MADD CANADA
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(As of March 31, 2017)

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Susan Steer
Director at Large

Patricia Hynes-Coates
National President

Angeliki Souranis
Past National President

Canadian Charitable Registration Number:
13907 2060 RR0001
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Pursuing Our Mission

MADD Canada’s mission is the driving force behind everything we do. Whether we are setting strategic directions, considering new projects or establishing public policy priorities — the question we always ask is whether the work advances our mission.

2016-2017 was a very productive year as the MADD Canada team provided support to victims and survivors, educated youth, raised awareness and championed legislative policies — all in pursuit of our mission.

We are pleased to share some highlights of 2016-2017:

- Our awareness and policy efforts this year focused largely on the drugged driving problem and preparation for the legalization of marijuana in 2018. MADD Canada submitted a comprehensive report to the Task Force on Cannabis Legalization and Regulation, recommending driving measures and retail sales practices to help prevent drugged driving.

- We established a Provincial Memorial Monument in Manitoba to honour the innocent victims of impaired driving.

- A new School Assembly Program was delivered to more than one million middle and high school students. We also began production on a unique new program for elementary students, called SmartWheels.
• We celebrated the incredible 30-year partnership with our longest and strongest supporter, Allstate Insurance Company of Canada.

• Our awareness efforts were strongly enhanced with the production of new television and radio messages about drugged driving, impaired boating and the human cost of impaired driving.

• Angeliki Souranis completed her term as National President, capping three years of amazing work advancing our message and representing victims and survivors. We thank Angeliki for her dedication, compassion and tireless efforts. She passed the mantle to Patricia Hynes-Coates who, with strength, enthusiasm and a desire to honour the memory of her stepson Nicholas Coates, has become the new national voice of MADD Canada.

We offer our heartfelt thanks to everyone who is helping MADD Canada pursue our mission. Caring sponsors, generous donors, brave victims and survivors, dedicated law enforcement, supportive elected leaders, and our fantastic team of passionate and skilled volunteers - everyone plays a vital role in our shared goal to end impaired driving.
Impaired Driving in Canada

Crashes involving alcohol and/or drugs remain a leading criminal cause of death in Canada.

In 2013, there were a total of 2,430 crash deaths on public roads. Of those, it is estimated that 1,451 deaths occurred in crashes involving drivers with some alcohol and/or drugs in their systems.

While we recognize these statistics document the presence of alcohol and drugs, versus specific levels of impairment, the fact that alcohol and/or drugs are involved in crashes which claim the lives of nearly 60% of all road crash victims is staggering and tragic.

The statistics also illustrate the continued growing prevalence of drug consumption by drivers. The number of road crash deaths involving drivers with some drug presence is nearly twice that of alcohol. The drug most commonly found is cannabis.

MADD Canada has been saying for many years that Canadians continue to drive impaired because the chances of being detected and charged is so low. Our efforts to change that continued in 2016-2017 as we renewed our advancement of new laws, effective detection tools and strong sanctions, with particular emphasis on the need for new measures and tools to detect and prevent drugged driving.
59.7% of fatal road crashes involved drivers with some alcohol and/or drugs present in their systems.

1,451 DEATHS

15.2% Had alcohol present
369 DEATHS

28.1% Had drugs present
683 DEATHS

16.4% Had alcohol and drugs present
399 DEATHS
Supporting Victims and Survivors

Helping victims and survivors as they cope with their losses and their injuries is our most important priority. Every year, MADD Canada offers support, resources and assistance to approximately 20,000 individuals through:

- One-on-one support by Victim Services Volunteers and through our Victim Support line.
- Information on victims’ rights.
- Court accompaniment (where available) and support during the criminal trial process.
- Tribute and Memorial opportunities.
- A series of brochures, a Resource Lending Library and other printed and online resources.
- Referrals to community groups and agencies.
- The National Conference for Victims of Impaired Driving and the Conference for French-Speaking Victims of Impaired Driving.

MADD Canada also produced two new brochures this year. Are You Supporting a Victim/Survivor of Impaired Driving provides information to victim services agencies and victim support workers on the services and resources MADD Canada offers. In conjunction with our generous sponsor PIA Law, we produced Seriously Injured? A Victim’s Guide to Personal Injury Law.
Honouring Victims

Often, the discussion about impaired driving focuses on statistics, charges and legal policies. MADD Canada strives to emphasize the personal stories behind the statistics. At the heart of this tragic crime are real people, families and friends who are devastated by impaired driving. We honour victims and survivors through candlelight vigils, memorial benches, road-side memorial signs and, in a growing number of provinces, through memorial monuments.

In August 2016, Manitoba became the latest province to establish a Memorial Monument for Victims of Impaired Driving, joining New Brunswick, Nova Scotia and Newfoundland and Labrador. Located in West St. Paul, the Manitoba Memorial Monument for Victims of Impaired Driving is inscribed with the names of victims of impaired driving. An annual ceremony will be held to honour those victims and to pay tribute to the new victims whose names are added to the monument each year.
Engaging and Educating Youth

In 2016-2017, MADD Canada began work on an exciting and innovative new program for elementary students called SmartWheels. We are turning a 42’ recreational vehicle into a mobile classroom, complete with projection screens, individual tablets and virtual reality goggles. The interactive program will educate students in Grades 4–6 about the dangers associated with alcohol and/or drug use and driving. The program is being pilot tested in Ontario in 2017-2018.

Other Youth Services highlights in 2016-2017:

• The first Louise Joanne Twerdy Leadership Bursary was awarded to Jordan McCool-Morin to help support his post-secondary education pursuits. Jordan’s mother and grandmother were killed in an impaired driving crash in 2008. The $8,000 bursary celebrates the memory of Louise Twerdy, a former MADD Canada National President and Chapter Services Manager (Western Region).

• The 2016-2017 School Assembly Program, titled In the Blink of an Eye, was delivered to more than 1 million students in Grades 7–12.

• We worked with Environics Research Group to conduct our latest student survey on the School Assembly Program. More than 6,000 students were surveyed after seeing the 2015-2016 program, 24 Hours. Students gave the program high marks for effectiveness, indicating it had positively influenced their attitudes and behaviours about impaired driving, and generated helpful discussion with peers and families.
IN THE BLINK OF AN EYE

madd
Saving Lives, Supporting Victims
Awareness

MADD Canada ramped up its awareness efforts in 2016-17 with the release of several new public awareness announcements (PSAs). The PSAs touched on a number of topics, from impaired boating, to the misperceptions about drugged driving, to the personal stories of impaired driving victims and survivors. With the enthusiastic support of broadcasters, the spots aired on television more than 150,000 times and brought our messages to millions of Canadians.

Other awareness highlights:

• We hosted our 29th annual Project Red Ribbon campaign, beginning with a national launch in Sudbury, Ontario. Over the holiday season, Chapters and Community Leaders participated in hundreds of community events, activities and media interviews to share the sober driving message. Cities and regions supported our efforts by making Project Red Ribbon day proclamations and lighting local landmarks up red.

• Through a new partnership with Uber, we brought the MADD Canada message to thousands of their customers and drivers through social media and communication on their online app.

• As a leading voice for victims and survivors of impaired driving, and with our expertise on impaired driving legislation and policies, MADD Canada is called upon by media frequently to comment on various news stories. In addition to the numerous interviews given by Board Members, Chapter spokespeople and staff, MADD Canada issued nearly 50 national and provincial press releases in 2016-2017 on legislative issues, education programs, safety reminders for long weekends and holidays, and events honouring victims and survivors.

• Expansion of our Campaign 911 program continued, with more communities setting up Report Impaired Driving and Report Impaired Boating signs. We now have approximately 1,264 road signs and 917 boating signs across Canada. As a result, more people are hearing about the importance of calling police to report suspected impaired drivers and boaters so those individuals can be stopped before a tragedy occurs.
Public Policy Efforts to Reduce Impaired Driving

With drug-impaired driving becoming increasingly prevalent and with the pending legalization of marijuana, our policy efforts this year focused on the drugged driving problem and legislation needed at the federal and provincial/territorial levels.

- MADD Canada participated in the federal consultation process about the legalization of marijuana, submitting an extensive paper which outlined best practices for drugged driving laws and the responsible retail sales of marijuana.
- Our National Leadership Conference focused on the issue of drugged driving and provided Chapter and Community Leader volunteers with information on: drug culture within the context of legalizing marijuana; the effects of marijuana on driving; and our recommendations for federal and provincial/territorial drugged driving laws.
- We met with elected officials in nearly every jurisdiction to discuss how provinces and territories can strengthen their administrative laws and sanctions to address drugged driving. Such laws, including licence suspensions and vehicle impoundments, would supplement the anticipated federal drugged driving laws.

Bill C-46

As our fiscal year drew to an end, the Federal Government was preparing for its announcement of proposed legislation (Bill C-46, introduced in April 2017) to establish driving limits for cannabis and other drugs, authorize the use of oral fluid testing to detect drugged drivers and authorize mandatory alcohol screening. All are key measures which MADD Canada has been recommending for many years. We have been actively supporting this Bill as it progresses through the debate and approval processes in the House of Commons and the Senate.

Expanding Safe Transportation Options

Ridesharing services offer a crucial transportation option to ensure people get home safely, rather than taking the risk of driving impaired. However, not all communities or provinces have ridesharing regulations. MADD Canada and Uber teamed up to promote safe and sober transportation options and prevent impaired driving. As part of that effort, we are working with Uber in communities and provinces that don’t currently allow ridesharing to encourage governments to establish regulations that will make the service available.
Volunteers

Volunteers are the heart of the MADD Canada family. Dedicated, passionate, tireless - our Chapter and Community Leader volunteers deliver MADD Canada programs in communities all across the country. On any given day, our volunteers are providing victim/survivor support, raising awareness, driving legislative and policy change and building partnerships. United in their commitment to end impaired driving and to support victims, MADD Canada volunteers make a difference in the lives of Canadians each and every day. Thank you to the incredible MADD Canada team.

Chapters and Community Leaders (as of March 31, 2017)

**Alberta**
- Bonnyville/Cold Lake Region
- Edmonton & Area
- Fort McMurray*
- Grande Prairie*
- Lacombe
- Medicine Hat & District
- Parkland
- Provost*
- Red Deer & District
- Slave Lake
- St. Paul & Area*
- Taber/Lethbridge & District

**British Columbia**
- Abbotsford*
- Central Okanagan
- Comox Valley/Campbell River
- Hazelton*
- Kamloops*
- Kimberly Cranbrook*
- Metro Vancouver
- Nanaimo*
- Prince George*
- Terrace*
- Upper Fraser Valley
- Victoria & Area*
- Williams Lake

**Manitoba**
- Brandon
- Thompson*
- Winnipeg

**New Brunswick**
- Charlotte County
- Greater Fredericton Area
- Kent Northumberland
- Madawaska Region
- Saint John
- South Eastern New Brunswick
- Woodstock Valley Region*

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

**Northwest Territories**
- Fort Simpson*

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

**Ontario**
- Barrie/Simcoe
- Brampton*
- Chatham-Kent*
- Dryden*
- Durham Region
- Elliot Lake*
- Halton Region
- Hamilton
- Huron/Bruce
- London

**Prince Edward Island**
- Charlottetown & Eastern PEI
- East Prince County*
- West Prince

**Québec**
- Beauce*
- Lanaudière*
- Montreal
- Pontiac*
- Ville de Québec*

**Saskatchewan**
- Meadow Lake
- Prince Albert
- Regina*
- Saskatoon & Area*

**Yukon**
- Whitehorse

*Community Leader
OUR VOLUNTEERS
### SUMMARY STATEMENT OF OPERATIONS
(In thousands of dollars)

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<tr>
<th></th>
<th>For the year ended March 31, 2017</th>
<th>For the nine-month period ended March 31, 2016</th>
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<tr>
<td><strong>REVENUE</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gifts-in-kind*</td>
<td>$ 21,026</td>
<td>$ 17,672</td>
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<tr>
<td>Donations</td>
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<tr>
<td>Corporate gifts</td>
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<td>Government</td>
<td>464</td>
<td>179</td>
</tr>
<tr>
<td>Nevada</td>
<td>153</td>
<td>118</td>
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<tr>
<td><em>School Assembly Program</em> fees</td>
<td>18</td>
<td>13</td>
</tr>
<tr>
<td>Foundation grants</td>
<td>87</td>
<td>74</td>
</tr>
<tr>
<td>Investment Income</td>
<td>262</td>
<td>55</td>
</tr>
<tr>
<td>Other</td>
<td>36</td>
<td>10</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td>$ 29,893</td>
<td>$ 23,940</td>
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| **EXPENSES**            |                                  |                                               |
| Program services        |                                  |                                               |
| Public education, public awareness and research | $ 23,836 | $ 19,504 |
| Youth                   | 1,895                            | 1,555                                         |
| Victim services         | 898                              | 398                                           |
| Public outreach campaigns (fundraising) | 2,654 | 2,248 |
| Administration          | 478                              | 344                                           |
| **Total Expenses**      | $ 29,761                         | $ 24,048                                      |
| **Excess of revenue over expenses** | $ 132 | $ (108) |

During the period ended March 31, 2016, MADD Canada changed its year-end from June 30 to March 31. Information as at and for the nine-month period ended March 31, 2016 is presented for comparative purposes.

* Gifts-in-kind include donated airtime for public service announcements and the use of vehicles.
SUMMARIZED BALANCE SHEET
(In thousands of dollars)

ASSETS
- Current assets $ 5,698 $ 5,827
- Investments 2,297 2,089
- Capital assets 440 0
- Total assets $ 8,436 $ 7,916

LIABILITIES
- Accounts payable and accrued liabilities $ 535 $ 463
- Deferred contributions 3,910 3,595
- Total Liabilities $ 4,445 $ 4,058

NET ASSETS
- Internally restricted victim bursary $ 456 $ 416
- Unrestricted - National 2,140 2,053
- Unrestricted - Chapters 1,394 1,390
- Total net assets $ 3,991 $ 3,858
- Total liabilities and net assets $ 8,436 $ 7,916

This information is extracted from MADD Canada’s financial statements, which were audited by Ernst & Young and can be obtained through MADD Canada.
MADD Canada is proud and grateful to have the support of numerous corporate sponsors. These generous partners, profiled here and listed on Page 23, are essential to our mission.

In 2017, we were proud to acknowledge Allstate Insurance Company of Canada and their 30 years of support of MADD Canada. Allstate Canada is MADD Canada’s longest-serving sponsor. The company has partnered on almost every program and initiative we have at various times over the years, and many Allstate agents across the country are active volunteers with their local Chapters and Community Leader groups. In 2016-2017, Allstate Insurance Company of Canada was Title Sponsor of Project Red Ribbon, National Sponsor of MADD Canada’s School Assembly Program, Official Sponsor of Campaign 911 and Strides for Change, and one of our top Organizational Sponsors. In addition to its sponsorship of the national MADD Canada PIA Law Strides for Change GTA event, Allstate Canada fielded a large team of staff and family members who took part in the Greater Toronto Area walk/run.

LCBO

The generosity of LCBO customers and the commitment of its staff, all in support of MADD Canada, continue to amaze us. Each December, LCBO hosts its Giving Back In Our Community fundraising campaign, to benefit MADD Canada and four Ontario children’s hospitals, in more than 650 stores across the province. In 2016-2017, the LCBO raised $2.3 million for MADD Canada and our School Assembly Program. The funds are used to develop and produce high-quality programs and to deliver them to more than half a million Ontario students in Grades 7-12. Thanks to the LCBO, the program is delivered to 1,500 Ontario schools at absolutely no cost to the schools or students. MADD Canada’s iconic Project Red Ribbon campaign is also front and centre at LCBO during the December Giving Back in our Community campaign, with our donation boxes placed on checkout counters at all LCBO stores.
When PIA Law joined MADD Canada as the Title Sponsor of Strides for Change in 2014, they were not simply providing financial support — they were signing on to become one of MADD Canada’s biggest and most enthusiastic supporters. Now in Year 3 of its 5-year commitment as the Title Sponsor of the MADD Canada PIA Law Strides for Change (GTA), PIA Law continues to expand its involvement and support. Comprised of three of the top-ranked personal injury law firms in Canada — McLeish Orlando, Oatley Vigmond and Thomson, Rogers — PIA Law gathers a large team of participants for the event, builds a great deal of awareness for MADD Canada through extensive radio advertising, and supports our efforts to provide services and resources to victims. PIA Law also actively participates in both our National Leadership Conference and our National Conference for Victims of Impaired Driving. PIA Law was instrumental in helping MADD Canada develop a new brochure, A Victim’s Guide to Personal Injury Law, which has become a tremendous resource for injured victims.

**Uber**

Uber joined MADD Canada as a partner in January 2017. Uber is the “Official Designated Driver App of MADD Canada”. Uber offers a reliable ride at any time of day and thus empowers Canadians to make the smart choice and not drive impaired by alcohol and/or drugs. The partnership between MADD Canada and Uber helps drive awareness about ridesharing services and alternative modes of transportation. We thank Uber for contributing in a meaningful way to road safety. Uber is helping save lives.

**Manitoba Public Insurance**

A generous and supportive sponsor since 2002, Manitoba Public Insurance (MPI) makes invaluable contributions to MADD Canada’s education and community programs. As a Provincial Sponsor of the 2016-2017 School Assembly Program, MPI helped deliver the sober driving message to thousands of Manitoba students at 109 presentations in English and French around the province, and helped fund the filming and production of the program. MPI also helps continue to promote the Report Impaired Drivers — Call 911 program in communities around the province.
MADD Canada’s name and message are well known throughout the Western provinces, thanks in large part to the awareness efforts of RTL-Westcan Group of Companies. Trailer decals sharing the stories of victims of impaired driving and encouraging motorists to call 911 to report suspected impaired drivers continue to adorn over 100 RTL-Westcan fleet vehicles. In 2016-2017, RTL-Westcan continued its support of *Project Red Ribbon* as a Corporate Sponsor. Their largest priority continues to be the education and safety of youth. As National Sponsor of our 2016-2017 *School Assembly Program*, RTL-Westcan brought 53 presentations of *In The Blink of An Eye* to schools in British Columbia, Alberta, Saskatchewan and the Northwest Territories.

Long-time partner Alcool NB Liquor continues to lead the way for our *School Assembly Program* in New Brunswick. As a Provincial Sponsor, in 2016-2017, Alcool NB Liquor directly sponsored 50 presentations for students around the province, helping educate young people about the risks of impaired driving and empower them to make safe choices and protect themselves. Alcool NB Liquor has also supported MADD Canada by supporting *Project Red Ribbon* and supporting a customer donation campaign.

As a leading manufacturer of breath alcohol testing instruments and alcohol interlock technology and services, ACS is very invested in MADD Canada’s mission to stop impaired driving. ACS’ experience with alcohol interlocks stretches back more than 40 years, and its products are used to inhibit drinking and driving in 19 countries on five continents. As our long-time Gold Technology Sponsor, and as a Presenting Sponsor of the national *MADD Canada PIA Law Strides for Change GTA* event, ACS is a valued and dedicated supporter of MADD Canada’s work to stop impaired driving and to support victims and survivors.
ORGANIZATIONAL SPONSORS
$10,000 and above
Official Sponsors
- Allstate Insurance Company of Canada
- Got Skill?
- Hill Street Beverage Co.
- LCBO
- Alcool NB Liquor
- Uber
Corporate Sponsors
- Henderson Structured Settlements
- Impact Auto Auctions
- Newfoundland Labrador Liquor Corporation

PROJECT RED RIBBON
Title Sponsor
- Allstate Insurance Company of Canada
Official Sponsor
- Irving Oil Ltd.
Corporate Sponsors
- BMO Financial Group
- CTL Corp
- McLeod Safety
- RTL-Westcan Group of Companies

PROGRAM SPONSORS
$10,000 and above
SCHOOL ASSEMBLY PROGRAM
National Sponsors
- Allstate Insurance Company of Canada
- RTL-Westcan Group of Companies
Provincial Sponsors
- LCBO
- Manitoba Public Insurance
- Alcool NB Liquor
- Nova Scotia Liquor Corporation
- Province of British Columbia
- Saskatchewan Government Insurance (SGI)
- Saskatchewan Liquor and Gaming Authority
Corporate Sponsors
- Husky Energy
- MJM Media
- Newfoundland Labrador Liquor Corporation
Community Sponsors
- Alberta Traffic Safety Fund
- Prince Edward Island Liquor Control Commission
- RBC Foundation

CAMPAIGN 911
Official Sponsors
- Allstate Insurance Company of Canada
- Maritime-Ontario Freight Lines Limited

TECHNOLOGY
Gold Technology Partner
- ACS Alcohol Countermeasure Systems

STRIDES FOR CHANGE
Title Sponsor
- PIA Law
Presenting Sponsor
- ACS Alcohol Countermeasure Systems
Official Sponsor
- Allstate Insurance Company of Canada

INDIVIDUAL AND CORPORATE LEADERSHIP GIFTS
MADD Canada would like to acknowledge and thank the following individuals who have made significant contributions to MADD Canada’s programs during 2016-2017:
- Professor Robert Solomon & Dr. Barbara Lent
- Karel & Yoka ter Brugge
- Department of Justice Canada
- Transport Canada
To stop impaired driving and to support victims of this violent crime.