

# Connecting MBC, Chapters, Volunteers and Members...

## Report from National...

**Kim Weatherall, CHAIR OF MBC**  
chair@multiplebirthscanada.org

### Surprising But True—Facts About Our National Organization (MBC) and How It Serves You!

Recently Vicki, our Business Services Manager (BSM), shared an ironic story with us (and not the first one like this): someone called and left a message on the office phone, and indicated she knew she was leaving a message after-hours and that the staff had all gone home. We had to smile, because there has often been a misconception over the years, and we have thought to ourselves "Wow! We must be doing a great job if people are picturing a storefront office and management staff."

It got me thinking—why do people get this impression? What do people know about how the MBC Office is managed and what work is accomplished? I have to say it is primarily because of the amazing work of our Business Services Manager (BSM), Vicki Riley, who manages the day-to-day activities of MBC, and does it so well that people would be shocked to know all that she accomplishes on a daily, weekly and monthly basis.

Here is a snapshot of what happens from the Business Office in Wasaga Beach, Ontario!

- The MBC National Office is housed in the dining room of the Business Services Manager's house, and does not occupy physical office space in a commercial building, much to the surprise of many.
- It is managed and staffed by one very dedicated Business Services Manager, with a contract for 20 hours a week (and who often works upwards of 40-50 hours a week) and who is compensated at only \$750.00 a month (including reimbursement for utilities, Internet, etc).
- The BSM receives approximately 50 calls a month.
- The BSM receives approximately 500+ emails a month (excluding SPAM and junk mail), of which more than 400 must be responded to or for which activity must be initiated.
- The BSM refers approximately 10 families a month to local member chapters.
- The BSM refers approximately 10 families a month to non-member clubs.
- The BSM receives approximately 15 publication orders through the Internet or mail a month (not including Internet membership orders).
- The BSM creates approximately 20 support kits a month.
- The BSM works with many local and national volunteers on projects.
- The BSM attends MBC Board meetings on a bi-weekly basis.
- The list is endless of the support she provides to the Board, Advisory Board, chapters, chapter volunteers and members of Multiple Births Canada.

And we should mention that on top of her contracted responsibilities as BSM, Vicki is also the Multiple Moments Editor, and is responsible for updates and formatting of other MBC publications. She also has primary responsibility for a great deal of website updates that occur almost daily. We definitely could not survive without her in the office!

Of course, much of the success and strong reputation of MBC is due to the hard work and dedication of many volunteers who help at the national level (often in addition to all of their local responsibilities) to ensure that programs, resources, initiatives and other knowledge are developed and shared with the multiple-birth community. MBC is also

blessed with a professional Advisory Board, made up of people around the world who are unique in their fields of expertise and who allow us to call on them for advice and guidance on areas outside of our own knowledge base (i.e. medical, educational, etc.). We certainly could not do it without you!

MBC's success is also due to the fact that the national Board of Directors takes on a much more active role in the day-to-day activities of MBC than most other national Boards of Directors. Some Board members (depending on position and availability) spend on average 2-5 hours a day responding to emails and working on MBC-related activities, on top of their own personal commitments to work, education, families, other volunteer activities and personal interests. Unlike many typical Policy Boards, MBC's Board works with other volunteers creating resources, dealing with public inquiries, working alongside chapters and government officials, answering requests directly from members and chapter volunteers, managing website forums, pursuing discounts and fundraising opportunities, writing communication pieces and other countless activities!

It is amazing how one organization that covers an area as enormous as Canada can accomplish all that it has over its 28 years, with so little financial resources. What it boils down to is passion, dedication and commitment by many over its years—from the time we were POMBA Canada until MBC today—to making a difference in the lives of those who will follow in their footsteps.

Thank you to everyone who has played a part in creating such a wonderful picture of Multiple Births Canada!



### MBC would like to thank its Sustaining Members for their added support:

<b>Cathy Barr</b>	Guelph, ON
<b>Jennifer Brasch</b>	Waterdown, ON
<b>Donna Launslager</b>	Waterloo, ON
<b>Diane Nelson</b>	Grande Prairie, AB
<b>Kimberley Weatherall</b>	Orleans, ON

### Also, a special thank you to the following volunteers:

**Chris White** - a student helping in the Business Office on an as-needed basis • **Donna Launslager** and **Diane Myers** - for attending the Best Start Conference in January on behalf of MBC • **Murielle** and **Pascal Deitrich** - for ongoing French translations of MBC's fact sheets • **John Withnall** and his student assistant **Hao** - for their assistance with the MBC website

### Multiple Births Canada would like to thank Duchesnay Inc. for their multiple donations.

Most recently, **Duchesnay** has presented a substantial donation to be used in a mutually satisfactory national project. In the past, **Duchesnay** has specifically assisted with the Multiple Moments magazine budget. **Duchesnay's** vision closely relates to MBC's - to improve the quality of life of women during pregnancy.

To learn more about **Duchesnay**, please visit their web site [www.duchesnay.com](http://www.duchesnay.com).

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### Gail Moore, VICE-CHAIR/DIRECTOR OF COMMUNICATIONS

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I must admit I had a hard time gearing up in 2006. I'd pick up a textbook for my university course and lay it back down. I'd read my MBC e-mail and walk away from the computer instead of tackling my "to do" list. I'd go to work and actually take the time to join in the conversation at the water cooler. In fact, we didn't take down our Christmas tree until January 15th because I didn't want the holiday pace to end.

Unfortunately, the result of doing nothing is that you don't accomplish very much, which is a shame because, as members of MBC, we all have an opportunity to effect change for our multiple-birth community. Now that I've 'fessed up to my lazy days, let me outline the projects I'll be involved in this year.

As your Director of Communications, I'll be supporting the efforts of our chapters as they celebrate the 2nd Annual National Multiple Births Awareness Day on May 28th. This year, the lead event will be in Chatham as part of the closing ceremonies of the 2006 National Conference and AGM. I'm currently designing an event planner for our chapters to use in their communities. Our 2006 theme is "Raising awareness of the unique risks of multiple-birth pregnancies and the post-natal issues faced by parents and multiples," with a sub-theme of "Supporting Multiple Births Together."

I have also volunteered to work with the newly formed Chapter Outreach Committee. MBC has identified 2006 as a year of growth. It is our belief that every major Canadian city should have an MBC chapter. For this reason, we'll be inviting non-member clubs to consider affiliation, and/or we'll be proactive in encouraging the formation of chapters in these cities. We believe that a united multiple-birth community can accomplish much more than we can individually. It is my hope that next year, when I am writing this column, I will be sharing positive news about our many successes.

Another big initiative I'll be involved in is developing a new three-year strategic plan for MBC. In the fall we identified MBC's strengths, weaknesses, opportunities and threats (SWOT), and we reviewed our three-year transitional plan from Mapping the Future. Now we will use this information to develop a new three-year strategy for our organization. It's time for us to start Building the Future, and we want to be ready to unveil our plans to you at the 2006 AGM.

In an effort to keep you informed, I'll continue to communicate our work nationally through the Monthly Activity Report and other ICs of member interest. Speaking of ICs—have you nominated anyone yet for the Making a Difference Awards? The Media Award? The Dionne Award for Adult Multiples? If not, do so now. This is your chance to say thank you to those who work tirelessly for the multiple-birth community. Your words of appreciation may be what is needed to rev up some new energy in 2006!



Recognize a **hard working** volunteer, adult multiple(s) or media outlet/journalist. **Making a Difference Awards** (see page 15)

### Nicole Fisher, DIRECTOR OF MEMBERSHIP

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For me, the beginning of 2006 has been a time of re-evaluation. I am not usually one to make resolutions; I make a goal and try really hard to achieve it. (That is different, isn't it?) I am trying to avoid biting off more than I can chew, and instead make a monthly goal to accomplish something that has been on my mind. The topic of time management has come up in my life a lot lately, so hopefully by being cognizant of what I am wasting time on, I can get some of these extra things done!

One of the projects I am working on (besides redecorating the powder room and cleaning out the closets) is to update the MBC Resource Guide, which is currently three years old. Once updated, this valuable national resource will be available to purchase in print, or members can download (in PDF format) it for free from the Member's Only section of the website. If you are interested, the January 2003 version is posted in the Member's Only section, or check your chapter library.

Another of my projects is to contact chapters on a more regular basis. I do apologize for not staying in touch as much as I should—it is one of the things that seems to get lost in the shuffle. I am hoping that with this public proclamation of my goal, I will stay on track! So, please, if you receive an email from me, answer back or send it on to the MBC Representative. I would like to know what is going on with your chapter. Feel free to send me an email too!

And, along the same line, I would like to connect members and chapters nationwide through the MBC Rep Discussion Forum. Who needs to wait for the chapter exchange at the conference to compare notes on how each chapter does things? My dream is to have each chapter represented in the MBC Rep section (as well as the open forum) so that we can regularly be in touch and support one another. There are definitely other parents of multiples that have some experience with whatever you are going through—join the forum and join the support & fun!

Lastly, being on a committee that is planning a conference, I can tell you that a lot of fun can be had on a weekend away with other parents of multiples. Friendships are formed, fun is experienced and knowledge is exchanged! (Not to mention you don't have to make meals, dress anyone but yourself and you can go to the bathroom without kids outside the door!) Why not head to Chatham this spring for an exhilarating weekend, and bring a friend!



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**Professional Web Sites & Database Applications**  
John Withnall & Denisa Prochazka  
(613) 254-5601 [contact@webcanvas.ca](mailto:contact@webcanvas.ca)

**MBC Rep Discussion Forum**  
it's like a chapter exchange workshop on-line!  
[www.multiplebirthscanada.org](http://www.multiplebirthscanada.org)

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## Report from National...

### Kim Weatherall, MBC CHAIR/DIRECTOR OF VOLUNTEER MANAGEMENT

chair@multiplebirthscanada.org

Welcome to our first 2006 edition of the newly formatted Multiple Moments! Congratulations to Alison Pilz from Kitchener-Waterloo POMBA, our newest member of the Multiple Moments team, for all her hard work in creating the new look. And congratulations to the entire Multiple Moments team, led by Vicki Riley, Production Editor and Meredith Fraser-Ohman, Co-Editor for an amazing issue!

2006 promises to be a very busy year for me personally (in areas like my university courses), professionally, and through my involvement with MBC. The new year brought a continued commitment to myself (made late summer of 2005) that "I" had to be a priority in my own life, and that somehow I had to find a way to continue all that I do, but to make my health and well-being a priority. This is something that is not easily accomplished by women, mothers and volunteers—so I know you know what I am talking about!

All this could be more than a little challenging, with what I see on the horizon for Multiple Births Canada over the next few months and year, or two! So, what are some of the larger tasks on my MBC agenda over the next few months?

- Complete the work started in the Fall of 2005 on the next strategic/operational plan that will guide the work accomplished by MBC and its volunteers over the next few years.
- Potentially hold two face-to-face meetings with the Board prior to the AGM in May, depending on Board member availability and options for low-cost meeting locations, continuing our bi-weekly meetings over MSN.
- Assist two volunteers with a funding proposal to translate the content of our national website to French.
- Launch two national fundraisers.
- Prepare for the AGM, Conference and National Awareness Day Celebrations.
- Pursue with Parliament to have the 28th of May proclaimed as National Multiple Birth Awareness Day.
- Hold discussions with the Board of Directors as to commitments and positions for the upcoming 2006-2007 year.
- Work with Lori McEwan, Volunteer Coordinator to secure national volunteer commitment for the upcoming 2006-2007 year.
- Assist fellow Board members/volunteers with other national activities.
- And a whole lot more that I am not even aware of yet!

I am looking forward to the MBC AGM and Conference in Chatham in May, and to meeting many new delegates, but I also look forward to spending time with the many delegates who have been attending the conference for a number of years now. It is like a family reunion every May/June! I hope you consider attending the conference this year—mark it on your calendar and register soon. Whether you are a new parent of multiples, a member of a chapter, a Chapter Volunteer or a professional interested in learning more about how to support multiple-birth families, there will be something at this conference for you! See you in May!



### LOOKING FOR NATIONAL VOLUNTEERS...

#### Fundraising Coordinators

Do you have a few hours a week or month that you could spare to help at the national level?

Do you have experience managing fundraisers—either for your chapter or another organization you have been involved with?

MBC has recently taken on two fundraisers at the national level which could use a volunteer or two to coordinate the programs and ensure that information is distributed to our membership, chapters and to the general public to help raise funds for our programs and initiatives.

Does this sound like you? Please email Lori to express your interest at [mbcvolunteers@multiplebirthscanada.org](mailto:mbcvolunteers@multiplebirthscanada.org). She will forward your interest to Kim Weatherall, who has made the arrangements for the programs to get started, but simply does not have the time to coordinate the fundraisers on an on-going basis.

#### MBC Resources Translators

Can YOU or your CHAPTER make a difference?

We are looking for individuals, groups of individuals, families or Chapters who have an excellent working knowledge of French/English translation and who would be willing to take on the rewarding challenge of:

- Translating one, two or more MBC Fact Sheets or other MBC resources; or
- Sponsor the cost of hiring a professional translator to translate an MBC resource; or
- Assist/sponsor with the costs of printing the item once translated.

If you have excellent translation skills, and previous translation experience, this could be the job for you. Or, if your Chapter would like to sponsor a translation, please email Lori McEwan at [mbcvolunteers@multiplebirthscanada.org](mailto:mbcvolunteers@multiplebirthscanada.org), and she will connect you with Vicki Riley to determine the next priority in the translation of MBC's materials.

#### Making A Difference Awards Committee Members

So many volunteers make a difference in the lives of others each year within the multiple-birth community. Once a year, we come together for the AGM and Conference, and at that time we express our appreciation for their outstanding efforts through the Making a Difference Awards!

We would like to hear from anyone who would like to be part of the committee this year. If you are interested in helping out with the decision-making, speeches or obtaining small gifts for our winners, please contact Lori at [mbcvolunteers@multiplebirthscanada.org](mailto:mbcvolunteers@multiplebirthscanada.org) and she will get you in touch with Katherine Romain, Chair of the MADA Committee.

Remember, your volunteer services are an important part of your résumé, and you are ensuring that Canadian multiple-birth families receive the support they need.

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## Report from National...

**Vicki Riley, BUSINESS SERVICES MANAGER**  
office@multiplebirthscanada.org

2006 has started out as chaotic and busy as ever, although things did slow down somewhat in December 2005. Here is a quick review of some of the Business Office matters from the last few months.

January referrals to local chapters and non-member clubs: 11 referrals to non-member clubs (1-Kingston, 2-Burlington/Hamilton, 4-Toronto, 2-Niagara, 1-Halifax, 1-Manitoba) and 9 referrals to member chapters (2-Newmarket, 2-Durham, 2-Brampton, 1-London, 1-Windsor, 1-Brant). December: 14 referrals to non-member clubs (1-Halifax, 2-Mississauga, 1-Toronto, 7-Montreal, 1-Burlington/Hamilton, 2-Ottawa) and 7 referrals to member chapters (2-Kitchener/Waterloo, 1-Brant, 1-Brampton, 1-London, 1-Orangeville, 1-Guelph).

On our toll-free line, the Business Office received 43 incoming phone calls in November and 29 in December.

On-line orders continue to rise, with a total of 29 orders from September 1st to February 1st (5 months), not including mail-in orders.

Please expect at least two weeks to process your membership or order. Remember, this is a one-person office. Thank you to student Chris White, who occasionally assists in the office while achieving his 40 community-service hours for high school.

31 Chapter renewal and information packages were mailed on January 23rd. If your chapter has not received this package, please contact the Business Office right away.

Website updates: A Recalls page has been added to the Resources section. Check back often for the latest recalls. Please forward current recall links to webupdates@multiplebirthscanada.org. Another new page is the Adult Multiples Support Network section, also under Resources/Support Networks. Coming soon - FAQs!!

Spring Chapter Clothing Sales: Send your updated date and details to clothingsales@multiplebirthscanada.org as soon as possible. Why not send your Fall 2006 sale date too?

I am looking forward to seeing many of you again at the 2006 AGM and Conference in Chatham. If you have never been to a conference, make this your year to have a weekend away or bring along your kids and spouse; the Wheels Inn is a fantastic place for children!

*Vicki*

**Have you signed up to receive the email updates from the Business Office? There is no better way to stay in touch with what is happening with MBC.**

**Please send an email to office@multiplebirthscanada.org**

**Vicki Riley, MULTIPLE MOMENTS EDITOR**  
mmeditor@multiplebirthscanada.org

### What do you think of the new look?

You may have read or heard over the last few months that the MBC Board of Directors was discussing a change in format for Multiple Moments. There are several reasons for this decision. First, the publication will be 8 pages shorter, which will cut down on the cost of printing. Second, we are reducing the length of the articles, making each story an easier, quicker read for our busy readership. This also allows us to include more articles to better utilize the space on each page in the new format. We are excited to welcome Alison Pilz from Kitchener-Waterloo POMBA to the Multiple Moments Team!! Alison has designed this new format and will be doing the layout for each issue. Alison volunteers as the newsletter editor for K-W POMBA and has her own graphic design business Appilz Seed Design in Waterloo, Ontario. We hope you like the new look!

I will continue to be the Production Editor, and with Meredith Fraser-Ohman (Co-Editor) and the rest of the Multiple Moments team, we will work with Alison on each issue. One major difference with the new format is that we have taken out a lot of the pages that haven't changed much over the last few years, i.e. Resources, Discounts, Publications Order Form, but we want you to know that all of this information, and more, is available to you on the MBC website. We realize that not everyone has access to the Internet, and in that case, just pick up the phone and call the Business Office toll-free 1-866-228-8824. We'll do our best to answer your questions and if we can't, we will find someone who can. Directing our members and potential members to our website is a strategic and efficient way of keeping everyone informed. Did you know that all the email Information Circulars (IC) that MBC sends out are also posted on the website under Resources? Soon you will be able to purchase individual past issues of Multiple Moments electronically in PDF format. Check the website often at [www.multiplebirthscanada.org](http://www.multiplebirthscanada.org). See you in Chatham in May!

*Vicki*

### MBC Promotional Products

One of the benefits of being a member chapter is that you can use MBC promotional items to create awareness of your group. These items can be ordered directly from our website or through the Business Office.

#### MBC Pin

MBC lapel pins (1.5" wide) make great gifts thank you chapter volunteers, guest speakers, sponsors and supporters.

Cost is \$5.00 each for 1-9 pins  
\$4.50 each for 10-19 pins  
\$4.00 each for 20+ pins.



#### MBC Promotional Poster

The MBC poster is also a great tool for creating awareness of multiple-birth issues and your local chapter. There is space to add your chapter's contact information at the bottom. Then just post in public areas such as medical clinics, community centres, etc. Bilingual posters will soon be available.

Cost is \$1.00 each for 100-249  
\$1.25 each for 50-99  
\$1.50 each for 1-49.

