

madd



M E S S A G E



Volume 16 Issue 6

features

in this magazine



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madd⁺
Saving Lives. Supporting Victims.

DRIVING HIGH **IS** DRIVING IMPAIRED



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Dear Friends:

Every day in Canada, up to 4 people a day are killed and 175 more people are injured in crashes where alcohol and/or drugs were present. MADD Canada (Mothers Against Drunk Driving) 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 black ink, appearing to read "Andrew W. Murie".

Andrew W. Murie
Chief Executive Officer
MADD Canada



SmartWheels Rolls In To Saskatchewan

MADD Canada is pleased to announce the launch of its *SmartWheels* program in Saskatchewan.

This unique mobile classroom – a 42-foot recreational vehicle outfitted with large video screens, virtual reality goggles and individual tablets – is now travelling to elementary schools around Saskatchewan to deliver a unique and fully interactive learning experience about the risks of alcohol, drugs and driving.

Saskatchewan is just the second province with a *SmartWheels* vehicle. The original *SmartWheels* vehicle was launched in Ontario in 2017.

The *SmartWheels* program is designed for students in Grades 4 – 6. Using videos, virtual reality and other technology, it teaches students about the effects of alcohol and drugs on the body, the risks of driving after alcohol or drug use, the tragic consequences of impaired driving, and the dangers of being a passenger in a car driven by an impaired driver.

The program is designed to educate students about the risks of alcohol, drugs and driving – and provide them with safety strategies – long before they will need to make decisions about such things.

“Education about the risks of impaired driving cannot just start when students reach the driving age,” said MADD Canada Chief Executive Officer Andrew Murie. “We need to lay the groundwork early and revisit the message often so that when these young people reach the age where they may be faced with choices about alcohol and drug consumption and driving, they have the knowledge and confidence to make safe, responsible choices.”

SmartWheels Saskatchewan is being made possible thanks to partnerships with Saskatchewan Government Insurance (SGI), Saskatchewan Liquor and Gaming Authority (SLGA), and community sponsors.

“This innovative approach will help young people establish a strong foundation for a future of safe and sober driving,” said the Honourable Joe Hargrave, Minister Responsible for SGI. “We are proud to team with MADD Canada in this effort to educate and protect young people, and to prevent impaired driving.”



SmartWheels Saskatchewan was officially launched on September 12 with a special presentation to students at St. Gabriel School in Regina. Here, MADD Canada volunteers Lou and Linda Van de Vorst (left and centre) and Allan Kerpan visit the new mobile classroom.

In the News

"By capturing the students' attention, and engaging them with the interactive components, *SmartWheels* delivers the sober driving message in a creative way that will resonate with young people. It will equip them with the knowledge and tools to protect themselves from impaired driving, now and in the future," said the Honourable Gene Makowsky, Minister Responsible for SLGA. "

Impaired driving takes a disproportionate toll among young Canadians: traffic crashes are the leading cause of death among 16-25 year olds with approximately 55% of fatal crashes involving alcohol and/or drugs. Further, studies show that the use of alcohol and cannabis starts as early as age 11 and that use increases steadily between grades 7 and 9.

SmartWheels is already scheduled to deliver 96 presentations at 33 schools around the province between now and late October. Over the course of the school year, it is expected to visit more than 100 elementary schools and reach approximately 9,000 students.

SmartWheels complements the *School Assembly Program*, MADD Canada's largest youth program, which delivers education and awareness to hundreds of thousands of Canadian students in Grades 7 – 12 each year. With these two programs, MADD Canada can now provide powerful and ongoing education about the risks and consequences of alcohol, drugs and impaired driving to Saskatchewan students from Grade 4 all the way through to Grade 12.

To learn more about *SmartWheels*, including information on how Ontario and Saskatchewan schools can book presentations, please visit <https://madd.ca/pages/programs/youth-services/school-programs/smartwheels/>



Virtual reality goggles gives students a sense of what it looks and feels like to drive impaired.



MADD Canada was proud to have the Honourable Joe Hargrave, Minister Responsible for Saskatchewan Government Insurance, and the Honourable Gene Makowsky, Minister Responsible for SLGA, join us for this special event. Here, Minister Hargrave visits with some of the students at the presentation.

In the News

Motivating Students to Drive Sober – MADD Canada’s School Assembly Program In Full Swing

MADD Canada’s team of School Outreach Representatives are travelling the country, delivering the latest *School Assembly Program, Over the Edge*.

Road crashes are the number one cause of death among Canadian youth. More than half of those crashes involve alcohol and/or drugs. The *School Assembly Program* is aimed at students in Grades 7 – 12, to illustrate the dangers of impaired driving and get them talking about how they can prevent.

Over The Edge shows the story of 17-year-old Sam, who moves back to her hometown to live with her Dad while her Mom travels for work. At a party to celebrate Sam’s homecoming, she reunites with her two best friends, Kat and Adam, and meets Kat’s friend, Steve. The group catches up while drinking and smoking cannabis. Things quickly get out of hand when Kat divulges a secret, and

Sam and Adam leave. Knowing she shouldn’t drive, Sam calls her Dad to pick them up. The next morning, Sam and her Dad decide to go fishing. On the way, Sam gets a text from Kat saying that Steve is driving impaired. Sam and her Dad agree to pick Kat up at a nearby farm, and Sam calls the police to report Steve’s impaired driving. Suddenly, a crash happens, changing all of their lives forever.

After that fictional story concludes, viewers see powerful interviews with real-life victims of impaired driving who talk about their loved ones who were killed or injured in crashes. This year’s program tells the stories of:

Cassius Richards

Cassius was killed when an impaired driver, with over twice the legal limit of alcohol in his system, sped through a red light and hit his car. The impaired driver was convicted and sentenced to four years in prison. For Cassius’ family, there is a void left in their hearts that can never be filled.

Doug Stewart & Emily Stewart

A day before Father’s Day, Doug and his daughter Emily were on their way home when a cannabis-impaired driver collided with their car head-on after swerving into the middle of a two-lane highway. Doug was killed in the crash. Emily suffered broken bones and a critical brain injury, and was not expected to live. With courage and perseverance, she survived and has made inspiring progress, but she will never fully recover from her injury.

Stanley Thomson

One evening, four carloads of teenagers stopped at a restaurant on their way home from a high school graduation party. After getting a bite to eat, the friends got back into their cars, with one of the drivers high on cannabis, and they headed home. The driver who was high began to play a daring game of leapfrog with his vehicle. Suddenly, one vehicle pulled out directly in front of an oncoming tractor trailer and triggered a devastating chain reaction of collisions. Five of the young men, including Stanley, died in the crash and eleven were seriously or permanently injured.

With the support of National Sponsors Allstate Insurance Company of Canada and Westcan Bulk Transport and other generous sponsors including Provincial Sponsor LCBO, more than 2,000 presentations of *Over the Edge* will be delivered at middle and high schools across the country. Hundreds of thousands of students will see this sober driving message over the current school year.



To see a clip of the new program, visit the School Programs page on the MADD Canada web site at:
<https://madd.ca/pages/programs/youth-services/school-programs/>

IN THE

BLINK

OF AN EYE

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Saving Lives, Supporting Victims

Alberta Installs First Roadside Memorial Sign Honouring Victim Of Impaired Driving

In partnership with MADD Canada, the Province of Alberta has initiated a new roadside memorial sign program to recognize the innocent victims of impaired driving.

The first Alberta roadside memorial sign was installed in August. It honours the memory of Alfred Benary, who died in October 2015 from injuries sustained in an impaired driving crash.

“Roadside signs and other memorials are a powerful way to recognize victims, and to remind the public about the tragic consequences of impaired driving,” said MADD Canada Chief Executive Officer Andrew Murie. “One person’s choice to drive impaired took Alfred Benary’s life and devastated his whole family. When people see this memorial sign, we want it to motivate them to make a commitment to never drive impaired.”

MADD Canada thanks Alfred’s family for their courage, and the Government of Alberta for their leadership in establishing a roadside memorial for victims of impaired driving.

MADD Canada has collaborated with governments in other provinces, including Manitoba, Saskatchewan, Ontario, Nova Scotia and Prince Edward Island, to install memorial signs for victims of impaired driving.



Alfred Benary’s wife Adele Dirks (right) and daughters Deanna and Ashleigh (left) unveil Alberta’s first roadside memorial sign for a victim of impaired driving. The sign is located near the crash site, on Highway 22 just north of Highway 1, outside Calgary.

New Videos Offer Info About Victim/Survivor Rights and Victim Impact Statements

In our ongoing effort to provide victims and survivors with resources to help them deal with the criminal justice system, MADD Canada has produced two new videos.

- The first video provides some answers to frequently asked questions about the Canadian Victims’ Bill of Rights, as well as insights from victims and survivors who have been through the criminal justice system.
- The second video focuses on common questions around preparing a Victim Impact Statement and

includes comments from victims and survivors who have prepared and presented statements in court.

MADD Canada thanks the victims/survivors – Art and Isabelle Carreiro, Justine Ellis, and Dave and Shauna Andrews – who participated in the videos for their sharing their personal experiences, and the Department of Justice – Canada for its assistance in producing the videos.



To watch the videos, please visit:

<https://madd.ca/pages/programs/victimssurvivor-services/victimssurvivors-rights/>

In the News

National Volunteer Awards

MADD Canada was proud to honour several individuals for their outstanding contributions to our mission during the September National Leadership Conference. Here are our 2019 National Awards recipients. To learn more about their amazing work, please visit the Volunteer Awards page at: madd.ca/pages/volunteering/volunteer-awards/.



Danielle Cole (centre), President of MADD Greater Fredericton Chapter, was named **Volunteer of the Year**. Here, she receives her award from MADD Canada Chief Executive Officer Andrew Murie and National Board of Directors Chair Susan Steer.



Cst. Brennan Burrows (centre) of the Cape Breton Regional Police is presented with the **Terry Ryan Memorial Award for Excellence in Police Service** by Andrew Murie and Susan Steer.



MADD Halifax Regional President **John MacLeod** (centre) receives the **Victim Services Volunteer of the Year Award** from Andrew Murie and Susan Steer



The **Fundraiser of the Year Award** went to **MADD Comox Valley**. Accepting on the Chapter's behalf was President Leslie Wells (centre), pictured here with Andrew Murie and Susan Steer.

Stay tuned for our Winter Issue in December for some highlights from the conference sessions.

Leadership Conference Focused on Cannabis-Impaired Driving and Prevention

Chapter and Community Leader volunteers came together in late September for MADD Canada's 2019 National Leadership Conference.

This year's conference consisted of key-note addresses focusing mainly on issues related to cannabis legalization and cannabis and driving, including the

latest research on the impact of cannabis on driving skills, federal and provincial drug-impaired driving legislation, roadside testing for drugs and programs to reduce cannabis-impaired driving. The topics are of particular interest now, as the one-year anniversary of the legalization of cannabis approaches.

In addition to hearing the latest news and research on cannabis and driving, the nearly 200 delegates in attendance had the opportunity to share information about their own local activities in support of MADD Canada's mission to stop impaired driving and to support victims.

In the News

Get Your Red Ribbons!

The holiday season is just around the corner and that means the return of MADD Canada's *Project Red Ribbon* campaign!

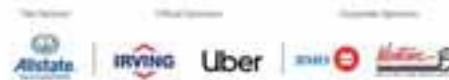
For 32 years, MADD Canada's red ribbon has been a symbol of the effort to end impaired driving and a tribute to all those who have been killed or injured in impaired driving crashes.

Starting November 1st and running through the holidays until January 6, 2020, *Project Red Ribbon* encourages Canadians to plan ahead for a safe and sober ride home if they are going to be drinking throughout the holiday season. It is a message we promote all year long, but it is especially important over the holiday season when parties and gatherings are plentiful.

Chapter and Community Leader volunteers will be out in their communities to hand out red ribbons and car decals. Red ribbons and car decals are also available through the MADD Canada web site, Chapters and Community Leaders, and participating sponsor outlets.

"The tragic deaths and injuries caused by impaired driving are entirely preventable," said MADD Canada Chief Executive Officer Andrew Murie. "MADD Canada and our dedicated volunteers across the country, together with our generous sponsors and supporters, will be out this holiday season asking everyone do their part to prevent impaired driving."

Anyone who wishes to support *Project Red Ribbon* with a donation can do so online through the web site, by calling 1-800-665-6233 or by texting "RIBBON" to 45678 (a \$10 one-time donation is added to the donor's cell phone bill and payable to his or her service provider.) A monthly donation option is also available.



Our 2019 *Project Red Ribbon* materials feature the Van de Vorst family, Jordan and Chanda, and their two young children, Kamryn and Miguire. The family was struck by an impaired driver in January 2016. Jordan and Chanda died at the scene. Kamryn and Miguire died later in hospital.

In the News

SHOW US YOUR RED RIBBON SPIRIT!



TIE IT!

To a red ribbon your purse, your backpack, your briefcase, your bike, your car.

WEAR IT!

On November 1st, show your support to MADD Canada's signature campaign Project Red Ribbon by wearing RED.

SHOW IT! & SHARE IT!

Show your spirit and share your pictures on MADD Canada's Facebook

www.facebook.com/maddcanada.ca,

Twitter [@MADDCanada](https://twitter.com/MADDCanada) and Instagram [madd_canada](https://www.instagram.com/madd_canada)

LIVE IT!

Text "RIBBON" to 45678 to make a \$10 donation to MADD Canada and help save lives.

Many thanks to our 2019 *Project Red Ribbon Sponsors:*

TITLE SPONSOR

Allstate Insurance Company of Canada

OFFICIAL SPONSOR

Irving Oil Ltd.
Uber

CORPORATE SPONSORS

BMO Financial Group
Westcan Bulk Transport

IN-KIND PARTNER

Cascades Canada ULC

WE ALSO WANT TO THANK OUR COIN BOX PARTNERS:

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Anderson's Liquor
BC Liquor Distribution Branch
Manitoba Liquor & Lotteries
Newfoundland Labrador Liquor Corporation
Nova Scotia Liquor Corporation
NWT Liquor Commission
PEI Liquor Control Commission
Saskatchewan Liquor & Gaming Authority
Yukon Liquor Corporation

Public Awareness/Education

Monthly Donor Program

Join MADD Canada and help save lives through monthly donations!



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.

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.

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**.

In the News

New Award Recognizes Extraordinary Contributions Made By Professor Robert Solomon Over 20+ Years

MADD Canada is pleased to announce the establishment of the Robert M. Solomon Award, to be presented annually to a volunteer who makes an outstanding contribution in achieving or advancing MADD Canada's public policies.

For well over 20 years, Robert Solomon, Professor in the Faculty of Law at the University of Western Ontario, and MADD Canada's Director of Legal Policy, has been a leading voice in the effort to reform Canada's impaired driving laws, reduce impaired driving and ensure the rights of victims and survivors.

The new award has been established in honour of Professor Solomon's upcoming retirement. It was announced at MADD Canada's Leadership Conference in September, with the inaugural award to be presented in 2020.

An internationally-recognized expert in the anti-impaired driving field, Professor Solomon has worked tirelessly to assess best practices in impaired driving policy and to advocate for legislative amendments that would deter impaired driving, save lives and prevent injuries.

He has conducted extensive research and promoted federal measures such as mandatory alcohol screening, and new drug-impaired driving laws, as well as provincial/territorial measures, such as zero BAC/drug requirements for new and young drivers, administrative roadside licence suspension programs, and mandatory alcohol ignition interlocks.

In fact, the *Rating the Provinces and Territories Report* he compiled regularly for MADD Canada, which offers a comprehensive assessment of each jurisdiction's impaired driving laws, has become a blueprint for provinces/territories on how to strengthen their impaired driving legislation.

His other work includes:

- Comprehensive reviews of federal impaired driving legislation, and recommendations on new laws and policies including mandatory alcohol screening.
- A Youth and Impaired Driving report with detailed information on youth alcohol and drug consumption rates and related impaired driving risks.
- The Alcohol, Trauma and Impaired Driving report, which offers statistics on alcohol and drug-related

crashes, not only for road vehicles, but for boating, cycling, off-road vehicles, pedestrians, etc.

- Numerous brochures on a variety of topics, including an overview of the criminal justice system as it relates to impaired driving, and information on liability issues related to alcohol service.



Professor Solomon has made numerous presentations and submissions to tribunals, government agencies and legislative committees on matters related to impaired driving laws and policies, and his work has been regularly published in peer-reviewed journals. He has also acted as a powerful spokesperson for MADD Canada on laws, legislation and alcohol/drug policy matters.

He has been recognized often for his work, including a 2010 National Award of Excellence in Public Policy from the Kaiser Foundation, and a 2007 Widmark Award from the International Council on Alcohol, Drugs and Traffic Safety.

Professor Solomon has often expressed his amazement and appreciation for the dedication and passion of MADD Canada's volunteers and members. This new award is an opportunity for the MADD Canada family to reciprocate that sentiment and celebrate his contributions.

"Bob has been a passionate and dedicated supporter of this effort to prevent impaired driving," said MADD Canada Chief Executive Officer Andrew Murie. "He has helped shape the country's impaired driving laws over nearly three decades, and, in doing so, has helped reduce impaired driving, save lives and prevent injuries. It has been MADD Canada's privilege to have him on our team."

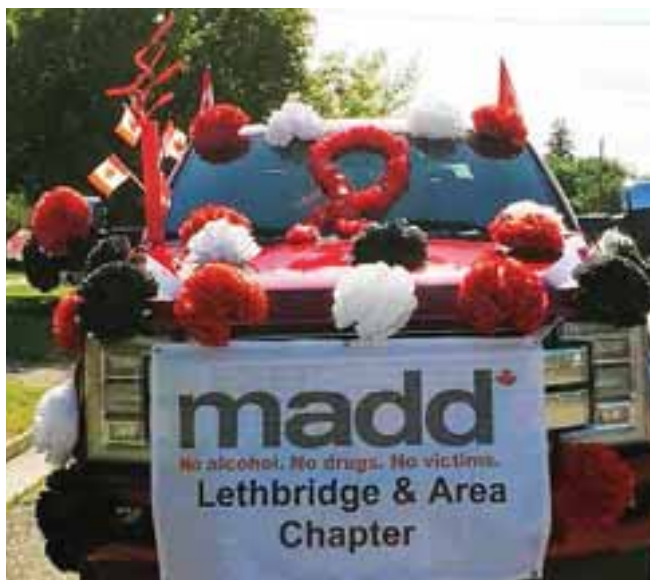
Chapter Notebook



MADD Whitehorse created a memorial bench to pay tribute to Tim Twardochleb for being instrumental in bringing MADD Canada to the Yukon. The beautiful memorial bench is in a prominent area in the community and honours the memory of all victims and survivors of impaired driving. Photo courtesy of Jan Trim.



Three students from Peter Lougheed School did their Youth and Philanthropy Initiative (YPI) Project about **MADD Calgary**. In the project, students were asked to learn about social issues impacting their community, choose a charity to visit, and then share what they learned with their peers through a classroom presentation. The students researched and met with MADD Calgary representatives several times to learn about impaired driving and how MADD Canada is making a difference. The students were honoured at a Board Meeting where they presented their project to members of MADD Calgary. The top presentation won a \$5,000 grant from YPI for the charity of their choice, which they presented to MADD Calgary.



MADD Lethbridge & Area participated in several parades over the summer months, including the Raymond Parade and the Stirling Parade. Wonderful volunteers along the parade routes handed-out red ribbons and information brochures on MADD Canada and how to get involved locally. Our Chapter also hosted an interactive booth on June 27 at the Lethbridge Bulls Community Night. Volunteers had a great time interacting with fans and handing out red ribbons.

Chapter Notebook



Volunteers with **MADD Grande Prairie's** Community Leader group participated in the Canada Day Parade and handed out red ribbons to those in attendance. Many thanks to Summit Used Automotive Grande Prairie for lending the group a GMC Sierra for the parade.



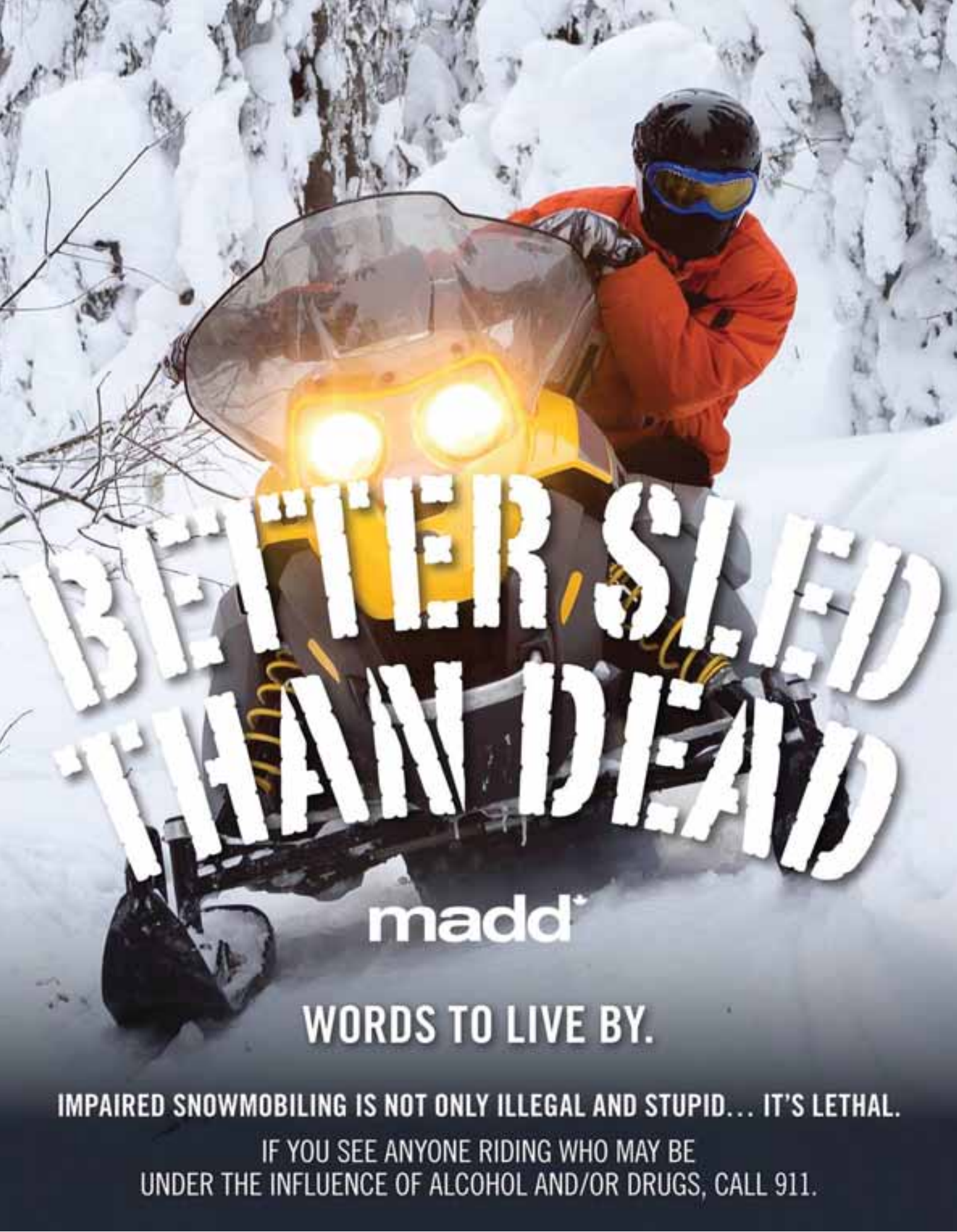
The **MADD St Paul** Community Leader group presented Cst. Stephen Cunningham of the St. Paul RCMP Detachment with a Corporal Cumming's Watch Silver Challenge Coin for the second year in a row. This award is presented to police officers in Alberta for their dedication and efforts in catching impaired drivers.



MADD Parkland worked with Leduc County and Seba Beach to place sober boating signage at Wizard Lake and Summer Village respectively. Boat launches in these communities now have *Don't Boat Impaired, Call 911* signs to encourage the public to report suspected impaired boaters. The Chapter thanks Becky Oxtan for her hard work in getting these signs out in the communities.



MADD Brandon & Area hosted their annual *Strides For Change* Colour Run/Walk again this year. It was an amazing day filled with enthusiastic walkers and runners, prizes, team spirit and, of course, lots of colours!



BETTER, SLIED THAN DEAD

madd[®]

WORDS TO LIVE BY.

IMPAIRED SNOWMOBILING IS NOT ONLY ILLEGAL AND STUPID... IT'S LETHAL.

IF YOU SEE ANYONE RIDING WHO MAY BE
UNDER THE INFLUENCE OF ALCOHOL AND/OR DRUGS, CALL 911.

Chapter Notebook



MADD Prince Albert installed a beautiful granite bench along the Rotary Trail by the riverbank in memory of all victims and survivors of impaired driving. The bench is placed in a quiet and beautiful setting for families to come and remember their loved ones. Thank you to Karen Anthony-Burns, who lost her son Daniel in an impaired driving crash, for her hard work in arranging to have the bench installed.



MADD Sarnia/Lambton received a \$1,000 Allstate Good Hands Grant, thanks to the Sarnia Allstate Agency Office in May 2019. From left to right: Chris Tomkins, Deb Sullivan, Nick Dyck, Stephen Victor, Charmaine Murray, Chapter President, Leann Riddoch and Patty Yazbeck .



MADD Timmins & Area held their annual *MADD Timmins & Area PIA Law Strides for Change* run/walk event on Saturday, June 1 at Gillies Lake Conservation Area in Timmins. Here, Brittney Laroque, Tina Saudino, Chapter President and Kim Meunier take a moment to pause for a photo.



With a generous donation from Caesars Windsor Cares, **MADD Windsor & Essex County** Community Leader group is revitalizing its existing *Campaign 911* program in Windsor-Essex with new, larger signs. New signs are also being installed in Amherstburg, LaSalle, Tecumseh, County roads in Essex County and Leamington, thanks to the funding from Caesars Windsor Cares and the partnership and support of the various municipalities. In all, the communities will have 110 signs. Here, Chaouki Hamka, MADD Windsor & Essex County Community Leader & Ontario West Regional Director on the National Board of Directors poses with one of the signs already placed in Amherstburg.

Chapter Notebook



Once again this summer, Sylvie Bélanger from **MADD Lanaudière** has organized awareness events with the Sûreté du Québec Cadets at Gérard Lavallée Park, in Lavaltrie. It was a great opportunity to meet with local residents and boaters, and further collaborate with the Cadets. Pictured here are Sylvie with Cadets Gabriel Desrosiers and Jonathan Desjardins.



Families and friends of the 70 impaired driving victims named on the **Newfoundland and Labrador Provincial Monument For Victims of Impaired Driving** gathered in Grand Falls-Windsor for the annual Commemorative Ceremony of Hope and Remembrance. Prior to the memorial service, some guests had an opportunity to participate in a sharing circle to support one another in their grief and loss. The Monument Ceremony provides a meaningful tribute to those who have been killed and injured in impaired driving crashes, as well an opportunity for family and friends to support one another. MADD Exploits Valley President Kim Brown presented the two victim names that were added to the Provincial Monument this year.



MADD Annapolis Valley was the chosen charity of the British Motoring Festival at their annual British Car Show at Kings Edgehill School in Windsor, Nova Scotia. Visitors to the Chapter's booth had an opportunity to experience the Fatal Vision Goggles and the impaired drug simulations, view the MADD Canada Memorial Wall and read some of our Victims' Stories banners. Chapter President Scott Callaghan and Vice President Carol Robar are shown here with Windsor Mayor Anna Allen in front of the MADD Annapolis Valley booth.

Chapter Notebook



MADD South Eastern New Brunswick's Charles and Diane Mollins had big smiles for visitors to the Chapter booth during the annual Atlantic National Car Show in Moncton. Antique car buffs from across North America descend on the Hub City every year for this popular show featuring classic antique cars. In addition to red ribbons, information on MADD Canada's *Campaign 911*, and giveaway items, MADD SENB members handed out water to help cool visitors down on those very hot July days.



MADD Charlottetown & Eastern PE had an opportunity to coordinate an evening of entertainment during the Dundas Plowing Ground Exhibition in August. Music MADDness Night for MADD PE featured two bands, The Chaisson Trio and Tip er Back. The Chapter also received the proceeds from the canteen and the 50/50 draw.

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.

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

These resources can be ordered by calling 1-800-665-6233, ext. 227 or downloaded from http://www.madd.ca/madd2/en/services/victim_services_resources.html 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 http://www.madd.ca/madd2/en/services/victim_services_tributes.html.

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: Youth 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

- 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.



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

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

MADD Canada
(Mothers Against Drunk Driving)

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

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Reward yourself and support MADD Canada with the BMO® MADD Canada MasterCard®. You will receive 1 AIR MILES®+ reward mile for every \$20 you spend⁽¹⁾ or 0.5% CashBack® — and pay no annual fee⁽²⁾. Or earn rewards faster with an AIR MILES World or Cashback World MasterCard.

If you already have a BMO MADD Canada MasterCard, you can take pride in knowing that you're 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, in a BMO branch or call 1-800-263-2263.



1. Award of AIR MILES reward miles is made for purchases charged to your account (less refunds) and is subject to the Terms and Conditions of your BMO MasterCard Cardholder Agreement. The number of reward miles will be rounded down to the nearest whole number. Fractions of reward miles will not be awarded. ®Registered trade-marks of Bank of Montreal.

2. Ongoing interest rates, payment grace days and annual fees are subject to change. ®Registered trade-mark of MasterCard International Incorporated. TM/®+Trademarks of AIR MILES International Trading B.V. Used under license by LoyaltyOne, Inc. and Bank of Montreal.

MADD Canada Store

Looking for holiday gift and stocking-stuffer ideas? Visit our online store madd.ca/pages/store/ and check out the great selection of MADD Canada-branded products and accessories. Popular products include our red shoelaces, mittens, watches, keychains, angel pins and car magnets. Treat yourself, or pick up some gifts for friends and families.



Getting Rid Of Your Old Vehicle Has Never Been So Easy!

Do you have an old vehicle that needs to go? Consider donating it through one of MADD Canada's vehicle donation partners!

Car Heaven, Charity Cars and Donate A Car Canada have all added MADD Canada to the list of charitable organizations for which they collect donations. You'll have peace of mind knowing you disposed of your old vehicle in an environmentally friendly way and you'll receive a tax receipt. Not only that, your donation benefits MADD Canada.

Visit our vehicle donation partner web sites for details on how the programs work.



www.carheaven.ca



www.charitycar.ca



www.donatecar.ca

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

MADD ABBOTSFORD CL

Abbotsford, BC
Tel: 1-800-665-6233 ext. 304
Email: madd_abbotsford@yahoo.ca
Web: <http://maddchapters.ca/abbotsford>

MADD CENTRAL OKANAGAN

9-3151 Lakeshore Rd., Suite 251
Kelowna, BC V1W 3S9
Tel: 1-800-665-6233 ext. 373
Email: infomaddokanagan@gmail.com
Web: <http://maddchapters.ca/centralokanagan>

MADD COMOX VALLEY/CAMPBELL RIVER

1550 Lake Trail Road
Courtenay, BC V9N 9C2
Tel: 1-800-665-6233 ext. 306
Email: comoxvalleymadd@gmail.com
Web: <http://maddchapters.ca/comoxvalley>

MADD DAWSON CREEK CL

Dawson Creek, BC
Tel: 1-800-665-6233 ext. 342
Email: madd.dawsoncreek@gmail.com
Web: <http://maddchapters.ca/dawsoncreek>

MADD ELKFORD/SPARWOOD CL

1313 Cypress Place
Sparwood, BC V0B 2G2
Tel: 1-800-665-6233 ext. 337
Email: maddsparwoodfernle@gmail.com
Web: <http://maddchapters.ca/maddelkfordsparwood>

MADD FORT ST. JOHN CL

Fort St. John, BC
Tel: 1-800-665-6233 ext. 365
Email: fsjmadd@gmail.com

MADD KAMLOOPS CL

#6 - 2526 Nechako Dr.
Kamloops, BC V2E 2C9
Tel: 250-819-7812
Email: roxanneengli@telus.net
Web: <http://maddchapters.ca/kamloops>

MADD KIMBERLEY CRANBROOK CL

438 6th Avenue
Kimberley, BC V1A 2V3
Tel: 1-800-665-6233 ext. 301
Email: maddkimbrook@gmail.com
Web: <http://maddchapters.ca/kimberleycranbrook>

MADD METRO VANCOUVER

14-12353 104th Avenue
Surrey, BC V3V 3H2
Tel: 1-800-665-6233 ext. 266
Email: maddvancouver@gmail.com
Web: <http://maddchapters.ca/vancouver>

MADD NANAIMO CL

2682 Camcrest Drive
Nanaimo, BC V9T 4V8
Tel: 1-800-665-6233 ext. 317
Email: maddnanaimo@gmail.com
Web: <http://maddchapters.ca/nanaimo>

MADD NELSON CL

Tel: 1-800-665-6233 ext. 347
Email: maddnelson1@gmail.com

MADD PRINCE GEORGE CL

8174 Rochester Crescent
Prince George, BC V2N 3W1
Tel: 1-877-676-6233
Email: maddprincegeorge@gmail.com
Web: <http://maddchapters.ca/princegeorge>

MADD UPPER FRASER VALLEY

11652 - 216th Street
Maple Ridge, BC V2X 5H5
Tel: 1-877-676-6233
Email: andrea_dice_clay2001@hotmail.com
Web: <http://maddchapters.ca/upperfraservalley>

MADD VICTORIA & AREA CL

4559 Seawood Terrace
Victoria, BC V8N 3W1
Tel: 1-800-665-6233 ext. 269
Email: madd_victoria@yahoo.ca
Web: <http://maddchapters.ca/victoria>

MADD WILLIAMS LAKE

1115 - 12th Avenue
Williams Lake, BC V2G 2N7
Tel: 1-800-665-6233 ext. 305
Email: maddwilliamslake@live.com
Web: <http://maddchapters.ca/williamslake>

MADD CALGARY

6528 - 11 Street NE
Calgary, AB T2E 7J4
Tel: 403-278-8081
Email: info@maddcalgary.ca
Web: <http://maddchapters.ca/calgary>

MADD COLD LAKE CL

Cold Lake, AB
Tel: 1-877-676-6233
Email: maddcoldlake@gmail.com
Web: <http://maddchapters.ca/coldlake>

MADD EDMONTON & AREA

Strathcona Business Park
#6 - 3908 97 St. NW
Edmonton, AB T6E 6N2
Tel: 780-488-6233
Email: maddedm@telus.net
Web: <http://maddchapters.ca/edmonton>

MADD FORT MCMURRAY CL

130 Christina Court
Fort McMurray, AB T9K 1H3
Tel: 1-800-665-6233 ext. 313
Email: fortmcmurramymadd@gmail.com
Web: <http://maddchapters.ca/fortmcmurray>

MADD GRANDE PRAIRIE CL

Grande Prairie, AB
TEL : 1-800-665-6233 EXT. 367
Email: maddgpabi@gmail.com
Web: <http://maddchapters.ca/grandeprairie>

MADD LACOMBE

Box 5966
Lacombe, AB T4L 1X4
Email: maddlacombe@yahoo.com
Web: <http://maddchapters.ca/maddlacombe>

MADD LEDUC CL

Leduc, AB
Email: maddstrathcona@gmail.com

MADD LETHBRIDGE & AREA

208 Ryerson Road
Lethbridge, AB T1K 4P3
Tel: 1-800-665-6233 ext. 316
Email: maddlethbridgearea@gmail.com
Web: <http://maddchapters.ca/lethbridge>

MADD MEDICINE HAT & DISTRICT

P.O. Box 632
Medicine Hat, AB T1A 7G6
Tel: 403-504-4000
Email: madd.medicinehat@gmail.com
Web: <http://maddchapters.ca/medicinehat>

MADD PARKLAND

52518A Range Road 271
Spruce Grove, AB T7X 3M8
Tel: 780-722-5125
Email: parklandmadd@gmail.com
Web: <http://maddchapters.ca/parkland>

MADD PROVOST CL

Box 485
Provost, AB T0B 3S0
Tel: 306-753-4324
Email: cdrichie@live.ca
Web: <http://maddchapters.ca/provost>

MADD RED DEER & DISTRICT

Box 1115
Red Deer, AB T4N 6S5
Tel: 1-800-665-6233 ext. 358
Email: maddrd@telusplanet.net
Web: <http://maddchapters.ca/reddeer>

MADD SLAVE LAKE

105 11th Avenue
Slave Lake, AB T0G 2A4
Tel: 800-665-6233 ext. 343
Email: maddslavelake@gmail.com
Web: <http://maddchapters.ca/slavelake>

MADD ST. ALBERT CL

St. Albert, AB
Email: maddstalbert@gmail.com

MADD ST. PAUL & AREA CL

4421 - 52 Avenue
St. Paul, AB T0A 3A2
Tel: 780-614-5920
Email: maddstpaulchapter@gmail.com
Web: <http://maddchapters.ca/stpaul>

MADD WAINWRIGHT CL

1106 24 St.
Wainwright, AB T9W 1W4
Tel: 1-800-665-6233 ext. 346
Email: maddwainwright@gmail.com
Web: <http://maddchapters.ca/wainwright>

Who is MADD Canada?

MADD Canada (Mothers Against Drunk Driving) 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 

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 (Mothers Against Drunk Driving)
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