

## Highlights of 2007 – Outcomes from the MBC Strategic Plan

<p style="text-align: center;"><b>ENSURING FINANCIAL STABILITY</b></p> <ul style="list-style-type: none"> <li>Secured in-kind donation from Duchesnay Inc. to proceed with French translation of the MBC website</li> <li>Received a corporate donation of \$2500 from EMD Serono to enhance services from the MBC Business Office</li> <li>Surveyed Chapters and non-member groups for feedback on new Chapter membership fee structure options</li> <li>Voted in a \$2500 cap for Chapter membership fees (per Chapter membership year) at the 2007 AGM</li> <li>Initiated and supported a number of fundraising opportunities (Shop and Support, HBC, Magazines, Stuck on You labels)</li> <li>Consulted with pro-bono lawyer regarding Charitable Status application and was advised to wait for changes to CS Act</li> </ul>	<p style="text-align: center;"><b>ENSURING MEMBERSHIP GROWTH AND SUPPORT</b></p> <ul style="list-style-type: none"> <li>Coordinated 2007 National Multiple Births Awareness Day (NMBAD) and distributed media kits to all MBC Chapters</li> <li>Formed a Chapter Outreach Committee to provide input for new Chapter membership structure survey</li> <li>Initiated an action plan to advise non-member groups about the new \$2500 cap</li> <li>Distributed Activity Reports, Information Circulars, and Report from National to keep members informed</li> <li>Distributed new resources including a 30<sup>th</sup> Anniversary bookmark to MBC Chapters and members</li> <li>Presented “Best Practices” professional workshops at Conference 2007 in Kitchener-Waterloo</li> <li>Updated and approved the new Stroller Fact Sheet</li> </ul>
<p style="text-align: center;"><b>STRENGTHENING HUMAN AND ORGANIZATIONAL RESOURCES</b></p> <ul style="list-style-type: none"> <li>Recruited new Francophone Support Network Chair, Denise De Grâce; new <i>Multiple Moments</i> Editor – Meredith Fraser-Ohman; new Financial Director – Melanie Dugard; and new members to the Health and Education Committee</li> <li>Created new Volunteer/Chapter resources which were distributed to delegates at the 2007 National Conference and are now posted online in the Chapter Executive section</li> <li>Worked on finding new funds in order to enhance services from the Business Office to support Chapters and members</li> <li>Networked with other international multiple-birth groups to better define MBC’s role within Canada and measure it against the best practices of other countries</li> <li>Developed a Multiples Panel organizational outline</li> <li>Benchmarked other National Awareness Day events in Canada to ensure the best delivery of NMBAD</li> <li>Produced the 2007 National Conference Chapter Exchange Minutes and posted on website</li> <li>Welcomed two new experts to the Advisory Board – Cheryl Wadasinghe (Government Relations) and Jane Denton of the Multiple Births Foundation in the UK</li> </ul>	<p style="text-align: center;"><b>INCREASING AWARENESS OF MBC AND MULTIPLE-BIRTH ISSUES</b></p> <ul style="list-style-type: none"> <li>Developed a PowerPoint Presentation telling MBC’s story about NMBAD and presented it at the International Congress on Twin Studies (ICTS) in Belgium and the AGM in Kitchener-Waterloo and is now posted online</li> <li>Wrote letters to Canada’s Minister of Health and the Governor General asking for recognition of NMBAD</li> <li>Responded to national media enquiries and mentored Chapter members who were contacted for local interviews</li> <li>Requested assistance from the Advisory Board who in turn shared personal stories of their twin relationships for the 2007 NMBAD kit</li> <li>Initiated a cross Canada blitz of newspapers highlighting NMBAD through a “Letter to the Editor”</li> <li>Assisted freelance writers by providing multiple-birth information for magazine articles</li> <li>Developed an online survey “Multiples and Their Impact on Marriage” to gather information for a new fact sheet</li> <li>Began the process of developing the Francophone website to increase the awareness of MBC in this community</li> </ul>
<p style="text-align: center;"><b>DEVELOPING AND STRENGTHENING PARTNERSHIPS</b></p> <ul style="list-style-type: none"> <li>Attended the 2007 International Congress on Twin Studies (ICTS) and accepted executive positions on the Council of Multiple Birth Organizations (COMBO) for 2007-2010 and International Society for Twin Studies (ISTS) 2008-2011</li> <li>Strengthened existing partnerships with government agencies and corporate multiple-birth supporters</li> <li>Produced a 2008 National Conference - Call for Presenters to encourage three streams of workshops and keynote speakers – professionals, families and volunteers.</li> <li>Responded to Health Canada’s public consultation process regarding Assisted Reproduction Technologies (ART)</li> </ul>	<p style="text-align: center;"><b>NATIONAL MULTIPLE BIRTHS AWARENESS DAY MAY 28<sup>TH</sup>, 2008</b></p> <p>This year’s theme has been designated:</p> <p><i>“Multiple Births Canada encourages all health care professionals providing fertility advice and/or treatments to fully disclose all risks associated with a multiple pregnancy and birth, including all negative and positive outcomes, to enable patients to make informed decisions.”</i></p> <p>Planning packages/media kits will be posted online in early May.</p>

