



Town of Essex

Finance Committee Meeting Agenda

Monday, December 11, 2017 at 4:30 PM

**County of Essex, Committee Room C, 360 Fairview Ave. W, Essex,
Ontario, N8M 1Y6**

1. Roll Call

Present:

Ron McDermott, Mayor

Richard Meloche, Deputy-Mayor

Steve Bjorkman, Councillor, Ward 1

Ron Rogers, Councillor, Ward 3

Also Present:

Donna E. Hunter, Chief Administrative Officer

Jeffrey R. Morrison, Director, Finance and Business Services

Doug Sweet, Director, Community Services

Absent

2. Declarations of Conflict Of Interest

3. Adoption of Published Agenda

Monday, December 11, 2017 Finance Committee Meeting Agenda.

Moved by:

Seconded by:

That the published agenda for the Monday, December 11, 2017 Finance Committee Meeting be adopted as presented.

4. Adoption of Minutes

Moved by:

Seconded by:

That the minutes of the Finance Committee Meeting held on November 20, 2017 be

adopted as presented.

5. Public Presentations

6. Unfinished Business

7. Reports

8. Correspondence

a) Community Partnership Fund Request: Harrow Kinsmen – Waiver of Rental Fees

Group Name:	Harrow Kinsmen		
Contact Name:	Tim Olson	Contact Position:	President
Request Type:	Waiver of Rental Fees	Event Date:	On-Going
Total Value of Request:	\$3,780 (24 Meetings x 4.5hrs per Meeting x \$35/hr)		

The Harrow Kinsmen have requested for a waiver of rental fees to use the new Colchester Community Centre room for their bi-weekly meetings beginning Tuesday, January 9th, 2018 from 6:30 p.m. to 10:00 p.m. The regular rental rate for this facility is \$35 per hour (includes HST). The total value of this request is \$3,780 for 24 meetings at a duration of 4.5 hours per meeting at a rate of \$35 per hour.

This would fall under the 2018 Community Partnership Fund. The completed request forms are attached as Appendix A. The 2018 Budgeted amount is \$100,000. Requests are generally due by September the prior year and debated at Finance Committee early in the year of request. This has not been scheduled yet, but is expected to occur early in 2018.

Moved by:

Seconded by:

Recommendation to Council that the request for the waiver of rental fees in the amount of \$_____ be approved/denied.

b) Community Partnership Fund Request: Sun County Panthers – Waiver Rental Fees

Group Name:	Sun County Panthers		
Contact Name:	Cliff Tucker	Contact Position:	Team Manager
Request Type:	Waiver of Fees	Event Date:	April 9-13, 2018
Total Value of Request:	\$9,423.40		

The Sun County Panthers will host the All-Ontario Championship at the Essex arena. They will be welcoming the top 7 PeeWee teams to compete for this title. The

tournament will host 25 games over a five day period (April 9-13, 2018) and welcome over 2,500 players, coaches, delegates, fans and spectators.

The organization is requesting for a waiver of fees based on the breakdown attached as Appendix B. The organization is located in the Town of Essex and made up of players from all over Essex County.

This request would fall under the 2018 Community Partnership Fund. The 2018 Budgeted amount is \$100,000. Requests are generally due by September the prior year and debated at Finance Committee early in the year of request. This has not been scheduled yet, but is expected to occur early in 2018.

Moved by:

Seconded by:

Recommendation to Council that the request for the waiver of rental fees under the 2018 Community Partnership Fund in the amount of \$_____ be approved/denied.

c) MADD Message Yearbook - Advertisement

Group Name:	MADD		
Contact Name:	Stacey Biekx	Contact Position:	Not Identified
Request Type:	Advertisement	Event Date:	Not Identified
Total Value of Request:	Range \$279 - \$2,200		

The MADD Message Yearbook is a publication designed to raise awareness and funds for the many programs MADD Canada provides, including local education seminars in schools for new young drivers. The publication will be available to the public free of charge in high traffic locations and via mail to our local business and professional advertisers.

The advertising rate sheet is attached as Appendix C, with rates ranging from \$279 for a Business Card sized advertisement to \$2,200 for a Back Cover Advertisement.

Moved by:

Seconded by:

Recommendation to Council that the request for advertising for the MADD Message Yearbook in the amount of \$_____ be approved/denied.

9. New Business

10. Adjournment

Moved by:

Seconded by:

That the meeting be adjourned at

11. Future Meetings:

To be determined



Town of Essex
Community Partnership Fund Grant Application Form

Notice to Applicants:
The Town of Essex policy for Municipal Grants is included as part of this application package and should be read prior to completing this Community Partnership Fund Grant Application Form.

The Town of Essex reserves the right to reject any application that does not contain all required information.

Send completed applications to:
Town of Essex
33 Talbot Street South
Essex, Ontario N8M1A8

Organization Information		
Group Name: Harrow Kinsmen Club		
Contact Name: Tim Olson	Contact Position: President	
Address: P. O. Box 315	Town: Harrow	Postal Code: N0R 1G0
Phone Number: 226-787-3915	Fax Number:	
Email Address: t-olson@live.ca		
Website URL:		
Type of Organization: (Select one only)		
<input type="checkbox"/> Registered Charity	Charitable Registration Number:	
<input checked="" type="checkbox"/> Incorporated Not-for-Profit	Incorporation Number:	
<input type="checkbox"/> Other	Provide Details:	
Number of Paid Employees in Organization: 0		
Number of Volunteers in Organization: 11		
Please describe the organization's purpose and/or service provided within the community:		
To contribute to community needs.		

**Grant Request Information:**

☐ Cash Grant Amount of Cash Grant Requested:

☐ In-Kind Explain:

☐ Advertising Explain:

☒ Waive Fees Explain: Free ~~space~~ use of Colchester Harbour
% of Waiver: 100 community room by-weekly

☐ Disaster Relief Explain:

Please explain the project and or service your organization is providing related to this grant funding request: Need a room to have our meetings, starting January 9th 2018 by-weekly after that until end of June 2018.

Has your organization received a grant in a previous year(s)? ☐ Yes ☒ No

If yes, please specify the annual grant amount:

Will your organization require grants in future years? ☐ Yes ☒ No

Have you applied for a grant from another municipality or government organization? ☐ Yes ☒ No

If yes, complete the information below:

Name of Municipality/Government Organization:

Amount Requested:

Has your application been approved? ☐ Yes ☐ No

Benefit to the Town of Essex:

Is your organization based in the Town of Essex? ☒ Yes ☐ No

How will your organization benefit the Town of Essex as a result of a Community Partnership Fund grant?

To have our meetings to decide on where we spend our funds in the Town of Essex



What is the participation by Town of Essex Residents as a percentage (new projects only)?

Demographic Information (existing multi-year projects/organizations only):

Council reserves the right to request membership lists and/or other documents as needed to verify demographic information.

A. Number of Town of Essex residents using service/participating:

B. Total number of persons using service/participating:

C. Percentage benefit to Town of Essex (A ÷ B)

Financial and Other Information

☐ Please attach detailed budget for project/current year's operation.

☐ Please attach previous year's financial statements (audited if available).

☐ Please attach list of Board/Committee Members including names and addresses.

☐ If applying for an operating grant for a period exceeding one year, please attach a business plan for a minimum period of three years.

☐ If attaching additional information, please summarize the information included below:

Disclaimer and Signature

By inserting eSignature below or by signing my name on the line, I certify that the information I have provided above is true and correct. Please print this page for your records.

Name of Authorizing Official #1: Tim Olson

Position: President

Signature of Authorizing Official #1: [Signature]

Date: 11/30/17

Name of Authorizing Official #2:

Position:

Signature of Authorizing Official #2:

Date:

For incorporated organizations, authorizing signature must be provided by person(s) having the authority to bind the organization.



Approval: Town Of Essex Council

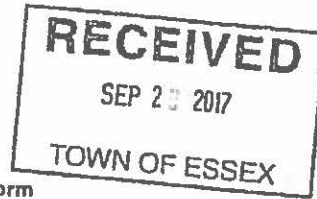
- ☐ Council has approved the application as submitted.
- ☐ Council has not approved the application as submitted. Explanation:

Date:

Authorizing Signature:



Town of Essex
Community Partnership Fund Grant Application Form



Notice to Applicants:

The Town of Essex policy for Municipal Grants is included as part of this application package and should be read prior to completing this Community Partnership Fund Grant Application Form.

The Town of Essex reserves the right to reject any application that does not contain all required information.

Send completed applications to:

Town of Essex
33 Talbot Street South
Essex, Ontario N8M1A8

Organization Information

Group Name: Sun County Panthers

Contact Name: Cliff Tucker

Contact Position: Team Manager

Address: 3225 Baseline Road

Town: Windsor

Postal Code: N9A 6J3

Phone Number: 519 919 8519

Fax Number: n/a

Email Address: cliff@mnsi.net

Website URL: <https://suncountypanthers.com>

Type of Organization: (Select one only)

☐ Registered Charity

Charitable Registration Number:

☒ Incorporated Not-for-Profit

Incorporation Number: 1111123

☐ Other

Provide Details:

Prov. Youth Hockey Championship in Essex

Number of Paid Employees in Organization: 0

Number of Volunteers in Organization: 25

Please describe the organization's purpose and/or service provided within the community:
The Major PeeWee Sun County Panthers AAA Hockey Team (Youth Born 2005) is comprised of players from Essex County. In April 2018, the team will host the All-Ontario Championship at our home arena in Essex. Over 60 teams battle all season to make it to this coveted event where high calibre athletes compete, showcase skills and work for the right to be called an OHF Champion. We will be welcoming the top 7 PeeWee teams to compete for this title, a wonderful way to celebrate and promote the importance of physical activity in our youth. The tournament will host 25 games over a five day period (April 9-13, 2018). We will welcome over 2500 players, coaches, delegates, fans and spectators. During their stay, we will direct players and their families to Essex based businesses for their needs (i.e. food, restaurant, skate sharpening, etc.). This is a huge honour for our team, our organization, and the Town of Essex. More than 50 volunteers will help make this event a success.



Grant Request Information:

<input type="checkbox"/> Cash Grant	Amount of Cash Grant Requested:
<input checked="" type="checkbox"/> In-Kind	Explain: Essex Arena Ice Rental: \$9,423.40. We would be grateful to have the ice rental expense gifted in-kind and you'll be granted Platinum Sponsor.
<input type="checkbox"/> Advertising	Explain:
<input type="checkbox"/> Waive Fees % of Waiver:	Explain:
<input type="checkbox"/> Disaster Relief	Explain:

Please explain the project and or service your organization is providing related to this grant funding request:

While hosting such an event is very exciting, there comes a cost and responsibility on the team and organization. We are required to provide ice time, meals for players/coaches, awards, welcome bags, and an awards banquet just to name a few of the expenses. This is why we are really hoping that we can rely on community support to help with the cost of the ice rental fees for the event.

Has your organization received a grant in a previous year(s)? ☐ Yes ☒ No

If yes, please specify the annual grant amount:

Will your organization require grants in future years? ☐ Yes ☒ No

Have you applied for a grant from another municipality or government organization? ☐ Yes ☐ No

If yes, complete the information below:

Name of Municipality/Government Organization:

Amount Requested:

Has your application been approved? ☐ Yes ☐ No

Benefit to the Town of Essex:

Is your organization based in the Town of Essex? ☒ Yes ☐ No

How will your organization benefit the Town of Essex as a result of a Community Partnership Fund grant? This event will attract more than 2500 visitors/tourists from all across Ontario during the tournament. The Essex Arena Canteen and Skate Sharpening services will see a significant increase in sales. In addition, several businesses in the Town of Essex will benefit from money being brought in and spent in the community, while we celebrate Active Youth in our community playing the sport we know and love: HOCKEY!



What is the participation by Town of Essex Residents as a percentage (new projects only)?

Demographic Information (existing multi-year projects/organizations only):

Council reserves the right to request membership lists and/or other documents as needed to verify demographic information.

A. Number of Town of Essex residents using service/participating:

B. Total number of persons using service/participating:

C. Percentage benefit to Town of Essex (A + B)

Financial and Other Information

☒ Please attach detailed budget for project/current year's operation.

☐ Please attach previous year's financial statements (audited if available).

☒ Please attach list of Board/Committee Members including names and addresses.

☐ If applying for an operating grant for a period exceeding one year, please attach a business plan for a minimum period of three years.

☒ If attaching additional information, please summarize the information included below:

We have provided a copy of our Ice Rental Agreement. It was imperative that we booked the ice/room rental in advance to secure the ice while we were being approved as the host site for the Championship.

We have also provided you with a brief summary of the OHF Championships. For more information, visit www.ohfchampionships.pointstreaksites.com. Host Site for 2018 is formerly announced to the public on November 1, 2017.

Disclaimer and Signature

By inserting eSignature below or by signing my name on the line, I certify that the information I have provided above is true and correct. Please print this page for your records.

Name of Authorizing Official #1: CLIFF TUCKER

Position: TEAM MANAGER FOR SCP

Signature of Authorizing Official #1:

Date: September 28, 2017

Name of Authorizing Official #2: Denise Maddick

Position: Marketing Manager

Signature of Authorizing Official #2:

Date: September 28, 2017

For incorporated organizations, authorizing signature must be provided by person(s) having the authority to bind the organization.



Approval: Town Of Essex Council

- ☐ Council has approved the application as submitted.
☐ Council has not approved the application as submitted. Explanation:

Date:

Authorizing Signature:



OHF AND CENTRAL REGION CHAMPIONSHIPS



OHF Championships



The Ontario Hockey Federation (OHF) Minor Hockey Championships is a three (3) day event that produces OHF Branch Champions at the Atom A, AA, AAA, PeeWee A, AA, Bantam A, AA, Midget A, AA, and Juvenile divisions. Other divisions and Hockey Canada Branches may participate as approved by the OHF Board of Directors.

The OHF Championships take place at the conclusion of every hockey season during the weekend on the second Saturday of April. Five teams participate at each of the OHF Championships. The participants are the Minor Hockey Member Partner (ALLIANCE, GTHL, NOHA and OMHA) Championship teams within the age category plus the host team.

All-Ontario Championships

The All-Ontario Championships are a provincial Championship for the PeeWee AAA and Bantam AAA divisions which includes teams from all three Hockey Canada Branches within the Province of Ontario. These Branches are Hockey Eastern (HEO), Hockey Northwestern Ontario (HNO) and the Ontario Hockey Federation (OHF).

Central Region Midget AAA Championship

The Central Region Midget AAA Championship includes teams from two of the three Hockey Canada Branches within the Province of Ontario. Participating Branches are Hockey Eastern (HEO) and the Ontario Hockey Federation (OHF).

The Central Region Midget AAA Championship shall always be completed two weeks prior to the start of the TELUS Cup.

Championship Contact

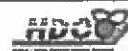
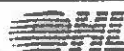
Will Metske

Manager, Membership Services & Events

wmetske@ohf.on.ca | (226) 533-9072

Host Manual Downloads

2017 OHF Championship Host Manual (1825kb)



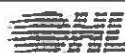
9/28/2017

About Championships | Ontario Hockey Federation - Championships

④ 2017 All-Ontario PeeWee AAA Host Manual (1235kb)

④ 2017 All-Ontario Bantam AAA Host Manual (1328kb)

④ 2016 Central Region Midget AAA Host Supplement (165kb)



Permit Contract

Essex Centre Sports Complex
60 Fairview Ave W
Essex, ON N8M 1Y1
Phone: (519) 776-7336x1301
FAX: (519) 776-8233
Email: bookingecsc@essex.ca

Permit #1020, Approved
Apr 4, 2017 3:12 PM



Company: Sun County Minor Hockey
Association
5101 Ure St
Old Castle, ON N0R 1L0

Agent: Laura Crevalin
Email: rcreevalin@sympatico.ca

Customer Type: Commercial
Prepared By: Jake Morassut

Home: -

Charges	Taxes	Discounts	Total Charges	Deposits	Deposit Taxes	Total Payments	Refunds	Balance
\$8,339.36	\$1,084.13	\$0	\$9,423.49	\$0	\$0	\$0	\$0	\$9,423.49

RESERVATIONS

Event	Resource	Center	Notes		
2018 OHF Tournament Type: Ice Rental Attend/Qty: 1	ECSC - RINK A - LIBRO	Essex Centre Sports Complex 60 Fairview Ave W Essex, ON N8M 1Y1 (519) 776-7336x1301	-		
Days Requested		Event Begins	Duration	Event Ends	
Day	Date			Date	Time
Monday	Apr 9, 2018	10:00 AM	11 hours	Apr 9, 2018	9:00 PM
Tuesday	Apr 10, 2018	10:00 AM	12 hours	Apr 10, 2018	10:00 PM
Wednesday	Apr 11, 2018	10:00 AM	10 hours	Apr 11, 2018	8:00 PM
Thursday	Apr 12, 2018	8:00 AM	10 hours	Apr 12, 2018	6:00 PM
Friday	Apr 13, 2018	10:00 AM	12 hours	Apr 13, 2018	10:00 PM
Summary					Notes
Total Number of Dates: 5				-	
Total Time: 55 hours					

RESERVATIONS

Event		Resource		Center	Notes
2018 OHF Tournament Type: Meeting/Small Gathering Attend/Qty: 1		ECSC - Board A - M and M Barnett Room		Essex Centre Sports Complex 60 Fairview Ave W Essex, ON N8M 1Y1 (519) 776-7336x1301	-
Days Requested		Event Begins	Duration	Event Ends	
Day	Date			Date	Time
Monday	Apr 9, 2018	7:00 AM	16 hours	Apr 9, 2018	11:00 PM

Tuesday	Apr 10, 2018	7:00 AM	16 hours	Apr 10, 2018	11:00 PM
Wednesday	Apr 11, 2018	7:00 AM	16 hours	Apr 11, 2018	11:00 PM
Thursday	Apr 12, 2018	7:00 AM	16 hours	Apr 12, 2018	11:00 PM
Friday	Apr 13, 2018	7:00 AM	16 hours	Apr 13, 2018	11:00 PM
			Summary	Notes	
Total Number of Dates: 5				-	
Total Time: 80 hours					

▼ RESERVATIONS						
Event		Resource		Center		Notes
2018 OHF Tournament		ECSC - Shaheen Community Room		Essex Centre Sports Complex		-
Type: Meeting/Small Gathering				60 Fairview Ave W		
Attend/Qty: 1				Essex, ON N8M 1Y1		
				(519) 776-7336x1301		
Days Requested		Event		Event Ends		
Day	Date	Event Begins	Duration	Date	Time	
Monday	Apr 9, 2018	10:30 AM	11 hours	Apr 9, 2018	9:30 PM	
Tuesday	Apr 10, 2018	10:30 AM	12 hours	Apr 10, 2018	10:30 PM	
Wednesday	Apr 11, 2018	10:30 AM	2½ hours	Apr 11, 2018	1:00 PM	
Wednesday	Apr 11, 2018	3:30 PM	5½ hours	Apr 11, 2018	9:00 PM	
Thursday	Apr 12, 2018	8:30 AM	10½ hours	Apr 12, 2018	7:00 PM	
Friday	Apr 13, 2018	11:30 AM	11½ hours	Apr 13, 2018	11:00 PM	
			Summary	Notes		
Total Number of Dates: 6				-		
Total Time: 53 hours						

▼ CHARGES					
Description	Event / Resource	Unit Fee	Units	Tax	Charge
Hall Rental	2018 OHF Tournament #1020 ECSC - Shaheen Community Room	\$35.00	53.00	HSTFE: \$1,855.00 \$82.08 HSTPR: \$131.33	
Capital Surcharge Floor/Meeting Rooms Ice	2018 OHF Tournament #1020 ECSC - Shaheen Community Room	\$5.00	53.00	HSTFE: \$265.00 \$11.73 HSTPR: \$18.76	
Capital Surcharge Ice	2018 OHF Tournament #1020 ECSC - RINK A - LIBRO	\$10.00	55.00	HSTFE: \$550.00 \$24.34 HSTPR: \$38.94	
Ice Rental - Prime PM	2018 OHF Tournament #1020 ECSC - RINK A - LIBRO	\$185.75	20.50	HSTFE: \$3,807.88 \$168.49 HSTPR: \$269.58	
Ice Rental 1/2 Price Day Rate	2018 OHF Tournament #1020 ECSC - RINK A - LIBRO	\$85.38	34.50	HSTFE: \$2,945.61 \$130.34	



HSTPR: \$208.54

▼ Payment Schedule for Original Balance of \$9,423.49				
Due Date	Amount Due	Amount Paid	Withdrawal Adjustment	Balance
Apr 1, 2018	\$9,423.49	\$0	\$0	\$9,423.49
			Current Balance	\$9,423.49

Sun County Minor Hockey Association
 OHF Championship - Pee wee AAA
 2017-2018 Season

Revenue		Expenses	
Description	Amount	Description	Amount
Gate Fees	\$ 13,000	Ice Rental	\$ 10,000
Sponsorship	\$ 5,000	Banquet	\$ 5,000
Hotel Rebate	\$ 5,000	Merchandise	\$ 5,000
Merchandise	\$ 5,000	Officials/Timekeepers	\$ 3,250
Banquet ticket sales	\$ 2,000	Printing/Supplies	\$ 2,800
		Volunteer Meals	\$ 2,000
		Awards	\$ 1,000
Total	\$ 30,000	Total	\$ 29,050
		Net Income/(loss)	\$ 950

All Ontario PeeWee AAA Championship 2018
Hosted by Sun County Panthers, Town of Essex

COMMITTEE MEMBER DIRECTORY

CLIFF TUCKER
Tournament Manager
519-919-8519
clift@mnsi.net

TIM GARVEY
Tournament Sponsorship Manager
519-728-9183
timothy.garvey@cstresp.com

DENISE WADDICK
Marketing Plan Manager
519-437-8383
denise.waddick@thamesview/ht.ca

ALBERT FRATTAROLI
Finance Manager
frattaroli_al@hotmail.com

Appendix C

Morrison, Jeffrey

From: Hunter, Donna
Sent: Wednesday, November 29, 2017 2:38 PM
To: Morrison, Jeffrey
Subject: FW: MADD Message Yearbook

Follow Up Flag: Follow up
Flag Status: Flagged

Categories: DIRECTOR, Council

Jeff,

Donna E. Hunter
Chief Administrative Officer
Town of Essex
33 Talbot St. S., Essex, ON N8M 1A8
Telephone: 519.776.7336 x1119
Fax: 519.776.8811
Email: dhunter@essex.ca
Web: www.essex.ca

Finance
Comm - Hee
Dec 11/17

-----Original Message-----

From: message@maddmessage.ca [<mailto:message@maddmessage.ca>]
Sent: Friday, November 24, 2017 10:00 AM
To: Hunter, Donna <dhunter@essex.ca>
Subject: MADD Message Yearbook

Dear Donna,

Further to my voicemail today, please accept this email as our request for support by way of an advertisement in our upcoming edition.

The MADD Message Yearbook is a publication designed to raise awareness and funds for the many programs MADD Canada provides, including local educational seminars in schools for new young drivers (<http://madd.ca/pages/programs/youth-services/school-programs/the-pact>). The publication will be available to the public free of charge in high traffic locations and via mail to our local business and professional advertisers. For additional information and to see a recent publication, please visit our website, www.maddmessage.ca. To view our rates, please visit www.maddmessage.ca/rates. By placing an ad in the publication, the municipality of Essex can demonstrate its support for stopping impaired driving while publicly promoting your commitment to the cause. Without the support of the local business community this important publication would not be possible. Please feel free to email or call the office at 1-866-767-1736. We hope to gain your support.

Yours Truly,

Stacey Bielek



Dear Prospective Advertiser,

On behalf of the Board of Directors, Members and Volunteers of MADD Canada, I would like to thank you for your interest in The MADD Message Yearbook.

The generosity of community-minded people like you makes it possible for MADD Canada to pursue its much-needed programs including victim support services, educational programs, youth programs and public awareness programs.

By placing an advertisement, you will be helping us in our mission *to stop impaired driving and to support victims of this violent crime*. The magazine will enable us to spread our life-saving messages even further and bring in additional revenues for our programs.

Every day in Canada, on average 4 people are killed and another 175 people are injured as a result of alcohol and drug-related crashes. You can help make all the difference in our efforts to save lives.

Thank you once again for your interest and support.

Sincerely,

A handwritten signature in dark ink, appearing to read "Dawn Regan", with a stylized flourish at the end.

Dawn Regan
Chief Operating Officer
MADD Canada



12 Powerful Reasons to Support MADD Canada

Because:

1. Your help is needed to put an end to impaired driving, the number one criminal cause of death in Canada.
2. Every day, on average, 4 Canadians are killed and 200 Canadians are injured as a result of alcohol and drug-related vehicle crashes for an average total of 1,475 deaths and 73,000 injuries each year.
3. 20,000 Canadians turn to us each year for emotional, physical and legal support they need.
4. 1,000,000 high-school kids will get the opportunity to see our *School Multi-Media Assembly Program* detailing the dangers and consequences of impaired driving.
5. Through our vast network of 7,500 dedicated volunteers, we are able to continue our mission within communities all across Canada.
6. You can be 100% confident that your donation is being used responsibly.
7. We annually submit the appropriate forms to the Canada Revenue Agency – please visit www.cra-arc.gc.ca/charities.
8. We inform our donors of how their donations are used and our financial statements and/or Annual Reports are available for viewing on our web site at www.madd.ca.
9. Our administrative and fundraising costs are reviewed annually by our National Board of Directors and external auditors.
10. As members of the Association of Fundraising Professionals, we abide by their Code of Ethics and Standards of Professional Practices. Also, as members of Imagine Canada, we adhere to their Ethical Fundraising and Accountability Code.
11. MADD Canada is a charity consisting of over 100 Chapters that are monitored and guided by a volunteer National Board of Directors who are accountable for organizational practices and procedures.
12. Since 1982, with the help of our supporters, MADD Canada has been instrumental in saving more than 30,000 lives.

*The mission of MADD Canada is to stop impaired driving
and to support victims of this violent crime.*

MADD Canada's Mission

MADD Canada's mission is to stop impaired driving and to support victims of this violent crime.

What is MADD Canada Doing About Impaired Driving?

MADD Canada is appealing all levels of government for more effective legislation and better enforcement of the law. These measures must include:

1. Lowering the legal blood-alcohol limit
2. Enhancing police enforcement powers
3. Legislating stiffer penalties for repeat offenders

Ad Sizes

Rates

Back Cover (8.25" x 10.625")	\$2200
Inside Covers (8.25" x 10.625")	\$1600
Full Page (8.25" x 10.625")	\$1300
Half Page (7.5" x 4.75")	\$875
Quarter Page (3.625" x 4.75")	\$650
Banner (7.5" x 1.75")	\$550
Eighth Page (3.625" x 2.25")	\$379
Business Card (2.31" x 1.5")	\$279

applicable taxes extra

*Text content must be 1/4" inside + bleed 1/4" beyond these dimensions.

madd⁺

MESSAGE

Fast Facts

Approximately 65,000 Canadians are impacted by impaired drivers annually

On average, 4 Canadians are killed and 175 are injured every day as a result of impaired driving

Motor vehicle crashes are the leading cause of death among 15 to 25 year olds, and alcohol is a factor in 45% of those crashes

MADD Canada will show its School Assembly Program to over 1 million students in Grades 7 to 12 every year!

I want to support MADD Canada by placing an ad in The MADD Message Yearbook!

PLEASE SELECT THE DESIRED AD : ALL ADS ARE IN FULL COLOUR ON GLOSS PAPER

☐ BACK COVER ☐ INSIDE COVERS ☐ FULL PAGE ☐ HALF PAGE ☐ QUARTER PAGE ☐ BANNER ☐ EIGHTH PAGE ☐ BUSINESS CARD

PLEASE SELECT THE DESIRED PAYMENT METHOD: ☐ VISA ☐ MASTERCARD ☐ AMEX ☐ INVOICE ME

CREDIT CARD #

EXP. DATE:

/

COMPANY:

DATE:

AUTHORIZED SIGNATURE:

PRINT NAME:

THANK YOU FOR YOUR SUPPORT! CALL 1-866-767-1736

FAX: 1-866-293-3068 EMAIL: message@maddmessage.ca
www.maddmessage.ca