

**MULTIPLE
BIRTHS
CANADA**
naissancesmultiplescanada

Annual Report 2018-2019

April 1 to March 31

Multiple Births Canada's mission: To improve the quality of life for multiple birth individuals and their families in Canada.



LETTER FROM THE CHAIR

The past fiscal year, in general, was a good one for MBC. Our finances are healthy, our board is strong and we're making progress in several key areas.

Better communication was a focus this year and we tackled it through an organizational re-branding, by revamping the member newsletter, by increasing our use of social media across Twitter, Instagram and Facebook and through facilitation of online Chapter Exchange meetings. We still have work to do but this year a foundation was laid down that we can build upon.

Completing the work we started with the Ultrasound Poster Project was also a priority. This project got information on how to contact MBC or a local chapter right where new parents need to see it.

The Purple Butterfly Loss project was launched in October, which will provide educational information and support for both parents and healthcare workers in hospitals when there has been the loss of one or more babies in a multiple birth pregnancy.

All the while, we celebrated 40 years as an organization which is a huge milestone. We were joined by many alumni at the MADA Award Gala and it was so great to see those faces and hear their stories.

Personally, I feel a little like I was developing my sea legs, so to speak, as I got used to my role as Chair of the Board. I look forward to the coming fiscal year and the things we'll be able to accomplish together. Thank you for all your support.

Ruth Morton, Chair of the Board

BOARD OF DIRECTORS

Ruth Morton

Chair of the Board & Director of IT

Tracey Jardine

Vice Chair & Director of Development

Heather McAuley

Past Chair & Director of Support Networks

Yvonne Blake

Director of Finance & Conference Liaison

Elaine Law

Director of Information Management &
Membership Coordinator

Martine St-Louis Cutting (as of Oct 2018)

Director of Volunteer Management

Lisa Boehm (as of Oct 2018)

Director of Resources

Sheri Franklin (up to Oct 2018)

Director of Chapter Support

HIGHLIGHTS

1. Hosted the 40th Anniversary Conference in Burlington, Ontario
2. Launched Purple Butterfly Loss project
3. Recipient of \$10,000 Aviva grant for Purple Butterfly Loss project
4. Re-branded Multiple Births Canada with new logo & brand colours
5. Redesigned the monthly member newsletter
6. Held 2 online Chapter Exchange meetings
7. Completed the Ultrasound Clinic Poster Project, mailing posters to 1000 clinics across Canada
8. Celebrated National Multiple Births Awareness Day with a theme of Growing Up Multiples- Celebrating 40 years of MBC
9. Ran Giving Tuesday Fundraising Campaign, raising \$1105
10. Facilitated 2 online webinars for parents



OUR REACH

Our Community

1765 Member Families

34 Direct Members

13 Affiliate Chapters

Outreach Project

1000 Ultrasound Clinics

Public

2900+ Facebook Page

115 Instagram

1100+ Twitter

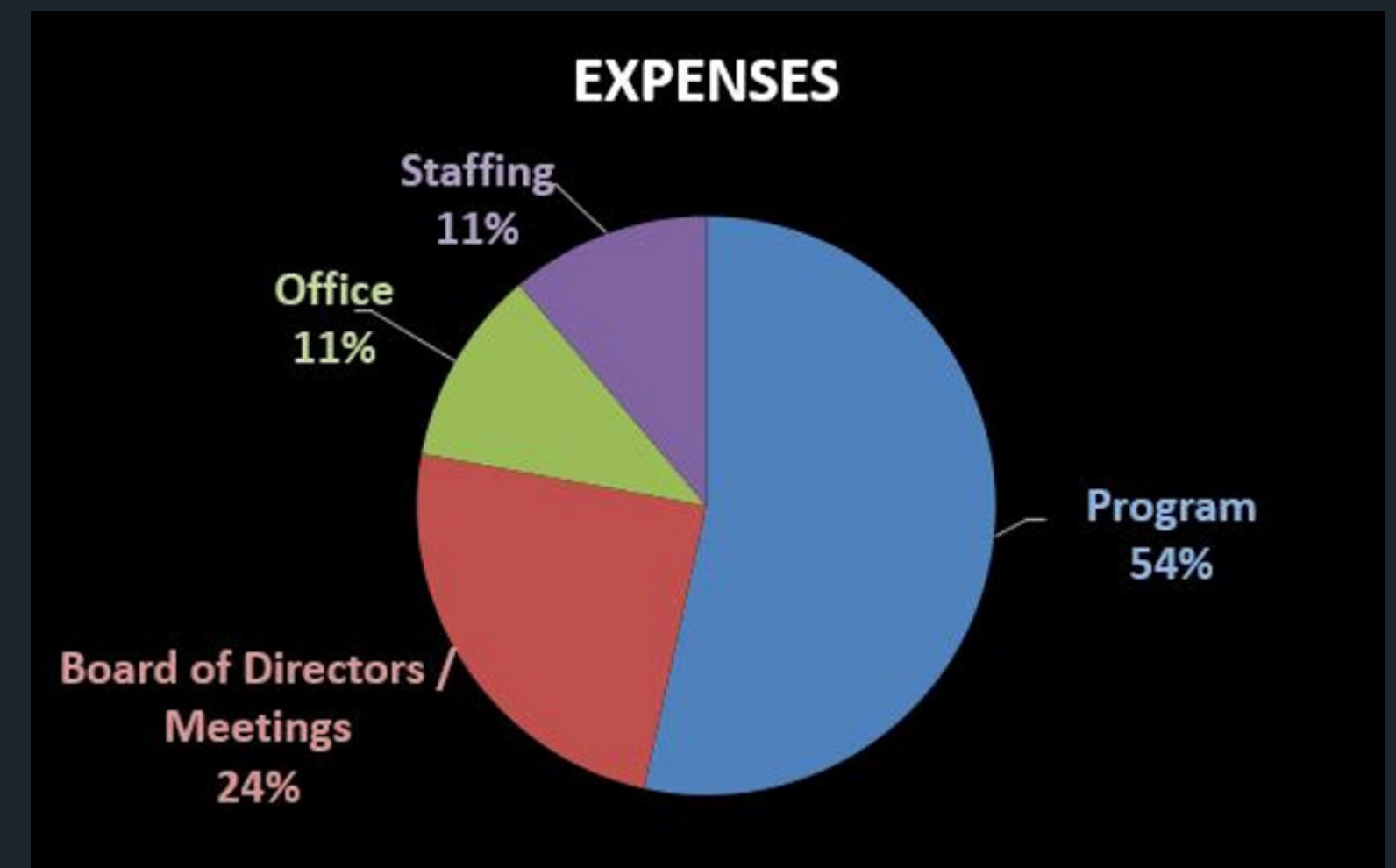
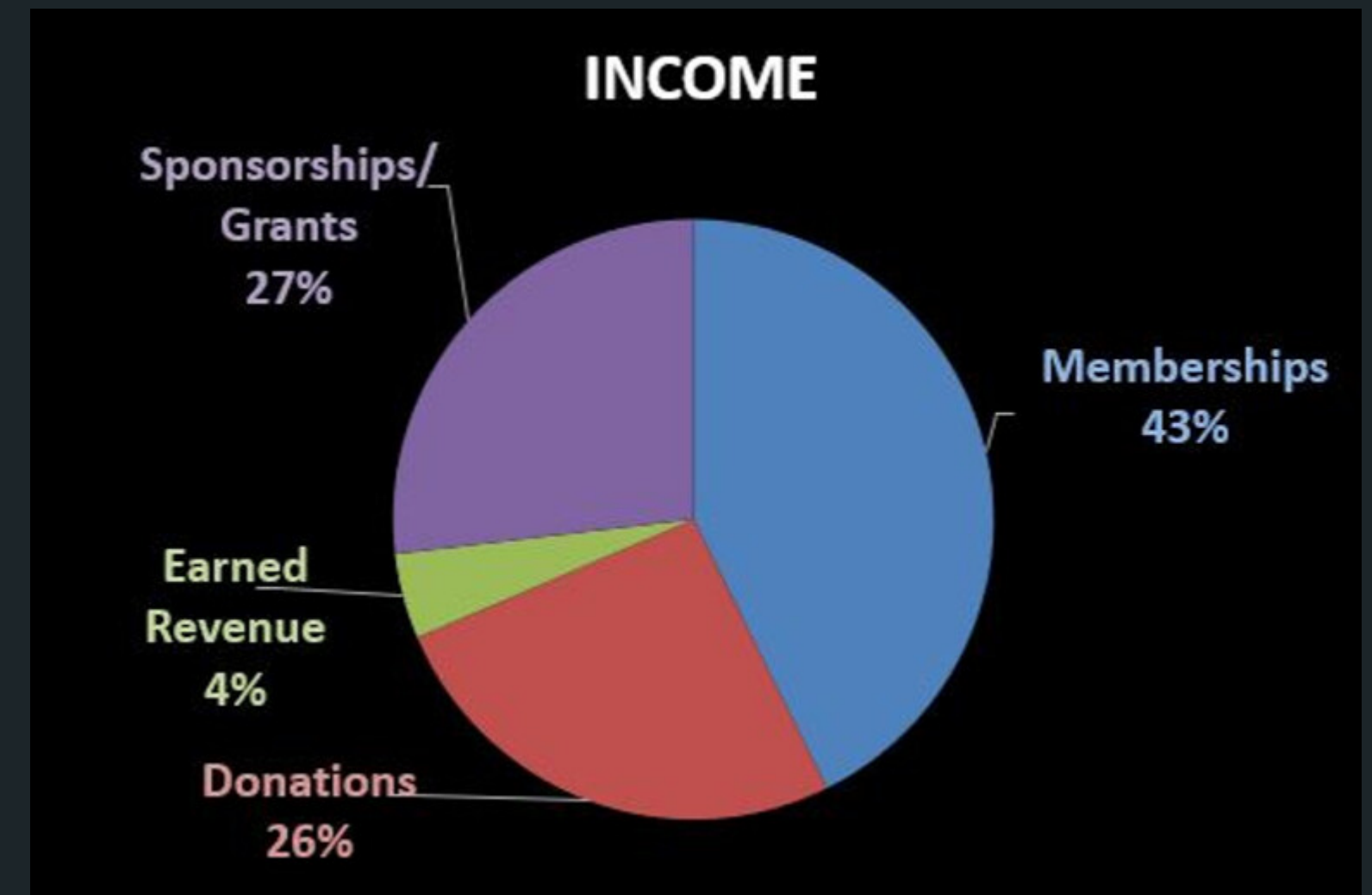


FINANCIAL REPORT

This fiscal MBC experienced an income increase of 62% compared to last year, largely due to the receipt of a \$10K grant but also due to slight increases in donations, memberships and earned revenue.

Expenses increased by 32% from last year with the majority of the increase going towards MBC programs and services. Board meeting expenses increased due to the venue costs incurred for the board interim meeting; in the year prior the fees were waived by the conference venue.

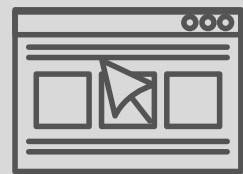
A full financial report can be found at www.multiplebirths.ca



Looking Forward

(April 1, 2019 - March 31, 2020)

SUPPORT



Website

- Launch new site based on new logo and brand colours

EDUCATION



Information Sheets

- Re-template information sheets
- Update statistics
- Update information by subject matter experts
- Work on more french translations

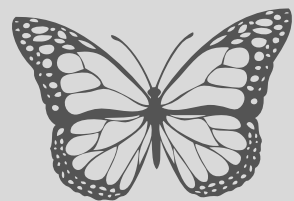
RESEARCH

ADVOCACY



International Presence

- Continue partnership with ICOMBO and ISTS
- Promote international research projects to include the Canadian perspective



Purple Butterfly Project

- Send out packages to hospitals
- Put together long term plan for updates and program management

THANK YOU DONORS & VOLUNTEERS



DONORS

Individuals

Cathy Barr
Michelle Bernard
Yvonne Blake
Ginger Bowes
Kym Brophy
Sheri Franklin
Hollie Green
Lynda Haddon
Shannon Irving
Tracey Jardine

Edith Jubenville
Frances Keech
Caroline Mailloux
Christian Martin
Krista Matthews
Heather McAuley
Gail Moore
Ian Moore
Ruth Morton

Darlene Nagy
Tammy Power
Vicki Riley
Dawne Andrews
Russell
Theresa Sanders
Heather Scher
Bonnie Schultz

Organizations

FedEx
Greater Sudbury Multiple Births Association
Local 444 CAW Social Justice Fund
London Multiple Births Association
Parents of Multiple Births Association Windsor/Essex
Select Finishing
Temiskaming Multiple Births
Twins Plus Association of Brampton
Twins, Triplets and More Association of Calgary
United Way

ADVISORY COUNCIL

Dr. Cathy Barr
Dr. Jon Barrett
Jane Denton
Lynda Haddon
Dr. K.L. Jang
Jean Kollantai
Barbara Luke

John Mascazine
Stephen Moreau
Cheryl Wadasinghe

NATIONAL VOLUNTEERS

Jacquelyn Agar
Robert Beaven
Michelle Bernard
Yvonne Blake
Krystle Bruce
Sheila Catto
Murielle Dietrich
Nicole Dube
Nicole Fisher

Sheri Franklin
Jennifer Galina
Stephanie Gemmell
Lynda Haddon
Pat Harber
Julila Hemphill
Valerie Hodgins
Tracey Jardine
Jenna Kelland

Carolyn Leighton-Hilborn
Heather McAuley
Renée Miron-Kowa
Gail Moore
Ruth Morton
Elaine Nugent
Laura Reid
Cathy Smith-Latouf
Martine St-Louis

WHERE TO FIND US



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INSTAGRAM

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FACEBOOK

[MultipleBirthsCanada](https://www.facebook.com/MultipleBirthsCanada)

TWITTER

[@multiple_births](https://twitter.com/multiple_births)