

NO: R062

COUNCIL DATE: April 12, 2021

REGULAR COUNCIL

TO: **Mayor & Council**

DATE: **April 8, 2021**

FROM: **General Manager, Finance**

FILE: **1850-20**

SUBJECT: **Late City Grant Application – Mothers Against Drunk Driving Canada**

RECOMMENDATION

The Finance Department recommends that Council:

1. Receive this report for information; and
2. Approve a grant of \$2,000 from the 2021 unallocated City Grants (One-Time) Budget to Mothers Against Drunk Driving Canada (“MADD Canada”) towards the Surrey 2021-2022 School Program that teaches students in grades 7 to 12 about the effects and consequences of impaired driving.

BACKGROUND

On November 30, 2020, Council approved the 2021 City Grants in Corporate Report No. Foo4, 2020 City Grants for 2021. Since that time, the City has received a late grant application from MADD Canada. This report will address this request.

DISCUSSION

MADD Canada is a charitable organization which was founded in 1989 with a mission “to stop impaired driving and to support victims of this violent crime”. Efforts are focused on five key areas:

1. Victim Services;
2. Youth Services;
3. Public Policy;
4. Public Awareness and Education; and
5. The Advancement of Anti-Impaired Driving Technology.

Today, MADD Canada has over 100 volunteer-run Chapters and Community Leaders across Canada with more than 7,500 volunteers who work tirelessly to forward MADD Canada’s mission at the community level.

The School Program developed by MADD Canada, teaches students in grades 7 to 12 about the effects and consequences of impaired driving. In 2021-2022, MADD Canada will deliver video presentations to more than 30,000 youth in 70 schools across BC. The video includes a fictional story and stories from real-life victims and survivors that demonstrate the devastating consequences that impaired driving can have on individuals, their families, and friends. The program also includes an interactive audio drama in which the Facilitator reviews three to four scenarios in which the crash they just viewed within the video could have been prevented. This teaching tool uses interactive dialogue to educate youth about options available to them when they are faced with an impaired driving situation. In addition to the presentation itself, schools are provided with a leave-behind kit containing a comprehensive educators' guide, youth resource manual, posters, and classroom videos to encourage continued discussion.

MADD Canada is seeking a grant of \$3,000 towards the 2021-2022 School Program. MADD Canada's School Program aligns well with the City of Surrey's funding interests of Public Safety and Health and Wellness through the Program's proven ability to positively impact young people's development and decision-making for years to come, thereby helping to save lives and prevent injuries among our most vulnerable road users. The requested amount will be used to deliver presentations at Surrey schools.

The Grants Evaluation Committee has evaluated this request and has determined that a grant of \$2,000 would be reasonable in the context of similar requests that the City has received from other organizations for which the City has provided financial assistance. It is further recommended that this funding will be provided from the 2021 unallocated City Grants (One-Time) budget.

Statement of Remaining Funding in the 2021 Grants Budget:

Should Council approve the Grants Evaluation Committee recommendation, Appendix "I" outlines the remaining balances for the 2021 City Grants Budget.

SUSTAINABILITY CONSIDERATIONS

Through the array of grants and sponsorships provided to community groups, the City is able to support the objectives of the City's Sustainability Charter 2.0. This request will specifically support the following Desired Outcomes ("DO"):

- Health and Wellness DO1: Surrey has a full range of high quality, community-based health and social services and programs that address health and wellness;
- Public Safety DO1: Residents are safe and have a strong sense of security in all neighbourhoods and throughout the city; and
- Public Safety DO3: There are minimal community safety issues in the city, and the public is fully engaged in preventing and reducing crime.

CONCLUSION

Based on the above discussion, it is recommended that Council approve a grant of \$2,000 from the 2021 unallocated City Grants (One-Time) Budget to MADD Canada.

Kam Grewal, CPA, CMA
General Manager, Finance

Appendix "I" – 2021 Community Grants



2021 CITY GRANTS

Description	Unallocated Balance
Grants for Property Taxes	
Adopted Budget	\$ 5,000
Available for Future Allocation	\$ 5,000
Grants for Dry Grads	
Adopted Budget	\$ 4,500
Ecole Panorama Ridge Secondary	(250)
Princess Margaret Secondary	(250)
Available for Future Allocation	\$ 4,000
Grants for Special Recognition	
Adopted Budget	\$ 5,000
Available for Future Allocation	\$ 5,000
Grants (One-Time)	
Adopted Budget	\$ 83,400
Allocations to date	(52,000)
MADD Canada (Proposed)	(2,000)
Available for Future Allocation	\$ 29,400