



2026 GLBW Funding Update FAQ

Why are webinars no longer free?

Our webinars have always been about connection, education, and community—about the people who show up across roles, settings, and lived experience to learn together.

For many years, this learning space was offered for free. As it grew, so did the responsibility to sustain it—equitably compensating presenters, supporting seven types of continuing education with rising external fees, responding to reductions in federal funding that previously helped make this work possible, and maintaining the quality and care of content that this community deserves.

All of that has brought us to a point of change.

To keep this program strong and sustainable for the long term, we're moving to a tiered fee structure. We chose a tiered model instead of a flat fee because access doesn't look the same for everyone—and it doesn't need to. You will have the agency to enroll by choosing a pricing option that reflects your current situation. This model is grounded in trust. No verification required.

We want to be clear: this shift is not about creating distance between you and learning. It's about protecting the conditions that allow this learning to continue—consistently, ethically, and with care for the people who make it possible.

At the same time, we hold something we know is true: cost can be a real barrier. That understanding isn't secondary to this decision—it shaped how this model was designed.

How does this reflect your values?

Our webinars are grounded in four core values: Access, Evidence, Equity, and Relevance. These values guide decisions like this one.

- Access means people can stay connected to learning over time
- Evidence means content is grounded in research, practice, and lived experience
- Equity means acknowledging that access to continuing education has not been evenly distributed—and actively responding to that
- Relevance means offering learning that reflects real-world work in communities, clinics, and systems

How does the pricing model work?

We know that cost can be a real barrier to continuing education, and we built this model holding two commitments at the same time:

- Establishing a practice of shared responsibility with our commitments to the people and systems that make this learning possible
- Reducing financial barriers to participation wherever we can via a pricing model that is rooted in equity, access, and trust

Our pricing options are:

Sustainer / Pay-it-Forward: \$50 per webinar

Helps expand access and sustain this work. This tier is designed for those with access to employer-supported professional development funds, continuing education grant opportunities, or the personal financial ability to contribute at a higher level. If this is possible for you, we encourage you to choose this option. Your participation at this level helps make this model accessible for others and helps us build upon our educational offerings.

Standard: \$25 per webinar

Reflects the true cost. This tier covers the full cost of offering one webinar, including presenter compensation and continuing education support. Your participation at this level offsets our current costs and helps make webinars possible.

Community: \$15 per webinar

Reduced rate. This tier is designed for those for whom cost is a barrier. Your participation at this level reflects your growth within your professional field, commitment to learning, and mutual respect as a trusted source for the families and organizations you serve.

BIPOC: \$5 per webinar

Equity-centered access. This tier is designed to address systemic inequities that exist when it comes to accessing continuing education, professional development, and leadership opportunities in maternal and infant health.

We recognize that Black, Indigenous, and other People of Color in this field often experience structural barriers shaped by historical and ongoing inequities in funding, credentialing pathways, professional advancement, and compensation. This tier is one way we are responding to that reality. It is not intended to define individuals, but to interrupt patterns in how access to professional learning has been unevenly distributed.

Our model is grounded in trust. We do not require verification. We ask only that you choose the option that best reflects your current situation.

What's changing?

We're making two updates that we're genuinely hopeful and excited about because they help this work grow in a more sustainable way:

- New webinars with continuing education will use a tiered pricing model
- We're launching a Webinar Vault—something many of you have asked for—offering access to past webinars that were meaningful and practical (stay tuned for the upcoming launch!)

What can I expect when I register for new webinars?

Nothing about the learning experience itself is changing—you'll still receive the same high-quality webinars, resources, and continuing education, now with a moment to select your tiered pricing option and continue on to the content.

Can my employer pay for my webinar participation?

Yes—and we encourage it when it's available to you. Many participants use employer-supported professional development or continuing education funds to cover webinars or annual passes. If you have access to those resources, this is exactly what they're there for.

We're happy to support that process. We can provide:

- Receipts
- Registration confirmations
- Invoices (upon request)

Just reach out to us at hello@mibreastfeeding.org.

Will there still be free webinars?

Webinars released prior to April 2026 will remain free for the duration of their continuing education availability, as outlined in each session.

New webinars will follow the updated pricing structure.

Who can I contact with questions?

We're here to support you.

Please reach out to hello@mibreastfeeding.org.

Thank you for continuing to learn with us—and for being part of a community that values both access and sustainability.