

# COMPANY OVERVIEW

Empowering Responsible Choices





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## Introduction

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# Serving and Protecting Our Community with Integrity.

Presented by: Julia Matthews, Founder, Not  
Your Child Corp.



# Our Mission

Not Your Child Corp is on a mission to reduce alcohol-related harm by normalizing the use of breathalyzers in society.

**We're not just providing breathalyzers—we're providing a culture shift toward safer, more responsible drinking.**

Our mission is clear: to save lives, empower individuals to make better choices, and reduce alcohol-related incidents.

We achieve this through education, real-time alcohol liability protection, and community engagement.

**BE A HERO, SAVE A LIFE.**

It might just be yours



Julia Matthews founded Not Your Child Corp with the loss of loved ones to inebriated driving in mind.

These tragedies drove her passion for creating a safer environment for people to make informed, responsible decisions about alcohol.

She believes in protecting others through education and tools that promote awareness and responsibility.

**Her mission is to empower individuals with the ability to make life-saving decisions—not just at events, but in their everyday lives.**



# Our Products



## Innovative Breathalyzer Options

- Our cutting-edge breathalyzers provide accurate, easy-to-read results, empowering users to understand their Breath Alcohol Content (BrAC).
- Single-Use Breathalyzers are portable and disposable, ideal for events, ensuring individuals know their BrAC before making crucial decisions about driving or other risky behaviors.
- These breathalyzers help individuals make informed choices about alcohol consumption, promoting safety at social gatherings.



## Promoting Responsible Decisions

- **By incorporating breathalyzers into everyday life, we can shift the culture towards making responsible decisions a priority.**
- Long-term use of breathalyzers helps normalize their presence in social settings, leading to a decrease in alcohol-related incidents.
- We save lives and empower individuals to make better choices through education and real-time monitoring.



# Community Engagement

## **01** Festival Participation

Not Your Child Corp actively participates in beer and wine festivals, connecting with attendees and offering breathalyzer testing to ensure they understand their limits.

## **02** Education through Events

These festivals provide us with an opportunity to educate the public on the importance of alcohol monitoring, discussing the impact of alcohol on decision-making.

## **03** Promoting Responsible Consumption

We work with event organizers to encourage responsible consumption, making sure no one leaves intoxicated or at risk.





# Community Engagement





# Community Reviews.





# Community Engagement







# Community Engagement



# SCHOOL TALKS & EDUCATION

We believe in educating the younger generation about responsible drinking and alcohol's impact on decision-making.





# School Talks and Education



## Focus on Harm Reduction

Our school talks emphasize harm reduction strategies to help students make informed choices.



## Understanding Alcohol Poisoning

Our sessions cover critical topics such as understanding alcohol poisoning. We aim to equip students with the knowledge to recognize the signs and the importance of seeking help.



## Intoxication and Consent

We address how intoxication affects consent, helping students understand the implications of alcohol on personal interactions and decision-making.



# Safe Alcohol Consumption Service



## Real-Time Breath Testing

At both private and corporate events, we offer a valuable service—real-time breath testing to ensure the safety of all attendees.



## Proactive Protection

By offering voluntary breath tests, we ensure that no one leaves an event over the legal limit, reducing the risk of accidents.



## Support for Hosts

We serve as an additional layer of support for event hosts, monitoring alcohol consumption and alerting them if someone is in danger of becoming intoxicated or unsafe to drive.



## Liability Protection

Through our service, hosts receive alcohol liability protection in real time, helping to mitigate risks and create a safer environment.





# OUR EVENT SERVICE.



# A HOLIDAY EVENT.



# Real-Time Protection & Legal Support

## Legal Protection for Event Hosts



- Our services provides **an additional layer of protection for hosts, monitoring alcohol consumption at events.**
- We prioritize attendee safety and the legal security of event organizers, ensuring responsible alcohol service.

## Ensuring Safety and Accountability



- Our commitment to safety extends beyond just breath tests—**we offer up to one year of legal protection for event hosts. If an issue arises, we provide legal testimony and support in court.**
- Standard Operating Procedures (S.O.P.): Our unique protocols ensure hosts are protected in case of an incident.

# New Partnership with AlcoTech Canada

## #CanadaStrong Breathalyzer Program

- We are thrilled to announce our new partnership with AlcoTech Canada to offer a FREE #CanadaStrong Breathalyzer Program.
- This program provides bars, pubs, and clubs across Canada with state-of-the-art breathalyzers at no cost.
- Additionally, these establishments receive lifetime calibration and maintenance services—ensuring the breathalyzers always function at peak performance.
- By making breathalyzers easily accessible, we empower businesses to create a safer environment for their customers, promoting responsible drinking habits in public spaces.
- With this initiative, we're working to change the way people think about alcohol safety, ensuring more Canadians have the tools they need to make responsible choices.





# Impact of Our Partnership

## 01 For Businesses

Free access to top-quality breathalyzers ensures a safer environment for customers and staff, promoting responsible drinking habits.

## 02 For Customers

Greater confidence in their ability to monitor their own alcohol consumption and make informed decisions about their safety.

## 03 For Society

A significant reduction in alcohol-related incidents contributes to the overall safety of our communities.

## 04 Long-Term Impact

By implementing these programs, we hope to normalize the use of breathalyzers, reduce alcohol-related risks, and change societal attitudes toward responsible drinking.





# How Our Values Align with Rotary's Principles







# How Our Values Align with Rotary's Principles



## Shared Values

At **Not Your Child Corp.** our values are rooted in **serving and protecting** our communities.

We are driven by a **deep sense of responsibility**, ensuring that every individual has the opportunity to make informed, safe decisions—especially when it comes to alcohol consumption.



## Commitment to Service

**Just like Rotary, we believe in putting the needs of others first.**

Our educational programs, breathalyzer services, and liability protection reflect our commitment to service above self, ensuring that we're constantly working to better the lives of others.



## Integrity in Action

**Integrity is central** to both our company's operations and Rotary's values.

**We act with the utmost transparency and ethical responsibility**, ensuring our actions reflect our commitment to the safety and well-being of those we serve.

# Service Above Self



The principle of '**Service Above Self**' is at the heart of both **Rotary and Not Your Child Corp.** This principle emphasizes the importance of prioritizing the needs of others, reflecting our commitment to community service and safety.

Not Your Child Corp's initiatives, including offering voluntary breathalyzer tests and educational talks at various events and schools, exemplify this dedication.

Our focus remains on preventing harm and promoting safe choices, ensuring that we are constantly working to better the lives of others and make communities safer.

# Integrity



## Integrity: A Core Value We Share

- Integrity is foundational to both Rotary's principles and our company's operations.
- From providing accurate breathalyzer results to offering legal protection for event hosts, we ensure our actions are guided by transparency and ethical responsibility.
- Just as Rotarians are committed to doing the right thing, we uphold these values in everything we do, ensuring that we act in the best interest of those we serve.





# Fellowship and Leadership

## 01 Collaborative Initiatives

**Fellowship drives our approach to creating safer communities** through partnerships with organizations like Alco prevention Canada & AlcooTech Canada, bringing together people for a common cause.

## 02 Empowering Leadership

**As Rotarians take leadership in their communities, we lead by example,** promoting responsible decision-making and accountability in alcohol consumption.

## 03 Community Engagement

Our collaborations with event organizers foster a sense of community, encouraging individuals to engage in safer, more responsible choices.



# Community Impact



## Educational Programs

Not Your Child Corp provides educational programs at schools and community events, teaching individuals about the effects of alcohol on decision-making and safety. These programs empower participants with the knowledge to make informed choices regarding alcohol consumption.



## Breathalyzer Services

Our real-time breathalyzer services at festivals and events allow individuals to understand their blood alcohol content (BrAC), promoting responsible drinking. This proactive measure helps prevent alcohol-related incidents within the community.



## Long-Term Community Safety

By fostering a culture of responsibility and safety, Not Your Child Corp contributes to reducing alcohol-related risks in our communities. Our initiatives aim to create an environment where individuals prioritize safe choices regarding alcohol consumption.



# Moving Forward Together

## Collaborative Initiatives for Safety

- Please **follow us** on Instagram @NotYourChildCorp and on LinkedIn.
- Please **join forces with us** if there is an event where we can offer our service and or promote responsible drinking initiatives.
- We are also **open to collaborative outreach programs** that can enhance awareness about the dangers of alcohol misuse.





# Questions and Discussion

- I'm happy to answer any questions or discuss how we can work together to promote safety, responsibility, and better choices in our communities.
- Your thoughts and insights are valuable as we create safer environments for everyone.



**NOT YOUR  
CHILD CORP.**

**THANK YOU**