



Donor
Conception
Canada 
Talk. Support. Learn.

Three Year (2020-2022) Organizational Strategy

Approved on June 28, 2020

Vision, Mission, and Community

Our vision is a Canada where donor conception is a positively accepted way to build a family, and honours the rights of all involved, especially people who are donor conceived.

Our mission is to support Canadians building families through donor conception. We help each other as we **talk**, **support**, and **learn**. Together, we...

1. Build a supportive and inclusive community
2. Share and learn from each other's experiences
3. Encourage openness with our children regarding their conception
4. Advocate to and educate the public

Our community centres on those who are considering or who have used donor conception, people who are donor conceived, other family members, and gamete donors. We partner with and advise counselors, fertility practitioners, and governing bodies.

Our Values

We engage with our mission through the following **values**...



Initial Goals

1. **Meet regularly.** Establish an ongoing support schedule alternating monthly between online and in-person meetings. This will increase our exposure and possibly lead to additional locations - e.g. Vancouver, Winnipeg, Calgary, or Ottawa.
 - a. *Prerequisites.* Secure insurance. Secure room rentals. Re-engage with Vancouver partner.
 - b. *Measure.* Quantity and presence of calendar events.
 - c. *Timeline.* Calendar developed by end of June 2020. Execution starts by end of June 2020.
2. **Begin fundraising.** Define subscription model and begin recruiting subscribers to fund operations.
 - a. *Prerequisite.* Decision on Fiscal Year end.
 - b. *Measure.* Defined subscription model. Presence of initial subscribers
 - c. *Timeline.* Model approved by Board by end of June 2020. Subscriptions begin summer 2020.
3. **Plan awareness campaigns.** Complete branding design. Develop goals for raising awareness that ensure exposure to donor conception families.
 - a. *Measure.* Presence of awareness campaign plan.
 - b. *Timeline.* August 2020.
4. **Expand governing board.** Finalize Board Member model and recruit Board members to share in the work.
 - a. *Measure.* Presence of approved board model. Present model to potential board members.
 - b. *Timeline.* August 2020.

Aspirational Goals

1. **Advocate** with policy bodies based on participant research [begin research in 2020]
2. **Identify** a source of grant funding [early 2021]
3. **Establish** a national presence of support group meetings [by end of 2021]
4. **Employ** staff to execute programs [TBD]
5. **Develop** a one-stop resource pointing to all available information and research [by 2022]

Organizational Structure

Donor Conception Canada is incorporated as a Not for Profit with Corporations Canada and is presently registered to operate in Ontario. DCC is controlled and led by its Board. Board members may not receive remuneration. DCC's Board is a "Working Board" as DCC presently does not employ staff. All board members contribute to the day-to-day operation of DCC.



Lara Descartes, Co-Founder and Secretary

Lara is a single mother by choice to a donor-conceived child. She is a member of the LGBTQ+ community. Lara brings four years of nonprofit board experience and seven years of participation with DCC and its predecessor group. She is a professor of Family Studies and Human Development at Brescia University College.



Brandy Elliot, Co-Founder and Treasurer

Brandy and her husband Graydon are parents to two donor-conceived children. She has 12 years of board experience. Brandy obtained her Chartered Professional Accountant designation in 2007.

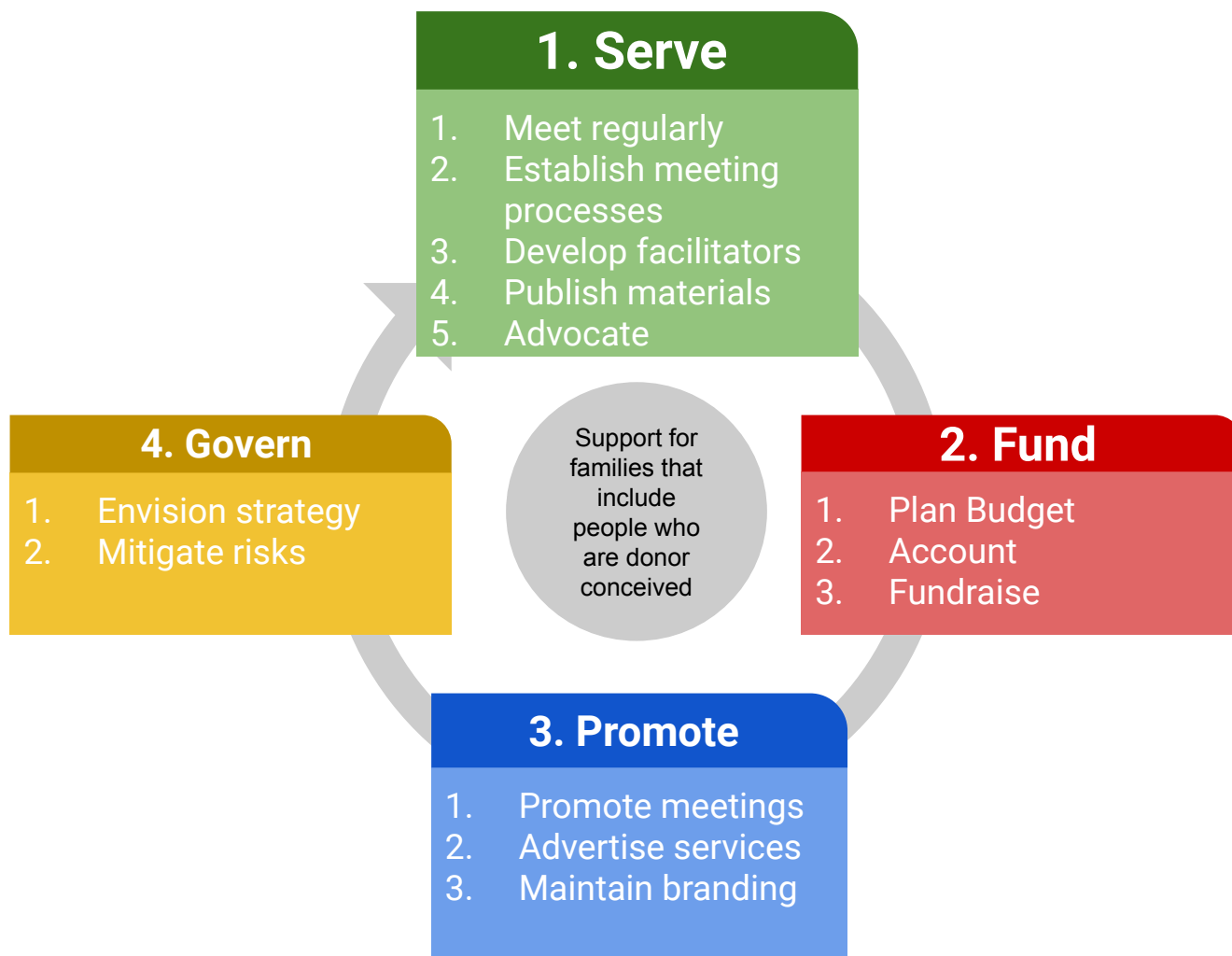


Vince Londini, Co-Founder and Chair

Vince and Lori are parents to three donor-conceived children. He brings 10 years of experience facilitating support groups. His employment experience includes delivering strategic consulting and key account management. Vince earned his MBA from Indiana University.

Operating Model

Donor Conception Canada conducts the following activities to fulfill our mission and vision. Members of the Board complete each of these work units in a volunteer capacity.



Detailed Goals - Serve

Actions we plan to pursue as we create resources:

1. **Meet regularly.** Establish an ongoing support schedule alternating monthly between online and in-person meetings. This will increase our exposure and possibly lead to additional locations - e.g. Vancouver, Winnipeg, Calgary, or Ottawa.
 - a. *Prerequisites.* Secure insurance. Secure room rentals. Re-engage with Vancouver partner.
 - b. *Measure.* Quantity and presence of calendar events.
 - c. *Timeline.* Calendar developed by end of June 2020. Execution starts by end of June 2020.
2. **Develop facilitators.** Annually, recruit and train 3 volunteers to facilitate in person and online meetings.
 - a. *Measure.* Presence of facilitators.
 - b. *Timeline.* First year, 2021. Ongoing.
3. **Design publication strategy.** Define publication objectives. What Canadian content could we create to add value?
 - a. *Measure.* Presence of board approved plan.
 - b. *Timeline.* Early 2021.
4. **Design advocacy strategy.** Develop advocacy plan. Build research to understand participant perspectives.
 - a. *Measure.* Presence of survey findings. Submission of findings to government and industry bodies. Publish posters/papers at CFAS.
 - b. *Timeline.* Start in 2021.
5. **Develop one-stop resource index.** Compile the definitive academic and participant-friendly database of resources, research, and information about Donor Conception.
 - a. *Measure.* Research project built. Maintenance plan approved.
 - b. *Timeline.* By late 2022.

Detailed Goals - Fund

Actions we plan to pursue as we create resources:

1. **Begin fundraising.** Define subscription model and begin recruiting subscribers to fund operations.
 - a. *Prerequisite.* Decision on Fiscal Year end.
 - b. *Measure.* Defined subscription model. Presence of initial subscribers
 - c. *Timeline.* Model approved by Board by end of June 2020. Subscriptions begin summer 2020.
2. **Book sales.** Resell books from DC Network and possibly Jana Rupnow.
 - a. *Measure.* Presence of books in-stock. Development of online storefront.
 - b. *Timeline.* Books in stock ASAP. Online retail by late 2020.
3. **Grant funding.** Identify and apply for grants to fund DCC operations and projects.
 - a. *Measure.* Presence of grant funding.
 - b. *Timeline.* 2021 and forward.
4. **Credit-card processing.** Understand appetite and commonly used payment methods (participant survey). Investigate Square and alternatives. Select vendor for credit card transactions.
 - a. *Measure.* Presence of vendor. Integration to online store. Equipment/training for in-person meeting operation.
 - b. *Timeline.* Spring 2021.

Detailed Goals - Promote

Actions we plan to pursue as we create resources:

1. **Plan awareness campaigns.** Complete branding design. Develop goals for raising awareness that ensure exposure to donor conception families.
 - a. *Measure.* Presence of awareness campaign plan.
 - b. *Timeline.* August 2020.
2. **Protect brand.** Register our name and tagline as trademarks.
 - a. *Measure.* Trademark documentation.
 - b. *Timeline.* Fall 2020.
3. **Raise awareness.** Execute awareness campaigns.
 - a. *Measure.* Regularly scheduled events. Published posts.
 - b. *Timeline.* Fall 2020.

Detailed Goals - Govern

(1 of 2)

Actions we plan to pursue as we create resources:

1. **Expand governing board.** Develop list of potential board members to approach. Targeted & general invitations. Revisit diversity matrix.
 - a. *Measure.* Presence of filled-out board.
 - b. *Timeline.* Late 2020.
2. **Gather feedback and finalize strategy.** Circulate to participants and audiences for input.
 - a. *Measure.* Collected feedback. Finalized and published strategy.
 - b. *Timeline.* Summer 2020.
3. **Define and recruit advisory committee.** Define advisory committee commitments and benefits.
 - a. *Measure.* Board approved Advisory committee plan.
 - b. *Timeline.* June 2020.
4. **Develop board members.** Build learning plan, including official orientation session that addresses basic responsibilities and points to resources (draw from Pillar NFP Boards materials).
 - a. *Measure.* Presence of plan. Execution of orientation session.
 - b. *Timeline.* Early 2021.

Detailed Goals - Govern

(2 of 2)

Actions we plan to pursue as we create resources:

5. **Build risk management process.** Compile initial risk catalogue. Define ongoing risk management processes.
 - a. *Measure.* Presence of initial documents and plan.
 - b. *Timeline.* Summer 2020.
6. **Develop operating manual.** Document and revise existing and aspirational processes.
 - a. *Measure.* Presence of initial draft and revision plan.
 - b. *Timeline.* Fall 2020.
7. **Define code of conduct.** Document anti-abuse standards, training, and required background checks.
 - a. *Measure.* Presence of board approved process. All volunteers educated and compliant.
 - b. *Timeline.* Fall 2020.
8. **Employ staff.** Hire staff to execute programs part- or full-time.
 - a. *Prerequisite.* Adequate funding in place.
 - b. *Measure.* Presence of employees.
 - c. *Timeline.* TBD.



Appendices

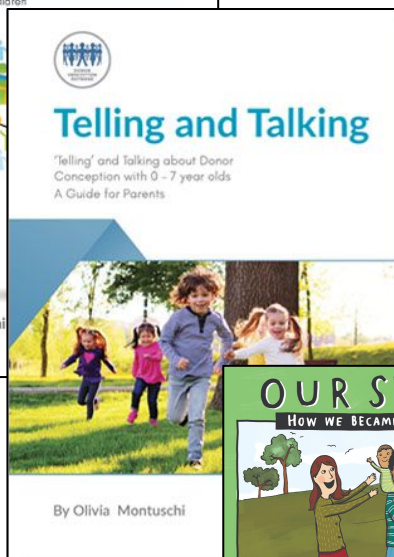
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Support Group Participation is Always FREE					
	Commitment Level	Annual Donation (July 1-June 30)	Benefits		
Participants & Families	Partner	\$500.00	Participate on Advisory Council	10% bookstore discount	Satisfaction from supporting DCC's work
	Associate	\$200.00	10% bookstore discount	Satisfaction from supporting DCC's work	
	Supporter	\$50.00	Satisfaction from supporting DCC's work		
Corporate					
	Gold	\$2,000.00	Designee to participate on Advisory Council	10% bookstore discount	Recognition at DCC meetings and on Digital Platforms & Satisfaction from supporting DCC's work
	Silver	\$1,000.00	10% bookstore discount	Recognition at DCC meetings and on Digital Platforms & Satisfaction from supporting DCC's work	
	Bronze	\$500.00	Recognition at DCC meetings and on Digital Platforms & Satisfaction from supporting DCC's work		



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\$38/pair + shipping from DCC

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Thanks to Our Generous....

...**Support Group participants** since 1997 (23 years!)

...**Individual and family sponsors**

- 2 Partner sponsors (\$500)
- 2 Associate sponsors (\$200)
- 1 Subscriber sponsors (\$50)

...**Silver corporate sponsors** (\$1,000+):



...**other corporate & past sponsors:**

