MADD CANADA  Our Mission

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

MADD CANADA  Our Beliefs

We believe that driving is a privilege, not a right. Impaired driving crashes are not accidents, but rather the direct result of an individual’s conscious decision to drive after drinking or using drugs.

We believe that a balanced program of public awareness, progressive legislation, rigorous enforcement, and meaningful sanctions is essential to eliminating impaired driving.

We believe, as an organization committed to the importance of rights, that all of our legislative proposals and other public policies are designed to be compatible with the Canadian Charter of Rights and Freedoms, and the federal and provincial human rights legislation.

We believe that victims, as those most directly affected by the crime, must be treated with dignity in a manner that is respectful of their loss.

We believe that victims should be given general information about the criminal justice system, and their role and rights within it, including their right to make a victim impact statement.

We believe that victims are entitled to specific information about their case, including: the name of the accused; the status of the investigation; the charges and any decisions made about them; the date, place and time of all criminal and correctional proceedings; and the outcome of all proceedings.

We believe that, while offenders must be held appropriately accountable for their criminal behaviour, assessment, treatment and other proven rehabilitative measures should be implemented to minimize the risks of repeat offenders.

MADD CANADA  Our Values

As a grassroots organization, we:

- Value our volunteers’ strength, energy and leadership
- Recognize the diversity of various regions and communities
- Engage in strategic relationships and alliances
- Commit to transparency, accountability and excellence in governance
We are pleased to introduce MADD Canada’s new logo.

Just as our organization has evolved over time, so too has our visual identity. In the Spring of 2011, MADD U.S. updated its new logo and we felt it was a good opportunity to modernize our look too.

Lower case letters have replaced the more formal uppercase letters to provide a fresh, contemporary new feel that is more approachable and in tune with an increasingly digital world. The new look is both different enough to reinvigorate our identity while familiar enough to retain the powerful brand recognition our logo carries.

It is a bright and positive change that will serve us well as we forge ahead with our mission to stop impaired driving and to support victims of this violent crime.
MADD CANADA
National Board of Directors
(As of June 30, 2011)

Wayne Kauffeldt
Chairperson

Carolyn Swinson
Past Chairperson

Robert Mann
Vice Chairperson

Christopher Nagle
Director – Atlantic Region

Louise White
Director – Quebec Region

Drew Wilder
Director – Ontario West

Margaret Williams
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Brenda Johnson
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Manon Groulx
Director – BC/Yukon Region

Jason Dubeau
Director at Large – Youth

Rick Hanson
Director at Large

Robin Howlings
Director at Large

Dr. Roy Purssell
Director at Large

Margaret Stanowski
Director at Large

Brian Westlake
Director at Large

Gregg Thomson
Director at Large

Canadian Charitable Registration Number:
13907 2060 RR0001

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.

MADD CANADA 2010/2011 Annual Report
Executive Summary

“Communities in Action” is more than our theme for this year’s Annual Report, it is the way we carry out our work.

From individual communities, to our Regions, to our national office, volunteers, members, supporters and sponsors work together on the local, regional and national activities that make MADD Canada successful and effective.

Those communities all came together in 2010-2011 to:

- Add new Community Leaders and expand Chapters across the country.
- Serve as a powerful voice for victims of impaired driving and deliver our services and resources to more than 20,000 victims.
- Deliver our School Assembly Program to more than 1 million students and launch a French production of our show.
- Continue to advance a strong public policy agenda and publish several papers and articles about impaired driving, effective countermeasures and necessary legislative reforms.
- Renew our calls for the federal government to amend the Criminal Code to include random breath testing and to address the problems associated with the collection of BAC evidence in hospitals.
- Meet with decision makers at the provincial level to promote various impaired driving legislation that will help reduce impaired driving crashes.
- Distribute more than 1 million red ribbons to raise awareness of impaired driving and encourage people to make a commitment to always drive sober.
- Welcome the addition of Call 911 programs in Brandon, Regina, Saskatoon, Red Deer, Ottawa, Windsor and other communities, as well as a province-wide program in Prince Edward Island.
- Take our Campaign 911 program in a nautical direction with the installation of 50 Report Impaired Boating signs in the Atlantic Region, Ontario and British Columbia.
- Produce Change for the Better…Together, a new education tool for Chapters and Community Leaders.
- Launch several new television and radio public service announcements to keep our messaging fresh and reach new audiences.
Taking Action for the Future

Under the leadership of our National Board of Directors, and with valuable feedback from our Chapters and Community Leaders, MADD Canada established its Strategic Directions for the next few years:

Eliminate impaired driving through:
• Identification and advocacy of effective public policies and legislative reforms
• Use of proven countermeasure technologies

Strengthen the Organization through:
• Chapter financial stability and diversified revenue streams
• Increased engagement of youth and all communities
• Measuring the impact of initiatives

Clarify the public perception of MADD Canada through:
• Communicating ways the public can be protected from impaired drivers
• Educating the public about our Victim Services

Progress Through Action

When headlines and news reports detail a seemingly endless stream of impaired driving crashes, it is only natural to wonder whether the message is getting through. After all these years, impaired driving continues to be a deadly problem in our country. Yet, there is no doubt that we are making a difference. Over the past 30 years, the anti-impaired driving movement has saved more than 34,000 lives. This community of government leaders, enforcement experts, and stakeholder organizations, including MADD Canada, have affected significant reductions in impairment-related deaths.

That is the motivation to continue our work.

Our vision is a day where no one is harmed by impaired driving; no family member has to receive the devastating news that a loved one has been killed by an impaired driver. No person has to face the mental and physical toll that comes with being injured and recovering from an impaired driving crash.

Working together – all of our communities in action – we can achieve our mission.

Wayne Kauffeldt
Chairperson, National Board of Directors

Andrew Murie
Chief Executive Officer
Impaired Driving...

...The Action

No one ever thinks they will cause an impaired driving crash. Not until the car veers over the line or off the road. Not until the moment of impact.

...The Consequences

At that moment, the lives of innocent victims are changed forever. Lives are taken. Injuries are sustained. Bright futures are destroyed entirely, or consumed by weeks, months or years of recovery. Families and friends are victims too, as they must come to terms with the loss or injury of their loved ones.

“Because of someone’s choice to drink and drive, I was violently robbed of my grandmother. I watched her take her last breath while trying to see if I was alive and okay. No one should have to see that.” — Jordan Kennie.

Impaired driving is not an accident, nor is it isolated. It is the consequence of a decision that:

KILLS 1,200 PEOPLE
INJURES 68,000
COSTS SOCIETY $21 BILLION

The toll taken by impaired driving is substantial and tragic. It is made worse by the knowledge that these deaths and injuries are 100% preventable.
The Problem is Not Yet Solved

Despite the statistics and despite the daily headlines telling of another crash, another court case, another sentence, there is a misperception that impaired driving is a problem that is largely solved. There are those who say Canada has enough laws, enough countermeasures, enough enforcement tools.

For the victims of impaired driving, and for all involved with MADD Canada, we know the problem has not been solved.

The flurry of federal and provincial legislative amendments in the early 1980s led to significant declines in impaired driving deaths and injuries. But that trend slowed in the mid-1990s and, by 2000, had stopped. The number and percentage of impaired driving deaths in 2008 (the latest year for which there is national data) are comparable to the 2000 levels.

Millions of Canadians continue to drink and drive. In fact, the estimated number of impaired driving trips taken each year is 12.5 million.

Canada needs to do more. Our impaired driving record is poor relative to that of other developed democracies, and the results of Canada’s federal transportation strategy, Road Safety Vision 2010, have been disappointing.

That is why MADD Canada continues its work and refuses to give up. Working with our dedicated volunteers, sponsors, supporters and partners, we will achieve our mission to stop impaired driving and to support victims of this violent crime.

“We don’t want our little ones to have died in vain. The more we can get the impaired driving message out there, the more lives we can save. Losing someone you love to this senseless crime is a horrible thing. Nobody should have to go through this, ever.”

Doris Armstrong, Grandmother of Devon Tinus, 12, who died with his best friend Mason Berube when the car they were driving in with their dad was hit by an impaired driver.
MADD Canada In Action

Driving under the influence of alcohol or other drugs is an irresponsible, dangerous and intolerable act which results in thousands of deaths and injuries every year. MADD Canada strives to save lives and prevent injuries, support victims and heighten awareness about the dangers of alcohol and/or drug-impaired driving.

Supporting Victims – The Most Important Thing We Do

MADD Canada’s Victim Services program helps more than 20,000 victims of impaired driving every year. Providing support, information, resources or simply a sympathetic ear to someone in need is the most important thing we do. By calling MADD Canada or visiting our web site, a victim accesses a wide range of services and information, including:

- Emotional support through Chapters and our 1-800 line
- Trained Victim Support Volunteers
- Information on victims’ rights
- Court accompaniment and support during the criminal trial process
- Tribute and Memorials, including our memorial wall, online tributes and roadside memorials
- The National Conference for Victims of Impaired Driving
- Printed and online resources: Resource Guide, brochure series, resource listing for injured victims and the Resource Lending Library
- Referrals to community groups and agencies for assistance

“When Kirsta died, it was like we were given a life sentence of grief and sorrow. And then we attended the Victims’ Weekend and it started the healing process. It was a place to speak freely and connect with others struggling with the same pain. On that weekend, we realized how much we were loved.” — Bev Hostyn
Youth Services - Reaching Out to the Drivers of Tomorrow

Teens and young adults are at significantly higher risk for impaired driving crashes than other age groups. 16-to-25 year olds constituted 13.2% of the Canadian population in 2006 but they accounted for 33.4% of all alcohol-related crash deaths.

Youth programming has been an important part of MADD Canada’s work since 1994. Our programs are designed to communicate directly with young people on their level and in their language, and encourage them to take a closer look at their values and perceptions about alcohol, drugs and driving.

Here are some of the ways we are engaging with youth and encouraging the development of safe and sober driving habits that they will carry with them for life

• **MADD Canada’s School Assembly Program** is delivered to more than 1 million students in Grades 7 through 12 every year. Shown on a giant screen with a powerful sound system, the program presents students with solid information and best practices to help them understand the issue of alcohol and/or drug impaired driving.

• **MADD Scientist and the Quest for Power**, a classroom DVD program for elementary school students, delivers messages about how alcohol affects the brain, the dangers of impaired driving and protection from unsafe drivers.

• **Braking Point** is a classroom education tool for 14 to 18 year olds which creates awareness about the risks of drinking, marijuana use and driving. The program connects these risks to common settings and situations in which many teens find themselves. It is available in English, French and Aboriginal versions.

• **National Poster, Essay Writing and Multi-Media Contests** encourage youth involvement and give them a creative forum to express their concerns about impaired driving.

• **The MADD Canada Victim Bursary Fund** is available to Canadian post-secondary students who have lost a parent or guardian in an impaired driving crash and are pursuing any full time educational program that is approved by a provincial Ministry of Education.
Awareness — Our Stories Inform, Educate and Empower

MADD Canada communicates to the general public and targeted audiences about the dangers and consequences of impaired driving using a wide array of public awareness programs and tools. We strive to present the facts, put a human face on the problem of impaired driving and encourage those who do drive impaired to change their dangerous behaviour.

Project Red Ribbon

Our longest running and most successful awareness campaign is still going strong after 23 years. Millions of our iconic red ribbons are distributed each year to symbolize commitment to sober driving and honour victims who have lost loved ones or suffered injuries at the hands of impaired drivers.

Campaign 911

Impairment-related crashes are the #1 cause of criminal death in Canada and, yet, every impaired driving crash is preventable. In Campaign 911, signs, bookmarks, posters, public service announcements and other tools encourage and empower the Canadian public to report suspected impaired drivers by calling 911.

MADD Canada expanded its Campaign 911 program to the waters in a big way in 2010 with the installation of 50 Report Impaired Boating signs throughout the Atlantic Region, Ontario and British Columbia.

Videos and Public Service Announcements

MADD Canada’s extensive library of public service announcements and videos draw attention to the problem of impaired driving and encourage Canadians to drive sober.

New public service announcements and posters featuring victims of impaired driving take viewers beyond the statistics to see and hear from those people who have been directly affected by this tragic and preventable crime.

“The engine had lodged itself into their legs. I remember leaning forward and I knew I couldn’t save Mom. Dad was gone. I could tell already. So I kissed their cheeks and told them I loved them. That was the last time I kissed my mother.” — Kali O’Dell, 16.
Public Policy — Talking with Decision-Makers

Working on both the federal and provincial/territorial fronts, MADD Canada engages in dialogue with government decision-makers, enforcement agencies and other stakeholders to identify policies, laws and administrative measures that will reduce the number of people being killed and injured every year in impaired driving crashes.

Our current public policy priorities include:

Federally:

- **Random Breath Testing** - Random breath testing is one of the most effective means of preventing impaired driving deaths and injuries. MADD Canada has analyzed the constitutional issues and traffic safety and cost implications of random breath testing, and assessed the level of support for random breath testing among Canadians. All our analyses support the case for the introduction of random breath testing in Canada.

- **Collection of BAC Evidence in Hospitals** - Impaired drivers who are hospitalized after crashes often escape prosecution of the most serious impaired driving offences because the current laws make it very difficult for police and health professionals to gather BAC evidence in a hospital setting. MADD Canada calls on the federal government to make changes to the *Criminal Code* to address this important public safety issue.

Provincially/Territorially:

At the provincial and territorial level, MADD Canada promotes several legislative and administrative sanctions aimed reducing impaired driving:

- 7-day licence suspensions for drivers at the .05% BAC and above level;
- a .00% BAC requirement for all young drivers under 21;
- mandatory alcohol interlock programs for all convicted impaired driving offenders;
- 7-day vehicle impoundments for individuals: charged with any *Criminal Code* impaired driving offence; found driving a vehicle without an ignition interlock if they have an interlock restricted licence; found driving while under an administrative licence suspension for any reason, including suspension for driving in the warn range (.05% BAC and above).

We are pleased to note that several provinces have moved forward with such measures in the last year.
Corporate Supporters in Action

MADD Canada is fortunate to partner with many corporate sponsors whose support enables us to carry out our work. As you will read in the following Sponsor Profiles, some sponsors have been with us nearly from the start, while others have joined the MADD Canada team more recently. All provide generous support that makes our work possible.

**Allstate Insurance Company of Canada**

Allstate Canada’s commitment to safe communities is evident in its over 20 year relationship with MADD Canada. As a Title Sponsor of *Project Red Ribbon*, Allstate’s contributions include partnerships between local Allstate agents and our Chapters and Community Leaders to distribute red ribbons. Allstate is the Title Sponsor of MADD Canada’s *School Assembly Program, Shattered* and an Official Sponsor of MADD Canada and the *Campaign 911* program. The company has also been a supporting partner on MADD Canada’s impaired driving research and liability publications, our 2008 Report on Ignition Interlocks and numerous other publications.

**LCBO**

As a responsible retailer, the LCBO (Liquor Control Board of Ontario) is committed to practices which help to reduce impaired driving such as prevention of sales to minors and intoxicated adults. Its goals complement the mission of MADD Canada. For more than 15 years, LCBO and its employees have supported the *Project Red Ribbon* campaign by displaying donation boxes in stores and asking customers for a donation at checkouts. As a Provincial Sponsor of our *School Assembly Program, Shattered*, LCBO made it possible for MADD Canada to deliver 600 shows, free of charge, to schools throughout Ontario, reaching more than half a million students. The LCBO has also been an important public awareness partner by teaming with MADD Canada on a variety of high-profile provincial advertising campaigns designed to prevent drinking and driving and encourage responsible hosting.
Corporate Supporters in Action

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NB Liquor

Long-time partner NB Liquor has supported Project Red Ribbon and helped launch Campaign 911 in New Brunswick. NB Liquor, its employees and customers support MADD Canada’s programs and services through in-store prompted donation campaigns and proceeds from the sale of its re-usable, recyclable shopping bags. NB Liquor is a proud Provincial Sponsor of the School Assembly Program, Shattered, and was instrumental in bringing MADD Canada’s first-ever French School Assembly Program to New Brunswick in 2009. This year, NB Liquor also sponsored the production of English and French public service announcements featuring the powerful stories of two victims of impaired driving.

Manitoba Public Insurance

As the province’s provider of basic automobile insurance coverage, Manitoba Public Insurance (MPI) is dedicated to road safety. That dedication is illustrated through its generous long-term support of many MADD Canada programs and initiatives to reduce the risk of impaired driving. MPI is currently a proud Provincial Sponsor of the School Assembly Program, Shattered, helping to deliver the program’s important message to approximately 95,000 students across the province. The corporation also recently undertook a provincial ad campaign promoting MADD Canada’s message about the risks of impaired driving.
Sponsor Listings

ORGANIZATIONAL SPONSORS

Official Sponsors
Allstate Insurance
Company of Canada
Fonora Textile Inc.
Hill Street Marketing Inc. – Proud makers of MADD Virgin Drinks
LCBO
NB Liquor
Ontario Ministry of Transportation
Ontario Trillium Foundation
Transport Canada
Wild Rose Foundation

Corporate Sponsors
Car Heaven
Impact Auto Auctions
Ontario Automotive Recyclers Association
Saatchi & Saatchi

Corporate Sponsors

#TAXI
ARC Energy Trust
CIBC
Husky Energy
MJM Productions
Winners Merchants International

Community Sponsors
Alberta Traffic Safety Fund
Government of Newfoundland and Labrador
Prince Edward Island Liquor Control Commission
RBC Foundation

Vehicle Sponsor
Discount Car and Truck Rentals Ltd.

Technology
Gold Technology Partner
Alcohol Countermeasure Systems Corporation

Project Red Ribbon Campaign

Title Sponsor
Allstate Insurance
Company of Canada

Official Sponsor
Irving Oil

Corporate Sponsors

#TAXI
BMO Financial Group

Campaign 911

Official Sponsors
Allstate Insurance
Company of Canada

Maritime-Ontario Freight Lines Limited

Corporate Sponsors

#TAXI
Alberta Traffic Safety Fund
NB Liquor

MADD Canada would also like to acknowledge Professor Robert Solomon and Dr. Barbara Lent who made significant contributions to our programs during 2010-2011.
Volunteers in Action

MADD Canada volunteers are the heart and soul of our organization.

Chapter volunteers and Community Leaders give MADD Canada a vibrant presence in more than 100 communities across the country. They deliver our national programs in their communities, conduct public outreach and education, raise awareness, host fundraising events, advance our public policies at the local level, represent MADD Canada in the media, and so much more. Their commitment to our cause serves as an inspiration to their local communities, to other volunteers and to sponsors and supporters.

Often, these volunteers have a direct and personal connection to our cause, having lost a loved one or suffered an injury in an impaired driving crash. Others are concerned citizens who feel a strong need to help make our communities safer from impaired driving and to support victims.

Together, they are a powerful, passionate force for action and change.

“We had two choices. Stay mourning forever or leave a legacy for Brent and make sure his short life is not in vain. We joined the MADD Canada family and are doing our best to prevent other families from living the ‘life sentence’ that we are forced to live.”
— Aleta Neville
Chapters & Community Leaders
(as of June 2011)

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.

**Alberta**
- Calgary
- Cold Lake Region
- Edmonton & Area
- Fort McMurray *
- Grande Prairie *
- Lacombe
- Lloydminster
- Medicine Hat & District
- Morinville *
- Parkland
- Provost *
- Red Deer & District
- Spirit River *
- St. Paul & Area *
- Taber/Lethbridge & District
- Wabasca Desmarais *

**British Columbia**
- Central Okanagan
  - Fort St. James *
  - Fort St. John *
  - Kamloops *
  - Merritt *
  - Metro Vancouver
  - Nanaimo *
  - North Island
  - Penticton *
  - Trail *
  - Upper Fraser Valley
  - Victoria & Area *
  - Williams Lake

**Manitoba**
- The Pas *
- Winnipeg

**New Brunswick**
- Charlotte County
- Greater Fredericton
- Kent County
- Madawaska Region *
- Peninsular Acadian
- Restigouche *
- Saint John
- South Eastern New Brunswick

**Newfoundland & Labrador**
- Avalon
- Bay of Islands
- Bay St. George
- Exploits Valley
- Gander & Area
- Labrador
- Labrador Straits *
- Labrador West
- Mary’s Harbour *
- Rocky Harbour *
- Trinity Bay

**Nova Scotia**
- Annapolis Valley
- Antigonish
- Bay of Fundy NS
- Cape Breton
- Cobequid
- Cumberland County
- East Hants *
- Guysborough County
- Halifox Regional
- Lunenburg-Queens
- Pictou County
- Yarmouth County

**Ontario**
- Barrie/Simcoe
- Brampton *
- Brantford *
- Chatham-Kent
- Dufferin County *
- Durham Region
- Elliot Lake
- Grey North Bruce *
- Halton Region
- Hamilton
- Huron/Bruce
- Kawartha Lakes
- Kenora *
- Kingston & District
- Listowel *
- London
- Manitoulin Island
- Mississauga *
- Niagara Falls *
- Nipissing
- Norfolk County *
- Ottawa
- Quinte
- Renfrew County *
- Sarnia/Lambton
- Sault Ste. Marie *
- St. Catharines *
- St. Thomas-Elgin
- Sudbury *
- Thunder Bay *
- Timiskaming & Area
- Timmins & Area
- Toronto
- Waterloo Region
- Wellington County
- Windsor & Essex County *
- York Region

**Prince Edward Island**
- Charlottetown
- East Prince County
- West Prince

**Quebec**
- Beauce
- Laurentides-Laval *
- Montreal
- Outaouais *
- West Island

**Saskatchewan**
- Battlefords & Area
- Meadow Lake
- Prince Albert *
- Saskatoon & Area *
- Swift Current

**Yukon**
- Whitehorse

*Community Leader
Canadian Charitable Registration Number:
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