

DESTINATIONS REACHED. DREAMS REALIZED.



Making the roads safer so you can do what you love with those you love.

No More Victims. Simply put, that's why Mothers Against Drunk Driving was founded. That's why we exist today. And that's our hope for the future.

On the road of life, we want every family to be safe without the threat of drunk or drugged driving. And we want every family to stay whole without the danger of underage drinking consequences.

Our work is preventing the 100% preventable. But sadly, more than 300,000 innocent people are killed or injured on our roadways every year. Countless more are changed forever, yet find comfort, and eventually hope, through our free victim services.

MADD won't stop until drunk driving does—because one empty seat at the table is one too many. With your help we will arrive at a destination of zero deaths and injuries. Together we will see our dream come true of No More Victims.

MADD'S IMPACT

Since our founding in 1980:



DRUNK DRIVING
DEATHS CUT BY
53%

350K+
LIVES SAVED...
AND COUNTING



820K+
VICTIMS SERVED

MADD IS THE PREMIERE NONPROFIT WORKING TO END DRUNK DRIVING, HELP FIGHT DRUGGED DRIVING, SUPPORT THE VICTIMS OF THESE VIOLENT CRIMES AND PREVENT UNDERAGE DRINKING.

We prevent needless tragedies and provide supportive services at no charge to victims and survivors. Our passionate and compassionate volunteers and staff across the country tirelessly work to make the roads safer for our children, our families, and all Americans.

THE REASON TO HELP			
	2 OUT OF 3 PEOPLE WILL BE IMPACTED BY DRUNK DRIVING IN THEIR LIFETIME	EVERY DAY 28 PEOPLE ARE KILLED BY DRUNK DRIVING	EVERY 2 MINUTES SOMEONE IS INJURED IN A DRUNK DRIVING CRASH
THE REASON TO HOPE			
	A VICTIM SERVICE IS PROVIDED EVERY 3 MINUTES	28 STATES AND DC HAVE PASSED ALL-OFFENDER IGNITION INTERLOCK LAWS	A PARENT OR TEEN IS EDUCATED EVERY 4 MINUTES

Partnerships with a Purpose

Create a sustainable, competitive advantage for your organization with alignment around proven, dynamic programs:

- *Campaign to Eliminate Drunk Driving*®
- *Power of Parents*®
- *Power of You(th)*®
- *Power of Community*®
- *Walk Like MADD*®
- Victim Services
- Law Enforcement Recognition
- *Tie One On For Safety*®

Pathways to Engagement

Create customized programs that provide ownership and impact:

- Marketing sponsorships
- Charitable sales promotions and cause-related marketing
- Employee engagement
- Social media promotions
- Event marketing
- Educational initiatives
- Advocacy initiatives
- Customer donation programs
- Licensing programs

Contact:

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MADD's REACH ANNUALLY

97%
Brand recognition

3.8B+
Media impressions

1.25M+
Members & supporters

200K+
Offenders educated

2.26M+
Website visits

560K+
Social engagement

1.77M+
Drunk driving trips prevented by ignition interlock devices

