MADD CANADA

national board of directors

(As of June 30, 2013)

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Canadian Charitable Registration Number:
13907 2060 RR0001

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

MADD CANADA our vision
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
When MADD Canada formed in 1989, it united people from across the country who were trying to educate the Canadian public about the tragedies caused by impaired driving. It was the start of a national network of victims and concerned citizens joining together to speak with one voice about the critical need to stop impaired driving and support victims of this violent crime.

In the years that followed, more families and friends joined our cause, establishing local groups across the country. More concerned citizens volunteered their time and contributed financial support. More police services partnered on our awareness initiatives. More community organizations embraced the MADD Canada message. Our voice became more powerful and was heard by more and more people.

Today, we have some 7,500 volunteers and more than 100 Chapters and Community Leaders across the country. Our voice is louder and stronger than ever, and we continue to deliver our messages. With a united voice, we promote best practices in impaired driving legislation. Based on Canadian and international experiences, we analyze impaired driving countermeasures, identify the most effective laws and publish reports to inform decision makers and the public.

We engage in ongoing dialogue, at both the provincial and federal levels, to recommend legislative and other measures that will reduce impaired driving crashes, deaths and injuries.
With a united voice, we remind the public that impaired driving is, still, a deadly and persistent problem which needs attention and action. Despite the fact that impaired driving causes between 1,250 and 1,500 deaths each year and close to 64,000 injuries, many people think the impaired driving problem has been largely solved. MADD Canada continues to put a human face on the problem of impaired driving, reminding everyone that this tragedy can happen to anyone at any time. We encourage everyone to be part of the solution.

With a united voice, we reach out to students. We engage them, first and foremost, in discussions about the increased risk their age group faces with respect to impaired driving crashes. We encourage them, too, to get involved and add their voice to our cause. Bringing youth into our organization and into our efforts will help keep them safer from impaired driving and also ensure our voice remains strong in the future.

Most importantly, we use our voice to speak to, and on behalf of, victims of impaired driving. For the tens of thousands of people impacted by impaired driving each year, MADD Canada can be a comforting voice of support and empathy. We champion their perspectives and their experiences as we talk to policy makers and others about the need for change. We let them know they are not alone.

We continue to make our voice heard because people continue to be killed and injured by a completely preventable crime.

In this Annual Report, you will read about many initiatives we have undertaken this year. Please know that as volunteers, members, supporters and sponsors, YOU are our voice. Your experiences, your commitment, your desire to change things for the better, make all of our work possible. With your ongoing participation, we will continue to make our voice heard.
The latest national statistics (Transport Canada, 2013) show that 2,541 people lost their lives on Canada’s roads and highways in 2010. Of those, more than 42% were impairment-related. That is 1,082 lives lost in crashes involving alcohol and/or drugs.

The significance of that number, and the tragedy, are magnified when we remember that impaired driving crashes are 100% preventable. Improvements have been made on some fronts. Early results from Alberta and British Columbia show significant reductions in impaired driving deaths following the introduction of powerful administrative sanctions over the past couple of years.

Even with those gains, the statistics on impaired driving are still staggering. They tell us that people are still getting behind the wheel impaired. Roadside surveys tell us that drugs are becoming an increasingly bigger part of the problem, particularly among young people.

More needs to be done to get to the message through to people that impaired driving is not worth the risk. More needs to be done to deal effectively with individuals who continue to put their own lives and the lives of others at risk by driving impaired. More needs to be done to provide justice for victims when an impaired driver kills or injures someone.

MADD Canada continues its efforts to raise awareness and to promote best practices in impaired driving legislation. We do it in honour of all those who have lost their lives or been injured in these senseless crashes. We do it in tribute to the families and friends who have suffered devastating losses. And we do it so that other crashes, other tragedies, may be prevented.
A VOICE FOR victims

As a voice for victims of impaired driving, MADD Canada has long promoted the need for a stronger and more cohesive framework for victims’ rights.

In early 2013, we welcomed news that the Government of Canada planned to create a Victims’ Bill of Rights and was inviting consultation with various stakeholder groups and the public.

MADD Canada shared the information with victims of impaired driving, participated in a consultation meeting and provided a written submission for the Government’s consideration. Our full submission is available at madd.ca.

Changes need to occur on both the federal and provincial/territorial levels to ensure victims’ rights are provided for and protected. The proposed Victims Bill of Rights has the potential to lessen the hardships faced by victims of impaired driving and other crimes through improved access to justice and protection from unfair treatment. However, a federal bill of rights alone is not enough. The majority of victims’ issues in Canada are governed by provincial and territorial legislation. This legislation varies from province to province and does not guarantee equal treatment of victims across Canada.

MADD Canada believes that in order to ensure comprehensive and fair victims’ rights, the Federal Government must also encourage the provinces and territories to adopt uniform victims’ rights legislation, including more generous and inclusive compensation.

supporting victims

Each year, some 20,000 victims of impaired driving access the broad range of supports and resources offered by MADD Canada:

- Support through Chapters and Community Leaders and through our victim support line (1-800-665-6233).
- Trained Victim Support Services 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.
- National Conference for Victims of Impaired Driving and Candlelight Vigil of Hope and Remembrance.
- In 2013, we were also proud to host a Conference and Candlelight Vigil for French-speaking victims of impaired driving.
- Printed and online resources, including a resource guide, brochures, and the Resource Lending Library.
FINDING YOUR VOICE youth services

Young people have the highest rates of traffic death and injury per capita among all age groups and the highest death rate per kilometre driven among all drivers under 75 years of age. Although they are the least likely to drive impaired, those young people who do are at significantly higher risk of collision. Motor vehicle crashes are the leading cause of death among 15 – 25 year olds, and alcohol is involved in 50% of those crashes. Youth between 16-25 year olds constituted 13.7% of the population in 2009, but they made up almost 31.1% of alcohol-related traffic deaths.

Through our Youth Programs, MADD Canada reaches out to young people and encourages them to join the fight against impaired driving. We want every young person to find their voice and make the commitment to never drive impaired; to find their voice to speak up when a friend or peer gets behind the wheel impaired; to find their voice to say “I will be the designated driver for my friends tonight”.

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.

- 2012-2013 School Assembly Program called Long Weekend was presented to more than 1,400 schools across Canada.
- Offering our classroom DVD program MADD Scientist and the Quest for Power to elementary classrooms.
- Producing specialized classroom programs, including Braking Point, Lives Lost and Too Close to Home, on the dangers of impaired driving.
- Giving youth a creative outlet to express their feelings about impaired driving through our national Poster and Multi-Media contests.
- Providing financial assistance to post-secondary students who have lost a parent/guardian or sibling in an impaired driving crash through the MADD Canada Victim Bursary Fund.
RAISING YOUR VOICE public awareness

Every year, MADD Canada, its Chapters and Community Leaders, engage in public awareness activities to educate about the dangers of impaired driving and inform about our programs and services. Our collective voice is heard from coast to coast to coast, reaching millions of Canadians every year.

In 2012, MADD Canada observed a milestone – the 25th anniversary of our holiday campaign, Project Red Ribbon. We have come a long way since that first campaign, but there is still work to be done. By distributing millions of red ribbons every year, we continue to highlight the importance of sober driving, and honour those who have been killed and injured in impaired driving crashes.

Our Campaign 911 initiative continues to grow, with new programs being implemented across the country. Teaming with local police, governments and road safety organizations, Chapters and Community Leaders remind the public that everyone can play an important role in keeping our roads and our waterways safe by calling police to report suspected impaired drivers and boaters.

We produced a powerful new television public service announcement this year called Impact. It shows the fear, confusion and grief when police deliver the devastating news that a loved one has been killed in an impaired driving crash. Other awareness initiatives this year included posters educating youth about the dangerous risks and deadly consequences of drug-impaired driving.

In our ongoing effort to reach new and diverse audiences, we posted pages on our web site offering MADD Canada information in Arabic, Mandarin, Punjabi, Ukrainian, Italian and Spanish.

MADD Canada was also honoured this year to work with two Canadian music stars to raise funds and awareness. Michael Hanson, the original drummer and founder of Glass Tiger, wrote a beautiful song entitled Shattered Dreams, which reflects the stories of so many impaired driving situations where a driver makes a terrible, often tragic, decision. Country singer Jamie Stever’s song, No One is Stronger Than a Mother, speaks to the strength that moms give their families and he felt it was a perfect fit for MADD Canada. Both musicians are donating proceeds from the songs to MADD Canada.
MADD Canada has a proud history of working with the governments, law enforcement and community safety organizations to achieve our common goal of stopping impaired driving in Canada. As a leader in impaired driving research and analysis, and as an organization representing victims, we share our unique voice with decision makers and stakeholders. We want Canada to have the most effective and appropriate impaired driving countermeasures possible so that we can reduce the thousands of impairment-related crashes, deaths and injuries that occur each year.

Over the past year, MADD Canada:

- Published two reports on drug-impaired driving which illustrate how poorly Canada’s existing drug-impaired driving laws and sanctions are working. Just 1.4% of all impaired driving charges in 2010 were for drug-impaired driving, despite the fact that, by all accounts, drug-impairment is becoming an increasingly larger part of the impaired driving problem. Our reports called on the federal government to develop road-side saliva testing for drugs and per se limits for the most common illicit drugs, similar to the BAC limit for alcohol.

- Continued our annual visit to Members of Parliament in Ottawa. This year, we visited during National Victims of Crime Awareness Week. Our representatives – all victims of impaired driving – met with 24 Members of Parliament representing all parties and most jurisdictions to urge them to champion three key recommendations made in a 2009 government report: the implementation of random breath testing; tougher sentences for repeat offenders; and tougher sentences for offenders with BACs in excess of .16% (double the legal limit). The discussions were generally well-received by MPs.

- Met with elected officials in nearly all jurisdictions to discuss best practices in provincial administrative legislation, such as .00% BAC limits for young drivers, mandatory alcohol interlocks for all Criminal Code impaired driving offenders, and sanctions at the .05% BAC level. We also made presentations to a special roundtable discussion in Prince Edward Island and a legislative safety committee consultation in Saskatchewan to discuss improvements those provinces could make to better address the problem of impaired driving.
MADD Canada proudly recognizes the Chapter and Community Leader volunteers who give us such a strong and passionate voice.

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

**British Columbia**
- Abbotsford*
- Central Okanagan
- Comox/Campbell River*
- Fort St. James*
- Fort St. John*
- Kamloops*
- Kimberley Cranbrook*
- Merritt*
- Metro Vancouver
- North Island*
- 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 Straits*
- Labrador West
- Mary’s Harbour*
- Rocky Harbour*
- Trinity Bay

**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
- Durham Region
- Elliot Lake
- Grey North Bruce*
- Halton Region
- Hamilton
- Huron/Bruce
- Kenora*
- London
- Manitoulin Island

**Prince Edward Island**
- Charlottetown
- East Prince County
- West Prince

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

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

**Yukon**
- Whitehorse

*Community Leader

For more information about MADD Canada’s activities and programs in your area or to learn how you can volunteer your time, visit our web site at www.madd.ca to contact the Chapter or Community Leader nearest you.
# SUMMARIZED FINANCIAL statements

(\( $ \) in thousands of dollars)

## SUMMARIZED STATEMENT OF OPERATIONS - For the year ended June 30

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<thead>
<tr>
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<th>2013</th>
<th>2012</th>
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<tbody>
<tr>
<td><strong>REVENUE</strong></td>
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<td>Gifts-in-kind*</td>
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<td>Donations</td>
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<td>Nevada</td>
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<td>School Assembly Program fees</td>
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<td>113</td>
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<td>Foundation grants</td>
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<td>Interest</td>
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<td>Property tax rebate and other</td>
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<tr>
<td><strong>Total Revenue</strong></td>
<td>$17,822</td>
<td>$13,017</td>
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| **EXPENSES**           |          |          |
| Program services       |          |          |
| Public education, public awareness and research* | $13,351  | $8,520   |
| Youth                  | 1,396    | 1,237    |
| Victim services        | 544      | 553      |
| Public outreach campaigns (fundraising) | 1,824  | 2,067    |
| Administration         | 410      | 406      |
| **Total Expenses**     | $17,525  | $12,783  |
| **Excess of revenue over expenses** | $297   | $234     |

*As many charities do, MADD Canada uses television Public Service Announcements (PSAs) to raise awareness and educate the public. PSAs are broadcast, free of charge, by television stations. While that donation of air-time can be considered a gift-in-kind, it can be difficult to assess the dollar value (as one can easily do other gifts-in-kind that are regularly accepted and reported by charities, such as books, medicines, clothing, etc.) without an accurate report of PSA airplay and an assessment of the dollar value and audience reach of that airplay.

The Canadian Radio Television and Telecommunications Commission (CRTC) regulates broadcasting and telecommunications in Canada. Every television station operating in Canada must file a program log with the CRTC every month, and certify the accuracy of its contents. Working with a third party, MADD Canada can now use these PSAs logs to determine audience reach and calculate the fair dollar value of the PSA airplay. Our auditors, Ernst & Young confirm the process and the accuracy of the PSA airplay reports and calculation of the gifts-in-kind amount.

As a result, MADD Canada can now include its PSAs in the Gift-in-kind revenue line and the corresponding expenditures in our public awareness program.
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
As of June 30

<table>
<thead>
<tr>
<th></th>
<th>2013</th>
<th>2012</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>ASSETS</strong></td>
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<td></td>
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<tr>
<td>Current assets</td>
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<td>$ 3,508</td>
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<tr>
<td>Investments</td>
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<tr>
<td>Victim bursary fund</td>
<td>372</td>
<td>361</td>
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<td>Capital assets</td>
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<td><strong>Total assets</strong></td>
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<td><strong>LIABILITIES</strong></td>
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<td>Accounts payable</td>
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<td>and accrued</td>
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<td>liabilities</td>
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<td>Deferred contributions</td>
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<td><strong>Total Liabilities</strong></td>
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<td>$ 2,141</td>
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<tr>
<td><strong>NET ASSETS</strong></td>
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<tr>
<td>Internally restricted victim bursary</td>
<td>$ 372</td>
<td>$ 361</td>
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<tr>
<td>Unrestricted - National</td>
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<td>1,920</td>
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<tr>
<td>Unrestricted - Chapters</td>
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<tr>
<td><strong>Total net assets</strong></td>
<td>$ 3,556</td>
<td>$ 3,258</td>
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<tr>
<td><strong>Total liabilities and net assets</strong></td>
<td>$ 5,530</td>
<td>$ 5,399</td>
</tr>
</tbody>
</table>
CARING CORPORATIONS add their voice

The support MADD Canada receives from corporate sponsors is vital to the delivery of our programs and services. Thanks to the corporations profiled here and the many others who contribute so generously, we are able to continue and expand our efforts in communities all across the country. We offer our sincerest thanks to the caring companies who have added their voices to our mission to stop impaired driving and support victims of this violent crime.

Allstate Insurance Company of Canada

When MADD Canada launched its 25th Project Red Ribbon campaign on Parliament Hill in November 2012, it was especially fitting to have Allstate Insurance Company of Canada at our side. Allstate Canada has supported our mission from our organization’s earliest days and they have been our most loyal and longest-serving partner. They have partnered on all of our programs at one time or another and have contributed generously to the production of various awareness activities, research and statistical documents, resources for victims and so much more. Their involvement is not solely a national endeavour; Allstate Canada agents in communities across Canada team regularly with their local Chapters and Community Leaders to present events and activities in support of our mission. In 2012-2013, Allstate Canada was the Title Sponsor of Project Red Ribbon, Official Sponsor of both Campaign 911 and Strides for Change, a National Sponsor of the School Assembly Program and an Organizational Sponsor.
LCBO customers and employees continue to amaze MADD Canada with their generosity. In its December 2012 Giving Back In Our Community customer donation campaign, LCBO raised $1,479,000 for MADD Canada, including $35,000 in donations to our Project Red Ribbon coin boxes which were displayed at checkout counters in 635 stores across Ontario. The donation, the highest in this campaign’s history, supports the delivery of MADD Canada’s School Assembly Program in Ontario. In fact, thanks to LCBO’s multi-level partnership, more than 900 presentations were delivered to Ontario schools free of charge over the school year. For close to 20 years, LCBO has also been a long-standing partner on numerous awareness and education initiatives and campaigns, as well as helping to develop materials such as posters, billboards and public service announcements. And as a responsible retailer committed to social responsibility, LCBO also conducts its own initiatives to support Ontarians to make informed choices about drinking, to be responsible hosts and to plan ahead and take action to prevent drinking and driving.

KIA Canada

Drive Change is Kia Canada’s initiative to give back to their communities. The company’s dedication to driving change is illustrated perfectly through their growing partnership with MADD Canada. What started with the loan of a single Kia Soul has expanded into a three-year commitment to provide a fleet of vehicles. Five Kia Sedonas were provided for our field representatives as they travelled the country to deliver our School Assembly Program, and five Kia Souls were made available for use at local community events. All vehicles are wrapped with MADD Canada’s logo and messaging, and the public – especially students seeing the school presentations – are encouraged to sign the vehicles to show their commitment to sober driving. Kia Canada has also lent its support through the production of television and radio commercials featuring our logo and drive sober messaging. In 2012-2013, Kia Canada was the Presenting Sponsor of the School Assembly Program.
Westcan

RTL-Westcan has a unique way of delivering MADD Canada’s message to the public. The bulk transportation company has branded 80 trailers in its fleet with decals which tell the stories of two young impaired driving victims and encourage the public to call 911 if they see a suspected impaired driver. The messages are seen by thousands of motorists throughout Western Canada and the Northwest Territories every day. In addition to spreading the drive sober message to the general public in this way, RTL Westcan was also a National Sponsor of the School Assembly Program, sponsoring 47 presentations across Western Canada and the Northwest Territories, and a National Sponsor of the Project Red Ribbon campaign.
SPONSORS

ORGANIZATIONAL sponsors
$10,000 and above

Official Sponsors
Allstate Insurance Company of Canada
Fonora Textile Inc.
Hill Street Marketing Inc. – Proud makers of MADD
Virgin Drinks
LCBO
NB Liquor

Corporate Sponsors
Fix Auto
Impact Auto Auctions

PROGRAM sponsors
$10,000 and above

School Assembly Program
Presenting Sponsor
Kia Canada Inc.

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

Official Sponsor
Gino’s Pizza

Provincial Sponsors
Alberta Culture
LCBO
Manitoba Public Insurance
NB Liquor
Newfoundland Labrador Liquor Corporation
Nova Scotia Liquor Corporation
Province of British Columbia
Saskatchewan Government Insurance
Saskatchewan Liquor and Gaming Authority

Corporate Sponsors
#TAXI
ARC Resources Limited
Husky Energy
MJM Productions
Winners Merchants International

Community Sponsors
Alberta Traffic Safety Fund
Government of Newfoundland and Labrador
Fednav
RBC Foundation

Technology
Gold Technology Partner
Alcohol Countermeasure Systems Corporation

Project Red Ribbon Campaign
Title Sponsor
Allstate Insurance Company of Canada

National Sponsor
RTL-Westcan Group of Companies

Official Sponsor
Irving Oil

Corporate Sponsors
#TAXI
BMO Financial Group

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

Strides for Change
Official Sponsors
Alcohol Countermeasure Systems Corporation
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 2012-2013:
Professor Robert Solomon and Dr. Barbara Lent

Sponsors who have contributed $25,000+

MADD CANADA saving lives supporting victims