

**Multiple Births Canada Transitional Plan Update
2003-2004
(Year 1 of a 3 year plan)**

The Transitional Plan was developed in 2003 to outline the key objectives for the years 2003-2006. In each case, if MBC were to achieve the objectives in the three-year transition it would increase the opportunity for, and improve MBC's success in addressing the longer-term Business Plan that was created as a result of the Mapping the Future Project (MTF).

The following chart outlines the activities that were completed over the past year that directly relate to the plans set out for Year 1 of the Transitional Plan. Not all work planned was completed, however MBC made great strides in moving forward and is proud of the work that was completed with limited resources at its disposal.

After the election of a new Board of Directors in June 2004 an updated plan for Year 2 will be formulated based on the available human and financial resources at our disposal. Where possible, the plan for Year 2 will incorporate the remainder of the activities from Year 1.

*For more information on the Multiple Births Canada Transitional Plan (2003-2006),
please refer to the copy that is enclosed with this package.*

<i>What was completed in the first year ...</i>	<i>What was planned for the first year ...</i>
<p>Increasing Volunteers</p> <ul style="list-style-type: none"> • Director of Volunteer Management appointed • Recruitment began for a Volunteer Coordinator along with additional volunteers to meet MBC' needs. • A Volunteer Database was developed. • The primary focus this year in the area of volunteer management was the continued development of the V@O Volunteer Orientation, Training and Discussion Forums web sites. 	<p>Increasing Volunteers</p> <ul style="list-style-type: none"> • Appoint a Director of Volunteer Management • Write Terms of Reference for a Volunteer Coordinator, and recruit • Utilize and/or develop resources and links to information on Volunteering • Develop principles by which MBC volunteers will work by • Continue development of V@O Volunteer Orientation and Training Web Sites in partnership with PBSO
<p>Increase Membership</p> <ul style="list-style-type: none"> • Further developments were made to the current Membership Database to help track memberships for both renewing and non-renewing. • The MTF Stakeholder package was developed to increase the awareness of MBC in the professional community. • Media and print contacts were collected for future announcements and promotion of MBC. • A media blitz and a mini speaking tour resulted from the Trillium Foundation funding for the 2004 Conference to promote the Conference and MBC in communities in Northern Ontario. • E-commerce to receive membership fees was established on the MBC web site. 	<p>Increase Membership</p> <ul style="list-style-type: none"> • Send out membership promotion to non-renewing affiliate members directly • Begin database of potential members and partners • Start the process of attracting potential members and partners (i.e. organizations, professionals and additional individual members) • Create media database for future advertising of MBC • Media blitz via email (i.e. PSA's and advertisements in local newspapers) • Establish relationships with non-affiliate clubs with a view to communicating more about MBC • Improve National Discount offerings • E-commerce for membership fees (by phone and on website)

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<p>Increase Revenue Generation:</p> <ul style="list-style-type: none"> • Applied unsuccessfully to Trillium Foundation and Bell Canada twice for funding • The 2004 Conference Committee was successful in obtaining funding through Trillium Foundation. • Promotion of membership, publications and other resources continued through Multiple Moments, the national web site, Information Circulars (IC's) and various other methods. • E-commerce was established for membership and publications. 	<p>Increase Revenue Generation:</p> <ul style="list-style-type: none"> • Review the Terms of Reference for Director of Fund Development, and recruit • Develop a funding plan – short and longer term • Get assistance from chapters for volunteers to assist in this objective • Explore and utilize opportunities for grants and funding • Continuously promote our memberships and our publications • E-commerce for membership and publications
<p>Create a New National Web Site:</p> <ul style="list-style-type: none"> • Webcanvas.ca was hired; the web designer also volunteered the majority of his services throughout the year maintaining and updating the original site. • National web site is nearing completion and will be launched in June of 2004. • The addition of the Training, Orientation and Discussion Forums sites are also planned for June 2004. • Some additional new content has been incorporated with plans for more being developed. • E-commerce functioning and beginning to be profitable. 	<p>Create a New National Web Site:</p> <ul style="list-style-type: none"> • Find the necessary funds, and hire a web designer to revamp the site • National web site revamped • New content, maintained regularly, addition of resources, more interaction with its visitors • E-commerce (accept credit cards) for membership and publications • Listserv/Message Board for site
<p>Enhancing our National Office:</p> <ul style="list-style-type: none"> • A new contract was established with the current Business Services Manager including an increase in honorarium and time required in the office. • Trillium Foundation funding which included possible funds for office assistance was rejected. • A student assisted the BSM when possible with administrative tasks, research and large mailings. • A database was created of the existing national discounts and potential companies to be contacted in the future. 	<p>Enhancing our National Office:</p> <ul style="list-style-type: none"> • Determining responsibilities of the National Office, and its staff • Review of staffing needs for future, and preparation of appropriate Terms of Reference • Coordinating the development and production of publications for individuals, parents, and professionals • Coordinating formal agreements for national retail discounts, working with appropriate board members and volunteers • Trillium Foundation or other source(s) of funding for operations