

madd



M E S S A G E



Hope and Remembrance

Volume 23 Issue 1

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MADD Message Yearbook

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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 purple ink that reads "Dawn Regan".

Dawn Regan
Chief Operating Officer
MADD Canada



Project Red Ribbon: A Reminder to Choose Sober Driving

MADD Canada launched its 38th annual *Project Red Ribbon* campaign on November 1 with a national media event on October 30 at the Durham Regional Police Service headquarters in Bowmanville, Ontario, in partnership with the MADD Durham Region Chapter. Running until January 5, 2026, the iconic campaign calls on Canadians to make sober driving choices during the holiday season, a time filled with celebrations and social gatherings.

Despite progress over the years, impaired driving continues to destroy families and communities in Canada, killing hundreds of people and injuring thousands more every year. Among those lives cut short was Rebecca Beatty, a 22-year-old woman killed on October 3, 2021 in Trenton, Ontario. Rebecca was driving home when her car was struck head-on by an impaired driver, killing her and her best friend instantly. Rebecca's photo is featured on this year's *Project Red Ribbon* poster, coin boxes and bookmarks, a powerful reminder that one wrong decision behind the wheel can forever change so many lives.

"Rebecca's story, and those of thousands of impaired driving victims, are the motivation behind our work," said MADD Canada National President Tanya Hansen Pratt. "We are calling on the Government of Canada to make anti-impaired-driving technology a standard safety feature in all new vehicles so that no more families have to endure such senseless pain."

"The family activities we once enjoyed now feel lifeless, and Christmas baking is too painful," said Rebecca's mom, Connie. "I find myself living in the past tense. This tragedy broke us and changed our lives to the point of no repair."

According to Durham Regional Police, there have been 143 impaired driving crashes so far this year—a 57% increase from 2022. "This is troubling," said Durham Regional Police Service Chief Peter Moreira.

Ontario Provincial Police (OPP) Deputy Commissioner Karen Meyer also reported concerning trends. From January through September, officers laid over 9,100 impaired driving charges, and 32 people have died on OPP-patrolled roads in crashes involving alcohol or drugs. These staggering statistics serve as a sobering reminder that impaired driving—though entirely preventable—continues to devastate communities nationwide, which reinforces the need for continued awareness and action.

The launch event brought together Rebecca's family and friends, and special guests including, Durham Regional Police Service Chief Peter Moreira, Mayor of Clarington Adrian Foster, OPP Deputy Commissioner Traffic Safety and Operational Support Karen Meyer, Deputy Fire Chief Clarington Emergency and Fire Services Brad Lampert, Ontario Paramedic Association Director of Education Mary Osinga, MADD Canada National President Tanya Hansen Pratt, MADD Canada Chief Operating Officer

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

In the News

Dawn Regan, MADD Durham Region Chapter President
Trisha Dosaj, MADD Durham Region Chapter Volunteers,
KAG Canada Vice President of Operations Besnik
Gasi, Uber Canada Corporate Communications Lead
Keerthana Rang, and BMO Branch Manager Jennifer
Karacorovski.

Across the country, MADD Canada Chapter volunteers are distributing red ribbons and car decals and hosting local events to raise awareness and funds to fight impaired driving and support victims and survivors. Canadians are encouraged to display them on vehicles, keychains, and personal belongings, and to share their pledge online using **#ProjectRedRibbon**.

We extend our heartfelt gratitude to Ontario Premier, the Honourable Doug Ford, for his support of *Project Red Ribbon*, shared through a video message and letter, and to the Government of Ontario for its commitment to preventing impaired driving. We are also deeply grateful to the Ontario Minister of Transportation Prabmeet Sarkaria for his video message highlighting the importance of sober driving and offering tips to avoid driving or riding with an impaired driver.

We are thankful for the partnership of our Official Sponsors Uber, KAG Canada and Diageo, as well as our

Corporate Sponsors BMO, Irving Oil and Cascades. For a full list of this year's sponsors and coin box partners, check out the *Project Red Ribbon* page on madd.ca.

Get your red ribbon and/or car decal through MADD Canada Chapters across the country, online at madd.ca, or by emailing info@madd.ca. Donations to support *Project Red Ribbon* can be made through

the website or by calling 1-800-665-6233. Once you get your red ribbon or car decal, Tie it! Wear it! Show it! Share it! Live it! Let's be LOUD and spread the sober driving message — this holiday season and all year long—to ensure Impaired Driving Ends Here.



REBECCA BEATTY
November 17, 1998 -
October 3, 2021

**BAKER, FRIEND, FUR MOM,
SISTER, DAUGHTER**

ONE WRONG DECISION AFFECTS SO MANY.

At 22 years old Rebecca and her best friend were killed by an impaired driver. Two young women lost who had so much promise and so much to give.

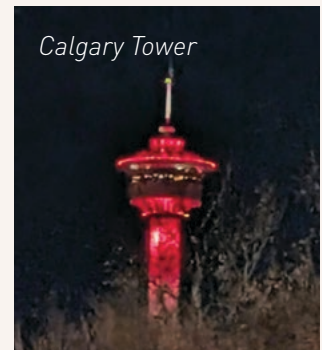
Help us put an end to impaired driving.

SUPPORT PROJECT RED RIBBON
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madd
No alcohol. No drugs. No victims.

Landmarks Lighting Up Red to Promote Sober Driving

Canada is lighting up red in support of *Project Red Ribbon*! Over 55 landmarks, government and municipal buildings are lighting up to promote MADD Canada's awareness campaign and help prevent impaired driving this holiday season and all year long! Our sincere thanks to all locations that are helping us spread the sober driving message.



Check out the Ceremonial Lighting Partners list at madd.ca/pages/programs/awareness-campaigns/project-red-ribbon/.

Prince Edward Island Proclaims *Project Red Ribbon Day*

MADD Canada is thrilled to celebrate a historic milestone in the fight against impaired driving: Prince Edward Island (PEI) has become the first jurisdiction in Canada to officially proclaim November 1st as *Project Red Ribbon Day*. Bill 103, the *Project Red Ribbon Day Act*, was introduced by MLA Susie Dillon and passed

in the PEI Legislature in November. MADD Canada extends heartfelt gratitude to MLA Susie Dillon for leading this important initiative and to all Members of the Legislative Assembly of Prince Edward Island who supported this initiative to raise awareness and prevent impaired driving.

President's Message



The last half of 2025 has been a whirlwind of significant events. I travelled from Nova Scotia in the east to Alberta in the west, and to Washington, DC for a special visit with our MADD cousins to the south.

August brought the opening of a beautiful Memorial Garden in Windsor, Ontario. I joined many others in opening this lovely, peaceful

spot on the water overlooking downtown Detroit. Many thanks to the numerous sponsors in Windsor, and especially to MADD Windsor & Essex County Chapter Lead Chaouki Hamka, for his endless energy and infinite contacts in the community to get this garden installed in such an incredible location. It will be a serene place to remember victims and survivors of impaired driving and provide public awareness for many years to come.

I was honoured to attend the Provincial Monument ceremonies in Nova Scotia and Manitoba this summer. Every province has a unique way of remembering victims and survivors in their region, and I always walk away feeling like I was invited to sit at a special place at the family table. Thank you to all the local Chapter volunteers and Victim Services Managers who make the monument ceremonies a warm and welcoming time of remembrance and community. I always feel very blessed for the opportunity to experience the local charm and hospitality.

In early October, MADD Canada's Western Regional conference was held in Edmonton. It was such an engaging and energizing time with volunteers from across Western Canada! We learned so much together – about MADD Canada, Victim Services, social media, drug recognition, standard field sobriety testing, mandatory alcohol screening, diversity and accessibility, and lots of laughs and connections.

On September 9, MADD Canada CEO Steve Sullivan, MADD Canada Chief Operating Officer Dawn Regan, and I attended the 45th anniversary of MADD US, our American counterparts, in Washington, DC. Following the anniversary celebrations, MADD US hosted a "Capitol Hill Day" to educate lawmakers about the bipartisan law *Honoring the Abbas Family Legacy to Terminate (HALT) Drunk Driving* law. This law, passed by Congress in 2021, directs the National Highway Traffic Safety Administration to create a federal motor vehicle safety standard requiring all new passenger vehicles to have anti-impaired driving technology installed as

standard equipment. Our group included Veronica Hawman, MADD US Director of Mission Operations, and Rachel Martens, MADD US Regional Victim Services Manager. We met with Minnesota and South Dakota lawmakers, encouraging them to apply pressure to the US Department of Transportation to implement the HALT law.



The time leading up to this trip was admittedly nerve-racking, especially considering the current administration had recently sent the National Guard to Washington, DC. I was nervous about crossing the border, and I was equally nervous about how we would be received as a Canadian contingent talking to American lawmakers. What we all quickly discovered was a warm welcome from a group of people working hard to do the same thing we do every day: stop impaired driving, and support victims and survivors. We heard heart-breaking victim and survivor stories. We attended a MADD US Candlelight Vigil like our own, staring at the photos of so many people killed as we stood shoulder-to-shoulder with the loved ones that were left behind. We shared jokes and tears and so many hugs.

Our never-ending news cycle certainly made me think that our neighbours to the south could meet us with indifference or maybe even disrespect. I couldn't have been more wrong. I left feeling a connection with folks from all walks of life, political and otherwise. It felt like home in the most magical way. Our humanity and our shared desire for a safer world brought us together more than our politics could tear us apart. I couldn't have hoped for a better lesson.

Stay safe, friends.

A handwritten signature in black ink that reads "Tanya Hansen Pratt". The signature is fluid and cursive, with the first name being the most prominent.

Tanya Hansen Pratt
National President

Writing My Own Victim Impact Statement



Victim Impact Statements have been part of Canada's justice system since 1989. Over the years, they have evolved to ensure victims have a meaningful voice — judges are now required to consider them. Victims can read their statements in court, and Crowns must confirm that victims have had the opportunity to prepare one.

Their use has also expanded to include federal parole hearings and mental health review board hearings for individuals found Not Criminally Responsible.

Throughout my career, I advised governments on how to improve Victim Impact Statement provisions in the *Criminal Code* and *Corrections and Conditional Release Act*. I helped develop courses for Algonquin College's Victimology Program and taught a course on victims' rights. I've also prepared community impact statements for sentencing hearings involving impaired driving deaths and have supported countless people as they tried to find the right words to express their loss.

This spring, I submitted my own Victim Impact Statement. Despite my professional background, nothing could have prepared me for the experience of writing about my own loss.

On April 7, 2023, I was driving on Highway 401 with my mother when a tractor-trailer traveling in the opposite direction crossed four lanes and a grassy median, striking my car. My mother suffered fatal injuries and passed away two days later. The driver was charged with careless driving causing death and injury and pled guilty in May.

Victim Impact Statements are often misunderstood. They are not intended to influence sentencing — research shows they have little impact on sentencing. I have always told victims to write for themselves: to say what they need to say about their loved one and how the crime has affected their lives, without worrying about the sentence.

When it was my turn to write my Victim Impact Statement, I discovered how difficult it was. Many people struggle to start; for me, the hardest part was knowing when I was done. How could I ever be finished describing my mother — her kindness, her laughter, her love for her family, her joy in life?

My mother was almost 80. She had a large, loving family, dear friends, and three grandchildren she adored. She lived fully, and though she was taken from us too soon, I have decades of wonderful memories. Now that the legal process is over, I am learning to focus on how she lived rather than how she died.

Writing my own statement was surreal. After decades of supporting others, I suddenly found myself on the other side — being offered support instead of providing it. It has given me a new perspective, and the next time I speak with someone about preparing a Victim Impact Statement, I can honestly say I know how hard it is.

MADD Canada helps victims and survivors of impaired driving prepare Victim Impact Statements. I encourage everyone affected by this tragedy to reach out to MADD Canada if you or someone you know is preparing a statement for sentencing or parole. Our Victim Service Managers can answer questions and provide advice. For more information, check out the Victim/Survivor Services page on madd.ca.

Note: Stay connected by subscribing to MADD Canada's monthly LinkedIn newsletter, From the Desk of Steve Sullivan, where I share stories, reflections and insights on our work.

In the News

Anti-Impaired Driving Technology: The Future of Road Safety

Impaired driving is an entirely preventable crime. And yet, it remains one of the leading causes of criminal death in Canada. Each year, too many lives are cut short, families are shattered, and many communities are left grieving.

There has been progress over the years. According to Transport Canada, impaired driving as a factor in fatal crashes has declined from 27.2% in 2019 to 23% in 2022. Laws have improved, there is better enforcement, and sentences have increased. For nearly four decades, thousands of MADD Canada volunteers have raised awareness in their communities. Through our *School Program* every year, thousands of young Canadians are learning about the dangers of impaired driving and are empowered to make sober choices.

However, in 2025, impaired driving still claims hundreds of lives and injures thousands of people. How is that possible after so much awareness and enforcement? The truth is simple: as long as people have the choice to drive after consuming alcohol, cannabis and/or drugs, some will make the wrong one.

That's why the next step in prevention must include technology.

For years, ignition interlocks have prevented repeat offenders from driving impaired. These devices can reduce recidivism as they require drivers to blow into a tube before their vehicle starts. However, they only apply *after* a crime has already occurred. The future lies in technology that stops impaired driving *before* it happens, by detecting impairment and preventing the car from starting.

Recognizing this opportunity, the United States has taken a major step forward with the HALT (*Honoring Abbas Family Legacy to Terminate Drunk Driving*) Law, passed in 2021. The law mandates that all new vehicles include anti-alcohol impaired driving technology by 2030. Experts predict that once fully implemented, the technology will save more than 10,000 lives every year.

Unlike ignition interlocks, this new anti-impaired driving technology is passive, invisible, and effortless. It doesn't require drivers to blow into a device or take extra steps. Sensors built into the vehicle can detect alcohol in the driver's breath or recognize impaired behaviour through cameras and performance monitoring.

Anti-impaired driving technology is the future—and it will be a game changer.

Twenty years ago, MADD Canada, MADD US, Transport Canada, the National Highway Traffic Safety Administration (NHTSA), major automobile manufacturers, and technology companies established a Blue-Ribbon Panel for the development of a Driver Alcohol Detection System for Safety (DADSS). DADSS will complete the final design package of their alcohol detection technology this year. The Insurance Institute for Highway Safety has also announced that impairment detection systems will soon be recognized in its vehicle safety ratings—a major milestone for road safety.



Technology alone cannot erase the pain caused by impaired driving, but it can prevent others from ever experiencing it. We have written to Prime Minister Carney and the federal Minister of Transport to advocate for legislation similar to what is being implemented in the United States. We will continue to push for a Canadian version of the HALT Law and for anti-impaired driving technology to be a priority for politicians.

In the News

The Bail and Sentencing Reform Act

In October, Federal Justice Minister Sean Fraser introduced Bill C-14, *The Bail and Sentencing Reform Act*, which focuses on stricter bail laws to address violent and repeat offending, organized crime, and tougher sentencing laws for serious and violent crimes. The Bill addresses the perception that the bail system is broken, however it is not clear that the proposed changes will enhance public safety. Critics say it may add to an already overburdened justice system, which could increase delays and cases being dismissed as a result.

Bill C-14 does not deal directly with impaired driving, but it does contain an amendment that MADD Canada has called for. In 2018, the Federal Government passed Bill C-46 which made significant changes to Canada's impaired driving laws. Prior to those changes, judges could impose driving prohibitions in certain cases of criminal negligence and manslaughter. This power was removed in 2018, but will be restored by Bill C-14.

In 2022, we wrote to the Government regarding an Ontario Court of Appeal decision which struck down a driving ban for an impaired driver who was convicted of criminal negligence causing death. In this case, the driver was sentenced to five years and given a driving ban. The case was appealed and the Ontario Court of Appeal overturned the driving ban. There were conflicting decisions from other jurisdictions. MADD Canada believed it was important that the Government clarify the matter and we commend the Government for making this change, as some impaired drivers who cause death do plead guilty to criminal negligence causing death.

MADD Canada will be recommending that the Government make an amendment to Bill C-14 to prevent impaired drivers who cause a death from being eligible for a conditional sentence (often known as house arrest).

The *Criminal Code* was amended a few years ago to allow conditional sentences for a broad range of offences except attempted murder, torture, advocating genocide and those that carry a mandatory minimum prison sentence (i.e. first-degree murder). The changes were an attempt to address systemic racism in Canada's criminal justice system.

MADD Canada argued that impaired driving causing death should be added to the list of offences for which a conditional sentence could not be imposed. Our efforts were not successful at the time, but Bill C-14 proposes to expand the list of offences that are ineligible for conditional sentences to include child sex offences. We will propose an amendment to include impaired driving causing death.

Although we believe prison sentences will remain the norm and conditional sentences will continue to be the exception, we believe conditional sentences send the wrong message for impaired driving causing death. We know it is painful for many families who have lost loved ones anytime they see a conditional sentence given when someone dies because of an impaired driver.



The Top Ten Report 2.0: Federal Measures to Minimize Impaired Driving and Support Victims and Survivors

MADD Canada has published the updated *Federal Top Ten Report*, encouraging the Federal Government to implement reforms that will reduce impaired driving and assist victims and survivors. The report highlights measures required to deter impaired driving, reduce recidivism among offenders and support victims and survivors. To read the full report, check out madd.ca.

In the News

Provincial Memorial Ceremonies Honour Victims of Impaired Driving

Across Canada, families and community members gathered to honour loved ones lost or injured in crashes involving alcohol, cannabis and/or other drugs. These Provincial Memorial Monument ceremonies provided a meaningful space to remember, reflect, and renew our commitment to sober driving.

Since 2009, MADD Canada has established Memorial Monuments for victims of impaired driving in New Brunswick, Nova Scotia, Ontario, Manitoba, Saskatchewan, Alberta, and Quebec. Each year, ceremonies are held to unveil new names and pay tribute to all victims. The Prince Edward Island Monument will be unveiled in 2026, and we are working to establish a similar monument in British Columbia.

The events included remarks from government, law enforcement, and Indigenous representatives who reaffirmed the importance of preventing future tragedies.

In **Manitoba**, a ceremony was held on August 16 at MADD Canada's Memorial Monument in West St. Paul, located at Glen Eden Funeral Home and Cemetery. The Monument is etched with the names of 86 victims. While no new names were added this year, the gathering offered an opportunity for support, reflection and healing.

The **Alberta** Memorial Monument ceremony was held on September 6 at the Parkland RCMP Detachment in Spruce Grove. Five new victims' names were added to the Monument: Cameron Jaeger, James Macdonald, Annie Macdonald, Scott Wilson, and Leaira Ashlyn Wilson, bringing the total to 74.

In **Nova Scotia**, the provincial ceremony took place on September 13 at Dartmouth Memorial Gardens. Two new names, Talia Forrest and Jesse Robinson, were added to the Monument, increasing the total to 133 victims.

Also on September 13, **Ontario** held its ceremony in Brampton at Chinguacousy Park. The Monument is etched with the names of 164 victims, including six new names added this year: David Genereaux, Cole Robert David Hodge, Carly Charlebois, Cst. Andrew B. Gordon, Rachel Dawn Stapleton, and Jesse Daniel Thomas Robinson.

The final ceremony of the year took place on October 18 in **Newfoundland and Labrador**, at the Central Funeral Homes Monument in Grand Falls-Windsor. The Monument is etched with the names of 78 victims

who died or were injured in alcohol or drug-related crashes. While no new names were added this year, the gathering offered a meaningful space for support and remembrance.

These Monument ceremonies are powerful reminders of why the fight against impaired driving must continue, because every name represents a life, a family, and a story that deserves to be remembered. Together, we can honour their memory by choosing to never drive impaired, encouraging others to do the same, and helping to create safer roads for everyone.



Ontario Monument Ceremony, from left to right: Brampton Fire Chief Andy Glynn, OPP Commissioner Thomas Carrique, Coast Tsimshian First Nations Elder Shannon Thunderbird; Peel Regional Police Inspector Tim Nagtegaal, MADD Canada Chief Operating Officer Dawn Regan



MADD Canada National President, Tanya Hansen Pratt, at Nova Scotia Monument ceremony in Dartmouth



Newfoundland and Labrador Monument ceremony in Grand Falls-Windsor

In the News

New Roadside Memorial Signs Honour Lives Lost and Raise Awareness

MADD Canada's roadside memorial signs are a powerful way to honour victims and to remind motorists about the tragic and lasting consequences of impaired driving. We unveiled two new memorial signs to honour two young women, whose lives were tragically cut short by impaired drivers.

Ashley Marie Vaillancourt was 34 years old when she was killed in an impaired driving crash on July 9, 2022 in Niagara-on-the-Lake, Ontario. Ashley's Memorial Sign unveiling ceremony took place on July 9, the anniversary of the crash, at the crash site, across from 1870 York Road in Niagara-on-the-Lake. Family members, friends and special guests attended the unveiling ceremony, including Ashley's mom, Darlene Jones and extended family members, Niagara-on-the-Lake Lord Mayor Gary Zalepa, Chief of Police Niagara Regional Police Service Bill Fordy, and MADD Canada Chief Operating Officer, Dawn Regan.



Ashley Vaillancourt's family in front of her Memorial Sign in Niagara-on-the-Lake, Ontario

We also installed a memorial sign in honour of 22-year-old **Rebecca Beatty**, killed by an impaired driver on October 3, 2021 in Trenton. The unveiling event was held on November 7, with family, friends and special guests in attendance including Rebecca's parents, Connie and Mark, and her sister, Victoria, Member of Provincial Parliament for Bay of Quinte, Tyler Allsopp, City of Quinte West Mayor, Jim Harrison, Inspector Kristy McNaughton, Detachment Commander of Quinte West, Ontario Provincial Police, City of Quinte West Fire Chief John Whelan, Sergeant Cameron Lane, Canadian Armed Forces, MADD Canada CEO Steve Sullivan, MADD Canada Chief Operating Officer, Dawn Regan and Adrianna Christie, Office Manager, Office of Chris Malette (on behalf of Member of Parliament for Bay of Quinte, Chris Malette).



Beatty family, MADD Canada and MADD Quinte at Rebecca's Memorial Roadside Sign unveiling ceremony

Expanding Roadside Memorials in British Columbia

We are thrilled to announce a new partnership with the Province of British Columbia (BC). Through a recently signed Memorandum of Understanding, we will expand the installation of roadside memorial signs across BC, ensuring more families have the opportunity to honour their loved ones at the crash site. These signs not only commemorate lives lost but also act as a lasting reminder for all motorists to make sober choices behind the wheel.

MADD Canada Store

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



In the News

New Support Groups for Victims and Survivors



Supporting victims and survivors of impaired driving is MADD Canada's top priority. We're here for those directly affected by impaired driving, as well as for their families, friends, and caregivers coping with loss or injury. Each year, we support thousands of victims and survivors across Canada through programs and groups that provide safe, understanding spaces to share experiences, access resources, and find guidance after a crash.

Our Victim and Survivor Support Program is expanding with two new virtual groups, offering safe and understanding spaces for healing and connection.

Loss of a Sibling Support Group

The Loss of a Sibling Support Group is a new monthly virtual group designed for siblings who have lost a brother or sister to impaired driving. Siblings often experience a unique kind of grief, worrying about their parents while hesitating to share their own pain. This group provides a safe and compassionate space to connect, share, and heal with others who understand their journey.

This initiative was created following conversations at our National Conference for Victims and Survivors of Impaired Driving, where siblings expressed excitement about continuing the meaningful connections they made.

Caregiver Support Group

We are also introducing a Caregiver Support Group for those who care for loved ones affected by impaired driving. Caregivers often face emotional, physical, and mental challenges while navigating the recovery journey. This group offers a supportive space where caregivers can share their experiences, access resources, and find strength in a community that understands their journey.

These two new support groups reflect our ongoing commitment to ensure that no one affected by impaired driving has to navigate grief or recovery alone.

2026 National Conference for Victims and Survivors of Impaired Driving

The **National Conference for Victims and Survivors of Impaired Driving** will be back this spring, from May 1, 2026 to May 3, 2026, at the Delta Hotels Toronto Airport & Conference Centre located at 655 Dixon Road in Toronto. The Conference reunites victims and survivors of impaired driving for a weekend of information and support. It provides a safe and supportive environment where participants can share their experiences, gain coping tools, and connect with others who have faced similar tragedies. The **National Candlelight Vigil of Hope and Remembrance** will be held on the evening of May 2, to honour those who have been killed or injured in impaired driving crashes. If you have any questions, please reach out to the Victim Services Manager for your Region (see below for their contact information).

- **Gillian Phillips - Western Region** (Manitoba, Saskatchewan, Alberta, British Columbia, Yukon, Nunavut, Northwest Territories), 1-800-665-6233, ext. 235 or gphillips@madd.ca (Gillian will be retiring effective December 31st, 2025, after over 20 years with MADD Canada. We are very grateful to Gillian for her dedication to supporting victims and survivors, and her commitment to raising awareness about the dangers of impaired driving.) Chloé and Meg will support the Western region until the new hire is in place.
- **Chloé Piché – Ontario and Quebec Regions**, 1-800-665-6233, ext. 237 or cpiche@madd.ca
- **Meghann Wetmore – Atlantic Regions** (Nova Scotia, New Brunswick, Prince Edward Island, Newfoundland and Labrador), 1-800-665-6233, ext. 225 or mwetmore@madd.ca

In the News

MADD Canada's *School Program* Inspires Youth to Stay Safe on the Roads

MADD Canada is back on the roads across the country to educate youth about the importance of sober driving. The 2025–2026 national *School Program* officially launched in September with a special screening at M.E. LaZerte High School in Edmonton, with our National Sponsor KAG Canada.

Road crashes are a leading cause of death among Canadian youth, and alcohol, cannabis and/or other drugs are involved in more than half of those crashes. To protect young people, MADD Canada delivers *School Program* presentations for Grades 7 through 12, reaching thousands of students across the country with a powerful look at the dangers of driving after consuming alcohol, cannabis and/or other drugs.

This year's 60-minute presentation features five English and four French dramatic short films that illustrate the risks of impaired driving, followed by

an interactive quiz that reinforces the sober driving message and encourages students to reflect on their choices. Students also hear powerful testimonies from victims and survivors, including a new story from Alyssa Kryger, who was injured in a 2018 cannabis-related crash that also killed her father, Mike, and uncle, Mark.

Schools can choose the format that works best—assembly, classroom, or virtual. After the presentation, teachers receive an Educators' Guide and School Kit to continue the sober driving conversation.

MADD Canada extends its sincere thanks to its National and Provincial Sponsors.

To learn more about MADD Canada's *School Program*, check out maddyouth.ca/school-program/.

Provincial Screenings

Following the National Launch, MADD Canada hit the road with provincial screenings that introduced the *School Program* to students across the country, thanks to the generous support of our Provincial Sponsors.

- We partnered with the Newfoundland Labrador Liquor Corporation (NLC) to host a special screening at Beaconsfield Junior High in St. John's on October 16. Thanks to NLC's support, 20 presentations will be delivered throughout the province.
- On November 5, the Nova Scotia Liquor Corporation (NSLC) joined us for a screening at Auburn Drive High School in Cole Harbour. We are grateful to NSLC for helping us deliver 40 presentations to Nova Scotia students.
- Our next stop was in Saskatchewan on November 18 for a screening at F.W. Johnson Collegiate in Regina, in partnership with SGI and SLGA. Thanks to their support, we will deliver 90 presentations this year.
- We showcased the *School Program* in New Brunswick, with Alcool NB Liquor (ANBL) on

November 19 at George Street Middle School in Fredericton. We are grateful for ANBL's contribution which will help us deliver 56 presentations across the province.

- Prince Edward Island students will also hear powerful sober driving messages thanks to PEI Liquor, which is supporting the delivery of 30 presentations. The special screening event was held on December 1 at Stonepark Intermediate School.
- We wrapped up the *School Program* tours in Manitoba with a screening event on December 12 at Westwood Collegiate, held in collaboration with Manitoba Public Insurance. Their partnership will help deliver 109 presentations this year.



In the News

Campaign 911 Initiative Launched Across Prince Edward Island

MADD Canada launched a new *Campaign 911* initiative across Prince Edward Island (PEI) during the holidays, one of the busiest social seasons of the year. Made possible through the support of the CFPEI/PEILCC Community Fund, this initiative empowers the public to help stop impaired driving before it leads to tragedy.



Despite progress made over the years, impaired driving remains one of the leading criminal causes of death in Canada, and all these tragedies are entirely preventable. Prince Edward Island continues to face one of the highest rates in the country—nearly three times the national average—and drug-related cases are increasing.

The *Campaign 911* initiative in PEI puts faces and names to the devastating human toll of impaired driving. Visible across the province throughout the holiday season, the campaign materials feature the faces of PEI victims and survivors killed or injured in impaired driving crashes:

- **Stacy Cheverie**, 38, was killed by an impaired driver while motorcycling with her husband, Bernard, in Central Kings County, on October 22, 2011.
- **Bernard Cheverie**, 58, was severely injured in the same crash that killed his wife, Stacy.
- **Jacob Simmons**, 27, was cycling in Kinross when his life was tragically cut short by an impaired driver on June 12, 2020.
- **Laura Vanderweerd**, 18, was among four victims killed by a drinking driver in Marshfield on December 18, 2023, where another person was also tragically injured.

The campaign materials include transit ads, bus wraps, billboards, coasters in bars and restaurants, and bookmarks distributed at checkpoints and community events. By sending a powerful message that impaired drivers will be caught, the campaign helps prevent crashes and keeps our roads safer.

Launched in 2007, *Campaign 911* reminds people to call 911 to report suspected impaired drivers, riders or boaters to police. Since its launch, the campaign has helped change public perception by reinforcing the fact that impaired driving is an emergency and 911 is the right number to call.

For more information on *Campaign 911*, including a list of the signs of an impaired driver and what to do if you spot one, visit madd.ca.

The annual **MADD Canada's Van de Vorst Family Awards** ceremony was held on September 22 in Saskatoon and on September 23 in Regina. The Awards were established in honour of Jordan and Chanda Van de Vorst and their young children, Kamryn and Miguire, who were tragically killed by an impaired driver in 2016. This year, 191 officers were recognized for going above and beyond to remove impaired drivers from Saskatchewan roads. We are deeply grateful to all officers who work day and night to keep our roads safe and prevent impaired driving.



In the News

Meet our 2024 Volunteer Awards Winners

MADD Canada is proud to celebrate some of the amazing people who go above and beyond to make our work possible. A BIG thank you 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 about our award recipients, check out madd.ca.

VICTIM SERVICES VOLUNTEER OF THE YEAR AWARD

Nancy Stewart



In 2007, Nancy's husband, Doug, was killed in a drug-impaired driving crash that also seriously injured their 11-year-old daughter, Emily. While navigating grief and caring for her other three children, Nancy turned her pain into purpose. For more than a decade, she has been volunteering with MADD Canada as a presenter, spokesperson, Victim Services Volunteer, and with MADD Halton Region and MADD Toronto Chapters. In 2017, she participated in a campaign by the federal Ministry of Public Safety to raise awareness about drugged driving. In 2019, she participated in a video for *Weed Out The Risk*, a cannabis impaired driving prevention program. Her story has reached thousands of students across Canada through MADD Canada's *School Program*, helping young people understand the devastating consequences of impaired driving. In 2023, she shared her story for a short video that the Ontario Minister of Transportation created to support MADD Canada's *Project Red Ribbon* campaign. As the facilitator of MADD Canada's *Loss of a Partner* virtual support group, Nancy continues to guide and comfort others, offering empathy and strength drawn from her own experience. In recognition of her outstanding compassion and leadership, she received the 2023–24 Victim Services Award of Distinction from the Ontario Attorney General, Minister Doug Downey.

VOLUNTEER OF THE YEAR AWARD

Yvette Kalan



Yvette is a committed volunteer who spends countless hours helping advance the mission of MADD Red Deer & District. She lost her 18-year-old daughter, Sherri-Jean, in an impaired-driving crash in 1996. She is determined to spare others from experiencing the devastation her family has

endured, and this has become the driving force behind her tireless efforts. Yvette has consistently taken the initiative to ensure the Chapter events can take place, stepping in to help with a range of activities. She has played a key role in revitalizing the Chapter's Candlelight Vigil, which was warmly received and will continue for years to come. Yvette consistently brings positivity, flexibility, and innovative thinking to every project. Beyond community events, Yvette also contributes at the administrative level—attending every Chapter meeting, helping with various office organization, handling calls and emails, chairing meetings, signing cheques, delivering packages, and meeting with potential volunteers. Yvette's strength, energy, and warm heart inspire everyone around her. MADD Canada is grateful to have Yvette among its dedicated volunteers.

TERRY RYAN MEMORIAL AWARD FOR EXCELLENCE IN POLICE SERVICES

Constable Nick Marmaras of the Saanich Police Department



Constable Marmaras has been a police officer since 2017 and is known for his outstanding commitment to road safety. Since 2018, he has been recognized every year through Alexa's Team Awards for removing at least 25 impaired drivers from the roads. In 2024, his dedication was further highlighted when he received Alexa's Team All-Star award for removing 50 impaired drivers from Saanich roads. Constable Marmaras is an Approved Screening Device (ASD) and Standardized Field Sobriety Test instructor, qualified breath technician, ASD calibrator, and Drug Recognition Expert. He has conducted more than 35 drug-related impaired driving investigations. As a member of the Impaired Driving Advisory Committee, he ensures officers in the Saanich Police Department receive the latest training and support, fostering confidence and excellence in enforcement. His leadership and dedication have fostered a culture of excellence in impaired driving enforcement, inspiring his peers and contributing to safer roads across Saanich.

In the News

Trends in Cannabis Use Among Canadian Drivers: Insights from our *Lunch and Learn* session

In November, we hosted an engaging *Lunch and Learn* session examining how cannabis use is shaping driver behaviour and road safety in Canada. The session featured two leading experts who presented the latest national research and discussed what it means for the future of impaired driving prevention.

Dr. Jeff Brubacher, an Emergency Medicine physician at Vancouver General Hospital, Professor in UBC's Department of Emergency Medicine, and Director of the Road Safety and Public Health Research Group, presented findings from the national drug-impaired driving study. This ongoing research analyzes blood samples from injured drivers in 17 hospitals across Canada to measure the prevalence of alcohol, cannabis, and other drugs. Dr. Brubacher shared the most recent national data, including how often cannabis is detected in injured drivers since legalization, and how these rates have shifted since legalization, capturing both the immediate change and long-term trends.

We also heard from Dr. Christine Wickens, Senior Scientist at the Centre for Addiction and Mental Health (CAMH), and Associate Professor at the University of Toronto. Dr. Wickens examined how cannabis use and driving impaired by cannabis have changed since legalization. She highlighted survey data showing that while overall cannabis use rose among adults, the prevalence of driving impaired by cannabis decreased among cannabis users themselves. Across the general population, rates of driving impaired by cannabis did not increase in the years immediately after legalization, although newer data from 2022 and 2023 show a slight rise. Dr. Wickens's presentation explored why these patterns may be emerging, including shifting public perceptions of the health and safety risks related to cannabis use and driving, which remain a significant road safety concern.

Our sincere gratitude to Dr. Jeff Brubacher and Dr. Christine Wickens for sharing their research and valuable insights with us. Thank you to everyone who attended the session.

CHAPTER NOTEBOOK AND MADD CANADA ACTIVITIES



MADD Simcoe County participated in an Accessible Halloween Village hosted by Oatley Vigmond LLP on October 26 in Barrie, Ontario. The event was a huge success, as was the Chapter's display! Here, from left to right: Nha Clark, Chapter Treasurer and Wendy McLaughlin, Chapter President.



MADD York Region hosted their annual golf tournament on August 8 at Cardinal Golf Club in King, Ontario. Pictured here are two golf foursomes from Smile Up Dental with officers from York Regional Police Service, showing their support as sponsors of the event.

Chapter Notebook



MADD Windsor & Essex County hosted an unveiling event for their Memorial Garden on August 7th, paying tribute to those who have been killed or injured in crashes involving alcohol, cannabis and/or other drugs. The Memorial Garden is located at their new pergola site in Windsor, Ontario, along the waterfront. Pictured here from left to right are: Peter Berry - Harbour Master, Windsor Port Authority; Staff Sergeant Christian Cortese, Essex County OPP; Inspector Jamie Smith, Essex County OPP; Jason Crowley, Deputy Chief, Windsor Police Service; Chaouki Hamka, MADD Windsor & Essex County Chapter Lead; Tanya Hansen Pratt, MADD Canada National President; Renaldo Agostino, City Councillor, City of Windsor; Karel DeGraaf, Deputy Chief, Windsor Police Service; Lori Kemp, St. Clair College; Mary Riley, Caesars Windsor; and Steve Salmons, CEO, Windsor Port Authority.



On November 19, **MADD Halton Region** recognized local police officers and citizens for their outstanding efforts to prevent impaired driving. Cst. Dylan Danch and Cst. Kourtney Riley received the 2025 MADD Halton Region Officers of the Year Award. The Halton Regional Police Service Marine Unit received the MADD Halton Project of the Year, and two citizens were honoured with the 2025 MADD Halton Citizen of the Year and 2025 MADD Volunteer of the Year Awards.



Peel Regional Police launched the seasonal RIDE sobriety checkpoints campaign on November 17 with **MADD Peel Region**. Running until December 31, the campaign includes increased enforcement to prevent impaired driving and keep roads safe during the holiday season.

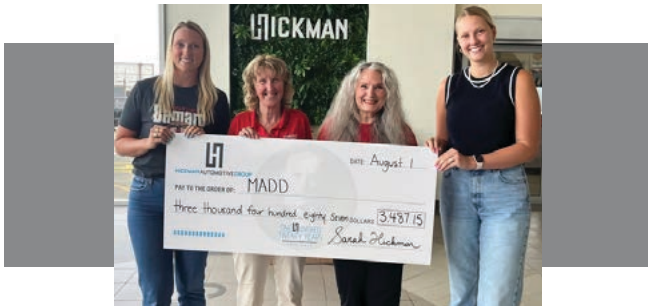


MADD Canada's **Ontario Regional Conference** was held on October 25. It was a great opportunity for volunteers to network, visit the new National Office and participate in various workshops, including Volunteer Management, Victim Services, Social Media, Public Policy, and Drugs and Driving. The day also included a fun icebreaker and long-term service award presentations.



MADD Canada attended the provincial RIDE sobriety checkpoints kickoff with the Ontario Association of Chiefs of Police, hosted by the Toronto Police Services, with the support of the Ontario Provincial Police, other Ontario police services, and the Ontario Ministry of Transportation. The event featured a backdrop of marked police vehicles and was a great opportunity to show Ontario-wide collaboration and dedication to keeping the province's roads safe.

Chapter Notebook



MADD Avalon participated in the 28th Annual Hickman Car & Bike Show on July 6 with a BBQ & Awareness Booth, raising \$3,487.15. A BIG thank you to the Hickman Automotive Group for being a very supportive community partner in helping us spread our mission to prevent impaired driving.



MADD Kings & Queens PEI raised awareness of the importance of sober driving by displaying their *Crashed Car* at the Cavendish Beach Music Festival, held from July 10-12, which attracted over 60,000 attendees.



MADD Lunenburg-Queens partnered with the Lunenburg County District RCMP and the Bridgewater Police Service on August 15. The Chapter volunteers promoted *Campaign 911* and interacted with over 500 vehicles to conduct impaired driving awareness and enforcement at checkstops.



MADD Labrador West hosted an engaging and informative week from September 15-21 promoting the organization's mission. Events included a Seniors' Luncheon, Motorcade, School Activities, Awareness Walk, Roadside Checks, Family Scavenger Hunt, and a Gospel Sing. Pictured here from left to right: Paulette Lambert, Nancy Chambers, Josephine Gaulton Rowe, Wanda Fewer, Peggy Chaisson, and Lisa Meade.



MADD Canada's **Atlantic Regional Conference** was held on October 4 in Halifax, Nova Scotia. This year's theme was 'On a Purposeful Path'. The Conference offered valuable opportunities for volunteers to learn, connect, and enjoy time together.



MADD Miramichi was delighted to unveil their new memorial bench on October 29 in honour of all those injured or killed in an impaired driving. In attendance were Cst. Rob Frontain, Cst. Ethan Baisley, and Chapter volunteers Kathryn Mercier, Marilyn Briggs, Juanita Hamilton, Maureen LeBlanc, and Trina Williston.

Chapter Notebook



MADD Western Canada volunteers came together on October 5 for the annual Western Regional Conference, an inspiring day of learning, collaboration, and connection. The event featured presentations on MADD Canada programs and services, social media, diversity and inclusion, victim and survivor services, and hands-on training led by police officers on Standardized Field Sobriety Testing and drug-impaired driving awareness. Volunteers from across Western Canada had the opportunity to share ideas, learn new skills, and strengthen community partnerships. The conference also provided valuable time for networking and celebrating the ongoing commitment of volunteers who dedicate their time to supporting victims and preventing impaired driving.



MADD Comox Valley volunteers were honoured to once again welcome the community to the 5th Annual Run for Goyo, held in memory of Caroline Bernard and her father, Goyo. The event was created to honour Goyo, who was tragically killed by an impaired driver in 2016. In 2020, Caroline and her mother ran in tribute to him. Since then, MADD Comox Valley, along with current and past members of the Shooters Soccer Team, has worked to continue Caroline's vision of running to raise awareness and help stop impaired driving. This annual event now serves as a touching tribute to both Caroline and her father.



MADD Upper Fraser Valley partnered with the Abbotsford Police Department and ICBC to install visual reminders throughout the City of Abbotsford, British Columbia. These reminders encourage everyone to stay vigilant. If you see someone you suspect is impaired, please call 911. Your call could save a life.



MADD Whitehorse volunteers, Whitehorse RCMP and government officials participated in a checkstop, stopping about 500 drivers. These checkstops focus on prevention through visibility and highlight that impaired driving remains a serious concern. Many drivers expressed appreciation for the volunteers' efforts. RCMP officers conducted 120 mandatory alcohol screening demands and issued two roadside suspensions. More traffic safety initiatives are expected over the holiday season. Plan ahead for a sober ride—it could save a life.



MADD Brandon appeared on WCG TV to promote *Project Red Ribbon*, with Danielle Lewis raising awareness about impaired driving. By sharing the message on local television, the Chapter reached a wider audience to promote sober driving.

Chapter Notebook



MADD Calgary & Area recognized law enforcement officers for their hard work in removing impaired drivers from the roads with MADD Canada's Cpl. Cumming's Watch awards. We were happy to welcome the Alberta Justice Minister, Mickey Amery, to the event. The Chapter launched the *Project Red Ribbon* campaign on November 1 with the Calgary Tower and Telus Science Centre lighting up in red. The Chapter's official *Project Red Ribbon* launch ceremony was held on November 3 with their partners in attendance, including Calgary Police Service, Alberta Sheriffs Highway Patrol, Calgary Fire Department, STARS Air Ambulance, Victim Assistance Support Team, Calgary 911, Calgary Transit, the Tsuut'ina Nation Police Service, and MADD Canada's Official Sponsor, KAG Canada.



MADD Edmonton & Area Annual *Strides for Change* 5km walk/run took place on July 27, bringing the community together to remember those who have been killed or injured in impaired driving crashes and also spreading awareness on the dangers of impaired driving. It was the Chapter's biggest event yet with over 140 walk/runners, first responders and volunteers in attendance. A big SHOUT OUT to the Edmonton Police Service, Edmonton Fire and Rescue and Alberta Health Service EMS who all came out to support the Chapter. It was a fun-filled day with a DJ, face painter, Food Truck and amazing prizes.



MADD Winnipeg volunteers were proud to take part in the Annual Manitoba Hydro Santa Claus Parade on November 15, handing out red ribbons to promote sober driving this holiday season. Pictured here are MADD Canada's National President, Tanya Hansen Pratt, and her daughter Mac.



MADD Saskatoon launched its annual *Project Red Ribbon* campaign at Fire Station #6 on November 13. The kickoff brought together community leaders, volunteers, and supporters to promote sober driving and traffic safety throughout the holiday season. Guest speakers included Gary Vidal (SGI Board Chair), Chief Cam McBride (Saskatoon Police Service), Superintendent Grant St. Germain (Saskatchewan RCMP), Sergeant Dana Schreiner (Acting Chief, Corman Park Police Service), Devin Szautner (KAG Canada), Chief Doug Wegren (Saskatoon Fire Department), Ward 6 Councillor Jasmin Parker, and Ryan Omichinski (Medavie Health Services West). Also in attendance were representatives from SaskTel, Martensville Fire Department, Astro Towing, and MADD Canada volunteers. Thanks to the Saskatoon Fire Department for hosting and the media for attending.

Chapter Notebook



MADD Prince Albert volunteers kicked off their *Project Red Ribbon* campaign on November 16. The launch event was hosted thanks to the support of Beaulac Funeral Home. By participating in *Project Red Ribbon*, community members can help promote road safety and prevent impaired driving in Prince Albert throughout the holiday season.



MADD Montréal visited students at John Abbott College in Montréal to raise awareness about the importance of sober driving. Pictured here are Charles-Antoine Bittar and National Board member Antoine Bittar, who shared their family story with students and spoke about their loss. Jessica Sarli-Rivera, Antoine Bittar's daughter and Charles-Antoine's sister, was killed in an impaired driving crash in 2017.

MADD Canada is grateful to the Montreal Children's Hospital for lighting up in red the cute bear sculpture "Je suis là !" to promote sober driving.



MADD Lanaudière raised awareness about the dangers of impaired driving. The Chapter hosted an information booth with the *Cadets de la Sureté du Québec* at Lavaltrie on August 1, and also participated in an Open House event in the summer with the *Service de Police de la Ville de Repentigny*.



MADD Canada volunteers in Quebec play a vital role in sharing our sober driving message with Francophone communities. MADD Canada recently celebrated Chapter Lead Sylvie Bélanger, who received a 10-year Volunteer Award.

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 Program** 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**
- **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


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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.



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**.

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

- School Program for high schools, middle schools and elementary schools.

Why should I get involved?

- Every day hundreds are killed in alcohol and drug-related crashes.
- Impaired driving crashes are 100% preventable.
- Impaired driving is the single leading criminal cause of death in Canada.

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."

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

MADD Canada

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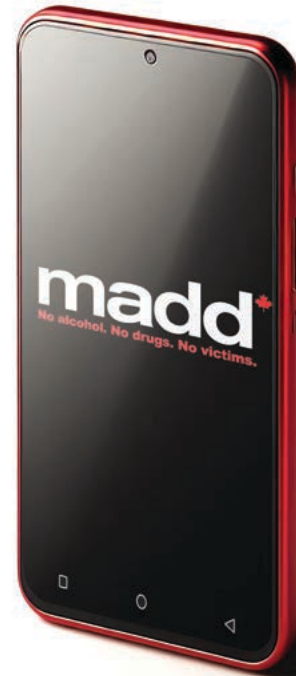


maddcanada.ca

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 <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.

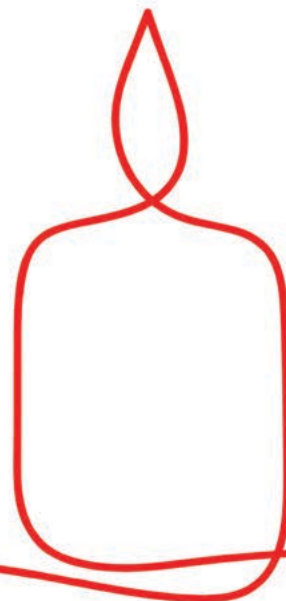
A graphic with a white background and a dark green border. At the top, the text "Are you a victim/survivor of an impaired driving crash?" is written in a bold, black, sans-serif font. Below this, the phrase "We are here to help" is written in a light blue, cursive font. In the bottom left corner, the MADD logo is displayed in black and red, with the slogan "No alcohol. No drugs. No victims." underneath. To the right of the logo is a colorful, abstract heart shape. At the bottom, the contact information "1-800-665-6233 • www.madd.ca" is written in a black, sans-serif font.

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



NOVA SCOTIA

MADD Annapolis Valley

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

MADD Antigonish

c/o Antigonish RCMP, 4 Fairview St
Antigonish, NS B2G 1R3
Tel: 1-800-665-6233 ext. 349
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MADD Bay of Fundy NS

c/o Sheila McGuirk - 13604 Highway 1
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<http://maddchapters.ca/bayoffundy>

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MADD Cobequid

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<http://maddchapters.ca/cobequid>

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<http://maddchapters.ca/cumberlandtantramar>

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MADD Halifax Regional

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maddhalifaxregional@gmail.com
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MADD Inverness South

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<http://maddchapters.ca/invernessouth>

MADD Lunenburg-Queens

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