

Building the Future – Year 1 Update

The 2006-2009 Strategy for Achieving MBC's Goals

At the completion of the 2003-2006 Transitional Plan, the MBC Board of Directors developed a new three-year strategy to guide the work of the national organization and its volunteers. The following chart outlines the activities planned and completed as part of the first year of the **2006-2009 Strategic Plan—Building the Future**. The Strategic Plan encompasses five Strategic Priorities: *Ensuring Financial Stability; Ensuring Membership Growth and Support; Strengthening Human and Organizational Resources; Increasing Awareness of MBC and Multiple-birth Issues; and Developing and Strengthening Partnerships*. While MBC was not successful in completing all activities designated for the first year, it has made great strides, continues to move forward, and is proud of the work that was completed with the limited resources at its disposal.

STRATEGIC PRIORITY: ENSURING FINANCIAL STABILITY	
Planned for Year 1 (2006 – 2007)	Completed in Year 1 (2006 – 2007)
<ul style="list-style-type: none"> • Pursue additional funding from fertility treatment drug companies. • Pursue opportunities for funding from fertility clinics with a focus on local Chapters/initiatives. • Pursue additional opportunities for Duchesnay funding. • Research funding opportunities not needing Charitable Status (CS). • Pursue Canadian Heritage funding for translation to French of MBC website. • Membership Drive (including new Chapters and targeting professions – doulas, etc.). • Identify and name a Director of Fund Development and/or Fundraising Chair to lead a fundraising committee, with mandate to raise funds at the national level and support Chapters at the local level. • Research fundraising opportunities/events to be completed at the national level. • Identify and pursue with pro-bono lawyer strategies that would result in a successful application for Charitable Status (CS). • Review pricing on resource materials. • Produce a 30th Anniversary Calendar (2008). 	<ul style="list-style-type: none"> • Contacted the three top Canadian fertility treatment drug companies to request additional funding. • Received \$2500 from EMD Serono. • Negotiated donation from Duchesnay Inc. to provide their staff time as translators and webmasters to update the French portion of the website and to translate the rest of the site to French. • Researched funding from Heritage Canada for the website translation; however no longer needed as a result of the Duchesnay donation. • Surveyed Chapters and non-member groups for feedback on options new Chapter membership fee structure. • Pursued fundraising opportunities resulting in new fundraisers—QSP online magazine program, Discovery Toys and Stuck On You Labels were initiated in 2006-2007. • Investigated other fundraising opportunities which could not be pursued due to a lack of volunteers. • Consulted with pro-bono lawyer regarding submitting a successful Charitable Status application; the lawyer advised that the same reasons why CS was rejected in the past would still apply. • Reviewed pricing of some of the MBC Resource Materials and implemented a new pricing structure in the Fall of 2006. • It was decided that a one-year calendar was not a good investment of time and resources. Discussions are ongoing about another commemorative item.

Building the Future – Year 1 Update

The 2006-2009 Strategy for Achieving MBC's Goals

STRATEGIC PRIORITY: ENSURING MEMBERSHIP GROWTH AND SUPPORT	
Planned for Year 1 (2006 – 2007)	Completed in Year 1 (2006 – 2007)
<ul style="list-style-type: none"> • NMBAD celebrations. • Investigate membership/fee structure with assistance of new Chapter Outreach Committee. • Increase Francophone membership by providing a Francophone website and resources. • Create a volunteer position to send ads to newspapers across Canada on a regular basis to be used as “filler ads”. • Distribute Public Service Announcement (PSA) across Canada. • Purchase software to send more Information Circulars (e-newsletter software) to more people in Canada at one time. • Fill the vacant National Discounts Coordinator position. • Pursue additional national discounts. • Move some BSM membership responsibilities to Membership Director. • Improve Chapter Development support and resources. • Increase promotion of existing MBC resources to Chapters. • Increase Regional Representatives. • Continue Monthly Board Activity Reports. • Continue distributing Information Circulars. • Develop more innovative ways for Chapters to be involved in NMBAD and other awareness activities. 	<ul style="list-style-type: none"> • Assisted 10 Chapters with their 2006 NMBAD celebrations including Chatham-Kent POMBA, hosts of the lead event. The theme was <i>Raising awareness of the unique risks of multiple-birth pregnancies and the post-natal issues faced by parents and multiples.</i> • Formed the Chapter Outreach Committee which provided input for the new Chapter membership structure survey. The Committee members also provided their Chapter or non-member group responses to the survey. • Attempted to increase Francophone membership through the Website Translation Project, increased translation of many key communication tools and resources; and a new volunteer took on the role of Francophone Network Support Chair. • Distributed the MBC Public Service Announcement (PSA) across Canada to college and university radio stations to take advantage of their free filler air time. • Investigated software opportunities for e-newsletter distribution – ongoing. • Arranged a small number of national discounts; however, without a dedicated National Discounts Coordinator, it was difficult to enhance discounts. • Improved Chapter Development support and resources by modifying the roles of national volunteers (i.e., focused Board Member position as Director of Chapter Development and added Chapter Recruitment Coordinator Volunteer). • Continued distributing Bi-Monthly Board Activity Reports. • Continued distributing Information Circulars with an expanded distribution list. • Expanded NMBAD 2007 resources and support materials and provided them free to Canada’s multiple-birth community via the MBC website.

Building the Future – Year 1 Update

The 2006-2009 Strategy for Achieving MBC's Goals

STRATEGIC PRIORITY: STRENGTHENING HUMAN AND ORGANIZATIONAL RESOURCES	
Planned for Year 1 (2006 – 2007)	Completed in Year 1 (2006 – 2007)
<ul style="list-style-type: none"> • Enlist the help of a Human Resources (HR) specialist in Volunteer Management to review job descriptions for national volunteers. • Develop guidelines and policies for the committee structure to assist with the formation of new committees. • Increase the number of volunteers using the training site through Chapter promotion. • Actively recruit new Board members and national volunteers with skill sets that can assist MBC to move forward. • Continue Board Self-evaluations, with the goal of improving in areas that are identified as weak. • Investigate additional revenues to be considered for BSM salary. • Plan a review of Advisory Board membership, roles and responsibilities. • Create a Chapter Outreach Committee (COC) to address ways in which to encourage non-member groups to return to MBC. • Through the use of the COC, develop a plan for attracting additional MB groups to become members of MBC. • Increase contact with Chapters and national volunteers through a newsletter. • Review of fees for publications. • Review of MBC resources, documents and support materials. 	<ul style="list-style-type: none"> • Increased the number of volunteers using the online training site as a result of Chapter promotion of the Chapter challenge to train their volunteers. • Advertised for new national volunteers via Information Circulars and the MBC website. • Secured limited additional revenues to enhance BSM honorarium (EMD Serono donation). • Asked the Advisory Board (AB) to support MBC through membership; asked AB to submit bios and articles for Multiple Moments to enhance their roles as Advisory Board members. • Created a Chapter Outreach Committee to find solutions to encourage non-member groups to join MBC. • Developed a fee structure that would assist in attracting new MBC Chapter members, as a result of Chapter Outreach Committee discussions. • Reviewed publication fees and increased the price for some materials. • Reviewed MBC resources, documents and support materials and revised some fact sheets.

Building the Future – Year 1 Update

The 2006-2009 Strategy for Achieving MBC's Goals

STRATEGIC PRIORITY: INCREASING AWARENESS OF MBC AND MULTIPLE-BIRTH ISSUES	
Planned for Year 1 (2006 – 2007)	Completed in Year 1 (2006 – 2007)
<ul style="list-style-type: none"> • Find volunteers with a Public Relations (PR) background to assist in the development of a PR, marketing and awareness campaign. • Regular representation at ICTS Conference and/or other international MB seminars or conferences. • Regular submission to COMBO newsletter. • Continuous Canadian representation on COMBO committees. • Federal recognition of Awareness Day by the government. • Ongoing development of NMBAD 2006, strike committee to start thinking about NMBAD 2007. • Conclude and report on accomplishments of advocacy theme for NMBAD 2005, link up with theme for NMBAD 2006 and provide updates in MMs/RFNs/ICs and website indicating where work in these areas continues. • Develop plan to get more involved with other international multiple-birth groups and ISTS. • Develop advocacy plan, which would include items such as: education, pre- and post-natal care, parenting and caregiving supports, return-to-work supports, employment supports, child development, among others. • Continue to write letters yearly to provincial and federal governments on multiple-birth related 'hot topics'. • Exhibit/display at two or more major trade shows each year. 	<ul style="list-style-type: none"> • Welcomed a volunteer with a Public Relations (PR) background to assist in the development of new Advisory Board biographies, a generic media kit and an official communications plan. • Submitted abstract to present "Canada's NMBAD" to COMBO delegates at the 2007 ICTS Conference. • Submitted an article to the COMBO newsletter. • Researched opportunities for Canadian representation on COMBO committees. • Developed a priority action plan that resulted in the Health and Education committee producing two new fact sheets and revising others. • Developed a benchmarking survey to assess the Best Practices of Awareness Days in Canada which resulted in key indicators of success – referencing key indicators of success, developed a strategy to involve the Governor General of Canada in future NMBAD celebrations. • Participated in four Canadian radio talk shows to discuss multiple-birth issues and gave interviews to dozens of print journalists. • Issued a "Letter to the Editor" to the Toronto Globe and Mail in response to renewed interest in EI dialogue. • Interacted with other international multiple-birth groups, COMBO and ISTS Members. • Exhibited/displayed MBC resource materials at the Ottawa Valley Lactation Consultants Annual Conference. • Participated in the Spring Forward! Early Years National Conference. • Initiated discussions with Invest in Kids, Parenting Partnership regarding the unique needs of multiple-birth families.

Building the Future – Year 1 Update

The 2006-2009 Strategy for Achieving MBC's Goals

STRATEGIC PRIORITY: DEVELOPING AND STRENGTHENING PARTNERSHIPS	
Planned for Year 1 (2006 – 2007)	Completed in Year 1 (2006 – 2007)
<ul style="list-style-type: none"> • Regular representation at ICTS Conference and/or other international MB seminars or conferences. • Continuous Canadian representation on COMBO Board and committees. • Continue to strengthen existing partnerships. • Develop a list and begin preliminary contact of non-governmental organizations (NGO) with similar mandates to MBC to develop ongoing partnerships. • Develop a list of potential partnerships with federal and provincial governments through dialogue on advocacy, but also responding to calls for involvement in their engagement activities. • Further develop relationships with existing MBC Chapters, creating a partnership-based relationship. • Develop relationships with other multiple-birth groups with the potential to attract these groups to become Affiliate Chapters. 	<ul style="list-style-type: none"> • Established a working relationship with the current COMBO Board. • Supported the attendance of two MBC Board members at the 2007 ICTS Conference. • Discussed opportunities for MBC national volunteers to hold positions on COMBO Board and committees. • Continued to strengthen existing partnerships. • Continued to develop relationships with existing MBC Chapters, creating a partnership-based relationship in which Chapter support of the national organization aided MBC. Temiskaming Multiple Births provided human and financial resources for French translation of pamphlets and media releases, and assisted financially by fully funding an MBC Board member's expenses to ICTS. • Contacted 16 non-member groups to introduce MBC and encourage dialogue regarding membership affiliation with MBC. • Continued to collaborate with the Infertility Awareness Association of Canada (IAAC). • Assisted the 2007 Conference Planning Committee in forming a partnership with the Waterloo Region Public Health Unit, and organizing two professional workshops and two delegate workshops. • Responded to Health Canada's public consultation process regarding Assisted Reproduction Technologies Counselling Services under the federal government's <i>Assisted Human Reproduction Act</i>. • Continued to be involved with the Multiple Births DVD Project with Mt. Sinai Hospital. • Supported the development and assisted with the training component of the Multiple Births Guelph-Wellington Parent Support Program.