



# MADD

Activism | Victim Services | Education

FOR THE BUSINESS COMMUNITY

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### RECENT MADD MILESTONES

- 2001- MADD is named one of Worth Magazine's Best Charities in America.
- 2002- MADD's trained victim advocates serve 22,000 victim/survivors of drunk driving crashes.
- 2003- MADD launches a multi-media show for middle and high school students to help youth make good choices on the tough decisions regarding alcohol.
- 2004- Due to MADD advocacy, 50 states and D.C. pass .08 BAC as the illegal drunk driving limit.
- 2005- MADD announces Glynn Birch as its first-ever male national president.

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## About MADD

### Who We Are

MADD is a 501(c)(3) non-profit grass roots organization with more than 400 entities nationwide.

MADD is moms, dads, daughters, sons and uncles, friends and neighbors of all ages and from all walks of life.

Our mission is to stop drunk driving, support the victims of this violent crime and prevent underage drinking.

### What We Do

MADD was founded in 1980, and after 25 years, continues to be the nation's leading organization in the fight against drunk driving.

Since its beginning, MADD has helped save nearly 300,000 lives

through research-based programs, policy initiatives, exemplary victim services and public education.



MADD continues to be a leading advocate for sobriety checkpoints, primary seat belt laws

and stricter penalties for repeat offenders and other high-risk offenders. MADD also advocates for other key research-based legislation across the nation.

### MADD in NC

With over 1,000 volunteers/members serving the state, with the support of full-time staff members, MADD-NC offers a wide range of free support services and information for victims of impaired driving as well as the delivery of programs throughout the state designed to raise communities' awareness about the dangers that drunk driving poses to families and educating students about the devastating effects that underage drinking have on their lives.

## The Story of One Precious Life Lost



Her name is Carlie. She loved playing with her dog, Sadie, and reading bedtime stories. Her favorite movie was *The Lion King*.

Carlie was killed on January 1, 1998. Her mother was intoxicated with a blood alcohol content (BAC) of .22 percent, over twice the BAC legal limit.

She had been placed in the front seat of the car her mother was driving. Her unused booster seat was found in the back of her mother's wrecked vehicle.

Carlie's mother had been specifically court-ordered not to

consume alcohol in Carlie's presence. This was not enough to save Carlie's life.

The work MADD does saves lives. MADD supports the rigorous enhancement of sanctions against drunk drivers when these offenders have been found to be driving with a minor child in the vehicle.

Your organization's participation in our events or employee education will help us eliminate this crime that is 100% preventable. Help us protect our roads and save lives.

For more information about partnering with MADD-NC, contact: Paul Basile at 919.787.6599 or email paul.basile@madd.org

# Strides For Change - Spring 2007



## What is Strides for Change?

MADD's Signature 5K walk is a great way to involve your associates in a

**Step-by-Step, we're saving lives!**

fun and important event in our area. Our first walk raised over \$57,000 to help us fund the life-saving work we do in our state.

Among our list of sponsors for the walk were the Law Offices of James Scott Farrin, Monitech Ignition Interlock Systems, Takata Safety Systems, Rehabilitation Support Services, RBC Centura Bank, True2Form Collision Repair Centers and The Fayetteville Observer.

Our next event, scheduled in Spring 2007, promises to be even more successful. The involvement of local business and corporate partners in forming teams to participate in the walk builds excitement and a sense of pride for all associates.

Being a part of the important work MADD does in North Carolina to help save lives is a great morale booster for all those walk participants.

Form a team and show your company's support for the important work MADD does in our state!

**Click. Walk. Save Lives.**

*"Strides for Change helps to raise funds to support efforts to educate citizens on how to prevent drunk driving and how to enforce laws pertaining to drunk driving and underage drinking."*

**-Michael F. Easley  
Governor of  
North Carolina**

# Road Rally - Fall 2007

## What is the Road Rally?

It's a non-competitive rally geared toward individuals, civic organizations and corporations with large employee bases. The road rally is designed to offer people a family-friendly event that brings together teams of car and road enthusiasts for a fun day celebrating life and bringing communities together. The Road Rally is a novelty rally designed for auto enthusiasts or any-

one who wants to have fun! The road rally is an event with activities such as a kids zone, safety fair and auto show commencing at the completion of the road rally. Unlike the serious professional road rallies that take place involving time and intense precision in every aspect, MADD's *Shifting Gears* road rally is more fun, laid back and innovative rally. It involves clues and puzzle-solving as a way to iden-

tify landmarks to aid in navigating the course route. Prizes will be awarded to the top three finishers and other fun prizes will be given out to those that get "lost" along the way! Approximately 75 vehicles (crews) will be participating.



# A Special Event - Fall 2006

## We're having lunch and you're invited!

Miss America, Jennifer Berry, and MADD's National President, Glynn Birch will be visiting the Triangle to kick off a MADD milestone campaign in our area.

Miss Berry has been a forceful advocate for MADD and has traveled

throughout the U.S. to speak about the dangers that drunk driving poses to our families and friends.

With an increase in the number of alcohol-related fatalities in 2005, the battle against drunk driving has intensified.

Join us on October 16th at the Cardinal Club in downtown Raleigh

to meet with our legislators, law enforcement officials and leaders within our business community as we discuss the strategy to stem the tide of increasing DWI offenses, nation-wide and within our state.

To make your reservation, call 919.787.6599.



# Employee Giving



There are many ways to become involved with MADD's mission to help prevent drunk driving, supporting the victims of this violent crime and preventing underage drinking.

One very effective approach is the Employee Giving Program.

Associates in your company can make ongoing gifts of cash automatically deducted from their paychecks to MADD. By doing this, MADD-NC receives 100% of the gift, at no cost to the employee or to the organization. You company can also earmark your total donation towards sponsorship of our events.

Some companies offer their associates an opportunity to make a one-time gift of cash to Mothers Against Drunk Driving-NC through their online employee giving program.

These donations may then be matched by the company.

MADD's paper icon program is another way for employees to help support MADD-NC. Icons are purchased for either \$1 or \$5 and are prominently displayed within the cafeterias, break rooms or made available for your customers to purchase. It's an easy and fun way to help MADD and communicate to associates the important message that drinking and driving don't mix.

Around the holidays is an ideal time to launch the paper icon campaign!

*"When people like you become aware and involved in this issue, drunk driving decreases and lives are saved"*

*-Craig Lloyd, MADD State E.D.*



MADD created the *Tie One On For Safety* campaign, which was originally named the 'Project Red Ribbon' campaign, in 1986 to help heighten public attention to drinking and driving during the holiday season.

The program was designed to encourage the public to become actively involved in the fight against drunk driving by tying a MADD ribbon to a visible place on their vehicle, such as the antenna or side mirror.

## Tie One On For Safety



Previous national campaign chairpersons have included Connie Selleca, Joan Lunden, Naomi Judd and Kelly Ripa, who supported the campaign by appearing at national events or other media appearances and through public service ads.

North Carolina 2006 event is scheduled to kickoff on **October 16th** with a visit from Miss America Jennifer Berry and National MADD President Glenn Birch.

### Tie One on for Safety Goals

- Recruit anti-drunk driving partners to tie MADD ribbons to a visible place on their vehicle.
- Increase awareness about drunk driving during the holiday season.
- Offer suggestions to deter drunken driving.
- Create a recognizable symbol across the U.S. to help prevent drunk driving.
- Encourage car dealers and individuals across the state to join us and help save lives.....

# Corporate Alliances - Delivering Solutions

The on-going struggle against drunken driving is waged right in the middle of our communities across our great state.

It may take the form of a school presentation delivered to the student body of an entire high school located within a nearby county, educating students about the dangers of underage drinking.

Or perhaps it's an event recognizing the contributions of volunteers and law enforcement officers who have tirelessly served their communities by working together to successfully implement sobriety checkpoints in municipalities across North Carolina.

Or it may be a candlelight vigil in the center of our state capital, honoring those who were taken from their

families because of individuals who made irresponsible decisions to drive under the influence of alcohol.

These events continue to remind everyone that impaired driving is a real problem that can effect anyone.

The support of businesses in the communities served helps to create a clearer and stronger

voice for all to hear.

Together, let's continue to deliver life-saving messages and solutions.



# A Fun Way to Help MADD



There are tons of ways your organization can help us expand our mission and save lives. MADD partners across the state offer their employees and customers ways to actively participate in awareness and unique fundraising events.

From company bake-sales to carnivals, we encourage you to develop your own events with MADD as your Charity of Choice.

For example, the next time the crew gets ready for the usual dress down Friday, collect a \$5 fee from associates who will be wearing jeans or casual clothes on the designated day.

Your MADD representative can help you by providing special stickers to those who have paid to wear jeans. MADD will also assist in the promotion of the event by helping

to create signs and posters to explain why we're joining together and who will benefit.

Another great opportunity is possibly a company golf tournament or a donation day. Donation days are popular with restaurants that can donate a portion of the day's proceeds to MADD. Another example is car dealerships that make a donation with every test drive or vehicle sale.

Its up to you, Give us a call today and we'll help you develop something fun and new today.....

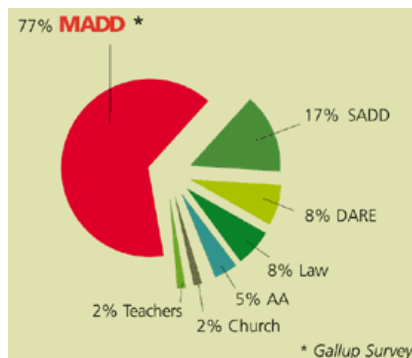
**People don't care how much you know until they know how much you care.....**

## Partner with MADD - Here's Why

Aligning yourself with MADD can make a difference with your customers, your community and your bottom line.

MADD has a 97% name recognition with the American public.

The American public knows MADD. When Gallup asked what groups are working to stop drunk driving, unaided this is how those who participated responded:



Here in North Carolina, supporting MADD by sponsoring our fundraising activities will give high visibility to your enterprise as a caring and responsible corporate citizen.

Through our newsletter, website and access to local media, the benefits of supporting our state-wide fundraising events are tangible. Customers will see that your support has helped MADD deliver life-saving programs and services right in their own backyard.

## The Best Lunch & Learn Ever.....

### Lunch and Learn

MADD's community outreach extends to businesses within our communities who would like to extend to their associates important information about being safe and sober before getting behind the wheel. MADD staff offers insight and statistics about drunk driving in their communities. We also offer demonstrations with fatal vision goggles about what the world looks

like when a person is alcohol impaired and other activities to inform and educate about what we all need to know about keeping ourselves and our families safe. We also offer the opportunity to host a *Mock-tail Party* in which we show your employees how they can host wonderful alcohol-free options at their next function.

### Become a Partner

Ask us about how your company or

business can become a partner with MADD and take advantage of the many programs and services we offer.

There are other benefits as well. MADD's planned events throughout North Carolina are well publicized and this gives your organization the opportunity to get some great exposure as a partner with a nationally well-known organization that works hard to save lives.



**Fatal Vision**  
**Not seeing is believing.**  
**The effects that alcohol can have on how we see.**

# Join as a Corporate Member of MADD



MADD is a unique organization in which we have hundred of thousands of MADD individual members across the country. In a new endeavor, we are now asking businesses and community

partners to join us in our goal to save lives.

We offer two main types of membership. One is Gold and the other is Silver. Our gold membership is our premier membership and is based off the total number of drunk driving deaths within North Carolina which currently is 553. Your membership towards this level would then be \$553.00 annually. Our goal is to reduce the number of drunk driving deaths each year resulting in a reduction of the membership cost..

Our silver membership is a flat fee of \$250.00 annually. Both memberships go towards our mission to expand our programs such as Victims Services and Youth Education across the state.

Depending on which level of membership you choose, the benefits include:

- **A membership window decal**
- **Listing on our state website**
- **Subscription to our State Newsletter**

**Contact us for more info about these memberships!**

*Drunk Driving is a national menace, a national tragedy and a national disgrace.....*

**President Ronald Reagan**

## Working Together to Save Lives

### Ways we can work together.....

- 1) Offer an awareness campaign for your customers and employees.
- 2) Host a "Lunch and Learn" for your employees, featuring a mock-tail party and fatal vision demonstration.
- 3) Gain great exposure as a sponsor of one of our many events.
- 4) Encourage your employees to participate as a team in our Strides for Change Walk or in our Shifting Gears Road Rally.
- 5) Add MADD-NC as an option in your employee giving campaign.
- 6) Partner with MADD in a Cause Marketing campaign and share in the success.
- 7) Offer a donation program — where a portion of the proceeds from sales goes to MADD.
- 8) Have your organization join as a member of MADD.....



## By the Numbers.....

### The Next Life We Help Save Might Be Yours.....

- Annually, an average of 17,000 lives are lost in alcohol-related crashes. That's one death every 30 minutes due to drunk driving and approximately 39% of total traffic fatalities.
- In 2005, North Carolina had over 84,000 DWI arrests.
- 3 out of 10 Americans will be involved in an alcohol related crash at some point in their lives.
- North Carolina ranks 7th nationwide for alcohol related traffic deaths.
- More people have died in alcohol related traffic deaths than all American wars combined and drunk driving is the most committed crime in America.
- On average only 1 in 200 drunk drivers are caught.
- 47% of 8th graders have consumed alcohol.
- American children between ages 12-20, on average, consume over 830,000,000 alcoholic drinks a month.
- Of the children 0-14 years old who were killed in alcohol-related crashes during 2003, 47 percent were passengers in vehicles with drivers who had been drinking. Motor vehicle crashes are the leading cause of death for children and adults from three to 34 years of age. Estimates show that over 1/3 of all crashes are alcohol related.

