



support
education
research

*Mary Adcock
President*

President@MultiplesofAmerica.org

www.multiplesofamerica.org

Greetings from Multiples of America!

We are pleased to share with our membership the **2022-2023 Annual Report** of the Organization that was shared at this year's annual meeting. **We encourage our member clubs to review the report with your members.**

The annual report shows that we had a strong year in providing services and new/updated resource materials to our clubs. It also shows we had a positive balance for the 2021-2022 term closed out last July, even though our membership numbers declined which is a trend that we see across member organizations, not just our organization.

Other highlights:

- 2 Scholarships were awarded
- 3 Special Fund Grants were awarded to clubs
- Over \$5,000 in donations were received from events/shopping
- New Corporate Sponsor bringing in additional income and providing a member discount
- New Social Media Collaborators and deepening of our Partner relationships
- Recognition that the 2023 in-person annual meeting will show a positive income stream.
 - All costs were covered by registrations, and a Silent Auction and fabulous raffle ensured income will post back to the organization.

Your new Board of Directors is excited about coming into the new year with the following positive trends:

- More first-time attendees participated in this year's convention, and several volunteered
- More volunteers overall have stepped up for the new year
- We have 1 new club and another pending as we close the year and head into the new term
- We are on target to show a positive cash flow for the 2022-2023 term

As we head into the new year, your club is important to us and can make a difference in ensuring we keep a network of clubs available across the country for our multiple birth community. Thank you to the Elite Clubs who have paid dues prior to July. Other renewals are coming in now. All membership renewals are due by September 30. Please reach out if you're having trouble with the renewal process or if your club is facing any other challenge. We want to hear from you and help you in finding a way forward.

Lastly, if your club would like the annual report shared with your membership by a member of the Board of Directors, please contact the advisor at advisor@multiplesofamerica.org and we will be glad to share the report at an upcoming meeting. We can schedule a ZOOM call, review the report, and answers questions from your membership.

Sincerely,

Mary Adcock

Mary Adcock, President

president@multiplesofamerica.org

Executive Office: 2000 Mallory Lane, Suite 130-600, Franklin, TN 37067-8231

E-Mail: info@multiplesofamerica.org **Web Site:** www.multiplesofamerica.org

CONNECTING + SUPPORTING MULTIPLE BIRTH FAMILIES

(Also known as the National Organization of Mothers of Twins Clubs)



support
education
research

*Mary Adcock
President*

President@MultiplesofAmerica.org

www.multiplesofamerica.org

Greetings from Multiples of America!

The following is the **2022-2023 Annual Report** of the Organization that was shared at this year's annual meeting. We are pleased to share it with our membership. **We encourage you to review the report with your members.**

The annual report shows that we had a strong year in providing services and new/updated resource materials to our clubs. It also shows we had a positive balance for the 2021-2022 term closed out last July, even though our membership numbers declined which is a trend that we see across member organizations, not just our organization.

Other highlights:

- 2 Scholarships were awarded
- 3 Special Fund Grants were awarded to clubs
- Over \$5000 in donations were received from events/shopping
- New Corporate Sponsor bringing in additional income and providing a member discount
- New Social Media Collaborators and deepening of our Partner relationships
- Recognition that the 2023 in-person annual meeting will show a positive income stream.
 - All costs were covered by registrations, and a Silent Auction and fabulous raffle ensured income will post back to the organization.

Your new Board of Directors is excited about coming into the new year with the following positive trends:

- More first-time attendees participated in this year's convention, and several volunteered
- More volunteers overall have stepped up for the new year
- We have 1 new club and another pending as we close the year and head into the new term
- We are on target to show a positive cash flow for the 2022-2023 term

As we head into the new year, your club is important to us and can make a difference in ensuring we keep a network of clubs available across the country for our multiple birth community. Thank you to the Elite Clubs who have paid dues prior to July. Other renewals are coming in now. All membership renewals are due by September 30. Please reach out if you're having trouble with the renewal process or if your club is facing any other challenge. We want to hear from you and help you in finding a way forward.

Lastly, if your club would like the annual report shared with your membership by a member of the Board of Directors, please contact the advisor at advisor@multiplesofamerica.org and we will be glad to share the report at an upcoming meeting. We can schedule a ZOOM call, review the report, and answers questions from your membership.

Sincerely,

Mary Adcock

Mary Adcock, President

president@multiplesofamerica.org

Executive Office: 2000 Mallory Lane, Suite 130-600, Franklin, TN 37067-8231

E-Mail: info@multiplesofamerica.org **Web Site:** www.multiplesofamerica.org

CONNECTING + SUPPORTING MULTIPLE BIRTH FAMILIES

(Also known as the National Organization of Mothers of Twins Clubs)



MULTIPLES OF AMERICA

ANNUAL REPORT 2022-2023





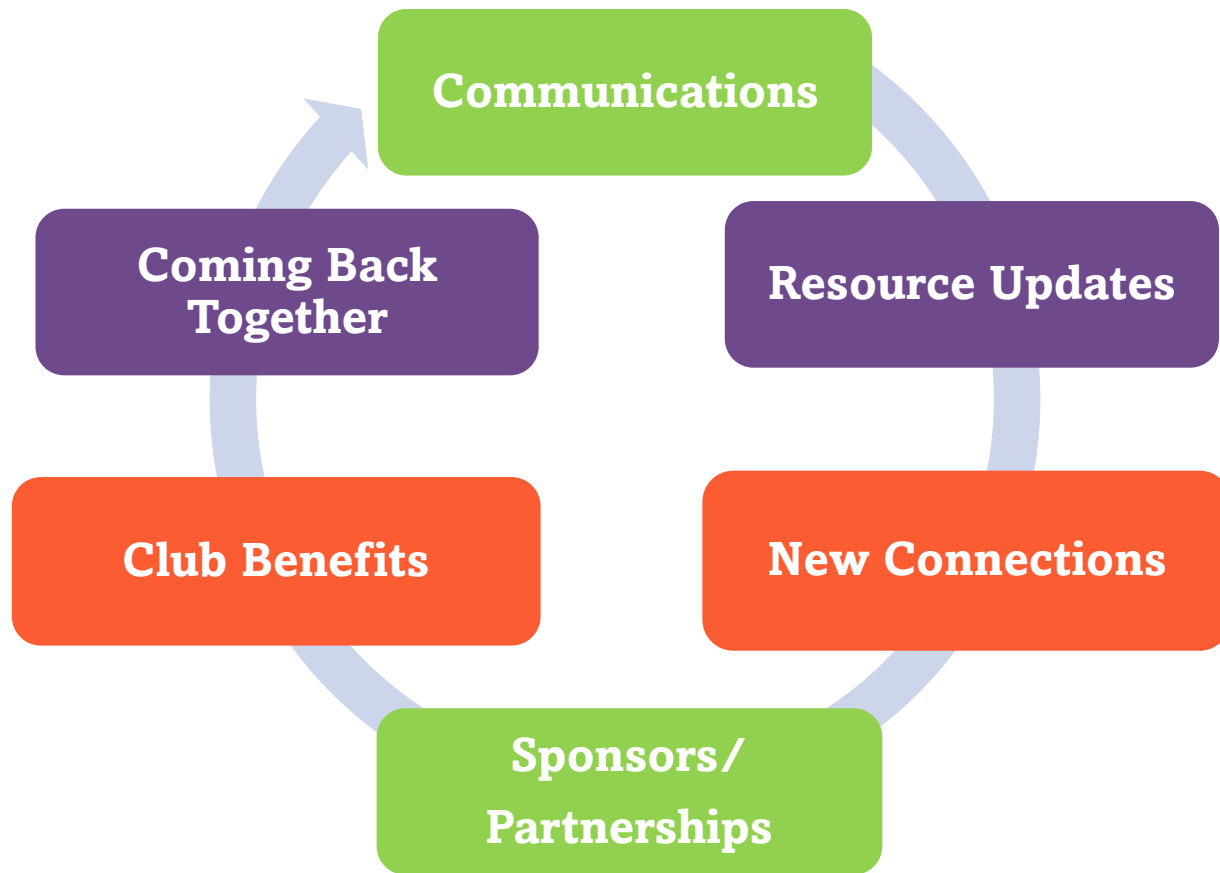
MULTIPLES OF AMERICA

MISSION STATEMENT



The National Organization of Mothers of Twins Clubs, Inc. is a 501(c)(3) non-profit organization dedicated to supporting families of multiple birth children through education, research, and networking. In partnering with local support groups, health care providers, researchers, and educators, and with the highest standards of integrity, respect, and professionalism, we endeavor to aid parents of multiples and to raise public awareness of the unique qualities of multiple birth families.

This Was A Good Year For Our Members



A Year At A Glance

Over 200 Social Media Posts

6 Issues Club
Connections

12 Press Releases

New Connections to Partner Organizations

2 Scholarships Awarded

Gemstone Group

Club
Mailings

Member Mailings

Convention Brochure

Toolkits

New Club Inquiries

Gift & Give Multiplied Campaign

Club Referrals

ZOOM Connects

Invite2Connect

587 Views – Education of Multiples

Organizational Survey

130 Group Exemptions

3 Special Fund Grants

Member of the Year

Increased Mailing
Open Rates

New Publications

3 Special Fund Grants

6 Multiple
Connections

Speakers Support Services

2 New Research Studies

41 New/Updated Brochures/flyers/pamphlets

Sponsors/Partnerships

Our outreach this term has been amazing! Thank you to our new Corporate Sponsor, Partners, and Social Media Collaborators.

Check out our website for links to resource materials for your members.

Corporate Sponsor

- **AlphaBiolabs**



Social Media Collaborators

- **Full Hearts Collaborative**
- **Twin Collaborative**
- **Double Trouble - Twin Dads**

Partners

- **Fetal Health Foundation**
- **Lily's Hope Foundation**
- **NICU Awareness (Project Sweet Peas)**
- **Sidelines**
- **The Taps Foundation**
- **TTTS Foundation**
- **ICOMBO**

Sponsors/Partnerships...continued

Research Partnerships

- Dr. Nancy Segal - Pairs of a Different Color
- Riley Marshall - Twins Interactions with Parents/Peers

Product Grant

onebyone@4imprint



ICOMBO

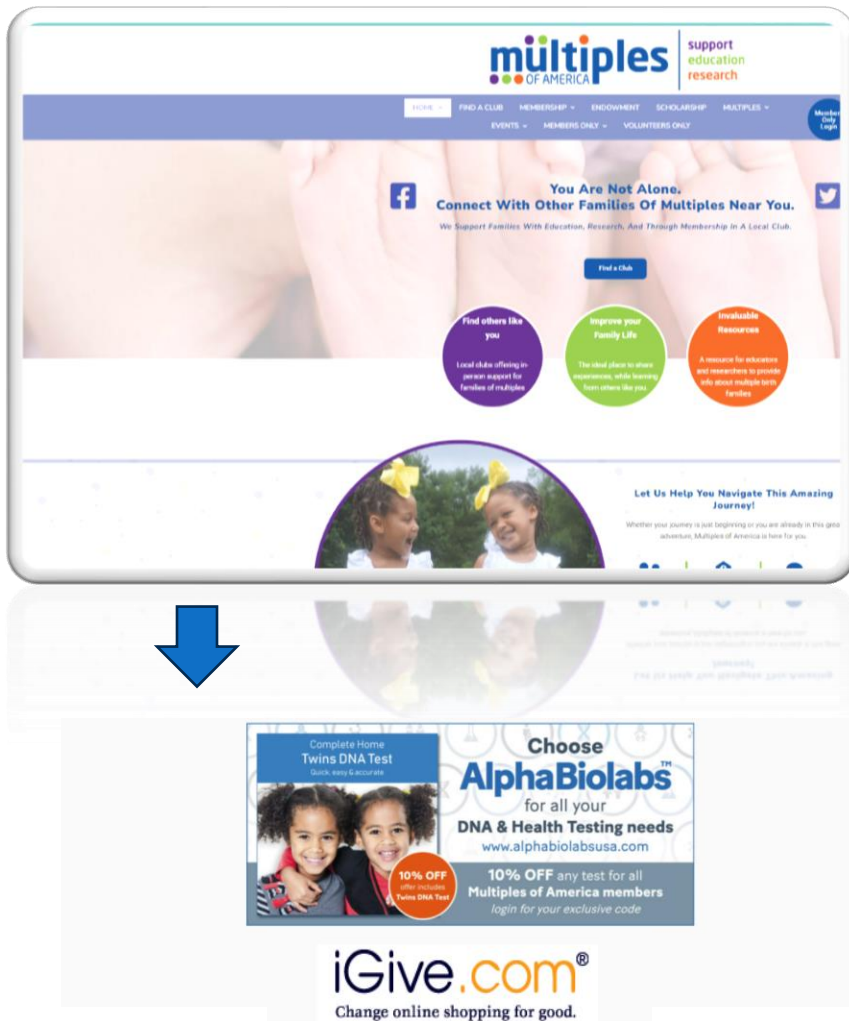
- Newsletter
- Zooming in for the ICOMBO Presentations at the recent ISTS Congress
- Attending member meetings with organizations from across the globe
- Representation on the ICOMBO Board of Directors
 - *Susan Griffith, MD*
 - *Terri Gillis*



Website

*Scroll down to find
Corporate Sponsor discounts.*

*And remember....iGive.com
will donate directly to Multiples
of America when you shop your
favorite stores at their website.*



multiples
OF AMERICA

support
education
research

HOME FIND A CLUB MEMBERSHIP ENDOWMENT SCHOLARSHIP MULTIPLES
EVENTS MEMBERS ONLY VOLUNTEERS ONLY

You Are Not Alone.
Connect With Other Families Of Multiples Near You.
We Support Families With Education, Research, And Through Membership In A Local Club.

Find a Club

Find others like you
Local clubs offering in-person support for families of multiples

Improve your Family Life
The ideal place to share experiences, while learning from others like you

Invaluable Resources
A resource for education and membership to provide all those multiple birth families

Let Us Help You Navigate This Amazing Journey!
Whether your journey is just beginning or you are already in this gene adventure, Multiples of America is here for you.

**Complete Home
Twins DNA Test**
Quick, easy & accurate

Choose AlphaBiolabs™
for all your
DNA & Health Testing needs
www.alphabiolabsusa.com

10% OFF
offer includes
Twins DNA Test

10% OFF any test for all
Multiples of America members
login for your exclusive code

iGive.com®
Change online shopping for good.

Coming Back Together



- **ZOOM Connects**
- **For the Good of the Order**
- **Budget & Bylaw Workshop**
- **Convention 2023**

From the President

Mary Adcock

President

Resource Update Special Committee

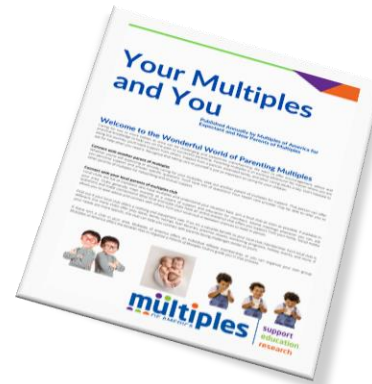
- Susan Griffith, MD
- Jill Heink
- Sara Barr
- Anna Jones
- Dawn Keller

Co-Chair
Co-Chair
Member
Member
Member



President/Resources Update Special Committee

- **Two new communications were added to our member mailings**
 - Club Helpline – authored by the President in collaboration with Sara Barr
 - Special Delivery – authored by the President
- Throughout the year, the President and the Resource Update Special Committee reviewed and updated many of our resource materials. Several are still in progress.
- **Several key items to check out:**
 - Your Multiples and You
 - Education of Multiple Birth Children Toolkit
 - Building A Dynamic Club Toolkit



Communications & Marketing Department

Claudia Contreras

Vice President

Missy Khan

Coordinator

Cara Kusnic

Marketing Assistant

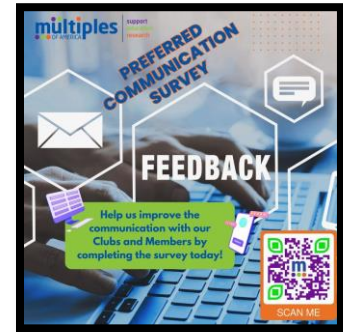
Natasha Rentas

Communications Assistant



Communications & Marketing

- Created **Club Spotlight**
 - *Four Clubs promoted*
- Relaunched the **Member of Year recognition program**
- Created and developed a program for the National Workers who have served for more than 30 years: **The Gemstone Group**
- Created and developed the **Preferred Communications Survey** in collaboration with the Media & Publications Department
- **Pursued partnership opportunities** through social media
 - *10 responses*
 - *Actively corresponding with 4 individuals regarding potential partnerships*



Communications & Marketing

- Created a **LinkedIn Profile** and Company Page
- Posted **203 social media posts** to do date
- Increased posts to **Instagram** account
 - **Visits have increased 467%.**
- Created, posted, or edited **videos promoting Multiples of America** and Convention
- **Tracking history** and consolidation of reports for Facebook and Instagram. This shows the analytics and metrics for the current platforms.



Events Department

Kim Simonich

Events Vice President

Anna Campbell

Department Assistant

Linda Grise

Department Assistant

Christy Helvajian

Department Assistant

Rebecca Jones

Department Assistant



Events Department

- **Coordinated the Gift and Give Multiplied Campaign**
- **Conducted four ZOOM Connects**
 - December – Holiday themed book reading*
 - February – Card Making*
 - April – Book Club*
 - May – Vacation Tips for Disney (Convention City)*
- **Coordinated the MBA Virtual Run/Walk**
- **Planned this year's Convention – Dream Big**
 - *Developed the Convention Brochure and Program Booklet*
 - *Conducted a site-visit*
 - *Prepared a budget that would ensure no loss to the organization*



Finance Department

Amy K. Bredemeyer

Finance Vice President

Kim Kostusiak

Department Assistant



Actual vs. Budgeted Amounts for August 2021– July 2022



	Budget		Actual	Difference
INCOME				
Dues	\$	118,596	\$ 130,349	\$ 11,753
Donations	\$	2,900	\$ 7,649	\$ 4,749
Product Promotion Campaigns	\$	1,000	\$ -	\$ (1,000)
Convention	\$	38,150	\$ 4,179	\$ (33,971)
Other Income	\$	153	\$ 964	\$ 811
TOTAL RECEIPTS	\$	160,799	\$ 143,141	\$ (17,658)
EXPENSES				
Administrative	\$	19,862	\$ 13,771	\$ 6,091
Multiple Connections	\$	2,163	\$ 1,735	\$ 428
Departmental	\$	265	\$ 16	\$ 249
EDGE Initiatives Awarded	\$	500	\$ -	\$ 500
Scholarships Awarded	\$	1,000	\$ 1,300	\$ (300)
Member Club Services	\$	90,021	\$ 77,873	\$ 12,148
Convention	\$	43,805	\$ 5,233	\$ 38,572
Product Promotion Sales	\$	500	\$ -	\$ 500
Other	\$	840	\$ 122	\$ 718
TOTAL DISBURSEMENTS	\$	158,956	\$ 100,049	\$ 58,907
NET				\$ 43,092



Our Bank Balances as of 7/6/2023

In March 2023, the bank accounts were re-organized to more clearly reflect what is available in operating funds for the organization. Both the Dissolution Reserve Account and the Endowment Account were moved into CDs to yield greater interest.

Bank Accounts totaled: \$299,072.26



General Operating Funds:

\$207,462.93



Dissolution Reserve

\$61,376.05



Endowment Account:

\$18,675.80



Designated Donation Funds:

\$11,557.48

Note: Balances are shown in red simply to show which accounts are set aside for future use.



Active & Passive Fundraising for 2022-2023



\$3,844.02 was donated Multiples of America 2022 Giving Tuesday campaign

- Including \$2,000 from an anonymous individual
- Two affiliate memberships were also gifted

Netted \$675

Multiple Birth Awareness
Virtual Run/Walk
T-Shirt Sales
and Donations



Netted \$494.41 from purchases

\$ 66.77	April – June 2021
\$134.42	July – Sept 2021
\$ 99.33	Oct – Dec 2021
\$ 79.11	Jan – Mar 2022
\$114.78	Transition bonus when the program was discontinued



Don't Forget!

- *Multiples of America bylaws require that clubs pay for each of their members, no matter what status the member has with that club.*
- *A club is not considered “in good standing” if it does not meet this requirement as it impacts our tax status.*



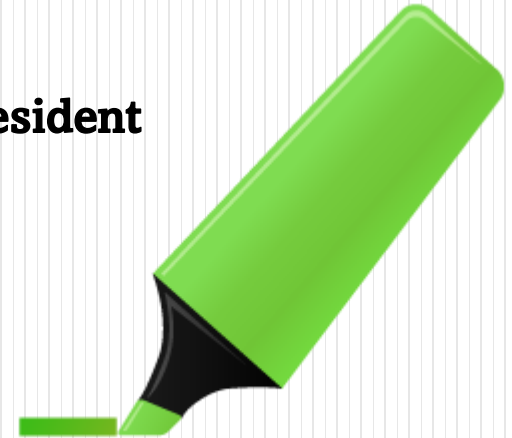
Media & Publications Department

Anna Jones

- DeAnndra Glenn
- Donna Miller
- Brenda Roser

Media and Publications Vice President

Department Assistant
Department Assistant
Department Assistant



Media & Publications Department

Publication of two bi-monthly newsletters:

- **Multiple Connections(MCONN)**
 - *Published for all members*
- **Club Connections(CCONN)**
 - *Published for club leaders*
- **Coordinated Vendor Site**
 - *MBA Virtual Run / Walk vendor site for registration / purchase of T-Shirt*
 - *Convention SWAG store*
- **Assisted other departments** as needed to create media & publication materials



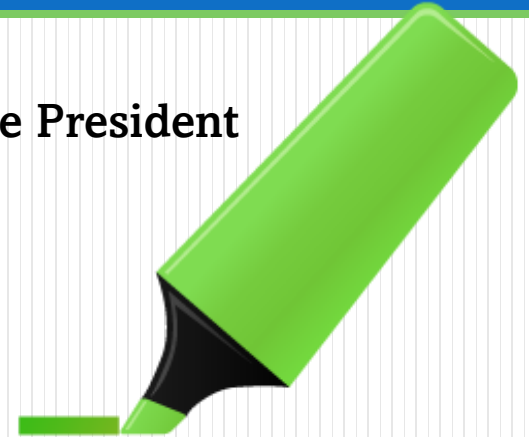
Research & Membership Development

Gwen Shogren

Research & Membership Development Vice President

- Jill Heink
- Carla Hall
- Debbie Landreth

Department Coordinator
Department Assistant
Department Assistant



Research & Membership Development

- **Corresponded to new club inquiries, non-renewing clubs, and affiliates members**
- **Member of the Year restarted**
 - *15 nominees from 13 clubs participated this year*
- **Hosted 3 Zoom Connects and wrote articles covering each**
 - January – Resolutions and Solutions*
 - March – Recruitment: Growing Membership & Leadership*
 - June – New MOM Support/Summer Fun for All*
- **Collaborated with two outside Researchers**



2022-2023 Membership Statistics

	June 2023	June 2022
Club Members	6,971	8,811
Member Club Renewals	156	176
New Member Clubs	1	0
Total Clubs	157	176



Affiliates	4	2



Elite Status Clubs 2023-2024



- Mountain States Mothers of Adult Multiples (AZ)
- Westside MOTC (CA)
- Act Two MOMs (CA)
- Parents of Multiples Sacramento (CA)
- Multiple Miracle MOMs (CA)
- MUMMS of San Diego (CA)
- Flamingo Mothers of Multiples (FL)
- Space Coast Mothers of Multiples (FL)
- South Florida Mothers of Multiples (FL)
- TNT MOTC (FL)
- Jacksonville Parents of Twins & Triplets (FL)
- Double Love Mothers of Multiples Club (IL)
- Hutchinson Area MOMs (KS)
- Southcoast MOM (MA)
- Greater Oakland Mothers of Multiples (MI)
- St. Louis Mothers of Multiples (MO)
- Mature & Marvelous MOMs (NH)
- Polar Bear MOMs (NJ)
- Nassau County POMC (NY)
- Westside Suburban Mothers of Twins Club (NY)
- Glass City Mothers of Multiples (OH)
- Hanover Area MOM (PA)
- GEMS Mothers of Older Twins (SC)
- Permian Basin Moms of Multiples (TX)
- Loudoun Fairfax Mothers of Multiples Club (VA)
- Tidewater Parents of Multiples Club (VA)
- Northwest Traveling Mothers of Multiples (WA)

Parliamentarian

Kim England

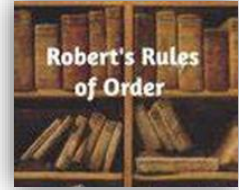
Parliamentarian

Parliamentary Practices Special Committee

- **Kim England** **Special Committee Coordinator**
- **Patti Beemer** **Committee Member**
- **Missy Khan** **Committee Member**



Parliamentarian



- Assists individual members and clubs with a variety of questions and issues by offering information and options for consideration in their decision making
- All contacts and discussions are confidential
- Support has been provided via email and attendance during the budget and bylaw zoom forum and included **180 contacts** this term

Parliamentary Special Committee

- This committee was charged to create resources to assist clubs with parliamentary practices. There were two documents proposed and approved. These new documents are:
 - Leading a Business Meeting
 - Consent Agenda Format

*These documents are
available on the
website.*

Nominating Committee

Diane Graves

Sara Barr
Stephany Ireland
Susan Stump
Bea Reynolds

Nominating Chairman

Committee Member
Committee Member
Committee Member
Committee Member



Nominating Committee

The Nominating Committee worked to recruit elected officers and volunteers for the 2023-2024 year:

- Sent recruitment letters to all eligible members
- Submitted articles and flyers to publications and social media
- Deliberated and presented the 2023-2024 Slate of Officers
- Continued to reach out via email and calls to recruit additional volunteers
- 29 Volunteer Forms were submitted prior to 7/20/23



We still need volunteers! Complete a volunteer form today!

The Marge Ainsworth Scholarship Committee

Pam Krell

Scholarship Chair

Kelly Heslip

Committee Member

Kim Ozark

Committee Member

Deb Reed

Committee Member

Bea Reynolds

Committee Member



Scholarship Committee Report

- The 2022-2023 Multiples of America Scholarship Committee awarded two scholarships this year
- Six qualified applications were processed
- Scholarship Procedures and Eligibility Requirements were updated
- It's not too early to begin thinking about the 2023-2024 Scholarship opportunities for members of your club
 - Scholarships are awarded to both multiples and parents



Braxten Sterling



- Braxten Sterling, is the twin son of Trecia Sterling
- Trecia is a member of Bellaire Area Moms of Multiples (TX)
- Braxten will be attending Tarleton State University where he is planning to obtain his Bachelor's degree in Animal Science and then continuing on to Veterinary school to become a large animal veterinarian
- Scholarship awarded: \$500.00

David Reisdorf



- David Reisdorf, is the twin son of Joyce Almaguer-Reisdorf and Matthew Reisdorf
- Joyce is a member of Bellaire Area Moms of Multiples (TX). David will be attending Texas A & M University, College of Engineering, where he will majoring in General Engineering
- Scholarship Awarded: \$500.00

The EDGE Committee

Carol Molyneux

EDGE Chairman

Trish Mroz

Committee Member

Ellen Johnson

Committee Member

Nancy McMahon

Committee Member



EDGE Committee

This year the EDGE Committee was able to process and award three Special Fund Grants. Grants are awarded to clubs that submit projects that support the mission of our organization to raise awareness of multiple births.

- Houston Mothers of Multiples (TX)
 - *Project – Mental Health of Mothers of Multiples*
- Sonoma County Mothers of Multiples (CA)
 - *Project - Nurturing NICU*
- Plano Area Mothers of Multiples (TX)
 - *Project – New Mom Journey*



Executive Office

Dawn Keller
Executive Director



Executive Director

- Serves as the primary point of contact for all communication with the public and member club services
- Manages and oversees the website updates and revisions, including posting of all convention materials and development of the online registration process and reporting
- Supports Multiples of America's Board of Directors and National Volunteers
- Provides services which span from member clubs to individual members, expectant parents, advertisers, public relations, media contacts, researchers and purchasers of our products



2022-2023 Board of Directors

- President
- Communications & Marketing Vice President
- Media & Publications Vice President
- Research & Membership Development Vice President
- Events Vice President
- Finance Vice President
- Advisor
- Parliamentarian
- Executive Director

Mary Adcock

Claudia Contreras

Anna Jones

Gwen Shogren

Kim Simonich

Amy Bredemeyer

Terri Gillis

Kim England

Dawn Keller



Club Resource Materials To Take Home

Brochures

- ✓ A-Z brochure
- ✓ MOA brochure
- ✓ Club Tips on Membership Retention brochure
- ✓ Bereavement Support brochure
- ✓ Education of MB children brochure

Flyers

- ✓ Power of a Club
- ✓ Club Poster Write In
- ✓ Partnership Flyer
- ✓ Speakers Support Service
- ✓ Top Ten School Placement



*A big thank you to 4imprint
for sponsoring the document
folders and today's lunch
give-a-ways!*



Thank You!

We are a volunteer organization with a big mission.

That mission could not have been met without the many hands that worked diligently this year to bring member services to our clubs.

Please join me in thanking our Board of Directors, Executive Director, and National Workers for a job well done!

