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MADD Canada is a member of Imagine Canada and we are proud to use the Imagine Canada trustmark that demonstrates our organization’s commitment to responsible management and accounting of funds that donors entrust to us.

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

MADD CANADA
Our Values
As a grassroots organization, we:

• Value our volunteers’ strength, energy and leadership
• Recognize the diversity of various regions and communities
• Engage in strategic relationships and alliances
• Commit to transparency, accountability and excellence in governance

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Connections – Executive Summary

Connections – at the local, regional and national levels – are key to MADD Canada’s accomplishments and the pursuit of our mission to stop impaired driving and to support victims of this violent crime.

Connections with individuals and families who have been affected by impaired driving. Connections with law enforcement, first responders and health care professionals who see the tragic results of impaired driving all too often. Connections with policy makers and elected officials who are committed to making roads and communities safer. Connections with sponsors and donors who want to make a difference. Thanks to these, and countless other valuable connections, MADD Canada and its Chapters and Community Leaders accomplished great things in 2011-2012:

• Through our network of victim support volunteers, we provided support and resources to more than 20,000 victims of impaired driving.

• Through partnerships with police, governments and traffic safety groups, we brought the Campaign 911 message to more communities to encourage people to report impaired drivers and impaired boaters.

• With cooperation of federal and provincial/territorial governments and traffic safety organizations, we produced federal and provincial/territorial legislative reviews to examine the progress being made to reduce impaired driving.

• With the participation of mothers whose children were killed or injured in impairment-related crashes, we hosted a unique pilot event in Ottawa to discuss the importance of random breath testing with Members of Parliament.

• With the generous support of sponsors, suppliers and families of victims, we produced and delivered our first entirely French production of the School Assembly Program. Together, the English and French shows were seen by more than one million students across Canada during the 2011-2012 school year.

• Working with partners in media and victims who bravely share their stories, we delivered our sober driving message through interviews and public service announcements.

The connections MADD Canada has made, and continues to make, are one of the great strengths of our organization.

We still have work to do. The statistics, the news reports, the calls from those who have been affected by crashes – all of this reminds us daily that impaired driving remains a significant and deadly problem in our country. But working together with all of our partners, MADD Canada and its Chapters and Community Leaders are as dedicated as ever to achieving our goal. Together, we will stop impaired driving.

Looking Ahead

MADD Canada will pursue a number of priorities in 2012-2013. These priorities, which stem from the strategic directions established by the National Board of Directors last year, include:

• Champion those laws and reforms identified in our federal and provincial/territorial legislative reviews as the best practices for reducing impaired driving in Canada.

• Explore the impact of insurance rates on participation in alcohol ignition interlock programs.

• Continue participation in the DADSS (Driver Alcohol Detection System for Safety) program to develop a technologic solution to impaired driving.

• Encourage the federal government to move forward with a policy recommendation to make the Victim Surcharge Fine mandatory and increase it from 15% to 30% of the overall fine imposed.

• Enhance MADD Canada’s programs and services to our diverse communities through our web site, our School Assembly Program and other avenues.

Robert Mann
Chairperson

Andrew Murie
Chief Executive Officer
Impaired Driving in Canada

While the number of impaired driving deaths in Canada has declined over the past decade, no one should be satisfied with the current levels.

Each year, between 1,250 and 1,500 people are killed in impaired driving crashes and more than 63,000 are injured. In 2009, the per capita rate was 3.18 impairment-related crash deaths for every 100,000 Canadians.

Our record on impaired driving is poor. Other countries do a better job of separating drinking from driving. For example, Canada’s per capita rate of alcohol-related crash death in 2008 was five times that of Germany, even though Germany’s alcohol consumption was 20% higher.

More needs to be done to address the problem. Far too many people make the choice to drive impaired.

MADD Canada is dedicated to stopping impaired driving and supporting victims. With our partners, we continue to work on several fronts to accomplish our mission:

- Offering support services and resources to victims of this violent crime.
- Creating specialized programming for students to educate them about the dangers of mixing alcohol and/or drugs with driving.
- Raising awareness about impaired driving and how people can help improve safety on our roads.
- Promoting public policy and legislative measures to address the impaired driving problem in Canada.
- Partnering with international traffic safety organizations, automobile manufacturers and technology companies to explore technological solutions to stop impaired driving.

Connecting with Those Who Need Support and Information

MADD Canada’s most important commitment is to support those people who have lost a loved one or who have suffered injuries in an impaired driving crash. In the aftermath of a crash, victims often do not know where to turn. Amidst their grief, there are questions, concerns and fears which can be overwhelming.

Through our caring network of volunteers and staff, MADD Canada offers:

- Support through Chapters and Community Leaders and through our victim support line (1-800-665-6233)
- Trained Victim Support Volunteers for ongoing support and information.
- Information on victims’ rights.
- Court accompaniment (where available) and support during the criminal trial process.
- Tribute and Memorial opportunities to honour the memories of loved ones.

Deaths
1,250 – 1,500

Injuries
Approx. 63,000

Estimated cost in 2009
$20.15 billion

There was no judgement, just pure empathy and support, and hope. The victims I spoke to helped me shed light on my grief. I know that losing Lynne to such a senseless act is always going to hurt. But now, when those moments come, there are people I can connect to. I made those connections at the Vigil. I no longer feel alone or misunderstood.

Laura Nelson, on the impaired driving death of her sister Lynne Lucyk, and her experience at the National Conference for Victims of Impaired Driving and Candlelight Vigil of Hope and Remembrance.
Connecting with Youth

Motor vehicle crashes are the leading cause of death among 15 to 24 year olds, and alcohol is a factor in about 50% of those crashes. In 2009, approximately 350 young people were killed in alcohol and/or drug related traffic crashes.

MADD Canada strives to educate youth about the dangers of impaired driving, and to engage them – and their families, teachers, and mentors – in the effort to make roads safer:

• Delivering our School Assembly Program, Damages, to more than 1 million students in Grades 7 through 12 in 2011-2012.

• Talking to elementary students about the dangers of alcohol through our classroom DVD program, MADD Scientist and the Quest for Power.

• Offering specialized programming for 14 to 18-year-olds on the risks of drinking, marijuana use and driving through our classroom education tool, Braking Point.

• Encouraging young people to creatively illustrate the sober driving message through the National Poster, Essay Writing and Multi-Media contests.

• Developing our Too Close to Home DVD for use in classrooms.

• Supporting the post-secondary education pursuits of students who have lost a parent or guardian in an impaired driving crash with financial assistance through the MADD Canada Victim Bursary Fund.

On the public policy front, MADD Canada continues to promote legislative measures aimed at reducing impaired driving among youth. These include: strong graduated licencing programs and the .00% BAC requirement for any driver 21 years of age.

The video’s lasting impression is powerful. Words like ‘speechless’, ‘devastating’, and ‘scary’ can be heard throughout. We are hopeful that we will continue to be considered for this worthwhile campaign. There is never too much information. Our students are experiencing these situations at a much earlier age, so we can never start too young.

Holy Family Catholic School, Sault Ste. Marie in response to Damages, the 2011-2012 School Assembly Program

Connecting with Canadians

Everyone knows impaired driving is wrong and dangerous. Yet, some people still do it. We strive to present the facts, put a human face on the problem of impaired driving and change risky driving behaviour.

Project Red Ribbon reminds Canadians to drive sober through the holiday season, and all year round. It also serves as a moving and respectful tribute to those who have been killed and injured in impaired driving crashes. Every year, from the beginning of November to the first Monday after January 1st, MADD Canada Chapters and Community Leaders distribute millions of red ribbons to Canadians to tie on their vehicles, key chains, purses, briefcases and backpacks as a sign of their commitment to sober driving.

Campaign 911 encourages the public to help keep roads safe by reporting suspected impaired drivers to police. Working with local and regional police, government and other road safety partners, MADD Canada shares tips on the signs of impaired driving and educates Canadians on what to do if they see a suspected impaired driver. A parallel program targets the boating community to encourage them to report impaired operators to police.

Through public service announcements and education videos, we hope to make the public more aware of the problem of impaired driving and what they can do to stop it. This year’s efforts included a new television public service announcement called One Step Ahead, which is airing on television stations across Canada.

New awareness materials developed this year include posters, bookmarks, postcards, and wallets/cards to raise awareness about the dangers of boating while impaired.
Connecting with Elected Officials and Policy Makers

MADD Canada engages in dialogue with elected officials, policy makers, enforcement agencies and other stakeholders to identify legislative measures to reduce the thousands of impairment-related crashes, deaths and injuries that occur each year.

2012 Federal Legislative Review

MADD Canada revisited its federal policy recommendations on impaired driving in 2012. We continue to advance two key federal legislative reforms that will have the most significant impact on reducing impaired driving in Canada: random breath testing and a .05% BAC Criminal Code limit.

Given the lack of political will to introduce a lower BAC limit, our focus for federal reform should be on the introduction of comprehensive random breath testing legislation and programs. MADD Canada has dedicated considerable effort over the past few years to analyzing random breath testing and all analyses conclude that random breath testing is a viable, cost effective measure which would withstand constitutional challenge, save billions each year and, most importantly, save lives and prevent injuries.

Other federal legislative reforms which we recommend to enhance public safety and the enforcement and prosecution of existing impaired driving laws are: expanding police authority to demand blood samples from hospitalized impaired drivers; enhanced enforcement of drug-impaired driving; and greater incentives to participate in alcohol interlock programs.

2012 Provincial and Territorial Review

Mapping Our Progress to Safer Roads: The 2012 Provincial and Territorial Legislative Review is the latest in MADD Canada’s series of reports on provincial and territorial impaired driving legislation.

The Review established legislative priorities for provinces and territories, including: strengthening measures to safeguard new and young drivers; enhancing and expanding the current short-term administrative licence suspension legislation; and encouraging greater use of immediate roadside administrative vehicle impoundments and alcohol interlocks. It also includes, for the first time, national, provincial and territorial crash data which provides insights into the progress that each jurisdiction has made.

MADD Canada promotes these important legislative reforms to the various jurisdictions and supports their introduction and implementation by helping to educate the public about changes to the laws and impact they will have in reducing impaired driving crashes, deaths and injuries.

Mother’s Day March

In May 2012, MADD Canada gathered a small group of mothers in Ottawa to talk to elected officials to highlight random breath testing. The mothers, who have had children killed or injured in alcohol-related crashes marched at Parliament Hill in Ottawa to illustrate the losses due to impaired driving. Together, the moms represented all moms, as well as dads, grandparents children, siblings, aunts, uncles, other family members and friends who have lost loved ones or watched loved ones struggle to recover from alcohol-related crashes. Following the march, the moms met with select Members of Parliament to ask for their support in our call for random breath testing.

When we look at comparable democracies, the majority have random breath testing. We are out of step with other countries and everyone needs to ask why we don’t have this life-saving measure in Canada.

MADD Canada Past Chairperson Wayne Kauffeldt on the need for random breath testing in Canada.

Sentencing Framework

Canada’s justice system metes out a diverse range of sentences for impaired driving causing death, even when circumstances and aggravating factors are similar. All too often, these sentences are too lenient and do not represent justice for the victims. In 2012, in consultation with our National Board of Directors and Chapters and Community Leaders, MADD Canada produced a Sentencing Framework which provides a range of appropriate sentences for those convicted of impaired driving causing death. The document offers MADD Canada Chapters, Community Leaders and media spokespeople strong information, recommendations and responses on the appropriateness of individual sentences.
Corporate Supporters in Action

MADD Canada is fortunate to partner with many corporate sponsors whose support enables us to carry out our work. As you will read in the following Sponsor Profiles, some sponsors have been with us nearly from the start, while others have joined the MADD Canada team more recently. All provide generous support that makes our work possible.

Allstate Insurance Company of Canada
Allstate has partnered with MADD Canada for more than 25 years on everything from Project Red Ribbon to the publication of our research and statistical documents. Many of their local agents are active with our Chapters and Community Leaders. It is a partnership on all levels and one that MADD Canada values greatly. Currently Allstate is the Title Sponsor of Project Red Ribbon, National Sponsor of the School Assembly Program and Official Sponsor of Campaign 911. In addition, Allstate sponsors a variety of publications, posters and other materials to assist MADD Canada in our efforts to educate and raise awareness.

Liquor Control Board of Ontario (LCBO)
Each year, LCBO employees and customers team up to raise funds for MADD Canada through the Spirit of Giving campaign. They display our Project Red Ribbon donation boxes at more than 620 LCBO stores and employees invite customers to make a donation. LCBO customers always give generously in support of our mission and in 2011, donated a record $1.27 million. As a Provincial Partner of the School Assembly Program, the LCBO ensures that over 600 schools in Ontario and more than half a million students have the opportunity to see the show absolutely free of charge. LCBO has also partnered with MADD Canada on a wide variety of awareness and advertising campaigns over the years to spread the message about safe and sober driving.

KIA Canada Inc.
As Presenting Sponsor of MADD Canada’s School Assembly Program, Kia Canada Inc. donates the use of vehicles so that our field representatives can travel across the country delivering the show to students. Kia also donates the use of four vehicles to Chapters across the country to promote local activities. All vehicles are adorned with MADD Canada’s logo and messaging. The attention-grabbing vehicles have been a great tool for raising public awareness of MADD Canada and the need to stop impaired driving. Kia has also helped bring MADD Canada to audiences across the country by producing public service announcements featuring our logo and message.

NB Liquor
As a Provincial Sponsor of the School Assembly Program, NB Liquor makes it possible for the program to be seen by over 50,000 students across the province. Through in-store prompted donation campaigns and proceeds from the sale of recyclable shopping bags, NB Liquor has supported the production of our first French School Assembly Program, Project Red Ribbon, Campaign 911 and television public service announcements for English and French audiences in New Brunswick.

MADD Canada is fortunate to have the support of many corporate sponsors and donors who give generously and are true partners in our mission. Some are new to the MADD Canada team, while others have been with us from the beginning. Together, they make it possible for us to support thousands of victims of impaired driving, and deliver awareness and education programs to help prevent other people from becoming victims.

Denise Dubyk, MADD Canada National President
Manitoba Public Insurance

As a leader in road safety and a dedicated, long-term partner of MADD Canada, Manitoba Public Insurance plays an important role in educating Manitoba students about the risks associated with impaired driving. As a provincial sponsor of the School Assembly Program, Manitoba Public Insurance has enabled us to bring 85 shows to tens of thousands of students across the province. Manitoba Public Insurance’s other road safety efforts include its successful anti-drinking and driving program RoadWatch and the Report Impaired Drivers 911 campaign that was unveiled in Brandon, Manitoba in 2011. That campaign has since expanded to the communities of Portage la Prairie and Thompson.

Automotive Recyclers of Canada

The Automotive Recyclers of Canada (ARC) joined MADD Canada in 2011. As a national leader in the automotive recycling industry, ARC and its provincial member associations see the twisted remains of crashed vehicles often, and wanted to join forces to help prevent impaired driving crashes. As Title Sponsor of Campaign 911, ARC is helping educate Canadians about how they can help police take impaired drivers off the roads.

Westcan

RTL-Westcan Group of Companies is one of MADD Canada’s newest corporate sponsors. They are a National Sponsor of Project Red Ribbon and National Sponsor of the School Assembly Program. Their support doesn’t end there; the company, which specializes in freight hauling and transportation solutions, has created and posted decals on 20 trailers in their fleet. The decals tell the story of a young victim of impaired driving and encourage motorists to call 911 if they see a driver they suspect is impaired.

Sponsors

**ORGANIZATIONAL SPONSORS**

- Presenting Sponsor: Kia Canada Inc.
- Corporate Sponsor: Impact Auto Auctions
- Corporate Sponsor: Ontario Automotive Recyclers Association
- Car Rental Sponsor: Discount Car and Truck Rentals Limited

**School Assembly Program**

- Presenting Sponsor: Kia Canada Inc.
- National Sponsors: Allstate Insurance Company of Canada, General Motors of Canada, Gino’s Pizza
- Provincial Sponsors: LCBO, Manitoba Public Insurance, NB Liquor

**Project Red Ribbon Campaign**

- Title Sponsor: Allstate Insurance Company of Canada
- Official Sponsor: Irving Oil

**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 2011-2012: Professor Robert Solomon and Dr. Barbara Lent.
Volunteers

Driving our programs and services is a dedicated and passionate network of some 7,500 volunteers across the country. They reach out, in their local communities, to form partnerships, present our policies, deliver our programs, raise funds, educate people and support local victims. Every individual effort is crucial to the success of our organization and to the pursuit of our mission to stop impaired driving and to support victims.

MADD Canada is proud to recognize the Chapters, Community Leaders and volunteers who make our organization so vibrant and strong.

Thank you.

Drinking and driving was on the rise in our town of West Prince, PEI. In our small community of 2,000, five people were killed in three separate crashes the year we lost Amy. It was discouraging and I thought there’s something we can do here. This has to stop. I don’t want other families to have to go through what we went through.

Debbie Gallant, on starting a MADD Canada Chapter in West Prince after her 15-year-old daughter Amy was killed in an alcohol-related crash.
SAVING LIVES  SUPPORTING VICTIMS