

Spring 2002

MADD

MATTERS

MADD
Canada's
Mission:
To
Stop
Impaired
Driving
And
To
Support
Victims
Of
This
Violent
Crime.

Supporting Canadians in many ways

Thousands of Canadians are tragically affected each year by impaired driving, and MADD Canada delivers an important service in supporting the victims of this violent crime. Supporting victims of impaired driving is a significant part of the organization's mission and through local Chapters across Canada and the National Office, MADD

Canada has a full range of free services and programs to help Canadians.

"I am extremely thankful for the support MADD Canada provided me and my family when my son Mike was killed," says Louise Knox, MADD Canada's National President. "They were there to answer questions and lend us emotional support. They helped us to understand what was happening when things weren't making sense."

"In many ways, MADD Canada serves as a very significant resource for victims," says Mrs. Knox. "MADD Canada provides a lot of free literature on how to deal with your grief and the loss of your loved one. For those who have questions about their rights within the judicial system, there are brochures and booklets to help make sense of the court and legal process. Also, the court accompaniment program provides invaluable insight, knowledge and support to victims and their families through the criminal trial proceedings."

"MADD Canada is a tremendous reference and referral body and is able to assist and direct people to get the help they need. MADD Canada has prepared resource guides and a *We Care* information kit to help victims of crime locate the resources and the various networks of services and programs." Mrs. Knox adds, "MADD Canada pro-

Embracing Loss, Touching Hope



vides the most up to date contact information for victims, for both federal and provincial resources."

Patricia Simone, the National Director of Victim Services, explains that victim services and programs are a priority for the organization. "Our programs and services, designed to assist victims, are the *raison d'être* of our

national body. MADD Canada recognizes that the needs of a victim are long-term and on-going, and that they are unique to each person and are complicated. We provide as much assistance and support as we can for each individual who contacts us. We also serve as a liaison to other service providers in the communities who will help."

Welcome to all who are attending the Victims' Weekend and Candlelight Vigil

Every year, MADD Canada sponsors a national conference and candlelight vigil for and in support of impaired driving victims. This year, MADD Canada is hosting an International Victims' Weekend and Candlelight Vigil of Hope and Remembrance. Victims from across Canada and the United States are gathering in Toronto to pay tribute to their loved ones and remember all victims of impaired driving. This special weekend of workshops, speakers, and a candlelight service is an opportunity for bereaved people, injured crash survivors, and their caregivers to learn, reflect, share, comfort and be comforted.

"The greatest service MADD Canada offers victims of impaired driving is the respectful, loving space and time we provide through our Victims'

Continued on page 2

Moving impaired driving policy forward

Since the launch of the federal policy document, *Taking Back Our Roads*, MADD Canada has seen a promise of activity with our Federal Government. We were encouraged with the initial reaction of former Justice Minister Anne MacLellan. She met with our National President, Louise Knox, and made a promise to look at our policy initiatives. Minister MacLellan directed her officials to report back to her on the issues of enhanced enforcement and drug impairment. She seemed more than interested in pursuing those elements of our document dealing with clarifying and redefining offences and rationalizing sentencing. She also requested that the Justice Officials review the potential of lowering the federal *Criminal Code* BAC from 0.08% to 0.05%, based on the strength of the extensive research and new background information MADD Canada had brought to the table.

Today, we are awaiting word on when the Justice Committee will hear the arguments on lowering the BAC. We are also awaiting word on the federal officials' response to the many other significant policy initiatives relating to our police and our country's judicial process.

While our organization waits for federal action, our individual volunteers across Canada have been busy ensuring that the 19 policy points in *Taking Back Our Roads* are understood by our elected representatives. Chapters have been active in visiting MPs, in making media appearances; and ensuring with each meeting, phone call, and fax, the message is delivered that we expect action with federal impaired driving policy. From our National President to our youth advocates, to the hundreds of Chapter volunteers in the Atlantic, Montreal,



Ottawa, Winnipeg and through Alberta and B.C. – our combined efforts are leaving an impression.

Parliamentarians have a responsibility to respond to public concerns and many MPs recognize the responsibility they have to respond to our concerns. MADD Canada is unique in a number of ways, in providing a thoughtful, national voice on impaired driving issues. First, we are *the national voice* for victims of this violent crime – and we are more than this. When one of our volunteers speaks, she/he does so with the voice of hundreds of thousands of MADD Canada supporters – and she/he is, in fact, echoing the chorus of Canadians who share MADD Canada's concerns for safer roads and an end to the crime of impaired driving. And, most important, our words and thoughts are special, for they provide a voice for all victims, including those who can no longer speak for themselves.

This is precisely the reason why, as an organization, we pursue policy issues. Canada's laws need to be changed, our police and judiciary must be able to function more effectively and efficiently, and Canadians' attitudes and behaviours must adjust to fully respect the dangers of drinking and driving. For this to happen, MADD Canada needs to keep delivering our message, our voice of reason to the decision-makers and the public debate. It will be through a relentless engagement in the policy debate that reason will, ultimately, resonate and our elected officials will take action against impaired driving.

There is strength in MADD Canada's voice – that strength is defined by the number of MADD Canada volunteers and our supporters who speak out. Our policy success as a national organization is, and will be, very much each volunteer's and supporter's success. So, on behalf of the Board and the National Staff and our Chapters' leadership, I would like to thank those who are participating and supporting our efforts in moving impaired driving policy forward.

Katherine Macmillan, Chair of National Board

Supporting Canadian

(Continued from page 1)

Weekends," says Patricia Simone. "It is important that people are able to share their experiences and be comforted with other like-minded people who have gone through similar tragedies. With our National Candlelight Vigils, we provide a premier way for victims to come together in a safe, respectful, reverent, private and confidential space to relive the life, the loss, and the memories of their special loved ones." [see page 3 for further comments from Patricia Simone]

Visit the **MADD Canada website**
www.madd.ca.

There are many victims' services provided on-line. From the victim support pages, you can find:

- MADD Canada's We Care Program
- Court accompaniment and support during the criminal trial process
- Helping victims know their rights under the law
- Referrals
- Free brochures
- Emotional support
- Annual Candlelight Vigil of Hope and Remembrance & Victims' Weekend
- Memorial Wall
- On-line Tribute to Victims
- On-line Discussion Forum for Victims
- Court monitoring

- Victim Advocate Training
- Advocating for victim rights under the law
- Our Victim Survey

1-800-665-MADD:

We are only a phone call away

Canadians who need help, or who are looking for information relating to the crime of impaired driving, can contact over 50 local MADD Canada Chapters across the country – or they can contact the National Office via a toll-free line: 1-800-665-MADD (6233). For victims of impaired driving, Patricia Simone can be reached at this National Office number or via e-mail at psimone@madd.ca.

Thank you to our Sponsors



Bank of Montreal again was an Official Sponsor of MADD Canada's Project Red Ribbon campaign. Seen here (from left to right): Brian Bieniara, Senior Manager, Financial Analysis & Administration, Bank of Montreal; Andrew Murie, National Executive Director, MADD Canada; Ian Hamilton, Vice-President, East Central Ontario Flagship, Bank of Montreal.

National Fundraising Manager Dawn Regan expressed her gratitude in the increased support provided by all red ribbon sponsors through the 2001 holiday season. "The 2001 campaign is expected to surpass previous years' totals in the number of people donating, ribbons distributed and money raised. We had a couple of wonderful sponsors, **Pizza Pizza** and **KFC Canada**, who were part of our awareness campaign for the first time – and we are continuously grateful to our title sponsor, **Allstate**, who has been a partner supporting us through the years. **MADD Canada wants to thank all our sponsors** and their work in helping us deliver our message."

[For a full list of Project Red Ribbon Sponsors, see page 4.]

LCBO contributes to the holiday awareness campaign

MADD Canada was very pleased to receive from the Liquor Control Board of Ontario (LCBO) a cheque for \$45,915.09, representing the donations from both LCBO customers and employees.

Through the 2001 Project Red Ribbon Campaign, MADD Canada Red Ribbon Campaign donation boxes were placed at customer check outs in all 600 LCBO stores across the Province. Special donation boxes were also placed at gift-wrapping centres in 148 stores that offered this customer service at Christmas. In addition, MADD Canada will be receiving a dollar from the sale of each *LCBO Holiday Gathering* CD – and, to date, 16,465 CDs were sold through last holiday season.

MADD Canada Executive Director, Andrew Murie, was appreciative of the working partnership that has evolved with the LCBO. "We have tremendous support from Ontario's liquor retailers, and are pleased to be able to get the message not to drink and drive to so many people through our various awareness projects with the LCBO. Certainly, its active support of the red ribbon campaign has helped to maximize our exposure in Ontario."

LCBO spokesperson Bill Kennedy stated: "Needless to say, everyone at the LCBO is very pleased to be able to 'raise the bar' on our fund raising efforts on behalf of MADD Canada. This is good news for everyone."

Mr. Kennedy placed this year's expanded LCBO fundraising efforts into a 5-year perspective, by releasing the totals raised through donation boxes in previous years. Those totals are:

in 1997, \$17,558.29;
in 1998, \$39,220.58;
in 1999, \$36,797.58;
in 2000, \$43,061.64; and,
in 2001, \$45,915.09.

In adding the 2001 CD sales to date, this year's current total climbs to \$62,380.09.

Therefore, the current total donated in the last five years is just under \$200,000. Thank you very much LCBO customers and employees for your support!

2002 Corporate Campaign

MADD Canada sends a special thank-you to our corporate donors who make all the difference. We appreciate your support!

Aecon Group Inc.	Mathews, Dinsdale & Clark LLP
AMACO Equipment	McCarthy Tetrault Foundation
Avanti Properties Group	McMillan Binch
B. McDonald and Associates Ltd.	Midnorthern Group Inc.
Bennecon Ltd.	Minto Developments Inc.
Bulk Transfer Systems Inc.	Moldaver & McFadden
Canuck Properties Limited	National Homes
Capital Canada Limited	Nelson Aggregate Co.
CARQUEST Canada Ltd.	ONEX Corporation
Cassels, Brock & Blackwell LLP	PCL Constructors Eastern Inc.
Cayuga Materials & Construction Co. Limited	Petro-Canada
CB Richard Ellis Limited	Pioneer Construction Inc.
Con Cast Pipe	PricewaterhouseCoopers LLP
Counsel Corporation	Rivenhall Capital Limited
D. Crupi & Sons Ltd.	Rotomill Services
East Penn/Power Battery	Russell H. Stewart Construction Co. Ltd.
Equitable Trust	St. Lawrence Cement Inc.
Ernst & Young	TD Bank Financial Group
Goodman Phillips & Vineberg	The Menkes Developments Charitable Foundation
Goodyear Canada Inc.	Timberline Equities Limited
Indigo Books, Music & Café	Toromont CAT
Irving Oil Limited	Tridel
Jagger Hims Limited	UltraFit Exhaust Pipes
John Emery Geotechnical Engineering Limited	V.J. Pamensky Canada Inc.
Local 793 Operating Engineers	

News and events

In the Atlantic Region, the new **MADD Pictou County Chapter (Nova Scotia)** was officially approved by the National Board on January 26, 2002. Members of this Chapter, Alberta's MADD Calgary Chapter and MADD West Coast NF Chapter in Stephenville, Newfoundland, are planning late spring launches.

On February 24, the newly approved **MADD Barrie Chapter (Ontario)** held a very successful launch with National President, Louise Knox. A daylong program of events featured the release of doves that has left a lasting memory for all in attendance.

Thank you to Hydro One for their generous donation to **MADD Sarnia/Lambton Chapter (Ontario)** and MADD Canada. Through Hydro One's Community Citizenship Program a grant was given to assist in the filming of a MADD Canada national video for community educational purposes. This video focuses on the impacts of impaired driving and will be used by Chapters across Canada to help in the fight against impaired driving.

On March 1-3, 2002, Chapter Presidents, Regional Directors and Chapter Administrative Assistants attended the annual **Presidents' Training** at the Institute for Learning in Scarborough, Ontario to plan for the upcoming year. Concurrently, chapter volunteers were being trained in a **Victim Advocate Training Level 2 program** to better assist impaired driving victims in their communities. In Edmonton, volunteers were trained in **Victim Advocate Level 1, Death Notification Training and Court Monitoring**. Thanks to all the participants!

The Caring Canadian Award given to our past National President

Carolyn Swinson, MADD Canada's past National President, recently was awarded the prestigious Caring Canadian Award by Canada's Governor General. Her Excellency The Right Honourable Adrienne Clarkson recognized Mrs. Swinson's contributions along with a total of 72 individuals and groups whose unpaid, voluntary contributions provide extraordinary help or care to people in the community.

The Caring Canadian Award is in recognition of Canadians who selflessly give of their time and energy to others. In April 1996, the Governor General created this award to recognize special volunteers — the unsung heroes of our country. Now, annually, the Governor General of Canada, focuses attention on the "hidden helpers", the volunteers who ask for nothing, but whose compassion and charity play an essential part in developing the Canadian character. This award honours Canadians for unpaid, voluntary contributions, most often behind-the-scenes at the community level.

In a release by the Governor General, Mrs. Swinson's excerpt read: "Since her arrival in Canada in 1972, Carolyn Swinson has dedicated her time to her community. For 14 years, she volunteered with the Centennial Infant and Child Centre in Toronto, working with physically or mentally challenged pre-schoolers. She is [former] National President of MADD (Mothers Against Drunk Driving) Canada, which takes her across the country to speak to victims and politicians. She takes on speaking engagements at elementary and high schools to raise awareness among young people of this important issue. Mrs. Swinson is a strong advocate for victims of drunk driving."

The National Office Staff @ 1-800-665-6233

Andrew Murie, National Executive Director,
ext. 224, amurie@madd.ca

Ardene Vicioso, Executive Assistant,
ext. 227, avicioso@madd.ca

Wanda Kristensen, National Chapter Services Manager,
ext. 229, wkristensen@madd.ca

Gail James, Assistant Chapter Services Manager,
ext. 233, gjames@madd.ca

Patricia Simone, National Director of Victim Services,
ext. 222, psimone@madd.ca

Vicki McMullen, Assistant Victim Services Manager,
ext. 225, vickimc@madd.ca

Dawn Regan, National Fundraising Manager,
ext. 223, dregan@madd.ca

Maria Palffy, Assistant Fundraising Manager,
ext. 228, mpalffy@madd.ca

Alanna Scott, National Campaign & Major Gifts Manager,
ext. 237, ascott@madd.ca

Richard Smith, National Finance Manager,
ext. 230, rdsmith@madd.ca

Carla Powell, National Youth Services Manager,
ext. 232, cpowell@madd.ca

Chas Hickman, Receptionist,
ext. 221, chickman@madd.ca

Susan MacAskill, Assistant Chapter Services Manager.,
Atlantic Region, 1-866-798-6233, atlantic@madd.ca

**Visit the website for the directory of local
MADD Chapters and all their contact information!**

www.madd.ca

In Speaking with Patricia Simone, National Director of Victim Services

Patricia Ann Simone has a life-long commitment – both professional and personal – in the field of grief counselling and bereavement. Patricia’s educational background is in the bereavement and funeral service sector. Personally, she had to deal with the tragedy of losing an aunt and uncle in an impaired driving crash. As the National Director of Victim Services for MADD Canada, Patricia speaks on important aspects of the organization’s victims’ services.



What are your thoughts on MADD Canada’s responsibilities to victims of impaired driving?

The support MADD Canada can provide to victims is invaluable – and we take our responsibilities of providing that support very seriously. It is important to recognize that being a victim of impaired driving presents unique grief reactions. The public doesn’t realize that, with this type of senseless and preventable crime, there is no other experience in life that can provide victims with an adequate frame of reference to help them to cope and understand what has just happened to them. The grief that comes with losing a loved one to impaired driving can be more pronounced, more extreme, and is often complicated by many other factors – on top of coping with death and/or injury, there are the unknowns of the criminal justice system, media and being in the public’s eye, and the many different ways family members will deal with their losses.

So, MADD Canada offers impaired driving victims its compassion and understanding. MADD Canada recognizes the needs of a victim are long-term and on-going, and that they are unique to each person. We attempt to provide the emotional, practical, and educational reference points so victims can get a bearing on their feelings and face their new realities. We try to answer the needs of those distraught, confused, or hurt in whatever way we can.

MADD Canada recognizes the needs of a victim are long-term and on-going, and that they are unique to each person.

In what ways does MADD Canada help and support victims?

Supporting victims is part of our stated mission and our services and programs are all encompassing. MADD Canada makes it possible for a victim of impaired driving to contact either their local Chapter or the National Office. Once a victim has contacted us, everything is done to ensure they feel comfortable and have the best possible resources to deal with their immediate concerns. MADD Canada provides a tremendous amount of free literature and informative resources for those coping with the grief of losing a loved one. We can provide support in court matters and direction on how to obtain legal advice. Also, we are a liaison with other service providers, and with community care givers in the cases of injuries. We provide as much assistance and support as we can for each individual who contacts us.

How does the organization ensure victims are being assisted?

MADD Canada’s victims’ services would not be successful without the tireless work of our volunteers across the country. Those individuals who are being trained as victim advocates, and who are active and are concerned about the well-being of their communities – these volunteers need to be commended! It is often said that our MADD Canada volunteers are the heart of the organization. But, they are also the eyes to watch, ears to hear and mouths to voice our issues and compassion within our communities. Perhaps, most important, they are our arms to embrace, hold and comfort those victims in need. Through the efforts of all our volunteers, we hope we are making a difference and providing victims with the support they need.

What is the significance of MADD Canada’s tributes to those who have been killed or injured?

To pay tribute to those who have been killed or injured in an impaired driving crash, MADD Canada has a memorial wall in its National Office, an on-line victims’ tribute section on its website, and it hosts an annual national candlelight vigil. We have created these important tributes because we recognize the on-going need for victims to memorialize their loved ones. In many ways, this is the greatest service MADD Canada can provide for victims – a respectful, loving and enduring public tribute. The tributes victims share allow all of us to come forward and say, ‘this was wrong and as a society we need to do something about it.’

CONTACT US

Phone: 905-813-MADD (6233); 1-800-665-MADD
Fax: 905-813-8920
Internet: <http://www.madd.ca> **Email:** info@madd.ca
Mail: 6507C Mississauga Road, Mississauga, Ontario L5N 1A6

National Board of Directors

Chairperson Kathie Macmillan
 Past Chairperson Ken Tanenbaum
 President Louise Knox
 Past President Carolyn Swinson

Directors at Large Brad Dixon
 Senator Marjory LeBreton
 Linda Janzen
 Wayne Jeffery
 Al Newton
 Dr. I. (Barry) Pless

Regional Directors

British Columbia Scott Lowther
 Western Dave Hall
 Ontario Sandra Henderson
 Quebec James Lawler
 Atlantic Richard Murphy
 MADD US Wendy Hamilton
 Founder John G. Bates
 National Executive Director Andrew Murie
 Director of Legal Policy Professor Robert Solomon
 Director of Communications and Public Policy ... Chris George

**The Allstate Insurance Company of Canada
 is proud to be an official sponsor of MADD Canada**



Allstate[®]
 You're in good hands.

OUR SPONSORS!

Official Sponsors:

Allstate Insurance
 Bank of Montreal
 Dominion Automobile Association (DAA)
 Guardian Interlock Systems
 Suzuki Canada

Corporate Sponsors:

Saatchi & Saatchi Advertising

Corporate Supporters:

Creative Direct Response International
 Edgebaston Group Ltd.
 MBNA/MADD Canada Mastercard
 Motivational Media Assemblies
 The Corporate Image
 TNI The Network Inc.
 The Responsive Marketing Group, Inc.

Project Red Ribbon Campaign Sponsors

Title Sponsor:

Allstate Insurance

Official Sponsors:

Bank of Montreal
 Canadian Hickory Farms Ltd.
 Lafarge Canada Inc.
 Pizza Pizza
 SMK Speedy International Inc
 Suzuki Canada

Corporate Sponsors:

Shoppers Drug Mart
 Toronto Automobile Dealers Association

Corporate Supporters:

7-Eleven Canada
 Bridgestone/Firestone Canada Inc
 Discount Car & Truck Rentals
 Dollar Rent a Car
 DuPont Canada Inc.
 Hallmark Cards
 Home and Rural Appliances
 KFC Canada
 PPG Canada Inc.
 Quickie Convenience Stores
 Rent-a-Wreck
 The Brick
 The Ernst & Young Charitable Trust

Corporate Coin Box Supporters:

British Columbia Liquor Distribution Branch
 LCBO
 Manitoba Liquor Control Commission
 Newfoundland Liquor Corporation
 Nova Scotia Liquor Commission
 Northwest Territories Liquor Commission
 P.E.I. Liquor Control Commission
 Saskatchewan Liquor and Gaming Authority
 The Beer Store
 Yukon Liquor Corporation

Yes, you can count on my commitment to MADD Canada, particularly in its efforts to reach out to our young people and deliver our message about drinking and driving. To help all those efforts continue, I am enclosing my special contribution of:

\$15 \$25 \$35 \$50 Other \$ _____

I would like to join the MADD Canada Monthly Donor Program (please send me information)

I prefer to make my donation by: Cheque Visa Mastercard

Name: _____

Address: _____

Card No. _____ Expiration Date: _____

Signature: _____

Please make your cheque or money order payable to MADD Canada. You will receive a receipt for income tax purposes.
 Canadian Charitable Registration No. 13907 2060 RR0001