



2025 – 2027 Strategic Plan



Email

Info@osaid.ca

Address

2901 Bayview Ave. PO Box
91104. Toronto, ON. M2K 1E0

Website

www.OSAID.ca

Charitable Business Number

12694 0733 RR 0001

Who we are



Vision

A generation of empowered students driving change for safer roads.



Mission

To empower students to influence change in unsafe driving behaviours, through awareness, peer engagement, and education for the next generation.



Volunteers

- 300+ student leaders
 - 8 Youth Advisory Team Members
 - 20+ School Chapters and Staff Advisors
 - Board of Directors
-



Pillars

Education. Leadership. Change.



Message from the Board of Directors

On behalf of my fellow volunteers, I am proud to introduce OSAID's 2025-2027 Strategic Plan. This student-focused roadmap strengthens our efforts to prevent impaired and distracted driving across Ontario, while empowering student leaders with skills they can carry into their future careers.

The OSAID Board remains committed to aligning our efforts with the needs of students and schools. Through this plan, we aim to expand OSAID Chapters, enhance peer-to-peer education, and support students being the changemakers we know they are by developing and strengthening key skills in communication, event planning, and advocacy.

One of the most exciting elements is the return of the annual OSAID Conference—a powerful opportunity for students to connect, learn, and grow as road safety champions. There is immense value in this conference to help create a generation of empowered students driving the change for safe roads, and many past alumni note this as one of their favourite OSAID memories.

We're deeply grateful for the dedication of our student and staff volunteers, community partners, sponsors, and board members who've supported OSAID for nearly 40 years. Together, we'll continue working toward safer roads for all

Now is the time to get involved. Whether you're a student, educator, or community member, we invite you to join us in building a safer future. Start a Chapter, volunteer, consider donating or support our initiatives—your contribution can make a lasting impact.

Michael Stewart
Chair of the Board of Directors



Michael Stewart
Chair



Patricia Beck
Vice-Chair



Brenda McEwin
Past-Chair



Teresa Di Felice
Secretary



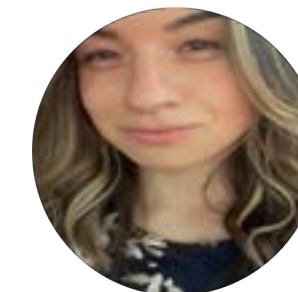
Jessica Renzella
Treasurer



Melissa Brabant
Director



Avery Bassett
Director



Tallulah Learn
Director



James Giovannetti
Director



OSAID's Value Statement

Ontario Students Against Impaired Driving (OSAID) envisions a future where empowered students lead the charge in transforming road safety in their communities. Our vision is rooted in the belief that students have the passion, creativity, and leadership to drive meaningful change.

Motor vehicle crashes remain the leading cause of death and injury among youth aged 15 to 24 in Canada - a devastating reality that drives OSAID's work. We believe that these avoidable deaths and injuries on our roads can be prevented when students are equipped with the tools and knowledge to make informed decisions and influence their peers and communities.

Guided by our core pillars - Education, Leadership, and Change - OSAID is committed to fostering a culture of responsibility and awareness that mobilizes a generation to create a movement that reduces unsafe driving behaviours and their tragic consequences.

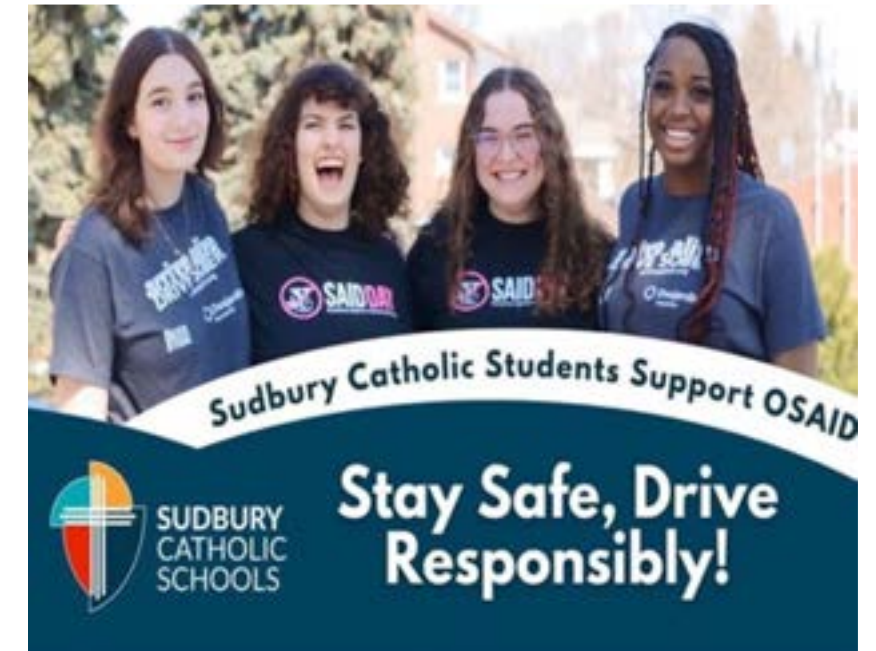


Almost 40 Years of History

Throughout OSAID's history, hundreds of schools have set up chapters across Ontario and countless lives have been positively impacted by the student driven work of OSAID. Since 1987, OSAID has empowered students to lead the fight against impaired driving. What began with a small group of passionate students, educators, and police officers grew into a province-wide movement, reaching over 500 school chapters by the mid-1990s and hosting 28 provincial and 5 national youth road safety conferences.

Today, due to the pandemic and changes in priorities at the school level, OSAID sits at over **20 chapters in Ontario, with 300 student volunteers engaging with approx. 15,000 peers**. The Board of Directors and Provincial Coordinator act as a support hub for OSAID groups and activities providing support, resources and motivation to volunteers raising awareness around the issues of impaired and distracted driving.

Recent successes include our annual Students Against Impaired Driving Day or SAID Day (winner of the 2023 Initiative of the Year Award at the Ministry of Transportation of Ontario Road Safety Achievement Awards). Hosted on the Thursday before the May long weekend, this event encourages schools, businesses, and community organizations to proclaim, promote and participate in reducing the tragedies caused by impaired and distracted driving.



OSAID's Impact



"I am convinced that it was the work in OSAID-South Grenville Secondary School which dropped student deaths from four per year to zero for the last ten years." - Teacher



"I have had the privilege to experience and see how OSAID really does impact communities' lives. Having OSAID in schools is a huge advantage." - Student



"Ultimately, it is the coordinating body of OSAID, which allows this incredibly worthwhile organization to survive, grow and reach as many youths as possible" - Community Organizer



"Networking, leadership, communication, organization, confidence, and public speaking are skills I would not have developed without having been involved in OSAID." - Alumni



OSAID 2025-2027 Strategic Pillars



Education

- Enhance OSAID's Profile
- Coordinate Peer-to-Peer Education Programs
- Create and Distribute Educational Resources
- Introduce Impaired Driving Curriculum in Schools



Leadership

- Empower Student Leadership
- Student Advisory Team
- Recognize Student-Led Initiatives
- OSAID Conference
- OSAID Chapter Growth



Change

- Prioritize Safe Driving in Schools
- Sustainability of OSAID Chapters
- Mentorship
- Reduce Incidents of Impaired and Distracted Driving

Guiding Principle: Partnerships & Fundraising

Pillar One:

Education

- **Enhance OSAID's profile.** Strengthen OSAID's public image by showcasing almost 40 years of operation in hundreds of schools across Ontario resulting in countless lives that have been positively impacted by the student driven work of OSAID.
- **Coordinate Peer-to-Peer Education Programs.** Encourage students to facilitate workshops and discussions in schools and/or their community on the risks of impaired and distracted driving.
- **Create and Distribute Educational Resources.** In collaboration with the Student Advisory Team, develop student-friendly campaigns, brochures, activity guides, and toolkits to share with schools, boards, and community partners. Develop a social media content strategy to reach a wider audience.
- **Partnerships and Fundraising.** Explore strategic partnerships for future sponsors and community groups to help strengthen OSAID's impact. Revisit fundraising strategy and explore options to generate additional funds for education efforts.
- **Introduce Impaired Driving Curriculum in Schools.** Raise awareness amongst educators, government officials, and institutions about the resources available, including how road safety fits within existing curriculum.



Pillar Two:

Leadership

- **Empower Student Leadership.** Guide student volunteers from schools or regions across Ontario to champion safe driving and lead local initiatives.
- **Student Advisory Team.** Provide student volunteers with demonstrated leadership experience with the opportunity to contribute and guide OSAID initiatives at the provincial level.
- **Recognize Student-Led Initiatives.** Celebrate outstanding efforts through awards, media features, and scholarships to motivate broader participation.
- **OSAID Conference.** Reintroduce the annual OSAID Conference to bring student leaders together and offer training to students on public speaking, advocacy, networking and event planning skills on the risks and dangers of impaired driving.
- **OSAID Chapter Growth.** Encourage students and educators to establish formal OSAID Chapters at their schools, while creating a system to formally track the number of Chapters in Ontario and retain membership.
- **Partnerships and Fundraising.** Explore strategic partnerships for future sponsors and community groups to help strengthen OSAID's impact. Revisit fundraising strategy and explore options to generate additional funds for leadership efforts.



Pillar Three:

Change

- **Prioritize Safe Driving in Schools.** Work with educational stakeholders to manage competing priorities to keep safe driving as a top focus.
- **Sustainability of OSAID Chapters.** Working with new schools and existing chapters to brainstorm a plan to keep OSAID Chapters going, no matter if an educator or student leaves.
- **Mentorship.** Facilitate mentoring relationship between student leaders and professionals in public health, law enforcement, and communications.
- **Reduce incidents of impaired and distracted driving.** Using 2024 data as a baseline, utilize Ontario Provincial Police data to monitor incidents of impaired and distracted driving among young Ontarians to measure potential impact.
- **Partnerships and Fundraising.** Explore strategic partnerships for future sponsors and community groups to help strengthen OSAID's impact. Revisit fundraising strategy and explore options to generate additional funds for change efforts.



Monitoring OSAID's Strategic Plan

OSAID's strategic plan 2025-2027 serves as a fundamental component of OSAID's mission to empower students to influence change in unsafe driving behaviours, through awareness, peer engagement, and education for the next generation. To evaluate its success, an evaluation framework has been established that aligns with our pillars: Education, Leadership and Change. It will track actions implemented and outcomes achieved within the plan.

The OSAID Board of Directors review progress of our goals and initiatives throughout the year and report on progress annually at the Annual General Meeting. Additionally, we will update our metrics and strategies as needed to ensure they remain aligned with evolving priorities and to foster ongoing progress towards our organizational objectives. This approach ensures that our efforts remain effective and responsive to the needs of OSAID and its student leaders.





THANK YOU

DONATE



OSAID - CanadaHelps

LEARN MORE



OSAID.ca



Email

info@osaid.ca

Address

2901 Bayview Ave. PO Box
91104 Toronto, ON. M2K 1E0

Website

www.osaid.ca

Charitable Business Number

12694 0733 RR 0001