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M E S S A G E

CHAMPIONS FOR CHANGE



Volume 21 Issue 2

features in this magazine



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Funded by the Government of Canada



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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



Tie On Your Red Ribbon!

Together with MADD Winnipeg Chapter, MADD Canada kicked off its 2023 *Project Red Ribbon* campaign in Winnipeg on November 1.

Project Red Ribbon highlights the importance of always driving sober, or planning ahead for a sober ride home if alcohol, cannabis or other drugs are being consumed. The sober driving message is especially important during the busy holiday season when festive parties and gatherings are plentiful and the risk for impaired driving is high.

From November 1 to January 8, MADD Canada volunteers in communities across Canada are distributing thousands of red ribbons and red ribbon car decals to the public to display as a symbol of their commitment to always drive sober. The ribbons also serve as a powerful tribute to all the Canadians killed and injured in impairment-related crashes.

"We hope our red ribbons remind everyone to always drive sober, or plan ahead for a sober ride," MADD Canada National President Tanya Hansen Pratt said at the national launch event in Winnipeg. "Everyone can help us share that message. If we all work together, we can save lives, prevent injuries and make our roads safer, during the upcoming holiday season and all year long."

In addition to the national launch event, many Chapters and Community Leader groups host local events to launch the campaign and promote the holiday sober driving message in their communities.



The *Project Red Ribbon* national launch was held at RCMP Headquarters in Winnipeg, Manitoba on November 1. Special guests who joined MADD Canada National President Tanya Hansen Pratt and MADD Winnipeg President Trevor Ens included: RCMP Assistant Commissioner Rob Hill; Winnipeg Police Chief Danny Smyth; Assistant Chief of Paramedic Operations Wayne Mosienko, Winnipeg Fire Paramedic Service; KAG Canada Senior Vice-President of Operations Lynette McMann; and Uber Canada Head of Public Policy and Communications Laura Miller. KAG Canada and Uber Canada are Official Sponsors of this year's *Project Red Ribbon* campaign.

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

In the News

Check out MADD Canada's Facebook page (<https://www.facebook.com/maddcanada.ca>) to see photos from all the great activities happening across the country.

MADD Canada thanks all its 2023 *Project Red Ribbon* sponsors for their generous support: KAG Canada, Uber Canada, BMO Financial Group, Irving Oil Ltd and Cascades. View the full sponsor list (<https://madd.ca/pages/programs/awareness-campaigns/project-red-ribbon>) or see Page 15.

MADD Canada's red ribbons and car decals are available through MADD Canada Chapters and Community Leaders across the country, through the MADD Canada website at madd.ca or by emailing info@madd.ca.

Landmarks Lighting Up Red

Canada is lighting up red in support of MADD Canada's *Project Red Ribbon* holiday awareness campaign!

Nearly 60 landmarks, municipal buildings and provincial government buildings across the country have lit up red to promote *Project Red Ribbon* and help prevent impaired driving this holiday season.

For the full list of participating locations, please see the Ceremonial Lighting Partners list at <https://madd.ca/pages/programs/awareness-campaigns/project-red-ribbon/>.

Our heartfelt thanks to all locations that are helping us spread the sober driving message.



Moose Jaw City Hall's Clock Tower lit up red for *Project Red Ribbon*.



The Gateway to the Trent-Severn Waterway in Quinte West lit up red for *Project Red Ribbon*.

Uber Delivery Options Prevent Impaired Driving

This holiday season, we are strengthening our partnership with Uber to inspire people to make responsible choices and end impaired driving together. We're reminding people to keep the holidays safe by having their favourite alcohol products delivered right to their doorstep with Uber Eats.

Uber Eats

In Ontario and British Columbia, adults can get cannabis delivered to their door. These options give people a way to get their products of choice delivered rather than risk driving if they have already been consuming alcohol, cannabis or other drugs. We'll include the sober ride option in marketing emails to consumers, in post-check-out screens in the Uber Eats app, and we'll include a red ribbon with a postcard in some deliveries across the Greater Toronto Area.

In the News

Honoured To Be MADD Canada's National President

Hello everyone!

Just a few weeks ago, I officially began my role as MADD Canada's National President. When I stepped up to the microphone on that last day of MADD Canada's National Leadership Conference to introduce myself, I was motivated. I was ready. I was determined to bring my experience – as a long-time volunteer with MADD Winnipeg and as someone who had lost my mom as a result of impaired driving – to this new role.

As I looked out at the audience of MADD Canada volunteers from across the country – many of whom are victims and survivors themselves – I took a moment to absorb it all. Immediately before that, we had a session where many volunteers talked about all the things they were doing in their communities. If I thought I was motivated, inspired and ready to get out there and do this job before, it expanded a hundred-fold after listening to these amazing people share their experiences and feeling the commitment and passion they have for this work to stop impaired driving and support victims and survivors. It was a powerful reminder that I will never be out there alone. I will carry our MADD Canada family with me in everything I do.

I came away from that first day as National President with a full heart and boundless motivation.

I am tremendously proud and honoured to be your National President. I am doing this for my mom, Beryl Hansen, who was killed by an impaired driver in 1999.



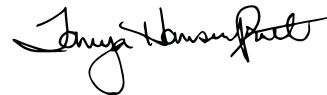
I am doing it for my children. I am doing it for victims and survivors of impaired driving. I am doing it for my fellow volunteers. And I am doing it for all the people who have never been personally impacted by impaired driving, so that they never will be.

You can read my bio at madd.ca to learn more about my personal and professional background. But the most important thing I want everyone to know is how committed I am to this work. Over the next three years, with your help, I will build awareness, promote public policies to prevent impaired driving, collaborate with our wonderful volunteers and supporters, and be a powerful and passionate champion for victims and survivors.

I look forward to meeting many of you over the next three years. You can also follow me on social media to stay in touch.

Facebook: [nationalpresidentmaddca](https://www.facebook.com/nationalpresidentmaddca)
X: [@MADDCanadaPres](https://twitter.com/MADDCanadaPres)
Instagram: [MADDCanadaPresident](https://www.instagram.com/MADDCanadaPresident)
TikTok: [@maddcanada](https://www.tiktok.com/@maddcanada)

Warmest wishes for a safe, peaceful and happy holiday season.



Tanya Hansen Pratt
National President



A MOTHER'S LOVE IS IRREPLACEABLE

ONE WRONG DECISION AFFECTS SO MANY.

madd

Beryl Hansen
May 26, 1939 - April 20, 1999

SUPPORT PROJECT RED RIBBON

1-800-665-MADD
madd.ca

In the News

Bringing The Sober Driving Message To Students

MADD Canada and National Sponsor KAG Canada launched a new year of the *School Program* with a special screening for students at Holy Trinity Catholic High School in Edmonton in September.

The *School Program* puts safe and sober driving on the lesson plan for hundreds of thousands of middle and high school students across the country. The educational videos engage young people in a realistic conversation about what is truly at stake when someone drives impaired, and equips them with the knowledge and inspiration to never drive impaired or ride with an impaired driver.

New this year, schools can choose one of three films to be presented to students: *Final Play*, *No Tomorrow* or *Over the Edge* in English and *Le Pacte*, *Précipice* or *Détour* in French. The films are revamped *School*



Program presentations that include new educational components to allow for more hands-on learning with students. Each video presentation features a fictionalized story, followed by real-life stories from victims of impaired driving.

As the National Sponsor of the *School Program*, KAG Canada is supporting the delivery of the *School Program*, and its life-saving message, at schools across Canada.

All *School Programs* will be available in the traditional assembly format, as well as classroom or virtual formats, depending on each school's preference. Following the presentations, schools receive an Educators' Guide and School Kits with additional scenarios to help teachers continue the sober driving conversation throughout the whole school year. See a clip of MADD Canada's *School Program* at maddyouth.ca.

See the full list of our *School Program* sponsors (<https://madd.ca/pages/giving/sponsors-and-donors/our-sponsors/>) or see Page 15.

Provincial Screenings

In addition to the national launch of the *School Program*, special screenings were held with some provincial sponsors to highlight the start of presentations:

- Newfoundland and Labrador Liquor Corporation (NLC) joined MADD Canada at Viking Trail Academy in Plum Point and Canon Richards Memorial Academy in Flower's Cove on October 12 for two screenings of the *School Program*.
- Screenings of the *School Program* were held on October 25 at École du Carrefour in Dartmouth and on October 26 at Park West School in Halifax, in partnership with Nova Scotia Liquor Corporation (NSLC).
- MADD Canada and Alcool New Brunswick Liquor launched a new year of presentations to New Brunswick schools on November 10 with a presentation at École Champlain in Moncton.
- Prince Edward Island Liquor Commission and MADD Canada marked the provincial tour of the *School Program* on November 10 with a special presentation at Charlottetown Rural High School.



200 Guests Attend Unveiling Of New Ontario Memorial Monument

MADD Canada's new Ontario Memorial Monument for Victims of Impaired Driving was unveiled on September 9.

Located at Chinguacousy Park in Brampton, Ontario, the Monument is engraved with the names of 137 innocent victims killed in impairment-related crashes. More than 200 family members and friends of the victims on the Monument gathered for the official monument unveiling and a candlelight vigil.

Visually, the Ontario Memorial Monument is an artistic representation of the guardrails on the side of a road. It is a continuous rail held by wooden slabs, upon which the names of Ontario victims are engraved. The guardrail is a symbol of how we protect and cherish the memories of the victims and support their families.



MADD Canada recognizes the City of Brampton Council and City staff for their support in making this monument a reality. MADD Canada also wishes to thank the following for their partnership in establishing the Ontario Memorial Monument and participating in the unveiling ceremony: Rutherford Contracting Limited; MADD Durham Region; MADD Niagara Region; MADD Toronto; MADD Huron/Bruce; the Peel Regional Police Chief Ceremonial Guard, Peel Regional Police Piper Constable Colin Bowers; and the OPP Ceremonial Unit.

Provincial Monument Ceremonies

Since 2009, MADD Canada has established Memorial Monuments for victims of impaired driving in New Brunswick, Nova Scotia, Newfoundland and Labrador, Manitoba, Saskatchewan, Alberta, Quebec and, now, Ontario. We are pleased to share that plans are underway to establish a Memorial Monument in Prince Edward Island, and efforts for a Monument in British Columbia are ongoing.

Each year, ceremonies are held at the Monuments to unveil new names that have been added and pay tribute to all victims.

- The Saskatchewan Memorial Monument ceremony was held on June 3.
- The Quebec Memorial Monument ceremony was held on June 16.
- The New Brunswick Memorial Monument ceremony was held on June 17.
- The Manitoba Memorial Monument ceremony was held on August 26.
- The Nova Scotia Memorial Monument ceremony was held on September 9.
- The Alberta Memorial Monument ceremony was held on September 23.
- The Newfoundland and Labrador Memorial Monument ceremony was held on October 14.

In the News

National Leadership Conference Brings Volunteers Together

MADD Canada's National Leadership Conference was held from September 29 to October 1 in Toronto.

The conference brings together volunteer leaders from across the country for keynote and workshop sessions that provide information and tools to assist Chapters and Community Leaders in their work. Topics this year included: research being done about the impact of cannabis on driving; an update on how mandatory alcohol screening has been working in the first five years; marketing our volunteer program; social media tips and tools; working on Chapter and Community Leader websites; diversity and inclusion fundamentals; an overview of enforcement for drug-impaired driving; and an overview of MADD Canada's public policies.

We also welcomed our new National President Tanya Hansen Pratt, who began her term on October 1, and thanked our outgoing National President Jaymie-Lyne Hancock for her amazing work over the past three and a half years.

It was a fun, informative and inspirational weekend, and MADD Canada thanks all the presenters and volunteers who made it such a success.



Long-Term Service And National Volunteer Awards

The National Leadership Conference includes the presentation of our Long-Term Service Awards and our National Volunteer Awards.

MADD Canada was proud to have this chance to celebrate some of the amazing people who make our work possible. Our thanks to these award recipients, and to all the volunteers across the country who give their time, passion, and commitment to our mission to stop impaired driving and to support victims and survivors.

For more information and photos of this year's National Awards recipients, please visit madd.ca.



MADD Canada was proud to recognize two volunteers for 30 years of service: Carolyn Swinson of MADD Toronto and Dave Hall of MADD Edmonton & Area. Pictured here (left to right): MADD Canada CEO Steve Sullivan, Carolyn Swinson, MADD Canada (Past) National President Jaymie-Lyne Hancock, Dave Hall, MADD Canada Board of Directors Chair Derek Davis.

2023 National Volunteer Award Recipients

Citizen of Distinction Award

Durham Regional Police Service, Traffic Services Unit

The Durham Regional Police Service (DRPS) Traffic Unit was recognized for their work to make roads and waterways safer, and increase awareness about the dangers of driving impaired by alcohol and/or drugs. The Unit strives to be ahead of the anti-impaired driving technology curve and is known for training officers above and beyond on impaired driving detection strategies and technology. They work tirelessly to prevent impaired driving. For years, the DRPS Traffic Unit has partnered with MADD Durham Region on multiple education and awareness campaigns, including sobriety checkpoints, *Project Red Ribbon* launches, Safe Boating campaigns, and recently, Impaired Boating signs.

Volunteer of the Year

Bonny Stevenson, MADD Saskatoon

Since losing her 17-year-old son Quinn in an impaired driving crash in 2013, Bonny has become a powerful advocate for the prevention of impaired driving. Bonny's leadership and passion have resulted in new partnerships with police, and local and provincial government. She brought the impactful crashed car display to Saskatoon, and worked on the mobile 911 signage program. She is on the provincial impairment strategy committee, which includes police, Saskatchewan Government Insurance and other road safety partners. Bonny arranged to have volunteers present to students in driver education classes, and is supporting MADD Whitehorse in developing a similar program. Bonny is passionate about our mission and has inspired the volunteers on her Board with her strength and positivity. She reminds everyone that, together, they can make a difference and stop impaired driving.

Victim Services Volunteer of the Year

Angeliki (Kiki) Souranis, MADD Montreal

Kiki Souranis reached out to MADD Canada after the loss of her son Craig in an alcohol-related crash in 2008. She went on to serve as MADD Canada's National President from 2013 to 2016. Kiki now facilitates MADD Canada's monthly online support group, *Loss of an Only or All Children*. There, she provides genuine support in the most difficult of situations. Her dedication, kindness and caring nature gives participants encouragement

and hope. She makes herself available in between sessions if anyone is struggling, and follows up to see how participants are coping. Kiki is compassionate, dedicated and truly cares about the group participants. She ensures the focus is on moving forward within their grief journey. She has a way of putting people at ease, and those in her group trust her implicitly.

Fundraiser of the Year

Laura Thompson, MADD London

Laura Thompson joined MADD London after losing her mother-in-law in an impaired driving crash. With a passion to make a difference, she got to work right away. She has built up new partnerships with organizations and businesses, including Shaw's Scoop & Shop, which invited the Chapter to host an awareness table at their spring market. Laura was a driving force behind MADD London's *Strides for Change*. From advertising, to picking up donated prizes, to organizing volunteers, Laura's contributions were a big reason the Chapter was able to raise over \$14,000. The Chapter hosted a yard sale this year, and once again, Laura contributed in countless ways. She secured a large parking lot for the event, solicited donated items, and took care of donation drop-offs, pickups, and sorting. Laura works tirelessly, and always with a smile on her face, to advance the Chapter's programs and events.

Terry Ryan Memorial Award for Excellence in Police Service

Constable Jamie Parsons, RCMP Prince Edward Island

Cst. Parsons' passion for getting impaired drivers off the road began early in his career, after he attended an alcohol-related crash that claimed the life of a young man. Cst. Parsons decided to dedicate his career to fighting impaired driving. He has one of the highest rates of impaired driving apprehension in the province. In 2020, Cst. Parsons was selected to the RCMP Provincial Priority Unit which was created to address the impact of impaired driving. He has initiated several educational campaigns, including a partnership between PEI Liquor and local schools for students to decorate PEI Liquor paper bags with meaningful awareness messages. The decorated bags were then returned to stores to be distributed to customers. Cst. Parsons has a large social media following and regularly sends out messages promoting road safety.

Support Through The Holiday Season



With colourful lights, festive decorations and family traditions, the holidays are a time of joy, happiness and special memories. But it can also be a very difficult time for victims and survivors of impaired driving. The loss of a loved one, or the challenges in recovering from an injury, can be felt even more deeply at times such as this.

MADD Canada is reminding everyone that resources and support are available. Our *Holidays and Hope* brochure offers suggestions on how to cope during the holiday season. It is available on our website at www.madd.ca/media/docs/holiday_and_hope.pdf.

Emotional support is also available. If you would like to talk to someone and find out about support and resources available, please contact the Victims Services Manager for your Region.

- Gillian Phillips – Western Region (MB, SK, AB, BC, YT, NWT), 1-866-461-4077 or gphillips@madd.ca.
- Marie Claude Morin – QC Region, 1-800-665-6233, ext. 233 or mcmorin@madd.ca
- Meghann Wetmore – ON Region and Atlantic Region (NS, NB, PE, NL), 1-866-381-8310 or mwetmore@madd.ca.

Garage Sale Campaign Wins Advertising Award

MADD Canada's public service campaign, *Garage Sale*, has won Best in Show at the Summit Creative Awards.

Produced by Junction 59 in partnership with Candela Strategies Inc., the campaign consisted of a 30-second television public service announcement and a series of digital ads used for social media and email. The materials showed items at a garage sale – a baby crib, a tricycle and a prom dress – with the words 'never used' or 'never worn' to illustrate how impaired driving can devastate lives and steal key life moments and milestones. View the *Garage Sale* television PSA <https://www.youtube.com/watch?v=5KIJG898eZ0>.

MADD Canada thanks Junction 59 and Candela Strategies for their dedication to our cause. They are more than just agencies with which we work – they have been part of the MADD Canada family for many years. They are truly dedicated to our cause and committed to helping us create compelling campaigns to share our message, raise more awareness and engage new supporters. We thank them for their ongoing support.

The Summit Creative Awards celebrate the creative work of small and medium-sized advertising agencies.



Chapter Notebook



MADD Metro Vancouver launched the installation of 11 new *Report Impaired Driving - Call 911* signs in the City of Vancouver. The signs remind the community to call 911 if they see someone they suspect is driving impaired. Thank you to the City of Vancouver, Vancouver Police and ICBC for their support to bring this program to the community. Pictured here: Karen Trenaman, ICBC ;A/Inspector Andrea Anderson, Vancouver Police Department; MADD Canada Western Region Manager Tracy Crawford; and Inderjeet Singh, MADD Metro Vancouver.



On May 30th, **MADD Upper Fraser Valley** volunteers partnered with RCMP, Indigenous Policing Services, ICBC, BC Emergency Health Services, Chilliwack Taxi, and A.J. Towing Inc. for a "Choose Your Ride" event at Sardis Secondary. The event was designed to engage with students and allow them to participate in simulated impaired driving and testing activities, including fatal vision goggles on a peddle kart track, and the opportunity to try a breathalyzer and do sobriety tests.



MADD Whitehorse hosted the *Project Red Ribbon* holiday campaign launch event in partnership with many road safety partners. Thank you to the Government of Yukon, Kwanlin Dun First Nation, Ta'an kwachan Council, Commissioner of Yukon, Whitehorse RCMP, Yukon Highways, Yukon Driving Academy, Royal Canadian Legion and everyone who attended our launch for being part of this important sober driving awareness campaign.



MADD Calgary launched its annual *Project Red Ribbon* holiday campaign at the Calgary EMS headquarters on November 1st. Sincere appreciation to: Checker Cabs; the Calgary Police Service and McGinnis and Holloway for providing vehicles for the "Choose your Ride" display; Calgary Transit; RCMP; TsuuT'ina Nation; and CPS Checkstop. Guest speaker and victim, Deanna Derowin, spoke about the terrible loss of her daughter. Thank you to the Telus Spark and the Calgary Tower for lighting up red to help spread the sober driving message.

Chapter Notebook



MADD Edmonton & Area Chapter's *Project Red Ribbon* campaign launch was held on November 3rd, at City Hall. Chris Scheetz from CISM 103.9 emceed the event, which had over 60 people in attendance. We would like to thank Edmonton Police Chief Dale McFee, Edmonton Fire Chief Joe Zatyllny, EMS AHS Public Education Officer Pedro Ramirez, RCMP Sgt. Dan Mayowski, Deputy Mayor Karen Principe and Stephanie Theede, Vice President of Human Resources for our Official Sponsor KAG Canada - for attending. The High-Level Bridge lit up in red on the evening of our launch. Billboard ads started running on the day of our launch and will continue to run until January. We thank Impact Billboards for their continued support in spreading awareness of the *Project Red Ribbon* campaign.



MADD Saskatchewan Chapters and Community Leaders celebrated the 5th anniversary of the Van de Vorst Family Award to honour police in Saskatoon in November. Sixty-three officers from communities in Saskatchewan attended this special event. We were honoured to have this opportunity to personally recognize and thank each of them for their outstanding work in removing impaired drivers off the roads.



MADD Brandon volunteers participated in the annual Christmas Parade. Volunteers dressed festively and handed out red ribbons and candy canes along the parade route. Thank you to all the dedicated volunteers who helped put our float together and for participating in the parade.



MADD Winnipeg volunteers participated in the holiday Christmas parade, with an amazing turn out from the community. Thank you to Exclusive Bus Lines who generously donated a bus for our volunteers to keep warm and comfortable.

Chapter Notebook



MADD Prince Albert launched their *Project Red Ribbon* campaign in partnership with Lake Country Coop. Thank you to Lake Country Coop, Northern Lights Casino and Beulac Funeral Home for placing our red ribbons boxes with ribbons available for the community to pick up.



MADD Peel Region Community Leader Claudia D'Amico held her first awareness event on October 14th at Mississauga Valley Community Centre, as part of the Female First Responder event in honour of Women's History Month.



MADD London & Area teamed up with Cozy Glo Candle Co. to create a unique fundraiser featuring two beautiful, hand-poured, soy wax, scented candles to enjoy this season: *Hope for the Holidays* and *Holiday Memories*. Please contact the Chapter for more information.



MADD York Region partnered with the York Regional Police Service and the Regional Municipality of York to unveil several transit bus boards reminding motorists and pedestrians alike to plan ahead and to drive sober during *Project Red Ribbon*, and throughout the year.



MADD Montreal held a very touching *Project Red Ribbon* launch in Dorval, Quebec, on November 1st. Along with special guests, victims shared their stories and provided interviews to local media. After the presentation about the campaign, attendants and musicians marched to MADD Montreal's dedicated tree at the Arboretum to tie red ribbons in memory of their loved ones and to officially launch the 2023 *Project Red Ribbon* campaign. Pictured here, MADD Montreal Chapter President Elizabeth Rivera ties a red ribbon to honour her daughter Jessica's memory.

Chapter Notebook



Despite the uncooperative weather, **Quebec Chapter and Community Leader members**, along with their friends and family, wore raincoats and walked for the *Quebec Provincial Strides for Change* in September. Groups walked in Montreal and Quebec City to raise awareness and raise funds. Thank you to all who participated and proudly wore their MADD Canada bandanas!



On October 14, French-speaking volunteers were invited to the annual French Training Day in Lac St-Pierre. The training was held in a hybrid format this year to accommodate the individuals who were unable to travel. Once again, it was a great day of learning and sharing. Volunteers went home re-energized and with a list of ideas and projects!



MADD Canada is pleased to have Clutch Ladies Canada helping us spread our message in Atlantic Canada during *Project Red Ribbon*. A Canadian-run all female car, truck and bike club, Clutch Ladies Canada has a membership of more than 3,000 women. The club is a place where a female enthusiast can be herself, discuss her opinions and her taste and ask questions without the fear of being judged. It doesn't matter if you are Stanced, Bagged, Lifted, Stock, Automatic or Manual. It doesn't matter if you have a motorcycle, a car or a truck - every female enthusiast across Canada is welcome to join. Thank you to Clutch Ladies Canada for your support.



MADD Newfoundland and Labrador Chapters and Community Leaders were invited to attend the Nick Coates Awards at the RCMP Headquarters in St. John's on September 15th. Nick Coates' Team recognizes dedicated police officers throughout Newfoundland and Labrador who work to reduce the number of impaired drivers on the road. The team is named for Nicholas Coates, who was killed by an alcohol-impaired driver in 2013. Officers who took a minimum of 12 impaired drivers off the roads during the previous year received the Gold Award. Officers who took at least 8 impaired drivers off the roads during the previous year received the Silver Award. Officers also received certificates and special challenge coins. The new Top Performer Award was presented to RCMP Cst. Caleb Pellerin and RNC Cst. Cody Langmead for achieving the highest number of charges and sanctions for their respective police services.

Chapter Notebook



MADD Avalon dedicated two memorial benches this fall. The first (pictured here), for John F. Martin (1961-1986), was dedicated on September 14th in Torbay. The second (see banner image on Page 1), for Nicholas Coates (1986-2013), was dedicated on September 25th in Mount Pearl, and was a great joint effort between Nicholas' Coates' family, MADD Avalon and the Provincial Government of Newfoundland and Labrador.



MADD Cape Breton held their 1st Annual Heroes Pancake Breakfast on September 24th to thank all EHS, Police, RCMP, and volunteer/career fire departments for their work in the community. Thank you to Smitty's Restaurant, Gordon Food Services, Maritime Coffee, and Centre 200 for donations, suggestions and advice. During this recognition event, the Chapter handed out red ribbons and had a 50/50 draw. Thanks also to the members of the Cape Breton University Bachelors of Public Health class who helped with set-up, serving and clean up.



MADD Cobequid kicked off *Project Red Ribbon* on November 1st with a flag raising ceremony in the Town of Truro.

Affinity Partners

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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.

MADD Canada Store

Looking for some MADD Canada swag? Visit our online store at <https://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.



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.

Public Awareness/Education

Monthly Donor Program

Join MADD Canada and help save lives through monthly donations!

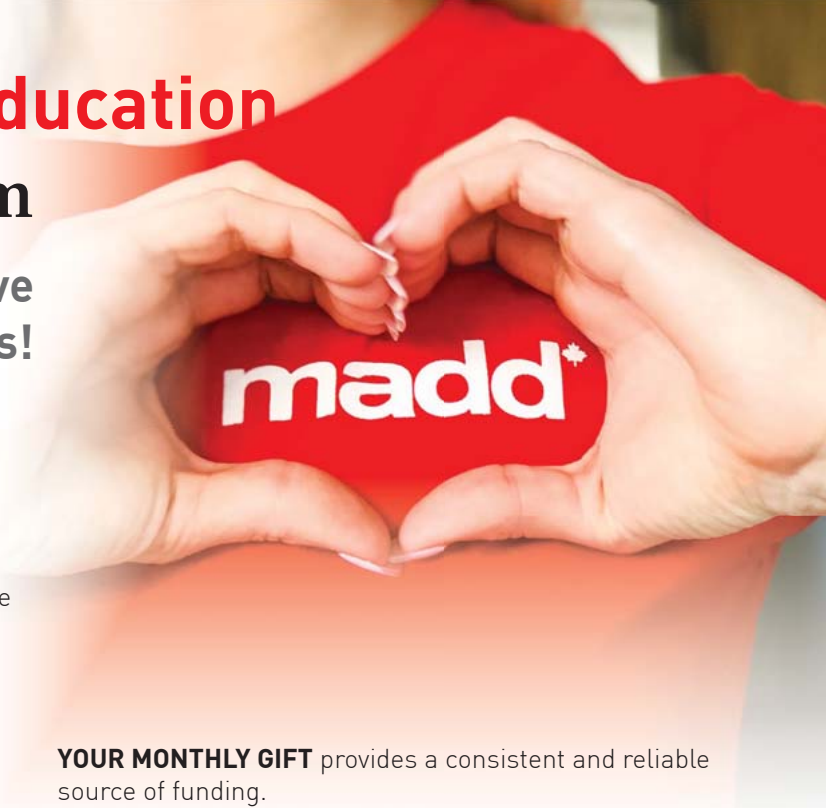
How monthly giving benefits you:
It's easy.

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



Volunteering...

There are many volunteers working tirelessly for MADD Canada and its mission: to stop impaired driving and to support victims of this violent crime. Some volunteers are victims but many are simply concerned citizens of all ages and genders. Volunteers assist with MADD Canada's public awareness and chapter services programs from volunteering with police during RIDE/ Sobriety Checkpoints to volunteering at parades and presenting displays at shopping malls to fund-raising for the Project Red Ribbon campaign. Volunteers also assist with victim services programs from supporting victims on an individual or group level to monitoring the court system to keep track of impaired driving charges.

Local Chapter Contact Information

MADD Halton Region

2010 Winston Park Drive, Suite 500,
Oakville, ON L6H 5R7
Tel: 1-800-665-6233 ext. 386
Email: info@maddhalton.org
Web: maddchapters.ca/halton

MADD Simcoe County

P.O. Box 511
Barrie, ON
L4M 4T7
Tel: 1 (866) 466-5310
Email: maddsimcoecounty@gmail.com
Web: maddchapters.ca/simcoecounty

MADD Durham Region

1288 Ritson Rd., N., Box 124
Oshawa, ON L1G 8B2
Tel: 1-800-665-6233 ext. 329
Email: madd.durhamregion@gmail.com
Web: maddchapters.ca/durham

MADD Toronto Chapter

35 Lytton Blvd, Lower Level
Toronto, ON
M4R 1L2
Tel: (416) 924-2666
Email: info@maddtoronto.ca
Web: maddchapters.ca/toronto