

You Are Not Alone!



Multiple Births Canada

Annual Report

2013-2014



- * Increased exposure through Social Media
- * Launched new posters and pamphlets
- * New Adult Multiples Support Network
- * Published new Fact Sheets
- * Celebrated World Prematurity Day
- * Participated in Giving Tuesday Campaign
- * Celebrated National Multiple Births Awareness Day
- * Conference 2013 hosted by Simcoe County Parents of Multiples
- * Welcomed new Chapters - Halifax POMBA, Greater Sudbury Multiple Births Association and Multiples in Bruce.
- * Radio Public Service Announcements generated increased awareness of MBC
- * Celebrated our 35th Anniversary!

Highlights of 2013 - 2014



You are not alone!

Message from the Board of Directors & Executive Director



Over the past year the Board and Executive Director have been very busy as we continue to advocate for multiple-birth issues and bring awareness to Multiple Births Canada. Welcoming new Chapters like Halifax POMBA, Greater Sudbury Multiple Births Association and Multiples in Bruce has given us a greater geographic range in the support and awareness that we can provide. Working together with our Chapters, we now have a louder voice for multiple-birth families across all of Canada. Our Support Networks continue to grow through social media as a primary source of support and information for parents of multiples. We are committed to research and producing fact sheets about multiple births with seven new or updated fact sheets being released this past year.

As MBC moves forward, it has become apparent that we must focus our attention on other organizational matters. In the spring of 2013 members of the Board and the Executive Director met to discuss issues confronting the organization, identify strategic directions and develop a preliminary work plan to address them. We began working on the 2013 – 2016 Strategic Plan which includes five priorities: Operational Excellence, Connection, Growth, Resources and Public Engagement.

The Board and ED are looking at spending considerable time in the near future to develop and approve a new set of Governance Policies and Procedures. The policies cover a wide range of governance issues including: governance processes, integrity and ethical conduct, authority and accountability, and roles and responsibilities of the Board, Executive Director and Volunteers.

The Strategic Plan and the new Governance Policies and Procedures will guide the Board in the future as they perform a number of key functions including: a focus on obtaining further funding in order that we may broaden our reach into Canadian communities and increase the level with which we can help multiple-birth families; providing the overall direction for the organization; ongoing policy development; performance management; communication and advocacy.

Once again it was a very busy year, and we invite you to review the 2013-2014 highlights throughout this Annual Report which outlines the many initiatives, developments and activities that marked this past year. Thank you to the extended multiple-birth community, our members and their families, our staff, volunteers, partners and funders. With your continued involvement and support we look forward to another rewarding year.

Wishing you the very best for 2014 - 2015!

A handwritten signature in black ink, appearing to read "Shirley Pemberton".

Board Chair

A handwritten signature in black ink, appearing to read "Anne Westhead".

Executive Director

Our Mission

*...to improve the quality of life
for multiple-birth individuals and
their families in Canada.*

You are not alone!

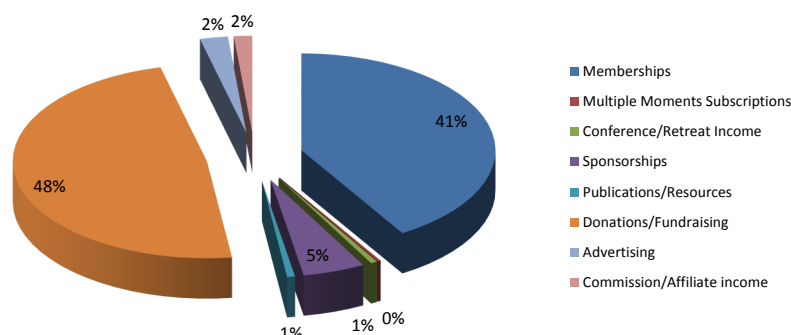
In 2013 Multiple Births Canada (and POMBA Canada in the earlier years) celebrated 35 years of supporting multiple-birth families. They were not able to do it on their own... they had the help of thousands of volunteers locally and nationally who were there to share through peer support just what it means to know that as a parent of twins, triplets, or more that you are never alone. There is a multiple-birth community filled with those who have walked the path before you.



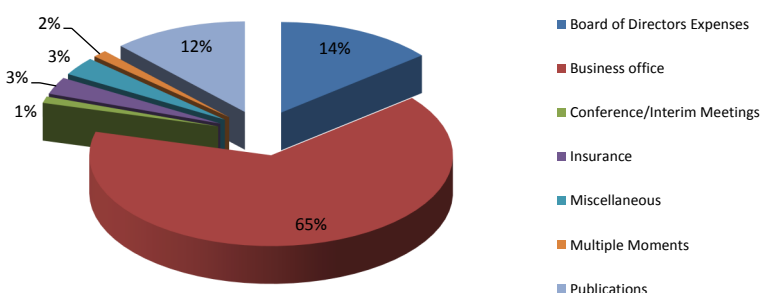
Financials 2013—2014

For the first time in Multiple Birth Canada's (MBC) history, donations and fundraising income have exceeded membership fees. We are very pleased for this turn of events as MBC understands the financial challenges that face multiple-birth families and cannot rely solely on membership fees to sustain a national organization. The future success of MBC as a charity will largely depend on funding from granting programs, foundations or corporate sponsorships. One of the challenges facing MBC is that many opportunities for funding are open to provincial or local organizations only. Another is that our cause is often not seen as worthy for funding in comparison to those which support disease or hardship related causes, making it imperative for MBC to educate the public on the risks and challenges associated with having multiples. The Board of Directors and Executive Director are actively seeking funding and partnerships to secure a financially stable future for MBC. MBC once again came in under budget which is a true test of the dedication and commitment of the volunteers and staff who run MBC.

Revenues for the year ended March 31, 2014



Expenses for the year ended March 31, 2014



Year Ended March 31, 2014 (unaudited)	2014		2013
	Actual	Budget	Actual
Revenues			
Memberships	\$ 15,949	\$ 15,000	\$ 13,342
Multiple Moments Subscriptions	91	100	90
Conference/Retreat Income	216	1,000	25,798
Sponsorships	2,000	10,000	-
Publications/Resources	255	1,000	1,246
Donations/Fundraising	18,619	11,500	9,320
Advertising	900	1,000	870
Commission/Affiliate income	590	1,000	221
	\$ 38,619	\$ 40,600	\$ 50,887
Expenses			
Board of Directors Expenses	\$ 5,406	\$ 6,000	\$ 5,196
Business office	24,914	25,900	21,970
Conference/Interim Meetings	448	3,000	18,145
Insurance	1,168	1,200	1,168
Miscellaneous	1,262	1,250	2,111
Multiple Moments	500	500	375
Publications	4,594	2,750	662
	\$ 38,292	\$ 40,600	\$ 49,626
Excess of revenues over expenses			
	\$ 327		\$ 1,261
Surplus, beginning of year	4,895		3,634
Surplus, end of year	\$ 5,222		\$ 4,895

Our Supporters Share...

Donations & Sponsorships in 2013-2014

Multiple Births Canada received numerous donations and sponsorships, including in-kind donations, from our national volunteers and other generous people, groups and companies. Thank you to everyone who helped MBC through fiscal 2014.

Corporate & Chapter Sponsors

ATS

Cayenne Creative

Canada Helps

Edmonton Twin and Triplet Club

EMD Serono

SPOTTO (Saskatoon)

Temiskaming Multiple Births

The Storage Zone

Windsor/Essex POMBA

Individual Donations

Amanda Mayer

Annick Guillemette

Anonymous (Numerous)

Arvelle Zacharias

Bridget Osika

Carolyn Leighton-Hilborn

Cathy Barr

Christian Martin

Christina Hertz

Darlene Nagy

Diane Myers

Donna Mae Melle

Heather McAuley

Janet Scott

Jeanette Riga

Jenna Kelland

Jill Melo-Graydon

Julie Brown-Hallman

Karen & Tom Neilson

Kimberley Weatherall

Laura Jubinville

Lisa Shah

Lori Oldfield

Lynda P. Haddon

Margaret & John Catto

Nancy Young

Nicola Simpson Khullar

Patricia Trucido De Swart

Rita Beaudry

Shannon Williams

Sheila Catto

Sherry Dubuc

Shirley Combden

Susan Williams

Theresa Sanders

Tim & Nicole Fisher

United Way Donors

Victoria Riley



so we are never alone!

You are not alone...

Sheri's Story

Only a few months ago I walked into a room of women where I didn't know anyone. I was 6 months pregnant with twins and a bit uneasy. I was hopeful that I would make new friends and gain some good knowledge and support for my upcoming journey of multiples.

I went again the next month feeling great about everything, my new friends and my pregnancy. They were offering a prenatal class so I quickly jumped at the chance to attend because we had participated in a prenatal class and felt that it was not at all helpful, as it did not concentrate on the multiple experience. I cannot say enough great things about Windsor/Essex County POMBA's prenatal class. I left that class feeling so informed with the information that was given to me and the things that I had no idea about being a new mom and a mom of multiples. I will also say that I have made lifelong friends with the other expectant moms that were in my class, as well as with the other POMBA moms.

As time went on after the prenatal class I went about my everyday enjoying my pregnancy and hoping to go as long as those little babies would allow. Much to my surprise my water broke at 31 weeks and it was go time. I was happy, sad, shocked, in denial...willing the contractions away, the list goes on. Would you believe one of the women from my POMBA prenatal class just happened to be in the bed next to me. That was the start of the outpouring of absolute heartfelt and unconditional support I received from POMBA.



Joel and I had healthy, tiny babies and our 5 week journey in the NICU began. I had only been a member of POMBA in Windsor for a couple of months but felt I needed to turn to the new friends I had made. I started to message some of the members in the private Facebook page and you cannot imagine words of love, support and people asking if there was anything I needed. Wow, who were these women and where did they come from?

...continued.

when you are expecting.

You are not alone...

During our time in the NICU we received notes, visits and food from women I had only met once or twice, all POMBA moms. It got me through a lot of tough times.

Exactly one week after having my twins I went to the POMBA monthly meeting. You may have thought it to be strange that, that's what I wanted to do on my first night away from the NICU, but I felt the need to do this for myself. I knew they would understand and I was looking to these women to help me with my journey. What a fabulous decision. Never in my life have I ever received the kind of support that I got that night and continue to get on a daily basis. I took a few months off from attending the monthly meetings but continued to stay in contact with many of my new POMBA friends. I returned a couple of months later and was welcomed with lots of hugs and tears. I felt like I needed to get back into the swing of things and POMBA was there for me.

In my short time with Windsor/Essex County POMBA I cannot say enough about my experience. I am so glad that I made the step to attend my first meeting. I have made so many new friends who actually understand my highs and lows in the world of multiples, and am so grateful that this group exists for so many reasons. I look forward to the meetings every month

and all of the activities that are planned by the group, solely on a volunteer basis. I can only hope that one day I will be able to do the same for someone else as these women did for me and continue to do without asking anything in return.

Windsor/Essex County POMBA
Member Forever, Sherri Amlin



when you have your multiples.

You are not alone!

MBC has 10 national Support Networks for multiple-birth families to connect with others and discuss similar circumstances. The networks offer opportunities to share stories and advice, read about others' experiences, ask questions, share information resources and make friends. Members connect through email, private Facebook groups, newsletters, articles in *Multiple Moments* magazine and Fact Sheet publications.

- Adult Multiples Network - **NEW** network in 2013
- Breastfeeding Support Network - 4 **NEW** Fact Sheet publications, **NEW** Facebook group
- Father Support Network
- Francophone Support Network - **NEW** Facebook group
- Higher Order Multiples Support Network - **NEW** Facebook group
- LGBTQ+ Support Network
- Lone Parent Support Network
- Loss Support Network - 2 **NEW** Fact Sheet publications
- Preterm Birth Support Network - Celebrated Prematurity Awareness Day Nov. 17th
- Special Needs Support Network - **NEW** Facebook group

The MBC Chapter Support Network connects volunteers from the different Chapters across Canada to share information and best practices.



Our Support Networks are there for you...

Our Partners...

Multiple Births Canada values the relationships and memberships it maintains with other non-profits and registered charities, multiple-birth organizations from around the world, health care organizations, parenting groups, corporations and government agencies.



ICOMBO's mission is to raise awareness of the unique needs of multiple-birth infants, children, adults, and their families promoting their health, education and welfare. MBC's Executive Director, Kimberley Weatherall has maintained her position as Past Chair over the last year, working with other country representatives to share and develop resources that benefit multiple-birth organizations and families world-wide. The greatest advantage to MBC being an active member of ICOMBO this past year has been a collaboration with the **Twins and Multiple Birth Association (UK)** on the Childcare and Maternity Services surveys. In addition, MBC members participated in the ICOMBO Post-Partum Mood Disorder (Post-Natal Depression) Study created by ICOMBO and shared through the US organization Multiples of America.

MBC maintained its membership in the **International Society for Twin Studies (ISTS)**, an international, non-political, non-profit, multidisciplinary scientific organization. Its purpose is to further research and public education in all fields related to twins and twin studies, for the mutual benefit of twins, their families and scientific research. MBC's Advisory Board members Jane Denton and Dr. Jon Barrett continued in their roles as ISTS Board Members.

MBC had the pleasure to support and work with other parent organizations in 2013-2014 such as the **Canadian Premature Babies Foundation** who provided their expert opinion on MBC's new fact sheets on prematurity and the **Infertility Awareness Association of Canada** for their ongoing support of MBC's work.

In addition to **EMD Serono's** generous donations in support of MBC's programs and services, this past year EMD Serono arranged for a social media expert to perform an audit of MBC's social media, and provide recommendations on how to best utilize this important marketing tool.



Over the past year MBC has supported the work of a team of researchers at McGill University studying the genetic and environmental causes of food allergies as part of the **Susceptibility to Food Allergy in a Registry of Twins (START)** project. Twins provide an invaluable model for genetic studies, allowing the separation of genetic from demographic and environmental factors. MBC will continue to promote the study to our members and to the general public to encourage participation.



You are not alone...

Our volunteers are Multiple Birth Canada's most valuable resource. Local and national volunteers are the glue that holds MBC together. For volunteers like Lynda Haddon who continue to be involved for 15, 20, 25 and 30 years, it is no longer about what they get from the organization but what they can give back.

We thank all those individuals across Canada who give freely of their time. All volunteers are important, from those that take on one-time tasks to those who provide hours of their time and energy on a regular basis. We know we are not alone because you, the Volunteers are there to support us!

Featuring Lynda P. Haddon

Lynda Haddon has been an extraordinarily active contributor to Multiple Births Canada (MBC) (and previously to POMBA Canada) and numerous multiple-birth projects for the last 30 years. She has held many volunteer and Board positions at the local, national and international levels of the multiple-birth community.

Her mainstay interests have focused on prenatal education, breastfeeding, and bereavement support; but she has represented the multiple-birth community of parents and the healthcare professionals who look after them whenever there was need both nationally and internationally.

Her passion for supporting multiple-birth families is evident in more than the number of years she has dedicated to our organization. When asked why she continues to volunteer, so many years after her children and family have grown beyond the need for support from MBC, she responds with, "to educate parents, grandparents, and professionals; and to improve upon the support we had as parents. It is also for the joy, to feel useful, for the challenge, for the creativity, to care, contentment with success, pride, love, and believe it or not, I would also say it is easy to help."



volunteers are working hard for you!

Volunteers Supporting Multiple Births Canada

BOARD OF DIRECTORS

Sheila Catto, Past Chair & Director of Support Services, SK

Shirley Combden, Chair, Treasurer & Financial Director, AB

Lori Oldfield, Director of Information Management, ON

Heather McAuley, Director at Large, ON

Cherie Baruss, Director at Large, AB (from Sept. 2013)

Elaine Nugent, Director at Large, ON (from Nov. 2013)

Wanda Bell, Director at Large, AB (from Sept. 2013)

SUPPORT NETWORK CHAIRS

Murielle Dietrich, Francophone Support Network, ON

Lynda P. Haddon, Breastfeeding Support Network & Loss Support Network, ON

Sheila Catto, Higher Order Multiples Support Network, SK

Eric Novak, Father Support Network, ON

Theresa Sanders, Special Needs Support Network, ON

Debbie Zen, Lone Parents Support Network, ON

Heather McAuley, Chapter Support Network, ON

Tania Zulkoskey, LGBTQ+ Support Network, BC

Carolyn Leighton-Hilborn, Preterm Birth Support Network, ON

Janice Desroches and Jennifer Shelswell, Adult Multiples Network, ON

HEALTH & EDUCATION COMMITTEE

Jenna Kelland (Chair), AB

Rose Czarnuch, NL

Kim Krueger, AB

Tania McNamara, ON

Anna Rendell, ON

Carolyn Leighton-Hilborn, ON

Jennifer Stephens, BC

OTHER NATIONAL VOLUNTEERS

Theresa Sanders, Membership Coordinator & Making a Difference Awards (MADA) Chair, ON (to Nov. 2013)

Olga Kutikov, MADA Chair, ON (from Nov. 2013)

Gail Moore, Advocacy & Awareness Coordinator, ON

Kimberley Weatherall, Acting MM Editor, ON

Lori and D'Arcy Oldfield, Webmasters, ON

Elaine Nugent, Website Assistant, ON

Alison Pilz, MM Layout, ON

Gerlinde Rup, Volunteer Database Coordinator, ON

Dawn Knuff, Volunteer Coordinator, ON

Nicole Fisher, MM Website Reviewer and Facebook Moderator, ON

Murielle and Pascal Dietrich, French Translation, ON

Stacey Haggerty, MM Copy Editor, ON

Tara Bedard, MM Copy Editor, ON

Serena Engler, MM Book Reviewer, AB

Karen Neilson, HOM Database, BC (from June 2013)

Paula Chorpitta, Facebook Breastfeeding Support (from June, 2013)

Nancy Young, Secretary, Newmarket, ON (from Aug. 2013)

Mark Prechner, Website Assistant, Brampton, ON (from Oct. 2013)

Brittany Hamilton, Discount List Coordinator, MB (from Mar. 2014)

Cathy Latouf, Summer Attractions, ON (from Mar. 2014)

ADVISORY BOARD

Dr. Fiona Bamforth, MSc, FRCPC, University of Alberta Hospital, Edmonton, AB

Dr. Cathy Barr, PhD., Imagine Canada, Guelph, ON

Dr. Jon Barrett, MBBch, M.D., MRCOG, FRCS(C), Sunnybrook & Women's College Health Sciences Centre, Toronto, ON

Dr. Alan Bocking, M.D., FRCSC, Professor & Chairman, Dept. of Obstetrics & Gynaecology, University of Toronto, ON

Laura Corbett, R.N., BScN, PNC (C), Clinical Nurse Leader, Birthing Center II / Women's Special Care Unit, Doha, Qatar

Jane Denton, Director Multiple Births Foundation, London, UK

Dr. Audrey Huberman, Ed.D., Curriculum, Teaching & Learning, Private Practice, Toronto, ON

Dr. K.L. Jang, Ph.D. Assistant Professor, Department of Psychiatry, University of BC, Vancouver, BC

Dr. Louis Keith, M.D., Northwestern University Medical School, Center for the Study of Multiple Birth, Chicago, IL

Jean Kollantai, Founder, Center for Loss in Multiple Birth (CLIMB) Inc., Anchorage, AK

Linda G. Leonard, M.S.N., R.N., Twin/Triplet Specialist, University of BC, Vancouver, BC

Patricia Malmstrom, M.A., Twin Services Consulting, Berkeley, CA

Stephen Moreau, Employment Insurance Advisor, Toronto, ON

Pat Preedy, PhD., Education Specialist, West Midlands, UK

Cheryl Wadasinghe, Government Advisor, Nepean, ON

STAFF

Kimberley Weatherall, Executive Director, ON

Theresa Sanders, Finance Assistant, ON (from Sept. 2013)

You are not alone...

The 2013 Making a Difference Awards were presented at the Volunteer Development Retreat & AGM. Multiple Births Canada is pleased to announce the following winners.



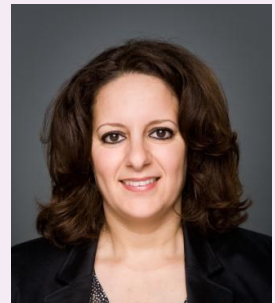
In the **Corporate category** the winner is **Bell Media** for their support of MBC through their donation of radio Public Service Announcements valued at over \$100,000.

The **Media award** was presented to **Kelly Roche** and the Ottawa Sun for their feature story *Celebrating Mothers*.



The **International Award** went to **Dr. Barbara Luke** for her donation of maternity clothes for mothers of multiples, and her long time commitment and support of multiple birth parents.

The **National Award** was given to **MP Sana Hassainia** for her introduction of Bill C464 for Parental Leave for Multiple Births or Multiple Adoptions, which aimed for more equality in the EI Parental Leave benefit for families with twins or more.



The **Local Making a Difference Award** was presented to **Shirley Combden** of the Edmonton Twin and Triplet Club. Her commitment and dedication to the Chapter and the national organization over many years made Shirley this year's winner.



2013-214 Service Awards

Service awards were presented to the following individuals for their years of service and dedication as volunteers at the national level.

Kimberley Weatherall - 15 years

Sheila Catto - 5 years

Lori Oldfield - 5 years

Theresa Sanders - 5 years

volunteers are making a difference for you!

Through regular communications...

MBC uses multiple modes of communication to share information with members and with the general public.

Website: The MBC website is our central information sharing resource, with information on upcoming events, blog posts, information on all the Chapters and Support Networks, Publications, and much more. MBC Members and Chapter volunteers can access password-locked sections of the website with a large archive of information and resources.

E-News: “Constant Contact” software gives a professional appearance to MBC’s email communications with news and information resources for members and multiple-birth supporters. In the past year we have dramatically increased the number of subscribers with approximately 4500 in our database by fiscal year end.

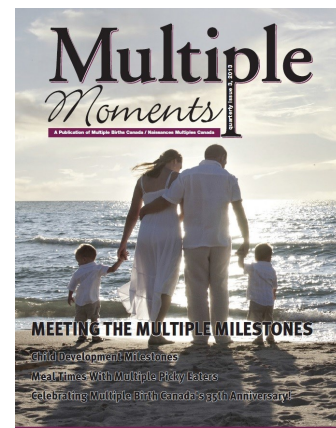


stakeholders and the general public substantially. We also post regularly on Twitter and are seeing a steady increase in the number of followers.

Multiple Moments magazine: MBC publishes the quarterly digital magazine Multiple Moments, with articles written by multiple-birth parents and professionals. In 2013-2014 issues covered themes on Positive Parenting, Looking Back at the Early Days, Meeting the Multiple Milestones, and The Toddler Years. Thank you to all those who contribute their stories and pictures to Multiple Moments.



Social Media: MBC makes extensive use of Facebook with a number of private groups for individuals and volunteers in addition to many open Multiple Births Canada pages including for a number of our Support Networks. All pages and groups are seeing a steady increase in the number of likes, comments and shares, which is helping to extend our “reach” and “engagement” to our



we hope you never feel alone.

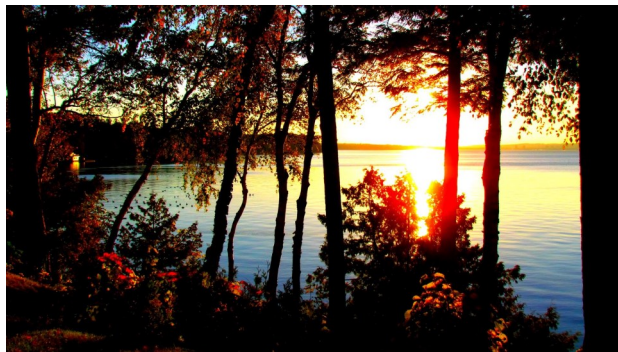
As a volunteer...you are not alone.

2013 Volunteer Retreat and AGM

From September 26-29th, 2013 on the beautiful shores of Kempenfelt Bay, parents of multiples and volunteers from many MBC Chapters gathered to celebrate and learn about their multiple families. The team from Simcoe County Parents of Multiples (SCPOM) did a



great job hosting us all, and booking interesting workshops and speakers for both parents and Chapter volunteers. Health and wellness topics included nutrition, fitness and healthy relationships with our partners and children. Parents learned tips for photography, speech development, home organization and stress management. A highlight of the weekend was learning about the 5 Love



Languages from keynote speaker Laird Crump. Chapter volunteers learned about grassroots fundraising strategies, and MBC led several sessions full of information for Chapter volunteers, on how to offer support, information and connections to the families in our communities.

The meals and social activities allowed delegates to get to know each other informally and share many laughs. Alex Champ the hypnotist on Friday night was having so much fun he extended the show an extra hour or more. That is a sign of a good group of participants. Saturday's dance theme of "Dream Vacation Destinations" was fun and interpreted in so many different ways.

Whether we were learning, eating or playing we had a great time together. Everyone left excited for next year's conference in London, Ontario.



MBC is always working on having the most current information for multiple birth families.

National Multiple Birth Awareness Day

May 28th, 2013

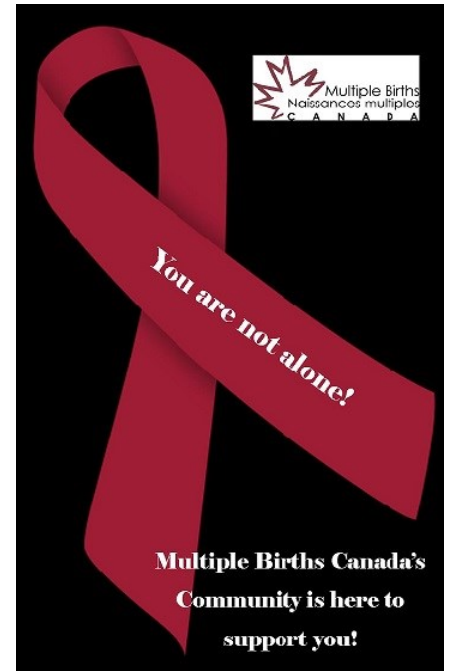
The 2013 theme was: ***You're not alone - Canada's multiple-birth community is here to support you.***

This year, Multiple Births Canada used National Multiple Births Awareness Day – May 28th - to emphasize and reflect on the importance of 35 years of networking support.

This spotlight allows Canadian multiple-birth families to recognize the strength of belonging to an MBC Affiliate Organization (Chapter) or other multiple-birth group.

Experienced mentors who understand the unique challenges faced by multiple-birth families are ready and able to help lighten the load. By sharing experiential knowledge, gathering to network, and being there for one another, MBC Affiliate Organizations (Chapters) or other multiple-birth groups strengthen each multiple-birth parent's ability to make informed decisions and effectively handle the distinct issues of parenting twins, triplets or more.

Events were held across the county including picnics, zoo days, sleeper drives, web-site launches and an online Facebook event that was so popular it crashed the group.



Supporting multiple births together...



Multiple Births Canada gratefully acknowledges the work of the many individuals who volunteer and make a difference in the lives of multiple-birth families across Canada. While we are unable to mention everyone within the Annual Report each year, MBC feels strongly about the support we receive from the hundreds of volunteers who work daily to support multiple-birth families in their communities and nationally. We also recognize, and thank, all the families of these volunteers for supporting the work they do in an effort to improve the lives of multiple-birth individuals and their families.

MBC would like to thank the following photographers for their contribution to this Annual Report: Barbara Ann Studios, Kelly Lumley Photography, Modern Pixel Photography, Olive Juice Photography, Peggy Wynne Photography, Paula Whitten Photography, Tiffany Jane Photography, and all the parents, MBC members and volunteers who have shared their wonderful photos with Multiple Births Canada.

Multiple Births Canada

PO Box 51003
375 Des Epinettes Ave.
Orleans, ON K1E 3W4
Phone: 613-834-TWIN (8946)
Toll Free: 1-866-228-8824
office@multiplebirthscanada.org

www.multiplebirthscanada.org