



# FY23 Annual Report

Community Re-imagined... Enhancing  
Wellness and Connection for Multiple  
Birth Families

April 1, 2022 to March 31, 2023





# Letter to Supporters: The Dawning of a New Chapter for MBC

Dear Friends of Multiple Births Canada,

When I look back at the 2022-2023 fiscal year, I see the dawning of a new chapter... and I don't mean one of our regional groups. The Covid-19 pandemic lasted much longer than anyone could have imagined and the effects of it had a much larger impact than anyone thought possible. Just like so many other organizations, Multiple Births Canada and all multiple birth organizations are forever changed by the way the world has evolved through this period. Though we crave social interaction, connecting with others through our screens has become the norm. Stress and anxiety levels have risen, children missed out on essential opportunities to socialize and learn. Multiple birth families struggled with these challenges on top of the usual stresses that we have always faced. Despite this, we persevered and held our first in-person conference since the pandemic. The time that we spent in Mattawa, Ontario together was both healing and inspiring. Many of our volunteers are tired and overwhelmed, yet we all felt the call to push forward and begin rebuilding what we had.

The MBC Board evolved in different ways as well. I was thrilled to step into the Chair of the Board role following the 2022 conference and Bryan Segal, enthusiastically took on the Vice-Chair of the Board position. We have been moving towards a more project-based model within the board that includes always having a "buddy" to bounce ideas off of. We also brought in two new board members, Allison Watcher and Shanelle Labach, for Membership and Research & Projects respectively, but just as the pandemic was unpredictable, so too was their availability to volunteer. Sometimes life gets in the way, but the good news is that we moved on and we learned to manage with a smaller team. As we strive to grow our board, our focus is getting "the right people on the bus" that have a passion for multiple births and a desire to help others.

Our theme this fiscal year was "Demystifying Multiple Births: Sharing Our Unique Stories." In an age of social media, where information and misinformation are spread very quickly, we made a goal of debunking some of the myths and spreading real information about multiple births. Our personal stories have commonalities and messages that bring a

relatable factor to what we experience in our day-to-day lives. We put out three video images to circulate around social media to make people think about some of the common things that parents of multiples hear often in our lives: "You have your hands full" "They must be so expensive" and "You have an instant family." By sharing these posts, MBC helped bridge the gap between what people think about multiple birth families and what multiple birth families know to be true. We used this social media campaign as a call to action to get families to share their stories. In another opportunity to share stories, MBC was approached by the Canadian Children's Literacy Foundation (CCLF) asking us to be a delivery partner on their Lost & Found project, with the objective of collecting the pandemic experience stories of children across Canada. MBC enlisted some excellent volunteers to deliver an online educational program designed by CCLF to help children and caregivers sort through their experiences and emotions and create their story through art, writing, video, etc. These stories were collected and uploaded into an online gallery that is part of Canadian history. It was an honour to partner with CCLF on this and for our members to have an opportunity to be a part of this and most importantly to begin healing together.

The future for MBC looks different, but different can be good. As I mentioned, this is a new chapter for the organization. The needs and the landscape have changed, but the good news is that the board of directors is ready and willing to rebuild in a way that is meaningful to all multiple birth families across Canada. In 2023-2024, we are going to take a good look at our "house" - what we really need, how we do things, and what we ought to be doing and from there we will build. This is us. Thank you for your continued support for Multiple Births Canada. Stay tuned.

**Dina Naiman**  
MBC Chair of the Board



# Board of Directors



**YVONNE  
BLAKE**

Director of Finance  
Chair of the Board  
(until Oct 2022)



**EMMANUEL  
EDEM**

Director of IT



**DAWN  
KNUFF**

Director of Support  
(until June 2022)



**SHANELLE  
LABACH**

Director of Research  
& Projects  
(October 2022 - March 2023)



**DINA  
NAIMAN**

Director of Chapter  
Support  
Chair of the Board  
(as of October 2022)



**HEATHER  
MCAULEY**

Director of Events



**RUTH  
MORTON**

Director of  
Development  
(until Oct 2022)



**ALLYSON  
WATCHER**

Director of  
Membership  
(October 2022 - April 2023)



**MARTINE  
ST. LOUIS CUTTING**

Director of Volunteer  
Management



**BRYAN  
SEGAL**

Director of PR and  
Marketing  
Vice-Chair of the Board  
(as of October 2022)

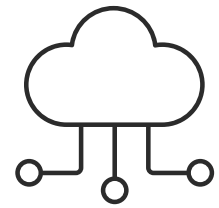




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# HIGHLIGHTS

## 2022 MBC CONFERENCE



Hosted by Multiple Birth Canada delegates attended in person at the Canadian Ecology Centre in Mattawa, Ontario

## MEDIA CAMPAIGN: DEMYSTIFYING MULTIPLE BIRTHS



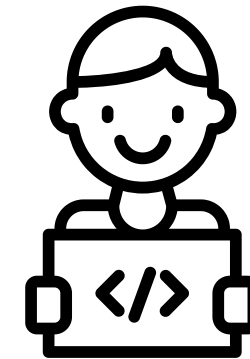
Multiple birth awareness posts created and circulated "You have your hands full" "They must be so expensive" and "You have an instant family."

## FUNDS RAISED



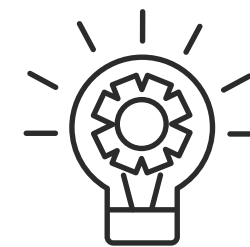
\$20,000+ raised for the year

## LOST & FOUND PROJECT



MBC was a delivery partner of an online education program for the Canadian Children's Literacy Foundation (CCLF)'s Lost & Found project and pandemic stories were collected and uploaded to an online gallery.

## CHAPTER REVITALIZATION



MBC assisted in the team rebuilding of London Multiple Births Association (LMBA) and Saskatoon Parents of Twins & Triplets Organization (SPOTTO).



## OUR MISSION

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

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# Our Impact

12 Chapters in  
5 Provinces across Canada  
1400+ Member Families





## MESSAGES FROM OUR ONLINE DONORS

Thanks for all the great work you do!

Thank you Multiple Births Canada for supporting families with twins, triplets and more along their journeys. Please continue your good work!

Thanks for helping so many families.

Thanks for all the great work this organization continues to do.

Thank you MBC for all that you do!!

I am so grateful for all of the volunteers that help to support parents of multiples in our country!

Thanks for all you do!

Helped me to raise multiple birth family. It's an unique journey

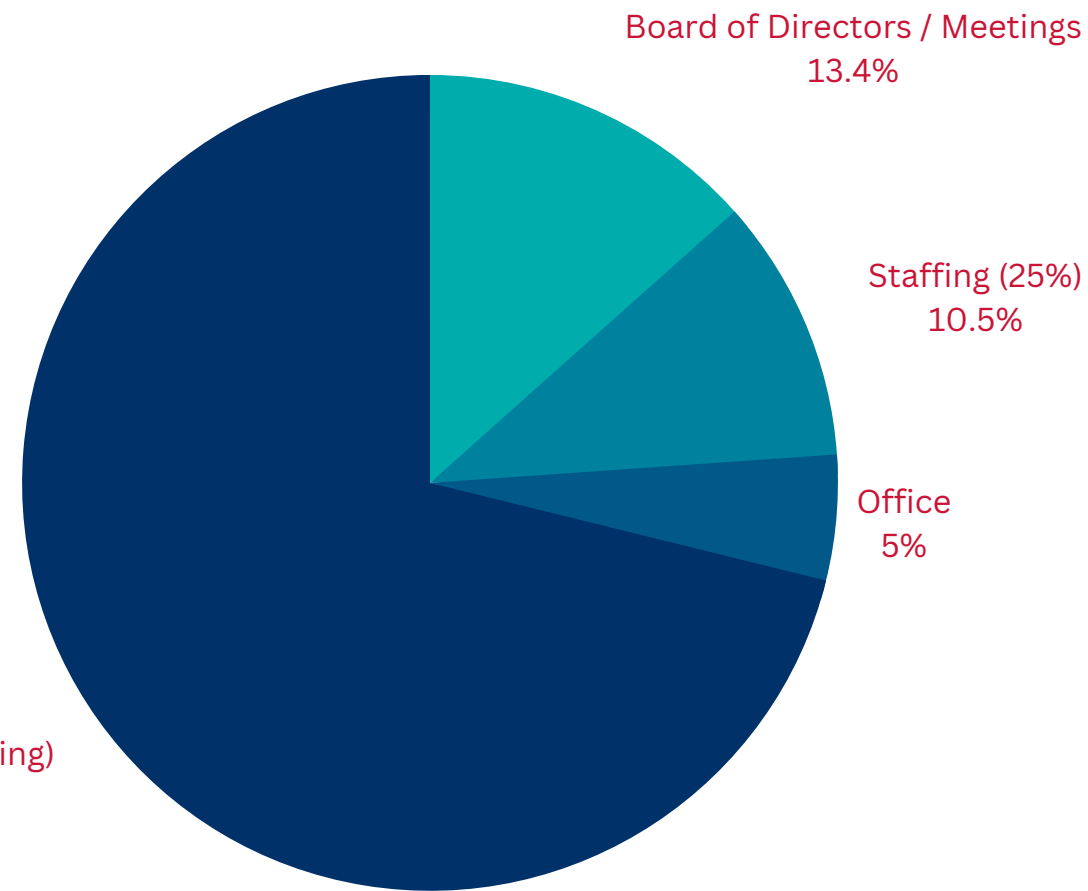
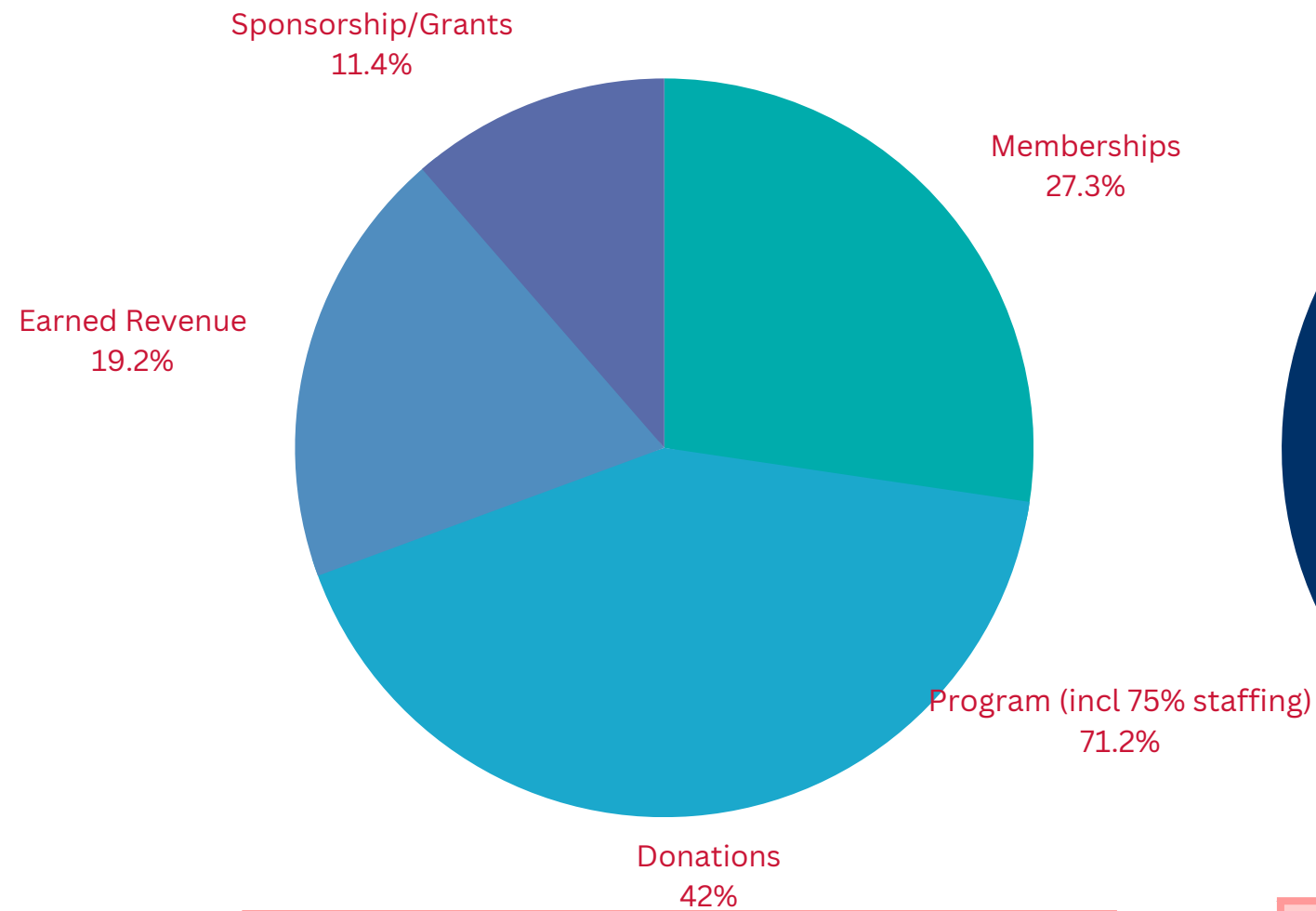
Thank you for all the work you do!!

Thank you for all that you do to help twins, triplets and more.

# Our Impact



# Financial Report



Source of Income	
Memberships	\$13,204.22
Donations	\$20,300.12
Earned Revenue	\$9,294.18
Sponsorship/ Grants	\$5,500.00

Expenses	
BoD Meetings	\$5,229.18
Staffing (25%)	\$4,083.58
Office	\$1,933.99
Program (incl. 75% Staffing)	\$27,738.18

**INCOME INCREASED THIS YEAR BY OVER \$20,000 YEAR OVER YEAR INCLUDING AN INCREASE IN DONATIONS AS WELL AS MEMBERSHIP OF OVER \$1,000 AFTER SEEING A DECREASE IN THE PRIOR FISCAL YEAR. THE INCREASE IN REVENUE WAS A DIRECT RESULT OF CONFERENCE REVENUE AS THE AGM AND CONFERENCE WAS HOSTED BY MBC.**

**EXPENSES INCREASED BY APPROXIMATELY \$14,000 AS A RESULT OF TRAVEL RESUMING AND THE BOARD MEETING IN PERSON AT INTERIM BOARD MEETING AS WELL AS THE AGM AND CONFERENCE AS WELL AS CONFERENCE EXPENSES RESULTING FROM HOSTING THE AGM AND CONFERENCE IN 2022.**



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# What's Next



## **REBUILDING OUR HOUSE**

Focusing on what MBC needs to be in order to work towards our vision to represent the voice of multiple birth families in Canada to ensure they feel supported and their unique needs and rights are understood and met.



## **PARTNERSHIP WITH MAMANS PIEUVRES**

Finding opportunities to partner on projects that will benefit Canadian multiple birth families in both official languages.



## **ADVOCACY PROJECT: THE RIGHTS OF MULTIPLE BIRTHS IN EDUCATION**

Focusing on advocating for multiple birth families with school boards and education ministries across the country.

## INDIVIDUALS

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

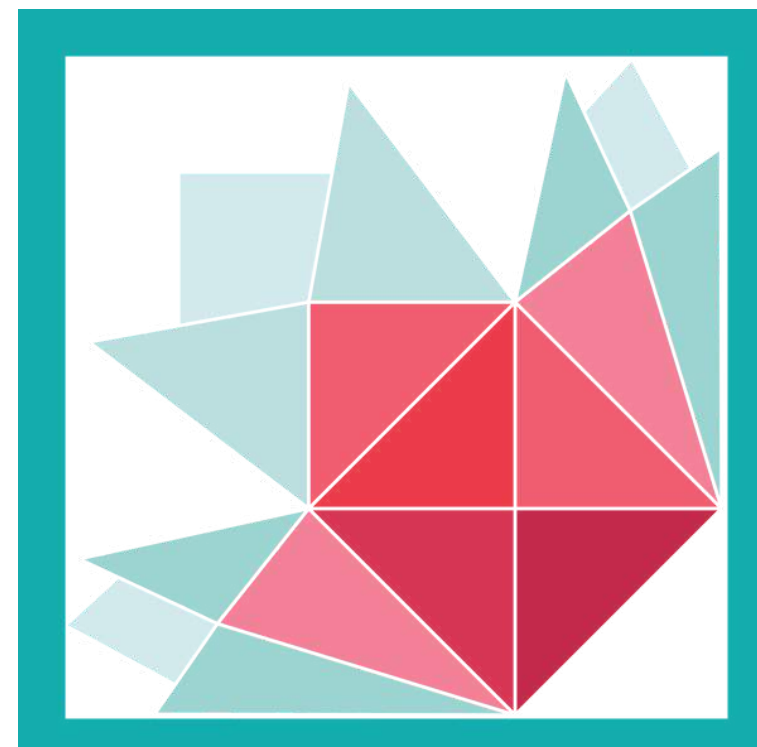
Bryan Segal  
Jesse Smith  
Martine St.-Louis Cutting  
Julie Walker  
Tania Zulkowskey

## 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  
Royal Bank of Canada  
Temiskaming Multiple Births  
The Storage Box  
Twins Triplets and More Association of Calgary (TTMAC)  
Windsor Essex Parents of Multiple Births Association (WEPOMBA)

*THANK YOU*

**Donors**





## VOLUNTEERS

Jacquelyn Agar

Michele Bernard

Yvonne Blake

Ginger Bowes

Krystle Bruce

Sheila Catto

Murielle Dietrich

Nicole Dube

Emmanuel Edem

Nicole Fisher

Avadhi Garg

Lynda Haddon

Pat Harber

Valerie Hodgins

Shannon Irving

Jenna Kelland

Dawn Knuff

Tiffany Lam

Elaine Law

Shanelle Labach

Carolyn Leighton-Hilborn

Heather McAuley

Gail Moore

Ruth Morton

Dina Naiman

Laura Reid

Bryan Segal

Martine St-Louis Cutting

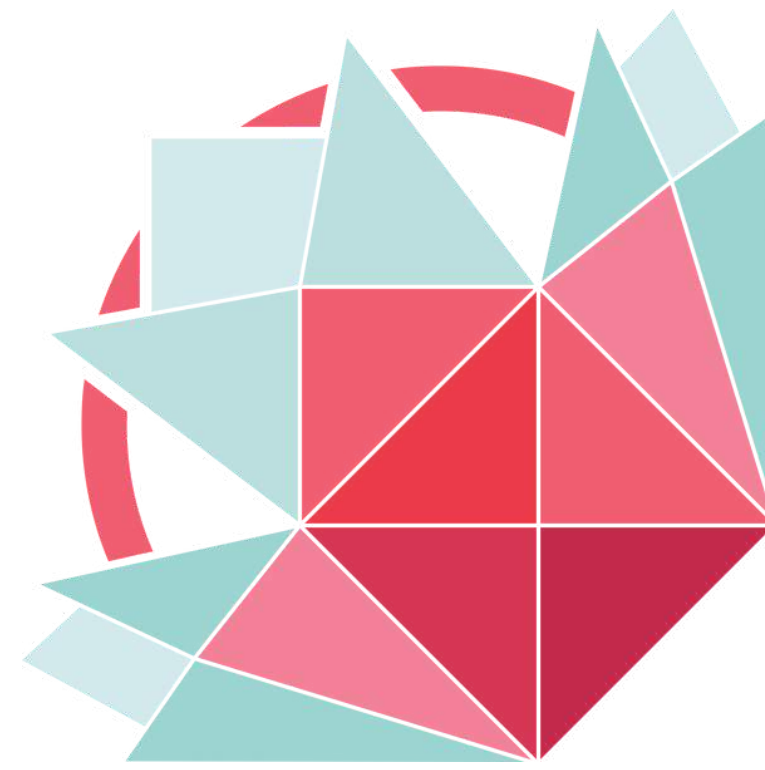
Allyson Watcher

Tania Zulkoskey

Zakeya Zeigler

*THANK YOU*

**Volunteers**



# Where to Find Us



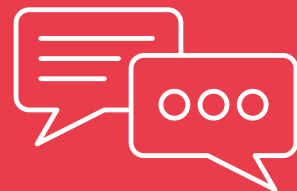
## WEBSITE

[www.multiplebirths.ca](http://www.multiplebirths.ca)



## EMAIL

[office@multiplebirths.ca](mailto:office@multiplebirths.ca)



## VOICE MAIL

1-866-228-8824



## MAILING ADDRESS

2 King Street West  
Unit 155, Hamilton, ON  
L8P 4S0



## FACEBOOK

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



## INSTAGRAM

[www.instagram.com/multiplebirthscanada](http://www.instagram.com/multiplebirthscanada)



## TWITTER

[www.twitter.com/Multiple\\_Births](http://www.twitter.com/Multiple_Births)



## TIK TOK

[www.tiktok.com/@multiple\\_births\\_canada](http://www.tiktok.com/@multiple_births_canada)



## LINKEDIN

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