MADD CANADA
National Board of Directors
(As of March 31, 2016)

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President

Canadian Charitable Registration Number:
13907 2060 RR0001
OUR MISSION
To stop impaired driving and to support victims of this violent crime.
Building Towards a Future Free From Impaired Driving

In 2015-2016, MADD Canada embarked on a new strategic plan to guide the organization through 2020.

With our mission to stop impaired driving and to support victims and survivors as our basis, MADD Canada’s National Board of Directors – with input from volunteer leaders around the country – set out to identify and refine the guiding principles, values and directions of the organization over the next few years.

A series of organizational values – compassion, leadership, inclusion, collaboration and excellence – were established as the overarching goals for our strategic plan and for everything we do.

The strategic directions which emerged from our planning process, listed on Page 5, have been matched with specific benchmarks and indicators of success to help guide us.

Highlights of 2015-2016

The accomplishments and milestones we have achieved in 2015-2016 put us on strong footing as we pursue our strategic goals. They include:

- Emphasizing the issue of drug-impaired driving and the need for improved detection measures in public, media and political forums, through research and statistical reports, public discussion, and meetings with elected officials and decision-makers.

- Expanding our capacity to provide victim support and outreach with the assignment of dedicated Victim Services Managers in key Regions across the country, and the development of new victim/survivor-focused resource materials and brochures.

- The development and distribution of new awareness materials, including television and radio public service announcements (PSAs), posters, and brochures, as well as the broadening of our online and social media presence to engage members, volunteers and the public.
Increased promotion of our Campaign 911 program, and, in particular, our efforts to educate people about the dangers of boating while impaired. Some 300 Call 911 – Report Impaired Boating signs have been placed at marine facilities around the country.

Valuable and effective outreach to young people through more than 2,000 School Assembly Program presentations, our in-class DVD program Brain Power, our Multi-Media and Poster contests, as well as poster campaigns, television PSAs and other youth-targeted initiatives.

As we build towards a safer future – one that is free from impaired driving – we know there is much work to be done. We also know that we have the support and partnership of dedicated and skilled volunteers, the powerful voices of victims and survivors of impaired driving, the compassion of members, the generosity of sponsors and donors, and the commitment of partner organizations, such as the numerous police services agencies across the country.

We thank each and every one of you for your support and your belief in our cause. Working together, we will achieve our mission.

Strategic Directions 2016 - 2020:

1. Eliminate impaired driving.
2. Provide caring and compassionate services to victims and survivors.
3. Make every Canadian safe from impaired driving through public education initiatives.
4. Strengthen the organization.
Building Towards a Future Free From Impaired Driving

In 2016, a study from the U.S. Centres for Disease Control reinforced something MADD Canada has been stating for many years: Canada has one of the worst rates of impaired driving in the developed world.

The latest national statistics indicate that, of the 2,546 road crash deaths in 2012, nearly 1,500 involved drivers who had alcohol and/or drugs in their systems.

Vigorous enforcement and ongoing awareness have a positive influence but their impact is hampered by inadequate laws. Put simply, millions of Canadians continue to drive impaired because the chance of being detected and charged, let alone convicted, is so low.

For many years, MADD Canada has championed the need for new impaired driving laws. The legislative priority list includes: mandatory screening, administrative licence suspensions and vehicle impoundments at the .05% BAC level, a zero BAC and zero illicit drugs requirement for young drivers, and mandatory interlocks for drivers convicted of a federal impaired driving offence.

A key area of focus for MADD Canada over the past year has been the issue of drug-impaired driving and the need for new roadside testing measures. Drugs are now present in road crash deaths more frequently than alcohol (24.1% for drugs versus 18.7% for alcohol). Without significant changes to the detection tools available to police, the drug-impaired driving problem will continue to grow, particularly in light of the Federal Government’s plan to legalize marijuana.

In 2015-2016, MADD Canada continued its efforts to highlight both the overall impaired driving problem, as well as the growing drug-impaired driving problem, through meetings with elected officials, discussions in the media, and public service announcements and other public awareness initiatives.
58% of road crash deaths have alcohol and/or drugs present

18% have alcohol present

24% have drugs present

16% have alcohol and drugs present
Building a Safer Future Through Victim Support and Empowerment

Providing victims and survivors of impaired driving with the support and resources they need to navigate their grief and recovery process is MADD Canada’s most important priority.

With the compassionate efforts of volunteers and generous financial support of sponsors and donors, MADD Canada offers a wide range of supports to approximately 20,000 victims and survivors each year:

- One-on-one support through Chapters and Community Leaders and through our Victim Support line.
- Trained Victim Services Volunteers around the country.
- Information on victims’ rights.
- Court accompaniment (where available) and support during the criminal trial process.
- Tributes and Memorials.
- Printed and online resources, including a resource guide, brochure series and a Resource Lending Library.
- Referrals to community groups and agencies for assistance.

The National Conference for Victims of Impaired Driving and Candlelight Vigil of Hope continues to be a vital resource. In 2015-2016, MADD Canada welcomed more than 200 delegates, most of whom were within the first year or two after suffering the loss of a loved one or suffering a crash-related injury themselves. MADD Canada also hosts a conference for French-speaking victims of impaired driving. The conferences offer information and a network of supportive peers to assist victims and survivors as they cope and recover following tragic and life-altering experiences.

Expansion of Victim Services

In 2015-2016, MADD Canada strengthened its commitment to victims and survivors with the expansion of the Victim Services department. Two new Victim Services Managers have come on board, and the program was re-organized to ensure a dedicated Victim Services Manager in each of our Western, Ontario and Atlantic
Regions. In Quebec, the staff complement will be increased with an eye to expanding victim services outreach and service in that province. The new organizational model enhances MADD Canada’s ability to support victims and our network of trained Victim Services Volunteers across the country.

MADD Canada is also exploring a new online training tool for Victim Services Volunteers, and opportunities to partner with community agencies and organizations dedicated to supporting victims and survivors.
Building a Safer Future – Engaging and Educating Youth

Impaired driving takes a disproportionate toll on young people. MADD Canada is committed to working with today’s youth to help make our roads safer. Through a broad range of programs and initiatives, we work with students, parents and teachers across Canada who want to help put a stop to alcohol and drug-related crashes.

In 2015-2016, MADD Canada’s Youth Programs included:

• An in-classroom DVD program, titled *Brain Power*, for elementary students.
• A television PSA aimed at youth and young adults, explaining the dangers of drug-impaired driving and reinforcing the idea that driving while impaired by drugs is illegal.
• National Multi-Media and Poster contests to encourage youth to creatively express their feelings about impaired driving.
• A new *School Assembly Program*, titled *24 Hours*, which was delivered to more than 1 million students across Canada.
• A social media campaign, tied in with the *School Assembly Program*, which encouraged schools and students to tweet about MADD Canada’s visits to their schools.
• A pilot campaign to actively engage college and university students in the fight to end impaired driving.

Revamped Bursary Program

MADD Canada revamped its Bursary Program in 2015-2016 to provide a more meaningful impact on students’ lives. The previous $2,000 bursaries have been replaced with $4,000 bursaries and one $8,000 bursary.

The $8,000 bursary is named *The Louise Joanne Twerdy Leadership Bursary*, in memory of a well-respected MADD Canada team member and much-loved friend. A former National President and, later, Chapter Services Manager for Western Region, Louise passed away in 2014 following a courageous battle against cancer. The bursary will be awarded to one student each year who aspires to have the same leadership, dedication and compassion that Louise exhibited.
Building a Safer Future Through Legislative Change

MADD Canada champions the need for impaired driving law reform, meeting regularly with elected leaders, law enforcement and community partners to identify impaired driving countermeasures and implement programs to help reduce impairment-related crashes, deaths and injuries.

In early 2016, MADD Canada was proud to contribute to and support two federal Private Members’ Bills which, if passed, will significantly enhance Canada’s ability to combat impaired driving.

• **Bill C-226** (by The Honourable Steven Blaney) would give police authority to demand a breath sample from any driver. This mandatory breath screening is in place in many other countries and has significantly decreased impaired driving deaths. It greatly increases both the number of drivers screened for impairment, and the perception of being caught. This Bill received second reading and has been referred to the Committee stage for review.

• **Bill C247** (by Gagan Sikand) would authorize police to use passive alcohol sensors which detect and measure the presence of alcohol through the ambient air around the driver. Passive alcohol sensors significantly increase impaired driving detection rates, and increase the effectiveness and deterrent impact of sobriety checkpoints.

On the provincial front, Chapter leaders in Nova Scotia and Newfoundland and Labrador set up Public Policy Committees to advance legislative change and strong impaired driving countermeasures through meetings with elected officials and key stakeholder groups.
Visiting with Members of Parliament

MADD Canada also intensified efforts to address the growing drug-impaired driving problem in Canada. In addition to ongoing discussion on this issue with the public, media, enforcement and elected leaders around the country, MADD Canada representatives visited Ottawa in May 2016 to educate several new Members of Parliament about this issue and to demonstrate a simple and effective roadside oral fluid test to detect drugs. With drug-impaired driving rates on the rise, and with the legalization of marijuana on the horizon, the need for better testing measures for drugged drivers is greater than ever.

Technology of the Future

MADD Canada continues to support and promote new technologies with the potential to reduce and eliminate impaired driving. Tremendous advances are being seen on this front, including the development of autonomous, or driver-less, vehicles. Google, for example, pilot tested a 2-seat prototype autonomous vehicle in 2015.
Building a Safer Future Through Awareness

Outreach and awareness continue to be a main focus of MADD Canada and its Chapters and Community Leaders across Canada. By informing and educating people about the dangers and consequences of impaired driving, we hope to affect behavioural changes and improve safety on our roads.

In 2015-2016, MADD Canada volunteers across the country hosted our national awareness campaigns, as well as innovative local initiatives – all with the goal to get people thinking about impaired driving and how they can prevent it.

Highlights include:

- **Project Red Ribbon** – A new PSA and new slogan were launched encouraging people to “Tie it! Wear it! Show it! Share it! Live it!” It was accompanied by a social media campaign encouraging people to post photos of how they wear their red ribbons. The effort included several appearances on local and regional morning television shows across the country to help spread the word. Heightening the awareness even more, landmarks around the country, including the CN Tower, Niagara Falls and the Calgary Tower, were lit red to support *Project Red Ribbon*.

- **Campaign 911** – More communities joined the *Campaign 911* effort to encourage people to call 911 if they suspect an impaired driver. The effort to bring the message to the waterways was particularly strong in 2015-2016, with more than 300 *Report Impaired Boating* signs installed at harbours, marinas, boat clubs and launches. Additionally, MADD Canada produced extensive materials to raise awareness about safe and sober boating, including three television PSAs and a poster campaign.

- **Television Public Service Announcements (PSA)** – Our general and targeted television PSAs continued to be a key source of awareness. Several of our 30-second spots are in regular rotation on various networks across the country, and were aired more than 153,000 times in 2015-2016.
At the very foundation of MADD Canada’s programs, initiatives and achievements are thousands of volunteers who dedicate their passion, skills and energy to our mission. Chapters and Community Leaders provide a support network for victims and survivors, raise awareness about the impaired driving problem, empower young people to make safe choices, and engage with elected officials to affect meaningful legislative change. MADD Canada is proud to recognize our amazing volunteer teams across Canada. Thank you for all you are doing to build a safer future.

Chapters and Community Leaders (as of March 31, 2016)

**Alberta**
- Atikameg*
- Bonnyville/Cold Lake Region
- Calgary
- Edmonton & Area
- Fort McMurray*
- Grande Prairie*
- Lacombe
- Medicine Hat & District
- Parkland
- Provost*
- Red Deer & District
- Slave Lake
- St. Paul & Area*
- Taber/Lethbridge & District

**British Columbia**
- Abbotsford*
- Central Okanagan
- Comox Valley/Campbell River
- Dawson Creek*
- Kamloops*
- Kimberly Cranbrook*
- Metro Vancouver
- Nanaimo*
- Prince George*
- Quesnel*
- Upper Fraser Valley
- Victoria & Area*
- Williams Lake

**Manitoba**
- Brandon
- Thompson*
- Winnipeg

**New Brunswick**
- Charlotte County
- Greater Fredericton Area
- Kent County
- Madawaska Region
- Saint John
- South Eastern New Brunswick

**Newfoundland & Labrador**
- Avalon
- Bay of Islands
- Bay St. George
- Burin Peninsula
- Exploits Valley
- Gander & Area
- Labrador
- Labrador Straits*
- Labrador West
- Mary’s Harbour*
- Rocky Harbour*
- Trinity Bay

**Northwest Territories**
- Fort Simpson*

**Nova Scotia**
- Annapolis Valley
- Antigonish
- Bay of Fundy NS
- Cape Breton
- Cobequid
- Cumberland County
- East Hants*
- Guysborough County
- Halifax Regional
- Inverness South
- Lunenburg-Queens
- Pictou County
- Yarmouth County

**Ontario**
- Barrie/Simcoe
- Brampton*
- Chatham-Kent*
- Dryden*
- Durham Region
- Elliot Lake*
- Halton Region
- Hamilton
- Huron/Bruce
- Kenora*

**Prince Edward Island**
- Central PEI*
- Charlottetown & Eastern PEI
- East Prince County
- West Prince

**Québec**
- Beauce*
- Lanaudière*
- Montréal
- Pontiac*
- Ville de Québec*

**Saskatchewan**
- Meadow Lake
- Prince Albert
- Saskatoon & Area*

**Yukon**
- Whitehorse

*Community Leader

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**Our Volunteers**

MADD Canada 2015-2016 annual report
BUILDING A SAFER FUTURE
Our Volunteers
### Summarized Financial Statements

#### Summarized Statement of Operations

(In thousands of dollars)

<table>
<thead>
<tr>
<th></th>
<th>For the nine-month period ended March 31, 2016</th>
<th>For the year ended June 30, 2015</th>
</tr>
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<tbody>
<tr>
<td><strong>Revenue</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gifts-in-kind*</td>
<td>$ 17,672</td>
<td>$ 24,319</td>
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<tr>
<td>Donations</td>
<td>3,337</td>
<td>4,007</td>
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<tr>
<td>Corporate gifts</td>
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<td>3,255</td>
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<tr>
<td>Government grants</td>
<td>179</td>
<td>157</td>
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<tr>
<td>Nevada</td>
<td>118</td>
<td>155</td>
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<tr>
<td>School Assembly Program fees</td>
<td>13</td>
<td>30</td>
</tr>
<tr>
<td>Foundation grants</td>
<td>74</td>
<td>95</td>
</tr>
<tr>
<td>Investment income</td>
<td>55</td>
<td>199</td>
</tr>
<tr>
<td>Other</td>
<td>10</td>
<td>12</td>
</tr>
<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>$ 23,940</strong></td>
<td><strong>$ 32,227</strong></td>
</tr>
</tbody>
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|                      |                                               |                                 |
| **Expenses**         |                                               |                                 |
| Program services     |                                               |                                 |
| Public education, public awareness and research | $ 19,504                                      | $ 26,529                        |
| Youth                | 1,555                                         | 1,730                           |
| Victim services      | 398                                           | 694                             |
| Political activities | 0                                             | 27                              |
| Public outreach campaigns (fundraising) | 2,248                                         | 2,450                           |
| Administration       | 344                                           | 433                             |
| **Total Expenses**   | **$ 24,048**                                  | **$ 31,863**                    |
| **Excess of revenue over expenses** | **$ (108)**                                   | **$ 364**                      |

During the period ended March 31, 2016, MADD Canada changed its year-end from June 30 to March 31. Information as at and for the twelve-month period ended June 30, 2015 is presented for comparative purposes.

* Gifts-in-kind include donated airtime for public service announcements and the use of vehicles.
This information was extracted from MADD Canada’s financial statements, which were audited by Ernst & Young and can be obtained through MADD Canada.

**SUMMARIZED BALANCE SHEET**
(In thousands of dollars)

<table>
<thead>
<tr>
<th></th>
<th>As at March 31, 2016</th>
<th>As at June 30, 2015</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ASSETS</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Current assets</td>
<td>$ 5,827</td>
<td>$ 4,817</td>
</tr>
<tr>
<td>Investments</td>
<td>2,089</td>
<td>2,188</td>
</tr>
<tr>
<td>Capital assets</td>
<td>0</td>
<td>15</td>
</tr>
<tr>
<td><strong>Total assets</strong></td>
<td><strong>$ 7,916</strong></td>
<td><strong>$ 7,020</strong></td>
</tr>
</tbody>
</table>

|                |                      |                     |
| **LIABILITIES**|                      |                     |
| Accounts payable and accrued liabilities | $ 463 | $ 272 |
| Deferred contributions | 3,595 | 2,782 |
| **Total Liabilities** | **$ 4,058** | **$ 3,054** |

|                |                      |                     |
| **NET ASSETS** |                      |                     |
| Internally restricted victim bursary | $ 416 | $ 424 |
| Unrestricted - National | 2,053 | 2,102 |
| Unrestricted - Chapters | 1,390 | 1,440 |
| **Total net assets** | **$ 3,858** | **$ 3,996** |
| **Total liabilities and net assets** | **$ 7,916** | **$ 7,020** |
MADD Canada is proud and grateful to have the support of numerous corporate sponsors. These generous partners, profiled here and listed on Page 23, are essential to our mission.

Since joining *Project Red Ribbon* some 28 years ago, Allstate Insurance Company of Canada has been our longest-serving and most steadfast supporter. The company has partnered on just about every program and initiative we have at various times over the years, and many Allstate agents across the country are active volunteers with their local Chapters and Community Leader groups. In 2015-2016, Allstate Insurance Company of Canada was Title Sponsor of *Project Red Ribbon*, National Sponsor of MADD Canada’s *School Assembly Program*, Official Sponsor of *Campaign 911* and *Strides for Change*, and one of our top Organizational Sponsors. In addition to its sponsorship of the national *MADD Canada PIA Law Strides for Change GTA* event, Allstate fielded a large team of staff and family members who took part in the Greater Toronto Area walk/run.

The generosity of LCBO customers and the commitment of its staff, all in support of MADD Canada, continue to amaze us. Each December, LCBO hosts its *Giving Back In Our Community* fundraising campaign, to benefit MADD Canada and four Ontario children’s hospitals, in more than 650 stores across the province. In 2015-2016, the LCBO raised $2.3 million for MADD Canada and our *School Assembly Program*. The funds are used to develop and produce high-quality programs and to deliver them to more than half a million Ontario students in Grades 7 – 12. Thanks to the LCBO, the program is delivered to 1,500 Ontario schools at absolutely no cost to the schools or students. MADD Canada’s iconic *Project Red Ribbon* campaign is also front and centre at LCBO during the December campaign, with our donation boxes placed on checkout counters at all LCBO stores.
“MADD Canada is proud to partner with many caring companies that help advance our mission and make a real difference in communities across the country. We thank them for their support and commitment.”

Angeliki Souranis
MADD Canada National President

When PIA Law joined MADD Canada as the Title Sponsor of Strides for Change in 2014, they were not simply providing financial support – they were signing on to become one of MADD Canada’s biggest and most enthusiastic supporters. Now in Year 2 of its five-year commitment as the Title Sponsor of the MADD Canada PIA Law Strides for Change (GTA), PIA Law continues to expand its involvement and support. Comprised of three of the top-ranked personal injury law firms in Canada – McLeish Orlando, Oatley Vigmond and Thomson, Rogers – PIA Law gathers a large team of participants for the event, builds a great deal of awareness for MADD Canada through extensive radio advertising, and supports our efforts to provide services and resources to victims. PIA Law also actively participates in both our National Leadership Conference and our National Conference for Victims of Impaired Driving.

A generous and supportive sponsor since 2002, Manitoba Public Insurance (MPI) makes invaluable contributions to MADD Canada’s education and community programs. As a Provincial Sponsor of the 2015-2016 School Assembly Program, MPI helped deliver the sober driving message to thousands of Manitoba students at 109 presentations around the province, and helped fund the filming and production of the presentation. MPI also helped establish and continues to promote the Report Impaired Drivers – Call 911 program in communities around the province.
MADD Canada’s name and message are well known throughout western regions of the country, thanks in large part to the awareness efforts of RTL-Westcan Group of Companies. Decals sharing the stories of victims of impaired driving and encouraging motorists to call 911 to report suspected impaired drivers continue to adorn RTL-Westcan fleet vehicles. In 2015-2016, RTL-Westcan continued its support of Project Red Ribbon, as a Corporate Sponsor. Their largest priority continues to be the education and safety of youth. As National Sponsor of our 2015-2016 School Assembly Program, RTL-Westcan brought 70 presentations of 24 Hours to schools in British Columbia, Alberta, Saskatchewan and the Northwest Territories.

Long-time partner NB Liquor continues to lead the way for our School Assembly Program in New Brunswick. As a Provincial Sponsor, NB Liquor directly sponsors 50 presentations for students around the province, helping educate young people about the risks of impaired driving and empower them to make safe choices and protect themselves. NB Liquor has also supported MADD Canada in a number of innovative ways over the years, including customer donation campaigns and the sale of recyclable shopping bags.

As a leading manufacturer of breath alcohol testing instruments and alcohol interlock technology and services, ACS is very invested in MADD Canada’s mission to stop impaired driving. ACS’ experience with alcohol interlocks stretches back more than 40 years, and its products are used to inhibit drinking and driving in 19 countries on five continents. As our long-time Gold Technology Sponsor, and as a Presenting Sponsor of the national MADD Canada PIA Law Strides for Change GTA event, ACS is a valued and dedicated supporter of MADD Canada’s work to stop impaired driving and to support victims.
ORGANIZATIONAL SPONSORS $10,000 and above

Official Sponsors
- Allstate Insurance Company of Canada
- Fix Auto
- Hill Street Marketing Inc., Proud Maker of MADD
- Virgin Drinks

Corporate Sponsors
- Henderson Structured Settlements
- Impact Auto Auctions
- Newfoundland Labrador Liquor Corporation

PROJECT RED RIBBON
Title Sponsor
- Allstate Insurance Company of Canada

National Sponsor
- RTL-Westcan

Official Sponsor
- Irving Oil Ltd.

Corporate Sponsors
- #TAXI/The Ride
- BMO Financial Group
- McLeod Safety

CAMPAIGN 911
Official Sponsors
- Allstate Insurance Company of Canada
- Maritime-Ontario Freight Lines Limited

TECHNOLOGY
Gold Technology Partner
- ACS Alcohol Countermeasure Systems

STRIDES FOR CHANGE
Title Sponsor
- PIA Law

Presenting Sponsor
- ACS Alcohol Countermeasure Systems

Official Sponsor
- Allstate Insurance Company of Canada

INDIVIDUAL LEADERSHIP GIFTS
MADD Canada would like to acknowledge and thank the following individuals who have made significant contributions to MADD Canada’s programs during 2015-2016:
- Professor Robert Solomon & Dr. Barbara Lent
- Karel & Yoka ter Brugge