OUR MISSION
TO STOP IMPAIRED DRIVING AND TO SUPPORT VICTIMS OF THIS VIOLENT CRIME.

MADD Canada
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Canadian Charitable Registration Number: 13907 2060 RR0001

ANNUAL REPORT 2018–2019

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Welcome to our 2018-2019 Annual Report. We proudly share our accomplishments and activities with you, and thank you for the contributions you have made to our mission to stop impaired driving and to support victims and survivors.

In these pages, you will read about new and continuing efforts to support victims and survivors, and to provide awareness and education to prevent impaired driving. You will also read about our efforts to help Canadians better understand the risks of cannabis-impaired driving and the recently-introduced drug-impaired driving laws in this new era of legalized recreational cannabis.

HERE ARE SOME OF THE HIGHLIGHTS FROM OUR YEAR:

- Our 2018 National Leadership Conference focused on victim services and support, providing our volunteer leaders with new tools and training for victim and survivor services in their communities.

- We delivered the sober driving message to hundreds of thousands of Grade 7 – 12 students in more than 2000 schools around the country through our School Assembly Program, No Tomorrow.

- Our SmartWheels mobile classroom travelled across Ontario, delivering more than 500 presentations to 15,000 students in Grades 4 – 6 to begin the conversation about the risks of alcohol, drugs and driving.

- We partnered with Springboard to deliver more than 2,700 Weed Out The Risk classroom presentations at 561 schools across Canada to talk to students about the dangers of cannabis use and driving.

- We teamed with Tweed and Uber on a national Don’t Drive High campaign to raise awareness about the risk of driving after cannabis use, and to encourage people to book a safe ride home.

- We worked with Lift & Co to develop a comprehensive training program for cannabis retail store staff, including information on the dangers of driving under the influence of cannabis.

- We produced new television and radio public service announcements to educate Canadians about the risks of drugged driving.

These initiatives and campaigns were made possible by our dedicated volunteers, passionate supporters, generous sponsors, and committed partners in law enforcement and public safety. We thank you all for your extraordinary contributions to our shared mission to end impaired driving and to support victims and survivors.
EXECUTIVE SUMMARY

Through the leadership of elected officials and the support of the general public, the biggest development of 2018-2019 was the Government of Canada's passage of federal Bill C-46, which included mandatory alcohol screening, and driving limits and detection measures for cannabis and other drugs.

These new federal impaired driving laws significantly change the landscape in Canada's fight to stop impaired driving. You can read more about them on Page 12.

MADD Canada strongly supported Bill C-46. In fact, we have been calling for mandatory alcohol screening for more than a decade, and drawing attention to the growing problem of drug-impaired driving long before the process of cannabis legalization began.

We have spoken with elected officials, the media and the public about these crucial impaired driving countermeasures for many years. Over the past year, our efforts have focused on talking to Canadians about the new laws, clarifying misperceptions about them, and highlighting the major impact they can have in reducing impaired driving and related crashes, deaths and injuries.

The work is not over by any means. But we take a moment here to celebrate this incredible advancement in Canada's impaired driving laws. We thank all of our dedicated and passionate volunteers and supporters who helped us champion these laws, as well as all the other individuals, and community and road safety groups that supported and promoted the laws.
IMPAIRED DRIVING CONTINUES TO BE A MAJOR PROBLEM IN CANADA.

Despite laws, enforcement efforts, and public awareness about the dangers of driving impaired, hundreds of people are killed and tens of thousands are injured in alcohol and/or drug-related crashes each year.

Millions of people still drive impaired, in part because the likelihood of being stopped or charged is low. The laws have not been an effective deterrent.

But two major advances in federal impaired driving law in 2018-2019 are cause for optimism that Canada will start to see reductions in impaired driving rates.

- New drug-impaired driving laws were introduced in the Fall of 2018. New driving limits for cannabis and other drugs, effective detection tools and strong penalties are crucial to address the drug-impaired driving problem, especially considering drugs have become more prevalent than alcohol in fatal crashes in recent years, and in light of the legalization of cannabis.

- Mandatory alcohol screening was implemented in late 2018, giving police the authority to demand a breath sample from any driver they have lawfully stopped. More than 4 decades of international research has shown mandatory alcohol screening to be one of the most effective measures to reduce impaired driving.

For more on the new laws, please see Page 12.

MADD Canada has led the call for these impaired driving laws for many years, and is very pleased to see them finally implemented in Canada. These are the most consequential federal impaired driving laws to be introduced in quite some time, and we believe they will help to significantly reduce impaired driving and related crashes, deaths and injuries.

The most recent national statistics available, from 2014, show that 55% of the 2,297 crash deaths that year had some alcohol and/or drug presence.

These deaths were entirely preventable.

55.4% of fatal road crashes involved drivers with some alcohol and/or drugs presence in their systems

13% had alcohol present

26.9% had drugs present

15.5% had alcohol and drugs present

1,273 DEATHS

299 DEATHS

618 DEATHS

356 DEATHS
The victims of impaired driving include those directly involved in crashes caused by impaired drivers, as well as families and friends who cope with the loss or injury of loved ones.

In the aftermath of an impaired driving crash, people often do not know where to turn. Amidst their grief, there are questions, concerns and fears that can be overwhelming.

Each year, MADD Canada – through our network of specially trained volunteers and staff – offers services and resources to thousands of victims and survivors across the country.

- One-on-one support by trained Victim Services Volunteers and through our Victim Support line.
- Information on victims’ rights.
- Support groups (where available).
- Court accompaniment (where available) and support during the criminal trial process.
- Tribute and Memorial opportunities.
- A series of information brochures on grief, loss, injury, the law, 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.
- Educational bursaries for victims who have lost an immediate family member, or have been injured, to assist in their post-secondary studies.
Our 2018 National Leadership Conference for our Chapter and Community Leader volunteers from around the country focused almost exclusively on victim services and support. Close to 200 volunteers gained additional tools and training to enhance victim and survivor services at the local level. Session topics included supporting people who are grieving, helping victims prepare a Victim Impact Statement, helping victims/survivors better understand what to expect from the criminal justice system, forming support groups, and much more.

In partnership with the Government of Manitoba, MADD Canada established the province’s first roadside memorial sign for a victim of impaired driving in August 2018. The sign honoured Brett Yasinsky, who was killed by an impaired driver in 2010. Roadside memorial signs are a powerful way to honour victims and to raise awareness about the very real and tragic consequences of impaired driving. MADD Canada has collaborated with governments in Saskatchewan, Ontario, New Brunswick, Nova Scotia, Prince Edward Island and, now, Manitoba, to install memorial signs for victims of impaired driving.

MADD Canada marked the 2nd annual Impaired Driving Prevention Week, March 17-23, 2019, with a series of victim-based social media messages. Each day, a victim or survivor story was shared, including photos and/or videos, to take people beyond the statistics and illustrate the very human toll this crime takes. The powerful sober driving messages were viewed and shared thousands of times on social media platforms.
Canadian youth are significantly over-represented in alcohol and/or drug-related crash deaths, both as drivers and as passengers. More than 50% of all road crash deaths among 16-25 year olds involve alcohol and/or drugs.

The devastating impact of impaired driving among young people is very real; that is why MADD Canada invests such effort in youth education. Talking to youth about the risks of impaired driving, and engaging them in the efforts to prevent it, will save lives.

NEW IN-CLASS YOUTH PROGRAM

MADD Canada added to its youth education efforts in 2018-2019 with the introduction of the Weed Out The Risk program. In partnership with Springboard, we are delivering this in-class presentation to raise awareness about the risk of driving under the influence of cannabis, and to challenge the misconceptions about cannabis use.

Education on this subject is crucial, as Canadians between the ages of 14 and 25 have one of the highest rates of cannabis use in the world. Trained MADD Canada facilitators use interactive discussions, games, videos and activities to engage students.

More than 2,700 Weed Out The Risk presentations were held at 561 schools across Canada over the school year.

“This was a very real-world and relevant presentation for the students today. It held their attention and was engaging and interactive in the way that had them thinking the whole time. It was a great idea to let them know that it was a forum where they weren’t being judged and could really use it for its educational value. It was a fantastic presentation.”

- Chipman Forest Avenue School
OTHER YOUTH SERVICES HIGHLIGHTS

• *No Tomorrow*, our 2018-2019 *School Assembly Program*, was presented at more than 2,000 schools and seen by hundreds of thousands of students. The powerful film provided students with a realistic look at how quickly a tragedy can happen when someone gets behind the wheel when impaired by alcohol or drugs.

• *SmartWheels*, our mobile classroom, delivered more than 500 presentations at elementary schools throughout Ontario, reaching approximately 15,000 students in Grades 4-6. Using virtual reality goggles, individual tablets and interactive decision-making scenarios, *SmartWheels* showed students the dangers and outcomes of impaired driving, and how it can be prevented.

• Our bursary program awarded grants to 5 students who have been directly impacted by impaired driving and who are pursuing post-secondary education.

Jaymie-Lynn Hancock (left) received the 2018 Louise Joanne Twerdy Leadership Bursary in support of her studies to become a Nurse Practitioner. Jaymie-Lynn’s brother DJ was killed in an impaired driving crash in 2014. The bursary is named after Louise Twerdy, a former MADD Canada National President and Regional Manager for the Western Region, who passed away in 2014 following a courageous battle against cancer. The memorial bursary was presented by Louise’s sister and MADD St. Paul and Area Community Leader, Dianne Belanger (right).
With cannabis legalization taking effect in October 2018, MADD Canada focused a great deal of our awareness efforts this year on cannabis and driving education.

- Extensive information on our madd.ca web site and in our quarterly newsletter.
- New television public service announcements, titled *Swerve, Wreck and Bong*.
- A new poster and postcard campaign, titled *Up in Smoke*.

We also teamed up with our sponsors, Tweed and Uber, on a *Don’t Drive High* campaign. The creative campaign offered 101 fun and quirky things people can do instead of driving high. The overarching and more serious message focused on the risks of driving high and the need to always have a sober ride home. Through the web site and online apps, the campaign also provided people with ideas, links and coupons for safe transportation.

The *Don’t Drive High* campaign offered 101 imaginative things people can do instead of driving high, as a way of emphasizing the risks of cannabis-impaired driving and encouraging people to always choose a sober ride home.
OTHER AWARENESS HIGHLIGHTS:

Our national awareness campaigns continued to garner great public participation and support.

- *Project Red Ribbon* was launched in Halifax in November 2018, with numerous local launches being held by Chapters and Community Leaders across the country. Thousands of red ribbons and red ribbon car decals were handed out at holiday events, parades, sobriety checkpoints and other venues to remind the public to plan ahead for a sober ride home throughout the busy holiday season.

- Our *Campaign 911* program materials were updated in 2018 with new bookmarks, posters and social media images to encourage the public to call 911 to report suspected impaired drivers. New *Report Impaired Drivers* and *Report Impaired Boaters* signage was installed in more communities.

- In addition to the television and radio materials focusing on the risks of drugged driving, MADD Canada produced and distributed new public service announcements focusing on impaired driving in general, and the impact it has on families and communities. New spots included *Dead Silence* and *Muted*.

- We received extensive support from television broadcasters who aired our public service announcements more than 117,000 times throughout the year at no charge. Our radio public service announcements also received widespread airplay, thanks to hundreds of radio stations across the country.

Long-time sponsor, Westcan Bulk Transport, expanded its mobile *Campaign 911* awareness initiative from Western Canada into Ontario. Since 2012, the bulk transportation company’s truck trailers have featured photos of victims of impaired driving, with a message for motorists to call 911 if they see a suspected impaired driver. In October, Westcan Bulk Transport added the photos of impaired driving victims Cody Andrews and Carol Grimmond to 40 truck trailers. In all, the victim stories and Call 911 message are on 200 Westcan Bulk Transport vehicles in Western Canada and Ontario.
In 2018-2019, Canada introduced the most consequential federal impaired driving laws that the country has seen in more than a decade.

Federal Bill C-46 authorized mandatory alcohol screening, introduced driving limits, new roadside detection measures for cannabis and other drugs, and made several changes to close legal loopholes which offenders have used to escape prosecution.

The impact of these laws will be significant.

- Mandatory alcohol screening authorizes police to demand a breath sample from any driver lawfully pulled over. It greatly increased the number of drivers screened for impairment, resulting in more impaired drivers being detected. Equally important, it greatly increases the perception that if you drive impaired, the chance of being caught is high. Given the results in other countries where mandatory alcohol screening is being used, MADD Canada estimates it will reduce impaired driving in this country by 20% annually. That is about 200 lives saved and 12,000 injuries prevented each year.

- Considering that drug presence in fatal road crashes had already become more prevalent than alcohol presence over the past few years – combined with already high rates of cannabis use and driving and the legalization of recreational cannabis in October 2018 – strong new laws were crucially needed to address the risk of drug-impaired driving. New driving limits for cannabis and other drugs, as well as new roadside detection tools, send a powerful message that driving under the influence of cannabis or other drugs is not acceptable, and gives police more tools to apprehend offenders.

The long-awaited introduction of mandatory alcohol screening and new drugged driving measures was accomplished by federal elected officials and leaders in law enforcement, supported by road safety and community organizations, including MADD Canada. We were proud to support these news laws by talking to elected officials.
officials, the media and the public to provide a strong, consistent voice on why the laws are needed and how they will reduce impaired driving rates.

There is still much more work to be done. The new laws will be challenged in court, particularly mandatory alcohol screening. We are confident they will withstand constitutional challenge, and MADD Canada will continue our research, analysis, and awareness efforts in support of the new laws.

The need for ongoing research, education and awareness around driving under the influence of cannabis and other drugs will continue to be crucial over the coming years. Public health and research groups are examining various questions related to cannabis use and cannabis-impaired driving, including a comprehensive study on the impact of cannabis on driving related skills by the Centre for Addiction and Mental Health. Community and road safety organizations are running campaigns to educate the public about safe cannabis consumption and the risks of driving under the influence of cannabis.

MADD Canada is proud to be doing our part. From information in our school programs to new television, radio and online public service announcements, to web content and videos – we are informing and educating the public about the new laws, the known impact of cannabis on driving, and the importance of never driving impaired.

We are also working with provinces and territories to highlight and recommend the most effective legislation and policies to reduce drug-impaired driving, as well as the best practices in responsible cannabis retail sales to minimize public safety risks, including impaired driving.

Additionally, we have teamed with Lift & Co to develop a training program for cannabis retail staff. With our extensive expertise in education, awareness and research around the prevention of impaired driving, MADD Canada is uniquely qualified to communicate with the sales staff about the impact of impaired driving and how they can help prevent it. The program is being used in Saskatchewan, Manitoba, Prince Edward Island, and is the required training program for all cannabis sales staff in Ontario.
### Summarized Statement of Operations

<table>
<thead>
<tr>
<th></th>
<th>For the year ended March 31, 2019</th>
<th>For the year ended March 31, 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REVENUE</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gifts-in-kind*</td>
<td>$15,480</td>
<td>$15,791</td>
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<tr>
<td>Donations</td>
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<td>4,884</td>
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<td>Corporate gifts</td>
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<td>4,183</td>
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<td>Government grants</td>
<td>223</td>
<td>328</td>
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<tr>
<td>Nevada</td>
<td>140</td>
<td>159</td>
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<tr>
<td>School Assembly Program fees</td>
<td>14</td>
<td>27</td>
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<tr>
<td>Foundation grants</td>
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<td>97</td>
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<tr>
<td>Investment income</td>
<td>190</td>
<td>107</td>
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<tr>
<td>Other</td>
<td>12</td>
<td>22</td>
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<tr>
<td><strong>Total Revenue</strong></td>
<td>$25,889</td>
<td>$25,598</td>
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<td><strong>EXPENSES</strong></td>
<td></td>
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<tr>
<td>Program services</td>
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<td></td>
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<tr>
<td>Public education, public awareness</td>
<td>$18,372</td>
<td>$18,733</td>
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<tr>
<td>and research</td>
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<tr>
<td>Youth</td>
<td>3,005</td>
<td>2,338</td>
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<tr>
<td>Victim services</td>
<td>898</td>
<td>932</td>
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<tr>
<td>Public outreach campaigns (fundraising)</td>
<td>2,746</td>
<td>3,107</td>
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<tr>
<td>Administration</td>
<td>459</td>
<td>462</td>
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<tr>
<td><strong>Total Expenses</strong></td>
<td>$25,480</td>
<td>$25,572</td>
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<tr>
<td><strong>Excess of revenue over expenses</strong></td>
<td>$409</td>
<td>$26</td>
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</tbody>
</table>

*Gifts-in-kind include donated airtime for public service announcements.
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)**

<table>
<thead>
<tr>
<th></th>
<th>As at March 31, 2019</th>
<th>As at March 31, 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current assets</td>
<td>$5,564</td>
<td>$5,376</td>
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<tr>
<td>Investments</td>
<td>2,421</td>
<td>2,316</td>
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<tr>
<td>Capital assets</td>
<td>689</td>
<td>707</td>
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<tr>
<td><strong>Total assets</strong></td>
<td><strong>$8,675</strong></td>
<td><strong>$8,400</strong></td>
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<tr>
<td><strong>LIABILITIES</strong></td>
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<tr>
<td>Accounts payable and accrued liabilities</td>
<td>$553</td>
<td>$573</td>
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<tr>
<td>Deferred contributions</td>
<td>3,135</td>
<td>3,149</td>
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<tr>
<td>Deferred capital</td>
<td>560</td>
<td>660</td>
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<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>$4,249</strong></td>
<td><strong>$4,383</strong></td>
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<tr>
<td><strong>NET ASSETS</strong></td>
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<td></td>
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<tr>
<td>Internally restricted victim bursary</td>
<td>$494</td>
<td>$493</td>
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<tr>
<td>Unrestricted - National</td>
<td>2,330</td>
<td>2,118</td>
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<tr>
<td>Unrestricted - Chapters</td>
<td>1,602</td>
<td>1,406</td>
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<tr>
<td><strong>Total net assets</strong></td>
<td><strong>$4,426</strong></td>
<td><strong>$4,017</strong></td>
</tr>
<tr>
<td><strong>Total liabilities and net assets</strong></td>
<td><strong>$8,675</strong></td>
<td><strong>$8,400</strong></td>
</tr>
</tbody>
</table>

**PERCENTAGE OF REVENUE SOURCES**

- Donations: 18.2%
- Gifts-in-Kind: 59.7%
- Government Grants: 0.9%
- Other: 2%
- Corporate Gifts: 19.2%

**ALLOCATION OF EXPENDITURES**

- Victim Services: 3.5%
- Public Outreach Campaigns (Fundraising): 10.8%
- Administration: 1.8%
- Public education, public awareness and research: 72.1%
- Youth: 11.8%
- Donations: 18.2%
- Corporate Gifts: 19.2%
- Gifts-in-Kind: 59.7%

This information is extracted from MADD Canada's financial statements, which were audited by Ernst & Young and can be obtained through MADD Canada.
OUR VOLUNTEERS
CHAPTERS AND COMMUNITY LEADERS (as of March 31, 2019)

With dedication, determination and compassion, MADD Canada’s Chapter and Community Leader groups bring our programs to life in communities all across this country. This extraordinary team of volunteers, members and supporters drive our mission to stop impaired driving and to support victims and survivors. From providing victim services, to supporting awareness and youth education efforts, to promoting effective new laws and policies, our Chapter and Community Leader groups are making a difference each and every day. We thank you all for your incredible commitment and amazing contributions.

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

**BRITISH COLUMBIA**
- Abbotsford*
- Central Okanagan
- Comox Valley
- Dawson Creek*
- Elkford/Sparwood*
- Fort St. John*
- Hazelton*
- Kamloops*
- Kimberley Cranbrook*
- Metro Vancouver
- Nanaimo*
- Nelson*
- Prince George*
- Upper Fraser Valley*
- Victoria & Area*
- Williams Lake*

**MANITOBA**
- Brandon
- Thompson*
- Winnipeg

**NEW BRUNSWICK**
- Charlotte County
- Greater Fredericton Area
- Madawaska Region*
- Miramichi
- 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

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

**ONTARIO**
- 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

**PRINCE EDWARD ISLAND**
- Central PEI
- Charlottetown & Eastern PEI
- East Prince County
- West Prince

**QUÉBEC**
- Beauce*
- Lanaudiere*
- Longueuil*
- Montreal
- Pontiac*

**SASKATCHEWAN**
- Estevan*
- Lac La Ronge*
- Meadow Lake
- Prince Albert
- Regina
- Saskatoon*

**YUKON**
- Whitehorse

*Community Leader
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.

ALLSTATE INSURANCE COMPANY OF CANADA

As our longest-serving corporate partner, Allstate Insurance Company of Canada has supported nearly all of MADD Canada’s major programs and services for more than 30 years. From support for victim services and youth education, to public awareness and information resources, Allstate Canada has been a strong and enthusiastic partner. Nationally, in 2018-2019, Allstate Canada was a top Organizational Sponsor, Title Sponsor of Project Red Ribbon, National Sponsor of our School Assembly Program, Official Sponsor of Campaign 911, and Official Sponsor of SmartWheels. Regionally, in communities all across the country, Allstate Canada’s local offices and staff collaborated with our Chapters on a wide range of initiatives to raise awareness and funds to further our mission, including Strides for Change events, golf tournaments, sobriety checkpoints with police, grocery bagging days, and so much more. MADD Canada is truly honoured to have this incredible relationship with Allstate Canada, and looks forward to continued partnership in our shared goal to end impaired driving and to support victims and survivors.

LCBO

The LCBO believes they have a key role to play in improving the well-being of its customers, employees and the communities they live in across Ontario. Through the LCBO’s Spirit of Sustainability strategy, they partner with MADD Canada by providing in-store fundraising opportunities. The funds raised will help the LCBO to achieve their commitment to prevent alcohol consumption among minors and ensure communities thrive. Thanks to the LCBO’s dedicated workforce and the generosity of their customers, the LCBO is able to provide donations to MADD Canada’s education programs including the School Assembly Program and SmartWheels presentations.
PIA LAW

The Personal Injury Alliance (PIA Law) capped off the final year of its 5-year commitment as Title Sponsor of the MADD Canada PIA Law Strides for Change (GTA) event with their usual passion, commitment and generosity. PIA Law and its amazing team of Strides for Change participants helped make this event incredibly successful, and a lot of fun for all who took part. MADD Canada is extremely grateful for the wonderful support PIA Law has given us, both in terms of event contributions and participation, as well as their efforts to raise event awareness through advertising and social media. The company, which is comprised of the top-ranked personal injury law firms in Canada – McLeish Orlando, Oatley Vigmond and Thomson, Rogers – has also been a generous supporter of MADD Canada’s Victim Services activities, assisting in the production of resources for victims and survivors, and hosting information sessions at our National Conference for Victims of Impaired Driving.

MANITOBA PUBLIC INSURANCE

Manitoba Public Insurance (MPI) has supported MADD Canada’s education and awareness efforts for more than 15 years. As a 2018-2019 Provincial Sponsor of the School Assembly Program, MPI directly sponsored 109 presentations of our youth education program at middle and high schools throughout the province. With their support, MADD Canada was able to reach thousands of Manitoba students in Grades 7 – 12 with the sober driving message. The company also conducts powerful awareness activities to educate the general public about the risks of impaired driving, including television public service announcements and a Report Impaired Drivers – Call 911 program around the province.

WESTCAN BULK TRANSPORT

As National Sponsor of our School Assembly Program, Westcan Bulk Transport provides invaluable support for the production and delivery of a new youth education program each year. This partnership helps MADD Canada bring the sober driving message to hundreds of thousands of students, ranging from Grade 7 to 12. Raising public awareness is also a major focus for Westcan, and is closely aligned to its Corporate Mission and Values. The company is a Corporate Sponsor of our Project Red Ribbon campaign, helping us highlight the risks of impaired driving during the busy holiday season. In addition Westcan Bulk Transport hosts its own powerful and far-reaching awareness campaign, installing decals featuring the photos of impaired driving victims, as well as Report Impaired Drivers – Call 911 message, on their tractor trailer fleet throughout Western Canada. In 2018-2019, Westcan expanded that awareness initiative into Ontario, including the photos of two victims of impaired driving on their Ontario-based tractor trailers. This powerful message is seen by thousands of motorists daily.
UBER

Uber first joined MADD Canada as an Organizational Sponsor of MADD Canada in 2017, becoming our Official Designated Driver App. Since then, Uber has promoted powerful awareness for MADD Canada and the sober driving message through public service announcements, free ride promotions and other activities to promote transportation options. This year, Uber teamed with MADD Canada and Tweed on a unique Don’t Drive High awareness campaign following the legalization of cannabis, including the distribution of 40,000 promo codes for up to $5 off an Uber trip in areas where Uber operates. MADD Canada and Uber continue the effort to make ridesharing available in more communities, promoting effective, reasonable municipal and provincial regulatory frameworks that ensure both the safety of drivers and passengers and widespread access to this transportation option.

CANOPY GROWTH CORPORATION (TWEED)

Tweed Inc., a subsidiary of Canopy Growth Corporation, is one of MADD Canada's major partners in the effort to raise awareness about safe and responsible cannabis use, and the risks of driving under the influence of cannabis. As an Organizational Sponsor, Tweed Inc. has helped us develop effective television and radio public service announcements and printed materials to educate the public about the impact of cannabis on driving. As an Official Sponsor of SmartWheels, Tweed Inc. supports our efforts to initiate a dialogue with young people about how alcohol and drugs affect the body, and affect driving ability. In October 2018, coinciding with the legalization of cannabis, Tweed Inc. teamed with MADD Canada and Uber on an innovative Don’t Drive High campaign to encourage Canadians to choose safe and sober transportation options.

ALCOHOL COUNTERMEASURE SYSTEMS

ACS has been a leader in breath alcohol testing instruments and alcohol interlock technology for more than 40 years. Its products are used to prevent drinking and driving in over 30 countries on five continents. ACS has partnered with MADD Canada for more than a decade, generously contributing to our programs and services to prevent impaired driving and help victims/survivors. The company is our Gold Technology Sponsor, and is Presenting Sponsor of the MADD Canada PIA Law Strides for Change (GTA) event, which they support through sponsorship and by fielding a large and enthusiastic team of event participants each year.
ALCOOL NB LIQUOR

Alcool NB Liquor is a key partner in MADD Canada’s work to end impaired driving and to support victims/survivors in New Brunswick. As Provincial Sponsor of the School Assembly Program, Alcool NB Liquor helps MADD Canada educate students about the risks of mixing alcohol and/or drugs with driving, and empowers them with information on how to prevent it. In 2018-2019, Alcool NB Liquor directly sponsored 56 presentations to schools around the province. As an Organizational Sponsor, Alcool NB Liquor also supported various MADD Canada awareness efforts and our national conference for victims of impaired driving. 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 to raise funds and awareness.

SASKATCHEWAN LIQUOR AND GAMING AUTHORITY

Saskatchewan Liquor and Gaming Authority (SLGA) is a long-time supporter of MADD Canada’s education and awareness efforts. A Provincial Sponsor of the School Assembly Program, SLGA directly sponsors 60 presentations to middle and high schools, delivering the crucial sober driving message to thousands of Saskatchewan students. SLGA is also a Coin Box Partner in our Project Red Ribbon campaign, helping raise both funds and awareness for our mission to end impaired driving. In 2018-2019, SLGA took on exciting new partnership roles with MADD Canada. It provided vital funding for the creation of a Saskatchewan Memorial Monument for Victims of Impaired Driving. The corporation also provided generous financial support for the creation of a SmartWheels program in Saskatchewan. The travelling classroom will begin visiting elementary schools in September 2019 to deliver its fully interactive learning experience to students in Grades 4 – 6.

SASKATCHEWAN GOVERNMENT INSURANCE

A leader in public awareness efforts to prevent impaired driving, Saskatchewan Government Insurance (SGI) is a key supporter of MADD Canada’s awareness and education efforts. As a Provincial Sponsor of the School Assembly Program, SGI directly sponsors 25 presentations to Saskatchewan middle and high schools, engaging students in the important discussion about the risks and consequences of impaired driving. This year, SGI teamed up with MADD Canada on two important new initiatives. The corporation was one of the sponsors of a new Saskatchewan Memorial Monument for Victims of Impaired Driving. SGI also generously supported the development of a SmartWheels program in Saskatchewan. The SmartWheels recreational vehicle, fully outfitted with virtual reality goggles and individual tablets, will deliver its interactive education program to elementary students in Grades 4 - 6, beginning in September 2019.
ORGANIZATIONAL SPONSORS

$10,000 AND ABOVE

Official Sponsors

- Alcool NB Liquor
- Allstate Insurance Company of Canada
- Canopy Growth Corporation
- Got Skill?
- LCBO
- Uber

Corporate Sponsors

- Henderson Structured Settlements
- Impact Auto Auctions
- Newfoundland Labrador Liquor Corporation
- ParcelPal

PROGRAM SPONSORS

$10,000 AND ABOVE

SCHOOL ASSEMBLY PROGRAM

National Sponsors

- Allstate Insurance Company of Canada
- Westcan Bulk Transport

Provincial Sponsors

- Alcool NB Liquor
- LCBO
- Manitoba Public Insurance
- Nova Scotia Liquor Corporation
- Prince Edward Island Liquor Control Commission
- Province of British Columbia
- Saskatchewan Government Insurance
- Saskatchewan Liquor and Gaming Authority

Corporate Sponsors

- Continental Tire Canada Inc.
- Husky Energy
- MJM Media
- Newfoundland Labrador Liquor Corporation

Community Sponsor

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CAMPAIGN 911

Official Sponsors

- Allstate Insurance Company of Canada
- Maritime-Ontario Freight Lines Limited

PROJECT RED RIBBON

Title Sponsor

- Allstate Insurance Company of Canada

Official Sponsor

- Irving Oil Ltd.

Corporate Sponsors

- BMO Financial Group
- Continental Tire Canada Inc.
- Westcan Bulk Transport

TECHNOLOGY

Gold Technology Partner

- ACS Alcohol Countermeasure Systems

STRIDES FOR CHANGE

Title Sponsor

- PIA Law

Presenting Sponsor

- ACS Alcohol Countermeasure Systems

SMARTWHEELS

Official Sponsors

- Allstate Insurance Company of Canada
- Canopy Growth Corporation
- LCBO
- Ministry of Transportation Ontario

Community Sponsors

- Ottawa Community Foundation
- Peter Gilgan Foundation
- TELUS

INDIVIDUAL AND CORPORATE LEADERSHIP GIFTS

MADD Canada would like to acknowledge and thank the following individuals and organizations for their significant contributions to MADD Canada’s programs during 2018-2019:

- Department of Justice Canada
- Karel & Yoka ter Brugge
- Manitoba Justice
- Mrs. Czestawa Zabokrzycki
- Professor Robert Solomon & Dr. Barbara Lent
- Transport Canada
- William Garth Hazlitt