



2013 ANNUAL REPORT

1387 Bayview Ave., Suite 106, Toronto ON, M4G 3A5
V: 416-485-4411 F: 416-485-8879, Toll Free: 1-800-501-2853, E: arrivealive@bellnet.ca W: arrivealive.org
Registered Charity # 88075 5939 RR0001. We do not telemarket. We do not use professional fundraisers.

President's message . . .

It was a pleasure to serve as **arrive alive DRIVE SOBER** President in 2013. With continued success in reducing alcohol impaired driving, we saw the focus for the impaired driving issue shift to include both drugs and distraction as increasing threats on our roads. It was another year with no changes to legislation which allowed some space for review and assessment. Perhaps most notably we hosted arrive alive DRIVE SOBER for the 25th time with great support and success.

We also created an updated version of the **iDRIVE: Road Stories** video and began partnering with the Ministry of Transportation and Ontario Students Against Impaired Driving on a new drug impaired driving campaign.

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. Our summer students were fabulous and a great asset to the year and to the special 25th campaign.

The 19th **Drive Straight**® Charity Golf Tournament earned a net revenue of more than \$43,000. 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 October we co-hosted our biannual workshop with the Ontario Association of Chiefs of Police in North Bay with about 100 delegates, guests and speakers and incorporated a half day workshop on off road vehicle safety and legislation. Our General Meeting preceded the workshop and allowed us some opportunity to meet face to face with some of our colleagues situated in the further northern region of Ontario.

Overseen by our Marketing Committee, the #arrivealive25 campaign included a special launch event, new materials, new PSAs and the Arrive Alive 25 Road Trip supported by the CAASCO. At year-end we re-released our Shut Out Impaired Driving along with three new spots: one about over-service produced in partnership with Smart Serve Ontario; a new Choose Your Ride spot in HD with support from the Ontario Paramedic Association and a special PSA written by and featuring Patricia Jaggenauth (celebrity and weekend weather girl with CP24).

We continue to be grateful to the many volunteers who support our activities to educate the public and to our board of directors, members and stakeholders, partners, sponsors, and the media who contributed and made the past year a great success. We especially thank The Beer Store and the Ministry of Transportation for their ongoing support and for their commitment to preventing impaired driving.

A handwritten signature in black ink, appearing to read 'A.M. Reid', with a large, stylized flourish above the name.

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

arrive alive DRIVE SOBER®

For our 25th campaign our Marketing Committee reviewed and prepared a number of extras to showcase our past and our present. We shared 90+ “Team Arrive Alive 25” personalized ringer shirts with partners and politicians, members and volunteers. An additional 1,000 shirts were produced featuring various slogans from over the years.

We enjoyed continued success with messaging via Public Service Announcements (PSAs). Our video PSA roster grew in time for May with a new Arrive Alive 25 message profiling Do The Right Thing from our 20th anniversary and we shared a 2nd new spot called Closing Time featuring the TAXIGUY App. Both were filmed in HD in April at locations near our office (we also shared our existing video PSAs). We shared radio versions of several video spots and two that featured past supporters: Shania Twain and Chantal Kreviazuk, and Wendel Clark and Ed Robertson.

At the end of the summer we received an unsolicited report from a media firm in Ottawa (Milestone Digital Media) advising on our television PSA pickup for the month of June. The report found that our video messages played 3,309 times in June earning a total of \$186,923 for the month. Nice!

We continued to post on social media – we posted more on facebook, youtube and twitter. Our YouTube channel’s “number of views” climbed to just shy of 57,000 by yearend. We reformatted our Facebook page early in the fall and at year-end we had just completed a rebuild of our website and Arrive Alive app (now available on android + iphone); we are grateful to @TrojanOne for their in-kind support of these achievements.

Significant projects included:

- Launch of the 25th arrive alive DRIVE SOBER campaign at Toronto Police Headquarters on May 15th.
- An overhaul of our Arrive Alive Passport and sharing of same via all The Beer Stores in August!
- Estimated donated airtime from broadcasters of > \$5.5 million! We remain very grateful to broadcasters.
- Throughout the summer, we had our regular awareness days and displays at the TTC (+ Union GO station this year), high schools, colleges, an Argo game, golf courses, conferences, work places, and several police week events in nearby municipalities. CAASCO was the official sponsor of our “Arrive Alive 25 Road Trip”.

We closed out the year releasing three new PSAs all in HD: a new Choose Your Ride message featuring Alayne Mitchell of Toronto EMS supported by Ontario Paramedic Association; a message about over-service produced in partnership with Smart Serve Ontario; and a third PSA that was an unanticipated opportunity via a song written and performed by Patricia Jaggernauth (weather girl at CP24). The song: “Arrive Alive” facilitated the production of a PSA for a younger/club demographic; and we used a female offender for the first time. We shared these new PSAs along with a re-release of Shut Out Impaired Driving and Christmas/Home Hosting PSA in time for the holidays.



arrive alive DRIVE SOBER was the recipient of funds raised through the RIDE Checks booklet and we were pleased to share the booklet as part of our home hosting kits. Beginning in December, we hosted Shut Out Impaired Driving for the 9th time. In all, we shared 10,000+ home hosting kits (a little lower # than usual because of the ice storm) through events and via police, military, community groups, public health units, businesses, and schools.

In 2013, 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 our arrive alive DRIVE SOBER efforts.

We also remain grateful for the dedication and hard work of our Marketing Committee: Carole Borgh (Chair), Peter Chubb, Rowland Dunning, Amanda Fingerhut, Justin Raymond, Kristina Sannuto, and Lisa Thompson. Their dedication and commitment is a huge part of our success.

iDRIVE: Road Stories

In 2013 we received special funding to edit and refresh iDRIVE: Road Stories. Since its release in 2009 there had been many changes to legislation: new distracted driving consequences, 0 BAC for 21 and under, and vehicle impoundment when charged; these changes were incorporated into the revised video. In addition we built a separate website for the program. We received support again from State Farm Insurance through their Celebrate My Drive program to do more promotion of the video. We shared promotional items and best practices for the video with 40 schools in southern Ontario and had a presence (again!) in the fall at a Toronto Argonaut game which included a 60 second message in HD on the jumbotron (3 seconds x 60 km/hr = ?metres?).



DRIVE STRAIGHT®

Our 19th charity golf tournament at the Mandarin Golf Club in Markham raised a net \$43,000+. Thanks to Committee Chair Jay Granatstein for his support and insight into making this such a successful tournament. We gratefully acknowledge official sponsors: Diageo Canada, Labatt Breweries Ontario, Molson Coors Canada, Smart Serve Ontario, and Yamaha Motor Canada Ltd. We remain grateful to hard working committee members!

CONFERENCE PARTICIPATION

Ontario Students Against Impaired Driving (OSAID).

In May, OSAID hosted their annual provincial conference at Sheridan College in Oakville. Almost 300 students and adult supervisors attended. We shared our arrive alive 25 materials with all delegates and hosted a workshop on awareness raising and fundraising and commented on social media. We shared other resources in a big way: t-shirts, passports, insurance folders, litter bags, valentines, Choose Your Ride posters, postcards and tattoos.

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

We presented a paper at this conference in Montreal at the end of May: "A Legacy of Sober Driving". We shared other resources as well and we always enjoy the chance to liaise with like-minded colleagues from across Canada.

North Bay Workshop: Drug Impaired Driving

This workshop was held in conjunction with the OACP Traffic Committee – and welcomed 100 delegates over three days to North Bay. The theme was "Drug Impaired Driving" and included a half day workshop on off road vehicles. We enjoyed support from North Bay Police, Northern Injury Prevention Practitioners Network, Ontario Association of Chiefs of Police, Ontario Provincial Police, Ontario Injury Prevention Resource Centre, Smart Serve Ontario, Ministry of Transportation of Ontario, and Traffic Injury Research Foundation.

Not By Accident

We attended this great one-day conference in London, Ontario organized by the London/Middlesex Public Health Unit and Ministry of Transportation; we enjoyed the opportunity to promote Shut Out Impaired Driving materials heading into hockey season.

Heather Saaltink Run

In early November, arrive alive DRIVE SOBER attended this run again and was the recipient of funds raised. This year \$11,060.00 was raised in memory of Heather Saaltink. All funds were donated to arrive alive DRIVE SOBER; it was the most funds raised since the last time arrive alive DRIVE SOBER was the chosen charity in 2010 and the Saaltink's four month old grandson Heath also ran with his mom. The funds will be used to raise awareness to prevent impaired driving especially across Ontario in more rural communities.

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 2013</u>	
DONATION	VALUE
<i>Donated Air Time for PSAs</i>	
Radio (70+ stations aired our messages for free in 2013)	3,400,000.00
Television (45+ stations aired our messages for free in 2013)	2,243,076.00
<i>PSA Production</i>	
Ministry of Transportation	10,000.00
Ontario Provincial Police	5,000.00
Toronto Police Service	5,000.00
Creighton Doane, Doane Leblanc; Cancel Winter	5,000.00
Vesuvios, Original's, The Unicorn, McSorley's, Thompson Hotel, Club EFS Toronto	5,000.00
Patricia Jaggernauth	5,000.00
Amy Nodwell	2,500.00
Toronto Paramedic Association, Ontario Paramedic Association	2,500.00
Studio Time; Lonesome Pine Studio; Pirate radio	2,500.00
Corporate Makeovers	2,210.00
<i>Printing</i>	
CAASCO, Chill Magazine, Humber College, LCBO, OACP Drive Safe Booklet, RideCHECKS	15,000.00
<i>Shipping</i>	
The Beer Store and Ministry of Transportation	15,000.00
<i>Messages</i>	
Street Seen Media	59,000.00
E Boards (400 Series Highways)	24,000.00
<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>	72,117.50
Hours donated by consultants - 250 hours (includes web master, and film P.A.s)	6,250.00
<i>Artwork and Professional Fees</i>	
Hatanaka Design	1,000.00
<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.	30,000.00
TOTAL	5,905,153.50

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