



12 Powerful Reasons to Support MADD Canada

Because:

1. Your help is needed to put an end to impaired driving, the number one criminal cause of death in Canada.
2. Every day, on average, 4 Canadians are killed and 200 Canadians are injured as a result of alcohol and drug-related vehicle crashes for an average total of 1,475 deaths and 73,000 injuries each year.
3. 20,000 Canadians turn to us each year for emotional, physical and legal support they need.
4. 1,000,000 high-school kids will get the opportunity to see our *School Multi-Media Assembly Program* detailing the dangers and consequences of impaired driving.
5. Through our vast network of 7,500 dedicated volunteers, we are able to continue our mission within communities all across Canada.
6. You can be 100% confident that your donation is being used responsibly.
7. We annually submit the appropriate forms to the Canada Revenue Agency – please visit www.cra-arc.gc.ca/charities.
8. We inform our donors of how their donations are used and our financial statements and/or Annual Reports are available for viewing on our web site at www.madd.ca.
9. Our administrative and fundraising costs are reviewed annually by our National Board of Directors and external auditors.
10. As members of the Association of Fundraising Professionals, we abide by their Code of Ethics and Standards of Professional Practices. Also, as members of Imagine Canada, we adhere to their Ethical Fundraising and Accountability Code.
11. MADD Canada is a charity consisting of over 100 Chapters that are monitored and guided by a volunteer National Board of Directors who are accountable for organizational practices and procedures.
12. Since 1982, with the help of our supporters, MADD Canada has been instrumental in saving more than 30,000 lives.

*The mission of MADD Canada is to stop impaired driving
and to support victims of this violent crime.*