

Please Help Us Change the Odds

- Yes, I would like to support MADD Canada through my donation of \$10; \$15; \$20; other _____.
- Enclosed is my cheque or money order. (A charitable receipt will be issued for your donation.)
- Yes, I would like to join MADD Canada's Monthly Donor Program. Please contact me.
- Please send me information on MADD Canada's Planned Giving Programs (includes wills, life insurance, annuities).
- I would like information about volunteering locally for a MADD Canada Chapter.
- I would like information on how I can participate in MADD Canada's programs.

Name: _____

Address: _____

City: _____ Province: _____ P.C.: _____

Phone (H): _____ Phone (W): _____

Fax: _____

Email: _____

Contact your local Chapter or detach and mail to:

MADD Canada (Mothers Against Drunk Driving)
2010 Winston Park Drive, Suite 500, Oakville, ON L6H 5R7
1-800-665-MADD (6233)

TELEPHONE: (905) 829-8805 FAX: (905) 829-8860
INTERNET: www.madd.ca E-MAIL: info@madd.ca

Canadian Charitable Registration No: 13907 2060 RR0001

Legislative Initiatives

MADD Canada and Chapter Leaders are working to create, strengthen and enforce impaired driving laws. MADD Canada and local volunteers continue to meet with their government officials and have been successful in having new Federal and Provincial legislation implemented. Refer to our website www.madd.ca for more information.

What Can You Do?

- Don't Drink and Drive.
- If you or a loved one becomes the victim of an impaired driving crash, call 1-800-665-MADD or your local Chapter.
- Get involved by volunteering for a local Chapter.
- If there is not a Chapter in your area, contact MADD Canada's National Office to inquire about starting one.
- Demonstrate your commitment to fight impaired driving by becoming a member of MADD Canada.
- Tie a red ribbon on your vehicle or keychain as a reminder to drive sober.
- Open a dialogue with your children about drinking and driving.
- Donate to your local Chapter and/or the National organization.
- Be a responsible host. Don't let your guests drive after drinking alcohol or using drugs.
- If you witness someone who appears to be driving impaired, report them to the local authorities immediately.
- Participate in one of MADD Canada's Youth Programs and positively influence your peers.
- Never get in a vehicle with a driver who has been drinking or using drugs.

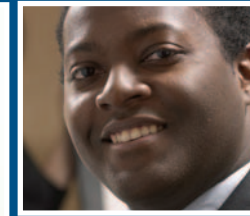
You can make a difference!

For more information

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WHO IS
MADD
CANADA



Our Mission: To stop impaired driving and to support victims of this violent crime.

1-800-665-MADD
www.madd.ca



Who is MADD Canada?

MADD Canada (Mothers Against Drunk Driving) is a national, grassroots, registered, charitable organization with Chapters and Community Leaders. MADD Canada Chapters are run by volunteers from across the country and include not only mothers, but fathers, friends, business professionals, experts in the anti-impaired driving field, concerned citizens and young people who want to make a difference in the fight against impaired driving.

History of MADD Canada

In 1983, MADD Canada's predecessor PRIDE (People to Reduce Impaired Driving Everywhere) received official Chapter status from MADD in the U.S., becoming the only official licensee of MADD in Canada. Several Chapters were subsequently formed and in 1990, MADD Canada officially became a national organization.

MADD Canada has grown from coast to coast and continues to advocate for change to make our communities safer and to provide victims of impaired driving with a voice.

Who funds MADD Canada?



Funding for MADD Canada is provided by:

- Individual Donors
- Corporate Sponsors
- Memorial Donations
- Project Red Ribbon
- Community Fundraising
- Planned Giving
- Special Events

MADD Canada contacts hundreds of thousands of households each year through our direct mail, telephone and door-to-door fundraising campaigns. Each household receives information about the dangers of impaired driving and its devastating impact on victims. We gratefully acknowledge the commitments of our donors.

Victim Services

What makes MADD Canada unique from other organizations in the fight against impaired driving is our service to victims of impaired driving crashes. These services include:



- A national victim support line, 1-800-665-MADD
- Victim support literature to assist victims of impaired driving crashes
- Online and face-to-face training for Victim Support Volunteers (VSVs) to develop VSVs who can provide a full range of support services to impaired driving victims in their communities
- An annual National Candlelight Vigil and Victims' Weekend
- We Care Program, a comprehensive referral and information package for victims of impaired driving
- Online resources, victim tributes and discussion forum on MADD Canada's website, www.madd.ca
- National Memorial Wall
- Court Monitoring and Victim Impact Panel training available online
- Death Notification training

Chapter Services

MADD Canada's volunteers work at the local level to provide one-on-one service to their communities. MADD Canada recognizes the importance of a strong grassroots organization and offers the following to assist in Chapter growth:

- National staff of professionals to provide resources and materials to assist at the local level
- Volunteer development workshops and materials
- An annual National Chapter Leadership Conference
- National promotional and fundraising materials
- National public awareness campaigns
- Tools to assist in effective legislation reform
- Assistance in Chapter volunteer recruitment and retention
- Website to promote national and local activities and provide research information
- Tools to assist with effective communication

Youth Services

MADD Canada is committed to eliminating impaired driving among youth by empowering young people to positively influence their peers, community and legislators.

MADD Canada's youth programs include:

- **Multi-media assembly programs** for high schools and elementary schools that challenge and inspire young people to make smart choices in their lives including choosing not to drink or use drugs and drive
- **Curriculum guides**
- **Poster and Writing Contest** – A creative medium for children aged 6 to 14 to express their concerns about impaired driving
- **Youth Multi-media Contest** – Elementary and high school students create a PowerPoint, DVD or VHS presentation on stopping impaired driving
- **MADD Canada Bursary Program** for students whose parent or guardian was killed in an impaired driving crash
- **Educational videos**
- **Dedicated youth section on website** – Youth can learn about stopping impaired driving in their community



Public Awareness

Raising public awareness about the dangers of impaired driving is a critical strategy to prevent more deaths and injuries. MADD Canada's national public awareness programs include:

- **Project Red Ribbon – Tie One On For Safety** – An annual campaign for drivers to display a red ribbon on their vehicle or keychain in support of sober driving
- **Signs of Summer** – Local businesses display sober driving messages throughout the summer
- **Educational videos**
- **Public Service Announcements** for radio, television and print campaigns
- **Printed materials** including posters, booklets, brochures
- **MADD Matters** – A national newsletter sent to victims, members, supporters and community leaders to keep them informed about impaired driving issues and MADD Canada's activities