Mounting evidence and more support for a 0.05% BAC

From research shared at the International Council on Alcohol, Drugs and Traffic Safety conference in Montreal this past summer to the recent Toronto Board of Health motion surrounding the merits of a 0.05% blood alcohol concentration (BAC), the push for a lower, more effective BAC in Canada is gaining momentum.

MADD Canada has been leading the charge for an effective 0.05% BAC limit since the launch of Taking Back Our Roads in November 2001. It appears that more and more Canadians understand the serious issues surrounding the current BAC limit and what that means for safety on our roads.

With the recent media focus created by Premier Gordon Campbell’s Maui impaired driving charge, the public is becoming more aware of just how much alcohol it takes to reach the legal limits to drive. A Globe and Mail experiment (January 18, 2003) confirmed that it takes much more than anyone might think to get to the point of legally being over the limit. More importantly, the Globe and Mail demonstrated that the point at which a person becomes a threat on the roads comes much earlier than the legal limit.

Andrew Murie, National Executive Director of MADD Canada explains further, “Given the margin of error accepted by our courts, most police will not consider

Durham Regional Police toxicologists have conducted numerous BAC experiments, which have resulted in two concluding observations: people feel impaired at low BAC readings (below 0.05% BAC) and the number of drinks it takes to get a person to a reading of 0.08% BAC is remarkable. The Globe and Mail recently conducted a BAC experiment with similar findings.

Support for a lower 0.05% BAC legal limit

MADD Canada
Canadian Medical Association
Canadian Public Health Association
Canadian Centre for Addiction and Mental Health
Canadian Council on Drug Abuse
Ontario Community Council on Impaired Driving
Addictions Foundation of Manitoba
Toronto Board of Health

Continued on page 2
laying an impaired driving charge unless both of the driver’s evidentiary breathalyzer readings are 0.10% or higher. So, in practical terms this means a 200 lb. man on an empty stomach can drink 6 plus, standard drinks in two hours and will likely not be charged with a Criminal Code offence for impaired driving. Similarly, a 130 lb. woman can consume over three drinks in a two-hour period and then drive without exceeding the real-world threshold for criminal charges.”

“MADD Canada strongly believes this is not social drinking, but rather levels that are far too risky for other safe and sober road users. Laws need to better protect all drivers on the roads and the legal limit for alcohol must be reduced to achieve safer roads.”

“Obviously MADD Canada is not endorsing drinking and driving, or suggesting that such excessive consumption before driving is socially responsible.” Mr. Murie adds, “Lowering the BAC makes sense because the less alcohol a person can drink and then drive, the safer everyone will be on the roads.”

The Board of Health of the City of Toronto is the latest group to call on the Federal Government to ‘lower the BAC to 0.05%’ as well as ‘support mandatory server training programs and ignition interlock devices’ as measures to address impaired driving. Andrew Murie comments, “Toronto’s Board of Health recognizes that the lowering of the BAC to 0.05% is an effective means of reducing impaired driving in our country. Essentially, this measure reduces the amount one can drink and then legally drive. If properly enforced, it will significantly reduce the incidences of impaired driving and, therefore, it will reduce the numbers of Canadians being killed and injured each day due to impaired driving crashes.”

“The Toronto Board of Health joins a growing chorus of groups calling for a reduction of the BAC legal limits, and we are all saying it is time for the Federal Government to act on the mounting evidence and international experience that favours a 0.05% BAC,” says Mr. Murie.

MADD Canada has been arguing that lowering the Criminal Code legal limit for BAC to 0.05% is one of two essential measures for the Federal Government, if it is serious about making Canadian roads safer from impaired driving. Coupled with enhancing police enforcement, lowering the BAC will significantly reduce the number of Canadians being killed and injured in alcohol-related crashes.

Canada is lagging behind other countries in effectively separating the activities of drinking and driving. According to a 2001 Transport Canada report, Canada ranked highest among eight selected OECD countries in terms of the percentage of fatally-injured drivers who were impaired, even though most of these countries have far higher rates of per capita alcohol consumption. For example, while Germans consume almost 50% more alcohol than Canadians, only 17% of Germany’s fatally-injured drivers were impaired. In contrast, Transport Canada indicated that 32% of Canada’s fatally-injured drivers were impaired.

Louise Knox, National President of MADD Canada, states, “Impaired driving is Canada’s number one criminal cause of death and the Federal Parliament needs to address this as a violent crime. It is unthinkable for our MPs to accept the status quo when, on average, every day more than four Canadians are killed and more than 200 are seriously injured as a result of impaired driving.”

Mrs. Knox adds, “By lowering the BAC to a safer level and giving the police the tools they need to apprehend and charge impaired drivers, there will be less impaired drivers on our roads and lives will be saved.”

Visit the MADD Canada website – www.madd.ca – to access a library of documents on a 0.05% BAC policy. You can find information in the following sections: Taking Back Our Roads, the Library, and the Latest News.

MADD Canada’s Legal Director Professor Robert Solomon and his colleagues and students at the Law Faculty, University of Western Ontario, have published the most recent Canadian and international research on BACs – and they can be found on the website.
MADD Canada is an effective voice for impaired driving issues for a number of significant reasons. First, we are a credible voice, having gained our credibility through a combination of personal experience and thorough research practices. As a victim-based organization we speak for victims and for those Canadians who can no longer speak for themselves. We are known to Canadians as an organization delivering an emotional plea not to drink and drive and we are heard with a sympathetic ear because so many of us are victims who do not want any more Canadians to have to suffer the way we do.

At the same time, our organization is heard because we represent the mind of every reasonable Canadian who does not want to be a victim, or have their loved one be a victim of an impaired driver. We deliver messages, present arguments, and provide policies that are reasonable. MADD Canada formulates policy based on empirical research and our organization goes to extraordinary limits to provide our country’s decision-makers with workable solutions to reducing impaired driving.

One can say that MADD Canada is both the heart and mind of the impaired driving issue in our country.

Clearly, we are an effective voice because of the nature of our call for Federal Members of Parliament to act on lowering the BAC and enhancing police authorities — measures which will significantly reduce the number of impaired driving incidents in our country. Consider our on-going Rating the Provinces campaign and our efforts working with Provincial Governments to introduce more effective impaired driving laws. And consider the liability materials – Your Party, Your Liability – released before Christmas and our education campaign to ensure providers of alcohol know the extent of their liability. All of these policy initiatives, separately and combined, help to stop impaired driving.

There is very good reason to pursue these policy issues. Our laws need to be changed, our police and judiciary must be able to function more effectively and efficiently, and Canadians’ attitudes and behaviours must adjust to fully respect the dangers of drinking and driving. For this to happen, MADD Canada needs to keep delivering our message and our voice of reason to the decision-makers and the public debate. It will be through a relentless engagement in the policy debate that the public will come to a better understanding of impaired driving, and our elected officials will take action against impaired driving.

As National President I am proud of our very unique and remarkable organization and the fight we are engaged in for safer roads in our country. I am often told about the strength of MADD Canada’s voice – and I view that strength as being the number of MADD Canada volunteers and our supporters who speak out. Our success as a national organization is, and will be, each and every volunteer’s and supporter’s stand against impaired driving. Together, we are an effective voice and, together, we are making a difference.

Louise Knox  
National President
Chapter Notebook

Chapter Leadership Training is an important part of MADD Canada’s commitment to train its volunteers. From March 21 to 23, Chapter Presidents, Regional Directors from the National Board and Administrative Assistants took part in a weekend training conference in Scarborough, Ontario. Topics included MADD Canada’s Strategic Plan, 2003 Report Card on legislative issues, Media Training and Victim & Youth training programs. Chapters shared information on innovative programs they have initiated in their area and viewed the premiere showing of the new elementary school multimedia production.

MADD Canada Awards: Chapters will be receiving nomination forms shortly for our annual MADD Canada Awards. The John G. Bates Volunteer of the Year, Terry Ryan Memorial Award for Excellence in Police Services, Community Hero Recognition and Citizens of Distinction Awards will be presented at September’s National Chapter Leadership Conference. Deadline for entries will be July 31, 2003. Additional nomination forms can be requested from the National Office.

Signs of Summer Campaign: MADD Canada’s annual Signs of Summer campaign is just around the corner. Chapters will be approaching local businesses to display one of our posters or a message on their marquees reminding people not to drink and drive. Again this year, posters and postcards in French and English will be available late April. The Campaign runs from May to September. Contact your local Chapter for posters.
**R.I.D.E./Sobriety Checkpoints Campaign a Success:** Chapters from coast to coast have been concentrating efforts to stop impaired driving through partnerships with their local police forces for R.I.D.E./Sobriety Checkpoints. In addition to grants for the Labour Day and May long weekends, the Chapters also receive grants to conduct them throughout November and December.

During November and December participating Chapters included Greater Vancouver, Upper Fraser Valley, Cranbrook, Calgary, Edmonton, Lakeland, Taber/Lethbridge, Winnipeg, Barrie, Begetekong, Durham, Dufferin, Halton, Huron/Bruce, Kingston, Nipissing, Ottawa, Sarnia/Lambton, St. Thomas, Thunder Bay, Toronto, Waterloo, York, Montreal, Bay St. George, Cape Breton, Digby County, Annapolis Valley, Labrador, Avalon Chapters. Thank you to the many MADD Canada Chapter volunteers and the police officers who braved the cold temperatures to remind their communities not to drink and drive during the holiday season.

Many Chapters reported encouraging results from these events. MADD Medicine Hat partnered with the local police to conduct seven Checkstops in the November/December period. The first Checkstop had four drivers charged with impaired driving and 15 24-hour suspension. Local police and Chapter members were encouraged to see this number being reduced during this period and the last Checkstop resulted in only one 24-hour suspension. In addition, the Chapter funded 50% of the cost for an in-car camera for the police. A great tool in an impaired driving arrest!

For the first time this year, a grant for Snowmobile R.I.D.E./Sobriety Checkpoints conducted during January to March was offered. Participating Chapters included Durham Region, Thunder Bay, Dufferin County, Kingston & District, York Region, Timiskaming & Area, Saint John, Labrador, Begetekong & Area, and Bay St. George. We know that alcohol and snowmobiles don’t mix. Thanks to those volunteers who hit the trails to help police conduct these events.

**President of MADD Upper Fraser Valley on site at a Sobriety Checkpoint.**

**MADD St. Thomas members braved the cold weather to support the local police R.I.D.E. program.**

**MADD Montreal Chapter members have a volunteer celebration dinner.**
In the western region, the BC Chapter Presidents and Louise Knox, Scott Lowther, Andrew Murie, Chris George, and Wanda Kristensen met with BC Premier Gordon Campbell, the Attorney General and the Solicitor General to address impaired driving issues in BC, a hot topic in BC this spring.

MADD Calgary received a generous grant from The Calgary Foundation to sponsor 20 Motivational Media shows.

With the help of local sponsors, MADD Taber/Lethbridge held a fundraising dinner. In addition a successful membership drive was held to increase their volunteer base.

The MADD Medicine Hat Chapter thanks ACICR for sponsoring two productions and the Community Savings and Credit Union for sponsoring four Motivational Media productions.

MADD Lakeland Chapter opened its first office in St. Paul.

MADD Winnipeg Chapter is pleased to announce that Rod Sudbury, a recipient of MADD Canada’s Excellence in Police Services Award has joined the Chapter as president.

In the Ontario region, MADD Canada welcomed two new Chapters in February 2003 – MADD Timmins & Area and MADD Timiskaming & Area.

MADD York Region Chapter hosted a gardening lecture with television expert Mark Cullen on March 5th along with a silent auction.

MADD Sarnia/Lambton is sponsoring a three-person racing team that participates in triathlons all year long and will be traveling all over Ontario.

Many Chapters have started planning their golf tournament for 2003. To add to the list of MADD golfers, this year MADD Hamilton will be hosting their first golf tournament scheduled for August 7, 2003. Also in August will be the 4th annual MADD Dufferin golf tournament taking place August 25th.

Cst. Mark Stone of MADD Durham received permission for officers of Durham Police and the OPP to conduct R.I.D.E. checks on Burger King properties located throughout the Durham area. Thanks to Burger King for their support.

Hats off to MADD Nipissing. MADD Halton/Peel, MADD Thunder Bay and MADD York Region for far exceeding expectations on the number of showings of “underpressure” and for funding the production.

Congratulations to MADD Chatham-Kent and MADD Hamilton on the opening of new offices and to MADD Kawartha Lakes and MADD Grey North Bruce in their efforts to restructure and to get their Chapters more active in their communities.

In the Quebec region, interest in MADD Canada and chapter/community leader development is shaping up! The Sûreté du Québec (provincial police) has been very supportive in efforts to establish chapter opportunities and in partnering with MADD Canada in various activities to fight impaired driving. This summer the MADD Canada regional office in Quebec will be partnering with the Saguenay region’s Sûreté du Québec, the SAAQ (Société de l’assurance automobile du Québec) and the Ministry of Transports in a high-profile public awareness campaign that will be launched in May.

Production of a National French video (similar to Prisoners for Life) is underway, with a release this spring.

MADD Montreal is going through an important “reengineering” process. The Chapter is contacting potential board members who, through their diversified personal and professional experiences, will enrich the chapter. An information meeting will follow, at which key committees and sub-committees will be formed.

Mélanie Demers, 1999 recipient of the Community Hero award and Youth coordinator for the MADD Montreal chapter is working on an innovative project. The High School Peer Educational Program involves two days of MADDly intensive training for student leaders. Participants will be encouraged to design their own drug and alcohol awareness initiatives that reflect MADD Canada values, as well as the needs of their respective schools. The project is being conducted in collaboration with the Lester B. Pearson school board of greater Montreal.

The first Atlantic Regional Conference is taking place in Wolfville, NS on April 4-6, 2003. Delegates from the four Atlantic provinces meet to receive training on programs and services they can offer their communities. Guest speakers include Ian Marples, Guardian Interlock Systems. A regional press conference is being held on the Ignition Interlock System and Passive Alcohol Sensors.

The MADD West Coast Chapter have now divided their area into two to better service their local communities. The MADD Bay St. George Chapter is based around the Stephenville area. The MADD Corner Brook Chapter is covering the Corner Brook area.

In Goose Bay, our thanks to former president of MADD Labrador, Cliff Wells, who moved out of the area and welcome to the new President Scott Crawley.

MADD Saint John Chapter was recently granted its Charter. Congratulations to former Community Leaders Karen Dunham and Denise Green for spearheading this group.

New Brunswick Youth Leader Rachael Kennedy and Andrew Murie, National Executive Director, met with MP Andy Scott to discuss MADD Canada’s legislative initiatives for New Brunswick.

In December, MADD Cape Breton hosted Louise Knox, National President at their Chapter launch.

MADD Pictou County Chapter welcomes its new president Sandra DeGruchy.

Submissions from Chapters for this column are welcome. For the upcoming newsletter please contact your Region Manager. The next deadline for Chapter submissions is May 2nd, 2003.
Due to spacing constraints, the MADD Canada Remembers column will no longer appear in this newsletter. We will however, place the column on our web-site as soon as the site can be constructed! For memorial tribute submissions, please contact the Victim & Youth division at MADD Canada.

Core Services has changed for Victim & Youth programs. All Chapters have received their outlines and reporting forms for this quarterly report. Remember to send in the Victim Information Sheets on all Victims that your Chapter has had ANY contact with.

The Victims’ Weekend is scheduled for April 25, 26 and 27th, 2003 at the Bank of Montreal, Institute for Learning featuring Mr. Todd Van Beck as the key note address on Friday. The Candlelight Vigil will be held at the Wesley Chapel - Free Methodist Church at 7 p.m. on Saturday, April 27th, 2003. This year the Chapters are encouraged to bring a Police Officer from their community to take part in the honour guard. The National Office pays for two Victims from each chapter to attend, others are invited to attend although their registration fees will be charged back to the Chapter.

Submissions for the Keepsake Book for distribution at the Candlelight Vigil should be sent to the Victim & Youth division at the National Office as soon as possible.

MADD Canada’s training for Victim Advocates has changed, effective the end of March when the new Online Course was unveiled at the President’s Training. All volunteers wishing to take part in Victim Support and Court Monitoring will be required to take the course online prior to actively working in these roles. Administrative Assistants in the Chapters will be required to take the program as well, while Chapter presidents and others will be strongly encouraged. Those who successfully complete the program, are interested in supporting volunteers and who meet the other requirements will be invited to attend the (new) level 2 training on June 6,7,8, 2003 at the Bank of Montreal, IFL. With this new program, the term Victim Advocate now becomes “Victim Support Volunteer.”

There will be a Victim Support Volunteer of the Year Award, granted to one of the many deserving volunteers who support victims. An outline of the program and qualifying criteria has been mailed to all the Chapters and will be available through the National Office. The deadline for the nomination process is July 31, 2003.

The review of the Court Monitoring Program is complete and many of the recommendations that we received will be incorporated into the new training program to be held at the Bank of Montreal, IFL on Wednesday, May 7th, 2003. This review has resulted in this policy (#7.8) change which the Board of Directors has recently approved:

- “MADD Canada representatives volunteering in the capacity of Court Monitors shall be required to wear the approved and provided MADD Canada garments as uniform when attending court and monitoring impaired driving cases.”
- “MADD Canada representatives volunteering in the capacity of supporters to Victims attending court shall be permitted, with Victim’s consent, to wear approved MADD Canada garments when attending court for impaired driving cases.”
- “These designs shall have the MADD Canada logo visible as per the standard design set by the National Office.”

The Holidays and Hope booklet was well received by the Chapters and Victims alike. Although it may have arrived a little late to some of the Chapters, it is felt that this was an extremely worthwhile project and it will be reprinted in 2003. Any commentary or concerns should be addressed directly to Pat, Director of Victim and Youth Services.

A new brochure publicizes the availability of the Memorial Wall at the National Office. Copies of the brochure were sent to the Chapters as well as everyone listed on the Victim & Youth database and to persons who have had any sort of contact with us, over the years.

We have recruited retired police officers from west to east coast to assist in the delivery of the Death Notification Training Program to police officers. These individuals were recruited from various locales and came into Toronto in December 2002 to share their expertise and ideas for making this project work across the country. We are soon looking to the chapters for their support and endorsement of the efforts of this team in getting the MADD Canada message out to police services and especially in areas of the country where MADD Canada does not have a presence. Address any questions on the mechanics of this program to Pat, Director of Victim and Youth Services.
Survivor Grief Following an Impaired Driving Crash

Before the 1980s, vehicular crash-related death and injury were considered merely unfortunate. Victims were thought to have been in the wrong place at the wrong time, unable to avoid “accidents”. With the advent of MADD and then MADD Canada and other highway safety groups, crash victims are no longer considered simply an amorphous mass of statistics. They are considered legitimate victims of crime if the cause of the crash was impaired driving or another form of extreme negligence. There are no “accidents” when the accused driver was impaired; they are called “crashes”.

Try to imagine saying “goodbye” to your relative, on one very normal day, fully expecting him/her to return at the expected time. Instead, several hours later a police officer knocks at the door, bringing the family the worst, most devastating news of their lifetime. No time to psychologically prepare, no time to say “I love you.”

While the statistics of the numbers of the deaths and injuries are quite compelling, they are even more significant when we acknowledge that for each person killed, a myriad of parents, siblings and spouses, colleagues and friends find their lives forever changed by what has happened.

The grief resulting from an impaired driving crash is not unlike that in which a family member is murdered. The loss is sudden and unanticipated, leaving no time for anticipatory grieving, for saying “Goodbye”, “I’m sorry”, or “I love you”. The death is violent, very often rendering the deceased unviewable prior to the funeral. When the victim is a child, the sense of untimeliness may be overwhelming, as parents do not anticipate their children dying before them. Another apparent source of intense grieving is the senselessness of the crime. Most victims feel the impaired driver made a poor choice and the crash could so easily have been prevented. In addition, the victims feel chronically frustrated trying to obtain justice in a criminal justice system that all too often still considers drinking and driving a social problem and considers crashes to be accidents rather than crimes.

Every day in Canada, there are over 200 people injured by impaired driving. These injured victims often relate that “injury overspends energy” for months or years following the crash as they cope with ongoing pain and medical treatment and financial insecurity as well as depression and fatigue. They must learn to accept new limitations in the context of families where others have to adapt their lifestyle to care for the victim. A high percentage of crash victims suffer closed head injuries, which are difficult to diagnose and treat.

Every day, on average, more than four innocent Canadians are violently killed by impaired driving. Understandably, there is substantial variation in terms of specific manifestations of grief and in the speed with which people move through the grief journey. Some theorists have also pointed out that the pre-crisis personality of the individual is a significant factor in determining one’s coping skills.

This is the first of three excerpts and is adapted from the works of Janice Harris Lord and Patricia Simone. Ms. Simone is MADD Canada’s Director of Victim and Youth Services.

The article can be found on MADD Canada’s website, on the Victims Support and Library pages.

Messages

Continued from page 7

The 2nd edition of “We Care” will be ready for the Victims’ Weekend at the end of April. The “We Care” will have a drastic new look, be expanded in content and is much more reader friendly. It will now be in booklet form and the French version will be available soon thereafter.

Chapters wishing to hold a Candlelight Vigil in their locale, will soon get additional support from the National Office! A new booklet, a How-To Guide on the organization of such an event should be available at the Victims’ Weekend in April and a grant of $1,000.00 will be made to the Chapters who supply proof of their event to the National Office.

The National Board of Directors has allocated funds to be held in trust to establish a Scholarship Program for a Grade 12 student who is applying to a post secondary institution to further their education. In addition to being a victim of an impaired driving crash, other qualifying criteria shall be outlined by a selection committee. The initial plan is to have the first bursaries awarded in 2004 - 2005.
Sure, you have auto insurance but do you have insurance that will keep Canadian roads safe for your children and grandchildren?

Here’s another important and easy way you can stop impaired driving for future generations. Make MADD Canada a beneficiary of your life insurance policy, RRSP or RRIF.

Who has life insurance?
Nearly everyone. People not only purchase it themselves, but also receive group life insurance as an employee benefit.

How does it work?
You can name MADD Canada as a beneficiary of a specific dollar amount or a percentage of the policy, RRSP or RRIF.

How much can I leave MADD Canada?
You can leave as much or as little as you want. For many people, 10% would not be too large an amount and their family would receive the other 90%.

How do I name MADD Canada as a beneficiary?
All you have to do send a “change of beneficiary” form to the insurance company, RRSP or RRIF company.

How easy is this?
For personally owned policies, the owner/insured obtains the appropriate form either from their agent or directly from the company. You fill it out (in just a few moments) and send it to the company. Many insurance companies even allow you to fax the form to them. The change typically becomes effective immediately. What could be easier?

How does the change work with group life insurance?
If you have group life insurance where you work, the task is even easier. Simply request a change of beneficiary form, fill it in and return it.

How does this compare to a bequest?
For practical purposes, it’s nearly identical. Your gift is made after your death.

Can I change my mind?
As the owner, you can change the beneficiary any time.

Do I get a charitable receipt for doing this?
Not immediately. To qualify for a charitable income tax deduction you would have to make MADD Canada the owner and the beneficiary of the policy. However, your estate will receive a receipt, for the value of the death benefit. Your estate may claim charitable donations in the year of death equal to 100% of your net income (higher than the limit of 75% for donations made during your lifetime). Any unused charitable donations can be carried back to the previous tax year at the same higher rate.

Professor Robert Solomon was recently recognized for his legacy gift to MADD Canada. Prof. Solomon, MADD Canada’s Director of Legal Policy, is passionately devoted to reducing impaired driving. Donating a life insurance policy is a great way to make a significant future gift with relatively small premiums spread over a few years. This gift will, indeed, help MADD Canada to save lives and prevent injuries!

Please let us know.
MADD Canada would like to know if you make a gift of this kind so that we can show our appreciation. For more information or to inform us of your intention, please contact MADD Canada’s Campaign and Major Gifts Manager, Alanna Scott at ascott@madd.ca or 1-800-665-6233.
The 2002 Project Red Ribbon Campaign

Thank you for your participation in MADD Canada’s 2002 Project Red Ribbon - Tie One On For Safety campaign.

The November-December campaign is MADD Canada’s most visible and successful public awareness program. This year, 54 MADD Canada Chapters held community events to launch the campaign and with the help of 37 Corporate Sponsors and Supporters distributed over 4 million red ribbons across the country. Through Project Red Ribbon, Canadians make a commitment to drive safe and sober and pay tribute to those who have died or been injured in impaired driving crashes by tying a red ribbon to their vehicles. This past year’s Project Red Ribbon campaign has raised more than $300,000.00. This will be used to stop impaired driving and support victims of this violent crime.

Consider Mother’s Day by Sending an E-pledge

Watch for this on MADD Canada’s website!

THE BEST GIFT YOU CAN GIVE YOUR MOM ON MOTHER’S DAY

Dear Mom,

This Mother’s Day, I make my pledge to you that I will never drink and drive.

In your honour, I have made a donation to MADD Canada to help stop impaired driving and support victims of this violent crime. This Mother’s Day gift will make our roads safe for you, our family and friends.

Thank you for being a great mom and teaching me to be responsible.

I love you Mom.

Happy Mother’s Day,

To make a gift to MADD Canada in honour of your mother or the women you admire this Mother’s Day, call 1-800-665-6233 or visit our web site at www.madd.ca. For gifts over $40.00 we will send your personalized message along with a gold-coloured MADD Canada key chain to your mother or the women you admire. In order for your message to arrive by Mother’s Day, please contact us by May 6, 2003.

MATTERS
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87.6% of your donation is spent directly on MADD Canada programs
Thanks to our Sponsors, who help us stop impaired driving, support victims of this violent crime, and save lives.

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Chairperson of Board of Directors
Kathie Macmillan

National President
Louise Knox

National Executive Director
Andrew Murie

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☑ Yes, you can count on my commitment to MADD Canada, particularly in its efforts to reach out to our young people and deliver our message about drinking and driving. To help all those efforts continue, I am enclosing my special contribution of:

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Please make your cheque or money order payable to MADD Canada. You will receive a receipt for income tax purposes.
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☐ I have included a bequest for MADD Canada in my will.