

MADD Canada Annual Report 2003-2004

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complete
annual
report.



Our organization offers a great deal to Canadians.



Louise Knox
National President, 2001 - 2004

The ugly reality is that *impaired driving is still Canada's number one criminal cause of death and injury*. Impaired driving directly affects thousands of innocent Canadians each year, leaving tens of thousands to grieve. On average, each day, more than four Canadians are killed and about 200 are injured as a result of crashes involving alcohol or drugs.

For MADD Canada, this needless death and human carnage is unacceptable. We must see an end to the senseless and totally preventable crime of impaired driving.

We are working hard to fulfill our mission and further our statements of belief. Our National Board Members are intently focused on delivering the goals of the organization's strategic plan. Our dedicated National Office Staff provides the backbone for our network of volunteers to achieve tremendous gains in helping to stop drinking and driving across the country. Today, in over 70 communities, our Chapters and Community Leaders deliver an array of programs and services that provide support to impaired driving victims and that raise public awareness to the dangers of impaired driving. The success of MADD Canada is a direct reflection of the strength of the organization and the people involved.

I think the most important element of MADD Canada is our compassionate support of victims of impaired driving crimes. Our victim support services provide needed information and comfort for victims and their loved ones. This is something we can all be very proud of, because it is unparalleled. We are here to assist Canadians with a dedicated victim services staff, support and referrals, free print materials, and, most importantly, with people who understand the loss and the grief of a senseless death or injury. As is the case with my own personal history, MADD Canada is for many Canadians an extended family – a place where we can find trust, reflection and comfort.

Thank you to MADD Canada Donors and Sponsors

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Contact Information

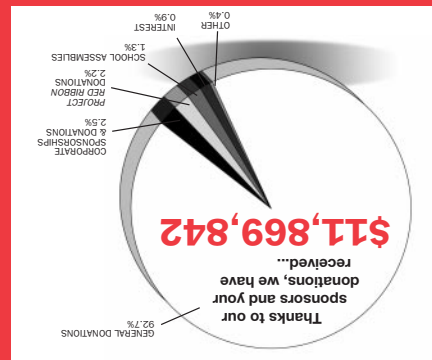
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The unique aspect of MADD Canada is that it is funded almost 100% by donations.

A long way in sustaining our work to stop impaired driving and to support victims of this violent crime in all communities across this country. We are privileged, honoured and humbled by the gifts of our donors and sponsors. Together, we are making a difference. We have had many great experiences this past year with donors and sponsors across Canada. We now count over 3,000 donors who give generously each month to our organization. These monthly donors enable us to focus even more attention on our programs as over 97% of their donation goes to funding our programs.

The organization and its committed volunteers greatly value the many national sponsors and program partnerships.



And a special thank you goes to the over 700,000 individuals who donate funds annually so that MADD Canada can continue to make a difference in the fight against impaired driving!

To read the complete annual report, including a feature section

What does it mean to be part of MADD Canada?, visit our website: www.madd.ca.

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Louise Knox

Regarding the second half of our mission — *stopping impaired driving through public policy and awareness*, we appreciate and take seriously the fact that Canadians have placed their confidence in our leadership on issues relating to impaired driving. Last year, MADD Canada continued to provide Canadians with thoughtful ideas in the fight against impaired driving. We do this on two fronts — on moving the general public's opinion on impaired driving and, second, on presenting a viable public policy agenda for our legislators and decision-makers to work with.

Within the last year we developed new public service announcements and films, and issued opinion polls to raise public awareness and alter Canadians' beliefs regarding impaired driving. These public awareness drives help to heighten the precaution all Canadians must take concerning impaired driving. It is extremely important to have constant messaging about the dangers of impaired driving. We believe that, over time, Canadians' attitudes and behaviours will be affected and new sober driving habits will be formed. We have witnessed this already over the past fifteen years. And, we have a new generation of drivers who are a lot less likely to drive impaired when compared to current 30 – 40 year olds. Again, we can take some pride in knowing our continuous messaging 'Don't Drink and Drive' is contributing to attitudinal change in our country.

On the public policy front, our organization remains at the forefront in presenting legislative agendas for new and improved impaired driving laws. MADD Canada's reform agendas for the federal and provincial governments are recognized as helpful and resourceful tools. The *Taking Back our Roads* and *Rating the Provinces* documents have set important policy benchmarks for Canadian government officials. There is no reason why Canada cannot be a leading international voice on safe roads and saving lives and injuries from impaired driving crashes. For this reason, MADD Canada is working with governments and other national stakeholders to realize more effective laws and to better the practices of our police and courts.

Thank you!

I would also like to take this opportunity to express appreciation for our sponsors and donors. Thank you to those who are providing both moral and financial support. It is humbling to know that Canadians are financially supporting our efforts with the mission to rid the country of impaired driving. Our sponsors are fantastic and provide a great deal of enthusiasm to our efforts. And we can proudly boast an annual donors' list of 700,000 Canadians. Thank you to all who are supporting our mission! You are contributing to helping fellow Canadians with their personal grieving as well as delivering the constant reminder to the public of the potentially tragic implications of drinking and driving.

In reflecting on the years I have served as National President, I am encouraged that the resolve of our MADD Canada members has not waned. I firmly believe that, on the strength of our volunteers, we will see a significant reduction in the number of innocent Canadians killed and injured due to impaired driving. With the steadfast commitment of our volunteers, MADD Canada will be able to hold true to its mission in seeing an end to impaired driving in Canada.

This will be my last message as the National President and I cannot begin to adequately express my appreciation to Mothers Against Drunk Driving and its people. I want to thank all those who are fighting the crime of impaired driving so tirelessly and selflessly. There are many MADD Canada members who have lost a loved one, or had a family member seriously injured in an impaired driving tragedy. To you, I admire your gift of sharing and acting on your experience — there are really no words to describe this goodness within a human soul. And, to those concerned citizens who have joined MADD Canada's ranks and offered your energy, determination and passion to see a better and safer community, thank you.

In closing, I repeat that the needless deaths and injuries are unacceptable for the MADD Canada membership. People who have accepted the status quo — of 4 deaths and 200 injuries daily — make us anxious. I believe this is what sets our volunteers and the MADD Canada organization apart.

Impaired driving is unacceptable. So, we will continue to carry our mission's objectives to the politicians, police, lawyers and judges, and to the public, to ensure we will not have the existing levels of Canadians killed and injured by impaired driving. **We will continue...** and, perhaps, this is the greatest commitment we are offering Canada. It is a promise of hope and faith that future Canadians will not suffer the human loss and pain and grief inflicted by impaired driving tragedies.

I look forward to our efforts and future successes,

Victim Services

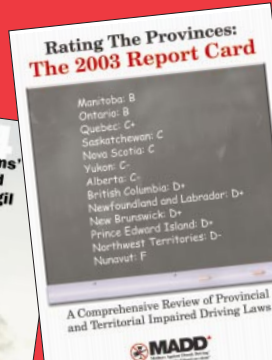
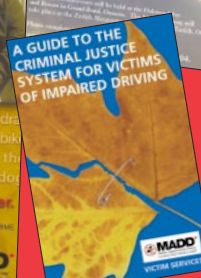
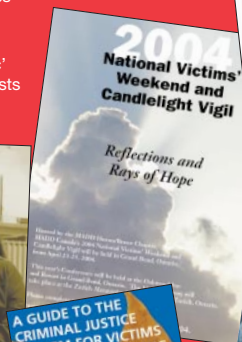
- "We Care!"** — extensive referral assistance to available groups/agencies
- Free printed materials** — providing support on the grieving process and coping with injury
- Resource Guide** — providing a comprehensive list of reference resources
- Emotional support** — groups and Chapter meetings
- Annual Candlelight Vigil & Victims' Weekend**
- Memorial Wall** — a remarkable tribute in the National Office
- On-line Tribute to Victims** — on the national website — www.madd.ca
- Court monitoring** — volunteers tracking court decisions and proceedings
- Court accompaniment and support** — during the criminal trial process
- Victim Impact Panels** — support and assistance with the panels
- Victim Services Volunteer Training** — training sessions for MADD Canada's volunteers
- Death Notification Training** — training police on the sensitivities of contact with families

Chapter Services

- Project Red Ribbon - Tie One On For Safety** — the drive sober campaign
- R.I.D.E./Sobriety Checkpoints** — support of police at their roadside check stops
- Signs of Summer Campaign** — a campaign to post drinking and driving messages on outdoor marquees, window displays, billboards and other display areas
- Educational Assembly Show for High and Elementary Schools** — an annual multi-media production for students
- Public Awareness Presentations** — a series of videos produced for various audiences — at schools and community meetings
- Youth Programs** — a full program of activities geared to provide youth a platform
- National Awards** — for volunteerism, excellence in police service, selfless 'heroic' deeds, and youth poster and writing contests

Public Policy

- Taking Back Our Roads** — a legislative agenda to ensure more effective federal laws
- Rating the Provinces** — legislative agendas to improve provincial and territorial laws
- National Website** — www.madd.ca is an informative resource
- Public Service Announcements** — for print, radio and television campaigns
- MADDMatters** — the organization's quarterly national newsletter



A Comprehensive Review of Provincial and Territorial Impaired Driving Laws

