



MULTIPLES OF AMERICA

ANNUAL REPORT 2023-2024





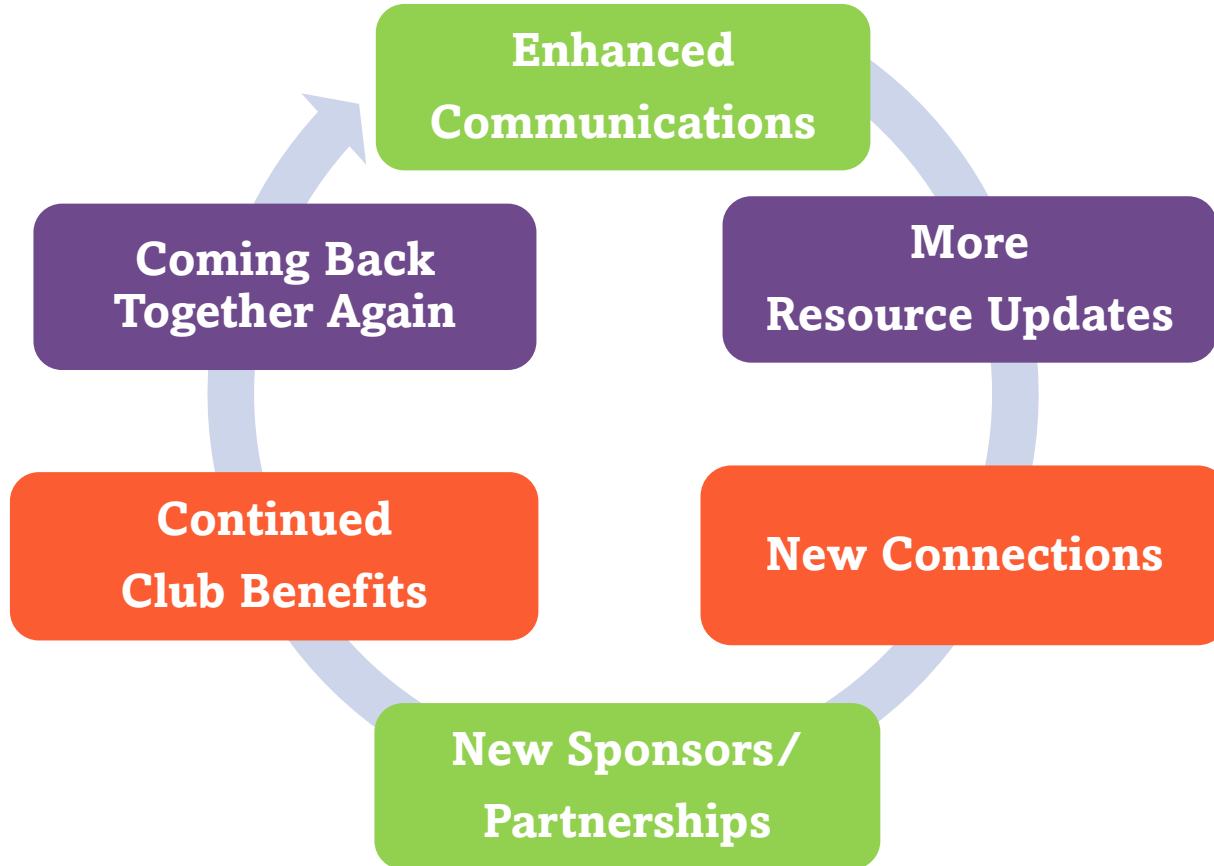
MULTIPLES OF AMERICA

MISSION STATEMENT

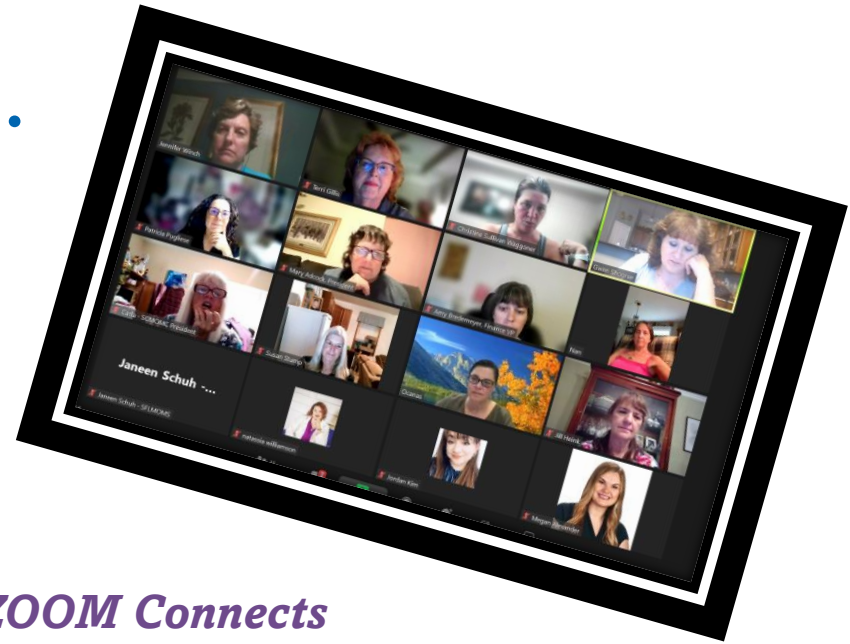
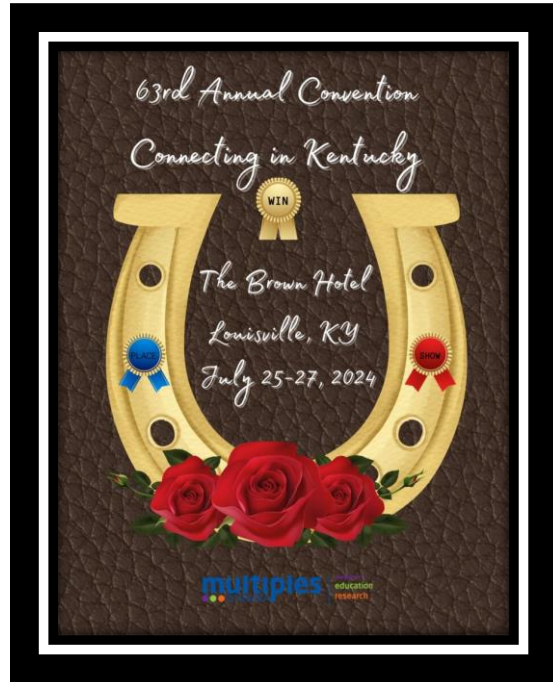


The National Organization of Mothers of Twins Clubs, Inc. is a 501(c)(3) non-profit organization dedicated to supporting families of multiple birth children through education, research, and networking. In partnering with local support groups, health care providers, researchers, and educators, and with 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 YEAR OF CONNECTING....



Continuing our journey through Connecting....



- **ZOOM Connects**
- **For the Good of the Order**
- **Budget & Bylaw Workshop**
- **Convention 2024 – here we are!**

A Year At A Glance

Mailings

Book Reviews

Multiple Match

EDGE - Special Fund Grants

Zoom Connects

Social Media

Publications

Tool Kits

Contacting Clubs

Speaker Support

Referrals

Sponsors

Press Releases

Scholarships

Connecting Members

Research

Resource Materials

ZOOM Connect Cafe

Member Services

Group Exemption

Convention

Invite2Connect

Website

Recruiting Volunteers

Parliamentarian

Multiple Birth Awareness

Partnerships

Staying Connected – Fall Campaign



5 KPIs – Key Performance Metrics

Membership

Members

Affiliates

Total Clubs



Key Financials

Dues

Donations/Sponsorships

Net Income 22-23



Social Media Activity

Facebook

X

Instagram

Linkedin

Website



Member Engagement

Mailings opened

ZOOM Connects

President's Quiz

Convention



Volunteers

National Workers

Officers (OCAs)



Sponsors / Partnerships

*Our outreach continues to bring in new relationships that benefit our members.
Thank you to our Corporate Sponsors, Partners, and Social Media Collaborators.*

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

Corporate Sponsors

AlphaBiolabs



Tod Lewis Law, PLLC

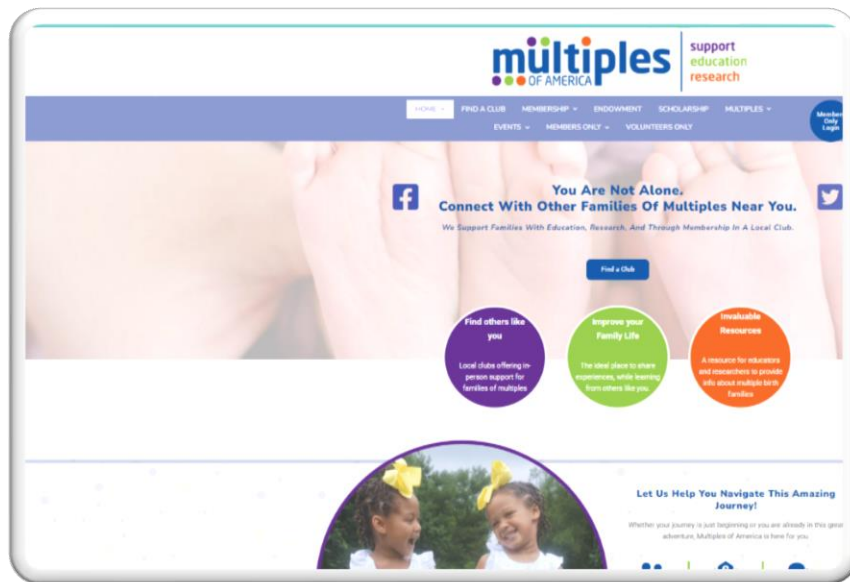


Website

*Scroll down to find
Corporate Sponsors and their links.*

***We are pleased to announce
Alpha Biolabs renewed for the
upcoming term.***

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



Sponsors / Partnerships

Social Media Collaborators

- Full Hearts Collaborative
- Twin Collaborative
- Double Trouble - Twin Dads
- Mr. Beast YouTube, LLC



Partners

- Fetal Health Foundation
- Graham's Foundation
- Lily's Hope Foundation
- NICU Awareness (Project Sweet Peas)
- The TAPS Foundation
- The National Perinatal Association
- The Skylar Project
- The Superhero Project, Inc.

Sponsors / Partnerships...continued

Product Grant

onebyone@4imprint

Second Year we have received this grant!



ICOMBO

- Newsletter and Website
- Attended member meetings with organizations from across the globe
- Invited to attend the next Congress (Sept 2024) online or in person (Assisi, Italy)
- Representation on the ICOMBO Board of Directors
 - *Susan Griffith, MD*
 - *Terri Gillis*



From the President

Mary Adcock

President

Invite2Connect - Special Committee

Brenda Roser

Chair

- **Kelly Willenberg**
- **Patti Beemer**

Committee Member
Committee Member



Invite2Connect - Special Committee Update

- **50** clubs received Invite2Connect postcards at the 2023 convention.
- **18** clubs requested Invite2Connect postcards be mailed to them
- **16** hospitals/early childhood agencies requested Invite2Connect postcards
- **4** partners are distributing Invite2Connect postcards as a part of their outreach

Observation and Opportunity

Hospitals and other agencies that the committee reached out to had not heard of our organization.



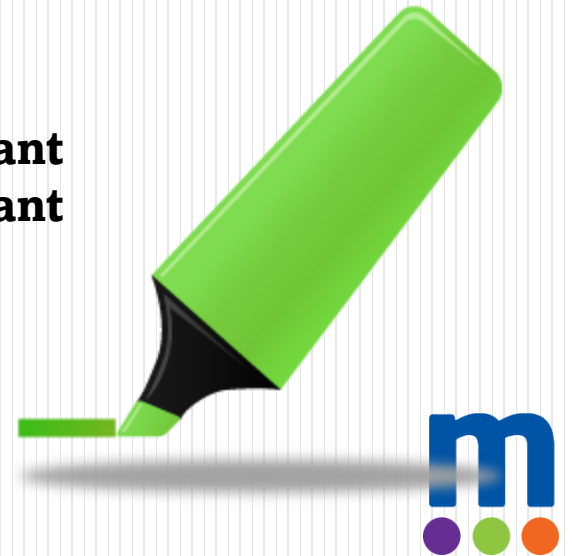
Communications & Marketing Department

Claudia Contreras

- **Cara Kusnic**
- **Priscilla McGaughey**
- **Terrin Thomas**
- **Pepsi Cordova**

Vice President

Communications Assistant
Communications Assistant
Marketing Coordinator
Marketing Assistant



Communications & Marketing

Member Support



- **Club Spotlights**
- **Member of Year recognition**
- **Created the Communication Survey**
- **Pursued partnership and social media collaboration opportunities**
 - *Coordinated collaboration with MrBeast (YouTube channel for Talent)*
- **Led a Digital Marketing Bootcamp Zoom Connect**
- **Monitored and posted to LinkedIn, Facebook, Instagram, and X**
 - ❖ *Posted over 400 social media posts as of Convention 2024.*



Communications & Marketing

Organizational Support

- **Continued tracking analytics/metrics for our current platforms**



- **Keeper of the Service Award Database**
 - ❖ **Years of Service / Awards**
 - ❖ **The Gemstone Group**
- **Development and approval of an ongoing Marketing/Communication Plan**
- **Updating of marketing/sponsorship resource materials**

Finance Department

Missy Khan

- **Kim Kostusiak**
- **Caitlin Pollard**

Finance Vice President

Department Assistant
Department Assistant



Actual vs. Budgeted Amounts for August 2022– July 2023

	Actual	Budget	+/- Budget
Income			
Convention Income	\$ 21,028.20	\$ 3,880.00	\$ 17,148.20
Donation	\$ 9,838.50	\$ 1,750.00	\$ 8,088.50
Dues	\$ 102,840.10	\$ 110,331.00	\$ (7,490.90)
Other	\$ 2,189.01	\$ 369.00	\$ 1,820.01
TOTAL INCOME	\$ 135,895.81	\$ 116,330.00	\$ 19,565.81
Expenses			
Administration and Operations	\$ 14,161.61	\$ 20,063.00	\$ (5,901.39)
Convention	\$ 38,318.72	\$ 7,345.00	\$ 30,973.72
Member Club Services	\$ 80,133.22	\$ 89,392.00	\$ (9,258.78)
Publications	\$ 307.30	\$ 500.00	\$ (192.70)
EDGE Special Funds Grants	\$ -	\$ 250.00	\$ (250.00)
Scholarships	\$ 1,000.00	\$ 1,000.00	\$ -
Departmental Expenses	\$ 117.70	\$ 150.00	\$ (32.30)
Other Expenses	\$ 10.00	\$ 1,345.00	\$ (1,335.00)
TOTAL EXPENSES	\$ 134,048.55	\$ 120,045.00	\$ 14,003.55
NET INCOME w/prior year loss	\$ 1,847.26		
NET REVENUE w/o prior yr loss	\$ 21,997.14		

Convention 2023	
\$	21,028.20
	-18,168.84
\$	2,859.36



Our Bank Balances as of 7/11/2024

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:

\$220,124.00



Dissolution Reserve

\$62,074.60



Endowment Account:

\$19,260.12



Designated Donation Funds:

\$9,545.89



STAY CONNECTED

Multiples of America fundraising campaign
November 14 - 30

LEVELS OF GIVING

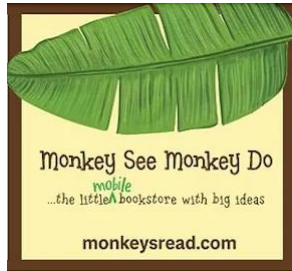
- \$20** Gives us one-month of staying connected by sharing surveys and online forms.
- \$40** Gifts an affiliate membership to help us stay connected with a researcher, social media influencer, educator, health care professional, or caregiver. (You can name the affiliate or let us identify a professional who would be a good partner.)
- \$80** Provides a way for us to stay connected via email with all members for a month.
- \$??** Name your amount. Each dollar makes a difference.

Double your donation: An anonymous donor will match all donations up to our \$3,000 goal!

multiples support research

\$5,244.00 was donated during the *Stay Connected Campaign* in the Fall.

- **This included a generous match donation for up to \$3000.**



\$92.00

All Other Donations

\$5,252.00



Total Donations

\$10,587.76



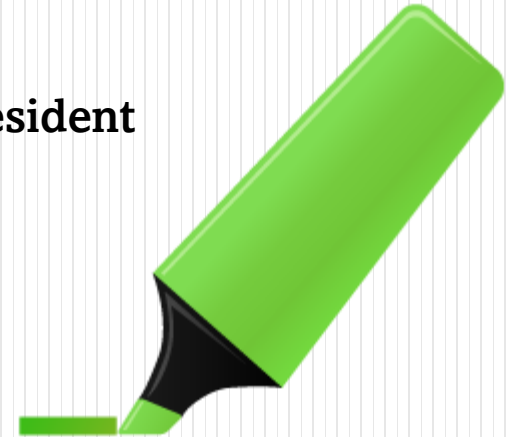
Media & Publications Department

Sara Barr

- **Angie Callbeck**
- **Erica Davis**
- **DeAnndra Glenn**
- **Diana Knollman**
- **Debbie Landreth**
- **Karen Scurry**

Media and Publications Vice President

Department Assistant
Department Assistant
Department Assistant
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*

Club Helpline

**New
Design**

**Single
PDF**

**Graphic
Icons**

Average open rate of 70%



Media & Publications Department

- Launched *Connections Corner* on the home page to attract new users.

multiples OF AMERICA | support education research

HOME ▾ FIND A CLUB ENDOWMENT SCHOLARSHIP MULTIPLES ▾ EVENTS ▾

MEMBERSHIP ▾ CONNECTIONS CORNER

Members Only Login

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.

f

Nancy Segal's New Book Shares the Story that Grabbed Global Headlines

"Aiden and Ethan look like an ordinary pair of fraternal twin brothers," said Nancy Segal in her new book, *Gay Fatherhood*.

[READ MORE »](#)

October 12, 2023

The Pros & Cons of Redshirting Your Kindergartners

Around the time I registered my twin girls for kindergarten, I heard about the nationwide trend of parents delaying their children from starting kindergarten.

4 • No Comments

Encouraging Individuality in Multiples

"Your twins are just siblings who share a birthday. Treat them as such." That was the information I received from a pediatrician early in my twins' lives.

[READ MORE »](#)

January 23, 2024 • No Comments



Research & Membership Development

Gwen Shogren

- **Tiffany Wimberly**
- **Diane Graves**
- **Pam Edelman**
- **Shayna Smith**
- **Melodie Wisniewski**
- **Judy Gorin**
- **Carla Hall**
- **Jill Heink**
- **Lisa Williams**

Research & Membership Develop Vice President

- Research Coordinator**
- Research Assistant**
- Research Assistant**
- Research Assistant**
- Membership Coordinator**
- Membership Assistant**
- Membership Assistant**
- Membership Assistant**
- Membership Assistant**



2023-2024 Membership Statistics

	June 2023	June 2024
Club Members	6963	5630
Member Club Renewals	156	137
New Member Clubs	1	2
Total Clubs	157	139



Affiliates	4	16



Research & Membership Development

Membership

- **Contacts made with individuals seeking information on forming a new club**
- **Contacts made with non-renewing/lapsed clubs**
- **139 emails sent out to connect with current member clubs**
- **Numerous connections made through referrals of prospective members from the EO.**



Research

- **1 New Research organization survey completed**
- **Outside research studies reviewed and offered to the membership**

Research & Membership Development

Research Partnerships

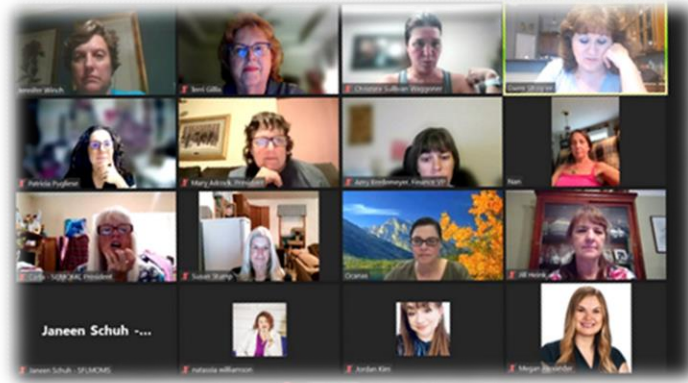
- Rebecca Betjemann *RUaTwin*
- Nichole Cabbage *The Experiences of Parents with Vanishing Twin Syndrome (VTS): An Exploration of Patient Satisfaction and Miscarriage Information*
- Damion Garcia *Parental Stress: A Comparative Study of Single and Multiple Birth Children with Autism*
- Alissa Hamner *Investigating ESP in Multiples*
- Nancy Segal *Pairs of a Different Color*



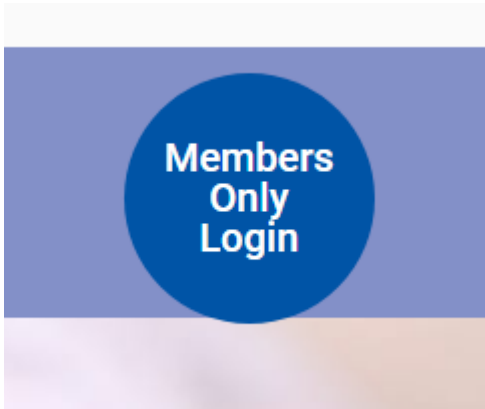
Research & Membership Development

Zoom Connects

- **January 2024 - Resolutions and Solutions**
- **April 2024 - Dr. John Mascazine: Education of Multiples**



ZOOM Cafe....grab your coffee and join us when you can.



Zoom Cafe - Recaps of Past Events

- Education Tales – April 10, 2024
- Essential Documents & Conversations – March 20, 2024
- Loving Myself: Self-Care – February 21, 2024
- New Year, New Ideas – January 10, 2024
- National Rep & More Rally – September 11, 2023
- Club Programs & Projects Recap – January 11, 2023
- Good of the Order Forum Recap – June 24, 2023

Elite Status Clubs 2024-2025



WESTSIDE MOTC (CA)
TERRIFIC TWOSOME MOMS
ACT TWO MOM
MULTIPLE MIRACLE MOMS
NORTH COUNTY MOMS
MUMMS OF SAN DIEGO
RARE VINTAGE MOM
FLAMINGO MOMS
GREATER ORLANDO MOT&TC
TNT MOTC
JACKSONVILLE POT&T
HUTCHINSON AREA MOM
MMOTA, FOUNDING CHAPTER
SOUTH SHORE MOTHERS OF MULTIPLES
GREATER OAKLAND MOM
STLOUIS MOTHERS OF MULTIPLES
MT STATES MOTHERS OF ADULT MULTIPLES

GREATER NASHUA PARENTS OF TWINS & MORE
MATURE & MARVELOUS MOMS
GARDEN STATE MOMS
POLAR BEAR MOM
POMC OF CENTRAL NEW YORK
WESTSIDE SUBURBAN MOTC
GLASS CITY MOTHERS OF MULTIPLES
HANOVER AREA MOM
GEMS MOTHERS OF OLDER TWINS
JACKSON AREA MOM (TN)
DALLAS MOTHERS OF TWINS & TRIPLETS CLUB
GARLAND AREA MOTHERS OF TWINS CLUB
AMARILLO AREA MOM
LOUDOUN FAIRFAX MOTHERS OF MULTIPLES CLUB
TIDEWATER POMC
SOUTHCOAST MOM



Events Department

Kim Simonich

- **Anna Campbell**
- **Linda Grise**
- **Christy Helvajian**
- **Rebecca Jones**
- **Chiquitta Nash**
- **Susan Stump**

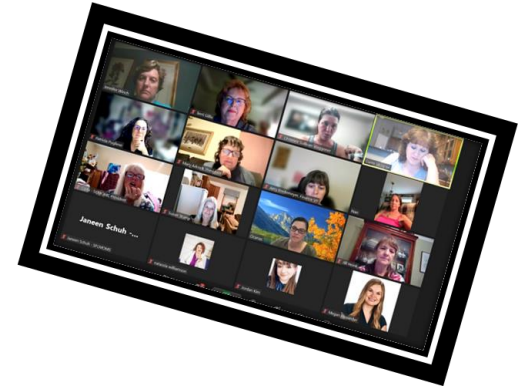
Events Vice President

- Department Assistant**
- Department Assistant**
- Department Assistant**
- Department Assistant**
- Department Assistant**
- Department Assistant**



Events Department

- Conducted two ZOOM Connects
 - December –Holiday Baking*
 - February – Self Care*
- Coordinated the MBA Activities
 - *We're In The World Bingo game*
 - *Did your Flat Multiples participate?*
- Planned this year's Convention – **Connecting in Kentucky**
 - **Conducted a site-visit and negotiated a great contract**
 - **Developed the Convention Brochure and Program Booklet**
 - **Prepared a budget that would ensure no loss to the organization**



Parliamentarian

Kim England

Parliamentarian



Parliamentarian

- Assisted individual members and clubs with a variety of questions and issues
- Reviewed Club Bylaws to ensure they complied with MOA requirements
- Support provided via email and attendance during the budget and bylaw zoom forum and included **80 contacts** through the end of May
- **Coordinated Convention Scripts, Credential process, and voting for this convention**

Two Documents – Club Resources

- **Leading a Business Meeting**
- **Consent Agenda Format**



Nominating Committee

Stephany Ireland

Rachel Thomas
Amy Bredemeyer
Anna Jones
Fredda Merritt
Nancy McMahon

Nominating Chairman

Committee Member
Committee Member
Committee Member
Committee Member
Committee Member



Nominating Committee

The Nominating Committee worked to recruit elected and volunteers for the 2024-2025 year:

- Sent recruitment letters to eligible members
- Submitted flyers to publications and social media
- Deliberated and presented the 2024-2025 Slate of Officers
- Continued to reach out via email and calls to recruit additional volunteers
- **26 Volunteer Forms were submitted prior to 7/24/24**



We still need volunteers! Complete a volunteer form today!

The Marge Ainsworth Scholarship Committee

Bea Reynolds

Scholarship Chair

- Kelly Heslip
- Kim Ozark
- Pam Krell

Committee Member
Committee Member
Committee Member



Scholarship Committee Report

- The 2023-2024 Multiples of America Scholarship Committee awarded three scholarships this year
- **14 qualified applications were received**
 - ❖ Two scholarships were awarded to multiples
 - ❖ One scholarship was awarded to a mother of multiples
 - *Awarded via a restricted donation for the medical education field*



It's not too early to begin thinking about the 2024-2025 Scholarship opportunities for members of your club!



Elizabeth Romero



- **Ellie Romero is a triplet daughter of Maria Guadalupe Calderon-Romero and Ruben Romero.**
- **Maria, Ellie's mother is a member of the AWEMOMs Moms of Multiples Club in Elk Grove (CA)**
- **Ellie is a student at the Massachusetts Institute of Technology (MIT) (MA) where she is in the Aerospace Engineering Program with a goal to become an astronaut.**
- **Scholarship awarded: \$500.00**



Natalie Jones



- **Natalie Jones is the twin daughter of Anna and Tyrone Jones**
- **Her mother, Anna is a member of Beyond Kids and Family Club. (MO)**
- **Natalie will be attending the University of Oregon, studying to become a Marine Biologist.**
- **Scholarship Awarded: \$500.00**

Miranda Hellman



- **Miranda Hellman MS2, OTR/L**
UNR Med Class of 2026
- **Member of Northern Nevada Mothers of Twins Club, (NV)**
- **Mother of Five-year old twin boys**
- **Miranda is a full-time medical student at the University of Nevada, Reno, pursuing a career in family medicine.**
- **Scholarship Awarded: \$300.00**

The EDGE Committee

Carol Molyneux

- Trish Mroz
- Deb Reed

EDGE Chairman

Committee Member
Committee Member



EDGE Committee

This year the EDGE Committee was able to track the progress of our three Clubs that were awarded Special Fund Grants. Grants were awarded to these clubs based on their being selected from clubs that submitted projects that support the mission of our organization.

- **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*



*The clubs completed all requirements, and all funds were disbursed.
Watch for articles on their projects to appear in a Fall issue of
Club Connections.*

Executive Office

Dawn Keller
Executive Director

We were created for meaningful work,
and one of life's greatest pleasures is
the satisfaction of a job well done.



Executive Director



- Serves as the **primary point of contact** for all communication with the public and member clubs
- **Manages all mailings** to member clubs and individual members
- **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**
- **Oversees** the work of **bookkeeping** and **audit** resources

2023-2024 Board of Directors

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



Mary Adcock
Claudia Contreras
Sara Barr
Gwen Shogren
Kim Simonich
Missy Khan
Terri Gillis
Kim England
Dawn Keller

Club Resource Materials To Take Home

- ✓ Advertise With Us
- ✓ Check Out the Handling School Issues narrated presentation
- ✓ ICOMBO brings International Connections
- ✓ Make a Multiple Match
- ✓ What's Raise Right?
- ✓ Find Us On Social Media
- ✓ A Few Words about Our Partners
- ✓ Quick Look Benefit Page
- ✓ Try Our Speaker Support
- ✓ We've Got Toolkits Filled with Resources
- ✓ Invite2Connect postcards



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!

....and become a part of the team that makes a difference by completing a volunteer form today!