MADD CANADA is a member of Imagine Canada as well as adherents to their Ethical Code Program. 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.

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Robert Mann
Past Chairperson
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Vice-Chairperson
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Debbie Coveny
Director – Quebec
Kim Henry
Director – Ontario West
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Director – Ontario East
Brenda Johnson
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Director – BC/Yukon
Bruna Brands
Director at Large
Dana Clendenning
Director at Large
Rick Hanson
Director at Large
Shania Khan
Director at Large – Youth
William Pashby
Director at Large
Roy Pursell
Director at Large
Steve Sullivan
Director at Large
Angeliki Souranis
National President
Denise Dubyk
National Past President

Canadian Charitable Registration Number:
13907 2060 RR0001

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MADD CANADA  our mission
To stop impaired driving and to support victims of this violent crime.

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From our earliest days of volunteers gathered around kitchen tables to our most recent National Leadership Conference featuring nearly 200 Chapter and Community Leader volunteers, MADD Canada’s goal has remained the same: to stop impaired driving and support victims of this violent crime.

We work towards that goal every day. In communities all across this country, MADD Canada and its Chapters and Community Leaders inspire, inform and influence change.

With every red ribbon, with every Campaign 911 sign, with every viewer who sees our public service announcement, with every elected official we meet --- we are working towards change. Change to improve victims’ rights. Change to strengthen impaired driving laws. Change to the risky behaviours of people who still get behind the wheel impaired.

In this Annual Report, you’ll read about our programs, activities and accomplishments over the past year, including:

- Supporting 20,000 victims of impaired driving.
- Providing a voice for victims of impaired driving during the consultation process for the proposed Victims’ Bill of Rights.
- Shining a spotlight on the drug-impaired driving problem in Canada and the need for improved testing measures.
- Reaching millions of people with our awareness messaging through Project Red Ribbon, Campaign 911, our public service announcements and other initiatives.
- Promoting legislative best practices, at both the federal and provincial/territorial levels.
- Delivering the sober driving message directly to 1 million students in Grades 7 – 12.

As you, our volunteers, our donors and supporters and our corporate sponsors, read this Annual Report, we hope you will take pride in the roles you played in inspiring, informing and influencing change. The MADD Canada team is strong and our commitment is solid, thanks to your contributions.
While the number of impaired driving deaths has decreased slightly over the past few years, the problem is far from solved.

Every year, hundreds of people are killed in impaired driving crashes and thousands more are injured. Impaired driving remains the leading criminal cause of death in Canada, and accounts for 43% of all deaths occurring as a result of road crashes.

MADD Canada is working to inspire, inform and influence change. With the generous, ongoing support of our volunteers, donors, supporters and sponsors, we will continue our efforts to stop impaired driving crashes, fatalities and injuries.

**IMPAIRMENT-RELATED ROAD CRASH DEATHS: 2001 – 2010**

<table>
<thead>
<tr>
<th>Year</th>
<th>Deaths</th>
</tr>
</thead>
<tbody>
<tr>
<td>2001</td>
<td>1,176</td>
</tr>
<tr>
<td>2002</td>
<td>1,161</td>
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<tr>
<td>2003</td>
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<td>2004</td>
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<td>2007</td>
<td>1,239</td>
</tr>
<tr>
<td>2008</td>
<td>1,162</td>
</tr>
<tr>
<td>2009</td>
<td>1,074</td>
</tr>
<tr>
<td>2010</td>
<td>1,082</td>
</tr>
</tbody>
</table>

**ON AVERAGE EVERY DAY:**

- **4 PEOPLE KILLED**
- **175 PEOPLE INJURED**
- **578 PROPERTY DAMAGE-ONLY CRASHES**

In addition to providing a broad range of support and resources for some 20,000 victims each year, MADD Canada undertook two special victim/survivor-related initiatives in 2013-2014.

We conducted a Victim/Survivor Survey (through Ipsos Canada) to assess satisfaction with the services, support and resources we provide.

- The majority of victims/survivors reported being ‘very satisfied’ with most of the supports and services they received.
- 78% of respondents said MADD Canada should initiate first contact with victims/survivors.
- In response to these and other survey results, MADD Canada has expanded its outreach practices, developed more brochure resources and enhanced our website information and resources for victims.

We also represented victims/survivors, both in in-person hearings and in written submissions, to the federal government during its consultation process for a proposed Victims’ Bill of Rights (Bill C-32). Many victims of impaired driving and other crimes feel they are ignored in the criminal justice system. Bill C-32 will give victims a stronger voice and a stronger role in the criminal justice system. We did, however, strongly caution the government, that for the Bill to have any real-world impact for victims, provinces and territories would also have to commit to strengthening their victims’ rights programs.

*Angeliki Souranis*
MADD Canada National President
The word “smashed” took on a whole new meaning for students who saw MADD Canada’s School Assembly Program this year. The show, called Smashed, demonstrated just how easily a night of partying could turn to tragedy when someone gets behind the wheel of a car after drinking and doing drugs.

About 1 million students saw Smashed and the French program, Impact, over the course of the school year.

With teens and young adults dramatically over-represented in impaired driving crashes, MADD Canada’s Youth Services programs continue to provide vital educational tools. Through the School Assembly Program, our elementary school video MADD Scientist and the Quest for Power, specialized in-class programs, youth-targeted awareness campaigns and multi-media and poster contests, we engage youth in a dialogue about the risks of mixing alcohol and/or drugs and driving.

PEARCE REGIONAL JR. HIGH

This was an amazing video! Very moving and many of the students and teachers in the room were touched and became emotional. Even at this young age of 11 for the grade 7s, it is very important to begin the important thought process that goes along with the decisions around drinking and driving...The personal stories made it more memorable and I feel all students will reflect on them and this film. Thank you so much.

Pearce Regional Jr. High

on MADD Canada’s School Assembly Program, Smashed

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.

MADD Canada raises awareness about the dangers and consequences of impaired driving through a number of mediums and in a variety of formats:

- **Project Red Ribbon** - Our annual holiday awareness campaign encourages Canadians to show their commitment to sober driving by donning a red ribbon.
- **Campaign 911** - A year-long program with special emphasis during the summer months, Campaign 911 encourages people to call 911 if they see a suspected impaired driver or impaired boater.
- **Poster Campaigns** - Various collateral materials carry messages for youth, messages from victims of impaired driving and general awareness messaging.
- **Television and Radio Public Services Announcements (PSA)** - General and targeted television and radio spots (broadcast free of charge by media outlets) encourage viewers and listeners to always drive sober.

MADD Canada was proud to launch two new national television PSAs in 2013-2014:

- **Full Circle** is an innovative and unique spot which shows viewers how the decision to drink and then drive can take a person to places they never want to go. It was launched in November 2013 to coincide with our Project Red Ribbon campaign.
- **Backyard Patio** depicts an innocent and average situation and, in a shocking twist, shows how tragedy can strike when someone decides to drive while impaired. It was launched in May 2014, to coincide with our Campaign 911 program to promote safe driving and safe boating throughout the summer months.

Those two spots alone were played on Canadian television and cable stations 6,351 times over the past year, reaching millions of Canadians. We also enjoyed equally generous airplay for our other current television PSAs, including Glasses Rewind, One Step Ahead and Impact.
MADD Canada researches and identifies impaired driving laws which are effective, realistic and constitutionally feasible in Canada. Over the past year, we met with numerous federal and provincial/territorial elected officials to promote laws which we believe will significantly reduce the rate of impaired driving.

We are particularly proud to have driven discussion on the need for better detection methods for drug-impaired drivers.

Drug-impaired driving has become a significant segment of the overall impaired driving problem. But current detection tools, based on behavioural clues and observations, are not working. Drug-impaired driving charges account for less than 2% of total impaired driving charges.

At the federal level, MADD Canada promoted the adoption of oral fluid testing for drivers and the establishment of limits for the most common illicit drugs. This would be similar to the road side breathalyzer and blood alcohol limits (BACs) used to detect alcohol-impairment.

At the provincial/territorial level, MADD Canada encouraged jurisdictions to extend their road side breathalyzer and blood alcohol limits (BACs) used to detect alcohol-impairment.

Other policies MADD Canada focused on over the past year include:

- Mandatory alcohol screening (formerly called random breath testing). MADD Canada supported a Private Member’s Bill to add mandatory alcohol screening to the Criminal Code. The bill was introduced in the House of Commons but there has been no further movement.
- Higher sentences for impaired driving, particularly for the charge of impaired driving causing death.
- Vehicle impoundments for drivers in the BAC warn range.
- Mandatory alcohol ignition interlocks for all offenders convicted of a federal impaired driving charge.

Individually and collectively, MADD Canada volunteers inspire, inform and influence change on a daily basis. Through Project Red Ribbon events, Campaign 911 signage, local Strides for Change walk/run-a-thons, participation in local events and exhibits and partnerships with police, governments and sponsors, our Chapters and Community Leaders build and sustain a strong MADD Canada presence in communities all across the country.

Their commitment to stopping impaired driving and their compassionate support to victims/survivors are the foundation of our organization, and the force behind our achievements.

Chapters (as of June 30, 2013)

**Alberta**
- Bonnyville/Cold Lake*
- Calgary
- Carnarvon*
- Edmonton & Area
- Fort McMurray*
- Grande Prairie*
- Lacomber*
- Medicine Hat & District*
- Morinville*
- Parkland
- Provost*
- Red Deer & District
- Slave Lake
- Spirit River*
- St. Paul & Area*
- Taber/Lethbridge & District
- Wabasca Desmarais*

**British Columbia**
- Abbotsford*
- Central Okanagan
- Comox Valley*
- EMford/Sparwood*
- Fort St. James*
- Kamloops*
- Kimberly Cranbrook*
- Metro Vancouver
- North Island*
- Pemberton*
- Penticton*
- Prince George*
- Quesnel*
- Upper Fraser Valley
- Victoria & Area*
- Williams Lake

**Manitoba**
- Brandon
- The Pas*
- 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*
- Terny 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
- Kent County
- Madawaska Region
- Peninsular Acadiane
- Saint John
- South Eastern New Brunswick

**Quebec**
- Beauce*
- Montreal
- Quebec City*
- Sherbrooke*

**Saskatchewan**
- Battlefords & Area*
- Beaumont
- Meadow Lake
- Prince Albert*
- Regina*

**Yukon**
- Whitehorse*

*Community Leader
SUMMARIZED STATEMENT OF OPERATIONS (Year Ending June 30)  
(In thousands of dollars)

<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2013</th>
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</thead>
<tbody>
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<td><strong>REVENUE</strong></td>
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<td>Gifts-in-kind*</td>
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<tr>
<td>Other</td>
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<td>$17</td>
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<tr>
<td><strong>Total Revenue</strong></td>
<td>$18,352</td>
<td>$17,822</td>
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<table>
<thead>
<tr>
<th></th>
<th>2014</th>
<th>2013</th>
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<tr>
<td><strong>EXPENSES</strong></td>
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<td>Program services</td>
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<td>Public education, public awareness and research</td>
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<td><strong>Total Expenses</strong></td>
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<td>$17,525</td>
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<tr>
<td><strong>Excess of revenue over expenses</strong></td>
<td>$47</td>
<td>$297</td>
</tr>
</tbody>
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* 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.
The programs and services delivered by MADD Canada and its Chapters and Community Leaders are made possible through the contributions of our corporate sponsors. From our victim services support to our public awareness campaigns to our public policy efforts with elected officials, our corporate sponsors play a vital role in all of that work. The corporations profiled here, and others listed on Page 19, make it possible for us to pursue our mission. They are a vital part of the MADD Canada team, and they are inspiring, informing and influencing change through their generous support.

For 26 years, Allstate Insurance Company of Canada has supported MADD Canada and our mission. In 2013-2014, Allstate Canada was the Title Sponsor of Project Red Ribbon and National Sponsor of MADD Canada’s School Assembly Program, Smashed. They were also an Official Sponsor of Campaign 911 and Strides for Change. Ours is a partnership at all levels of both organizations, as many of their local agents across the country are active with MADD Canada’s Chapters and Community Leaders. In recognition of everything Allstate Insurance Company of Canada has done to support MADD Canada’s mission and to reduce the rate of impaired driving, MADD Canada proudly presented the company with our Citizen of Distinction Award in 2013.

For more than 20 years, the Liquor Control Board of Ontario (LCBO) has worked with MADD Canada to promote anti-impaired driving initiatives. Each year, LCBO employees encourage customers to support MADD Canada’s School Assembly Program and Project Red Ribbon campaign through its Giving Back In Our Community customer donation campaign. In 2013, this fundraising campaign raised $2 million for MADD Canada, thanks to the generosity of LCBO customers and staff. As a result, more than half a million students at 1,500 Ontario schools will see the new School Assembly Program at absolutely no cost to the schools.

Kia Canada’s Drive Change initiative highlights the company’s commitment to giving back to the community. This dedication to driving change is no more apparent than through its support of MADD Canada and its Presenting Sponsorship of the 2013-2014 School Assembly Program. Kia donated the use of six Kia Sedonas for MADD Canada’s field representatives as they travelled the country to deliver the School Assembly Program. They also donated the use of five Kia Souls at local community events.

NB Liquor has been a valued partner of MADD Canada for many years. In addition to sponsoring specific programs, their support has included customer donation campaigns, the sale of recyclable shopping bags and the production of English and French public service announcements. In 2013, NB Liquor was an Organizational Sponsor of MADD Canada and a Provincial Sponsor of the School Assembly Program. NB Liquor directly sponsored a total of 50 presentations of Smashed, and the French language program, Impact, at schools around the province. Impact is the second entirely French production for MADD Canada’s School Assembly Program and NB Liquor support was crucial in its production.
Since 2002, Manitoba Public Insurance (MPI) has partnered with MADD Canada to deliver the sober driving message to Manitobans, and particularly to youth. As a Provincial Sponsor of the 2013-2014 School Assembly Program, MPI helped bring the Smashed presentation, and the French presentation Impact, to 109 schools, including 24 in northern areas of the province. MPI also provided generous support to help fund the production of the film. The corporation also continues to support MADD Canada’s sober driving messaging through provincial ad campaigns and through its partnership in the Report Impaired Drivers – Call 911 programs in communities throughout Manitoba.

As a National Sponsor of the 2013-2014 School Assembly Program, RTL-Westcan brought 47 presentations of Smashed to schools in British Columbia, Alberta, Saskatchewan and the Northwest Territories. The bulk transportation company is also a major partner in MADD Canada’s awareness efforts. RTL-Westcan has added decals to 80 of their fleet vehicles, sharing the stories of victims of impaired driving and encouraging motorists to call 911 to report suspected impaired drivers. The messages are seen by thousands of motorists each day. The company also generously supported Project Red Ribbon in 2013 as a National Sponsor.

Alcohol Countermeasure Systems Corp. (ACS) is a leading manufacturer of breath alcohol testing instruments and supplier of alcohol interlock technology with a well-earned reputation for the highest quality products, software applications and service delivery in the industry. ACS invented the alcohol interlock system more than 40 years ago, and its products are used to inhibit drinking and driving in 19 countries on five continents. MADD Canada is proud of our long-term partnership with Alcohol Countermeasure Systems and its commitment as Gold Technology Sponsor and Presenting Sponsor of MADD Canada’s National Strides for Change.