



WHERE FAMILIES COME FOR HELP

2017 Annual Report



PARENTS, YOU DO MAKE A DIFFERENCE!
YOU CAN PREVENT THE RISKS OF
EARLY SUBSTANCE USE BY YOUR KIDS.

WE CAN HELP

Message from our Chair



It has been an honour to complete my first year as Chair of Drug Free Kids Canada. I am very grateful for the tremendous support of my fellow Board Members and the dedicated staff at Drug Free Kids Canada.

Following in the footsteps of my predecessor Dick Pound has been a daunting task. During his five-year tenure Drug Free Kids Canada went from an unknown organization to a national force in the field of drug education and prevention. We thank Dick for his incredible leadership and vision in making a difference in the lives of young people and their families. Together, my fellow Board Members and countless others remain fully committed to educating parents and youngsters about drug prevention and I am excited to take the baton from Dick to continue to make DFK a force for good in Canada.

My primary task will always be to work with my team of volunteers and staff to educate parents about steps they can take to keep their kids safe and free of drugs. As parents, we always want the best for our children. We strive to prevent them from exposure to any risk that could endanger them and ensure they live and grow in a healthy environment.

Education and prevention remain our greatest weapons. For example, we try to prevent our children from drowning by teaching them how to swim. In fact, Canadians have one of the highest numbers of kids registered every year for swimming lessons. As a result, Canada also has one of the lowest rates of deaths by drowning despite having the most lakes and rivers.

In the same way, we need to prevent drug abuse by educating our kids about the dangers of drugs they are exposed to every day, at school, on the street, at the mall, in their neighbourhoods, and even at the local pool. Prevention starts by educating our children about drugs and how they can navigate through the turbulence of peer pressure that may lead to a path of experimentation.

This past year has been a transformative one for DFK Canada and we continue to attract and engage other like-minded individuals to our team. Most notably, we were thrilled to welcome Luc Béliveau, Partner and Chairman of the Board at Fasken Martineau and Dave Friesema, CEO of Sleep Country Canada to our already strong Board of Directors.

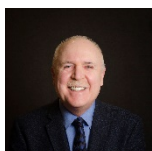
To demonstrate the tangible value that drug prevention contributes to society, we commissioned a study by the McGill School of Business' Not-for-Profit Consulting Group to assess the cost of teen drug addiction and the value of prevention. The study found that the lifetime cost to society of an addicted teen was \$450,000. It also concluded that the total reduction in drug abuse attributable to DFK was 700 teens per year. Therefore, the social return on investment of DFK is \$315 million every year.

We strive always to be highly efficient and effective. With every dollar donated to DFK Canada, we generate over \$39 of in-kind service.

We have big plans for 2018 and beyond and I thank our corporate and individual donors for your important support. I look forward to working with my colleagues on the Board and our highly dedicated staff at DFK Canada to reduce drug addiction among our youth and help make a difference in the lives of many.

Paul Allison

Message from our Executive



Dear Friends:

2017 has been a busy year for DFK Canada.

Cannabis has been in the forefront of the news throughout the year and this will continue as we lead up to legalization of recreational cannabis by the Fall of 2018.

Public opinion on whether this substance should be legalized remains divided. However, according to our annual attitudinal tracking survey, virtually all parents (94%) agree that prevention messages will be important once cannabis is legalized. That is why we developed a comprehensive brochure for parents called “The Cannabis Talk Kit” promoted through a national media campaign. This free brochure supported by Health Canada, the Canadian Centre on Substance Use and Addiction, the Canadian Pediatric Society, the Canadian Psychiatric Association and dozens of other professional organizations has been in high demand with over 100,000 copies downloaded or shipped in 2017 alone.

DFK Canada has won international acclaim for a unique campaign on high driving called “The Call That Comes After” which was designed to help parents open up the conversation with their kids by using the most common communication tool between parents and kids – the mobile phone.

A third campaign was developed to continue building awareness on the third substance most used by teens after alcohol and cannabis – prescription drugs. DFK estimates that 375,000 Canadian teens are misusing prescription drugs and more than half (55%) say they get them from home. SecureYourMeds.ca is a website that invites parents to secure all “abusable” drugs and return all leftover medication to their pharmacy. In 2017, with the help of our partners, Shoppers Drug Mart/Loblaws pharmacies and the members of the Health Products Stewardship Association, over 725 tons of medicine were returned to local pharmacies.

Drug Free Kids Canada has been busy in Ottawa appearing before two Standing Parliamentary Committees as well as participating in a national conference on cannabis. Throughout the year, DFK has been vocal on national media about the need to protect our kids.

Our website DrugFreeKidsCanda.org continues to be the main source of information for many parents. Almost 200,000 visitors came in 2017 and the majority (72%) found it to be very informative. Work has begun to make the user experience even better in 2018.

Our huge impact can only be attributable to the generous support of our corporate donors, our multiple partners who provide in-kind services and people like you. In 2017, we received more than \$20 million of in-kind services which makes Drug Free Kids Canada one of the most effective and efficient organization of its kind in Canada.

Finally, I wish to thank our dedicated staff and our volunteer Board of Directors who have worked tirelessly and made a huge difference in the lives of Canadian families.

Marc Paris

Our 2017 Campaigns

The Call That Comes After



A 2014 study by the Traffic Injury Research Foundation determined that pot was the drug most commonly detected in deceased drivers aged 16 to 19.

In DFK's 2017 survey 71% of parents claimed *their child would never be in a car driven by someone who was high on cannabis.*

Meanwhile, 41% of 16 to 19-year olds said *using cannabis before driving is not as bad as drinking and driving* and one in five said *driving when you're high on cannabis can make you a better driver.*

Cannabis Talk Kit

DFK decided to use a bit of humour to make the connection with parents and say it's OK to get help before you talk to your kids about cannabis. This campaign promoting the Cannabis Talk Kit has been extremely successful in getting parents to order or download the brochure.



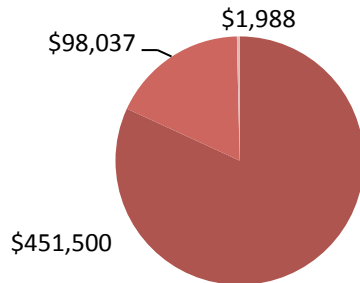
He has...She has...Secureyourmeds.ca.



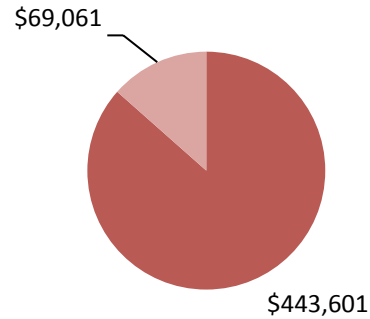
Our National Medicine Take-back campaign continues to enjoy unprecedented success. Our latest campaign talks about things that you shouldn't pass-on to your kids.

Our Financials

Revenue*
\$551,525

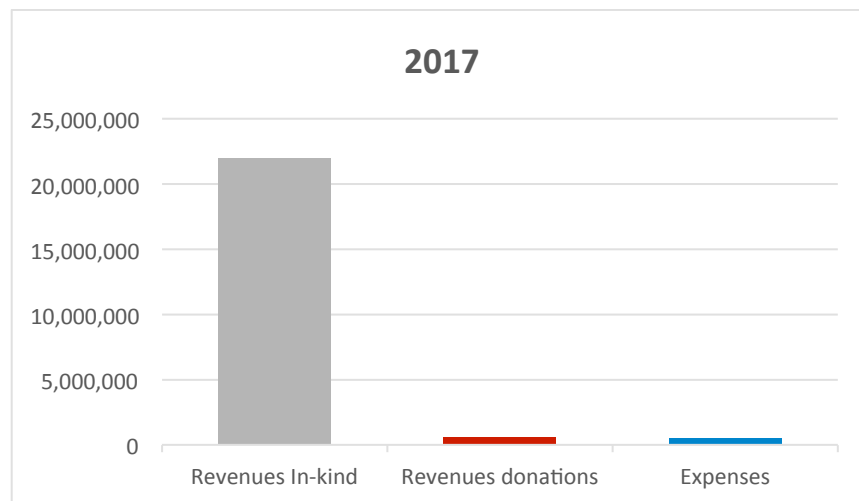


Expenses
\$512,662



■ Donations Corporate ■ Donations Private ■ Interest

■ Programs & Production ■ Administration



Our financials are audited by the independent accounting firm Fruitman Kates which conducts an annual review of our financial statements in accordance with auditing standards generally accepted in Canada. ***IMPORTANT NOTE:** In 2017, we received over \$22,000,000 in donated media time and in-kind services. When factoring in these donations, our total expenses represent 2.3 percent of our total donations.

Our Team

Patron

His Excellency the Right Honorable David Johnston (partial year)
CC, CMM, COM, CD
Governor General of Canada

Chair Emeritus

Richard W. Pound, CC, OQ, QC

Board of Directors

Paul Allison (Board Chair)
France Chrétien Desmarais OC
Nicolas Caprio
Lucie Dutil
Tracy Ewing
Clint Forester

Dimitri Gourdin
Jean-Michel Lavoie
Christophe Lecomte
Jim McCoubrey
Lisa Mierins-Smith
Rich Padulo

Julie Payette OC (partial year)
Raymonde Lavoie
Dave Friesema
Luc Béliveau

Executive Director

Marc Paris

Media Partners Relations Coordinator

Nicole Levac

Community Manager/Digital Marketing/Social Media Coordinator

Susan Hutt