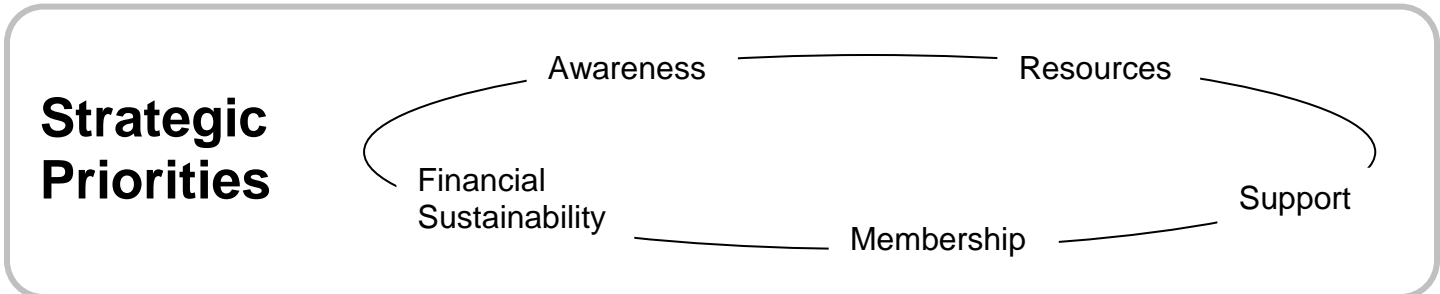


Strengthening Our Support Year 1 Review 2009-2010 Achievements



The intent of this 3-year strategy is to transition Multiple Births Canada (MBC) into a stronger nationally recognized organization with new organizational resources to better support existing and new members, volunteers and Chapters across Canada. This document summarizes the work of the Board during 2009-2010, while focusing on the following five strategic priorities:

Increasing AWARENESS of MBC and Multiple Birth Issues

MBC will enhance previous awareness building successes by strengthening organizational public relations capacity. MBC will increase participation in events with domestic and international partners, and will continue developing and implementing its advocacy plan. Increasing awareness of the unique needs and challenges faced by multiple-birth individuals and their families will be the foundation of MBC's message. MBC will work towards increased awareness and understanding of multiple birth issues within the educational, medical and social services fields by presenting workshops at professional conferences, adequately supporting and planning for future NMBAD themes, and applying consistent pressure on decision-making bodies.

Strengthening Human and Organizational RESOURCES

MBC will review existing policies and programs and create others reflecting a strong commitment to capacity building and organizational vitality and strength. MBC will strive to access additional and ongoing funding to cover costs associated with supporting both paid staff and volunteers as they provide better support to the organization's existing and new volunteers. This support will be accomplished through improved resources for training, evaluation and communications. In addition, MBC will actively and creatively seek out future volunteers in areas where gaps have been identified in capacity and service offered.

Increasing SUPPORT to Multiple-Birth Individuals, Members, Volunteers and Chapters

MBC will update or create new printed and online resources, translating where possible to reach francophone and new Canadian families as funding becomes available. MBC will increase the number of support networks and champion their work, and will enhance human resources to enable volunteers and paid staff to better inform, educate and support all stakeholders of the multiple-birth community.

Ensuring MEMBERSHIP Growth

MBC will expand membership by increasing awareness activities, enhancing distribution of information and knowledge exchange, improving upon membership benefits, expanding MBC's presence into areas currently not serviced, developing new Chapters, supporting existing Chapters, re-invigorating relationships with non-member groups, and improving and facilitating access of members to all MBC activities.

Ensuring FINANCIAL SUSTAINABILITY

MBC will actively pursue all viable options to strengthen financial stability and ensure sustainability, thereby permitting it to work towards achieving its medium- and long-term goals and priorities.

STRATEGIC PRIORITY: Awareness

GOALS / OBJECTIVES:

Increasing Awareness of Multiple Births Canada and Multiple Birth Issues

HOW WE MEASURED UP FOR 2009-2010:

Annual National Multiple Births Awareness Day

- In May 2009 delivered the 2009 NMBAD theme: "Classroom Placement of Multiples - together or not?"
- January to March 2010 determined the 2010 NMBAD 2010 theme: "Canada's EI Parental Leave must reflect the needs of multiple-birth infants".
- MBC Board officially designated the week that includes May 28th as National Multiple Births Awareness Week

Web Communications

- Increased MBC Board involvement in Facebook
- Set up a Twitter identity
- Added Facebook and Twitter icons to the MBC website for easy access
- Requested assistance for national volunteers with an interest in web communications to take on specific projects
- Received donation of computer servers from CUSO-VSO
- Reciprocal agreements with other websites including www.babiesinbelly.com and www.liandrea.com

National Retreats / Conferences

- 2009 National Chapter Development Retreat provided two days of workshop and networking opportunities
- Liaised with Edmonton (ETTC) providing a media release to area journalists regarding their hosting bid for 2010
- Posted the speaker profiles and workshop topics for 2009 and 2010 on MBC website and in *Multiple Moments*

Media Relations

- Assisted in resource for *Canadian Living* article in "Raising Twins (and Multiples)" in the April 2009 issue
- Produced article for *Creating Families* – Winter 2010 edition - written by Vera Teschow of the Health & Education Committee
- Contacted celebrity parents with multiples to consider being National Spokespeople – no responses

Awareness Campaign to Stakeholders

- Sent 2009 NMBAD information to non-affiliate groups
- Developed new partnership with Character Creative to produce bilingual posters and brochures
- Contacted by Assisted Human Reproduction Canada to provide consultation on multiple birth issues
- Contacted the Society of Obstetricians and Gynaecologists of Canada to discuss future NMBAD theme - postponed
- Contacted by Infertility Awareness Association of Canada who requested MBC provide an article for *Creating Families*

Council of Multiple Birth Organizations (COMBO), International Society for Twin Studies (ISTS) relationships

- Provided MBC articles for distribution in the fall 2009 COMBO newsletter
- Agreed to support two MBC representatives at the 2010 ICTS
- MBC is spearheading the first ever International Multiple Births Awareness Week – scheduled for Fall 2010

Government Relations

- Sent information package to Minister of Human Resources and Skills Development Canada, the Honourable Diane Finley, in September 2009 supporting a review of EI Parental Leave

In addition, in May 2009 Multiple Births Canada answered the call for applications for the ***Children and Families Component – Funding to Support the Changing and Diverse Needs of Canadian Families*** under the Social Development Partnerships Program (SDPP). It covered many of the goals above. It was declined in November 2009.

STRATEGIC PRIORITY: Resources

GOALS / OBJECTIVES:

Strengthening Human and Organizational Resources

HOW WE MEASURED UP FOR 2009-2010:

Website

- Received donation of two computer servers from CUSO-VSO
- Engaged volunteer to search for website development options
- Initiated discussions with web developers

Staffing

- Applied for SDPP funding to move this goal forward – denied

Resources

- Communications, Chapter survey and workshop at 2009 National Chapter Development Retreat focused on updating the Chapter Handbook and Operating Guidelines
- Updated and developed new MBC Fact Sheets – see list on Support page
- Applied for SDPP funding to move this goal forward – denied
- Identified need for new Fact Sheets (Impact on Relationships, etc.) and additional resources for *Multiples in School* Support Kit and began work or completed items identified
- Hired a new *Multiple Moments (MM)* Editor
- Rebranded *Multiple Moments* by changing it to full colour, recognizing the need for more parent content and less *Report from National (RFN)* content, and working with a theme for each edition
- Promoted a plan for Chapters to include *MM* subscriptions as part of their Chapter membership or as a reward for being a Chapter volunteer
- Developed a commissionable advertising plan for the *MM* Editor to encourage new revenue sources
- Added a new column for Dads
- Enhanced visual appeal of covers by endorsing a photo contest with a professional photographer

Volunteers

- Contacted Dr. Barrett for input on National Multiple Births Awareness Day 2010 theme
- MBC was recommended by Jane Denton as multiple-birth consultant for Assisted Human Reproduction Canada
- Promoted Fiona Bamforth as a speaker at the 2010 National Conference
- Liaised with Cheryl Wadasinghe regarding Social Development Partnership Program funding
- Liaised with Linda Leonard regarding Chapter affiliate benefits and update to *Declaration of Rights and Needs of Twins and Higher Order Multiples*
- Liaised with Pat Preedy to initiate update to *Multiples in School* Support Kit
- Hosted the 2009 National Chapter Development Retreat and posted learning materials and other resources on MBC website
- Initiated conversations with a conference call provider requesting discount rates for conference calls.
- Promoted need for volunteers in *MM*, *RFN*, website and at the 2009 National Chapter Development Retreat
- Filled vacancy in the Francophone Network with new Chair – Murielle Dietrich
- Received assistance for website enhancements by Lori Oldfield
- Received offer for francophone translations from Kat Armstrong

Support Networks

- Continued to encourage monthly eNewsletters from Network Chairs
- Filled vacancy in the Francophone Network with new Chair – Murielle Dietrich
- Began discussions with a multiple-birth father considering starting a Father's Support Network

STRATEGIC PRIORITY: Support

GOALS / OBJECTIVES:

Increasing Support to Multiple-Birth Individuals, Members, Volunteers and Chapters

HOW WE MEASURED UP FOR 2009-2010:

Resources

- Reviewed and revised MBC Fact Sheets:
 - *First Few Weeks*
 - *Car Seat Tips*
 - *Zygoty Testing*
- Developed new MBC Fact Sheets:
 - *Breastfeeding & Thrush*
 - *Parental Relationships After Multiple Births*
 - *Weaning Multiples*
 - *Loss and Grief: Statement of Rights*

Regional and Topical Groups

- Developed a Newsletter Editors group for discussions regarding their work
- Director of Chapter Development facilitated ongoing discussions with MBC reps

New Chapters in areas not serviced

- Business Services Manager coordinated referrals and requests to MBC

Diverse cultures, languages and those in need

- Created new bilingual posters and brochures for community outreach
- Reviewed and revised MBC Fact Sheets
 - *Multiples in School: Parent Tips*
 - *Multiples à l'école : Conseils pour parents*
 - *Multiples in School: A Guide for Educators*
 - *Multiples à l'école : Un guide pour les éducateurs*
- Filled vacancy in the Francophone Network with new Chair – Murielle Dietrich

National partnerships, discounts, and affiliate programs

- Developed relationships with Lavish & Lime, Mabel's Labels, Casa Loma, Novelty Man, Molly Magee, and My Pacifier.
- Continuously looking for and adding new national discounts, partnerships and affiliate program opportunities

Chapter twinning for mentoring

- Hosted the 2009 National Chapter Development Retreat with two days of volunteer workshops and networking opportunities for Chapters, and posted learning materials on MBC website
- Developed a Chapter Exchange column in *MM*; listed Chapter best practices in *RFN*
- Communicated with Chapters about mentoring opportunities

In addition, in May 2009 Multiple Births Canada answered the call for applications for the ***Children and Families Component – Funding to Support the Changing and Diverse Needs of Canadian Families*** under the Social Development Partnerships Program (SDPP). It covered many of the goals above. It was declined in November 2009.

STRATEGIC PRIORITY: Membership

GOALS / OBJECTIVES:

Ensuring Membership Growth

HOW WE MEASURED UP FOR 2009-2010:

Non-member groups

- Distributed National Multiple Births Awareness Day (Week) resource materials
- Distributed National Multiple Births Awareness Day (Week) media kit to media in major centres
- Coordinated referrals to non-member groups through emails and phone calls to the Multiple Births Canada Office

Affiliate Chapters

- Initiated and contributed to conversations on Facebook
- Set up Twitter account
- Continued to get hits on Youtube.com public service announcement
- Business Services Manager continued to respond to interested individuals and groups

Membership growth

- Developed new bilingual posters and brochures through partnership with Character Creative
- Searched for sponsor of new posters and brochures
- Coordinated referrals to Chapters through emails and phone calls to the Business Services Manager
- Produced new Fact Sheets:
 - *Breastfeeding & Thrush*
 - *Parental Relationships After Multiple Births*
 - *Weaning Multiples*
 - *Loss and Grief: Statement of Rights*
- Reviewed and revised the following Fact Sheets:
 - *First Few Weeks*
 - *Car Seat Tips*
 - *Zygoty Testing*
- Released six Fact Sheets for public sharing for free downloads as outreach on the MBC website:
 - *Signs and Symptoms of Preterm Labour*
 - *First Few Weeks*
 - *11 Tips for Breastfeeding Your Multiples*
 - *Postpartum Depression and Mothers of Multiples*
 - *Parental Relationships After Multiple Births*
 - *Zygoty Testing*

Member Recruitment and Retention

- Delivered Public Relations and Community Outreach workshop at 2009 National Chapter Development Retreat

Membership Opportunities

(i.e. Professional, Associations, Direct, Corporate)

- Began developing relationship with Assisted Human Reproduction Canada and its partners – doctors with the SOGC and CFAS, and other patient groups

In addition, in May 2009 Multiple Births Canada answered the call for applications for the **Children and Families Component – Funding to Support the Changing and Diverse Needs of Canadian Families** under the Social Development Partnerships Program (SDPP). It covered many of the goals above. It was declined in November 2009.

STRATEGIC PRIORITY: Financial Sustainability

GOALS / OBJECTIVES:

Ensuring Financial Sustainability

HOW WE MEASURED UP FOR 2009-2010:

Funding

- Received commitments from Duchesnay and EMD Sereno to continue funding MBC initiatives
- Produced SDPP funding application, but was denied.
- Developed new promotional materials for community outreach to aid in increasing membership revenues
- Developed new Fact Sheets to address the need for more support for multiple-birth families with older children
- Continued to search for key volunteers to assist with funding and fundraising

Fundraising

- Promoted membership, *Multiple Moments* and resources as gift ideas in Information Circulars and online
- Received and listed all donations from 2009 National Chapter Development Retreat – online and in *MM*
- A Perfect Party by Cody Affiliate Program – continued to promote this successful Affiliate Program and receive steady monthly commissions from sales across North America
- Set up A Perfect Party by Cody Chapter affiliate program for Chapters to increase their financial sustainability
- Set up Lavish & Lime, Clippopotamus, Molly Magee and Mabel's Labels affiliate sales programs

Sales of Resources

- Produced new Fact Sheets:
 - *Breastfeeding & Thrush*
 - *Parental Relationships After Multiple Births*
 - *Weaning Multiples*
 - *Loss and Grief: Statement of Rights*
- Added to the *Multiples in School* Support Kit

Advertising

- Provided commission plan to Editor for advertising sold in *Multiple Moments*

Multiple Moments

- Hired Sabine Ehgoetz as new *MM* Editor
- Initiated sponsorship discussions with Duchesnay
- Promoted *Multiple Moments* subscriptions as a gift for volunteering at local level
- Requests were made to potential volunteers asking for web assistance to set up selling of past issues online
- Analyzed and made recommendations on *MM's* cost structure and opportunities to increase readership

Charitable Status

- Reviewed previous application and are currently investigating the best way to move forward with achieving this goal

In addition, in May 2009 Multiple Births Canada answered the call for applications for the **Children and Families Component – Funding to Support the Changing and Diverse Needs of Canadian Families** under the Social Development Partnerships Program (SDPP). It covered many of the goals above. It was declined in November 2009.