People, Passion, Progress.
MADD CANADA
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(As of March 31, 2018)

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Driving Change

It all starts with people. People who are passionate about a cause. They band together and, step by step, make progress towards change.

That is how MADD Canada was founded, and that is how we still conduct our work today.

From the local level, to the provincial and territorial levels, to the national level - MADD Canada is truly fortunate to have amazing volunteers, dedicated supporters, generous sponsors and donors, and collaborative partners. Together, we make progress towards our mission to stop impaired driving and to support victims and survivors. Together, we drive change.

The most notable change last year was driven not only by MADD Canada, but by federal elected officials, leaders in law enforcement and other road safety organizations. In April 2017, federal legislation was introduced to create drug-impaired driving limits and roadside testing options, and mandatory alcohol screening. After more than a year of debate in the House of Commons and in the Senate, Bill C-46 was passed into law in June 2018.

We want to recognize the efforts of MADD Canada volunteers in promoting the laws in this important Bill. Our team was raising concerns about the rising rate of drugged driving long before discussions about legalizing cannabis began. Our team has steadfastly championed mandatory alcohol screening for many years. We are very proud of the role MADD Canada played in advancing these measures, supporting the efforts of the elected leaders who introduced Bill C-46, and in responding to the questions and concerns of those debating it.

Progress can take time but the benefits of these laws, in terms of reducing impaired driving crashes, deaths and injuries, will be significant.
We are pleased to share some of the other ways MADD Canada drove change in 2017-2018.

- The SmartWheels pilot project in Ontario officially launched in November 2017. This mobile classroom – complete with individual tablets and virtual reality goggles – was a hit as it rolled up to schools and welcomed Grades 4 – 6 students to a fully-interactive education program about the risks of alcohol, drugs and driving.

- We marked the 30th anniversary of our Project Red Ribbon campaign with a special event on Parliament Hill that included participation of federal MPs and Cabinet Ministers and a message from Prime Minister Justin Trudeau. Across the country, special proclamations and expressions of support were made in nearly every Provincial and Territorial legislature.

- Our focus on victim/survivor support and outreach continued on several fronts, including a new online Victim Services Volunteer training program, an interactive webinar about our victim support services, live-streaming sessions from our National Conference for Victims of Impaired Driving, and participation in a federal roundtable about the criminal justice system.

- In addition to the extensive research, consultation and education MADD Canada conducted around Bill C-46, we also met with several provincial governments regarding the need for new administrative measures to address the drugged driving problem.

- We delivered our School Assembly Program, The Pact, to approximately one million middle and high school students across the country.

- We produced two new 30-second television and radio public service announcements to educate Canadians about drugged driving, and partnered with Public Safety Canada on its public awareness campaign about the dangers of driving high.

All of our accomplishments and progress are made possible by the people who give their time, energy, donations and passion to this cause. They are the foundation of all we do and the inspiration for others to get involved in our mission. We thank each and every person who is contributing to these efforts.
The latest national statistics available, reflecting 2014 numbers, show that 55% of the 2,297 crash deaths that year had some alcohol and/or drug presence.

While those overall numbers are down compared to the previous year, crashes involving alcohol and/or drugs remain a leading criminal cause of death in Canada. These are deaths which are entirely preventable.

Equally concerning is the continued prevalence of drugged driving. The rate of drivers under the influence of drugs has risen dramatically in the past few years, outpacing the screening and detection options available to police. Standard Field Sobriety Tests and Drug Recognition Evaluation (DRE) are used to detect and charge drugged drivers, but the number of officers trained in the DRE specialty has been low. Fortunately, the capacity to detect and charge drugged drivers is changing. As legislation to legalize the recreational use of cannabis moved through Parliament and the Senate in 2017 and the first half of 2018, so too did impaired driving legislation to provide police with new tools for detection. Additionally, many police forces began expanding the number of officers being trained in DRE.

Bill C-46, which was passed into law in June 2018, will change the landscape with respect to Canada’s impaired driving laws. Driving limits for cannabis and other drugs, new roadside testing measures and mandatory alcohol screening will be significant factors in the reduction of impaired driving in Canada.
55.4% of fatal road crashes involved drivers with some alcohol and/or drugs present in their systems.

- 13% Had alcohol present (299 deaths)
- 26.9% Had drugs present (618 deaths)
- 15.5% Had alcohol and drugs present (356 deaths)

Source: Alcohol And/Or Drugs Among Crash Victims Dying Within 12 Months Of A Crash On A Public Road, By Jurisdiction: Canada, 2014. MADD Canada, 2018
Following a survey of victims and survivors several years ago and the subsequent establishment of strategies and goals for our Victim Services program, MADD Canada continued its support, outreach and advocacy on behalf of victims and survivors of impaired driving in 2017-2018.

- A series of new online training videos were produced for our nation-wide network of Victim Services Volunteers who provide support to victims/survivors of impaired driving. The videos offer information and training on: support services, victimization, the legal system, victims’ rights and services, diversity and self-care.

- MADD Canada participated in a Ministry of Justice roundtable meeting about the criminal justice system, raising key issues and concerns for our victim/survivor families. We recommended action in several areas, including: the need for impaired driving victims/survivors to be recognized by the justice system as victims of violent crime; the unfair exclusion of impaired driving victims/survivors from some victim services programs; and the lack of information-sharing that victims and survivors experience with the police and court officials.

- MADD Canada reached out to the Minister of Justice and Attorney General of Canada directly to highlight the need for a comprehensive health policy approach when establishing programs for victims of crime, rather than addressing victim services solely from a justice perspective.

- We hosted our first interactive webinar for victims and survivors in English and French to examine the unique impacts of impaired driving. The session explored the services and support MADD Canada provides to victims and survivors. We also provided in person training to victim services workers in some provinces.
The first two roadside memorial signs for Saskatchewan victims of impaired driving were installed.

Our Victim Services

MADD Canada continued to offer support, resources and information to approximately 20,000 victims and survivors annually 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.
SmartWheels, MADD Canada’s dynamic and unique mobile classroom for elementary students in Grades 4 – 6, made its debut in the Fall of 2017.

The 42-foot recreational vehicle is outfitted with a large projection screen, tablets and virtual reality goggles. The fully interactive education program features videos about the effects of alcohol and cannabis on developing brains and bodies, and on driving abilities. Students use individual tablets to respond to multiple-choice questions and participate in “choose your own adventure” decision-making scenarios about impaired driving. Using the virtual reality goggles, they have the chance to see how it looks and feels to drive while impaired by drugs or alcohol. Finally, students see the personal story of one young victim who lost two of his best friends in an impaired driving crash.

SmartWheels raises students' awareness about the risks of alcohol and drugs before they are exposed to them, influences responsible decision-making and teaches safety strategies.

The new program received rave reviews during its pilot test with 210 presentations between November 2017 and March 2018. MADD Canada hopes to expand the program in the coming year.

With SmartWheels and the new School Assembly Program, MADD Canada produces each year for students in middle and high school, we now have the capacity to deliver crucial educational programming about the risks of impaired driving to students from Grades 4 all the way to Grade 12. This ongoing and consistent engagement with students will help them establish a strong foundation for lifelong sober driving.

Other Youth Services highlights in 2017-2018:

- Our 2017-2018 School Assembly Program, The Pact, was delivered to approximately 1 million Grade 7 - 12 students across Canada.

- A $4,000 bursary was established and will be awarded annually to an impaired driving victim pursuing post-secondary education. The new bursary has been made possible thanks to an incredible $50,000 donation from William Garth Hazlitt, who is himself a victim of impaired driving.
MADD Canada marked the 30th anniversary of the *Project Red Ribbon* holiday awareness campaign in November 2017. For 3 decades, our iconic red ribbon has symbolized the need for sober driving throughout the holidays, and served as a powerful tribute to the innocent victims and survivors of impaired driving. The campaign has grown from a single event in its first year to a nation-wide effort that sees thousands of volunteers distributing over a million red ribbons to the public to tie on vehicles, key chains, purses and backpacks as a commitment to sober driving, as well as electrostatic red ribbon decals.

**Special highlights of the 30th anniversary of *Project Red Ribbon* included:**

- A national launch event on Parliament Hill including Members of Parliament, law enforcement, and our generous sponsors, including Allstate Insurance Company of Canada, which has sponsored *Project Red Ribbon* every year since its inception. In a video message, Prime Minister Justin Trudeau recognized MADD Canada volunteers for their incredible work to prevent impaired driving.
- Proclamations and special observances of *Project Red Ribbon* in provincial and territorial legislatures across the country.
- Local campaign event launches hosted by MADD Canada’s Chapters and Community Leaders across the country.
- Colourful shows of support from some of Canada’s best known landmarks, including the CN Tower and Niagara Falls, which lit up red in honour of *Project Red Ribbon*.

**Other highlights of MADD Canada’s awareness efforts in 2017-2018**

- MADD Canada has proudly partnered with Canopy Growth over the last two years to promote social responsibility related to cannabis consumption and driving. As part of that effort, Canopy Growth supported the production of two new radio and television PSAs – Weed and Alcohol and Drive-Thru – about the risks of driving under the influence of cannabis and cannabis combined with alcohol.
- Thanks to the wonderful support of broadcasters who donate their airtime, MADD Canada’s television public service announcements aired nearly 120,000 times and were seen by millions of Canadians.
- MADD Canada spokespeople were front and centre on a number of impaired-driving-related issues in the news. In addition to responding to various interview requests from media around the country, MADD Canada issued nearly 50 press releases on Bill C-46 and other legislative issues, education programs, safety reminders for long weekends and holidays, and events honouring victims and survivors.
• Our Campaign 911 program to encourage people to report suspected impaired drivers continued to expand, with more communities starting programs and installing Report Impaired Driving and/or Report Impaired Boating signs.
Drug-impaired driving and the need to update impaired driving laws in advance of the legalization of cannabis continued to be a public policy priority for MADD Canada in 2017-2018.

MADD Canada representatives welcomed the introduction of Bill C-46 in April 2017. The federal legislation proposed the establishment of driving limits for cannabis and other drugs, new roadside testing measures and the introduction of mandatory alcohol screening. Over the following year, MADD Canada volunteers and staff were tireless supporters of this legislation. At every opportunity, we engaged in discussions with media and the public to talk about the measures in Bill C-46 and explain how they would help reduce impaired driving. MADD Canada also submitted presentations, research and feedback to the Parliament and Senate as they explored legislation around legalization and around impaired driving.

Bill C-46 was the most consequential piece of federal impaired driving legislation to be introduced in Canada in many years, and MADD Canada was very pleased to see it passed into law in June of 2018. The measures in this Bill will help to significantly reduce the number of impaired driving crashes, deaths and injuries in Canada every year.

On the provincial/territorial front, MADD Canada met with elected officials and decision makers in several regions to promote new impaired driving laws and sanctions. Here too, drugged driving laws were a key focus, and MADD Canada encouraged all provinces and territories to adopt administrative licence suspensions for drugged driving, similar to the suspensions most have in place for drivers with blood alcohol levels between .05% and .08%.

MADD Canada also participated in several provincial consultation and feedback sessions as jurisdictions established their own frameworks for retail cannabis sales. MADD Canada recommended strongly-regulated sales models with government control of retail outlets, controls on hours of operations, comprehensive staff training, and robust public education campaigns.
Our Volunteers – Building a Safer Future

People, passion, progress – driving change. As illustrated by our listing of Chapters and Community Leaders below and the photos on the next couple of pages, MADD Canada has an incredible team of volunteers, members and supporters who are passionate about our mission to stop impaired driving and support victims and survivors. These dedicated individuals bring MADD Canada’s programs and initiatives to life in communities all across the country. From victim support services, to awareness, to youth education, to the advancement of new impaired driving laws and policies, the MADD Canada team is driving change. We thank our incredible Chapters and Community Leaders for their outstanding efforts.

Chapters and Community Leaders (as of March 2018)

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

**British Columbia**
- Abbotsford*
- Central Okanagan
- Comox Valley/Campbell River
- Dawson Creek*
- Elkford/Sparwood*
- Hazelton*
- Kamloops*
- Kimberly Cranbrook*
- Metro Vancouver
- Nanaimo*
- Nelson*
- 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*
- Pinpoint’s Arm*
- 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**
- Brampton*
- Chatham-Kent*
- Dryden*
- Durham Region
- Elliot Lake*
- Halton Region
- Hamilton
- Huron/Bruce

**London**
- Niagara Region *
- Nipissing
- Norfolk County
- Ottawa
- Peterborough*
- Quinte
- Sarnia/Lambton
- Simcoe County
- Sudbury*
- Timiskaming & Area
- Timmins & Area
- Toronto
- Waterloo Region
- Wellington County
- Windsor & Essex*
- York Region

**Québec**
- Beauce*
- Lanaudière*
- Longueuil
- Montreal
- Pontiac*
- Québec City*

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

**Yukon**
- Whitehorse
*Community Leader
## SUMMARIZED STATEMENT OF OPERATIONS
(In thousands of dollars)

<table>
<thead>
<tr>
<th></th>
<th>For the year ended March 31, 2018</th>
<th>For the year ended March 31, 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REVENUE</strong></td>
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<tr>
<td>Gifts-in-kind*</td>
<td>$15,791</td>
<td>$21,026</td>
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<tr>
<td>Donations</td>
<td>4,884</td>
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<td>Corporate gifts</td>
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<td>3,402</td>
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<td>Government</td>
<td>328</td>
<td>464</td>
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<tr>
<td>Nevada</td>
<td>159</td>
<td>153</td>
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<tr>
<td>School Assembly Program fees</td>
<td>27</td>
<td>18</td>
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<tr>
<td>Foundation grants</td>
<td>97</td>
<td>87</td>
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<tr>
<td>Investment Income</td>
<td>107</td>
<td>262</td>
</tr>
<tr>
<td>Other</td>
<td>22</td>
<td>36</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td>$25,598</td>
<td>$29,893</td>
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</tbody>
</table>

|                  |                                   |                                   |
| **EXPENSES**     |                                   |                                   |
| Program services |                                   |                                   |
| Public education, public awareness and research | $18,733 | $23,836 |
| Youth            | 2,338                             | 1,895                             |
| Victim services  | 932                               | 898                               |
| Public outreach campaigns (fundraising) | 3,107 | 2,654 |
| Administration   | 462                               | 478                               |
| **Total Expenses**| $25,572                           | $29,761                           |
| **Excess of revenue over expenses** | $26       | $132                              |

* Gifts-in-kind include donated airtime for public service announcements and the use of vehicles.
This information is extracted from MADD Canada's financial statements, which were audited by Ernst & Young and can be obtained through MADD Canada.

**SUMMARIZED BALANCE SHEET**
(In thousands of dollars)

**Assets**

<table>
<thead>
<tr>
<th></th>
<th>As at March 31, 2018</th>
<th>As at March 31, 2017</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current assets</td>
<td>5,376</td>
<td>5,698</td>
</tr>
<tr>
<td>Investments</td>
<td>2,316</td>
<td>2,297</td>
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<tr>
<td>Capital assets</td>
<td>707</td>
<td>440</td>
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<tr>
<td><strong>Total assets</strong></td>
<td><strong>8,400</strong></td>
<td><strong>8,436</strong></td>
</tr>
</tbody>
</table>

**Liabilities**

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
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</thead>
<tbody>
<tr>
<td>Accounts payable and accrued liabilities</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Deferred contributions</td>
<td>3,149</td>
<td>3,602</td>
</tr>
<tr>
<td>Deferred capital</td>
<td>660</td>
<td>308</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>4,383</strong></td>
<td><strong>4,445</strong></td>
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</table>

**Net Assets**

<p>| | | |</p>
<table>
<thead>
<tr>
<th></th>
<th></th>
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</thead>
<tbody>
<tr>
<td>Internally restricted victim bursary</td>
<td>493</td>
<td>456</td>
</tr>
<tr>
<td>Unrestricted - National</td>
<td>2,118</td>
<td>2,140</td>
</tr>
<tr>
<td>Unrestricted - Chapters</td>
<td>1,406</td>
<td>1,394</td>
</tr>
<tr>
<td><strong>Total net assets</strong></td>
<td><strong>4,017</strong></td>
<td><strong>3,991</strong></td>
</tr>
<tr>
<td><strong>Total liabilities and net assets</strong></td>
<td><strong>8,400</strong></td>
<td><strong>8,436</strong></td>
</tr>
</tbody>
</table>
Two events highlighted MADD Canada’s year – the 30th anniversary of Project Red Ribbon and the launch of SmartWheels. We were honoured to have Allstate Insurance Company of Canada at our side for both milestones. Our most dedicated sponsor has supported our efforts for more than three decades. In 2017-2018, this caring company was a top Organizational Sponsor, Title Sponsor of Project Red Ribbon, National Sponsor of the School Assembly Program, and Official Sponsor of Campaign 911, the MADD Canada PIA Law Strides for Change, and SmartWheels. This incredible national effort is rivalled only by the wonderful work their local offices do with our Chapters and Community Leaders. Great progress has been made to reduce impaired driving and support victims. Allstate Insurance Company of Canada’s contributions towards that progress have been extraordinary.

LCBO

For more than 25 years, LCBO has been one of MADD Canada’s most dedicated partners. Each December, LCBO and its over 650 stores across Ontario host the Giving Back In Our Community fundraising campaign, to benefit MADD Canada and four Ontario children’s hospitals. Thanks to LCBO’s generous customers and dedicated staff, the 2017 campaign raised an extraordinary $2.3 million for MADD Canada. As an Organization Sponsor, LCBO supports MADD Canada programs and outreach efforts for victims/survivors. As Provincial Sponsor of the School Assembly Program, LCBO supports the production and delivery of a new education program each year, bringing the sober driving message to 500,000 Ontario students at no cost to students or schools. This year, the corporation also became an Official Sponsor of our new mobile classroom program for elementary students, SmartWheels. LCBO’s support has been crucial in developing this unique program and the delivery of hundreds of presentations at Ontario schools.
The Personal Injury Alliance (PIA Law) became the official Title Sponsor of the MADD Canada PIA Law Strides for Change (GTA) event in 2014. Now in year 4 of its 5 year commitment, PIA Law and its incredible team of event participants have become synonymous with Strides for Change. They have supported the event through advertising and social media, as well as the donation of a starting line arch, event bags, giveaways and their enthusiastic team participation. The company, which is comprised of the top-ranked personal injury law firms in Canada — McLeish Orlando, Oatley Vigmond and Thomson, Rogers – is also a generous supporter of MADD Canada’s Victim Services activities. PIA Law assists MADD Canada in the production of brochures and other resources for victims/survivors and hosts a session each year at our National Conference for Victims of Impaired Driving to provide victims/survivors with information about their legal rights.

**UBER**

In its second year as Organization Sponsor, Uber continues to generate powerful and impactful awareness for MADD Canada and the sober driving message. This year, they produced a television PSA titled *Motherhood*, and an online video featuring a driver-partner who lost her daughter in an impaired driving crash and now drives for Uber to help prevent others from suffering the same loss. Uber also conducted a fundraising campaign in which riders were given the chance to thank their drivers by sending a ‘compliment’ badge via the Uber app. Uber donated $1 to MADD Canada for every badge sent, for a total donation of $100,000. Most importantly, Uber offers a safe, convenient and reliable transportation option so that people do not take the risk of driving impaired. While great progress has been made to bring ridesharing options to more areas of Canada, there are still some regions which have not yet approved ridesharing. MADD Canada and Uber continue to work with cities and provinces to support the availability of ridesharing to all Canadians.

For more than 15 years, Manitoba Public Insurance (MPI) has partnered with MADD Canada to reduce impaired driving. As Provincial Sponsor of the School Assembly Program, MPI directly sponsors 109 presentations at schools around the province, bringing this life-saving message to thousands of middle and high school students around the province. MPI conducts extensive awareness campaigns about the risks of impaired driving through their ad campaigns, and continues to promote and advance the Report Impaired Drivers — Call 911 program in communities around the province.
MADD Canada’s sober driving message is ever-present on roads throughout the Western provinces, thanks in large part to RTL-Westcan Group of Companies. Since 2012, the transportation company’s trailers have featured decals sharing the stories of victims of impaired driving and encouraging motorists to call 911 to report suspected impaired drivers. Given the millions of kilometres RTL-Westcan vehicles travel each year and the number of motorists who see the message, the campaign’s reach is tremendous. The company’s support extends beyond that powerful campaign. As National Sponsor of the School Assembly Program, RTL-Westcan provides crucial support to the production and delivery of education programming for approximately 1 million middle and high school students each year. As a Corporate Sponsor of Project Red Ribbon, RTL-Westcan helps MADD Canada bring our holiday awareness campaign to Canadians from coast to coast to coast.

Alcool NB Liquor’s long term support for MADD Canada and our education efforts have helped bring the sober driving message to generations of young people across New Brunswick. As a Provincial Sponsor of the School Assembly Program in 2017-2018, Alcool NB Liquor directly sponsored 50 presentations to thousands of students, educating them about the risks of impaired driving and empowering them to make safe choices. As an Organization Sponsor, Alcool NB Liquor contributes to various MADD Canada awareness efforts as well as our victim/survivor support services. The company is also a dedicated supporter of MADD Canada’s Project Red Ribbon campaign, putting our coin boxes on store counters and hosting a customer donation campaign.

ACS’ partnership with MADD Canada is a natural fit. 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. The company’s 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?
LCBO
Alcool NB Liquor
Uber
Canopy Growth Corporation

Corporate Sponsors
Henderson Structured Settlements
Impact Auto Auctions
Newfoundland Labrador Liquor Corporation

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

Project Red Ribbon
Title Sponsor
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Campaign 911
Official Sponsors
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Elementary School Program
Official Sponsors
LCBO
Allstate Insurance Company of Canada
Mistry of Transportation Ontario

In-Kind Partner
Overdrive (Design) 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 and organizations who have made significant contributions to MADD Canada’s programs during 2017-2018:

Professor Robert Solomon & Dr. Barbara Lent
Karel & Yoka ter Brugge
Department of Justice Canada
Transport Canada
People, Passion, Progress.