

2015 National Multiple Births Awareness Day

Strolling to Save Lives

Sponsorship Opportunities



www.multiplebirthscanada.org



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Overview

Multiple Births Canada (MBC) is gearing up for National Multiple Births Awareness Day 2015 with the following theme: *Twin to Twin Transfusion Syndrome (TTTS) – Early diagnosis can save lives.*

For the first time ever, many of this year's [National Multiple Births Awareness Day](#) events will include a national fundraiser: **Strolling to Save Lives**. As the name suggests, pledges will be collected by participants strolling a specific route on the weekend before or after National Multiple Births Awareness Day – May 28th. Walkers will be encouraged to get the entire family involved, using strollers and wagons, bikes and skateboards, roller blades and running shoes, to navigate the route. **Strolling to Save Lives** is not a sporting event or a race – it is an outdoor party, with refreshments and other activities, incorporating a relaxed but invigorating stroll and roll for attendees on a suggested route of 1-5 km only.

Twin to Twin Transfusion Syndrome (TTTS)

TTTS occurs in 10-15 percent of monozygotic (identical) twins who share a placenta (monochorionic twins). In Canada, this represents about 250 sets born each year, a situation that is devastating for the expectant parents and their babies. Education is the key to diagnosing and treating TTTS, and that begins with health professionals and families understanding the need for early diagnostic ultrasounds and frequent monitoring.

For more information visit our website for a [Fact Sheet](#) on this topic.

Organization – Multiple Births Canada

Multiple Births Canada's mission is to "improve the quality of life for multiple-birth individuals and their families in Canada". Being born a twin or higher order multiple, or giving birth to multiples, carries a number of health and psychosocial risks, which can be alleviated through early intervention and appropriate education. Our primary objective is to promote the need for specialized health care for twins, triplets and other multiple-birth individuals and their families. This is accomplished by developing and providing educational resources and programs for multiple-birth individuals, their families, local organizations (Chapters), health providers and organizations in Canada. Educational resources and programs are delivered through printed and electronic publications, and through presentations and workshops at the MBC Conferences, prenatal classes and through MBC speakers at other multiple-birth organization events. MBC develops materials, programs and workshops targeting multiple-birth specific challenges and issues, at different stages of child development. MBC also builds national Support Networks to connect families across Canada with similar experiences, and connects regional support organizations and service providers with peers to share best practices.

Multiple Births Canada is a Registered Charity – 895390110 RR0001.

Why is Your Support Needed?

Corporate support is critical to the success of **Strolling to Save Lives**, to help with the cost of printing materials and publicity for events in multiple communities across Canada. Sponsoring an event, attending to help at an event in your community or signing up to participate is a great business decision for your company, helping your brand reach many families with young children. Your support will help Multiple Births Canada to create awareness of a life threatening condition that can affect families expecting multiple births, and to create more awareness of Multiple Births Canada and the services that we offer to the Canadian multiple-birth community.

In addition to creating awareness, your support will contribute to our fundraising aspect of the **Strolling to Save Lives** Campaign – raising money to create resources for families in the Neonatal Intensive Care Unit (NICU). Any financial contributions not used for the planning of the event will be redirected to the NICU Project.

| Overview of Sponsorship Opportunities: <i>** All benefits are subject to meeting production deadlines.</i> | Platinum \$5,000 | Gold \$2,500 | Silver \$1,000 | Bronze \$500 |
|--|-----------------------------|-------------------------|---------------------------|-------------------------|
| Company profile and link on MBC website (1 year) | X | | | |
| Name and Logo included in Press Releases** | X | X | | |
| Recognition at local events (across Canada) | X | X | | |
| Opportunity to exhibit at local event where possible. | X | X | | |
| E-Newsletters (minimum of three Newsletters) | Logo/Link | Logo/Link | | |
| Local event posters | X | X | X | |
| Local event picket signs** | X | X | X | |
| Logo on event T-shirts** | X | X | X | |
| Recognition in Multiple Births Canada 2015 Annual Report. | X | X | X | X |
| Social Media (Facebook & Twitter) <i>Thank you's and advertising – minimum of 2 times.</i> | X | X | X | X |
| Listing of Name on Donation and Sponsorship Page of MBC Website | X | X | X | X |

Note: Logos and corporate information must be sent no later than _____.

Other Opportunities to Help:

- You could participate in a stroll (locations to be posted online at www.multiplebirthscanada.org) and host a Fundraising Page on the Multiple Births Canada CanadaHelps donation profile.
- Advertise this fundraiser to your employees, encouraging them to participate in local events or to make a donation.

Next Steps:

- Review the attached [story from Natalie and Sam](#) about their personal experience with Twin to Twin Syndrome.
- Contact Kimberley Weatherall at the MBC Office for more information on how you can make a difference and create awareness for this very important Awareness Day Event.

Kimberley Weatherall, Multiple Births Canada Executive Director

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