bylaw amendments by a 2/3 majority vote, expanding membership categories to include State, Territorial, Tribal, Local and Cultural (STLTC) coalitions, and Community Based Organizations (CBOs). As USBC turns 20, the historic decision to transform the composition of USBC's membership demonstrates our steadfast commitment to inclusive, equitable collaboration to build a robust grassroots to treetops movement. Moving forward, breastfeeding coalitions and CBOs will join our National Nonprofit Members as equal partners, able to vote and serve in USBC leadership roles.

The United States Breastfeeding Committee is the national partner to advance policy and practices and facilitate the implementation of *The Surgeon General's Call to Action to Support Breastfeeding (SGCTA)*. The SGCTA identifies how the USBC, breastfeeding coalitions, and other national, state and local organizations play important roles in tackling structural barriers, leveraging community strengths, and co-creating policies and practices to reduce inequities in breastfeeding support. The cross-cutting nature of breastfeeding calls for collaboration and outreach across a spectrum of sectors to ensure consistency and quality of breastfeeding support to every family. Becoming an integral part of this grassroots to treetops movement will provide you sustained capacity building support from USBC, and opportunities for collaborative action with local, state and national impact.

We are grateful to the USBC Membership Committee, comprised of representatives from National Nonprofit Organizations and STLTC coalitions, which worked diligently to develop outreach and promotion plans, as well as membership criteria and guidelines. The accompanying information packet provides you details about the membership onboarding process, and includes:

1. Guidelines to Implementing Equitable Practices
2. Membership Terms, Responsibilities and Benefits
3. Steps toward Membership Enrollment

Membership to the United States Breastfeeding Committee is **optional and gives you a voice**. Please take the time to fully engage with the contents of this packet. Should you desire to move forward in applying, please sign the acceptance letter on the final page and return to the United States Breastfeeding Committee as a supplemental piece to your application.

As you consider the possibility of membership with the USBC, please do not hesitate to contact Denae Schmidt, Member Relations & Operations Manager for details.

Sincerely,

USBC Board & Membership Engagement Committee

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USBC Equity Guidelines

The United States Breastfeeding Committee is committed to diversity, equity and inclusion. The USBC defines equity as:

- *a lens through which we view the world to inform and guide the design of our strategies and activities to build a "landscape of breastfeeding support.*
- *a mirror through which we view ourselves and our organizations, examining our internal structures, culture, and policies and their impact on how the lens is applied and the outcome achieved.*
- *Lastly it is the outcome we seek to achieve, i.e., equity is realized when life outcomes are equal, in a statistical sense, regardless of one's identities.*

Equity work can take the form of actions designed to address historic burdens as well as to remove present day barriers to equal opportunities.

It is the USBC's goal to equip our members with strategies and tools that lead to higher self-awareness, so that we can create an honest and respectful environment. As USBC transitions its membership to add new Membership categories, we would like to provide guidelines for you to keep in mind as your organization engages with us.

Applying the Mirror: Member Organizations embrace and adopt core principles on Diversity, Equity and Inclusion (DEI).

- To represent the USBC Membership's shared values, member organizations should work toward appointing at least 50% of their representatives from underrepresented populations and emerging leaders in the breastfeeding field.
- In the effort to normalize breastfeeding, selecting representatives who understand that breastfeeding does not look the same for everyone is critical. We encourage you to look beyond the traditional "breastfeeding community" to ensure consistency and quality of breastfeeding support to every family and baby.
- In an effort to show progress in DEI practices, Member Organizations collect and share demographic data of their leadership and membership.

Applying the Lens: Member Organizations commit fully to the principles and practices of DEI so that we can all contribute with the mind set of learning, respecting, and including others

- Member Organization Representatives commit to learning and practicing cultural humility and sensitivity in our shared collaborative spaces (i.e USBC Meetings, National Breastfeeding Conferences, Constellations, , USBC Committees, Learning Communities etc.)
- Member Organization Representatives support our common mission to disrupt and eliminate structural barriers in the First Food Field.
- Member Organization Representatives participate in the Collective Impact and Racial Equity Learning Communities to improve our collective capacity for advancing health equity.

Membership Terms/Responsibilities/Benefits

Terms of Membership

The term of membership shall be for a period of five (5) years unless terminated earlier pursuant to Section 2.2.3 of the Bylaws. Organizations that demonstrate continued commitment to the mission of USBC may renew membership according to the Membership Renewal Procedures, which will be distributed at the time of renewal.

Membership Benefits

The United States Breastfeeding Committee provides an extensive collection of benefits and opportunities to ensure that your organization gets the most from your membership. Benefits of Membership Include:

Organizational Visibility

- Listing in USBC Membership Directory
- Membership affiliation announced in Weekly Wire
- Membership Spotlight
- Present on National Webinars
- USBC Awards
- Event posting in Directory and promotion via social media

Capacity Building Support

- Nonprofit management
- Group/Peer Sharing & Networking Calls
- Policy & Advocacy Strategy Meetings
- Campaign Planning Support
- One-on-one Trainings and Technical Assistance
- Facilitated support for collaborative action

Expansion of Leadership

- Eligibility to serve on USBC Board
- Eligibility to serve on USBC Committees
- Eligibility to serve in National/State Collaboratives (Constellations)

Organizational Resources

- Access to toolkits
- Access to BoardSource
- Access to seminars from USBC Legal Council & Audit Firm
- Access to Conference and Webinar Archives
- Online organizational Workspaces
- Access to USBC Clearinghouse of Curated Resources

Discounts

- Reduced Registration to attend Annual Conference
- Reduced fees for exhibits at Annual Conference

Rights & Responsibilities of Members

1. Membership Rights

- a. Voting Members
 - i. Vote in USBC Election and on any other ballots; one vote per Member organization
 - ii. Serve on USBC Committees
 - iii. Run in USBC Board Elections
- b. Non-Voting Members
 - i. Serve on USBC Committees

2. Membership Responsibilities

- a. As outlined in the USBC Membership policy, member organizations are expected to:
 - i. Support attendance of at least one representative to attend the general session portions of every Membership Meeting, currently held once per year in virtual format, and once per year in conjunction with the national conference.
 - ii. Designate one (1) member representative as the primary voter in USBC Elections and on ballots (Voting Members Only)
 - iii. Report annually on organizational activities related to breastfeeding via Group Profiles in the USBC website
 - iv. Participate in USBC Constellations in alignment with organizational levels of interest and engagement on specific topic areas.
 - v. Disclose individual or organizational conflicts of interest in USBC business according to the USBC Conflict of Interest Policy.

Membership Enrollment Steps

1. Submit initial application for membership and applicable fees

- The Membership Application includes
 - Organizational Mission & History
 - Organizational Nonprofit Status (if applicable)
 - Membership information
 - Organization scope of work
 - Organization's commitment to Equity
 - Designation of Member Representatives
- Application Fees
 - The application-processing fee is \$100.
 - Should the application be approved, the application-processing fee will be applied to the final invoice for membership fees. Membership fees are based on organizational operation budget and cover 5 years of membership. Fees schedules can be in Appendix A.

2. Designation of Member Representatives & Primary Contacts

- Member organizations must designate **1-4 member representatives to the USBC**. At least one (1) member representative should hold a leadership position. As recommended by the USBC CRASH Committee, member organizations should work toward appointing at least 50% of their representatives from underrepresented populations and emerging leaders in the breastfeeding field.
- Of the representatives designated by your organization, please designate one as your **primary/poll contact**. The primary/poll contact is the designated member representative who will receive ballots and requests for survey response, etc.
- In addition to the 1-4 member representatives, Member Organizations must identify the **CEO or chief staff person** - even if that individual is not a designated member representative. If the organization has no staff, the organization's board chair/president is sufficient.

***To ensure continuity of representation in case one or more organizational reps depart your organization; USBC recommends including this designation process in your organizational succession plans.*

3. Attend Virtual Orientation Session

- The USBC will host a virtual orientation for new member representatives each quarter. Each delegated Member Rep is required to attend a virtual orientation session. Dates for orientation session will be announced periodically.

4. Maintenance of Individual Profiles

- All member representatives must maintain up-to-date contact information in individual USBC profiles.

5. Enter Organizational Activities & Topical Engagement Levels

- Each Organization's group profile must be updated annually with organizational activities.
- Each Organization must designate engagement levels in specific topic areas within the Group profile.

USBC will provide ongoing tools and technical assistance to support member organizations to implement steps 6 and 7:

6. Diversity and Inclusion Practices

- As recommended by the USBC CRASH Committee, member organizations adopt Diversity and Inclusion statements and practices.

7. Tracking of Membership Demographics

- As recommended by the USBC CRASH Committee, Member Organizations of the USBC monitor data on current racial/ethnic demographics of leadership and membership.

Acceptance of Membership Terms & Conditions

The USBC champions honesty, transparency, and accountability as integral to the success of our collaborative efforts. We uphold the highest legal, ethical, and moral standards.

By signing below

- You acknowledge that you are the CEO/Chair or comparable operating authority of the Organization accepting this invitation to Membership
- You affirm that you have read and understood the contents of the membership guidelines
- You agree to uphold scrupulous regard for the highest standards of conduct and personal integrity.
- You Acknowledge and agree to the implement the membership enrollment steps outlined on page 7 & 8
- You agree to accept the terms of membership and member responsibilities

Full Name (print)

Organization Name (print)

Title/Role in Organization (print)

Signature

Date

APPENDIX A

2019 Voting Membership Fee Schedule

*Fees for USBC membership are non-refundable and are used to cover the many resources, programs and tools available to members. Please note that **one-time payments cover an organization's entire membership term (5 years of membership).***

<i>Organization Annual Operating Expenses</i>	<i>Annual installments</i>	<i>One-time payment (20% discount)</i>
> \$5 million	\$900	\$3,600
\$2,500,000-\$4,999,999	\$600	\$2,400
\$1,000,000 – \$2,499,999	\$480	\$1,920
\$500,000 – \$999,999	\$420	\$1,680
\$250,000-\$499,999	\$360	\$1,440
\$150,000-\$249,999	\$300	\$1,200
\$50,000 – \$149,999	\$240	\$960
<\$49,999	\$20-\$200	\$80-\$800
<i>Coalitions</i>	\$20-\$100	\$80-\$400

Upon initiation and renewal of membership, members will have the option to pay membership fees at the annualized rate for the duration of their membership or make a one-time payment at a 20% discount. Should a member opt for annualized installments, invoices will be issued by June 30th of each year during an organization's membership term. Annual installments must be received **by October 1st** of each year.

Membership Fee Adjustments

The USBC recognizes that an organization could experience a temporary, yet significant financial setback at any point and may submit a membership fee adjustment request form. Please allow up to four weeks for the Membership Engagement Committee to review each request. A response to your request will be sent via email.

2019 Non-Voting Membership Fee Schedule

*Fees for USBC membership are non-refundable and are used to cover the many resources, programs and tools available to members. Please note that **one-time payments cover an organization's entire membership term (5 years of membership).***

<i>Organization Annual Operating Expenses</i>	<i>Annual installments</i>	<i>One-time payment (20% discount)</i>
>\$1,000,000	\$540	\$2,160
\$500,000 – \$999,999	\$420	\$1,680
\$100,000-\$499,999	\$360	\$1,440
\$50,000 – \$99,999	\$60-\$180	\$960
<\$49,999	\$20-\$100	\$80-\$400

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