



2015 ANNUAL REPORT

A year of innovation.

Potchecks - arrive alive Toy Cars - Festivals
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Social Media Workshops
Summer PSA - Eggs on Weed - Morning After

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Registered Charity # 88075 5939 RR0001. We do not telemarket. We do not use professional fundraisers.

President's message . . .

In 2015, I served my first year as arrive alive DRIVE SOBER President. Having volunteered with the organization for many years, and after 15 years as President of OSAID, I was honoured to take on this role and I look forward to working with like-minded colleagues towards our common goals in the years ahead.

We hosted arrive alive DRIVE SOBER for the 27th time with great support and success again this year. We launched a new PSA at the Island Airport after recording a summer specific message with Ornge Paramedic Jonathon Britton. The event was well-attended and well organized by our summer students and Ornge communications staff.

We kept our eye out on the shift to allow the retailing of beer in grocery stores; our stand against privatization and corner store sales dates back to 1992 with communications shared on the issue many times since. With the summer provincial election outcome being what it was, the conversation cooled considerably, but the loosening of access is continuing, and remains a concern for us.

Our bigger office space was put to good use again this year. We shared extra resources in 2015 with a reboot project for "Eggs On Weed" – the project was easier to operate with all of our materials on site.

Our summer was typically busy with students funded from HRDC: our Executive Director affectionately referred to them as "Charlie's Angels" (Melissa, Tori, and Natalie). Each of them exemplified excellent communications skills, self motivation, adaptability, initiative and self confidence throughout the summer as they attended the many events on our calendar. What impressed me the most was their ability to adapt, not so much to adversity, but knowing what had to be done out of necessity. When it was required, each of them knew their roles and responsibilities and worked as a team to fulfill their obligations. This was accomplished with little supervision and each of them was commended for the professional manner in which they managed the affairs of the office.

The 21st **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!

At the end of September we hosted our bi-annual workshop, this time in Ottawa, with a "why not legalize pot?" focus; about 85 delegates, guests, and several exemplary speakers attended over the course of two days. The workshop included a half-day hands-on session on social media, and an OACP Traffic meeting. Our General Meeting preceded the workshop allowing us a wonderful opportunity to meet face to face with colleagues.

Lastly, we received two awards in 2015. In the spring we were recognized by the Ministry of Transportation for our work on Eggs On Weed as "Road Safety Initiative of the Year" and later, the Canada Council of Motor Transport Administrators honoured us with the Associate's Award for Outstanding Contributions in Road Safety.

We continue to be grateful to the media who contribute and make our campaign a success each year and 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 commitment to preventing impaired driving.

In closing, I would be remiss if I did not acknowledge the one person who, through her tireless efforts over the years, has enabled arrive alive DRIVE SOBER[®] to remain as one of the frontrunners in promoting the "drive sober" message, keeping our roads safe. Her dedication to perfection and her sheer enthusiasm to the events and promotions she has spearheaded are recognized by one and all. It is with this in mind, that I, on behalf of the Board of Directors and our partners, extend a heartfelt thank you to our Executive Director, Anne Leonard.

Tom Burmaster
President, **arrive alive DRIVE SOBER**
arrive alive DRIVE SOBER[®]

The 27th arrive alive DRIVE SOBER campaign built on the many new products and messages from recent campaigns; all our video PSAs were produced in HD and closed captioned. Our Marketing Committee met frequently throughout the year and maintained attention for our regular messages and resources while also tracking newer modes of communications via social media. “We were social”: our refreshed website and “Arrive Alive App”, along with our youtube channel, facebook page, and twitter account, all grew in popularity in 2015.

Our video PSA roster continued to be robust with all of our Arrive Alive 25 efforts still paying off. From the very start of our 27th campaign we shared our new summer specific message with Ornge paramedic Jonathon Britton, revised 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, Arrive Alive App (30 sec + 15 sec).

Significant projects included:

- Launch and new elements/PSAs for the 27th arrive alive DRIVE SOBER campaign at the Ornge Hangar at the Island Airport.
- A *NEW* program to raise awareness about being impaired in the morning (after a night of drinking): “Arrive Alive Toy Cars”
- Second contest on our website with Ontario Provincial Police to thank people for driving sober.
- Potchecks radio spot to raise awareness of the drug impaired driving issue, legislation, and consequences.



We renewed our relationship with Ornge and shared our summer spot featuring paramedic Jonathon Britton far and wide. The spot was filmed with help from Humber College students at the Ornge Hangar and launched there a month later. #ChooseYourRide was part of the messaging of course (and #IHopeWeNeverMeet). We registered a trademark on Choose Your Ride in 2015 as well. Canadian Curler Glenn Howard spent time with us in studio at Pirate Radio recording a summer radio spot making a nice addition to our radio roster.



Of course, Patricia Jaggernauth dazzled guests at the launch event; we remain grateful that she lent us her song and makes times for our cause. New involvement from Jonathon Britton and Glenn Howard was equally invigorating and of course the many police services that are dedicated to taking impaired drivers off the road are critical as partners in our cause.

The toy cars program launched mid-September at Centennial College in Scarborough and another event downtown; it was lots of fun with ReThink Canada giving their time and energy to our cause.

In 2015, 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, and Spirits Canada; Ontario Provincial Police and Toronto Police; Air Canada Centre and MLSE, and the Ottawa Senators and Canadian Tire Centre.

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

iDRIVE: Road Stories

We continued to share iDRIVE: Road Stories in 2015. Since its release in 2009 there have been many changes to legislation; these changes were incorporated into the revised video in 2013 and while we did no major push to promote the video – it was still requested and shared with any youth/young driver requests.

DRIVE STRAIGHT®

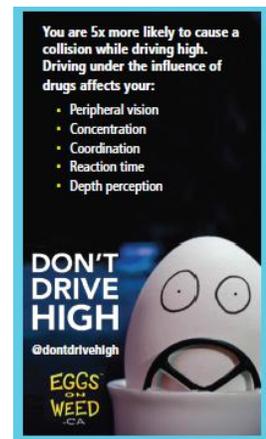
Our 21st charity golf tournament at the Mandarin Golf Club in Markham raised a net \$43,000. Thanks to Committee Chair Jay Granatstein for his support and insight into making this such a successful tournament. Thanks to Patricia Jaggernauth (@Patty_J) for being our special guest at dinner☺. We remain 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

With the federal election conversation including significant chatter about legalizing marijuana, drugged driving awareness took a front seat. As such we continued to share Eggs on Weed in a big way with an abundance of resources and messaging throughout the year. A new resource – eggs on weed toques – produced in brown and white of course – were very popular and by end of year we were making plans for another mass mailing to schools.

POTCHECKS

A new radio spot was created at end of year: “potchecks” to raise awareness of the laws governing drug impaired driving detection and consequences. The spot was recorded and shared with members for feedback before going to broadcasters – we made some edits and had comments from colleagues so will edit again in 2016 before airing.



CONFERENCE PARTICIPATION

Canadian Council of Motor Transport Administrators

This conference was held in Nunavut which was too far for attendance by ourselves which was a shame as we were the recipient of the CCMTA associate member award; Heidi Francis from MTO accepted it for us.

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

We presented at this conference in Ottawa in late May. 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; we were unable to attend in person this year as their conference was the same day as the RIDECHECKS launch. There was great attendance this year and all schools in the region were present; we shared lots of resources with students and schools.

Northern Ontario OSAID conference

Almost 100 students attended this regional workshop in Sudbury. We attended the workshop, presented to students and had a display; all schools in the region were present, great info and presenters including Matt Evans!

Arrive Alive Workshop

This workshop was held in Ottawa – and welcomed 85+ delegates over two+ days. The theme was drugs and driving though we played down the political connections with the federal election looming. After our day of convening, we had a half day workshop on the morning with the focus of social media - #interesting. We enjoyed support from Ontario Provincial Police, Smart Serve Ontario, Ministry of Transportation of Ontario, CAMH/Back on Track, Traffic Injury Research Foundation and more.

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 2015</u>	
DONATION	VALUE
<i>Donated Air Time for PSAs</i>	
Radio (70+ stations aired our messages for free in 2015)	3,400,000
Television (45+ stations aired our messages for free in 2015)	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
ReThink Canada	5,000
Air Canada Centre, Vesuvios, Original's, The Unicorn, Thompson Hotel, Club EFS Toronto	5,000
Corporate Makeovers	5,000
Lonesome Pine/Pirate Radio Studio Time	3,000
<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	10,000
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	6,185,250

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