To stop impaired driving and to support victims of this violent crime.

OUR MISSION

MADD Canada is a member of Imagine Canada and we are proud to use the Imagine Canada trustmark that demonstrates our organization's commitment to responsible management and accounting of funds that donors entrust to us.

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(As of June 30, 2010)

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A Message from MADD Canada’s Chairperson and Chief Executive Officer

MADD Canada, its Chapters and Community Leaders, and volunteers across the country can be incredibly proud of our accomplishments over the past year. As you will read in this Annual Report, our programs and services are strong, effective and long-lasting.

Even as we recognize our important achievements, we look ahead to work still to be done. MADD Canada is working towards the day when impaired driving is eliminated.

Until that day, we will continue to be the voice for victims of impaired driving, providing the tools and resources they need as they navigate their journeys of recovery. We will continue to be a leader in traffic safety, using our expertise to assess trends in impaired driving and identify ways of stopping it. We will continue to reach millions of Canadians with our message to prevent impaired driving.

At the provincial and territorial level, we will continue to promote meaningful administrative programs to save lives and prevent injuries. Key among these are administrative roadside licence suspensions in the warn range (.05% and higher), 0.00% BAC requirements for young drivers until age 21 and interlock programs for all convicted impaired drivers.

Such programs have been the basis of our Rating the Provinces and Territories Report for more than 10 years now and we will continue to advance them until they are present in each jurisdiction across Canada. We applaud Newfoundland, New Brunswick, Nova Scotia, Ontario and British Columbia for their leadership in introducing one or more of these measures over the past year.

At the federal level, our government is reviewing a recommendation from its Standing Committee on Justice and Human Rights to implement random breath testing (RBT). RBT is among one of the most important and effective measures to reduce impaired driving crashes, fatalities and injuries. In short, it will save lives.

Critics of RBT have suggested that it will not be accepted by the Canadian public. Yet, a poll commissioned by MADD Canada and conducted by Ipsos Reid indicates 77% of respondents would support RBT.

Critics have also noted that RBT will be challenged under the Charter of Rights and Freedoms. Yet, we have been advised by some of Canada’s leading legal experts that RBT will withstand those challenges.

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Despite federal and provincial laws and penalties, sobriety checkpoints and awareness efforts, Canadians are still getting behind the wheel impaired. The estimated number of impaired driving trips taken each year is 12.5 million.

The excuses are myriad. “I’ve only had a few.” “I feel fine to drive.” “I’m only going down the street.”

The outcomes are tragic.

Every year, more than 1,400 Canadians are killed and more than 73,000 are injured in impaired driving crashes. And those numbers are rising. The number and percentage of impaired driving deaths and injuries in 2007 exceeded 1999 levels.

At particular risk are young people, ages 15 to 25. Statistics indicate that one in every three people killed in impaired driving crashes is under the age of 25.

It is not just happening on the roads. Every year, people are also killed on boats, ATVs and snowmobiles because the operators and/or riders are impaired.

These losses are tragic and hard to understand, especially when one considers they are 100% preventable.
In the aftermath of an impaired driving crash, victims often have many questions and do not know where to turn. MADD Canada’s most important priority is helping those who have lost a loved one or suffered an injury as a result of impaired driving.

Every year, MADD Canada provides services to 20,000 victims of impaired driving. Our Victim Services resources include:

- Emotional support through Chapters and 1-800 line
- Print and on-line resources for victims
- Referrals to community groups/agencies for assistance
- Injury resources
- Helping victims know their rights under the law
- Court accompaniment and support during the criminal trial process
- Advocating for victims rights in law
- Annual Candlelight Vigil of Hope and Remembrance & Victims’ Weekend, Memorial Wall and On-Line Tribute to Victims
- Roadside Memorials

Help is just a phone call (1-800-665-6233) or a click away (www.madd.ca).

In all her roles, Denise takes pride and comfort in the work being done. “When we reach out to speak to people in our communities or to students in schools, we have a chance to change things. If just one person makes the right choice and puts the car keys away when they are impaired, then we are changing things for the better.”

It is a legacy that Denise shares with Joshua and Dylon. “I want them to know that by doing this work, we are making a difference. We are making our communities safer for our own family and for every family. It is an important way for all of us to honour their Dad’s memory.”

Supporting Victims

The reality of impaired driving came to Denise Dubyk’s family the same way it comes to so many others. With a knock on the door and a police officer standing on the doorstep.

Denise’s 32-year-old son-in-law, Darryl, had been killed in a crash. A passenger in a pickup truck being driven by an impaired driver, Darryl was killed instantly when the pickup hit a parked truck.

In that moment, life changed forever for Denise, for her daughter Tammy, and for Tammy and Darryl’s two young sons, Dylon and Joshua.

“Tammy looked after her boys but the pain and grief were so great that she could no longer look after herself,” Denise explained. “The happy carefree daughter I knew was gone.”

Dylon was 6 at the time, and Joshua was 2. They now faced a lifetime of holidays, special occasions and childhood milestones without their Dad. “I had no idea what to do or where to turn,” Denise said. “I had so many questions. And, always, there was overwhelming grief.”

In the weeks that followed, Denise made her way to MADD Canada. She found people and resources to help her and her family. She also found a way to honour Darryl’s memory.

“I got involved with MADD Canada and helped set up the Calgary Chapter,” Denise said. “It was my way of honouring Darryl and doing whatever I could to make sure other families didn’t face this same pain.”

Since then, Denise has taken on several roles with MADD Canada. She has served as President of the Calgary Chapter and joined the MADD Canada National Board of Directors as the Director for the Prairie Provinces, Northwest Territories and Nunavut Region. In September 2010, she takes on her newest role, as National President for MADD Canada.

A Life Lost.
A Family Changed Forever.
MADD Canada: Saving Lives and Supporting Victims

For nearly 30 years, MADD Canada and its predecessors have worked to stop impaired driving and to support victims of this violent crime. We have made a considerable difference. It is estimated that 32,883 lives have been saved through the efforts of MADD Canada and other anti-impaired driving organizations.

There is still much work to be done. MADD Canada and its Chapters and Community Leaders continue to work with stakeholders and partners to advance our mission through:

**Victim Services**
Victim support line, trained victim services volunteers, a Victims’ Weekend and Candlelight Vigil, local victim support groups and a comprehensive resource guide for victims.

**Chapter Services**
Victim Services Volunteer training, volunteer development workshops and materials, national public awareness campaigns, a leadership conference and tools to assist in effective legislative initiatives.

**Public Awareness**
Campaign 911, Project Red Ribbon and public service announcements for radio, television and print.

**Youth Services**
School Multi-Media Assembly Program, the Matthew Paul Carvalho Poster Contest, National Writing and Multi-Media contests and a Bursary Fund for Canadian students who have lost a parent or guardian in an impaired driving crash.

**Advanced Technology**
Working with members of the traffic, safety and auto industries on a North American Blue Ribbon Panel for the Driver Alcohol Detection System for Safety to assess the use of technologies to prevent impaired driving.

**HIGHLIGHTS**
- Delivered Wasted, our 2009-2010 School Multi-Media Assembly Program, to 1 million high school students.
- Produced Change for the Better… Together, a multi-faceted DVD to assist Chapters and Community Leaders in community outreach efforts.
- Published new editions of Rating the Provinces and Territories Report and Alcohol, Trauma and Impaired Driving to inform decision-makers, media and the public.
- Expanded Campaign 911 to St. John’s, Calgary and other municipalities, and launched province-wide programs in Nova Scotia, Alberta and Saskatchewan.
- Produced new PSAs (Public Service Announcements) for Strides for Change, Victim Services and general awareness, including an innovative revamp of our iconic Glasses television spot.
- Conducted a public opinion survey to gauge Canadians’ support for random breath testing.

**On the Public Policy Front**
MADD Canada has a proud history of promoting public policies which effectively address impaired driving. We actively engage in dialogue with government decision-makers, enforcement agencies and other stakeholders to identify policies, laws and administrative measures to reduce the thousands of crashes, deaths and injuries that occur each year as a result of impaired driving.

**OUR PUBLIC POLICY INITIATIVES IN 2009-2010 INCLUDED:**
- The release of Rating the Provinces and Territories: The 2009 Report to assess jurisdictions’ progress on realistic and effective legal measures to reduce impaired driving. Ontario led all provinces and territories with a Grade of A+.
- The release of a position paper on how to address the problem of chronic and repeat impaired driving offenders, including recommendations on sanctions and minimum Criminal Code sentences to deal with those individuals who repeatedly put others at risk.
- Focusing attention on the issue of hospitalized impaired drivers who escape serious charges because existing laws impede the collection of BAC evidence in hospital settings.
- Actively supporting those provinces which implemented meaningful and effective impaired driving legislation, including: British Columbia which introduced a comprehensive .05% administrative licence suspension program; and Newfoundland which announced its plan to update both its .05% licence suspension program and its .00% BAC requirement for young drivers.
- Presentations, media interviews and discussions to educate decision-makers, stakeholders and the public about the significant need for random breath testing in Canada.
- Commissioning an Ipsos Reid public opinion survey to assess support for the introduction of random breath testing. Among the survey highlights was the finding that 77% of Canadians supported or strongly supported the implementation of RBT as a means of reducing impaired driving crashes, deaths and injuries.
Taking Our Messages to Communities

Reaching out to communities and targeted audiences is crucial to achieving our mission. Through national programs and campaigns, MADD Canada strives to inform, educate and empower people to stop impaired driving. These innovative programs would not be possible without the generous support of our many sponsors and donors. To learn more about the caring companies which help us deliver our education and awareness programs, please see Pages 10 to 12.

PROJECT RED RIBBON

For the 22nd year, MADD Canada’s red ribbon flew proudly. The program runs from November to early January each year to promote sober driving throughout the holiday season and to serve as tribute to those who have been killed or injured in impaired driving crashes.

This year’s Project Red Ribbon campaign kicked off with an event in Calgary featuring police, firefighters and EMS personnel. MADD Canada Chapters and Community Leaders took it from there, distributing millions of red ribbons at sobriety checkpoints, mall displays and parades, and placing Project Red Ribbon donation boxes and materials in hundreds of business locations across the country.

CAMPAIGN 911

Campaign 911 continues to grow in leaps and bounds. In just its third year, the program expanded to Calgary, St. John’s and the provinces of Nova Scotia, Saskatchewan and Alberta.

Through signs, billboards, PSAs and other materials, Campaign 911 encourages motorists to call 911 to report suspected impaired drivers. The 2010 campaign was highlighted by the unveiling of 10 new Call 911 signs for 400 series highways in Ontario.

The public is embracing the message. Cities which introduce the program routinely report increases in both the number of 911 calls to report impaired driving and the number of impaired driving charges laid as a result of 911 calls.

Local Chapter and Community Leaders are working with police services, road safety and health organizations, municipalities and provincial governments to bring Campaign 911 programs to more and more communities across the country.

SCHOOL MULTI-MEDIA ASSEMBLY PROGRAM

Road crashes are the leading cause of death among youth between the ages of 15 and 25, and alcohol is a factor in 45% of those deaths.

Every year, MADD Canada tours schools with a new School Multi-Media Assembly Program. We hope to reach youth in grades 7 to 12 early to educate them about the dangers of impaired driving and help them establish safe and sober driving habits that will help keep them safe.

Wasted, the 2009-2010 program, told the fictional story of a group of high school students and how their lives were changed forever by impaired driving. The show also featured testimonials from real life victims, and ended with a moving patchwork of photos of 600 victims who had been killed or injured in impaired driving crashes.

This year marked the debut of Fini, MADD Canada’s first ever French School Multi-Media Assembly Program. In total, Wasted or Fini were seen by 1 million students.

PUBLIC SERVICE ANNOUNCEMENTS

Through public service announcements on television and radio, MADD Canada’s messages reach millions of Canadians.

MADD Canada is fortunate to have ad agencies which conceptualize and produce our PSAs as in-kind donations/at minimal costs. The PSAs are played by radio and television stations as part of their community service programs, meaning MADD Canada does not pay for air-time. This year’s PSAs include:

• Glasses Rewind is a play on our Glasses television spot which has been airing for more than 15 years. The spot promotes the idea of stopping impaired driving before tragedy occurs by calling 911 to report impaired drivers.

• Staying on the Road (pictured left) uses humour to ridicule the act of drunk driving and dispel the myths that exist about how people can avoid detection. The spots promote the Call 911 message.

• A radio PSA, entitled Every Victim Matters, outlines the services MADD Canada offers for victims and encourages those who have been affected by impaired driving to call us.
Sponsor Profiles

MADD Canada extends a special Thank You to the following sponsors for their leadership commitments in support of our mission.

More than 20 years ago, Allstate Insurance Company of Canada offered its support to MADD Canada and our mission to stop impaired driving and support victims of this violent crime. Given Allstate Canada’s status as a leading auto insurer with a commitment to road safety and healthy communities, the partnership was a natural fit.

The corporation and its employees have been enthusiastic and dedicated supporters ever since. Allstate Canada is an Official Sponsor of MADD Canada, the Title Sponsor of the School Multi-Media Assembly Program, the Title Sponsor of Project Red Ribbon, an Official Sponsor of Campaign 911 and a partner on MADD Canada’s numerous research and liability publications, posters and other educational and awareness materials.

Social responsibility is a key priority for LCBO, as evidenced by the commitment and resources it directs to the promotion of sober driving. The corporation has been part of Project Red Ribbon nearly since its inception 23 years ago. Each winter, the LCBO places Project Red Ribbon coin boxes in its stores and run a simultaneous in-store promotion whereby employees appeal to customers to make a donation. The funds support the delivery of the School Multi-Media Assembly Program throughout the province of Ontario. In 2010-2011, over 500 schools will see the program free as a result of LCBO’s tremendous support. LCBO is an Official Sponsor of MADD Canada and a Provincial Sponsor of the School Multi-Media Assembly Program.

As part of its commitment to road safety, Manitoba Public Insurance (MPI) is particularly interested in promoting safe and sober driving among youth. For over 10 years, the non-profit Crown corporation has partnered with MADD Canada to reach youth in Manitoba through the School Multi-Media Assembly Program. This year, MPI directly sponsored 65 screenings, including MADD Canada’s first ever French School Multi-Media Assembly Program. MPI is a Provincial Sponsor of the School Multi-Media Assembly Program.

The premiere screening of MADD Canada’s first French School Multi-Media Assembly Program was held in September 2009 in New Brunswick, in recognition of the generous support NB Liquor has offered to MADD Canada and the school program. NB Liquor directly sponsored 20 screenings this year, and has now made a two-year commitment to ensure more New Brunswick students than ever before will see these important programs. The corporation, its employees and customers raise funds for MADD Canada through in-store prompted donation campaigns, via Project Red Ribbon coin boxes and through the sale of its re-usable, recyclable shopping bags. In addition to supporting national programs, the funds raised through these endeavours are also distributed to Chapters in News Brunswick to support local activities. NB Liquor is a Provincial Sponsor of the School Multi-Media Assembly Program and a Corporate Supporter of Campaign 911.

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MADD Canada Chapters and Community Leaders initiate and participate in community activities to support victims and raise public awareness about the dangers of impaired driving. Local groups are operated by volunteers who dedicate their time and expertise to MADD Canada’s mission. For more information about MADD Canada’s activities and programs in your area, visit our web site at www.madd.ca to contact the Chapter or Community Leader nearest you.

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Professor Robert Solomon and Dr. Barbara Lent Karel and Yoka ter Brugge

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