

madd



M E S S A G E



Volume 20 Issue 1

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National Office: 2010 Winston Park Drive, Suite 500
Oakville, ON L6H 5R7
Tel: (905) 829-8805 1-800-665-MADD
Fax: (905) 829-8860
Web: www.madd.ca
E-mail: info@madd.ca



Visit us online at www.madd.ca
 @maddcanada  maddcanada.ca



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Fax: (905) 829-8860 Web: www.madd.ca E-mail: info@madd.ca

Dear Friends:

Every day in Canada, hundreds of Canadians are killed and thousands more are injured in crashes involving alcohol and/or drugs. MADD Canada is a non-profit, grassroots organization that is committed to stopping impaired driving and supporting the victims of this violent crime. At the heart of MADD Canada are our volunteers who include not only mothers, but fathers, friends, business professionals, experts in the anti-impaired driving field and concerned citizens who want to make a difference in the fight against impaired driving.

MADD Canada's aim is to offer support services to victims, heighten awareness about the dangers of drinking and driving, and to save lives and prevent injuries on our roads. Driving while under the influence of alcohol or other drugs is a terrible crime that touches all of our lives and it is an irresponsible, dangerous and intolerable act. Impaired driving is a crime that is totally preventable. It is also a crime that affects everyone as it can happen to any one of us at any time.

MADD Canada raises funds to support our Victim Services, Chapter Services, Youth Services, Public Awareness and Public Education initiatives which in turn support our overall mission to stop impaired driving and to support victims of this violent crime.

Funds come from individual donors, corporate sponsors, memorial donations, foundations, community fund-raising events and Project Red Ribbon. Our fund-raising campaigns include direct mail, telephone and monthly donations, as well as, display kiosks at businesses and shopping malls to remind the public to always make a conscious choice not to drive impaired by alcohol and/or drugs.

I would like to thank you for picking up this magazine and for taking the time to read through the articles. We hope that it will give you a better sense of what MADD Canada is about and how your support of MADD Canada, be it through donations or volunteering, can make a tremendous difference in the fight against impaired driving.

I would also like to thank all of the people who bought advertising space for this magazine. You have helped make this edition of "The MADD Message Yearbook" a great success.

Sincerely,

A handwritten signature in blue ink that reads "Dawn Regan".

Dawn Regan
Chief Operating Officer
MADD Canada



Help Make In-Car Technology To Prevent Alcohol-Impaired Driving A Reality

MADD Canada is calling on the Government of Canada to make impaired driving prevention technology a standard safety feature in all new vehicles, and encouraging Canadians to add their voices to this effort by contacting their Member of Parliament.

Advanced technology exists now, and more is being developed, that can detect whether a driver is impaired and stop the car from moving or bring it to a safe stop. It is passive, unobtrusive and virtually invisible; drivers will not need to give a breath sample or take any other action. Most importantly, this technology has the potential to virtually eliminate alcohol-impaired driving, and the resulting crashes, deaths and injuries.

In November 2021, the United States signed legislation that will require all new cars and trucks to be equipped with advanced anti-impaired driving technology by 2027.

MADD Canada believes the same kind of legislation is needed here. Together with the victims and survivors we support, we are urging the Canadian government to require all new vehicles to have this technology as standard equipment, similar to seatbelts, airbags and anti-lock brakes.

Canadians can voice their support for in-car technology to prevent alcohol-impaired driving by visiting www.stopimpaireddriving.ca to sign a petition of support.



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

In the News

"This technology can save lives, prevent injuries and spare so many from a lifetime of grief and heartache," said MADD Canada National President Jaymie-Lyne Hancock whose brother DJ Hancock was killed by an impaired driver in 2014. "If anti-impaired driving technology existed a few years ago, DJ might still be with us. He would have gone to university. He would have celebrated holidays with his family. He would have been at my wedding last year."

The types of technology being used and developed to detect impairment in drivers include:

- sensor systems that detect alcohol levels through touch or ambient air;
- monitoring systems that look at vehicle movement, such as lane departures;
- and systems that monitor a driver's head and eye movement and pupil dilation.

"It's important to emphasize that this technology is nothing like an alcohol ignition interlock or a breathalyzer which require a breath sample from the driver," said MADD Canada Chief Executive Officer Steve Sullivan. "Drivers do not need to take any action."

Experts predict this technology will save more than 9,000 lives each year in the U.S. The numbers in Canada would be smaller obviously, due to our population size, but this technology would prevent the majority of alcohol-impaired driving deaths and injuries.

While great progress has been made over the past 30 years to reduce impaired driving in Canada, some people continue to drink and drive. A recent report from the Traffic Injury Research Foundation showed that in 2020, 27.2% (447) of all road crash fatalities involved a drinking driver. MADD Canada's latest statistics report nearly 87,000 federal charges and provincial sanctions for impaired driving in 2019.

"We understand it will take some time for all vehicles on the road to have this technology, but the sooner we start, the sooner we begin to save lives and prevent injuries," Ms. Hancock said. "Impaired driving costs Canadian society billions of dollars annually. But the price paid by those families who lose a loved one or by those who suffer serious injuries cannot be measured in dollars."

To learn more about technology to prevent impaired driving, please visit <https://madd.ca/pages/impaired-driving/stopping-impaired-driving/technology/>



Amplifying The Sober Driving Message During Impaired Driving Prevention Week



Hello everyone! I hope you all are enjoying the start of Spring.

MADD Canada and our amazing Chapters and Community Leaders around the country recently wrapped up a busy and productive National Impaired Driving Prevention Week (March 19-25).

We conducted an extensive social media campaign throughout the week. We also hosted our *A Candle For* online campaign encouraging Canadians to post a photo or video of themselves lighting a candle in support of victims and survivors of impaired driving.

A major focus of our activities was advancing in-car technology to prevent impaired driving. As you read on Page 1, advanced technology can detect driver impairment through sensors, vehicle monitoring systems and driver behaviour monitoring.

Experts predict this technology will virtually end alcohol-impaired driving.

As someone who lost a loved one, this means everything to me. Had this technology existed in 2014, I would be talking to my brother DJ, instead of talking about him.

The United States passed a law in 2021 requiring all new cars and trucks to have this impaired driving prevention technology by 2027.

We believe similar legislation should be passed here in Canada. Over the past several months, we have been raising awareness about this technology and reaching out to elected officials about it.

During Impaired Driving Prevention Week, MADD Canada and victims and survivors of impaired driving met virtually with select Members of Parliament, Senators and a Provincial Minister of Transportation. We shared our personal stories of loss and injuries, and asked these officials to support making impaired driving prevention technology standard in all new vehicles.

My heartfelt thanks goes out to: Minister of Justice David Lametti; Minister of Transport Omar Alghabra;

Mark Strahl, PC Shadow Minister for Transport and Vice-Chair, Standing Committee on Transport, Infrastructure and Communities; Taylor Bachrach, NDP Transport Critic and Member, Standing Committee on Transport, Infrastructure and Communities; Senator Marc Gold; Senator Kim Pate; and Ontario Minister of Transportation Caroline Mulroney. We also have a meeting scheduled with Senator Don Plett in the coming weeks. We truly appreciate them taking the time to meet with us.

I also want to thank the incredible victims and survivors who shared their stories with officials: Elizabeth Rivera, Antoine Bittar, Angeliki Souranis, Tanya Hansen-Pratt, Leslie Wells, Pat Henman, Aaron Libby, Brenda Simmons, Linda and Lou Van de Vorst, Steven Jeffrey, Geoff Leckey, Shauna and Dave Andrews, Bob Carreau and Kathy Mitchell.



We will continue our outreach and advancement of in-car technology over the coming months.

But we cannot reach this goal without YOUR help.

Lend your voice to this effort by sending an email to your Member of Parliament to ask for their support for in-car technology to prevent impaired driving. We have established a new web site that can help you do that. Visit www.stopimpaireddriving.ca for more information and to sign a petition of support today.

Getting this technology into cars will take time, but this is the first step.

Wishing everyone a warm and happy Spring season.

Sincerely

Jaymie-Lyne Hancock
National President

Victims' Conference Offers Information, Fellowship And Hope



Victims and survivors of impaired driving will come together at the end of May for a weekend of information, support and hope at MADD Canada's National Conference for Victims of Impaired Driving.

Delegates will gather in Toronto from May 26-28 for keynote addresses and smaller workshop sessions to help deal with the losses and injuries suffered as a result of impaired driving. Most importantly, the conference offers a safe and understanding environment where victims and survivors can share their feelings, gain coping

tools, and learn that they are not alone in their grief.

The conference also offers a program for youth, aged 15 to 24, featuring sessions and activities that have been specially designed to address the challenges and grief faced by young victims and survivors.

MADD Canada's National Candlelight Vigil of Hope and Remembrance will be held on the evening of May 27 to honour those who have been killed or injured as a result of impaired driving.

For more information about the conference, please visit madd.ca or contact Louise Anne Lamoureux, Director of Victim Services, at llamoureux@madd.ca.

MADD Canada thanks Assiff Law and Department of Justice Canada for their support of the conference.

Select sessions of the conference and the candlelight vigil will be livestreamed on MADD Canada's national Facebook page:

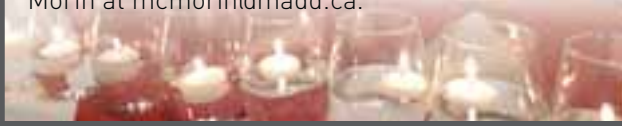
 facebook.com/maddcanada.ca

Conference for French-Speaking Victims of Impaired Driving

MADD Canada's annual Conference for French-Speaking Victims and Survivors of Impaired Driving will be held on June 17 in Bécancour, Quebec.

The day provides an opportunity for victims and survivors to meet and share their experiences, attend presentation sessions that will help them on their healing journeys and be part of a Candlelight Vigil to honour those killed or injured in impaired driving crashes.

For more information on this conference, please contact Quebec Regional Manager Marie Claude Morin at mcmorin@madd.ca.



Sending Thanks To Our Amazing Volunteers

With the theme of "Volunteering Weaves Us Together", this year's National Volunteer Week, April 16-22, will focus on how sharing our time, talent and energy strengthens the fabric of our communities.

MADD Canada's network of Chapters and Community Leaders work every day to weave our sober driving message and victim/survivor support into communities from coast to coast to coast.

We share our heartfelt thanks to each and every one of them for their passion, commitment, skill and generosity of time towards our mission to stop impaired driving and to support victims and survivors.



In the News

Happy Anniversary!

Our incredible volunteer Chapter and Community Leader groups across the country, and the dedicated and passionate people who lead them, are the foundation of MADD Canada.



Congratulations to MADD Avalon on their 25th anniversary, and to MADD Labrador and MADD Red Deer & District on their 30th anniversaries.

with and supported these groups over all these years. We offer our deepest thanks to each and every one of them, for all they have done to prevent impaired driving and support victims and survivors in their communities.

Hundreds of volunteers and members have been involved

New Comic Book Brings Impaired Driving Prevention Message To Young People

When amateur writer and Police Sergeant Clayton Brown teamed up with artist and creative director Loc Nguyen, the result was a colourful and unique comic book that delivers a powerful sober driving message to young people.

The four-page mini comic features Sergeant Alex Lee, also known as 'Goose'. Supervisor of a special response team, Sergeant Lee uses advanced technology which affords her the ability to fly. The comic follows Goose as she tracks an impaired driver who is veering all over the road.

"We wanted a fun and interesting way to grab the attention of young drivers, while also imparting a serious message about the dangers of impaired driving," said Sergeant Brown.

After an original printing at the local level, Sergeant Brown and Mr. Nguyen approached MADD Canada, which saw the comic as a natural fit for its efforts to educate youth about impaired driving. MADD Canada is featuring the comic on its web site and social media channels, and printing a supply of the comic. View or download 'Goose' – Sergeant Alex Lee: Impaired Driving Is Not An Option at madd.ca.

The comic was a hit at Comicon 2023 in Toronto on March 18 and 19. MADD Toronto and MADD York Region hosted a booth where they spoke with approximately 2,000 people and gave away 900 copies of the comic.



Spiderman dropped by our booth at Comicon 2023 to say hello and pick up a copy of the 'Goose' – Sergeant Alex Lee: Impaired Driving Is Not An Option.

In the News

Campaign 911 – The Call You Make Can Save A Life

With Spring here, and the Summer months just around the corner, MADD Canada is putting its *Campaign 911* message front and centre to remind Canadians about the important role they can play in helping police take impaired drivers off roads, trails and waterways before deadly crashes occur.

Campaign 911 is our national awareness program that encourages members of the public to treat impaired driving as the emergency situation it is by calling 911 if they see a driver, rider or boater they suspect is impaired. The campaign runs all year long, but is promoted more heavily during the spring and summer months when Canadians are travelling to and from cottages, enjoying road trips and vacations, and spending time on trails and waterways.

MADD Canada and its Chapters and Community Leaders team with police, municipalities, regions, harbours, marinas and other organizations to bring the *Campaign 911* message to hundreds of communities across the country. Initiatives include signs and billboards, public service announcements, posters and other materials and community events.

MADD Canada also offers education materials about the possible signs of an impaired driver or impaired boater, and tips on what to do if you spot one on our web site at madd.ca.

Special thanks to our long-time *Campaign 911* Official Sponsor, Maritime-Ontario Freight Lines Limited, for its generous and continued support.



Keeping Waterways Safe From Impaired Boating

MADD Canada is pleased to partner once again with Transport Canada's Boating Safety Contribution Program to raise awareness of the risks of boating impaired, and to encourage boaters to call 911 to report operators they suspect are impaired.

With financial contributions from the program, MADD Canada has produced and installed nearly 1,500 "Report Impaired Boaters" signs at harbours, marinas and boat launches across the country. We are working towards our goal to have 1,600 of these signs on Canadian waterways by the end of the 2023 boating season.

In 2023, we will produce new television and radio public service announcements to promote sober boating. We will also develop a new online survey that will be live from May to December 2023 to better understand boaters' behaviors and attitudes about impaired boating.

Awareness and education materials that were updated and distributed in 2022 will continue to be distributed throughout the upcoming boating season.

Ontario Memorial Monument To Be Unveiled In June

MADD Canada's new Ontario Memorial Monument for victims of impaired driving will be unveiled on June 10.

Located in Chinguacousy Park in Brampton, the Ontario Monument will be engraved with the names of people killed in impairment-related crashes. It provides victims' families with a special place to remember and honour their loved ones, and also serves as a powerful reminder about the devastating toll impaired driving takes.

Anyone who has lost a loved one as a result of someone else's choice to drive after alcohol and/or drug consumption and would like to have them memorialized on the Ontario Monument can submit their name through the [Memorials](#) page at [madd.ca](#) or contact Louise Anne Lamoureux, MADD Canada's Director of Victim Services, at llamoureux@madd.ca. The deadline to submit names is May 10 and there is no cost to families.

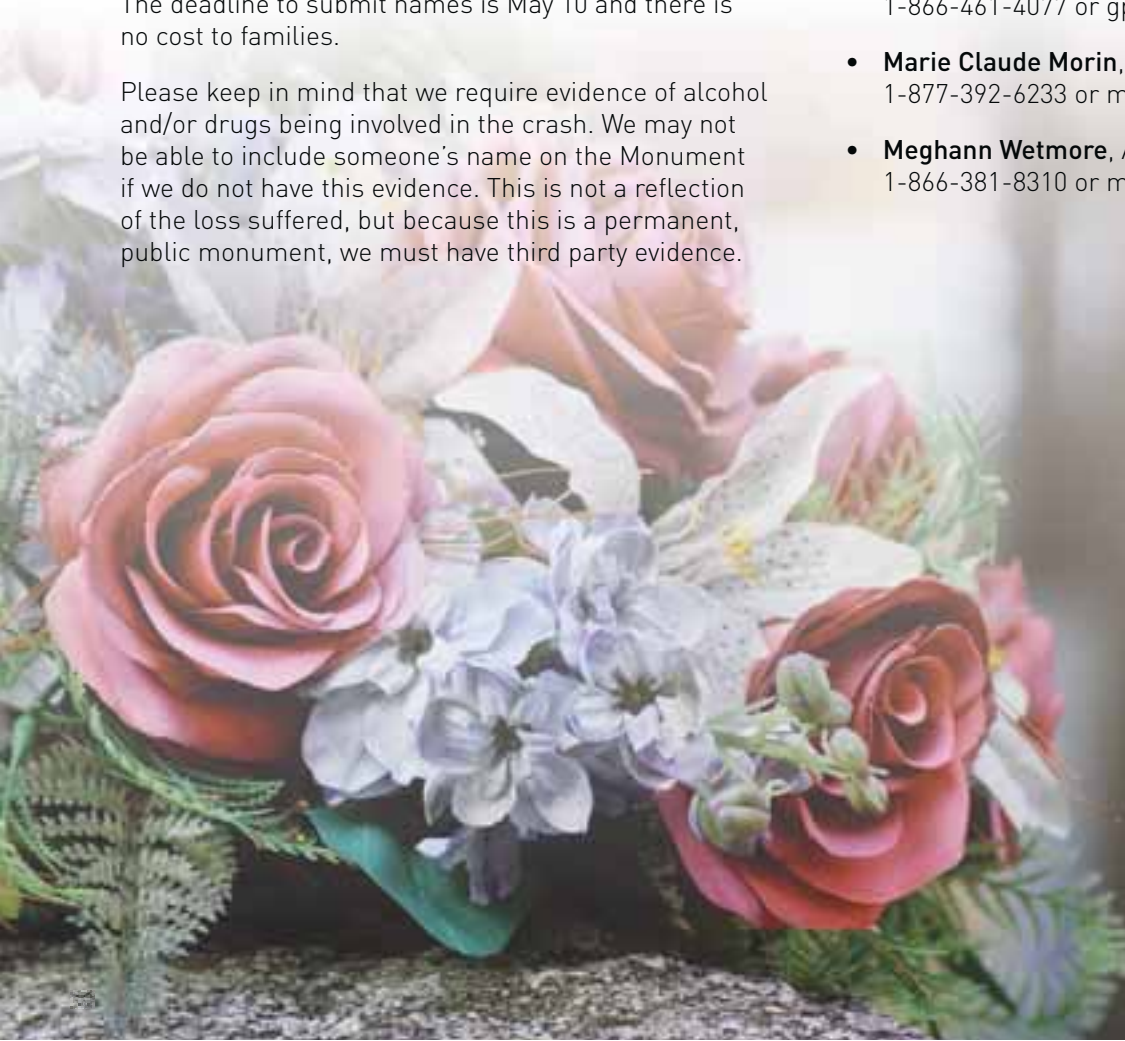
Please keep in mind that we require evidence of alcohol and/or drugs being involved in the crash. We may not be able to include someone's name on the Monument if we do not have this evidence. This is not a reflection of the loss suffered, but because this is a permanent, public monument, we must have third party evidence.

Anyone who wishes to help support this lasting memorial for Ontario victims of impaired driving can make a donation through MADD Canada's new [Go Fund Me](#) campaign. All funds go toward the costs of construction and the annual ceremony that will be held to commemorate victims.

MADD Canada thanks the City of Brampton for its partnership. The City has worked with MADD Canada to select the location, granted the necessary approvals, is part of the design process and will host the unveiling event.

MADD Canada has provincial monuments for victims of impaired driving in Alberta, Saskatchewan, Manitoba, Quebec, Nova Scotia, New Brunswick and Newfoundland and Labrador. For information on those Monuments, please contact:

- **Gillian Phillips**, Western Region at 1-866-461-4077 or gphillips@madd.ca
- **Marie Claude Morin**, Quebec Region at 1-877-392-6233 or mcmorin@madd.ca
- **Meghann Wetmore**, Atlantic Region at 1-866-381-8310 or mwetmore@madd.ca



In the News

Special Screenings Highlight Provincial Tours of *School Program*

MADD Canada was pleased to host special screenings of our 2022-2023 *School Program, Final Play*, in Manitoba and Saskatchewan in March to recognize the generous Provincial Sponsors who are instrumental in the delivery of the program to schools and students.



MADD Winnipeg Chapter President Trevor Ens welcomed Satvir Jatana, Vice President & Chief Customer Officer for Manitoba Public Insurance (MPI) to Collège St. Norbert Collegiate to talk to students and view the *School Program* in early March. As a Provincial Sponsor, MPI is directly sponsoring 118 screenings of *Final Play* this year, bringing the crucial sober driving message to thousands of students. Here, Ms. Jatana addresses students before the screening.



MADD National President Jaymie-Lyne Hancock hosted a special screening of the 2022-2023 *School Program, Final Play*, at Thom Collegiate in Regina in mid-March. She thanked Provincial Sponsors Saskatchewan Liquor and Gaming Authority (SLGA) and Saskatchewan Government Insurance (SGI) for their incredible support. SLGA and SGI are funding 60 and 30 presentations respectively. Joining Ms. Hancock to talk to students about ways to prevent impaired driving were David Buckingham, MLA for Saskatoon Westview (photo on left) and Kwei Quaye, Vice President of Traffic Safety, SGI (photo on right).

Bursary Program Supports Educational Goals Of Victims And Survivors

Applications for MADD Canada's Bursary Program to assist victims/survivors of impaired driving with their post-secondary education costs are being accepted until May 31, 2023.

The Bursary Program is open to Canadian students who have been severely injured, or who have had an immediate family member (mother, father, legal guardian, sister or brother) killed or severely injured in an impairment-related crash, and who are pursuing any full-time, post-secondary educational program that is approved by a provincial Ministry of Education.

Several \$5,000 bursaries are awarded to qualifying students each year, as well as one \$10,000 Leadership Bursary in honour of Louise Joanne Twerdy, a former MADD Canada National President and staff member.

Special thanks to all donors who earmark their contributions for the Bursary Program, including Garth William Hazlitt of Winnipeg, Manitoba, who generously donated \$25,000 to the Bursary Program in 2018 to create an annual bursary for one deserving student to follow their educational dreams each year.

Visit madd.ca for details and an application form.

Chapter Notebook



British Columbia RCMP organized a “Light Up the Highway” Checkstop event on December 3, with 33 RCMP detachments throughout the Lower Mainland holding checkstops on several busy highways. Over 30,000 vehicles were checked and approximately 50 impaired drivers were removed from the roads. Volunteers from **MADD Abbotsford**, **MADD Upper Fraser Valley** and **MADD Metro Vancouver** attended the checkstops and distributed red ribbons to sober drivers.



MADD Comox Valley's “Run for Goyo” was a huge success. Over 40 people came out to show their support in memory of Goyo Bernard who was killed by an impaired driver in 2016. Thank you to everyone who came out to run, walk and support the participants.



MADD Central Okanagan hosted an interactive and informative community booth at the West Kelowna Warriors Junior A Hockey Club. It was great to meet so many Warriors fans and support our local hockey team. Thank you to everyone who stopped by and to those who volunteered their time.



MADD Metro Vancouver partnered with the Vancouver Police Department to launch the Roadside Checkstop Victim Tribute (RCVT) Sign program, which dedicates roadside checkstops in the memory of victims or survivors of impaired driving. Motorists going through the checkstops see large posters of someone killed or injured in an impairment-related crash to highlight the crucial role checkstops play in taking impaired drivers off the roads.

Chapter Notebook



MADD Wainwright's newest volunteer, Mr. Grinch, was busy over the holiday season reminding the community to drive sober. He was joined by other volunteers to hand out red ribbons and raise awareness at community events.



MADD Canada Chapters and Community Leaders in Manitoba partnered with Manitoba Hydro for the *Project Red Ribbon* campaign in support of Manitoba Hydro employee Vicki Renwick, who lost her daughter Taylor in an impaired driving crash in 2015. Red ribbons were tied on approximately 3,000 Manitoba Hydro vehicles to support the effort to prevent impaired driving.



MADD London & Area distributed red ribbons and bookmarks in support of *Project Red Ribbon* at London's "Magic of Lights" event held in December.

Chapter Notebook



MADD Quinte created awareness and handed out some swag at Loyalist College in Belleville on December 12, in partnership with the OPP East Region and Loyalist College's Justice Studies students.



MADD Toronto held their annual *Project Red Ribbon* launch on November 16 at the TTC garage with their TTC bus ads as powerful imagery.



MADD Montreal used a digital display on a cube truck to spread the *Project Red Ribbon* message in Downtown Montreal while distributing red ribbons and bookmarks to holiday shoppers. Pictured here (left to right): Chapter members Luc Chamberland, Kim Miller, Theresa-Anne Kramer and Margaret Simonelli.



MADD Canada was invited to make a presentation during the DRE (Drug Recognition Evaluation) Information Day at the Quebec National Police School in January. Marie Claude Morin, Quebec Regional Manager, did a presentation via Zoom while Antoine Bittar, from **MADD Montréal**, travelled to Nicolet to talk about the tragedy of losing his daughter Jessica and the important role that police play for all families facing the aftermath of an impaired driving crash. Pictured here (from left to right): Officer Sylvain Forgues, **MADD Longueuil** Community Leader and DRE Instructor; Antoine Bittar, MADD Montreal; Officer Marie-Pier Savoie from the National Police School; and Officer Mathieu Synnott from Sûreté du Québec.

Chapter Notebook



We are pleased to announce that the MADD Canada family in Quebec is growing. Cathy F. Maltais is coming back to MADD Canada after many years and will represent our organization in her region as the **MADD Gatineau** Community Leader. Daniel Fortin, father of Jackson Fortin who was tragically killed with his mom, sister and grand-father in a crash involving a repeat impaired driving offender, has been approved as the **MADD Ville de Québec** Community Leader. Warmest welcome to both of you!



MADD Pictou County held a Registration Night at the New Glasgow Police Station on January 30 to recruit new board members in the local area.



MADD Labrador West and **MADD Labrador** created awareness at Cain's Quest, the world's longest snowmobile endurance race. The 2023 race started on March 4, and covered approximately 3,500 km through Labrador.

Chapter Notebook



MADD Greater Fredericton Area partnered with the Fredericton Riverview Ford Red Wings on January 29 at the Grant Harvey Centre for an afternoon "Impaired Driving Awareness Game". The afternoon of fun and hockey raised awareness of sober driving and recognized the continued outstanding efforts of the local emergency services. In attendance were Chapter members, various emergency services, emergency vehicles, and the MADD Greater Fredericton Area *Crashed Car*. Donations for the Chapter were collected on site via different fundraising initiatives, including a chuck-a-puck that took place during intermission.

Yes, you can count on my commitment to MADD Canada.

One-time donation:

\$50 \$35 \$25 \$15 Other \$ _____

Monthly Gift of: \$ _____ (Minimum \$5)

I prefer to make my donation by:

Cheque Visa MasterCard AMEX

Name: _____

Address: _____

Card No. _____ EXP: ____ / ____

Signature: _____

Please make your cheque or money order payable to MADD Canada.

All gifts of \$20 or more will be receipted automatically.

If you require a receipt for any other amount, please check here.

If you are making a monthly donation, please include a void cheque or provide credit card number.



Please contact me with information on donating to MADD Canada through my will, life insurance and/or stocks.

madd⁺
No alcohol. No drugs. No victims.

Affinity Partners

Reward Yourself And Support MADD Canada

Reward yourself and support MADD Canada with the **No Fee¹ BMO® MADD Canada AIR MILES®⁺ Mastercard®***

Fast-Forward your rewards and **ALWAYS** get 2X the Miles at participating AIR MILES Partners.* Then get 1 Mile for every \$20 in credit card purchases.² Plus, get **800 AIR MILES** as a welcome bonus!*

If you already have a BMO MADD Canada Mastercard, you can take pride in knowing that you are helping support MADD Canada to save lives and support victims at no additional cost to you. What better reason to use your card more often?

Apply today at bmo.com/madd



1. Ongoing interest rates, interest-free grace period, annual fees and all other applicable fees are subject to change. Cash advances include balance transfers, cash-like transactions and Mastercard cheques. Visit your branch; call the Customer Contact Centre at 1-800-263-2263, or visit bmo.com/creditcards for current rates and fees.

2. Offer is cumulative over the statement period. Award of Miles is made for purchases charged to your account (less refunds and excluding cash advances, cash-like transactions, interest charges, fees, credit or debit adjustments) and is subject to the AIR MILES Terms and Conditions and the BMO Mastercard Cardholder Agreement. The number of Miles will be rounded down to the nearest whole number. Fractions of Miles will not be awarded. *Terms and conditions apply.

E-cards And Donations In Support Of MADD Canada

MADD Canada's new e-card donation program helps you recognize a loved one's birthday, or other special occasion with a donation in their honour. Make your donation and send the recipient an e-card in just a couple of easy steps. From Mother's Day and Father's Day, to birthdays and anniversaries, to holidays – you and your recipient will be part of the effort to prevent impaired driving and support victims and survivors, while celebrating a special day. Visit madd.ca to order your e-card today.



MADD Canada Store

Looking for some MADD Canada swag? Visit our online store at madd.ca/pages/store/ and check out the great line of MADD Canada branded products and accessories. Popular products include our red shoelaces, watches, keychains, angel pins and car magnets. Treat yourself, or pick up some gifts for friends and families.



Public Awareness/Education

Monthly Donor Program

Join MADD Canada and help save lives through monthly donations!

How monthly giving benefits you:
It's easy.

Just tell us whether you would prefer to use your chequing account or your credit card. It's flexible. You're in control. You can increase, decrease, pause or stop your donations at any time.

It's convenient. You'll receive a consolidated charitable receipt for all your donations for the previous year in late February.

It's rewarding. By joining our monthly donation program, you will receive our quarterly newsletter, *MADD Matters*, plus our annual report. You will also have the satisfaction of knowing you are helping to secure a better future for all of us. Together, we can make a difference.

To join today, please contact **Dawn Regan**, Chief Operating Officer, at 1-800-665-6233, ext. 223.



YOUR MONTHLY GIFT provides a consistent and reliable source of funding.

YOUR MONTHLY GIFT is cost-effective. Preauthorized donations can be processed more efficiently than single gifts, leaving even more money to support our lifesaving programs. We guarantee that a minimum of 97% of your monthly gift will be directed to our programs.

YOUR MONTHLY GIFT will help ensure that we are able to continue to reach people with our lifesaving message before so many more lives are lost.

MADD Canada

Youth Bursaries

MADD Canada has always been an organization that has taken utmost pride in making a difference in people's lives. Once again, we have been able to fulfill this mandate by providing some of our victims with MADD Canada Youth Bursaries.

Each MADD Canada bursary helps a Canadian student in college or university whose parent or legal guardian has died as a result of an impaired driving crash. A bereaved victim may experience many challenges including: a fear of the unknown, the risk of possible regrets, a loss of purpose and direction in life, high stress levels, financial insecurity and communication barriers that affect supportive parenting.

This educational bursary of \$2,000.00 is intended to help cover the cost of tuition or residence fees. This year we have 11 recipients from across the country who qualified for this bursary.

Our organization is thrilled to have the opportunity to provide these bursaries to students across the country, as we know it helps develop their skills and abilities to face the future. One of our previous recipients, Chantel Parkes from the Sarnia, ON area, completed her diploma in marketing from Fanshawe College in London, ON with the aid of the bursary, and now we are proud to have her as part of our MADD Canada School Outreach Program staff. She has strengthened her commitment to stop impaired driving first as a volunteer, then as a student, and now as part of the MADD Canada National staff.

To find out more about MADD Canada Bursaries or how your gift can help MADD Canada support victims of impaired driving and their families, please call **Steve Sullivan**, Director of Victim Services at **1-866-876-5224**.

Victim/Survivor Services

Victims/survivors of impaired driving are our number one priority. MADD Canada has developed a wide range of free support materials. Brochures and booklets include:

- A Victim's Guide to the Criminal Justice System
- Adult-Sibling Grief
- Child-Sibling Grief
- Coping with Life After Injury
- Grandparents' Grief
- Holidays and Hope
- Living with Burn Injuries
- Living with Spinal Cord Injuries
- Living with Brain Injuries
- Men and Mourning
- Non-Family Grief
- Parents' Grief
- Spousal Grief
- Survivor Guilt
- Teenagers' Grief
- Helping Children Cope with Death
- Trauma, Loss and Bereavement
- Understanding the Consequences of a Loved One's Impaired Driving
- Workplace Loss and Grief
- A Time to Heal – National Conference for Victims of Impaired Driving



Are you a victim/survivor of an impaired driving crash?

We are here to help



madd
No alcohol. No drugs. No victims.

1-800-665-6233 • www.madd.ca



These resources can be ordered by calling 1-800-665-6233, ext. 227 or downloaded from <https://madd.ca/pages/programs/victim-survivor-services/resources/> and are available in English and French.

Remembering and Acknowledging all Victims/Survivors

MADD Canada's National Office is the site of the National Memorial Wall. Hundreds of photographs of victims who have been killed and those who have been injured in impaired driving crashes line the walls. People who see it always remark on how overwhelming it is to see so many faces of people of all ages and walks of life. These photos have also been replicated on travelling Memorial Wall banners that are displayed at MADD events across the country.

As well, our on-line tribute site is another avenue for people to remember those killed and acknowledge injuries sustained in impaired driving crashes. Memories, photos and tributes can be posted by families or the victim/survivor themselves. This site can be accessed at <https://madd.ca/tributes/en>.

If you are a victim/survivor of impaired driving and would like to more information on these programs, contact 1-800-665-6233, ext. 222.

Making a Difference: Volunteering

Why should I get involved?

- Up to 4 Canadians are killed and 175 are injured every day in alcohol and drug-related crashes.
- Impaired driving crashes are 100% preventable.
- Impaired driving is the single leading criminal cause of death in Canada.

As long as there are impaired drivers on our roads, no one is safe.

Here's what our volunteers say:

"If I can save one life, that will be something I will have accomplished and can be proud of."

"We certainly get a lot more out of it than we're giving back"

"Volunteering with MADD Canada is a great way to meet people and make valuable contacts."

"As a victim of impaired driving, I've received wonderful support from a group that really understands."



You can make a difference. Don't wait until you or your family becomes a victim. Get involved today.

Making a Difference: Volunteering

Here's How you can help:

Public Awareness and Chapter Services Programs:

- *Project Red Ribbon* Campaign: distribute coin boxes with Red Ribbons in the community (November to January)
- Campaign 911: The Canadian public is encouraged to report suspected impaired drivers by calling 911
- R.I.D.E./Sobriety Check Stops work with local law enforcement officials
- Public Education for local schools, companies or service clubs
- Public Awareness through mall displays, parades, festivals, etc.
- Media interviews
- Informing elected officials of MADD Canada's initiatives

Victim Services Programs: (training provided)

- Victim Services Volunteer Training provides support to impaired driving victims on an individual or group level
- Court monitoring to keep track of impaired driving charges
- Letter writing

Youth Programs

- Poster Contest for students 10 years and under and 11-14. Multi-Media Contest for 24 and under.
- Multi-Media School Assembly Presentations for high schools, middle schools and elementary schools.

**Call 1-800-665-MADD
for the Chapter nearest you.**

MADD Canada

2010 Winston Park Drive, Suite 500,
Oakville, ON L6H 5R7

TELEPHONE: (905) 829-8805

FAX: (905) 829-8860

INTERNET: www.madd.ca

E-MAIL: info@madd.ca

Visit us at
 @maddcanada  maddcanada.ca

Who is MADD Canada?

MADD Canada is a national, grassroots, registered, charitable organization with Chapters and Community Leaders. MADD Canada Chapters are run by volunteers from across the country and include not only mothers, but fathers, friends, business professionals, experts in the anti-impaired driving field, concerned citizens and young people who want to make a difference in the fight against impaired driving.



History of MADD Canada

In 1983, MADD Canada's predecessor PRIDE (People to Reduce Impaired Driving Everywhere) received official Chapter status from MADD in the U.S., becoming the only official licensee of MADD in Canada. Several Chapters were subsequently formed and in 1990, MADD Canada officially became a national organization.

MADD Canada has grown from coast to coast and continues to advocate for change to make our communities safer and to provide victims of impaired driving with a voice.

Our Mission:

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

1-800-665-MADD
www.madd.ca

madd 

Visit us at

 @maddcanada  maddcanada.ca

Who is MADD Canada?

Youth Services

MADD Canada is committed to eliminating impaired driving among youth by empowering young people to positively influence their peers, community and legislators.

MADD Canada's youth programs include:

- **School Assembly Programs** for high schools, middle schools and elementary schools that challenge and inspire young people to make smart choices in their lives including choosing not to drink and/or use drugs and drive
- **Educator Guides**
- **Poster Contest** – A creative medium for children aged 10 and under and 11-14 to express their concerns about impaired driving.
- **Youth Multi-media Contest** – for 24 and under students create a PowerPoint or DVD presentation on stopping impaired driving.

- **MADD Canada Bursary Program** for students whose parent, guardian or sibling was killed or injured in an impaired driving crash.
- **Educational videos**
- **Dedicated youth section on web site** - Youth can learn about stopping impaired driving in their community

Public Awareness

Raising public awareness about the dangers of impaired driving is a critical strategy to prevent more deaths and injuries. MADD Canada's national public awareness programs include:

- **Project Red Ribbon** – An annual campaign for drivers to display a red ribbon on their vehicle or key-chain in support of sober driving
- **Campaign 911** – The Canadian public is encouraged to report suspected impaired drivers by calling 911
- **Signs of Summer** – Local businesses display sober driving messages throughout the summer
- **Educational videos**
- **Public Service Announcements** for radio, television and print campaigns
- **Printed materials** including posters, booklets, brochures
- **MADD Matters** – A national newsletter sent to victims, members, supporters and community leaders to keep them informed about impaired driving issues and MADD Canada's activities.



Who is MADD Canada?

What Can You Do?

- Don't drive impaired by alcohol and/or drugs.
- If you or a loved one becomes the victim of an impaired driving crash, call 1-800-665-MADD or your local Chapter.
- Get involved by volunteering for a local Chapter.
- If there is not a Chapter in your area, contact MADD Canada's National Office to inquire about starting one.
- Demonstrate your commitment to fight impaired driving by becoming a member of MADD Canada.
- Tie a red ribbon on your vehicle as a reminder to drive sober.
- Open a dialogue with your children about drinking and driving.
- Donate to your local Chapter and/or the National organization.
- Be a responsible host. Don't let your guests drive after drinking alcohol or using drugs.
- If you witness someone who appears to be driving impaired, report them to the local authorities immediately.
- Participate in one of MADD Canada's Youth Programs and positively influence your peers.
- Never get in a vehicle with a driver who has been drinking or using drugs.

Please Help us Change the Odds

- Yes, I would like to support MADD Canada through my donation of \$10; \$15; \$20; other_____. Enclosed is my cheque or money order. (A charitable receipt will be issued for your donation.)
- Yes, I would like to join MADD Canada's Monthly Donor Program. Please contact me.
- Please send me information on MADD Canada's Planned Giving Programs (includes wills, life insurance, annuities).
- I would like information about volunteering locally for a MADD Canada Chapter.
- I would like information on how I can participate in MADD Canada's youth programs.

Name: _____

Address: _____

City: _____ Province: _____ P.C.: _____

Phone (H): _____ Phone (W): _____

Fax: _____

E-mail: _____

Contact your local Chapter or detach and mail to:

MADD Canada

2010 Winston Park Drive, Suite 500, Oakville, ON L6H 5R7

1-800-665-MADD (6233)

TELEPHONE: (905) 829-8805 FAX: (905) 829-8860

INTERNET: www.madd.ca E-MAIL: info@madd.ca

Canadian Charitable Registration No: 13907 2060 RR0001



You can make a difference!

Who is MADD Canada?

Who Funds MADD Canada?

Funding for MADD Canada is provided by:

- Individual Donors
- Corporate Sponsors
- Memorial Donations
- Project Red Ribbon
- Community Events
- Planned Giving
- Special Events

MADD Canada contacts hundreds of thousands of households each year through our mail and telephone community awareness programs. Each household receives information about the dangers of impaired driving and its devastating impact on victims. We gratefully acknowledge the commitments of our donors.

Chapter Services

MADD Canada's volunteers work at the local level to provide one-on-one service to their communities. MADD Canada recognizes the importance of a strong grassroots organization and offers the following to assist in Chapter growth:

- National staff of professionals to provide resources and materials to assist at the local level
- Volunteer development workshops and materials
- An annual National Chapter Leadership Conference
- National promotional and fund-raising materials
- National public awareness campaigns
- Assistance in Chapter volunteer recruitment and retention
- Web site to promote national and local activities and provide research information
- Tools to assist with effective communication

Victim Services

What makes MADD Canada unique from other organizations in the fight against impaired driving is our service to victims of impaired driving crashes. These services include:

- A national victim support line, 1-800-665-MADD
- Victim support literature to assist victims of impaired driving crashes
- Online and face-to-face training for Victim Support Volunteers (VSVs) to develop VSVs who can provide a full range of support services to impaired driving victims in their communities
- An annual National Candlelight Vigil and Victims' Conference
- We Care Program, a comprehensive referral and information package for victims of impaired driving
- Online resources, victim tributes and discussion forum on MADD Canada's web site, www.madd.ca
- National Memorial Wall
- Court Monitoring and Victim Impact Panel training available online



MADD Local Chapter Information

in the schools - in the community
- reaching out to victims

we depend on the support of donors
to sustain our activities.

please give generously



Local Chapter Contact Information

NOVA SCOTIA

MADD Annapolis Valley

249 Redden Road
Martock, NS B0N 2T0
Tel: 1-800-665-6233 ext. 387
Email: maddav@live.ca
<http://maddchapters.ca/annapolisvalley>

MADD Antigonish

c/o Antigonish RCMP, 4 Fairview St
Antigonish, NS B2G 1R3
Tel: 1-800-665-6233 ext. 349
Email: maddantigonishi@hotmail.com
<http://maddchapters.ca/antigonish>

MADD Bay of Fundy NS

c/o Sheila McGuirk - 13604 Highway 1
Wilmot, NS B0P 1W0
Tel: 1-800-665-6233 ext. 268
Email: bayoffundynsmaddchapter@gmail.com
<http://maddchapters.ca/bayoffundy>

MADD Cape Breton

90 Esplanade, Suite 201A
Sydney, NS B1P 1A1
Tel: 1-800-665-6233 ext. 350
Email: maddcapebreton@outlook.com
<http://maddchapters.ca/capebreton>

MADD Cobequid

14 Court St., Suite #200-143
Truro, NS B2N 3H7
Tel: 1-800-665-6233 ext. 362
Email: maddcobequidchapter@gmail.com
<http://maddchapters.ca/cobequid>

MADD Cumberland Tantramar

11 Industrial Park Drive
Amherst, NS B4H 4H7
Tel: 1-800-665-6233 ext. 383
Email: maddcumberland@gmail.com
<http://maddchapters.ca/cumberlandtantramar>

MADD Guysborough County

P.O. Box 317
Guysborough, NS B0H 1N0
Tel: 1-800-665-6233 ext. 351
Email: guysboroughmadd@gmail.com
<http://maddchapters.ca/guysboroughcounty>

MADD Halifax Regional

Tel: 1-800-665-6233 ext. 382
19 Anahid Drive
Hammonds Plain, NS B4B 1L9
maddhalifaxregional@gmail.com
<http://maddchapters.ca/halifax>

MADD Inverness South

25 Pitt Street
Port Hawkesbury, NS B9A 2T2
Tel: 902-625-3545
Email: maddinvernessouth@gmail.com
<http://maddchapters.ca/invernessouth>

MADD Lunenburg-Queens

119 Highway 208
New Germany, NS B0R 1E0
Tel: 1-800-665-6233 ext. 348
Email: lq.madd@gmail.com
<http://maddchapters.ca/lunenburgqueens>

MADD Pictou County

225 Park Street
New Glasgow, NS B2H 5B7
Tel: 1-800-665-6233 ext. 337
Email: maddpictou@gmail.com
<http://maddchapters.ca/pictoucounty>

MADD Yarmouth County

PO Box 103
Yarmouth, NS B5A 4B1
Tel: 1-800-665-6233 ext. 368
Email: maddyarmouth@gmail.com
<http://maddchapters.ca/yarmouth>

PRINCE EDWARD ISLAND

MADD Central PEI CL

c/o RCMP
153 Maypoint Road
Charlottetown, PE C1E 1X5
Tel: 1-800-665-6233 ext. 355
Email: maddcentralpei@gmail.com
<http://maddchapters.ca/centralpei>

MADD Charlottetown & Eastern PEI

c/o Natasha Perry
79 MacAdam Road
West St. Peter's, PE C0A 1T0
Tel: 1-800-665-6233 ext. 356
Email: maddcharlottetown@gmail.com
<http://maddchapters.ca/charlottetownandeasternpei>

MADD West Prince

c/o Edna Gallant - PO Box 406
O'Leary, PE C0B 1V0
Tel: 1-800-665-6233 ext. 353
Email: maddwestprince@gmail.com
<http://maddchapters.ca/westprince>

NEWFOUNDLAND & LABRADOR

MADD Avalon

130 Conception Bay Hwy, Suite 204
Conception Bay South, NL A1W 3A6
Tel: 709-834-7663
Email: maddavalon@nl.rogers.com
<http://maddchapters.ca/avalon>

MADD Bay of Islands

12 Balsam Avenue
Corner Brook, NL A2H 2T2
Tel: 1-800-665-6233 ext. 390
Email: maddbayofislands9@gmail.com
<http://maddchapters.ca/bayofislands>

MADD Bay St. George

WE Cormack Centre - 35 Carolina Ave., Box 9
Stephenville, NL A2N 3P8
Tel: 1-800-665-6233 ext. 370
Email: maddbaystgeorge@hotmail.com
<http://maddchapters.ca/baystgeorge>

MADD Burin Peninsula

PO Box 1718
Marystown, NL A0E 2M0
Tel: 1-800-665-6233 ext. 352
Email: bpmadd@outlook.com
<http://maddchapters.ca/burinpeninsula>

MADD Exploits Valley

c/o James Smith
11 Knight Street
Grand Falls-Windsor, NL A2A 2N1
Tel: 1-800-665-6233 ext. 354
Email: exploitsmadd@gmail.com
<https://maddchapters.ca/exploits-valley>

MADD Gander & Area

P.O. Box 82
Gander, NL A1V 1K0
Tel: 1-800-665-6233 ext. 331
Email: maddgander@gmail.com
<http://maddchapters.ca/gander>

MADD Labrador

Box 7, Postal Station C
Happy Valley-Goose Bay
Labrador, NL A0P 1C0
Tel: 1-800-665-6233 ext. 338
Email: maddlabrador@gmail.com
<http://maddchapters.ca/maddlabrador>

MADD Labrador West Chapter

708 Field St
Labrador City, NL A2V 1H8
Tel: 1-800-665-6233 ext. 357
Email: maddlabradorwest@ccrstv.net
<http://maddchapters.ca/labradorwest>

MADD Mary's Harbour CL

PO Box 62
Mary's Harbour, NL A0K 3P0
Tel: 709-638-3474
Email: jackierumbolt43@hotmail.com

MADD Trinity Bay

64 Memorial Dr.
Clarenceville, NL A5A 1N3
Tel: 1-800-665-6233 ext. 375
Email: maddtrinitybay@yahoo.ca
<http://maddchapters.ca/trinitybay>

NEW BRUNSWICK

MADD Charlotte County

124 Main St., Suite 401
St. George, NB E5C 3S3
Tel: 1-800-665-6233 ext. 342
Email: maddcharlottetown@gmail.com
<http://maddchapters.ca/charlottetown>

MADD Greater Fredericton Area

546 St. Mary's Street, Unit 8
Fredericton, NB E3A 8H5
Tel: 1-800-665-6233 ext. 391
Email: maddfredericton@gmail.com
<http://maddchapters.ca/fredericton>

MADD Madawaska Region

305 chemin T-Morin
St-Joseph de Madawaska, NB E7B 2T2
Tel: 506-740-2310
Email: madd.madawaska@outlook.com
<http://maddchapters.ca/madawaska> FR <http://maddsections.ca/madawaska>

MADD Miramichi

c/o Juanita Hamilton
1-268 Wellington St.
Miramichi, NB E1N 1N6
Tel: 1-800-665-6233 ext. 385
Email: maddmiramichi@outlook.com
<http://maddchapters.ca/miramichi> FR <http://maddsections.ca/miramichi>

MADD Saint John

1216 Sandcove Road, Box #21, Unit B213 -
Maritime Opportunity Centre
Saint John, NB E2M 5V8
Tel: 506-672-6188
Email: maddstj@nb.aibn.com
<http://maddchapters.ca/saintjohn>

MADD South Eastern New Brunswick

PO Box 1371, Moncton Main Station
Moncton, NB E1C 8T6
Tel: 1-800-665-6233 ext. 389
Email: maddsenbchapter@gmail.com
www.madd.ca/senb