

Building the Future – Year 2 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 second 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 second 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 2 (2007 – 2008)	Completed in Year 2 (2007 – 2008)
<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 CS. • Begin process to obtain Charitable Status. • Pursue Canadian Heritage funding for a project TBD. • Ontario Trillium Foundation (OTF)— revisit for a smaller project • Membership Drive (including new Chapters and targeting professions – doulas, etc.). • Research fundraising opportunities/ events to be completed at the national level. • Income earned from sale of Mount Sinai DVD. • Earn income from 30th Anniversary 2008 Calendar. 	<ul style="list-style-type: none"> • Contacted Ferring Pharmaceuticals of Canada and Schering-Plough Canada Inc requesting support of NMBAD 2008. • Received \$2500 from EMD Serono for business services support. • Liaised with a volunteer researching funding opportunities for MBC. • Continued liaising with Duchesnay Inc. on updating the French portion of the MBC website. • Produced an OTF application for parenting project – “Strengthening Multiple Birth Families Together” – creating stronger relationships with the Best Start Resource Centre, Invest in Kids, Waterloo Public Health, Mount Sinai and Sunnybrook/Women’s College Hospitals, the Canadian Association of Family Resource Programs, the Society of Obstetricians and Gynaecologists of Canada (SOGC), and the Universities of Guelph, Toronto and British Columbia. • Contacted 15 non-affiliate multiple-birth groups to introduce the new Chapter Membership cap of \$2500, resulting in Multiple Birth Families Association (MBFA) of Ottawa becoming an MBC Chapter. • Developed a new national conference template targeting three streams of workshops – professionals, volunteers and families – and secured corporate sponsorship from the SOGC, Global TV, Duchesnay Inc.Savvymom.ca, Grant Thornton and Whirlpool Canada. • Contacted health care professionals (including doulas, health units, prenatal instructors, paediatricians, obstetricians and gynaecologists), inviting speakers to submit proposals for national conference workshops and following up with further promotion of MBC. • Pursued fundraising opportunities resulting in two new fundraisers—Chapter and national commissions from the Shop and Support gift card program, and selling discount coupons for a new Hbc Foundation Fundraiser – The Giving Day. • Replaced the 2008 Calendar initiative with a 30th Anniversary edition of <i>Multiple Moments</i> and created a photo contest as a fundraising opportunity for the 2008 national conference.

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STRATEGIC PRIORITY: ENSURING MEMBERSHIP GROWTH AND SUPPORT	
Planned for Year 2 (2007 – 2008)	Completed in Year 2 (2007 – 2008)
<ul style="list-style-type: none"> • NMBAD celebrations. • Increase the number of Chapters in under-serviced areas of Canada. • Encourage return to MBC of non-member groups. • Increase use of PSA's. • Implement new membership/fee structure if necessary. • Include <i>Multiple Moments</i> in membership fees. • Investigate options for translation into other languages other than French. • Develop new resources in areas determined by the needs of the organization. • Increase and provide consistent promotion to Chapters of existing MBC resources. • Develop regional Chapter and Volunteer Development Workshops. • Continue Bi-Monthly Activity Reports. • Continue distributing Information Circulars. • Develop a strategy to reach more individual families through hospitals, OB/GYN's, etc. • Develop more innovative ways for chapters to be involved in NMBAD and other awareness activities. • Develop new Chapter by-laws with assistance of pro-bono lawyer. • Production of Mount Sinai DVD. 	<ul style="list-style-type: none"> • Developed a "Letter to the Editor" strategy and contacted 400 editors, requesting input from multiple-birth individuals on the 2007 theme – <i>"Raising awareness of the need to recognize and encourage the individuality of multiple-birth individuals, while respecting the uniqueness of their multiple-birth relationship."</i> • Produced a NMBAD 2007 media kit that included a backgrounder featuring comments from MBC Advisory Board members and respondents from the Letter to the Editor campaign. • Developed a survey for multiple-birth families using Artificial Reproductive Technologies (ART) to get pregnant, seeking input on their personal experiences with fertility experts, to assist in the delivery of the NMBAD 2008 theme – <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> • Produced a PowerPoint presentation on the success of the NMBAD initiative, and presented it to the Council of Multiple Birth Organizations (COMBO) at the International Congress of Twin Studies (ICTS) in Ghent, Belgium in June 2007. • Implemented the new Chapter Membership cap of \$2500, and delivered an outreach campaign to 15 non-member groups, resulting in Multiple Birth Families Association (MBFA) of Ottawa becoming an MBC Chapter. • Developed a business plan for <i>Multiple Moments</i> whereby a corporate sponsor would financially support the publication so that MM is included in MBC membership fees. • Presented an overview of MBC resources at the 2007 National Conference. • Continued distributing Bi-Monthly Activity Reports and Information Circulars. • Delivered an outreach campaign to health care professionals (including doulas, health units, prenatal instructors, pediatricians, obstetricians and gynaecologists), inviting speakers to submit proposals for national conference workshops. • Liaised with journalists from 17 CBC radio affiliates, Parent's Today and Chatelaine to produce news stories focusing on the unique challenges of multiple-birth families. • Arranged for new national discounts including Arbonne, Simply Colors, and Doudoubebe. • Welcomed a new MBC Advisory Board member, Jane Denton, RGN. RM., of the Multiple Births Foundation in the UK.

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STRATEGIC PRIORITY: STRENGTHENING HUMAN AND ORGANIZATIONAL RESOURCES	
Planned for Year 2 (2007 – 2008)	Completed in Year 2 (2007 – 2008)
<ul style="list-style-type: none"> • Continue the development and use of committees. • Engage the Advisory Board in more MBC activities and creation of organizational resources. • Roll out plan for bringing back former Chapters. • Review potential for hiring additional staff (i.e. Executive Director). • Review of Policy and Procedures Manual (including volunteer job descriptions). • Continue Board Self-evaluations, with the goal of improving in areas that are identified as weak. • Ensure ongoing funding is secured for BSM salary. • Investigate options for additional training resources through the existing Volunteer Training site. • Investigate additional resources needed to support the human resources of MBC. • Investigate additional resources needed to support MBC Chapters. • Continually increase contact and support with Chapter and national volunteers through the use of newsletters and Information Circulars. • Investigate the potential for videoconferencing portions of the AGM and Conference. 	<ul style="list-style-type: none"> • Welcomed Melanie Dugard from Waterdown, ON as the new MBC Director of Finance and Treasurer • Welcomed Melody Parent from Kitchener-Waterloo, ON; Vera Teschow from Toronto, ON and Erin Shaheen from Ottawa, ON to the Health and Education Committee • Welcomed Denise Gaudet from Moncton, NB as the new Francophone Support Network Chair • Welcomed Michelle Tice from Vancouver, BC in the area of Marketing MBC and its resources. • Called upon the expertise of MBC Advisory Board members to develop communication tactics for the 2007 and 2008 NMBAD media kits, respond to medical questions from members, and respond to media inquiries. • Implemented the new Chapter Membership cap of \$2500, and delivered an outreach campaign to 15 non-member groups, resulting in Multiple Birth Families Association (MBFA) of Ottawa becoming an MBC Chapter. • Received \$2500 from EMD Serono for business services support. • Produced an OTF application for parenting project -- "Strengthening Multiple Birth Families Together" – which included providing additional training resources and support for MBC Chapters. • Continued to support the Loss Support Network with the <i>Forever Angels</i> newsletter and the Breastfeeding Support Network with the <i>Milky Way</i> newsletter • Developed a Facebook presence to connect and encourage dialogue with MBC members, and with other national multiple-birth organizations, COMBO members. • Updated three Fact Sheets: Singleton Siblings of Multiples; 11 Tips for Breastfeeding Your Multiples and the Strollers fact sheet which includes a Multi-Stroller Model Comparison sheet. • Produced a communications plan to provide Chapters with an organizational outline of the delivery of NMBAD 2008. • Continued distributing Bi-Monthly Activity Reports and Information Circulars. • Updated the terms of reference for the Making the Difference Award committee and for the Director of Communications position.

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STRATEGIC PRIORITY: INCREASING AWARENESS OF MBC AND MULTIPLE-BIRTH ISSUES	
Planned for Year 2 (2007 – 2008)	Completed in Year 2 (2007 – 2008)
<ul style="list-style-type: none"> • Develop a marketing/public relations plan that establishes MBC's name in communities across Canada. • Regular representation at ICTS Conference and/or other international MB seminars or conferences. • Continuous Canadian representation on COMBO Board and/or committees. • Regular submission to COMBO newsletter. • Enlist the assistance of the Advisory Board in awareness activities. • Obtain regular articles and information pieces to be shared with the MBC membership from the Advisory Board. • A key part of an advocacy plan would be the establishment and building the capacity of an advocacy committee. Examples of immediate tasks for such a committee include documenting a comprehensive understanding of types of service by level of government, and identifying gaps in service. This would serve as an evidence base for future NMBAD themes. • Write articles for parenting magazines. • Exhibit/display at two or more major trade shows each year. • Improve resources used at trade shows (i.e. better display boards, pictures, etc.). 	<ul style="list-style-type: none"> • Produced a communications plan to provide Chapters with an organizational outline of the delivery of NMBAD 2008. • Supported the attendance of two MBC Board members at the ICTS Congress in Ghent, Belgium in 2007. • Accepted key roles for Canada on the COMBO Board - Kim Weatherall is COMBO Chair 2007-2010 and Gail Moore is the Co-Vice-Chair 2007-2010; Kim Weatherall is also on the ISTS Board 2007-2010. • Produced a PowerPoint presentation on the success of the NMBAD initiative, and presented it during a COMBO session at the ICTS in Belgium. • Requested and received articles and information pieces from the Advisory Board, which were printed in <i>Multiple Moments</i> and posted to the MBC website. • Called upon the expertise of MBC Advisory Board members to develop communication tactics for the 2007 and 2008 NMBAD media kits and respond to media inquiries. • Developed a "Letter to the Editor" strategy and contacted 400 editors, requesting input from multiple-birth individuals on the 2007 theme – <i>"Raising awareness of the need to recognize and encourage the individuality of multiple-birth individuals, while respecting the uniqueness of their multiple-birth relationship."</i> • Produced a NMBAD 2007 media kit that included a backgrounder featuring comments from MBC Advisory Board members and respondents from the Letter to the Editor campaign. • Developed a survey for multiple-birth families using Artificial Reproductive Technologies (ART) to get pregnant, seeking input on their personal experiences with fertility experts, to assist in the delivery of the NMBAD 2008 theme – <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> • Liaised with journalists from 17 CBC radio affiliates, Parent's Today and Chatelaine to produce news stories focusing on the unique challenges of multiple-birth families. • Sent a letter to the Minister of Human Resources and Skills Development, Monte Solberg, regarding MBC's <i>Call to Dialogue</i>. • Produced and administered two on-line surveys – 1) measuring the impact of multiples on the parents' relationship; and 2) seeking input from multiple-birth families using Artificial Reproductive Technologies (ART) to get pregnant. • Interviewed by Voice America Women on breastfeeding multiples, and by Irish Radio on the challenges associated with raising multiples.

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STRATEGIC PRIORITY: DEVELOPING AND STRENGTHENING PARTNERSHIPS	
Planned for Year 2 (2007 – 2008)	Completed in Year 2 (2007 – 2008)
<ul style="list-style-type: none"> • Representation at 2007 ICTS Conference and/or other international MB seminars or conferences. • Continuous Canadian representation on COMBO Board and committees. • Continue to strengthen existing partnerships. • Make initial contact with potential partners and investigate if there are opportunities for ongoing collaboration. • Ongoing work with partnership in private sector. • Ongoing work to 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"> • Supported the attendance of two MBC Board members at the ICTS Congress in Ghent, Belgium in 2007. • Produced a PowerPoint presentation on the success of the NMBAD initiative, and presented it to COMBO delegates at the 2007 ICTS in Belgium. • Accepted key roles for Canada on the COMBO Board, Kim Weatherall is COMBO Chair 2007-2010 and Gail Moore is the Co-Vice-Chair 2007-2010; Kim Weatherall is also on the ISTS Board 2007-2010 which involves planning the 2010 ICTS. • Produced an OTF application for parenting project – "Strengthening Multiple Birth Families Together" – creating stronger relationships with the Best Start Resource Centre, Invest in Kids, Waterloo Public Health, Mount Sinai and Sunnybrook/Women's College Hospitals, the Canadian Association of Family Resource Programs, the Society of Obstetricians and Gynaecologists of Canada (SOGC), and the Universities of Guelph, Toronto and British Columbia. • Continued liaising with Duchesnay Inc. on updating the French portion of the MBC website. • Delivered an outreach campaign to health care professionals (including doulas, health units, prenatal instructors, pediatricians, obstetricians and gynaecologists), inviting speakers to submit proposals for national conference workshops. • MBC Chair, Kim Weatherall met with SOGC Associate Executive Vice President and Manager, Development and Marketing to discuss future partnership opportunities between SOGC and MBC, resulting in SOGC's support of the 2008 Conference and the distribution of MBC pamphlets at their national conference (1000+ delegates). • Implemented an outreach campaign to 15 non-member groups, resulting in Multiple Birth Families Association (MBFA) of Ottawa becoming an MBC Chapter. • Contacted Ferring Pharmaceuticals of Canada and Schering-Plough Canada Inc requesting support of NMBAD 2008. • Received \$2500 from EMD Serono for business services support. • Welcomed a new MBC Advisory Board member, Jane Denton, RGN. RM., of the Multiple Births Foundation in the UK. • Produced a letter to the Governor General of Canada -- the Right Honourable Michaëlle Jean, and the Minister of Health – the Honourable Tony Clement, requesting official proclamation of NMBAD. • Received an endorsement of the 2008 NMBAD theme from the Infertility Awareness Association of Canada (IAAC). • Produced a resource for the City of Ottawa's Reproductive Health Web on Twelve Tips for Breastfeeding Multiples. • Assisted an Australian team with developing a service questionnaire for bereaved parents and their physicians.