



2014 ANNUAL REPORT

A year of expansion.

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President's message . . .

In 2014, I served my final year as **arrive alive DRIVE SOBER** President. We saw the focus for the impaired driving issue continue to shift to include both drugs and distraction as increasing threats on our roads. We expanded our office space slightly, and hosted arrive alive DRIVE SOBER for the 26th time with great support and success. Towards the end of the year the Ministry of Transportation announced another round of changes to legislation specifically to address the increased incidents of distracted and drugged driving.

A significant concern going into the year was the push from corner stores and their association for changes to legislation that would allow them to retail beer. This is a well-established issue for our organization; our stand against privatization and corner store sales dates back to 1992 with communications shared on the issue many times since. With the summer election outcome being what it was, the conversation cooled considerably, though there were ongoing amendments being discussed by the AGCO all through the year and beyond.

In March, our office grew to include the space beside ours as our neighbour was relocating; this meant that we were able to store all of our materials on site, and we could easily accommodate extra bodies in the summer or when we have other volunteers. In April and September we held general meetings in our renewed space.

We partnered with Ontario Students Against Impaired Driving, the Ministry of Transportation and others to create and promote a campaign dedicated to changing the perception of youth towards high driving. "Eggs On Weed" lives primarily on social media; the program doesn't preach at youth; instead, it tries to educate with humour.

Our summer was typically busy with two students funded from HRDC and a third from our part-time budget - the **arrive alive DRIVE SOBER**® campaign included 30+ typical days of awareness at major sporting and tourist events, high schools, conferences, work places, and with many police services.

Overseen by our Marketing Committee, the arrive alive DRIVE SOBER campaign launched with an open house at our newly expanded office. We shared new materials and messages for the year with friends and media. At year-end we filmed a fresh Shut Out Impaired Driving PSA with Wendel Clark; and while we were at the ACC we filmed a second, more serious PSA with Patricia Jaggernauth (celebrity and weekend weather girl with CP24).

The 20th **Drive Straight**® Charity Golf Tournament earned a net revenue of more than \$44,000. As always, Drive Straight was also offered to and shared at other tournaments to reinforce our message targeted at adult males. A huge thank you to the volunteer committee that organizes the event!

In November we hosted our bi-annual conference; Countermeasures XX was held in Toronto with about 125 delegates, guests and speakers. The conference incorporated an opportunity for many delegates to experience and complete the Canadian Boaters Licence certification program. Our General Meeting preceded the workshop and allowed us some opportunity to meet face to face with colleagues. The highlight of the meeting was perhaps the renaming of the Countermeasures Conference going forward to the "arrive alive DRIVE SOBER conference".

We continue to be grateful to the media who contribute and make our campaign a success each year; and thanks to the many volunteers including our board of directors, members and stakeholders, partners and sponsors. We especially thank The Beer Store and the Ministry of Transportation for their continued support and for their commitment to preventing impaired driving.

A.M. (Al) Reid
President, **arrive alive DRIVE SOBER**

arrive alive DRIVE SOBER®

“arrive alive DRIVE SOBER 26” built on the many new products and messages from our 25th campaign; all our video PSAs were produced in HD as per our goal from 2013. We also met the requirement from the CRTC for closed captioning on all television ads well in advance of the deadline of September 1 2014. Our Marketing Committee met frequently through the year and maintained attention for our regular messages and resources while also tracking newer modes of communications via social media. Our newly designed website and our rebuilt “Arrive Alive App” were a great way to start the year, and along with our youtube channel, facebook page, and twitter account, grew in popularity in 2014.

Our video PSA roster was robust with all of our Arrive Alive 25 efforts paying off. From the very start of our 26th campaign we shared a new Choose Your Ride (English and French), Patricia Jaggernauth’s Arrive Alive Song, The Regulars, Closing Time (TAXIGUY App), Arrive Alive 25, Sober Truth About Driving High, Do The Math, and a spot for the revised Arrive Alive App (30 second and 15 second).

Significant projects included:

- Launch of the 26th arrive alive DRIVE SOBER campaign at our (expanded) offices on May 6th 2014.
- Another overhaul of our Arrive Alive Passport
- First ever! Youth Version of the Arrive Alive Passport and first ever! Contest on our website with Ontario Provincial Police to thank people for driving sober.
- Estimated donated airtime from broadcasters still sitting at > \$5.5 million!

#Social > Our YouTube channel views climbed to just over 100,000 by year-end. We enjoyed a full year of rebuilt website and Arrive Alive App (thanks @trojanone). Through the RIDECHECKS season we co-hosted a contest on our site with the OPP and saw a huge spike in traffic through the month of December; we received almost 150 complete entries from people sharing their plans for sober driving through the holiday season.



We closed out the year releasing two new PSAs again in HD. We recorded a new spot with Wendel Clark for Shut Out Impaired Driving – both a traditional 30 second spot and a 6 second spot for social media sharing. Wendel Clark was part of the arrive alive DRIVE SOBER campaign in 1992, and over the years has recorded several radio spots, and he was in iDRIVE in 2003. It was very nice to catch up with him so many years later. The second PSA was a new message with Patricia Jaggernauth with a more serious tone than the one recorded at the close of 2013. The Home Hosting PSA was transferred into HD; and we were grateful for support from The Beer Store who shared our messages across Ontario through December 2014 and January 2015 in a very strategic fashion.

arrive alive DRIVE SOBER was the recipient of funds raised through the RIDECHECKS booklet and we were pleased to share 15,000 copies (with our first-ever on-line contest). We attended and Patricia Jaggernauth dazzled guests at the launch event breakfast at Humber College in November.

In 2014, The Beer Store donated \$90,000 to support the arrive alive DRIVE SOBER® campaign; 100% of these funds are spent on materials and resources for the campaign. We also gratefully acknowledge continued support and participation from the Ministry of Transportation for arrive alive DRIVE SOBER.

Our many other supporters and sponsors include Smart Serve Ontario, CAA SCO, RIDECHECKS, State Farm Insurance, and Spirits Canada; Ontario Provincial Police and Toronto Police; Air Canada Centre and MLSE and the Ottawa Senators and Canadian Tire Centre.

We are grateful to our Marketing Committee: Carole Borgh (Chair), Peter Chubb, Rowland Dunning, Blair Elliott, Dawn Lemay-Hayward, Jeff Newton, Mark Stewart + Lisa Thompson whose commitment is integral to our success.

iDRIVE: Road Stories

In 2014 we received special funding to edit and refresh iDRIVE: Road Stories and increase its on-line access. Since its release in 2009 there had been many changes to legislation; these changes were incorporated into the revised video in 2013. We received support again from State Farm Insurance through their Celebrate My Drive program. We shared promotional items and best practices with 30+ schools in Ontario and had a display with the Toronto Argos and message on the jumbotron.

DRIVE STRAIGHT®

Our 20th charity golf tournament at the Mandarin Golf Club in Markham raised a net \$44,000. Thanks to Committee Chair Jay Granatstein for his support and insight into making this such a successful tournament. Thanks to Patricia Jaggernauth (@Patty_J) for being our special guest at dinner ☺. We remain very grateful to our corporate sponsors: Diageo Canada, Labatt Breweries Ontario, Molson Coors Canada, Smart Serve Ontario, and Yamaha Motor Canada Ltd. Congratulations to the amazing, hard working committee!

EGGS ON WEED

Eggs on Weed is a campaign that has been underway for more than two years but wasn't quite ready for launching in terms of location and back up resources until 2014. The campaign launched officially at the OSAID conference in Oakville and shared an abundance of resources that students were encouraged to take back home to share in their respective home towns. Eggs on Weed is predominantly a social media campaign – insights about the dangers of driving high were shared all summer long especially via @dontdrivehigh, and via youtube and an instagram account (@eggsonweed). The campaign launch included an on-line contest, posters, and placements/inclusion in several other mediums and events throughout the summer. All materials were very well received.



CONFERENCE PARTICIPATION

Ontario Students Against Impaired Driving (OSAID).

In May, OSAID hosted their annual conference at Sheridan College in Oakville. Almost 300 students and adult supervisors attended. We were able to officially launch the www.eggsonweed.ca campaign. In addition, arrive alive DRIVE SOBER co-presented with Patricia Jaggernauth (@Patty_J) and she was very warmly received by students there. We shared all of our arrive alive DRIVE SOBER materials with all of the students ... #amazing!!

Canadian Council of Motor Transport Administrators

This conference was held in downtown Toronto which facilitated easy attendance by ourselves and Ontario colleagues. We were able to share resources here and again we promoted eggs on weed as a researched, focus tested mechanism for reaching young people and changing their views whether or not it's "okay to drive high".

Canadian Association of Road Safety Professionals/Canadian Multi-Disciplinary Road Safety Conference.

We presented a paper at this conference in Vancouver in early June. We shared other resources as well and we always enjoy the chance to liaise with like-minded colleagues from across Canada.

Eastern Ontario OSAID conference

More than 200 students attended this regional workshop in Cornwall .. awesome attendance all schools in the region were present, great info and presenters including Andy Thibodeau

Countermeasures XX

This conference was held in Toronto – and welcomed 125+ delegates over two days. The theme was off road vehicles and as a bonus delegates were able to register head and earn their boaters certificate. We enjoyed support from Ontario Provincial Police, Smart Serve Ontario, Ministry of Transportation of Ontario, CAMH/Back on Track, Traffic Injury Research Foundation, and York Regional Public Health. It was suggested at our general meeting that going forward the conference could be called the "Arrive Alive Conference"; "all in favour".

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/etc. through the year.

<u>In Kind 2014</u>	
DONATION	VALUE
<i>Donated Air Time for PSAs</i>	
Radio (70+ stations aired our messages for free in 2014)	3,400,000
Television (45+ stations aired our messages for free in 2014)	2,500,000
<i>PSA Production</i>	
Patricia Jaggernauth, Wendel Clark	10,000
Ontario Provincial Police	5,000
Toronto Police Service	5,000
Toronto Paramedic Association, Ontario Paramedic Association	5,000
White Lioness Media, Creighton Doane, Cancel Winter	5,000
Air Canada Centre, Vesuvios, Original's, The Unicorn, Thompson Hotel, Club EFS Toronto	5,000
Studio Time	3,000
Corporate Makeovers	2,500
<i>Printing</i>	
The Beer Store, CAASCO, LCBO, OACP Drive Safe Booklet, RIDECHECKS,	20,000
<i>Shipping</i>	
The Beer Store	9,000
<i>Messages/Website/Social</i>	
Street Seen Media	59,000
E Boards (400 Highways)	24,000
Trojan One	20,000
Clean Sheet	12,500
<i>Volunteer Hours</i>	
Members and Committees (3700 hours)	
Co-Op (221 hours)	
Community Service Hours (200 hours)	
<i>Total Hours = 4121 (x average \$17.50)</i>	72,000
Hours donated by consultants - 250 hours (includes web master)	6,250
<i>Display Space</i>	
Ottawa Senators, Toronto Maple Leafs, Molson Coors, Labatt Breweries, TTC, Go Transit, Toronto Police Services, Ontario Provincial Police, OACP, Ontario Students Against Impaired Driving, Canadian Multi Disciplinary Road Safety Conference, NBA Conference, Humber College, Toronto Police College, UOIT/ Durham College.	30,000
TOTAL	6,193,250

* estimated based on feedback from stations and media reporting services..