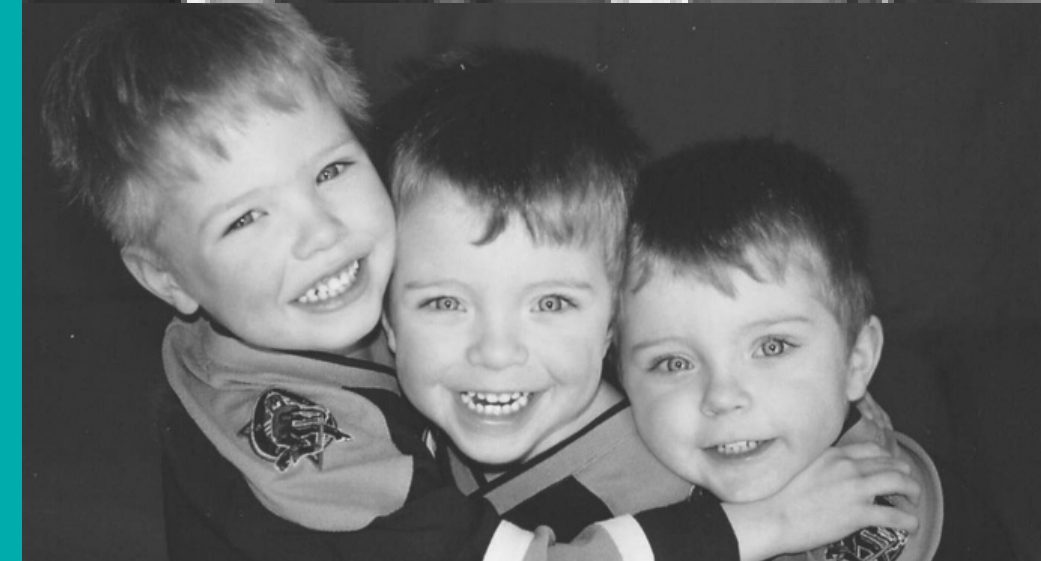




FY22 Annual Report

Equity and Inclusion for Multiple Birth Families from Coast to Coast

April 1, 2021 to March 31, 2022



Letter to Supporters:

Dear Friends of Multiple Births Canada,

When I started writing this letter, I began by looking back at the theme for the fiscal year of 2021-22: *Equity and Inclusion for Multiple Birth Families from Coast to Coast*. While things have been very different again this year, the Board of Directors still worked hard at fulfilling the meaning of our theme. I am reminded that as hard as the past 2 years have been for organizations such as MBC, there have been some good things to focus on as well. It was very disappointing to have to cancel our plans to hold conference in person in Ottawa, however we reached many more people than we would in a usual year by moving back to online. We learned that many people appreciated being included in MBC events and resources online and it is our plan to continue to offer events online going forward.

The Board of Directors had some changes since our last report. Shawn Rivers, Jennifer Galina, Jimena Guild and Elaine Law have stepped down from the board. We thank them all very much for their contributions. Joining the board this past year are Emmanuel Edem and Bryan Segal. They have stepped into the positions of IT management and Marketing and Public Relations respectively. They have brought valuable new perspectives from a dad's point of view to the board along with new energy and we have enjoyed getting to know them.

We are looking forward to being in person together again in the fall of 2022. The Canadian Ecology Center, located in beautiful Mattawa, Ontario will be our venue. This was also the location of the 2012 AGM and Conference which was the same year MBC achieved their Registered Charity Status and it was announced that weekend. We are looking forward to meeting with members in person once again, as well as seeing some of you online again.

I am very pleased to report that MBC was able to remain in a positive financial position this past year. While chapter memberships are lower, despite new Chapters joining MBC, we are hopeful that this coming year will change the swing, allow more people to find the amazing value in a chapter membership and MBC. Giving Tuesday and The Great Canadian Giving Challenge fundraising campaigns have both been very successful for MBC. We couldn't exist without the generous donations of our supporters. Thank you so much for your continued support!

The MBC Board is committed to the 2022-23 theme of *Community Re-imagined- Enhancing Wellness and Connection for Multiple Birth Families*. We are working closely with our Chapter Executives to offer advice and support to chapters that are now trying to build back their membership and get back to the amazing work they do.

All in all, it's been a roller coaster of a year as we navigate coming out of Covid and returning to in person events and support. On behalf of Multiple Births Canada and the thousands of multiple birth individuals and families that we serve, thank you once again for your support and generosity.

Yvonne Blake
MBC Chair of the Board



Board of Directors



**YVONNE
BLAKE**

Director of Finance
Chair of the Board
(as of Oct 2021)



**EMMANUEL
EDEM**

Director of IT
(as of May 2021)

**JIMENA
GUILD**

Director of Marketing
and Communications
(until October 2021)



**DAWN
KNUFF**

Director of Support
(as of January 2022)



**ELAINE
LAW**

Director of Membership



**HEATHER
MCAULEY**

Director of Events



**RUTH
MORTON**

Director of
Development

**DINA
NAIMAN**

Director of Chapter
Support



**BRYAN
SEGAL**

Director of PR and
Marketing
(as of Sept 2021)



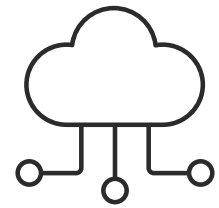
**MARTINE
ST. LOUIS CUTTING**

Director of Volunteer
Management



HIGHLIGHTS

2021 MBC VIRTUAL CONFERENCE



Host Chapter: Multiple Births Families Association of Ottawa-Gatineau
555 attendees over 14 events



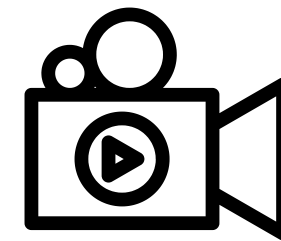
CONFERENCE IN A BOX

Packaged together providing support to hosting Chapter



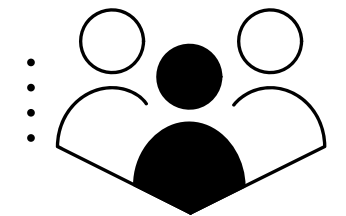
FUNDS RAISED

\$16,000+ raised for the year



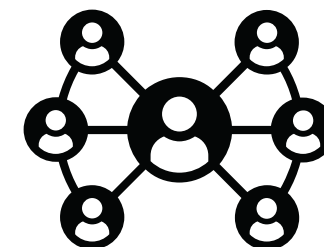
NMBAD 2021 VIDEO PROJECT

Promoting Equity and Inclusion for Multiple Births Families from Coast to Coast for National Multiple Births Awareness Day



NEW CHAPTER KIT

Resources for any chapter to use to support their organization succeed



CONNECTING A NEW CHAPTER

Building a relationship with Manitoba Families of Multiples (MFOM) as they intend to join as our newest Chapter.

Our Mission

**"TO IMPROVE THE QUALITY OF
LIFE FOR MULTIPLE BIRTH
INDIVIDUALS AND THEIR
FAMILIES IN CANADA."**

Our Impact

12 Chapters in
5 Provinces across Canada
1328 Member Families



FROM OUR ONLINE DONORS

"Keep up the good work! You are an invaluable resource for parents of multiples!"

"MBC has been an integral part of my life. I met the most amazing moms and after 23 years we are still friends. It brings me joy to see this organization thrive!"

"You guys are helping so many families, thank you and thanks for all the great work you do!"

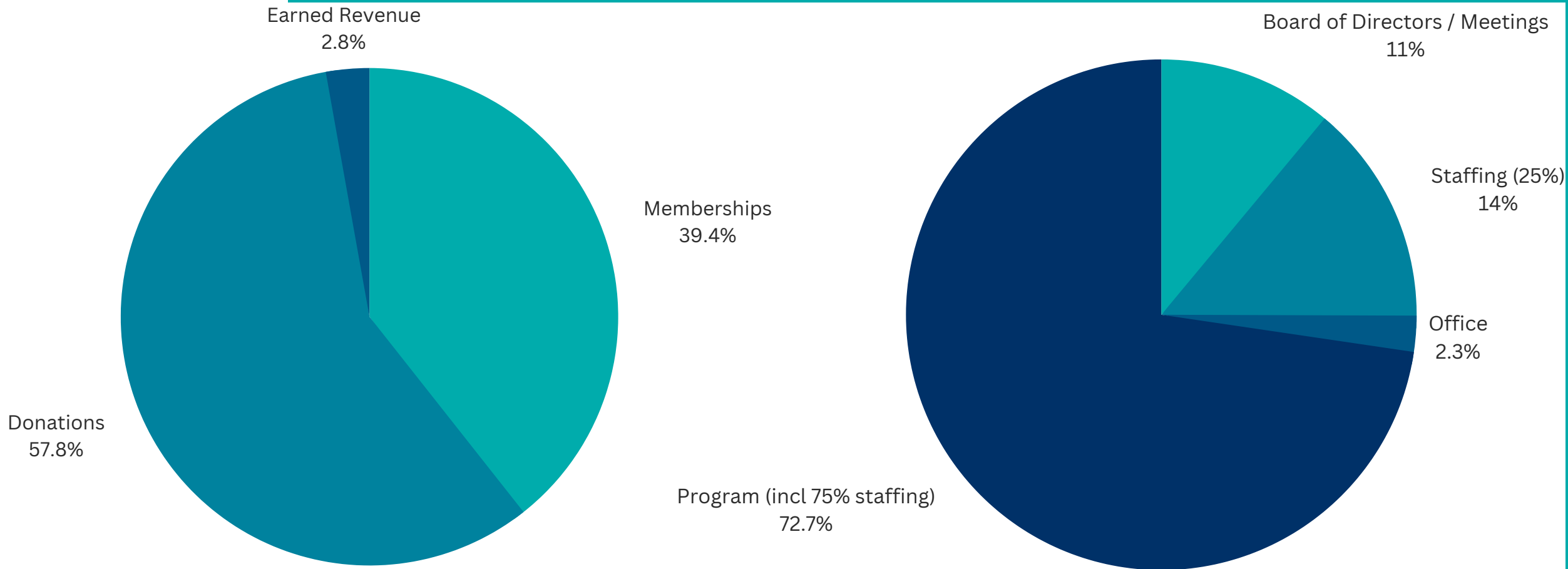
"Thanks so much for helping me navigate being pregnant and raising multiples."

"Thank you to the MBC Board of Directors for all of their hard work, endless volunteer hours, and dedication to this organization. Thank you for all that you do."

"Thank you Multiple Births Canada for helping so many families across Canada each year! People do not realize the impact an organization like this has. MBC has enriched so many lives. Keep up the great work!"



Financial Report



Source of Income	
Memberships	\$10,932.97
Donations	\$16,058.00
Earned Revenue	\$781.45

Expenses	
BoD Meetings	\$2,691.89
Staffing (25%)	\$3,412.50
Office	\$554.56
Program (incl. 75% Staffing)	\$17,706.89

Income increased this year by over \$3,000 year over year despite the decrease in membership of nearly \$4,000. The increase in revenue was a direct result of donations received over the fiscal year.

Expenses increased by approximately \$8,000 as a result of travel resuming and the board meeting in person one time in the fall of 2021 as well as an increase in office hours to 17.5 hours per week. Other increases to expenses included the purchase of some new software specifically to support launching the online merchandise store and to support the social media video campaign.

What's Next



SPONSORSHIP

We'll be working to secure sponsors and partnership opportunities to ensure MBC has growth in alternate revenue streams to better support our membership and chapters



DIVERSITY AND INCLUSION TRAINING

The Board of Directors and Chapter representatives will be taking part in Diversity and Inclusion training and developing materials to share with chapters.



PROFESSIONAL VIDEO "YOU ARE NOT ALONE"

Multiple birth awareness video created using our member video submissions

[View Video](#)

ORGANIZATIONS

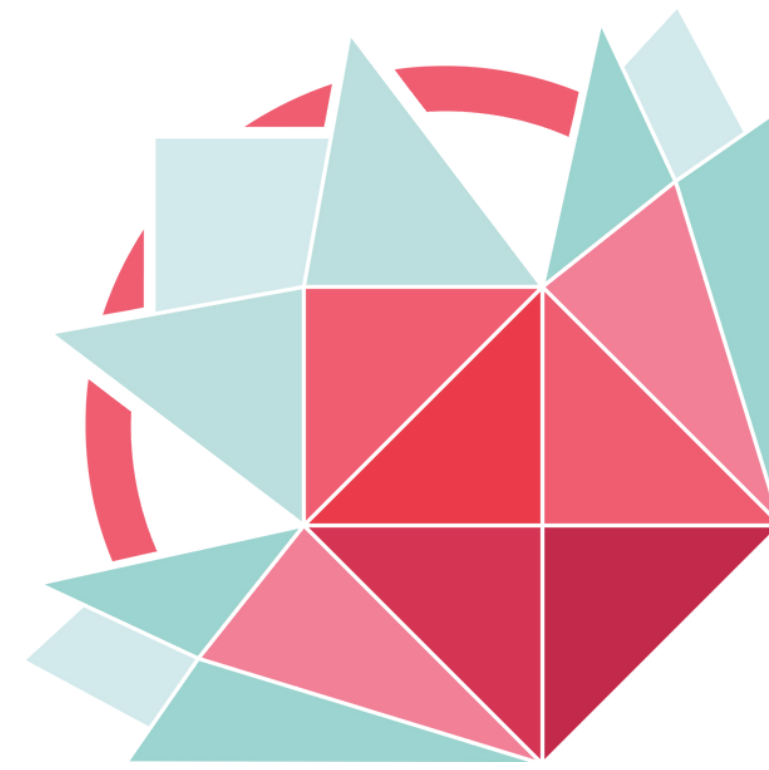
Canada Helps Giving Program
Edmonton Twin and Triplet Club (ETTC)
Multiple Births Families Association (MBFA) Ottawa Gatineau
Paypal Giving Fund
Raymond James Canada Foundation
Twins Triplets and More Association of Calgary (TTMAC)
Windsor Essex Parents of Multiple Births Association (WEPOMBA)

INDIVIDUALS

Michelle Addley	Holly Leonoff
Deanna Alford	Ruth Morton
Regan Allan	Darlene Nagy
Cathy Barr	Dina Naiman
Yvonne Blake	Michael Nantais
Ginger Bowes	Lisa Olsen
Rose Danyliuk	Julie Paquette
Emmanuel Edam	Steve Pedlow
Dawn Fovargue	Leigh-Ann Ronen
Patricia Gambin	Gerlinde Rup
Lynda Haddon	Bryan Segal
Mathilda Hall-Summings	Jesse Smith
Debra Keech	Martine St.-Louis Cutting
Frances Keech	Julie Walker
Jesse Keech	Tania Zulkowskey
Yaser Khursheed	

THANK YOU

Donors



Jacquelyn Agar

Robert Beaven

Michele Bernard

Yvonne Blake

Ginger Bowes

Krystle Bruce

Sheila Catto

Murielle Dietrich

Nicole Dube

Emmanuel Edem

Nicole Fisher

Jennifer Galina

Jimena Guild

Lynda Haddon

Pat Harber

Julila Hemphill

Valerie Hodgins

Shannon Irving

Jenna Kelland

Dawn Knuff

Elaine Law

Carolyn Leighton-Hilborn

Heather McAuley

Renée Miron-Kowa

Gail Moore

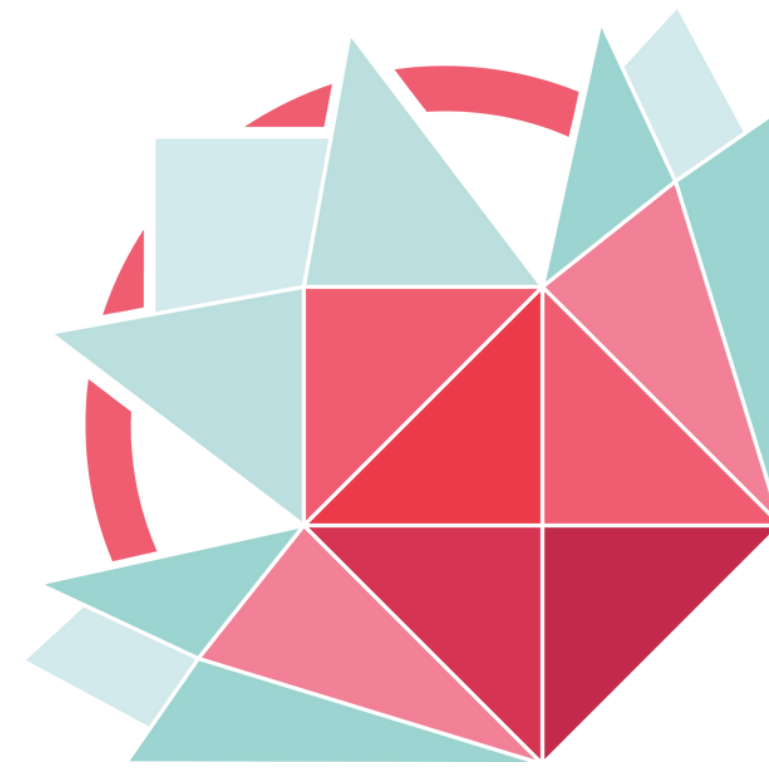
Ruth Morton

Dina Naiman

Laura Reid

Bryan Segal

Martine St-Louis Cutting



THANK YOU

Volunteers

Where to Find Us



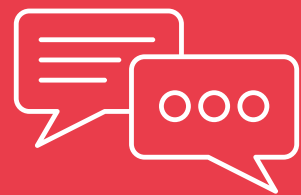
WEBSITE

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FACEBOOK

www.facebook.com/MultipleBirthsCanada



INSTAGRAM

www.instagram.com/multiplebirthscanada



TWITTER

www.twitter.com/Multiple_Births



TIK TOK

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