Volunteers
are the heart and soul of MADD Canada

ANNUAL REPORT 2006-2007

MADD*
Mothers Against Drunk Driving®
Les mères contre l'alcool au volant®
Saving Lives, Supporting Victims!

MADD Canada
Mothers Against Drunk Driving™
Les mères contre l'alcool au volant™
Tel: 1-800-665-6233
www.madd.ca
From Victim to Chapter President

The healing journey of Mary Sultana, a dedicated MADD Canada volunteer

My husband Alfred was always a night hawk. Our day was his night. That’s why on November 3, 2002, it wasn’t unusual for him to be heading out to a coffee shop in the middle of the night. Tragically, he never made it. An impaired driver who had just hit a taxi and was speeding up to escape the scene ended up t-boning my husband’s car in the middle of an intersection. That horrible crash happened just before 3:00 am but I didn’t get a call from the hospital until around 6:00 am. They were still operating on him when I got to the hospital. By 8:30 am, a doctor came out to tell me that Alfred was dead. I didn’t even get a chance to say good bye to my beloved husband of 31 years. Neither did our two sons, Darrel and Brian.

We felt lost. Devastated. Empty. Darrel and Brian were both in university and losing their dad in this criminal way was very difficult for them. Our youngest son Brian, age 25 at the time, e-mailed MADD Canada to describe what had happened to our family and to ask for help. I wasn’t aware he had done this until I got a call from a MADD Canada volunteer. At first, I didn’t want help from anybody. I was far too overwhelmed to talk to anyone just yet, let alone a stranger.

A couple of weeks after that I got an invitation to join some MADD Canada volunteers for a coffee at their monthly meeting. I was reluctant at first because I wasn’t familiar with MADD Canada’s mission and programs as much as my sons were. But once I was at the meeting and realized many of these volunteers had also been victims and were now giving freely of their time to help others, I finally began to understand all the different ways they could make a difference in my life.
From that point forward, MADD Canada’s trained Victim Services Volunteers listened to me when I needed to talk. They helped me write a victim impact statement and accompanied me during the court proceedings. They had so many programs and resources to support me along the way. They were companions on a healing journey that continues to this day. The National Victims’ Weekend and Candlelight Vigil was an especially powerful experience for me. I met people from across Canada whose lives had also been impacted by impaired driving and together, we shared stories, remembered our loved ones, attended workshops and worked through our grief.

Once I survived that first year after Alfred was killed, I felt inspired to begin volunteering my time at my local MADD Toronto Chapter. Two years ago, I was elected Co-President of this Chapter. I was very humbled yet very honoured to step into this leadership role. I feel very passionate about raising awareness in the community, in the media, in our schools and across Canada about the devastating impact of impaired driving. I also want victims and their families to know that we’re here to help when they need us.

Today, my oldest son Darrel is a computer programmer analyst. Brian is a teacher. Their father would have been so proud of them. I’m very proud of them.

I would like to pay tribute to Carolyn Swinson, who has been my right arm whenever I’ve needed it over the past five years. She lost both her father and her son in separate impaired driving tragedies, yet went on to lead the MADD Toronto Chapter and serve as a National President and National Board Member. She’s also the one who convinced me I could take on the role of Co-President and who continues to assist me whenever I have questions or face challenges. I really couldn’t have done this without her and the so many other MADD Canada volunteers I have met through the years. Volunteers are the heart and soul of this organization.
SUPPORTING VICTIMS OF IMPAIRED DRIVING

MADD Canada assists thousands of Canadians each year with their victims’ support programs and services. For victims of impaired driving, help is a phone call (1-800-665-6233) or click (www.madd.ca) away.

Victim support services include an extensive referral service for emotional, medical or legal support. They also include opportunities for paying tribute to those killed or injured, advice helping victims know their judicial rights, a court accompaniment and support program for victims during the criminal trial process, as well as emotional support services.

The organization’s resources for victims include a “We Care!” package for dealing with the immediate consequences after an impaired driving crash, a series of informative brochures, an exhaustive lending library of printed materials, and an extensive resource guide that can be accessed on-line.

There are over 100 local MADD Canada Chapters and Community Leaders across the country, many of which have trained Victim Services Volunteers to meet and help Canadians in their own communities.

For more information about MADD Canada, visit www.madd.ca, or go directly to the pages that detail available victim support programs and services: http://www.madd.ca/english/services/index.html.

‘Wings of Courage’ 2007 Victims’ Weekend in Vancouver

MADD Canada’s 2007 National Victims’ Weekend – Wings of Courage – was held in Vancouver, B.C. and nearly 300 family members and friends gathered to take part in interactive sessions and a candlelight vigil ceremony. The weekend provided guidance, companionship and support for those victims who are coping with traumatic, life-altering experiences. It is always a special time to share thoughts and feelings and come together to remember and pay tribute to loved ones who have been killed or injured as a result of an impaired driving crash.

MADD Canada thanks MADD Greater Vancouver Chapter for hosting this event and for the many hours devoted to making this weekend special.
FIGHTING FOR MORE EFFECTIVE LAWS

A highlight of the organization’s year was when Prime Minister Stephen Harper tied a MADD Canada red ribbon to a vehicle to raise awareness for sober and safe driving through the holiday season. On November 10, 2006, the Prime Minister announced to MADD Canada representatives, police officers and community leaders in Kitchener, Ontario new Federal Government legislation to tackle the problem of alcohol- and drug-impaired driving. The Prime Minister also met with MADD Canada leaders to discuss impaired driving policy priorities for the Federal Government.

Later that month, the Justice Minister introduced sweeping legislation that provided the framework for drug-impaired driving charges, strengthened presumptions to all but eliminate the Last Drink and Carter defences, and allowed for new authoritative powers for police in the apprehension and charging of impaired driving offenders. These policy initiatives are included in MADD Canada’s federal policy agenda – an agenda that the organization has been promoting to federal politicians and officials since 2000.

In this year, MADD Canada also released its Rating the Provinces and Territories: The 2006 Report Card. This internationally recognized public policy piece compares and ranks provincial legislative solutions in the fight against impaired driving. In calling for the reform of our country’s laws, the document highlights Canada’s best practices as well as recommends a MADD Canada Model to effectively deal with the crime of impaired driving.

MADD Canada’s public policy stances are based on the belief that the status quo is not acceptable. On average, each and every day, 4 Canadians are killed and 187 more Canadians are injured in alcohol and drug-related crashes. More than 70,000 Canadian men, women and children are killed or seriously injured in impaired driving crashes annually. It is deplorable that impaired driving remains Canada’s number one criminal cause of death. For these reasons, the organization lends its chorus of voices from across Canada to the public discourse for effective laws that will reduce the number of needless deaths and injuries.
REACHING TODAY’S YOUTH – TOMORROW’S DRIVERS

Youth website launched: www.maddyouth.ca
MADD Canada unveiled a new website – maddyouth.ca – for Canadian students, schools and youth-related organizations. The website features information about and previews of two multi-media school assembly productions, a new educational DVD entitled *Braking Point*, as well as an array of programs and services that MADD Canada offers to young Canadians. The site also has statistics and information about impaired driving, PSAs and posters created by youth for youth.

Interactive classroom resource: *Braking Point*
MADD Canada’s newest classroom resource entitled “*Braking Point*” received a tremendous welcome from teachers, public health units, police, youth workers and many other community partners. 4,500 copies of the DVD and interactive resource kit were distributed free of charge to schools and educators across Canada. The production is available for English, French and Aboriginal audiences.

Thanks to Health Canada for their financial contribution through the Drug Strategy Community Initiatives Fund.
Multi-media assembly show tour:
700,000 students across Canada

In an on-rush of fast-paced, powerful imagery, MADD Canada’s full-length, multi-media assembly shows feature poignant life experiences of young people, celebrity interviews, and a contemporary soundtrack – viewed on three giant screens (final set-up size 15’ x 45’). During the 2006-2007 school year, MADD Canada travelled from coast to coast, bringing the drug and alcohol awareness and risk prevention messaging of Mind Control (for high schools) and ACE (for elementary schools) to about 700,000 students.

Multi-media assembly presentations have been a key component of MADD Canada’s youth services education and awareness initiatives since 1994. The yearly productions have encouraged youth to take a closer look at their values and perceptions, and communicate directly with young people on their level and in their language. In developing new video productions to address the evolving issues of impaired driving, it is MADD Canada’s goal to reduce the number of young Canadians ending up as impaired driving statistics.

The 2007–2008 productions are FRIDAY NIGHT (high school audiences) and MADD Scientist and The Quest for Power (elementary school audiences).
SAVING LIVES THROUGH NATIONAL CAMPAIGNS

Campaign 911
MADD Canada launched Campaign 911 in May 2007 - a nationwide campaign designed to encourage and empower the Canadian public to report suspected impaired drivers by calling 911. This national public awareness campaign was unveiled with the help of OPP Commissioner Julian Fantino, the Canadian Police Association, the Canadian Association of Police Boards, and police representatives from across the GTA.

The campaign’s main message is simple: Anytime someone sees a suspected impaired driver on the road, MADD Canada wants them to call 911 and report the incident to the police. For those in remote areas where the 911 service is not available, citizens are encouraged to call their local police directly. In this way, all Canadians can play a role in keeping our roads safe and in reducing impaired driving crashes.

As part of Campaign 911, MADD Canada released billboards and bus shelter posters, a radio public service announcement, safety reminders and a community-based grassroots action plan for its more than 100 local MADD Canada Chapters and Community Leaders from coast to coast. The campaign will be ongoing and is expected to gain momentum in the months and years to come.
Other National Campaigns

The Trail Ends Here (2006-2007)

If You’re High, You Can’t Drive (2006-2007)

Project Red Ribbon
(November 1, 2006 - January 8, 2007)

Signs of Summer (2006)
Also New in 2006-2007

Reports:

Alcohol, Trauma and Impaired Driving (3rd Edition)

Youth and Impaired Driving in Canada: Opportunities for Progress

Booklets and Brochures:

Alcohol, Teens and Catastrophe: What Every Parent Needs to Know About Avoiding Alcohol Liability (2nd Edition)


MADD Canada’s Strategic Plan: 2007-2009
A special THANK YOU to the following sponsors, who have made leadership commitments to MADD Canada and its mission:

**Allstate Insurance Company of Canada**

Allstate Canada has supported MADD Canada’s work for over 15 years with a deep commitment to safe and sober driving. Allstate Canada is an Official Sponsor of MADD Canada, the Title Sponsor of *Project Red Ribbon*, a National Sponsor of MADD Canada’s High School and Elementary School Multi-Media programs and a partner on MADD Canada’s impaired driving research and liability publications.

**General Motors of Canada Limited**

GM Canada has been a sponsor of MADD Canada for the last 3 years. GM Canada is the Presenting Sponsor of MADD Canada’s High School Multi-Media program. Safety and community initiatives are key pillars of GM Canada’s community investment strategy. GM Canada’s sponsorship has educated hundreds of thousands of students on making the right choice not to drive impaired by alcohol and/or drugs.

**#TAXI**

If you drink, don’t drive! Call #TAXI (# 8-2-9-4) from your cell phone and you’ll be connected to the first available taxi company or the taxi company of your choice – 24 hours a day, seven days a week, anywhere in Canada. #TAXI has sponsored MADD Canada for the last 4 years. #TAXI is the Title Sponsor of MADD Canada’s *Campaign 911*, Official Sponsor of MADD Canada’s High School Multi-Media program and Corporate Sponsor of *Project Red Ribbon*. #TAXI’s commitment to safe and responsible behaviour makes them a natural partner of MADD Canada.
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CONTRIBUTIONS OF $10,000 AND ABOVE

Together, we will stop impaired driving, save lives and prevent injuries.

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For more information about MADD Canada’s programs and services, please contact:

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Supporting Victims!