Mothers Against Drunk Driving (MADD Canada)/ Les mères contre l'alcool au volant (MADD Canada)

Financial statements
March 31, 2026

Shape the future with confidence

Independent auditor's report

To the Members of
Mothers Against Drunk Driving (MADD Canada)/Les mères contre l'alcool au volant (MADD Canada)

Qualified opinion

We have audited the financial statements of **Mothers Against Drunk Driving (MADD Canada)/Les mères contre l'alcool au volant (MADD Canada)** ["MADD Canada"], which comprise the statement of financial position as at March 31, 2026, and the statement of operations, statement of changes in net assets and statement of cash flows for the year then ended, and notes to the financial statements, including a summary of significant accounting policies.

In our opinion, except for the possible effects of the matter described in the *Basis for qualified opinion* section of our report, the accompanying financial statements present fairly, in all material respects, the financial position of MADD Canada as at March 31, 2026, and its results of operations and its cash flows for the year then ended in accordance with Canadian accounting standards for not-for-profit organizations.

Basis for qualified opinion

In common with many charitable organizations, MADD Canada derives revenue from the general public as donations, the completeness of which is not susceptible to satisfactory audit verification. Accordingly, verification of this revenue was limited to the amounts recorded in the records of MADD Canada. Therefore, we were not able to determine whether any adjustments might be necessary to donations and corporate gifts revenue, excess of revenue over expenses for the year and cash provided by (used in) operating activities for the years ended March 31, 2026 and 2025, current assets as at March 31, 2026 and 2025, and net assets as at April 1 and March 31 for both the 2026 and 2025 years. Our audit opinion on the financial statements as at and for the year ended March 31, 2025 was modified accordingly because of the possible effects of this limitation in scope.

We conducted our audit in accordance with Canadian generally accepted auditing standards. Our responsibilities under those standards are further described in the *Auditor's responsibilities for the audit of the financial statements* section of our report. We are independent of MADD Canada in accordance with the ethical requirements that are relevant to our audit of the financial statements in Canada, and we have fulfilled our other ethical responsibilities in accordance with these requirements. We believe that the audit evidence we have obtained is sufficient and appropriate to provide a basis for our qualified audit opinion.

Responsibilities of management and those charged with governance for the financial statements

Management is responsible for the preparation and fair presentation of the financial statements in accordance with Canadian accounting standards for not-for-profit organizations, and for such internal control as management determines is necessary to enable the preparation of financial statements that are free from material misstatement, whether due to fraud or error.

In preparing the financial statements, management is responsible for assessing MADD Canada's ability to continue as a going concern, disclosing, as applicable, matters related to going concern and using the going concern basis of accounting unless management either intends to liquidate MADD Canada or to cease operations, or has no realistic alternative but to do so.

Those charged with governance are responsible for overseeing MADD Canada's financial reporting process.

Auditor's responsibilities for the audit of the financial statements

Our objectives are to obtain reasonable assurance about whether the financial statements as a whole are free from material misstatement, whether due to fraud or error, and to issue an auditor's report that includes our opinion. Reasonable assurance is a high level of assurance, but is not a guarantee that an audit conducted in accordance with Canadian generally accepted auditing standards will always detect a material misstatement when it exists. Misstatements can arise from fraud or error and are considered material if, individually or in the aggregate, they could reasonably be expected to influence the economic decisions of users taken on the basis of these financial statements.

As part of an audit in accordance with Canadian generally accepted auditing standards, we exercise professional judgment and maintain professional skepticism throughout the audit. We also:

- Identify and assess the risks of material misstatement of the financial statements, whether due to fraud or error, design and perform audit procedures responsive to those risks, and obtain audit evidence that is sufficient and appropriate to provide a basis for our opinion. The risk of not detecting a material misstatement resulting from fraud is higher than for one resulting from error, as fraud may involve collusion, forgery, intentional omissions, misrepresentations, or the override of internal control.
- Obtain an understanding of internal control relevant to the audit in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of MADD Canada's internal control.
- Evaluate the appropriateness of accounting policies used and the reasonableness of accounting estimates and related disclosures made by management.
- Conclude on the appropriateness of management's use of the going concern basis of accounting and, based on the audit evidence obtained, whether a material uncertainty exists related to events or conditions that may cast significant doubt on MADD Canada's ability to continue as a going concern. If we conclude that a material uncertainty exists, we are required to draw attention in our auditor's report to the related disclosures in the financial statements or, if such disclosures are inadequate, to modify our opinion. Our conclusions are based on the audit evidence obtained up to the date of our auditor's report. However, future events or conditions may cause MADD Canada to cease to continue as a going concern.
- Evaluate the overall presentation, structure and content of the financial statements, including the disclosures, and whether the financial statements represent the underlying transactions and events in a manner that achieves fair presentation.

We communicate with those charged with governance regarding, among other matters, the planned scope and timing of the audit and significant audit findings, including any significant deficiencies in internal control that we identify during our audit.

Ernst & Young LLP

Toronto, Canada
September 3, 2026

Chartered Professional Accountants
Licensed Public Accountants

Mothers Against Drunk Driving (MADD Canada)
Les mères contre l'alcool au volant (MADD Canada)

Statement of financial position

As at March 31

	2026 $	2025 $
Assets		
Current		
Cash	**3,076,336**	3,179,761
Accounts receivable	**449,627**	653,613
Other assets *[note 3]*	**951,427**	637,559
Total current assets	**4,477,390**	4,470,933
Investments *[note 4]*	**4,240,003**	4,050,324
Capital assets, net *[note 6]*	**119,405**	4,963
	8,836,798	8,526,220
Liabilities and net assets		
Current		
Accounts payable and accrued liabilities	**499,745**	482,778
Deferred contributions *[note 7]*	**674,295**	751,113
Total current liabilities	**1,174,040**	1,233,891
Commitments *[note 10]*		
Net assets		
Internally restricted – victim bursaries *[note 5]*	**323,597**	347,993
Unrestricted – National	**5,582,906**	5,348,800
Unrestricted – Chapters	**1,756,255**	1,595,536
Total net assets	**7,662,758**	7,292,329
	8,836,798	8,526,220

See accompanying notes

On behalf of the Board:

Director

Director

Mothers Against Drunk Driving (MADD Canada)
Les mères contre l'alcool au volant (MADD Canada)

Statement of operations

Year ended March 31

	2026 $	2025 $
Revenue		
Gifts in kind *[note 8]*	**23,485,016**	30,807,472
Donations *[note 7]*	**4,939,984**	4,736,623
Corporate gifts *[note 7]*	**1,374,912**	1,283,311
Foundation grants *[note 7]*	**569,056**	346,115
Investment income	**280,962**	473,214
Charitable gaming	**242,313**	257,982
Government *[note 7]*	**96,927**	215,976
Other	**38,233**	42,526
	31,027,403	38,163,219
Expenses *[note 9]*		
Programs		
Gifts in kind	**23,485,016**	30,807,472
Public education, public awareness and research	**2,431,759**	2,164,085
Youth	**1,000,131**	847,007
Victim services	**762,407**	746,526
	27,679,313	34,565,090
Public outreach campaigns [fundraising]	**2,464,873**	2,569,792
General and administration	**512,788**	604,185
	30,656,974	37,739,067
Excess of revenue over expenses for the year	**370,429**	424,152

See accompanying notes

Mothers Against Drunk Driving (MADD Canada)
Les mères contre l'alcool au volant (MADD Canada)

Statement of changes in net assets

	Internally restricted – victim bursaries	Unrestricted – National	Unrestricted – Chapters	Total
	$	$	$	$
Net assets, March 31, 2025	**347,993**	**5,348,800**	**1,595,536**	**7,292,329**
Excess of revenue over expenses for the year	**—**	**209,710**	**160,719**	**370,429**
Transfer to (from) internally restricted net assets *[note 5]*	**(24,396)**	**24,396**	**—**	**—**
Net assets, March 31, 2026	**323,597**	**5,582,906**	**1,756,255**	**7,662,758**

	Internally restricted – victim bursaries	Unrestricted – National	Unrestricted – Chapters	Total
	$	$	$	$
Net assets, March 31, 2024	404,998	4,877,314	1,585,865	6,868,177
Excess of revenue over expenses for the year	—	414,481	9,671	424,152
Transfer to (from) internally restricted net assets *[note 5]*	(57,005)	57,005	—	—
Net assets, March 31, 2025	347,993	5,348,800	1,595,536	7,292,329

See accompanying notes

Mothers Against Drunk Driving (MADD Canada)
Les mères contre l'alcool au volant (MADD Canada)

Statement of cash flows

Year ended March 31

	2026	2025
	$	$
Operating activities		
Excess of revenue over expenses for the year	**370,429**	424,152
Add (deduct) items not involving cash		
Amortization of capital assets	**40,316**	5,618
Reinvested investment income	**(256,338)**	(144,256)
Unrealized loss (gain) on investments	**66,659**	(199,422)
	221,066	86,092
Changes in non-cash working capital balances related to operations		
Accounts receivable	**203,986**	(401,936)
Other assets	**(313,868)**	(147,167)
Accounts payable and accrued liabilities	**16,967**	(92,263)
Deferred contributions	**(76,818)**	32,726
Cash provided by (used in) operating activities	**51,333**	(522,548)
Investing activities		
Purchase of capital assets	**(154,758)**	(7,660)
Cash used in investing activities	**(154,758)**	(7,660)
Net decrease in cash during the year	**(103,425)**	(530,208)
Cash, beginning of year	**3,179,761**	3,709,969
Cash, end of year	**3,076,336**	3,179,761

See accompanying notes

Mothers Against Drunk Driving (MADD Canada)/
Les mères contre l'alcool au volant (MADD Canada)

Notes to financial statements

March 31, 2026

1. Organization

Mothers Against Drunk Driving (MADD Canada)/Les mères contre l'alcool au volant (MADD Canada) ["MADD Canada"] is a national grassroots organization incorporated in July 1989, whose mission is to stop impaired driving and to support victims and survivors of this violent crime. MADD Canada's primary objectives include offering support services to victims, heightening awareness of the dangers of impaired driving, saving lives and preventing deaths and injuries on our roads and waterways. The organization has an extensive network of Chapters, members and volunteers promoting the mission of MADD Canada.

MADD Canada has continued under the *Canada Not-for-profit Corporations Act*, is registered as a charitable organization under the *Income Tax Act* (Canada) and, as such, is exempt from income taxes and is able to issue donation receipts for income tax purposes.

2. Summary of significant accounting policies

These financial statements are prepared in accordance with Part III of the *CPA Canada Handbook – Accounting*, "Accounting Standards for Not-for-profit Organizations", which sets out generally accepted accounting principles for not-for-profit organizations in Canada and includes the significant accounting policies summarized below.

Basis of presentation

These financial statements represent the financial activities of MADD Canada's national office and Chapters.

Financial instruments

Investments reported at fair value consist of equity instruments that are quoted in an active market, as well as investments in pooled funds and any investments in fixed income securities that MADD Canada designates upon purchase to be measured at fair value. Transaction costs are recognized in the statement of operations in the year during which they are incurred.

Investments in fixed income securities not designated to be measured at fair value are initially recorded at fair value plus transaction costs and are subsequently measured at amortized cost using the straight-line method, less any provision for impairment.

All transactions are recorded on a trade date basis.

Other assets

Costs directly related to the development of future School Program presentations are presented as other assets when MADD Canada can reliably demonstrate that there is a future economic benefit associated with these costs. These costs are expensed over their useful lives, which are the periods over which the presentations occur. Such costs are expensed immediately when there is insufficient evidence to support a future economic benefit.

Notes to financial statements

March 31, 2026

Capital assets

Purchased capital assets are recorded at acquisition cost. Donated capital assets are recorded at their fair value at the acquisition date when this value can be reasonably estimated. Capital assets are amortized over their estimated useful lives on a straight-line basis. The annual amortization rates are as follows:

Vehicles	5 years
School Program equipment	2 years
Computer hardware	2 years
Furniture	2 years

The estimated useful lives of assets are reviewed by management and adjusted if necessary.

Capital assets are reviewed for impairment whenever events or changes in circumstances indicate that the carrying value of an asset may not contribute to MADD Canada's ability to provide goods and services. Any impairment results in a write-down of the asset and an expense in the statement of operations. An impairment loss is not reversed if the fair value of the related asset subsequently increases.

Revenue recognition

MADD Canada follows the deferral method of accounting for contributions, which include grants and donations. Grants and bequests are recognized when received or receivable if the amount to be received can be reasonably estimated and collection is reasonably assured. Other donations are recorded when received, since pledges are not legally enforceable claims. Unrestricted contributions are recognized as revenue when initially recorded in the accounts. Externally restricted contributions are deferred when initially recorded in the accounts and recognized as revenue in the year in which the related expenses are recognized.

School Program fees revenue is recognized as presentations occur. Charitable gaming revenue is recognized in the fiscal year in which the events take place.

Investment income, which includes interest, dividends, and unrealized and realized gains and losses, is recognized on an accrual basis in the statement of operations.

Defined contribution pension plan

Contributions to a defined contribution pension plan are expensed on an accrual basis.

Allocation of expenses

MADD Canada classifies expenses by function. The cost of each function includes amounts for personnel, premises and other expenses. Where an expenditure directly benefits more than one function, it is attributed on a reasonable basis.

Notes to financial statements

March 31, 2026

The functions are as follows:

Public education, public awareness and research programs

MADD Canada's public education, public awareness and research programs offer a diverse range of campaigns, materials and services that support MADD Canada's mission to stop impaired driving and to support victims of this violent crime. Programs such as Campaign 911 and Project Red Ribbon raise awareness about impaired driving and educate the public on ways to help reduce the incidence of impaired driving crashes. MADD Canada produces publications that provide insights into the state of impaired driving in Canada, examine the effectiveness of Canadian laws and legislation, and support policy positions. Additionally, through radio and television public service announcements and educational videos, MADD Canada raises awareness about the dangers and consequences of impaired driving and educates the public on how they can help prevent it.

Youth programs

MADD Canada works with youth to help make our roads and communities safer. The organization reaches out to middle and high school students primarily through the School Program, as well as providing the program Brain Power to elementary schools. Each year, these youth programs deliver their important message to tens of thousands of students across the country.

Victim services programs

Each year, thousands of Canadians are personally affected by impaired driving, and MADD Canada is there to support the victims and survivors. MADD Canada's services include assisting victims, survivors and their families and friends, providing victim and survivor services support and hosting the Annual Conference for Victims of Impaired Driving, along with the Candlelight Vigil of Hope and Remembrance.

Public outreach campaigns [fundraising]

Public outreach campaigns include contacting the public by mail, email, phone and text, while raising funds to further MADD Canada's mission. These campaigns inform the public about ways to prevent impaired driving, available victim services and the programs that MADD Canada offers, including youth education.

General and administration

General and administration expenses are incurred to operate MADD Canada, support its programs in a cost-effective manner and maximize opportunities to further MADD Canada's mission.

Contributed materials and services

MADD Canada records contributed materials and services when a fair value can be reasonably estimated and when the materials and services are used in the normal course of operations and would otherwise have been purchased.

MADD Canada benefits from the services of volunteers. Accomplishing the objectives of the organization would not be possible without their dedication. Because of the difficulty in determining their fair value, contributed services of volunteers are not recorded in the financial statements.

Notes to financial statements

March 31, 2026

Use of estimates

The preparation of financial statements in conformity with Canadian accounting standards for not-for-profit organizations requires management to make estimates and assumptions that affect the reported amounts of assets and liabilities and revenue and expenses. Areas requiring the use of management's estimates include the estimated useful lives of capital assets and assumptions used in the valuation of gifts-in-kind revenue. Actual results could differ from those estimates.

3. Other assets

Other assets consist of the following:

	2026	2025
	$	$
Development costs of next year's School Program presentations	**417,276**	288,261
Inventory, insurance, rent and other	**312,845**	219,824
Conferences	**221,306**	129,474
	951,427	637,559

4. Investments

[a] Investments consist of the following:

	Carrying value	2026	2025
		$	$
Cash [b]	Fair value	**37**	5,052
Units in balanced pooled fund [c]	Fair value	**4,223,075**	4,029,458
Cash surrender value of life insurance policy [d]	Cash surrender value	**16,891**	15,814
		4,240,003	4,050,324

All investments have been classified as long-term, since MADD Canada does not intend to use these funds in the next 12 months.

[b] Cash is held in a premium interest account at a Canadian chartered bank yielding prime less 2% [2025 – prime less 2%].

[c] The asset mix of the balanced pooled fund is as follows:

	2026		2025	
	$	%	$	%
Fixed income				
Government	**422,307**	**10**	322,356	8
Corporate	**1,098,000**	**26**	886,481	22
	1,520,307	**36**	1,208,837	30
Equities				
Canadian	**760,154**	**18**	805,892	20
US	**971,307**	**23**	1,007,364	25
Other international	**929,076**	**22**	967,070	24
	2,660,537	**63**	2,780,326	69
Cash and cash equivalents	**42,231**	**1**	40,295	1
	4,223,075	**100**	4,029,458	100

[d] MADD Canada is the owner and beneficiary of a life insurance policy with a face value of $125,000 as at March 31, 2026 and 2025.

[e] Investments are held for the following purposes:

	2026	2025
	$	$
Internally restricted net assets – victim bursaries	**323,597**	347,993
Other	**3,916,406**	3,702,331
	4,240,003	4,050,324

5. Internally restricted net assets

MADD Canada's Board of Directors [the "Board"] has internally restricted an amount of net assets for the formation of a scholarship program for Canadian citizens who have themselves been severely injured or who have had a parent [or legal guardian] or sibling killed or severely injured as a result of an impaired driving crash. During 2026, $24,396 [2025 – $57,005] was transferred from internally restricted – victim bursaries to unrestricted – National net assets.

These internally restricted amounts, and investment income generated by the investments held for these amounts, are not available for other purposes without approval of the Board.

Notes to financial statements

March 31, 2026

6. Capital assets

Capital assets consist of the following:

	2026		
	Cost	**Accumulated amortization**	**Net book value**
	$	$	$
Vehicles	**142,552**	**33,701**	**108,851**
School Program equipment	**82,083**	**71,529**	**10,554**
Furniture	**15,567**	**15,567**	—
	240,202	**120,797**	**119,405**

	2025		
	Cost	**Accumulated amortization**	**Net book value**
	$	$	$
Vehicles	79,883	79,133	750
School Program equipment	66,877	62,664	4,213
Furniture	15,567	15,567	—
	162,327	157,364	4,963

During 2026, fully amortized assets of $76,883 [2025 – $41,889] were removed from cost and accumulated amortization.

Notes to financial statements

March 31, 2026

7. Deferred contributions

Deferred contributions represent unexpended externally restricted contributions for program expenses from government agencies and corporations to be spent in future years. The continuity of deferred contributions is as follows:

	2026 $	2025 $
Balance, beginning of year	**751,113**	718,387
Amounts received during the year	**944,713**	919,698
Amounts recognized as revenue during the year	**(1,021,531)**	(886,972)
Balance, end of year	**674,295**	751,113

8. Gifts-in-kind

Gifts-in-kind include the following:

	2026 $	2025 $
Donated airtime for public service announcements	**23,485,016**	30,807,472

During 2026, MADD Canada's public service announcements aired 74,514 times [2025 – 108,704 times] and were viewed by 584,983,730 [2025 – 1,520,079,260] individuals.

9. Allocation of expenses

Certain common operating expenses are allocated to functions reported in the statement of operations as follows:

	2026 $	2025 $
Public education, public awareness and research programs	**131,580**	181,874
Youth programs	**50,679**	70,573
Victim services programs	**53,837**	61,035
Public outreach campaigns [fundraising]	**7,150**	11,861
	243,246	325,343

10. Commitments

MADD Canada rents office premises and equipment for its national office under leases. The future minimum annual lease payments are as follows:

	$
2027	50,776
2028	50,082
2029	48,000
2030	48,000
2031	28,000
	224,858

11. Financial instruments and risk management

MADD Canada manages its exposure to the risks associated with financial instruments that affect its operating and financial performance in accordance with its risk management policy. The objective of the policy is to reduce volatility in cash flows and operating results.

Credit risk

Credit risk arises from the possibility of a party defaulting on its financial obligations. MADD Canada is exposed to credit risk resulting from the possibility that parties may default on their financial obligations, which would cause it to incur a financial loss.

The total amount of cash, accounts receivable and investments in a pooled fund that holds fixed income securities corresponds to MADD Canada's maximum exposure to credit risk.

Cash and fixed income securities

Credit risk associated with cash and fixed income securities is minimized by depositing cash with Canadian chartered banks and investing in a pooled fund that holds fixed income securities issued by Canada Deposit Insurance Corporation-insured financial institutions.

Accounts receivable

Credit risk associated with accounts receivable is minimal, since MADD Canada holds few accounts receivable.

Liquidity risk

Liquidity risk is the risk of being unable to meet cash requirements or fund obligations as they come due.

MADD Canada manages its liquidity risk by monitoring forecasted and actual cash flow and financial liability maturities, and by holding sufficient assets that can be readily converted into cash. Accounts payable and accrued liabilities are normally repaid within 30 days. Obligations reported as deferred contributions must generally be fulfilled within the next fiscal year.

Market risk

MADD Canada is exposed to market risk arising from changes in the fair value of financial instruments due to market price fluctuations. Market risk consists of currency risk, interest rate risk and other price risk.

Currency risk

Currency risk is the risk that the fair value of a financial instrument or the related future cash flows will fluctuate due to changes in foreign exchange rates. MADD Canada is exposed to currency risk with respect to the underlying investments in certain pooled funds denominated in foreign currencies.

Interest rate risk

Interest rate risk is the risk that the fair value of a financial instrument or the related future cash flows will fluctuate due to changes in market interest rates.

MADD Canada is exposed to interest rate risk with regard to its cash and its investments in a pooled fund that holds fixed income securities. MADD Canada has no interest-bearing liabilities.

MADD Canada's cash includes amounts on deposit with financial institutions that earn interest at the market rate. MADD Canada's investments also include fixed income securities that earn a fixed rate of return.

MADD Canada manages its exposure to interest rate risk by minimizing its capital investment risks while achieving a satisfactory return and maintaining the minimum liquidity necessary to conduct operations on a day-to-day basis. Fluctuations in market interest rates on cash do not have a significant impact on MADD Canada's results of operations.

Other price risk

MADD Canada is exposed to other price risk through changes in market prices [other than changes arising from interest rate risk or currency risk] in connection with its investments in pooled funds. MADD Canada manages this risk by investing in a balanced pooled fund with an asset mix that is designed to maximize returns within reasonable risk tolerances.

12. Comparative financial statements

Certain prior year comparative figures have been reclassified from statements previously presented to conform to the presentation of these financial statements.