We Can Make a Difference

Working Together

We Can Make a Difference
MADD CANADA

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(As of June 30, 2015)

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Director at Large

Angeliki Souranis
National President

Canadian Charitable Registration Number:
13907 2060 RR0001
OUR MISSION

To stop impaired driving and to support victims of this violent crime.

ANNUAL REPORT

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Working Together to Make a Difference

Every day, in communities across the country, MADD Canada and its dedicated volunteers are making a difference.

By providing support, information and fellowship, we are helping victims and survivors cope with the devastating impact of impaired driving.

By advancing public policies and legislative best practices, we are strengthening Canada’s impaired driving laws.

By establishing school programs and educational tools, we are protecting youth and encouraging them to join the fight to stop impaired driving.

By reaching out and communicating, with targeted audiences and the public in general, we are raising awareness of the dangers and consequences of impaired driving, and changing risky behaviour.

We do all of this with the generous support and collaboration of a great many organizations and individuals. Donors, sponsors, elected officials at all levels of government, law enforcement agencies, road safety and victim support stakeholders, media – all of these groups are crucial partners in our work and we are deeply grateful for their support and their commitment.

We are pleased to share some of the highlights of the past year, and offer a look at what is ahead for MADD Canada.

Highlights of 2014/2015

- Provided support services to victims of impaired driving and enhanced resources, including new printed brochures.
- Focused public and political attention on the risk of drug-impaired driving and the need for roadside testing of drivers suspected of drug-impairment.
- Conducted a review and ranking of impaired driving legislation in each province.
- Produced a new in-classroom DVD program and education tool for elementary students in Grades 4 – 6.
- Produced a new School Assembly Program, titled Aftermath, and delivered it to approximately 1 million students in Grades 7 to 12.
- Brought our Campaign 911 program to report suspected impaired drivers to more communities with the installation of new road and marine signage.
Looking Ahead

This year, MADD Canada began the development process for a new strategic plan to direct the organization from 2016 – 2020. With the leadership of our National Board of Directors, and with crucial feedback from our Chapters and Community Leaders, MADD Canada established the broad goals listed below, as well as specific operational objectives, activities and indicators of success to be achieved over the coming years.

Strategic Plan 2016 - 2020

- Eliminate impaired driving
- Provide caring and compassionate services to victims and survivors
- Make every Canadian safe from impaired driving through education initiatives
- Strengthen the organization

Gregg Thomson
Chairperson

Andrew Murie
Chief Executive Officer
In 1989 – the year MADD Canada was formed – nearly 120,000 Canadian drivers were charged with impaired driving \textit{Criminal Code} offences, and 1,970 people were killed in alcohol-related road crashes.

Significant progress has been made since then, thanks to improved legislation, enhanced sanctions, increased and expanded enforcement, and strong awareness efforts. MADD Canada is proud to have played a leadership role in reducing impaired driving rates in Canada and in establishing a support network for victims and survivors of this violent crime.

Our work is not done. As current statistics show, impaired driving continues to be a serious, prevalent problem in Canada.

- In 2014, more than 51,000 drivers were charged with \textit{Criminal Code} impaired driving offences.
- Between 1,250 and 1,500 people are killed and more than 63,000 are injured in impairment-related crashes each year.
- Impaired driving claims nearly twice as many Canadian lives every year as all forms of homicide combined.
- Alcohol and/or drugs are involved in 43\% of all road crash deaths.

MADD Canada volunteers, members, supporters and sponsors are committed to eliminating impaired driving. Together, we continue to promote legislative and legal changes, enhance and increase education efforts, raise awareness and forge partnerships.

“The deaths and injuries resulting from impaired driving are made all the more tragic when you consider that this crime is entirely, 100\%, preventable. With all of us working together, we can stop this devastation.”

\textbf{Angeliki Souranis}
MADD Canada National President
Assisting victims and survivors is MADD Canada’s most important priority.

Thanks to the efforts of our volunteers and the financial contributions of sponsors and donors, MADD Canada provides a comprehensive range of services and support to approximately 20,000 victims of impaired driving each year:

- Support through Chapters and Community Leaders and through our Victim Support line.
- Trained Victim Services Volunteers to provide 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.
- Printed and online resources, including a resource guide, brochure series and a Resource Lending Library.
- Referrals to community groups and agencies for assistance.

**National Conference for Victims of Impaired Driving**

In 2014/2015, MADD Canada welcomed more than 200 people from across Canada to our annual *National Conference for Victims of Impaired Driving and Candlelight Vigil of Hope and Remembrance*. These victims and survivors of impaired driving came together to share their experiences and participate in workshops run by caring professionals and peers. Being in the company of others with similar experiences provided people with comfort, strength and tools to help them cope with their injury or their loss.

*MADD Canada and MADD Toronto participated in the National Day of Remembrance for Road Crash Victims ceremony in November. Canadian road safety groups, victim support organizations and community groups hosted events and activities to pay tribute to victims killed or injured in road crashes. With the theme “Drive with Caution: Future Ahead”, the campaign encouraged all motorists to drive safely.*
MADD Canada’s Youth Services Program offers a broad range of programs and initiatives to engage students, teachers and parents in the fight to stop impaired driving.

The most important message we want students to hear is that every single one of them has the power to prevent impaired driving by making smart and responsible decisions.

We also remain committed to assisting the post-secondary educational pursuits of young people who have lost a family member as a result of impaired driving through our Bursary Program. Twelve students received bursaries this year.

**Students See The ‘Aftermath’ of Impaired Driving**

Approximately 1 million students in Grades 7 – 12 saw the dramatic and devastating impact of impaired driving in the 2014-2015 School Assembly Program, titled *Aftermath*. The dynamic and dramatic film was complemented by an extensive educators’ guide which features a manual, posters and videos to foster classroom discussion.

**Brain Power**

MADD Canada proudly launched a new elementary program, titled *Brain Power* in 2014. Using interviews, animations and music, this in-classroom DVD program teaches young students about staying safe. The program talks to kids in Grades 4 – 6 about how the brain develops and needs to be protected, and explores how young people can protect themselves from impaired driving.

**Putting the Brakes on Drug-Impaired Driving**

Messaging on the risks of drug-impaired driving has been a focus of the School Assembly Program for a number of years. In 2014, MADD Canada enhanced those efforts with an exciting online initiative aimed at youth and their parents. A web site (www.action.madd.ca) provided information on the risks, rates and misperceptions about drug-impaired driving, and offered youth the chance to make a personal promise to drive drug-free.
MADD Canada continues to build an effective array of public awareness programs, tools and initiatives to inform Canadians about the dangers and consequences of impaired driving.

- **Project Red Ribbon** – Our 27th annual holiday awareness campaign was hosted in communities across the country, garnering significant traditional and social media coverage.

- **Campaign 911** – More communities joined the Campaign 911 effort with road and/or boating signage to encourage people to call 911 if they suspect an impaired driver or impaired boater.

- **Poster Campaigns** – MADD Canada expanded its library of posters and collateral materials with new campaigns aimed at motorcycle and ATV riders.

- **Television and Radio Public Service Announcements (PSAs)** – General and targeted television ads (broadcast free of charge by media outlets) encouraged viewers to always drive sober. MADD Canada’s various PSAs aired on television more than 134,000 times throughout the year.

In conjunction with our public policy efforts around new drug-impaired driving countermeasures, MADD Canada targeted drug-impaired driving on the awareness front as well.

- A television PSA warning about the risks of drug-impaired driving was re-purposed and distributed to broadcasters around the country.

- An interactive web campaign was launched to provide information on the risks, rates and misperceptions about drug-impaired driving.

Our 3rd national *Strides for Change* event to raise funds and awareness was held in June 2015 and we were pleased to welcome a new title sponsor, PIA Law.
MADD Canada identifies policies, laws and administrative sanctions that will reduce the number of people being killed and injured in impaired driving crashes every year. We continue to work with elected leaders, enforcement agencies and road safety stakeholders, at both the federal and provincial levels, to promote legislation and best practices in impaired driving countermeasures.

**Federal Initiatives**

At the federal level, MADD Canada continued to highlight the need for better detection methods for drug-impaired driving. We met with federal government leaders to promote the introduction of oral fluid testing for drivers and the establishment of limits for the most common illicit drugs.

As part of its education and public policy efforts, MADD Canada ran a postcard campaign to encourage members and volunteers to reach out to the Federal Justice Minister and add their voice to the call for new drug-impaired driving countermeasures.

MADD Canada also continued its focus on the need for higher sentences for impaired driving, particularly for the most serious charge of impaired driving causing death.

**Provincial/Territorial Initiatives**

At the Provincial/Territorial level, MADD Canada continued its ranking of provincial impaired driving legislation with the publication of its 2015 *Provincial Impaired Driving Report*. The 2015 report assessed provincial impaired driving laws based on 20 criteria within four categories of impaired driving legislation: graduated licencing programs and extended BAC limits for young drivers; short-term roadside licence suspension and vehicle impoundment programs for drivers in the warn range (.05% BAC or higher); drug-related short-term roadside sanctions; and mandatory interlock programs for drivers convicted of a *Criminal Code* impaired driving offence.
Dedicated volunteers deliver MADD Canada’s programs and services in local communities across the country. We are proud to recognize and thank the Chapter and Community Leader volunteers who devote their time, expertise and passion to our mission.

## Chapters and Community Leaders
(as of June 2015)

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

### British Columbia
- Abbotsford*
- Central Okanagan
- Comox Valley*
- Dawson Creek*
- Elkford/Sparwood*
- Kamloops*
- Kimberly Cranbrook*
- Metro Vancouver
- Nanaimo*
- North Island*
- Penticton*
- Prince George*
- Quesnel*
- Upper Fraser Valley
- Victoria & Area*
- Williams Lake

### Manitoba
- Brandon
- The Pas*
- Thompson*
- Winnipeg

### New Brunswick
- Charlotte County
- Greater Fredericton Area

### 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
- Chatham-Kent*
- Durham Region
- Elliot Lake*
- Halton Region
- Hamilton
- Huron/Brace

### Prince Edward Island
- Central PEI*
- Charlottetown
- East Prince County
- West Prince

### Quebec
- Beauce*
- Lanaudière*
- Montreal
- Quebec City*
- Shefford*

### Saskatchewan
- Battlefords & Area*
- Beauval*
- Meadow Lake
- Prince Albert*
- Saskatoon & Area*

### Yukon
- Whitehorse

*Community Leader
OUR VOLUNTEERS
### SUMMARIZED STATEMENT OF OPERATIONS (Year Ending June 30)

(In thousands of dollars)

<table>
<thead>
<tr>
<th></th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>REVENUE</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gifts-in-kind*</td>
<td>$ 24,319</td>
<td>$ 10,681</td>
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<tr>
<td>Donations</td>
<td>4,007</td>
<td>3,883</td>
</tr>
<tr>
<td>Corporate gifts</td>
<td>3,255</td>
<td>3,107</td>
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<tr>
<td>Government grants</td>
<td>157</td>
<td>264</td>
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<tr>
<td>Nevada</td>
<td>155</td>
<td>115</td>
</tr>
<tr>
<td>School Assembly Program fees</td>
<td>30</td>
<td>31</td>
</tr>
<tr>
<td>Foundation grants</td>
<td>95</td>
<td>70</td>
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<tr>
<td>Investment Income</td>
<td>199</td>
<td>184</td>
</tr>
<tr>
<td>Other</td>
<td>12</td>
<td>17</td>
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<tr>
<td><strong>Total Revenue</strong></td>
<td><strong>$ 32,227</strong></td>
<td><strong>$ 18,352</strong></td>
</tr>
</tbody>
</table>

|                     |          |          |
| **EXPENSES**        |          |          |
| Program services    |          |          |
| Public education, public awareness and research | $ 26,529 | $ 13,092 |
| Youth               | 1,730    | 1,698    |
| Victim services     | 694      | 818      |
| Political activities| 27       |          |
| Public outreach campaigns (fundraising) | 2,450 | 2,273 |
| Administration      | 433      | 425      |
| **Total Expenses**  | **31,863** | **18,305** |
| **Excess of revenue over expenses** | **$ 364** | **$ 47** |

* 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 BALANCED SHEET (Year Ending June 30)
(In thousands of dollars)

<table>
<thead>
<tr>
<th>ASSETS</th>
<th>2015</th>
<th>2014</th>
</tr>
</thead>
<tbody>
<tr>
<td>Current assets</td>
<td>$ 4,817</td>
<td>$ 4,140</td>
</tr>
<tr>
<td>Investments</td>
<td>2,188</td>
<td>2,065</td>
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<tr>
<td>Capital assets</td>
<td>15</td>
<td>20</td>
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<tr>
<td><strong>Total assets</strong></td>
<td><strong>$ 7,020</strong></td>
<td><strong>$ 6,225</strong></td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>LIABILITIES</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Accounts payable and accrued liabilities</td>
<td>$ 272</td>
<td>$ 455</td>
</tr>
<tr>
<td>Deferred contributions</td>
<td>2,782</td>
<td>2,168</td>
</tr>
<tr>
<td><strong>Total Liabilities</strong></td>
<td><strong>$ 3,054</strong></td>
<td><strong>$ 2,623</strong></td>
</tr>
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</table>

<table>
<thead>
<tr>
<th>NET ASSETS</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Internally restricted victim bursary</td>
<td>$ 424</td>
<td>$ 404</td>
</tr>
<tr>
<td>Unrestricted - National</td>
<td>2,102</td>
<td>1,842</td>
</tr>
<tr>
<td>Unrestricted - Chapters</td>
<td>1,440</td>
<td>1,356</td>
</tr>
<tr>
<td><strong>Total net assets</strong></td>
<td><strong>$ 3,996</strong></td>
<td><strong>$ 3,602</strong></td>
</tr>
<tr>
<td>Total liabilities and net assets</td>
<td><strong>$ 7,020</strong></td>
<td><strong>$ 6,225</strong></td>
</tr>
</tbody>
</table>
Caring Sponsors Work to Stop Impaired Driving and Support Victims

Our thanks to the generous corporate sponsors working with us to stop impaired driving and support victims. The ongoing and generous support of the companies profiled here and listed on Page 19 is crucial to our mission.

Allstate Insurance Company of Canada and its agents across the country continue to stand shoulder-to-shoulder with MADD Canada volunteers and members to put an end to impaired driving. Allstate Canada joined MADD Canada as a sponsor of our first Project Red Ribbon campaign 27 years ago, and have been our most dedicated sponsor ever since. In 2014/2015 Allstate Insurance Company of Canada was the Title Sponsor of Project Red Ribbon and National Sponsor of MADD Canada’s School Assembly Program, Aftermath. They were also an Official Sponsor of Campaign 911 and Strides for Change. In 2014, Allstate Insurance Company of Canada launched its Community Hero Program, to recognize its agents for their community volunteer work. The recipient of their inaugural award was Jeff Spidell, who was honoured for his work with MADD Fredericton Chapter.

LCBO 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. Through the generosity of its customers and dedication of its staff, LCBO raised an incredible $2.3 million for MADD Canada and its School Assembly Program in 2014/15. These critical funds enabled MADD Canada to develop, produce and deliver this program to more than half a million students in grades 7-12 in 1,500 school presentations in Ontario at absolutely no cost to the schools. LCBO also supports the Project Red Ribbon campaign by placing donation boxes at checkout counters in all LCBO stores throughout December and partners on various awareness and educational initiatives around safe and sober driving, including the recent Deflate The Elephant campaign.
In 2015, PIA Law (Personal Injury Alliance), comprised of three of the top 10 personal injury law firms in Canada – McLeish Orlando, Oatley Vigmond and Thomson, Rogers – joined MADD Canada with a five-year commitment as Title Sponsor of the National Strides for Change event. The PIA Law team not only supported the event through their financial contribution, they brought large teams of enthusiastic participants to both the National and Barrie events. PIA Law further supports MADD Canada by contributing to victim support services and programs, and raises tremendous awareness of both MADD Canada and the impaired driving problem through an extensive radio advertising and social media campaign.

Manitoba Public Insurance (MPI) has partnered with MADD Canada since 2002 on a wide range of projects including advertising campaigns and the Report Impaired Drivers – Call 911 program in communities throughout the province. As a Provincial Sponsor of the 2014-2015 School Assembly Program, MPI helped bring the Aftermath film and sober driving messaging to thousands of Manitoba students at 109 schools, including 24 in northern areas of the province. MPI also provided generous support to help fund the production of the film.
The RTL-Westcan Group of Companies continued its strong support of MADD Canada’s education and awareness efforts in 2014/2015. As a National Sponsor of the School Assembly Program, RTL-Westcan brought 47 presentations of Aftermath to schools in British Columbia, Alberta, Saskatchewan and the Northwest Territories. They also continued to raise awareness and encourage motorists to help prevent impaired driving through decal messaging on their fleet vehicles. These decals share the stories of victims of impaired driving and encourage motorists to call 911 if they see drivers they suspect are impaired. The company also generously supported Project Red Ribbon in 2014 as a National Sponsor.

As a Provincial Sponsor of MADD Canada’s School Assembly Program, NB Liquor is helping to educate New Brunswick students about the dangers of impaired driving and provide them with the tools to make safe and responsible choices. NB Liquor directly sponsored a total of 50 presentations around the province in 2014/2015. In addition to that support, NB Liquor has championed MADD Canada’s goals and programs in a number of ways over the years, including customer donation campaigns, the sale of recyclable shopping bags, the production of our French School Assembly Program and the production of English and French television public service announcements.

MADD Canada is proud to continue its long-standing partnership with Alcohol Countermeasure Systems Corp (ACS). A leading manufacturer of breath alcohol testing instruments and supplier of alcohol interlock technology/services, ACS’ experience with alcohol interlocks stretches back more than 40 years. Its products are used to inhibit drinking and driving in 19 countries on five continents. They continue to make a generous contribution to MADD Canada’s mission and programs as Gold Technology Sponsor and as a Presenting Sponsor of the National Strides for Change.
ORGANIZATIONAL SPONSORS $0,000 and above

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

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

PROGRAM SPONSORS $0,000 and above

SCHOOL ASSEMBLY PROGRAM

National Sponsors
- Allstate Insurance Company of Canada
- RTL-Westcan

Provincial Sponsors
- LCBO
- Manitoba Public Insurance
- NB Liquor
- Newfoundland Labrador Liquor Corporation
- Nova Scotia Liquor Corporation
- Province of British Columbia
- Saskatchewan Government Insurance (SGI)
- Saskatchewan Liquor and Gaming Authority
- Shell Canada

Corporate Sponsors
- #TAXI
- ARC Resources Ltd.
- Fix Auto
- Husky Energy
- MJM Media

Community Sponsors
- Alberta Traffic Safety Fund
- Newfoundland Labrador Hydro, A Nalcor Energy Company
- RBC Foundation

PROJECT RED RIBBON

Title Sponsor
- Allstate Insurance Company of Canada

National Sponsor
- RTL-Westcan

Official Sponsor
- Irving Oil Ltd.

Corporate Sponsors
- #TAXI
- 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 2014/2015:
- Professor Robert Solomon & Dr. Barbara Lent
- Karel & Yoka ter Brugge