



THE CORPORATION OF THE TOWN OF MILTON

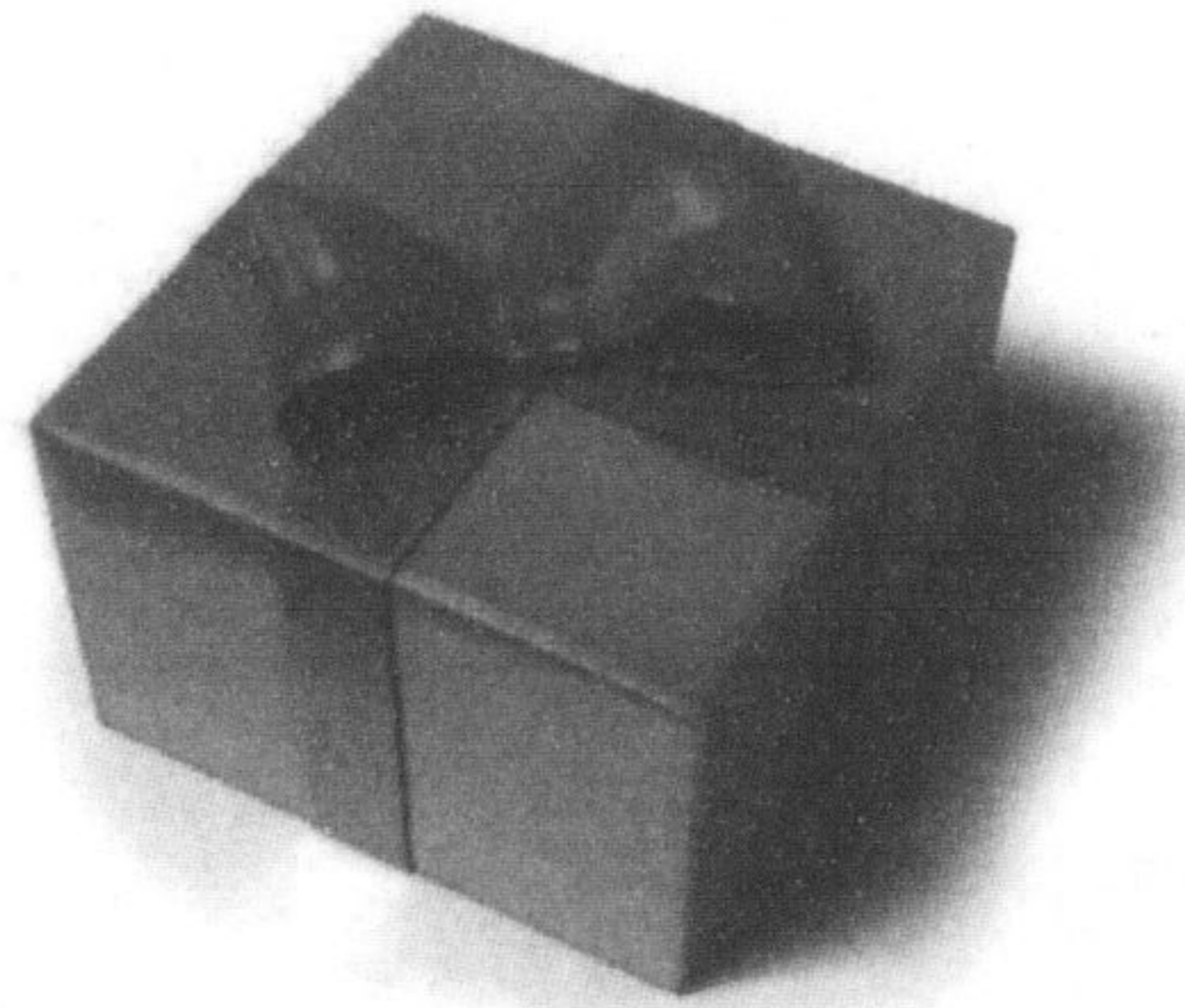
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Maps, schedules and tickets available at:

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Information:
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MADD says newspaper article doesn't tell the whole story

By Kim Arnott
 SPECIAL TO THE CHAMPION

The president of the local chapter of Mothers Against Drunk Driving (MADD) is asking people not to rush to judgement about the charitable organization simply on the basis of a critical story that appeared in the Toronto Star recently.

"I think it's important for people to realize that there's only been one side of the story told so far," said Larry Zimmerman, president of the Halton-Peel MADD chapter. "I think once the whole story is out, the public will be satisfied."

Zimmerman said the local chapter, which has its office in Oakville, is already suffering as a result of the story that suggested the majority of the money raised by the MADD's national office goes to paying administrative and fundraising costs.

"The fallout for the chapters is huge, of course," he said.

Zimmerman noted that the Halton-Peel chapter has had a least one event cancelled as a result of the controversy, and that volunteers manning a Red Ribbon campaign table over the weekend heard a number of negative comments from members of the public.

At the local chapter, fundraising and most activities are undertaken by volunteers, said Zimmerman, who heads up the chapter's 13 member volunteer board of directors.

He noted that the Halton-Peel chapter's main expenses are utilities and the hourly wage of one part-time administrative staff member.

The remainder of the money the chapter raises through events like its red ribbon campaign is used on awareness campaign materials, Zimmerman said.

At the local level, MADD also monitors local court cases and provides support services to victims of drunk driving.

Zimmerman suggests that anyone who is concerned about how the national organization is spending money can direct donations to the local chapter instead.

However, Zimmerman said he's satisfied with answers he has received from the national office in Oakville about fundraising and expenditures.

Along with volunteer chapter presidents from across the country, Zimmerman took part in a 90-minute conference call with national office staff Monday night.

"According to our CEO and our lawyer, we are in full compliance (with federal laws)," he said. "We are not doing anything wrong."

The Toronto Star article reported that an investigation into MADD Canada's finances found about 81 cents of each donor dollar is spent on fundraising and administration.

The charity pays professional telemarketers and door-knockers to raise cash, and argues that it's undertaking public awareness work by educating people as they solicit donations.

Several press releases posted on MADD Canada's Web site dispute the essence of the story. One release notes, "The Star reporter's insinuations are very misleading and its accusations are inaccurate and wrong."

"MADD Canada spends 83.6 per cent of donor dollars on MADD Canada programs and this financial statement is accurate. Our revenue and expense totals are a matter of public record," it adds.

A link to the organization's financial information is also available on its Web site.

In response, the Toronto Star's editor-in-chief Fred Kuntz says the newspaper "stands firmly behind its coverage."



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VOLUNTEER OPPORTUNITIES - COMMITTEE/BOARD VACANCIES

The Town of Milton invites you to help make decisions and provide input by volunteering for the following committee. Appointments to this Committee may be for the term concurrent with Milton Council.

Qualified applicant(s) must be a resident of Milton, or an owner or tenant of land in the municipality, or the spouse of such an owner or tenant, or employee(s) of a business located in the municipality or student(s) attending a school located in the Town of Milton and must be a minimum of eighteen years of age on the date of appointment.

BOARD OF MANAGEMENT FOR THE DOWNTOWN BUSINESS IMPROVEMENT AREA (DBIA)

The mandate of the Board of Management for the Downtown Business Improvement Area as established by Milton Council, in accordance with By-law No. 112-77, is for the improvement, beautification and maintenance of municipally-owned lands, buildings and structures in the area designated as the Downtown Business Improvement Area and to promote the designated area as a business or shopping area.

To qualify to sit as a Member on the Board of the D.B.I.A., the member shall be assessed for business assessment in respect of land in the Improvement Area, or nominees of Corporations so assessed.

Contact: Jacquelyn Garrard, Co-ordinator - 905-876-2773 or at info@downtownmilton.com

Application forms are available on our website www.milton.ca or from the Office of the Town Clerk, Town of Milton, 43 Brown Street, Milton, ON, L9T 5H2 between 8:30 a.m. and 4:30 p.m.

Completed application forms must be received at the Office of the Town Clerk no later than **January 3, 2007 at 4:30 p.m.**

Only qualified applicants will be contacted.

Troy McHarg, Town Clerk



These Wednesdays are FREE for all routes:

**December 6, 13 and 20
 From 9 a.m. - 4 p.m.**

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