2024 - 2025

VICTIM SERVICES

A YEAR OF SUPPORT AND REMEMBRANCE

Supporting victims and survivors is at the core of MADD Canada's work. We are the only anti-impaired driving organization providing direct support to victims and survivors of impaired driving. Following an impaired driving crash, victims often have many questions and don't know where to turn. We are grateful to have amazing staff and volunteers who work tirelessly to be there when needed.

Every year, MADD Canada supports people who have lost a loved one or have been injured in a crash, as well as their family members and friends.

OUR SERVICES AT A GLANCE

Emotional, Legal Support and Financial Support

- One-on-one emotional support via phone, email, in-person and online support groups.
- Information and tools about the rights of victims and survivors.
- Assistance in writing victim impact statements.
- Guidance on navigating the criminal justice system.
- Resources on loss injury, coping, and other topics.
- A Bursary Fund for victims and survivors pursuing post-secondary education.

Honouring Loved Ones

- National Conference for Victims and Survivors of Impaired Driving and the National Candlelight Vigil of Hope and Remembrance.
- Memorial monuments, benches, road signs and online tributes.
- *A Candle For* social media campaign, inviting Canadians to share photos or videos of themselves lighting a candle in support of victims and survivors.

Advocacy and Awareness

- Ensuring victims and survivors' voices are heard at all government levels.
- Raising public awareness through events and campaigns.
- Connecting victims and survivors with community groups and agencies as needed.

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No alcohol. No drugs. No victims.

WHO WE ARE

MADD Canada (Mothers Against Drunk Driving) is a national, charitable organization that is committed to stopping impaired driving and supporting the victims of this violent crime. With volunteer-driven groups in close to 100 communities across Canada, MADD Canada's work focuses on Victim Services, Youth Education, Public Awareness, Public Policy and Technology.

VICTIM SERVICES
YOUTH EDUCATION
PUBLIC AWARENESS
PUBLIC POLICY

VICTIM **SERVICES**

HIGHLIGHTS IN 2024-2025

- This year, Victim Services staff had about **1,920** contacts with victims and survivors through calls, emails, and information packages.
- We supported over **190** new victims and survivors.
- Victim Services Volunteers in communities across Canada also made additional contacts with victims and survivors.
- For every victim and survivor who receives direct contact, there are family and friends who also benefit from the information provided.

- Over **120** people attended our National Conference for Victims and Survivors of Impaired Driving and our National Candlelight Vigil of Hope and Remembrance held from May 24 - 26 in Toronto. The weekend included keynote addresses, workshops, and group discussions to help deal with the losses and injuries suffered as a result of impaired driving.
- We organized over **75** online Support Group meetings throughout the year, with more than **638** participants, a **26.8%** increase from last year.
- Our *A Candle For* social media campaign returned this year, inviting Canadians to share photos or videos of themselves lighting a candle in support of victims and survivors. We reached over **219,329** people through our posts on Facebook, X, and Instagram.

- We organized **eight** provincial memorial monument ceremonies in Ontario, Manitoba, New Brunswick, Newfoundland and Labrador, Nova Scotia, Saskatchewan, Alberta and Quebec, honouring over **600** victims of alcohol and drug-related crashes.

NEW IN 2024-2025

- We were excited to hire our new Victim Services Manager for Ontario and Quebec, Chloé Piché. Chloé is bilingual and has over 10 years of experience in crisis intervention, mental health, and victim support services. She has strong experience in facilitating groups and individual crisis counselling.
- We have made progress on the installation of a new Monument in Charlottetown, Prince Edward Island, and we are thrilled it will be unveiled in 2026.
- We are working on establishing a Provincial Monument in British Columbia and developing a Memorial Road Sign program to honour victims of impaired driving.

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YOU CAN HELP! If you would like to support MADD Canada's work to stop impaired driving and to support victims and survivors, consider getting involved as a volunteer or making a donation. Visit our web site at **madd.ca**, call us at **1-800-665-6233** or email us at **info@madd.ca** for more information.

Follow us on social media:

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