

2010 ANNUAL REPORT

A year of new growth



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President's message.

It was a pleasure to serve a second term as President in 2010. The second year of a new name for our organization proved to be extremely productive - beginning with an opportunity presented by the Queen's University Business program and culminating with new opportunities and relationships in Ottawa.

Several of our big projects for 2010 in fact, began in 2009: the Queen's University "Consulting for a Cause"; the Spenny Public Service Announcement (PSA); and Change the Conversation, all had their roots in the preceding year but came to fruition in 2010.

One of our former summer students, Leigh Anne Cooke spearheaded The Queen's project and put forth *arrive alive DRIVE SOBER* for consideration as the recipient charity for their annual student led competition. The event resulted in several ideas, one of which was an "arrive alive/choose your ride" Smartphone app, a new opportunity.

The Spenny PSA was a leap of faith and a welcome opportunity for the *arrive alive DRIVE SOBER* campaign to reach a young male audience using humour and celebrity. Spenny and his staff wrote and produced the PSA for free; many thanks!

Near the end of the year, "Change the Conversation" launched at an Open House at Traffic Injury Research Foundation offices in Ottawa. The event was in conjunction with the National Day of Remembrance. Discussions between TIRF and *arrive alive DRIVE SOBER* began late in 2008 with the goal of raising awareness nationally to prevent impaired driving.

Our summer was quite productive. Funding from Human Resources Development Canada allowed us to hire six summer students who worked on *arrive alive DRIVE SOBER*. The campaign included awareness events at major sporting and tourist events, high schools, conferences, work places, and with Toronto Police Services, the Ontario Provincial Police and other police services.

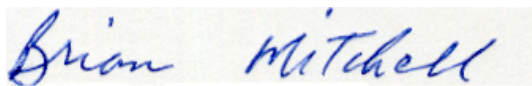
The 16th *Drive Straight*® Charity Golf Tournament earned net revenue of over \$40,000. The *Drive Straight* message was at other tournaments to reinforce our message targeted at adult males. Thanks to the volunteer committee that organizes the event and to the tournament's volunteer chair!

On Saturday, November 6, the *Heather Run* in Cornwall (in memory of Heather Saaltink) raised over \$16,000. Net proceeds were shared, half with *arrive alive DRIVE SOBER* and half directly with the community. *Arrive alive DRIVE SOBER* appreciated the chance to be on hand and participate in the event as well. Special thanks to the *Heather Run* organizers and volunteers.

Later in the fall we co-hosted our most successful ever Countermeasures Conference, with the theme "Unlocking the Problem." It included a workshop for front line officers on the Sunday afternoon. The organizing committee for Countermeasures XVIII did an outstanding job.

Shut Out Impaired Driving operated for its seventh year with continued support from the Ottawa Senators and the Toronto Maple Leafs. Heading into the holiday season the marketing committee created a new Home Hosting PSA to promote responsible use and to encourage donations at The Beer Store. We were also able to produce our recipe cards in French for the first time with help from the South Porcupine Public Health Unit.

These achievements were possible because of the many volunteers who support our activities to educate the public. We are grateful to all our board members, volunteers, members and stakeholders, partners, sponsors and media who contributed and made the past year a great success.

A handwritten signature in blue ink that reads "Brian Mitchell". The signature is written in a cursive style and is positioned above a light blue horizontal line.

Brian Mitchell
President, *arrive alive DRIVE SOBER*

The 22nd arrive alive DRIVE SOBER®

This was a year of impressive growth for the 22nd *arrive alive DRIVE SOBER®* campaign, featuring new products, new spokespersons and new ideas.

Changes began with the Queen's University's "Consulting for a Cause" day when 75 business students brainstormed ways to increase recognition for and distinction of *arrive alive DRIVE SOBER*. Ideas included: the *arrive alive/choose your ride* Smartphone app; using PayPal and texting to raise money; and a 6-2-1 event to raise awareness.

Help for creating the app came from an interning Dalhousie University student, Justin Marchand. The Arrive Alive app offers users a direct link to a contact for a safe ride home, a taxi company, or a map and a schedule for the local transit system, and is available as a free download. The app provides a social media tool in the battle against impaired driving, and as importantly, PSAs for the app raised more awareness for sober driving.

Another exciting initiative this year was a PSA with an unusual celebrity intended to reach a young male audience using comedy, Spencer Rice (of "Kenny vs. Spenny"). His staff wrote and produced the message for the costs of rentals and editing; Rogers TV on York Mills Road donated the space and lighting, and slight corrections to the script were made on the day of filming to ensure the message reflected our approach and was consistent with the feel of the *arrive alive DRIVE SOBER* campaign. The end result was a fresh message that connected with young males.

Late in 2009, we had released a new version of the "Choose Your Ride" PSA with Chief Blair, President of the Canadian Association of Chiefs of Police. This was re-released, along with the original and with "Do The Right Thing". In all, the *arrive alive DRIVE SOBER* summer campaign offered television broadcasters eight PSAs and shared nine spots with radio stations. The spots were aired by at 31+ television stations and 56+ radio stations, with an estimated donated value well beyond \$3 million. We continue to be grateful to broadcasters who arrange and schedule donated airtime; and we are grateful also to Pirate Radio who donate studio space for producing radio spots and some audio tracks.

With help from Toronto EMS and Toronto Police Services we photographed a new *Choose Your Ride* image for bus back ads, posters, and postcards. The new image allowed us the chance to change the participants and to include an air ambulance and a Toronto Police squad car along with the OPP. Street Seen Media very kindly arranged for bus backs to be installed on 100 busses in 20 communities from Sarnia to Cornwall.

We hosted the launch of the 22nd campaign early in May at a Toronto Ambulance Station in the Exhibition grounds. Minister of Transportation Kathleen Wynne attended the event along with supporters from The Beer Store, Smart Serve Ontario, Insurance Bureau of Canada, Ornge Transportation, CAASCO, Ontario Provincial Police, Toronto Police Services, Toronto EMS, and *arrive alive DRIVE SOBER* volunteers and summer students.

Throughout the summer, *arrive alive DRIVE SOBER* held awareness days and displays at WAKESTOCK, the TTC, schools and conferences, and golf courses. In addition, we participated in several municipal Police Week events.

Beginning in December, we hosted *Shut Out Impaired Driving* for the sixth time with support from the Toronto Maple Leafs, the Ottawa Senators, Lakehead University, Thunder Bay Health Unit and several OHL and local leagues/arenas.

We produced a first-ever television PSA to encourage donations over the holiday season; the PSA invited revelers to donate their empties at The Beer Store in December. The home hosting effort was further supported by a new recipe card; printed in French for the first time with help from the South Porcupine Health Unit. In all, we shared 20,000 home hosting kits through various events and via OSAID, police, community groups, public health units, businesses, and schools.

Arrive alive DRIVE SOBER received funds raised through the RIDE Checks booklet, and included the booklet with 12,000 of our home hosting kits. During the year, The Beer Store customers donated more than \$60,000 to support the *arrive alive DRIVE SOBER®* campaign. All funds are spent on materials and resources for the campaign.

We gratefully acknowledge sponsors and partners and we are very grateful for the dedication and hard work of committee members and volunteers.

iDRIVE: Road Stories

In 2009 we released a more current version of *iDRIVE: Road Stories*, produced with a reality TV approach. In 2010, *Road Stories* received two awards from AAMVA (American Association of Motor Vehicle Administrators), for “best public/private partnership, both regionally and internationally” and was evaluated by a Queen’s University B. of Ed. students and then by a trauma nurse at London Health Sciences Centre. *Road Stories* was presented at conferences in Canada and overseas (Oslo, Norway and London, England). More than 4,200 copies have been shared since May 2009.

Using footage from the *Road Stories* location shoots, we cut a PSA for the “21 and under” legislation with a voice-over approach (thank you Dan Lefebvre). We produced a radio version and made “21 and under” the focus for our TTC day.

DRIVE STRAIGHT®

Our 16th charity golf tournament at Mandarin Golf and Country Club in Markham raised a net of just over \$40,000. Thanks to Committee Chair Jay Granatstein for his tremendous support and insight into making this such a successful tournament. We gratefully acknowledge official sponsors Diageo Canada, Labatt Breweries Ontario, Molson Canada, and Yamaha Motor Canada Ltd., and the hard work of all committee members.

CONFERENCE PARTICIPATION

Ontario Students Against Impaired Driving (OSAID).

In May, OSAID hosted their annual provincial conference at Sheridan College in Oakville. More than 350 students and adult supervisors attended. *Arrive alive DRIVE SOBER* had a display, spoke at a workshop, and helped supervise. We shared all of our resources in a big way: *iDRIVE: Road Stories* DVDs, arrive alive t-shirts, Drive Sober valentines, Choose Your Ride posters and postcards, and tattoos.

Canadian Association of Road Safety Professionals/Canadian Multi-Disciplinary Road Safety Conference – Niagara Falls

We staffed a display and attended the workshop and we again distributed materials to conference delegates to spread the word about our efforts here in Ontario.

Marcom Marketing Conference – Gatineau, QC

Our Executive Director was invited to attend the conference and speak about successes with *arrive alive DRIVE SOBER*. Our display was well-attended, and our staff benefited by gaining new insight into social media.

International Council on Alcohol, Drugs and Traffic Safety Conference (ICADTS), Oslo Norway

In August we had the opportunity to present three papers at the 19th conference of ICADTS. Our Executive Director and a graduate student/volunteer both presented papers on three topics *iDRIVE: Road Stories*; sharing new legislation through workplaces and awareness; and how social media impacts the implementation of new legislation for youth. Globally, road safety is a growing concern; as such many countries have an interest in improving their road safety records and saving lives on their roads. The result is a stronger desire for knowledge and effective (evaluated) programming.

Children’s Hospital of Eastern Ontario Injury Prevention conference, Ottawa

We began the fall “conference circuit” by attending this conference early in October. We made new connections with some emergency responder training professionals at this event.

International Ignition Interlock Symposium, Montebello, QC

As part of a panel speaking on “what’s been done and what’s to come” in our respective communities, our Executive Director spoke of our charity and our many member groups, the status of the *arrive alive DRIVE SOBER* campaign, and future plans for messaging and media. Thanks to Traffic Injury Research Foundation for organizing an exceptional conference and for allowing us to be a part of it.

Canadian Association of Chiefs of Police, Niagara Falls

arrive alive DRIVE SOBER enjoyed display space and making connections at this annual traffic conference. With many changes being made legislatively and more being considered, it is beneficial for us to work closely with our police colleagues.

Southwest Injury Prevention Conference “Not By Accident”, London

An annual tradition for injury prevention experts, this conference was a great opportunity for us to share our materials and make new contacts. We attended with a display for the day and shared resources including the new *Choose Your Ride* poster. We gained new insight for budgeting and staffing social media projects.

Countermeasures XVIII, Toronto

In November, *arrive alive DRIVE SOBER* hosted the 18th Countermeasures Conference with the theme “Unlocking the problem”. An outstanding 165+ delegates and speakers attended. The Parliamentary Assistant for Ontario’s Ministry of Transportation, Amrit Gupta joined us for Opening Remarks and at lunch we presented media awards to TSN, Global Television, Moose Radio, Spenny, Toronto Star and Fourth Wall Media. This year our media awards committee added two new areas; social media and “career long” achievement. The first ever recipients of the career-long award were Sgt. Dave Woodford of the OPP, and Ann Rohmer of CP24. We also presented the Peter Wong award: Sunday evening we recognized Carole Borgh for her work as chair of the Marketing Committee, and at the luncheon, we recognized Sgt. Jeff Patrick from the Centre for Forensic Sciences.

The conference was organized with an exceptional committee, accounting for the best ever attendance and the remarkably positive feedback from delegates. Special thanks to all committee members and volunteers and to Ministry of Transportation colleagues for providing the audiovisual equipment, which saves us several thousands of dollars.

HEATHER SAALTINK MEMORIAL RUN

On November 6, we participated in the *Heather Run* in Long Sault (just outside of Cornwall). It was the second year for the run organized in memory of Heather Saaltink, who was killed by a drunk driver on December 18th 2008. Family, friends and colleagues of the Saaltinks raised more than \$16,000 on the day. We issued almost 400 receipts to donors – more receipts than we have issued altogether since our registration as a charity in 1996! We shared the net funds equally between the local police liaison committee (Cornwall Sober Highways and Waterways) and other activities to support the region, such as sending students to the OSAID conference, and putting up billboards and Operation Lookout signs.

Around the same time, Brant/Brantford Impaired Driving Countermeasures Committee also participated in a memorial run in their community in memory of Ciaran Milmine and Shawn McLaughlin, killed in a crash on September 26th 2009. Their walk in Brantford raised almost \$15,000. Both walks serve as a strong testament to the public support for the fight against impaired driving.

OPERATION LOOKOUT

This year we implemented several recommendations from our seminar held in Kingston in September 2009. Operation Lookout continues to be the best approach for dealing with repeat drinking drivers who don’t respond to tough sanctions, and don’t comply with reinstatement conditions. The program runs in 60 communities across Ontario and continues to grow. New materials included large, lightweight signs that could be easily taken from one event to another. Several other groups and police services in Ontario and Canada have copied and implemented the campaign and we connect with many of them to share best practices.

NATIONAL DAY OF REMEMBRANCE FOR ROAD CRASH VICTIMS

We had a successful display at the launch event for the National Day of Remembrance at St. Mary’s Catholic High School in Barrhaven (just outside of Ottawa) held on Wednesday, November 17th. We surveyed students, gave out materials, and had the opportunity to thank Federal Transport Minister Chuck Strahl personally for his department’s support of *iDRIVE: Road Stories*. The National Day is a global initiative and was being celebrated for the fourth time in Canada.

CHANGE THE CONVERSATION

Launching on the National Day as well, Change the Conversation went “live”. The campaign is a collaborative effort with Traffic Injury Research Foundation and Student life Education Company. www.changetheconversation.ca

IN-KIND DONATIONS

Arrive alive DRIVE SOBER relies heavily on partners, sponsors and supporters to carry out our mission. Below is our “best guess” of the value of the support we receive from them via their staff, resources and services through the year.

DONATION	VALUE
Air Time for PSAs	
Radio (56 stations aired our messages for free in 2010)	2,348,432.00
Television (31 stations aired our messages for free in 2010)	Unknown
PSA Production	
Scotiabank Centre	4,000.00
Ottawa Senators	5,000.00
Toronto Police Services	5,000.00
Ontario Provincial Police	5,000.00
Ministry of Transportation	7,500.00
Creighton Doane, Doane Leblanc	6,000.00
Amy Nodwell	5,000.00
Corporate Makeovers	4,000.00
Studio Time	2,500.00
Printing	
Chill Magazine, Humber College, Passport to Ride, OACP Drive Safe Booklet (publication)	19,000.00
Shipping	
The Beer Store	9,000.00
100 community groups	3,000.00
Messages	
Street Seen Media	59,000.00
E Boards (400 Highways)	24,000.00
Volunteer Hours	
Members and Committees (3700 hours)	
Co-Op (221 hours)	
Community Service Hours (200 hours)	
<i>Total Hours = 4121 (x average \$17.50)</i>	72,117.50
Hours donated by consultants - 250 hours (includes web master)	6,250.00
Artwork and Professional Fees	
Hatanaka Design	1,000.00
Display Space	
Rogers, TTC, Grand Prix, Toronto Police Services, Ontario Provincial Police, WAKESTOCK, Ontario Students Against Impaired Driving, Canadian Multi Disciplinary Road Safety Conference, CGEO, NBA Conference, Humber College, MARCOM,	30,000.00
TOTAL	2,615,799.50