

## Building the Future – Year 3 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 third 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 third 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.

| <b>STRATEGIC PRIORITY: ENSURING FINANCIAL STABILITY</b>  |  |
|--|--|
| <b>Planned for Year 3<br/>(2008 – 2009)</b>  | <b>Completed in Year 3<br/>(2008-2009)</b>   |
| <ul style="list-style-type: none"> <li>• Pursue additional funding from fertility treatment drug companies.</li> <li>• Pursue opportunities for funding from fertility clinics with a focus on local Chapters/initiatives.</li> <li>• Pursue additional opportunities for <i>Duchesnay Inc.</i> funding.</li> <li>• Research funding opportunities not needing Charitable Status.</li> <li>• Pursue <i>Canadian Heritage</i> funding for a project TBD.</li> <li>• Membership Drive (including new Chapters and targeting professions – doulas, etc.).</li> <li>• Research fundraising opportunities/ events to be completed at the national level.</li> <li>• Submit application for Charitable Status.</li> <li>• Income earned from sale of Mount Sinai DVD.</li> </ul> | <ul style="list-style-type: none"> <li>• Received funding from <i>EMD Serono Canada Inc.</i>, however was unsuccessful with funding requests to <i>Ferring Pharmaceuticals of Canada</i> and <i>Schering-Plough Canada Inc.</i></li> <li>• Postponed partnership building with fertility clinics pending enhanced volunteer capacity.</li> <li>• Continued partnership discussions with <i>Duchesnay Inc.</i> on MBC projects.</li> <li>• Submitted a funding proposal to the <i>New Horizons for Seniors Program - Community Partnership and Leadership Funding</i> (declined).</li> <li>• Postponed submitting a <i>Canadian Heritage</i> funding application pending enhanced capacity.</li> <li>• Leveraged the 2008 National Conference as an outreach opportunity to increase membership with non-member affiliates and professionals.</li> <li>• Increased fundraising partnerships including the addition of <i>Primetime Insurance</i> and <i>A Perfect Party by Cody</i>.</li> <li>• Postponed Charitable Status application pending enhanced capacity.</li> <li>• Continued working on the Mount Sinai DVD project by submitting a funding proposal to the <i>Ontario Trillium Foundation</i> to request funds for the development of a best practice, multiple-birth-specific parent education program called “<i>Strengthening Multiple Birth Families Together</i>” (declined).</li> </ul> |

## Building the Future – Year 3 Update

*The 2006-2009 Strategy for Achieving MBC's Goals*

| <b>STRATEGIC PRIORITY: ENSURING MEMBERSHIP GROWTH AND SUPPORT</b>  |   |
|--|---|
| <b>Planned for Year 3<br/>(2008 – 2009)</b>  | <b>Completed in Year 3<br/>(2008-2009)</b>  |
| <ul style="list-style-type: none"> <li>• NMBAD celebrations.</li> <br/> <li>• Increase the number of Chapters in under-served areas of Canada.</li> <li>• Encourage return to MBC of non-member groups.</li> <li>• Continue use of Public Service Announcements.</li> <li>• Consider need for Volunteer/ Chapter Development Retreats as workshops throughout the year.</li> <li>• Increase and provide consistent promotion to Chapters of existing MBC resources.</li> <br/> <li>• Continue Bi-monthly Activity Reports.</li> <li>• Continue distributing Information Circulars.</li> <li>• Ensure speakers at conferences and other venues are of the highest quality possible in knowledge and experience in their fields. Create demand for information and knowledge exchange by increasing supply and diversity of workshops offered.</li> <li>• Develop more innovative ways for Chapters to be involved in NMBAD and other awareness activities.</li> </ul> | <ul style="list-style-type: none"> <li>• Developed a communications plan for NMBAD and delivered the 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></li> <li>• Responded to inquiries from individuals interested in starting MBC Chapters, and assisted in creating awareness of MBC in these areas</li> <li>• Continued developing relationships with non-affiliate multiple-birth groups.</li> <br/> <li>• Produced a video PSA and posted it on YouTube.</li> <br/> <li>• Designated the 2009 Conference as a Chapter Development Retreat, incorporating a similar structure and objectives as the 2005 Volunteer Development Retreat.</li> <li>• Updated the <i>Loss of One, More or All Babies</i> Fact Sheet and developed a partnership with <a href="#">Arbor Memorial Services</a> to ensure distribution across Canada.</li> <li>• Updated and promoted other Fact Sheets including: <i>Breastfeeding Multiples - 11 Tips for Breastfeeding Your Multiples, Co-bedding and Multiples, and Singleton Siblings of Multiples.</i></li> <li>• Continued distributing Bi-monthly Activity Reports (6).</li> <li>• Continued distributing Information Circulars (17).</li> <li>• Developed a "Call for Presentations" template for the 2008 National Conference which resulted in a full slate of knowledgeable expert speakers including: <i>Dr. Jon Barrett, Vera C. Teschow, Laura Crouse, Karen Kerkhoff Gromada, Dr. John Mascazine, Debbie Wang, Karen Melnick, Jo-Anne Cutler, Lynda P. Haddon, Cathy Barr, Patricia Malmstrom, Anne-Marie Mediwake and Spencer Brennan.</i></li> <br/> <li>• Developed a 2009 theme for NMBAD that included connecting with schools and school boards on the local and regional level.</li> </ul> |

## Building the Future – Year 3 Update

*The 2006-2009 Strategy for Achieving MBC's Goals*

| <b>STRATEGIC PRIORITY: STRENGTHENING HUMAN AND ORGANIZATIONAL RESOURCES</b>  |  |
|--|--|
| <b>Planned for Year 3<br/>(2008-2009)</b>  | <b>Completed in Year 3<br/>(2008-2009)</b>   |
| <ul style="list-style-type: none"> <li>• Continue use of committees and perform a review on structure and reporting.</li> <li>• Continue Board self-evaluations, with the goal of improving in areas that are identified as weak.</li> <li>• Ensure ongoing funding is secured for BSM salary.</li> <li>• Further development of resources needed by MBC volunteers, staff and Chapters.</li> <li>• Continually increase contact and support with Chapter and national volunteers through the use of newsletters and Information Circulars.</li> <li>• Investigate conference call capability for MBC Board Meetings.</li> </ul> | <ul style="list-style-type: none"> <li>• Continued supporting the work of the Health and Education Committee; however, performing a review on structure and reporting was postponed pending enhanced capacity.</li> <li>• Continued Board self-evaluations and identified goals and opportunities.</li> <li>• Secured funding of \$2500 from <i>EMD Serono Canada Inc.</i> in support of the Business Services Manager.</li> <li>• Submitted a funding proposal to the <i>New Horizons for Seniors Program - Community Partnership and Leadership Funding</i> (declined).</li> <li>• Recruited new volunteers to assist in the development, distribution and delivery of needed resources: Theresa Meininger Sanders – Special Needs Support Network Chair, Melissa Wray – Lone Parents Support Network Chair, Sheila Catto – Director of Chapter Development, Sheri Franklin – Director, Heather Scher – Director, and Kathy Litalien – Health &amp; Education Committee.</li> <li>• Continued contact and support with Chapter and national volunteers with Information Circulars and through posting important documents in the Members Only and Chapter Executive sections of the national website.</li> <li>• Began distributing monthly e-newsletters “<i>All Children Are Special</i>” to members of the Special Needs Support Network.</li> <li>• Developed a Facebook presence to enhance one-on-one communications and continued using MSN live chats to hold Board and Committee meetings.</li> <li>• Developed an on-line survey seeking input from MBC members regarding the direction of future NMBAD events, the 2009-2012 strategic plan, MM and other MBC supports and resources; and posted results on the MBC website.</li> <li>• Investigated and used conference calling package for Interim Board Meeting, tying in a Board member remotely to save costs associated with travel.</li> </ul> |

## Building the Future – Year 3 Update

*The 2006-2009 Strategy for Achieving MBC's Goals*

| STRATEGIC PRIORITY: INCREASING AWARENESS OF MBC AND MULTIPLE-BIRTH ISSUES   |   |
|---|---|
| Planned for Year 3<br>(2008 – 2009)   | Completed in Year 3<br>(2008-2009)  |
| <ul style="list-style-type: none"> <li>Regular representation at ICTS Congress and/or other international multiple birth seminars or conferences.</li> <li>Continuous Canadian representation on COMBO Board and/or committees.</li> <li>Regular submission to COMBO newsletter.</li> <li>Write articles for parenting magazines.</li> <li>Exhibit/display at two or more major trade shows each year.</li> </ul> | <ul style="list-style-type: none"> <li>Supported Kim Weatherall in her role on the International Planning Committee for the 2010 ICTS Congress.</li> <li>Supported Kim Weatherall as Chair of the <i>Council of Multiple Birth Organizations (COMBO)</i> and Board Member of the <i>International Society for Twin Studies (ISTS)</i>, and Gail Moore as Co-Vice Chair of COMBO, provided MBC members with regular updates, contributed to the 2009 COMBO Newsletter.</li> <li>Received topic requests for COMBO newsletter</li> <li>Assisted freelance journalists in producing articles for parenting magazines including Diana Ballon, author of <i>“Raising Twins (and Multiples)”</i>, published in the April 2009 edition of <i>Canadian Living</i>.</li> <li>Provided support for two Canadian multiple-birth families (Calgary and Ottawa) drawing attention to the need for enhanced EI parental leave benefits, speaking out on their behalf through media interviews.</li> <li>Developed an affiliate partnership with <i>Liandrea Productions Inc.</i> cross promoting their website and parenting resources, including: <i>“Bringing Baby Home”</i> and <i>“Yummy In My Tummy”</i>.</li> <li>Developed a relationship with Anne-Marie Mediwake (mother of triplets) of the <i>News Hour on Global TV</i> who supported the 2008 National Conference as the Special Guest Speaker and celebrity spokesperson.</li> <li>Developed a relationship with <i>Patient Power</i> cross promoting their website and parenting resources, including: <i>“What to Expect When Carrying, Delivering and Bringing Home Multiples”</i></li> <li>Liaised with the <i>Infertility Awareness Association of Canada (IAAC)</i> and the Health and Education Committee to produce an article for IAAC's magazine—<i>Creating Families</i>.</li> <li>The Best Start Conference in February 2009, attended by Health and Education Chair, Donna Launslager.</li> <li>The Ottawa Valley Lactation Consultants Conference in May of 2008, attended by Health and Education Member, Lynda Haddon.</li> </ul> |

## Building the Future – Year 3 Update

*The 2006-2009 Strategy for Achieving MBC's Goals*

| <b>STRATEGIC PRIORITY: DEVELOPING AND STRENGTHENING PARTNERSHIPS</b>  |   |
|---|---|
| <b>Planned for Year 3<br/>(2008 – 2009)</b>   | <b>Completed in Year 3<br/>(2008-2009)</b>  |
| <ul style="list-style-type: none"> <li>• Regular representation at ICTS Congress and/or other international multiple birth seminars or conferences.</li> <li>• Continuous Canadian representation on COMBO Board and committees.</li> <li>• Continue to strengthen existing partnerships.</li> <li>• Ongoing work with partnership in private sector.</li> <li>• Ongoing work to develop relationships with existing MBC Chapters, creating a partnership based relationship.</li> <li>• Develop relationships with other multiple-birth groups with the potential to attract these groups to become Affiliate Chapters.</li> </ul> | <ul style="list-style-type: none"> <li>• Supported Kim Weatherall in her role on the International Planning Committee for the 2010 International Congress of Twin Studies (ICTS).</li> <li>• Supported Kim Weatherall as Chair of COMBO and Board Member of ISTS, and Gail Moore as Co-Vice Chair of COMBO</li> <li>• Continuing strengthening partnerships with the <i>Society of Gynaecologists of Canada (SOGC)</i>, the <i>Infertility Awareness Association of Canada (IAAC)</i>, <i>Duchesnay Inc.</i>, and <i>EMD Serono Canada Inc.</i></li> <li>• Developed new or enhanced existing partnerships with <i>Primetime Insurance</i>, <i>A Perfect Party by Cody</i>, <i>Savvy Mom</i>, <i>Global News Ontario</i>, <i>Panta Pharmaceuticals</i>, <i>Molly Magee</i>, <i>My Pacifier</i> and <i>Grant Thornton</i>.</li> <li>• Benefited from partnership with <i>Barrie Parents of Twins &amp; More – All Simcoe County</i>, supporters of the 2008 National Conference, coordinating the silent auction, instant raffle and hosting the hospitality suite.</li> <li>• Benefited from partnership with Chapters that sponsored elements of the 2008 National Conference, including: <i>Chatham-Kent Multiple Births</i>, <i>Durham Parents of Multiples</i>, <i>Kitchener-Waterloo POMBA</i>, <i>Temiskaming Multiple Births</i>, and <i>Windsor-Essex POMBA</i>.</li> <li>• Welcomed the <i>Multiple Birth Families Association of Ottawa/Gatineau (MBFA)</i> back as an MBC Affiliate Chapter.</li> <li>• Continued to provide updates and information to non-member groups (and their members) through information circulars, referrals of new members in areas not serviced and by providing opportunities to the multiple-birth community to obtain the latest of information and support through the MBC website and resources.</li> </ul> |