



# Driving Force

A regular update for supporters of MADD Toronto

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## » High marks for Toronto achievements

July 1 fireworks in the city rang in another birthday for Canada and marked the first day of a new fiscal year for your MADD Toronto chapter. As we continue to do as much as we possibly can to stop impaired driving and support victims of this crime in our city, we are proud to review some of the ways we've achieved our mission in 2005/06. Our volunteers and supporters make all our accomplishments possible with generous donations of time and money. On behalf of all those we've been able to serve because of you, we thank you wholeheartedly!

**Among our mission-driven activities in 2005/2006, we:**

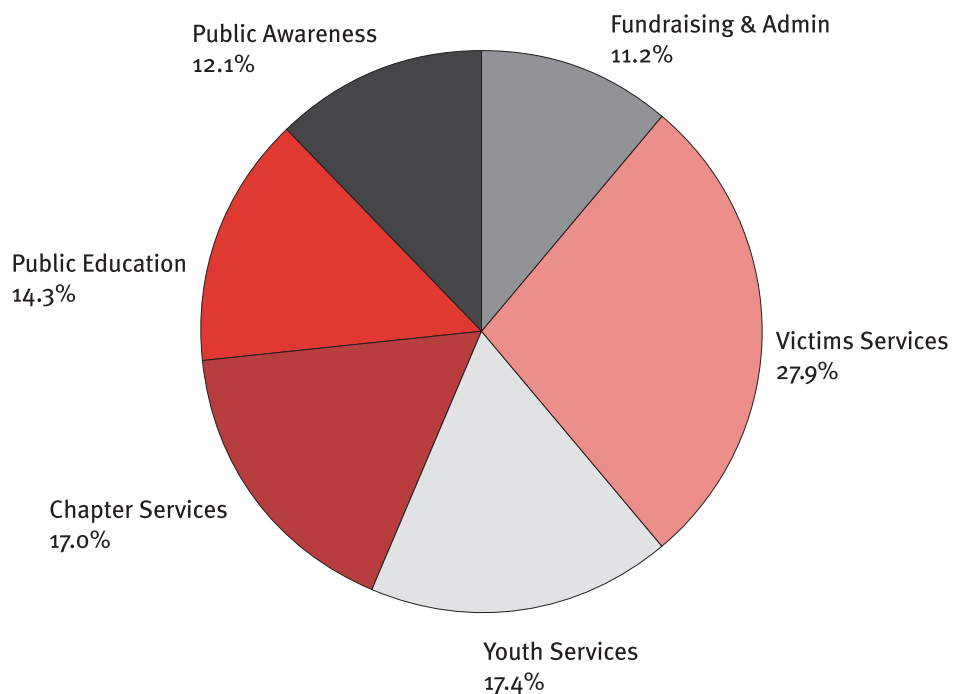
- » expanded the **Prom Program** to seven schools, sharing with 2000 students our vital message to not drink and drive, or ride in a car with someone who has been drinking;
- » hosted the second annual **Bowl for MADD**, inviting communities to raise funds while having fun;
- » told our story to countless Torontonians at 15 **health fairs and awareness events** across the city;
- » brought our message to Toronto motorists as we stood alongside police officers at nine **R.I.D.E. spotchecks**;
- » reached thousands of high school students through four Multi-media and 32 **school presentations**;
- » helped make the lives of impaired driving **victims** a little bit easier with the support and care of our volunteers;
- » **raised awareness** and funds at the Scarborough Canada Day Parade and the downtown St. Patrick's Day Parade;

» and, at every turn, **helped someone choose against drinking and driving.**

With pride in these initiatives comes the awareness that there is much more we need to do - more young people to reach, more victims to reach out to, and more awareness to generate among all Toronto communities. **You can help us do that by continuing to support your chapter's vital goals. Every dollar counts.** Give us a call or drop a cheque in the mail to our chapter office. We'll make sure your tax-receiptable contribution makes a lasting, positive impact on the people of our great city.

*Complete financial statements available through MADD Toronto chapter office.*

## Use of Funds in 2005/2006



## » Back to school - in awareness and safety!

Although young people are the least likely of any age to drink and drive, the ones who do are at very high risk of collision. This is demonstrated by the fact that 40 per cent of teen drivers who have been killed have been drinking. Males account for 87 per cent of the young fatally injured drinking drivers. According to MADD Canada, in nearly two-thirds of alcohol-involved multiple vehicle crashes, it was the fatally injured teen driver who had been drinking and not the other driver.

It is possible to hear a pin drop when students are told first hand what it is like to lose a loved one and what the consequences are if you drink and drive.

Our **motivational youth programs** are powerful and challenge



students and educators in elementary and high schools across Canada to make wise and healthy choices. MADD Canada's dynamic multi-media presentation is shown on three giant screens to over 500,000 students across Canada each year. The audience is engaged by the poignant stories featuring real young people, celebrity interviews, movie clips and victims of impaired driving crashes. It is a sensory experience that has kids talking for days about lessons that last a lifetime.

Schools in Toronto may either book and pay for their own show, or win one by participating in the In the Driver's Seat Program (ITDS) ([www.city.toronto.on.ca/health/itds](http://www.city.toronto.on.ca/health/itds)). MADD Toronto is one of many community agencies that help to judge Toronto schools at the end of each school year on how involved the students were in the fight against impaired driving. Four of the 10 winning schools are awarded a MADD Canada Multimedia Presentation (value of \$1000) for the next school year. Schools without Chapter sponsor-

ship should contact MADD Canada at 905-829-8805 for information on school rates).

Only with the continued commitment of our valued supporters are we able to fund these highly effective programs for some of the tens of thousands of young people in our city. You're helping spread our message and save young lives.

If you are interested in sponsoring a multi-media presentation or arranging for a MADD Toronto volunteer to speak at your school or community group, please contact us at 416-924-2666 or e-mail us at [maddtoronto@bellnet.ca](mailto:maddtoronto@bellnet.ca).

*In Canada, one in every eight deaths and injuries in road crashes is a teenager and more teenagers die each year as a result of road crashes than any other cause of death.*

These disturbing realities are exactly why your MADD Toronto chapter is paying a great deal of attention to youth. One way we reach out is through our **Prom Program**, which makes high school students aware of the dangers of impaired driving and invites them to sign an agreement that they will not drink and drive on the night of their prom.

Our volunteers along with members of Toronto Police Traffic Services also presented the 'Don't Drink and Drive' message to over 10,000 Toronto High School students during the last school year.

### MADD Toronto Board of Directors (2005-2006)

**Carolyn Swinson,**  
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**Brian Matthewson**  
Director at Large

**Marianne Chilco**  
Director at Large

## »» Award winning work

The Canadian Medical Association's 2006 Award for Excellence in Health Promotion was presented recently to MADD Canada. The award recognizes individuals and organizations from outside of the health sector that have made a significant contribution toward a healthy population and community.



Board Members Marianne Chilco (left) and Mary Sultana spread the word to visitors of the Beaches Jazz Festival at the MADD Toronto info booth in July.

“MADD Canada is very pleased and honoured to be recognized by the CMA for its role in reducing the number of Canadians killed or injured in impaired driving crashes,” said National President, Karen Dunham. “Our community chapters work very hard to get out the message to all Canadians that drinking and driving is not a safe combination.”

Great job, Toronto!

*Thank you for sharing our mission:*

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

## »» A Caring Gift for the Community



MADD Toronto is the grateful recipient of a donation for \$1000 US from the Prudential CARES Volunteer Grant programme. This gift is in honour of the extraordinary volunteer service by Carolyn Swinson

our Chapter Co-President, who is a sales representative with Prudential Sadie Moranis Realty. The Prudential Foundation states that the programme is “one of the ways Prudential supports our employees in their efforts to improve their communities. We value the work we do and the significant roles played by our volunteers in helping people build tomorrows.” *Thank you, Prudential.*

## »» Introducing...Brian Matthewson



Brian Matthewson began volunteering for MADD Toronto in March 2006. Having retired from his role as Information Technology Consultant, Brian immediately offered his support in the fight against impaired driving. The tragic loss of his son to an impaired driver in 1969 was the determining factor in Brian's decision to dedicate his time to this vital cause.

Although a relatively new volunteer, Brian now serves on the board of directors as

Director at Large. His work includes the completion of the Victim Services Volunteer Level I Training Course and enthusiastic participation in organizational awareness events. Brian is currently working on a chapter strategy to enhance the MADD Toronto website and recently took the initiative to set up a budget strategy that will assist us in financial planning.

Brian says drinking and driving is the single most preventable cause of death and injury in our society. He strongly urges that immediate action be taken to prevent this crime. He believes it is through the small, synergetic efforts of each and every one of the volunteers and the public that the eventual eradication of this violent crime will be achieved.

## >> Congratulations Shane Hu



Toronto Chapter Co-President Carolyn Swinson presents first prize to 2005/06 Poster Contest winner Shane Hu. The Ivy Yin-Yuk Leung Art Studio in Scarborough has produced four winners over the last few years. Our congratulations to the studio and to Shane for getting our important message out in great style! Every year,

MADD Toronto invites students from elementary and secondary schools all over the GTA to submit either a poster or essay (or both), demonstrating the dangers and effects of drinking and driving. The theme for the 2006 Contest was: "Remember Me and Save a Life! Please don't drink and drive!"

## WHAT DO YOU DO?

to stop impaired driving in your neighbourhood?



We are very pleased to unveil a new chapter brochure that introduces our mission and activities, and helps address issues related to impaired driving. As its title suggests, What Do You Do? offers

some solutions to a variety of scenarios people in our city face every day. For example, a father of driving teenagers wants to protect his kids when they're on the road, a young working woman having a few drinks in the evening wants to get her car home safely, and a man wants to help his sister cope with the death of her son to an impaired driver. "We believe there's always a solution to prevent impaired driving before it happens," says Co-President Carolyn Swinson. "The key is to be aware of your options, as well as the consequences. With support and information, we empower people toward positive change." Through this new brochure and other communications this year, we aim to empower as many Torontonians as we can. Please contact our office if you'd like to have brochures mailed to you.

## Mark your calendar!

### September 20

MADD Toronto Monthly Meeting  
32 Division Police Station

### September 22

Participation at Car Free Day event on Yonge St.  
Yonge and Shuter

### September 26

Death Notification Training For police officers, victim support workers, etc.  
Toronto Fire Academy

### September 29 – October 1

MADD Canada National Leadership Conference and Victim Services Volunteer Training  
North York

### October 20

MADD Toronto Monthly Meeting  
32 Division Police Station

### October 25

Proposed launch of new MADD Toronto website

### November 1

Project Red Ribbon Kick-off  
Toronto Police Services Headquarters

### November 15

MADD Toronto Monthly Meeting  
32 Division Police Station

### November 17 - December 2

MADD Toronto Awareness Week in the TTC  
TTC Stations across the city



## We love to hear from you!

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