

Mothers Against Drunk Driving



Mothers Against Drunk Drivers (MADD) was founded in 1980 by a handful of grieving mothers. In 1984, MADD changed its name to Mothers Against Drunk Driving. By 2007, MADD has grown to approximately 400 affiliates and 2 million members and supporters nationwide.

MADD works to stop drunk driving, support the victims of this violent crime and prevent underage drinking. MADD's membership includes men and women of all ages from all walks of life. The majority of its funding comes from individuals, with some funding from government and corporate grants.

Since its founding, MADD has helped decrease alcohol-related traffic deaths by more than 40 percent and save more than 300,000 lives. MADD has also helped to pass thousands of drunk driving and underage drinking laws.

MADD was instrumental in the 1984 passage of a national law which set the minimum drinking age at 21. They also were involved in passing the 1995 "zero tolerance" provision making it illegal for those under 21 to drive after consuming any alcohol. In 2000, MADD helped pass a federal drunk driving limit of .08 percent blood alcohol concentration. MADD advocates for sobriety checkpoints, ignition interlocks, primary seat-belt laws and stricter penalties for repeat offenders and other high-risk offenders, as well as other key research-based legislation in states across the country.

MADD also provides free, supportive services to victims and survivors of impaired driving crashes including emotional support, guidance through the justice systems and referrals to financial assistance. MADD work to protect the nation's youth through limiting alcohol access to you and providing school-based alcohol use prevention programs.

State Farm Background

State Farm® and MADD frequently partner on auto safety issues. Throughout the years, State Farm has supported MADD's efforts to reduce impaired driving. While there was a brief hiatus in our national sponsorship, our relationship at the local level has remained strong and our support of this critical auto safety issue is steadfast.

State Farm is the national presenting sponsor of MADD's *Protecting You/Protecting Me* alcohol use prevention curriculum for elementary students, which is implemented in 28 states.

State Farm provided a grant to implement the *Protecting You/Protecting Me* service-learning program in four school districts in Alabaman, Hawaii and Texas. The approximately 1,600 students and parents involved in the program were notified that State Farm is the first corporate sponsor of this program. State Farm has also provided a grant for *Protecting You/Protecting Me* to be implemented in the Chicago public school system.

At A Glance:

Contact Information:

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President:

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National Numbers

- 400 affiliates nationwide, Guam and Puerto Rico
- 4 international affiliates
- 2 million members & supporters

Program Highlights

MADD conducts a number of national programs and public awareness campaigns including:

- *Campaign to Eliminate Drunk Driving*
- Designate a Driver Campaign
- *Tie One on For Safety* Holiday Red Ribbon Campaign

Although alcohol-related traffic deaths have decreased by more than 40 percent since MADD started, drunk driving remains the nation's most frequently committed violent crime. Nearly 17,000 people are killed and more than half a million others are injured in alcohol-related traffic crashes each year. Underage drinking is America's No. 1 youth drug problem, killing more young people than all other illicit drugs combined.

Corporate Contact

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