Jenny and Steve met and fell in love at Sheridan College. Their life together stretches before them - as successful artists, as a recently married couple, as brand new homeowners.

Heading towards them on a devastating collision course is a complete stranger who has chosen to drink and then drive...

2005-2006 Annual Report

Steve, age 29, and Jenny, age 26, are driving home from a friend’s wedding reception. Married for less than two years, their lives are filled with so many hopes, dreams and plans. They just bought their first house and moved in only two weeks ago. As Sheridan College graduates, Steve and Jenny share a life-long passion for art and expressing themselves creatively; they feel grateful that their artistic careers are beginning to flourish.

Steve is the Designated Driver tonight. Steve and Jenny have always taken turns... because they are responsible... because it only makes sense... because they care about road safety and the well-being of other people.

They round a corner and suddenly, the headlights of an impaired driver swerve erratically into their lane. What comes next is criminally violent. It is crushing, traumatic, excruciating and terrifying. Their vehicle crumples, as do their bodies.

Jenny somehow manages to kick open her door but she collapses, calling out for her husband. Steve has glass in his eyes and can’t see; he’s pinned and disoriented but keeps moaning his wife’s name. Witnesses and rescuers begin to arrive, and as both Steve and Jenny fight to keep conscious, they are placed into separate ambulances.

Steve keeps calling out for Jenny. Jenny keeps calling out for Steve. The shock, fear and pain are absolutely unbearable. Are they being taken to the same hospital? Will they even survive on the way?
It’s now 2006.

Steve and Jenny miraculously survived the 2004 car crash, but one man’s decision to drive while impaired has changed their lives forever. The past two years have been a tortuous journey for this young couple, and each painful step forward yields no promise that the hopes, dreams and plans they once had will ever be within reach.

Right after the crash, Steve needed four blood transfusions during his first week in the hospital. He has since undergone seven surgeries (and counting), endures painful injections in his neck every week, and spends most of his days travelling to and from rehab and doctor appointments. Steve experiences severe tremors and intense pain throughout his left side – including the left hand that used to earn him a living. He still has problems with his torso, neck, jaw and ability to walk. Even the easiest activities can be exhausting for him.

Medical specialists have not yet been able to fully diagnose the extent of Steve’s injuries, nor can they predict whether he will ever be able to return to work again. Steve is only 31 and yet he feels like a senior citizen. He feels guilt for no longer being able to contribute financially. He is frustrated that his body is still so broken. He feels discouraged that he may never fully recover. What has been hardest to accept is that the man he once was never made it out of that crash.

Jenny suffered from broken ribs, nerve damage to her left side and face, as well as a brain injury. Although she eventually managed to return to work, she continues to experience pain. Her rehab appointments and medical investigations are ongoing. Balancing her own healing process with the added responsibilities of bringing in an income and caring for her husband has been very difficult.
As a loving wife, Jenny has been distressed by the extent of her husband’s injuries and it breaks her heart that she can do nothing to ease the ever-present suffering he continues to endure. She knows that for Steve, being an artist without the means to express himself must be devastating. For herself, being an artist whose responsibilities consume so much energy disrupts the creative inspiration that used to flow so freely.

Through all this, Steve and Jenny are so grateful to have a close family, good friends and each other. One day at a time, they have been focused on staying strong and are determined to rediscover happiness in their lives. One person at a time, they will do their part to spread MADD Canada’s message.

Jenny says, “People need to start thinking about others. When people who have been drinking grab their keys and say ‘I’m OK to drive’, they need to think about whether other people will be all right if they follow through. The decision to drive while impaired injures and kills mothers, fathers, partners, siblings, children, grandparents, and friends. These are not accidents. They are violent criminal acts that destroy innocent lives. I just don’t understand why we’re still seeing an average of 4 people killed and 192 injured across Canada every single day. There is simply no excuse. None.”

Steve adds, “It is a sad honour to share our story with Canadians, but it is our hope that people who read this will think twice before driving if they are impaired. We know that thousands of other people have also been victims of impaired driving, and we’re here to speak out on their behalf as well. Life is too short for it to be filled with pain, suffering and constant struggles – especially when these struggles are the direct result of the carelessness and selfishness of another. Impaired driving crashes are 100% preventable. Let’s put a stop to them.”

The impaired driver who crashed into Steve and Jenny pled guilty. In February 2006, he was sentenced to 8 months in jail and his driver’s licence was suspended for 3 years.

Steve and Jenny are still serving a life sentence of physical, emotional, and financial turmoil for a crime they did not commit.

N.B. All of Steve and Jenny’s artwork shown in this Annual Report was created prior to the crash.
POWERFUL MULTI-MEDIA PRODUCTIONS FOR YOUNG CANADIANS

MADD Canada’s Assembly Show Tour brings high-energy, multi-media drug and alcohol awareness and risk prevention messaging to the world of education. Each year, more than 750,000 students see the organization’s uniquely Canadian productions.

In a flood of fast-paced, powerful imagery, MADD Canada’s 2005-2006 multi-media assembly programs Truth and ACE featured poignant stories of young people, celebrity interviews, clips from major motion pictures, and a contemporary soundtrack – viewed on three giant screens (final set-up size 15’ x 45’). The shows also focused on alcohol and drug prevention, cutting-edge brain research outlining alcohol’s effects on the adolescent brain, and the need for student leadership and activism.

The high school production, Truth, featured two of Canada’s most prominent artists as the narrators: Raine Maida from Our Lady Peace and Chantal Kreviazuk. The production also included Simple Plan’s hot new music video “Untitled”. Intended for elementary school audiences, ACE included guest stars Tony Hawk (Pro Skateboarder), Raine Maida from Our Lady Peace, Jay Ingram from the Discovery Channel, and a number of Canadian role models. The production also included music from Hilary Duff.

Multi-media assembly shows have been a key component of MADD Canada’s youth services education and awareness initiatives since 1994. These yearly productions encourage youth to take a closer look at their values and perceptions, and communicate directly with them on their level and in their language. In developing new video productions to address the evolving issues of impaired driving, it is the organization’s goal to reduce the number of young Canadians ending up as impaired driving statistics.

For more information or to preview our 2006-2007 presentations Mind Control (new production for high schools) and ACE (updated production for elementary schools), please visit www.maddyouth.ca.
ABOUT MADD CANADA

VICTIM SERVICES & PROGRAMS
MADD Canada exists to ensure victims of impaired driving crashes are understood and supported. One-to-one peer support is available and victim support groups are active across the country. Other support services and programs include:

The We Care! Program
We Care! is a comprehensive referral and information package that assists victims – as well as family, friends and agencies who support them – who are coping with the aftermath of an alcohol or drug-related crash. The program addresses a wide range of topics including funerals, grief, helping children cope, injuries and recovery, insurance, finances, legislation, victims’ rights and the Criminal Justice System.

Court Accompaniment and Support During the Criminal Trial Process
MADD Canada has trained volunteers at over 80 Chapters across the country. They are available to assist victims with everything from writing and delivering their impact statements to encouraging a liaison with Crown attorneys, police and other professionals. Whenever possible, they provide court accompaniment during the trial.

Resources: A Resource Guide and a Bevy of Printed Support Materials
MADD Canada has prepared a National Resource Guide that contains federal and provincial networks and services for all victims of crime – and specifically victims of impaired driving crimes. Numerous MADD Canada publications are available, including Holidays and Hope, Trauma, Loss and Bereavement, Coping With Life After Injury, and Understanding the Consequences of a Loved One’s Impaired Driving. A variety of books, videos and audiocassettes are available from the National Office’s MADD Canada Lending Library. Some of these resources are also available online at www.madd.ca.
ABOUT MADD CANADA

On-line Tribute to Victims and MADD Canada’s Memorial Wall
Victims or their families may submit a tribute to their loved one for MADD Canada’s on-line Victims’ Tribute section. Personalized tributes give victims of impaired driving both a voice and face to acknowledge the reality of their loss, and help bring that reality to a society numbed by statistics. Photos can also be submitted for the National Memorial Wall and the travelling Memorial Wall.

Annual Candlelight Vigil of Hope and Remembrance & Victims’ Weekend
Every year, victims of impaired driving come together at these two events to honour and remember their loved one(s). A panel of experts, informative sessions and a moving candlelight vigil ceremony provide families, who are forever changed as a result of impaired driving crashes, the opportunity to share their experiences, their grief and their healing journeys.

Death Notification Training
MADD Canada provides this sought after training to ensure victims of impaired driving offences, as well as victims of other crimes and tragedy, are given this terrible news in the most compassionate and capable manner possible. MADD Canada’s Death Notification Training continues to be successful across the country. Thousands of police officers, EMS personnel, Victim Service workers/volunteers, and social workers have been trained to compassionately deliver the terrible news of a loved one’s death to family members.
Our organization is intent on being an agent of change in Canada. We want to reduce and ultimately eliminate impaired driving, putting an end to the deaths and injuries of innocent Canadians. We want to ensure that in the future we are supporting less and less victims of this crime. To accomplish these goals, there need to be fundamental changes to how our Canadian law enforcement and judicial system deal with impaired driving issues. In short, we need to readjust attitudes and rewrite the laws to stop impaired driving. So, we have put forward comprehensive policy documents and have completed thorough empirical research to support important legislative initiatives that will save lives. We will continue to fight for more effective laws and we will continue to fight for the changes that will help to reduce the needless carnage on our roads as a result of impaired driving.”

— National President Karen Dunham
NATIONAL CAMPAIGNS

Project Red Ribbon -
November 1, 2005 to
January 9, 2006

Each year, MADD Canada volunteers distribute millions of ribbons to Canadians with the hope of effectively delivering their ‘Don’t Drink and Drive’ message during the busiest social time on our calendar. Our goal is to reduce impaired driving incidents and the resulting tragic deaths and injuries caused by impaired driving.

‘If you’re high, you can’t drive’

MADD Canada launched a new poster and postcard awareness campaign in a continuation of its campaign against drug impaired driving. The current trends of drug use and increased drug impaired driving in Canada are disturbing. MADD Canada wants the public to know the risks and what can be done to combat drug impaired driving.
2005-2006 SPONSORS

Official Sponsors
Allstate Insurance Company of Canada
Alcohol Countermeasure Systems Corp.
Elco Fine Foods Inc.
Health Sciences Association of Alberta
Impact Auto Auctions
Intelligent Mechatronic Systems Inc.
Kit Care Corporation
Suzuki Canada Auto Dealers Foundation

Corporate Sponsors
Dominion Automobile Association (DAA)
Fonora Textile Inc.
LCBO
Saatchi & Saatchi

Elementary school program (2005-2006)
Presenting Sponsor
KFC/Priszm Canadian Income Fund

National Sponsors
Allstate Insurance Company of Canada
CIBC

High school program (2005-2006)
Presenting Sponsor
General Motors of Canada Limited

National Sponsor
Allstate Insurance Company of Canada

Official Sponsor
CN

Provincial Sponsor
Manitoba Public Insurance Corporation

Community Sponsors
Alberta Motor Association
CG & B Group Inc.
F.K. Morrow Foundation
North Vancouver Kiwanis Foundation
RBC Foundation
The Leflar Foundation
The Raptors Foundation

Vehicle Sponsors
Discount Car and Truck Rentals Ltd.
Suzuki Canada Inc.

Project Red Ribbon Campaign (2005)
Title Sponsor
Allstate Insurance Company of Canada

National Sponsor
Suzuki Canada Auto Dealers Foundation

Official/Provincial Sponsors
BMO Bank of Montreal
Coyle Corrugated Containers Inc.
Enterprise Rent-A-Car Alberta
Labelad
#TAXI

Corporate Sponsors
AGF Management Limited
Automall Network
L. Hansen’s Forwarding
Lerners LLP
Pizza Pizza
Toronto Automobile Dealers Association

Campaign Supporters
Calgary Exhibition & Stampede
Crosstown Motors Ltd.
Halifax International Airport Authority
Katz Group Canada Ltd.
Lafarge Canada Inc.
Loblaw Companies Limited
Murray Chev Olds
Phillips, Hager & North Investment Management Ltd.
Procter & Gamble Inc.
Restaurant Buona Notte Inc.
Sawridge Inn & Conference Centre
Tembec
Tippet-Richardson Limited
Toromont Industries Ltd.
Tyco Electronics Canada Ltd.
Wolverine Freight System

2005-2006 CORPORATE DONORS

Platinum ($10,000+)
Alberta Solicitor General
Health Canada’s Drug Strategy Community Initiatives Fund
Ontario Federation of Indian Friendship Centres
Ontario Ministry of the Attorney General
Ontario Trillium Foundation
Wild Rose Foundation
Winners Merchants International

Gold ($5,000+)
AMW Direct & Interactive
Beck Taxi Ltd.
Edwards Charitable Foundation
Health Canada – Alberta/NWT Region
Home Depot of Canada Inc. – Old Oakville Store – 7003
Legate & Associates Professional Group
Prime Outdoor
The Corporate Image
The Responsive Marketing Group Inc.
TNI The Network Inc/Eye to Eye Acquisition Inc.
UBS Bunting Warburg
2005-2006 FINANCIALS

Consolidated Statement of Revenues and Expenses Year Ended June 30, 2006

REVENUES

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<td>Multi-Media Program</td>
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<td>Grants</td>
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Mothers Against Drunk Driving (MADD Canada) Charitable Registration No. 13907 2060 RR0001.

EXPENSES

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<td>Youth Services</td>
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<td>Chapter Services</td>
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<td><strong>Total</strong></td>
<td><strong>$12,371,551</strong></td>
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TOTAL REVENUES $12,596,672

TOTAL EXPENSES $12,371,551
OUR MISSION: to stop impaired driving and to support victims of this violent crime

- 85 Chapters with approximately 7,500 volunteers across Canada
- More than 700,000 Canadians donate each year
- Over 4,000,000 red ribbons are distributed each year
- More than 4,000,000 pieces of mail sent each year
- More than 1.1 million hits on the website each year
- 600,000 high school and 150,000 elementary students see our multi-media assembly presentations each year
- Provide a full range of public awareness programs and victim support services
- Fully engaged in public policy debates to improve impaired driving laws
- Actively partner with police, public health officials, and medical and safety organizations
- Focused on significantly reducing the number of impaired driving fatalities and injuries

In Canada:
- On average, 4 Canadians are killed and 192 people are injured DAILY as a result of alcohol and/or drug-related crashes
- Approximately 70,000 Canadians are impacted by impaired driving annually
- Estimated 12.5 million trips of impaired driving each year on Canadian roads

VISIT MADD CANADA ON-LINE @
www.madd.ca

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