

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

## Report from National...

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

2008 looks like it is going to be one busy year for Multiple Births Canada and its volunteers! But at the same time a very exciting and rewarding one as well. It has started off on the run and has yet to slow down. There are many activities and projects on the horizon that are keeping all of us very busy.

Some of the activities over the next few months that will keep me the most occupied include:

### Conference/30th Anniversary Planning

One of the largest projects on my plate is co-chairing the upcoming 2008 Conference and 30th Anniversary. Along with my co-chair Gail Moore and with the assistance of Vicki Riley and Melanie Dugard, we have begun to meet on a regular basis to begin our planning. Over the last few months we have developed, distributed and begun to receive responses from our Call for Presenters. We are excited about the response that we have received and look forward to having some quality speakers and topics at this year's conference.

### Funding/Partnership Development

In addition to looking for sponsorships and funding for the conference, I have been spending a great deal of time looking at a variety of funding/partnership opportunities for MBC. Essentially, what I have been trying to do is to connect with organizations and companies that can help support MBC in more than one area, whether it is through financial contributions, sponsorships or in-kind partnerships, all with the goal to support our work throughout the community. There are many different areas needing support (i.e., NMBAD, 2008 conference, operational funding needs, Multiple Moments and the new Strengthening Multiple Births Families Project).

### Comparative Field Research Study

As part of my last class in my Nonprofit and Volunteer Management Certificate from Ryerson, I will be studying the critical issues (primarily from an external viewpoint) facing Multiple Births Canada. As a requirement of the course, I must write two papers: an environmental context paper and a comparative research paper, and I have chosen Multiple Births Canada as the organization to study. While it is a project for my class and will take a considerable amount of time to complete, it is sure to provide me with a great deal of information that will be beneficial to MBC. In my role as Chair and as a long-term Board Member, I am becoming increasingly aware of the challenges facing MBC as it works towards its mission. I would like to feel confident that at the completion of my term as Chair in the Fall of 2008, I will be providing the best possible position for the organization and the Board to move forward.

### Ongoing MBC Business

And throughout it all remains the incredible amount of daily MBC business to attend to, such as responding to email inquires from Chapters, volunteers, members and the general public; preparing for and attending two meetings a month on MSN (one Board and one Conference Committee), reviewing and approving the many Board-

produced documents; assisting with other Board-related tasks/projects and keeping up with what the rest of the Board and national volunteers are involved with.

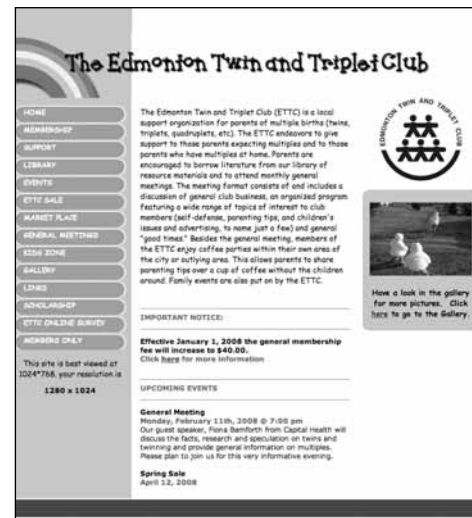
It is going to be a very busy year, but one I look forward to with excitement because there are so many wonderful things planned during the next 12 months. The possibilities for change and growth during this time are incredible. The work that will be accomplished in 2008 will make a difference for MBC and its many families for many years to follow. I hope you will be part of and experience this incredible journey.

Wishing you nothing but the best in 2008!

**Nicole Fisher,**  
**DIRECTOR OF CHAPTER DEVELOPMENT**  
chapters@multiplebirthscanada.org

Hello MBC Chapters! I want to remind you to join our Facebook group. We are developing a Discussion Board where we will be having some conversations regarding Chapters, their meetings and events, challenges, fundraising, the 2008 conference, and whatever else you want to talk about. Join in! If you have already joined, check regularly to keep on top of the conversations. If you are new to Facebook, go to [www.facebook.com](http://www.facebook.com), register and then search for the Multiple Births Canada network.

In this space in upcoming issues of Multiple Moments, I plan to call your attention to a different Chapter website each time. (Website coordinators: update your site regularly; it could be yours featured next!)



Check out [www.etc.ca](http://www.etc.ca), Edmonton Twin & Triplet Club's site where they share their philosophy, "Membership in a club that shares a common interest. Our KIDS!" Beyond the information about the services and events of the Chapter, some highlights of this colourful website are the photo gallery, survey for the members and information about support for their members. There are lots of ideas here for other Chapters to learn from.

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## Report from National...

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

It's hard to believe that I have been working and volunteering for MBC for six years. Time sure flies when you are busy and a parent of multiples! I attended my first national conference 10 years ago; hosted by Halifax Region POMBA. It was spectacular, with delegates from all over Canada. I remember buying a really cute "twin babies" pin from someone from Edmonton, and I even ran into an old high-school acquaintance from Montreal, where I grew up. Little did I know that four years later I would become so involved at the national level. If you have been wondering and thinking about attending the conference in October this year, seriously consider booking your time off now and begin making arrangements for the kids, etc. I can promise that you won't regret it.

Here is a quick review of some of the Business Office statistics from the last few months:

On our toll-free line, the Business Office received 32 incoming calls in October, 31 in November and 34 calls in December.

November referrals to local chapters and non-member groups: 3 referrals to member chapters (1 Saskatoon, 1 Brampton, 1 Durham) and 10 referrals to non-member groups (2 Toronto, 2 Calgary, 2 Mississauga, 1 Ottawa, 1 Nfld, 1 Montreal, 1 Sault Ste Marie). December: 1 referral to member chapter (1 Edmonton) and 3 referrals to non-member groups (2 Montreal, 1 Burlington/Hamilton). January: 3 referrals to member chapters (1 Brampton, 1 Kitchener/Waterloo, 1 London) and 5 referrals to non-member groups (1 Burlington/Hamilton, 1 Toronto, 2 Ottawa, 1 Mississauga). The MBC office refers through telephone conversations, email and written information included with orders. The number of referrals are usually lower for member chapters because their contact information is easily found on the MBC website under 'Locate a Chapter'. Non-member groups are also listed on the MBC website under the Website Links page under Multiple Birth Organizations. Some referrals are to parent contacts without a multiple-birth group in their area who have volunteered their contact information.

Here is small breakdown comparison of 2006 and 2007. We believe referrals and telephone enquiries may have decreased due to the increase in Internet access. Parents and other caregivers can now search for their local multiple-birth group and other resources 24/7 online.

### **2006 MBC Statistics**

160 referrals to local Chapters and multiple-birth groups  
467 incoming toll-free calls  
81 support kits shipped  
34 national volunteers  
98 PayPal online orders  
37 Information Circulars emailed

### **2007 MBC Statistics**

135 referrals to local Chapters and multiple-birth groups  
409 incoming toll-free calls  
70 support kits shipped  
29 national volunteers  
106 PayPal online orders  
26 Information Circulars emailed

The 2008 Chapter Membership Renewal package was mailed on January 22nd (a little behind schedule). MBC sends this package at the start of the year because most Chapter Affiliate memberships expire as of January 1 or later. Whether your Chapter renews annually or registers its members year round, please review this important information and begin using the updated forms. If you have already sent in your 2008 Chapter membership information and fees, thank you! If not, this is your reminder. If you are not sure when you should renew, please contact me.

**REMEMBER:** As of July 1, 2007, Chapters pay membership fees to a maximum of \$2,500 per Chapter membership year. Member details are still required for ALL Chapter members to ensure each member gets full MBC membership benefits. Multiple Moments subscriptions are extra. All pertinent reports, notices and forms are also posted on the website in the Chapter Executive section found under Membership – enter your special Chapter password to view or download these important documents as needed.

Multiple Moments, MBC Publications, and the Members Only and Chapter Executive sections of the website are only a few of MBC's tangible benefits and resources. Members are encouraged to check the website for updates and new downloadable resources. Suggestions for new resources are welcome.

If you have any questions on membership or renewing your membership, please contact me by email or toll free at 1-866-228-8824.

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

**Cheryl Wadasinghe** Nepean, ON  
**Bonnie Schultz** Calgary, AB  
**Kimberley Weatherall** Orleans, ON

**Donna Launslager** Waterloo, ON  
**Diane Myers** Moffat, ON

### **Multiple Births Canada would like to thank the following individuals:**

- **Candi Cuppage** for her successful fundraising initiatives for MBC through various sources.
- **National MBC Volunteers** - we can never thank you enough! Thank you for your dedication and time in assisting all of the members of MBC.
- **Vera Teschow** from the Health & Education Committee for attending the Baby Fest - Babies R Us event in January on behalf of MBC.
- **Pauline Bondy** (co-worker of Kim Weatherall) for her research and assistance in identifying potential partnerships and funding possibilities for MBC
- Special mention to the hardworking **Board of Directors** who not only devote enormous amounts of time to MBC but also donate monetarily in a variety of ways all year long

**MBC is excited to welcome the  
Multiple Birth Families Association  
of Ottawa/Gatineau (MBFA) back as an  
Affiliate Chapter of MBC and is looking forward  
to working with the MBFA Executive in  
supporting their members.**

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

## Report from National...

**Gail Moore,  
DIRECTOR OF COMMUNICATIONS**

communications@multiplebirthscanada.org

Since my last column, I have produced a communications plan for National Multiple Births Awareness Day 2008. It was an exciting exercise because it gives MBC a visual map of our strategies for creating awareness of our chosen theme. It is also a great tool for sharing with our Chapter Communications Reps to give them a big picture view of what MBC plans to accomplish this year. There are a couple of elements from the plan that directly involve you, our members.

**#1** – It is important that MBC knows about your personal experience with fertility specialists. In particular, did you feel that your health care professional fully educated you, early in the process, that multiple-birth pregnancies can result in: increased risk of death and disability for multiple-birth babies, more complications for the mother during pregnancy, and longer-term consequences for the welfare of multiple-birth families?

We realize that each family's experience is unique, which is why MBC hopes to hear from as many members as possible. We would like to include your opinions to develop a national picture. To do that, we need to know how you rate the counselling you received during your initial meetings with your fertility specialist. Every opinion is valid and valuable. If you have not already done so, please complete the survey today. Visit [www.multiplebirthscanada.org](http://www.multiplebirthscanada.org), then click on the survey link under "Latest News and Notices".

**#2** – It is essential that MBC builds a strong Communications Committee that includes one member from each Chapter. I will mentor this person during the month of May, asking him/her to make a list of local media contacts, and then giving him/her the tools needed to distribute the media kit for National Multiple Births Awareness Day 2008. If your Chapter has not already designated a member to join this committee, please do so as soon as possible, then let us know his/her name and contact information by sending me an email at [communications@multiplebirthscanada.org](mailto:communications@multiplebirthscanada.org).

**#3** – It is vital that MBC communicates our needs to the Ministry of Health with a focused government relations program. A letter was sent to the Honourable Tony Clement in November requesting that the Ministry of Health officially recognize National Multiple Births Awareness Day. Now, we need our Chapters to strengthen that message by providing your local Federal Member of Parliament with an information package about our NMBAD themes along with a letter sent from your Chapter (MBC will write this letter) requesting they support our efforts and advocate to the Minister of Health on our behalf. It is important that our Federal government understands the unique challenges faced by Canada's multiple-birth community, and we can do that by working together!

Your involvement in the above three strategies is truly appreciated. Collectively, our efforts can and will make a difference for our multiple-birth families. Keep in mind that National Multiple Births Awareness Day is also the time for our children to get together, so please remember to find ways to have fun too! A picnic, a trip to the zoo, a scavenger hunt in the park ... these are all great ways to connect as we celebrate our wonderful journey as part of Canada's multiple-birth community.

*Gail*

**Melanie Dugard, DIRECTOR OF FINANCE**

finance@multiplebirthscanada.org

There are many organizations these days competing for donations and sponsorships from the public, corporations and government, that it becomes a challenge to find new and innovative ways to raise funds. Sponsorships are often a one-time deal too, when long-term sustainability is needed. With so many worthy causes, and so many groups needing help, it becomes much more difficult to raise money to enable Multiple Births Canada to continue its good work in providing support and education.

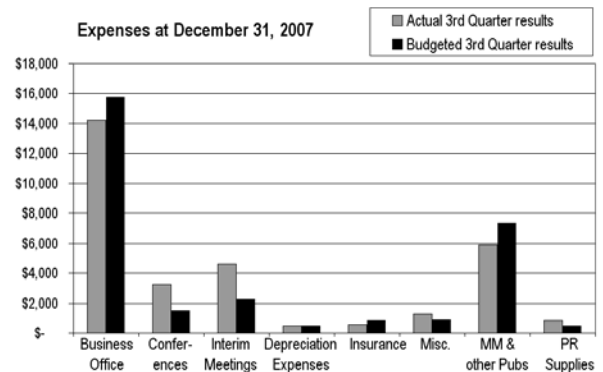
Our hard-working volunteers accomplish so much; however, there is a component of our operations that requires funding. Annual memberships and subscription fees cover a portion of the overall costs incurred, but we try to maintain a reasonable fee for these benefits and don't want to have members fully covering the costs of operations.

Our results this quarter are reflective of the fact that Multiple Births Canada is facing the same funding challenges as other non-profit organizations. Projecting our results to the end of the fiscal year, we have been fiscally responsible in our spending. Expenses are within our overall spending budget. Unfortunately, our revenues are below what we planned. Our biggest challenge as a board will be to find other sources of funding to maintain the current level of activity in the next fiscal year and beyond.

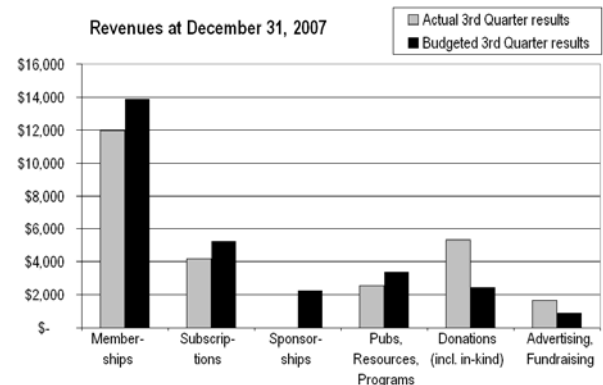
Over the next few months, I will be focusing on the fiscal 2009 operating budget, working on the conference budget for 2008, and getting ready for the 2008 fiscal year-end and annual report. If you have any specific questions, please contact me at [finance@multiplebirthscanada.org](mailto:finance@multiplebirthscanada.org)

*Melanie*

Expenses at December 31, 2007



Revenues at December 31, 2007



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

## Report from National...



30th ANNIVERSARY  
SUPPORTING MULTIPLE BIRTHS TOGETHER

## 2008 Conference and 30th Anniversary Celebrations

### How can you help?

Multiple Births Canada (MBC) celebrates 30 years of supporting multiple-birth individuals and their families in Canada in 2008! This is an exciting year for our national organization and our community. To mark the occasion, we will host a National Conference — a comprehensive three-day educational symposium — October 16-19, 2008 in Markham, Ontario. The theme of the Conference is “Supporting Canada’s multiple-birth community for 30 years”, and programming will focus on the professionals, parents, volunteers and chapters who comprise this national organization.

This year’s conference is hosted by the national organization, its Board of Directors and National Volunteers. We look to you, members of the multiple-birth community and to others in our communities across Canada to ask for your support. Why not consider the sponsorship of a speaker, purchasing advertising space in the Conference booklet, donations for a raffle or door prize, financial or in-kind donations? All support is welcome and greatly appreciated. Please consider the following as options:

### DONATIONS

Financial — no contribution is too small!  
In Kind — silent auction items, raffle items, delegate bag contributions, gift certificates, door prizes, conference booklet printing, postage, food for Hospitality Suite ...

### FINANCIAL SPONSORSHIP OPPORTUNITIES

- Sponsor a Delegate (there are many smaller chapters who struggle to send representatives due to travel and lodging costs) — \$175.00 per person for registration costs (travel and accommodation extra).
- Our “Multiple Birth Resource Centre” (MBRC), a visual and hands-on presentation dedicated to providing information and resources for Conference delegates — \$200.00 to help towards updating these resources and/or providing additional resources at no charge to the delegates.
- Hospitality Suite Room Sponsor — \$200.00 per night (3 nights available)
- Health Break Sponsor — \$150.00 per break (5 breaks available)
- Workshop Presenter Sponsor — \$500.00 per workshop (12 potential workshops available)
- Keynote Presenter Sponsor — \$2,000 per workshop (3 workshops available)
- “Making A Difference Awards” Sponsor — \$100.00 (5 categories available)
- Or allow us to best match your financial contribution to where it is needed most!

### ADVERTISING OPPORTUNITIES

Conference Booklet  
(1/4 page: \$50, 1/2 page: \$100, full page: \$150)  
Multiple Births Canada Website Banner Advertisement or Multiple Births Canada’s quarterly magazine, Multiple Moments. Please contact us at: office@multiplebirthscanada.org for rates.

### RECOGNITION

Each financial or in-kind donation will be gratefully acknowledged during the National Conference, on our website (www.multiplebirthscanada.org), and in Multiple Moments, our national quarterly magazine. Donations of \$500.00 or more will receive additional conference specific benefits. Please contact: conference2008@multiplebirthscanada.org for details.

Think of the exposure you can get through our national publications and through our highly visited website from interested families with two, three, four or more children! What a terrific way to advertise your products and services! Just imagine — thousands of parents of twins, triplets, quadruplets and quintuplets taking a closer look at your company’s goods or services through our magazine and on our website. Add to that audience professionals from health, education and social agencies who work with Canada’s multiple-birth community who may be attending the conference or visiting our website for information.

For further information, please feel free to contact the conference committee at: conference2008@multiplebirthscanada.org.

One of our committee members will follow-up with you to answer any questions and discuss your involvement in building the support community for multiple-birth families in Canada.

## Looking for a Host Chapter for the Conference Hospitality Suite!

### Dear Chapter Executives:

Multiple Births Canada is looking for a Chapter that is ideally located within driving distance of Markham, Ontario to host the Hospitality Suite during the 2008 Conference. This is a very important place for delegates to gather over the weekend during down times, to share, to laugh, to eat and to have a great time with others who are attending the conference. Hosting this room means providing food and beverages, decorating, hosting during its open time period and providing networking activities. As a benefit to the Chapter that chooses to host, this room comes with an attached bedroom free of charge for two (or more) of your delegates to use throughout the weekend. The host can also request donations from chapters and delegates to assist with the beverages, food, etc.

For more information please contact the Conference Committee at: conference2008@multiplebirthscanada.org.