



refocus

Mothers Against Drunk Driving

Annual Report 2001-2002

| *vitalize* to make vital; give life to

re vitalize

The "Getting MADD All Over Again" report urges the nation to embrace the following top eight actions to sharply reduce alcohol-impaired driving:

1. Get the nation "MADD All Over Again."
2. Increase DWI/DUI enforcement.
3. Enact primary enforcement seat belt laws in all states.
4. Enact tougher, more comprehensive sanctions against higher-risk drivers.
5. Develop a dedicated National Traffic Safety Fund.
6. Reduce underage drinking.
7. Increase beer excise taxes.
8. Reinvigorate court monitoring programs.

Dear Friends,

Fiscal year 2001-2002 marked a significant time for Mothers Against Drunk Driving (MADD) as the organization honed in on the national health crisis of drunk driving. Our new eight-point plan was designed to get America "MADD All Over Again" and resuscitate the nation's efforts to prevent its most frequently committed violent crime.

Between 1980—the year MADD was founded—and 1994, alcohol-related traffic deaths dropped by a dramatic 43 percent. Despite our best efforts, in the last two years, the drunk driving death toll has stalled at approximately 16,000 to 17,000 annually. Crashes involving alcohol now represent 40 percent of total highway fatalities and total more deaths than in 1994.

To address this plateau of complacency in our nation, MADD convened the first-ever National Impaired Driving Summit in January 2002, bringing together more than 60 leading experts to help identify the most effective solutions to the drunk driving problem. As a result, in June 2002, we unveiled our new action plan to refocus and revitalize the fight against impaired driving.

The entire organization is devoted to the eight strategies that can change the nation's deadly course. We, however, cannot do it alone. It will take the commitment, support and action of the administration, Congress, governors, state legislators, the business community, attorney generals, prosecutors, judges, law enforcement agencies, traffic safety advocates, the media, communities nationwide and every single American.

While the eight-point plan was designed to save lives and prevent injuries, MADD remains dedicated to serving those who have experienced the tragedy of losing a loved one or being injured in a drunk driving crash.

Whether it be saving lives or serving victims, no effort is too small. By donating, you can help fund our important efforts. By volunteering, you can help expand our army of soldiers. By participating in MADD programs, you can help educate others. By designating a sober driver, you could help save a life.

We are at a pivotal point in the war against drunk driving. It is a war in which we must all take a stand, we must all be steadfast and we must all "Get MADD All Over Again" in order to stop impaired drivers from continuing to terrorize communities nationwide. Then, and only then, will we win the war on our nation's roadways.

Sincerely,



Joseph J. LoSchiavo
Chairman of the Board



Chairman of the Board
Joseph J. LoSchiavo



National President
Millie I. Webb



Executive Director
H. Dean Wilkerson, J.D.

*The mission of Mothers Against Drunk Driving is to stop drunk driving,
support the victims of this violent crime and prevent underage drinking.*

| *educate* to train or develop knowledge, skill or mind

re educate



This year, MADD launched its updated Web site—www.madd.org. The dynamic new site offers users the most up-to-date information about drunk driving and underage drinking prevention and victim services. The easy-to-navigate site also provides victim tributes, news, statistics, event calendars and an opportunity for online donations. Visitors will also find a chapter locator, legislative alerts, program information and in-depth information on specific topics.

As part of the organization's ongoing commitment to improve traffic safety in diverse communities, MADD launched a Spanish-language Web site located at www.madd.org/spanish or by selecting "MADD en Espanol" at www.madd.org. Visitors to the site are able to retrieve invaluable drunk driving and underage drinking prevention information, as well as victim service information in Spanish.

The pilot program, *Pasa las Llaves (Pass the Keys)*, co-sponsored by MADD and Mitsubishi Motors, was launched by four MADD chapters in high-density Hispanic/Latino areas: Los Angeles/Orange County, Dallas, Miami and Chicago. The campaign educates Latinos about the consequences of drunk driving and communicates the message to "pass the keys" to a sober driver before celebrations begin. Each *Pasa las Llaves (Pass the Keys)* site has a Hispanic/Latino Advisory Council, which is comprised of Latino community leaders, MADD volunteers and Mitsubishi Motors executives. Each council works to develop ways to connect with the Hispanic population in its respective city and deliver MADD's lifesaving messages.

The 2001 holiday season marked the 15th anniversary of MADD's popular *Tie One On For Safety* holiday ribbon campaign that urges motorists to tie a red MADD ribbon to their vehicles as a pledge to drive safe and sober. Well-known TV star Kelly Ripa, whose sister Linda was severely injured in a drunk driving crash, served as the campaign chairwoman. MADD and program sponsor Saturn joined forces nationwide in an effort to elevate the issue of drunk driving and to prevent deaths and injuries. Free ribbons and window decals were available to motorists through Saturn retailers and MADD chapters.

MADD began preparing for the launch of its new organizational logo, which was designed to reach a broader audience with MADD's programs, services and lifesaving messages. Retaining the popular "Don't Drink & Drive" symbol, the updated logo is cleaner in style and highlights the three prongs of MADD's mission: victim services and the prevention of drunk driving and underage drinking.

In September 2001, MADD announced its first National Board of Advisors, whose distinguished members bring a variety of expertise and experience to enhance MADD's lifesaving efforts. Advisory board members include: highly acclaimed author and poet Dr. Maya Angelou; Grant Hill, NBA All-Star player with the Orlando Magic; Naomi Judd, one-half of country music's most famous and highly acclaimed mother/daughter teams; long-time MADD supporter, then former U.S. Senator Frank Lautenberg; actor, producer, director and community activist Edward James Olmos; Hughes Electronics Chairman Harry Pearce; Daniel Rosenblatt, executive director, International Association of Chiefs of Police; Judge Judith Sheindlin, presiding judge over real-life cases on the courtroom series *Judge Judy*; pastor, speaker, motivator and author Dr. Robert Schuller; Gary Smalley, well-known author and speaker on family relationships; Sheryl Swoops, member of the 2000 WNBA Champion Houston Comets, WNBA's 2000 MVP, Defensive Player of the Year and two-time Olympic gold medallist on the USA Olympic Women's Basketball team; 21-year-old pop and ballad singer Jaci Velasquez; Robert B. Voas Ph.D., senior research scientist with Pacific Institute for Research and Evaluation; Alexander C. Wagenaar, Ph.D., professor of epidemiology and director of the Alcohol Epidemiology Program at the University of Minnesota School of Public Health; and National Council of La Raza President Raul Yzaguirre.



| *member* a person belonging to an association

remember

To help serve more victims and survivors of impaired driving, MADD began work on 15 new Spanish-language brochures, funded by grants from Mitsubishi Motors and the Bureau Of Justice Assistance, Office of Justice Programs, U.S. Department of Justice. The brochures address victim-specific issues such as teen grief, child victimization, sibling bereavement, injury issues and financial assistance.

In September 2001, MADD's online victim tribute took center stage when it moved to MADD's Web site homepage at www.madd.org. Drunk driving victims honor their loved ones killed or injured in crashes by submitting a photo and tribute for possible feature on the site.

MADD online also played an important role in service efforts by allowing victims to receive assistance via the Internet. In addition to helpful information, resources and easy access to advocates, weekly online victim support groups also help those touched by the tragedy of drunk driving.

Education and training were critical in MADD's efforts to provide meaningful services to victims. Numerous MADD victim advocates attended beginning and advanced victim assistance classes on topics including criminal justice issues, victim support, crime victim compensation and dealing with grief and loss specific to drunk driving. MADD offered death notification sensitivity training to law enforcement officials, coroners and funeral home directors, which covered proper protocol for delivering the news to family members and addressing the needs of the bereaved. For crash victims and survivors, civil justice trainings addressed civil suits from beginning to end, personal injury, wrongful death, dram shop and social host laws, and many other topics relating to civil trials.

Immediately following the September 11 terrorist attacks, MADD and a coalition of other leading victim assistance groups offered a series of coping with trauma tips to help people understand and manage their feelings related to one of the nation's most traumatic events. The Office of Victims of Crime (OVC), one of five bureaus within the Office of Justice Programs, U.S. Department of Justice, awarded MADD with a grant to fund the organization's efforts and activities in support of September 11 victims.

MADD members and supporters from the United States and Canada gathered to pay tribute and remember those killed and injured in impaired driving crashes at an International Candlelight Vigil of Hope and Remembrance hosted by MADD Canada in Toronto. The vigil provided bereaved and injured survivors, caregivers, friends and supporters a time to come together to share, comfort and be comforted.

A monthly victim service newsletter provided resources, information and ongoing support for MADD victim advocates to help them continue to support injured victims, helping the bereaved and assisting with the judicial process.

| *form* the particular mode of existence a thing has or takes



reform

Despite MADD's best efforts, in the last two years, the drunk driving death toll has stalled at approximately 16,000 to 17,000 annually. In response to this plateau of complacency in our nation, MADD convened the first-ever National Impaired Driving Summit in January 2002, bringing together leading experts to identify the most effective countermeasures to drunk driving. As a result, in June 2002, MADD unveiled its new eight-point action plan to jumpstart the war against drunk driving. The "Getting MADD All Over Again" report urges the nation to embrace eight life-saving action steps.

The release of the "Getting MADD All Over Again" recommendations coincided with the announcement of new federal legislation to combat higher-risk drivers and the start of a series of congressional hearings to reauthorize the next six-year highway transportation funding bill. Additionally, MADD National President Millie I. Webb testified at a February congressional hearing on highway safety where she called for legislative action to combat drunk driving. MADD also requested the establishment of a dedicated National Traffic Safety Fund to provide substantially increased resources for priority traffic safety programs.

Concerned about the influx of alcohol advertising targeting youth, MADD spoke out about the need for stricter standards for alcohol advertising, including ads for beer, wine, liquor and malt-based beverages. Calling for immediate congressional hearings to examine the issue and alcohol advertising's effects on youth, MADD also released its new policies on alcohol advertising and urged television networks to adopt the guidelines. According to an independent public opinion poll, Americans back MADD's stance. A significant majority of respondents said they would support stricter policies or responsibility standards for all alcohol advertising on television.

To combat the substantial efforts of the National Beer Wholesale Association to roll back the federal beer excise tax to its 1991 level, MADD, the Center for Science in the Public Interest (CSPI), the Governors' Highway Safety Association and the Consumer Federation of America (CFA) joined forces and urged Congress to reject the bill. Economic reports estimate that the 1991 increase in beer taxes save more than 600 young lives in alcohol-related crashes each year. A national public opinion poll backs MADD's position, showing that 71 percent of Americans would support increasing the national beer tax a few cents per bottle to equal the tax on liquor if the funds were used for substance abuse prevention.

On the eve of the Labor Day holiday weekend, MADD, Nationwide Insurance and police chiefs launched an anti-drunk driving education and enforcement blitz. During MADD's *National Sobriety Checkpoint Week* (August 29 - Sept. 4), adults were encouraged to drive safe and sober and the International Association of Chiefs of Police (IACP) and the National Organization of Black Law Enforcement Executives supported the use of sobriety checkpoints, saturation patrols and roving patrols during the historically dangerous holiday weekend.

MADD reached out to the Native American community through two special Safe & Sober Workshops sponsored by the National Highway Traffic Safety Administration (NHTSA). Approximately 20 tribes attended the workshops, which were held in Phoenix, Ariz., and Bismark, N.D.

| *vive* an exclamation of acclaim

re v i v e

In fiscal year 2001-2002, MADD's national multi-media school assembly programs, *Fake ID* and *Street Smarts*, reached more than 1,200 schools and nearly 1 million students nationwide. *Fake ID*, for junior- and senior-high youth, teaches students how to refuse alcohol, make smart decisions and keep themselves healthy and safe. Hosted by *Home Improvement's* Zachery Ty Bryan with appearances by actress Rachael Leigh Cook and Jillian Parry (Miss Teen USA 2000), *Fake ID* offers an exciting blend of powerful imagery and special effects. It also uses poignant stories of real young people, major motion picture clips and segments from current music videos to challenge students to think about who they want to be, what they want their futures to hold and wise decisions that will help ensure a healthy future. *Street Smarts*, for elementary students, has an emphasis on personal safety, how alcohol affects growing brains and why it is important to make healthy choices.

Educators nationwide used *Protecting You/Protecting Me*—an elementary school alcohol use prevention program and curriculum using cutting-edge brain research. In May 2002, the program was named as a model program by the Substance Abuse Mental Health Services Administration (SAMSHA), Center for Substance Abuse Prevention (CSAP). The program curriculum teaches children how to protect themselves and make informed decisions. It also provides specific ways children can reduce the risks of riding with a driver who is not alcohol-free.

MADD's Youth in Action program teams young people with adult community partners to implement environmental prevention strategies by changing laws, strengthening enforcement and advocating change through the media. Through an ongoing partnership with the Justice Department's Office of Juvenile Justice and Delinquency Prevention (OJJDP), Youth In Action teams were established in 14 new communities, increasing the total to 21 nationwide. Each team works on projects to reduce the social and retail availability of alcohol to youth through a partnership with law enforcement to monitor alcohol sales to minors and strengthen enforcement of underage drinking laws.

Last summer, MADD held six Youth Leadership Power Camps to help young people learn the skills necessary to change the social environment that often condones underage drinking. From addressing public policy options, to joining efforts with law enforcement, to working with the media, young people learned ways to prevent youth alcohol use. Throughout the camp, teams of alcohol-free student leaders were trained about alcohol and drug abuse and how to work within their communities to reduce these problems. Participants also spent time with hundreds of other student leaders sharing ideas, building friendships and learning valuable information.

| *store* to fill or furnish with a supply or stock



re store

2002 MADD National President's Awards Recipients

Criminal Justice Award

Peter Carlisle—Honolulu, Hawaii

Distinguished Service Award for Efforts to Combat Underage Drinking

MADD Alabama

Excellence in Diversity Award

MADD Pima County (Arizona)

Fundraising Achievement Award

MADD Sussex County (New Jersey)

Heart of MADD Award for Victim Assistance

MADD Texas

Interactive Technology Achievement

MADD Honolulu (Hawaii)

Jean Moorhead Duffy Award for Legislative Initiative

MADD Alaska

Level I Chapter of the Year

MADD Anderson County (Tennessee)

Micky Sadoff Award for Public Awareness/Education

MADD Central Florida

Outstanding Law Enforcement Award

Sgt. H. A. Broadus—Pasadena, Texas Police Department

Robert C. Shearouse Employee of the Year Award

Bonnie Helander—MADD San Diego (California)

Youth Activist of the Year Award

Justin Saint Cyr—MADD New Jersey

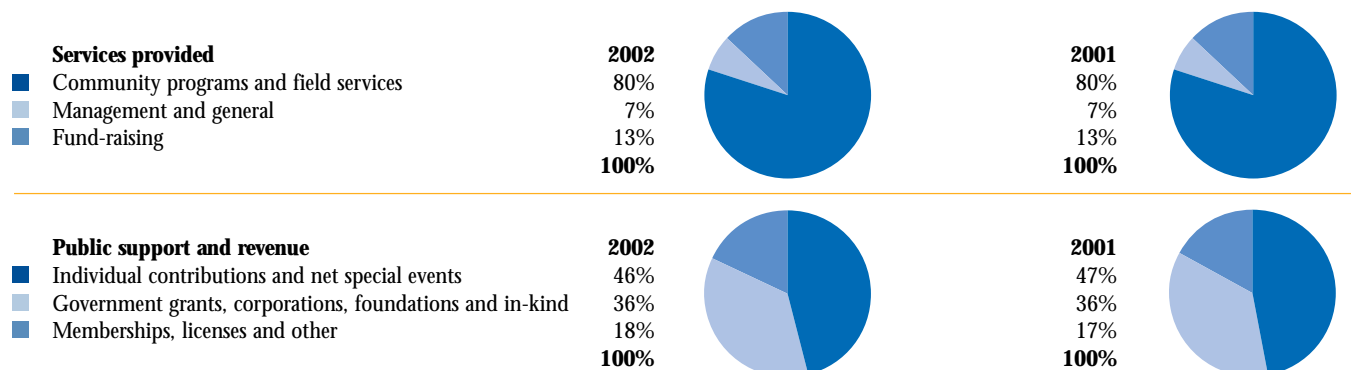
Golden Achievement Award

Barbara Gaylor—MADD Missouri

financial highlights | dollars in thousands

June 30, 2002 with comparative totals for 2001	Unrestricted	Temporarily Restricted	Permanently Restricted	2002 Total	2001 Total
Assets					
Cash and cash equivalents	\$ 19,126	\$ 873	\$ -	\$ 19,999	\$ 20,717
Investments, at market value	2,263	-	10	2,273	2,806
Receivables	2,891	-	-	2,891	2,030
Contributions receivable	689	69	-	758	1,475
Literature and supplies	589	-	-	589	711
Prepaid expenses and other	442	-	-	442	286
Property and equipment, net	1,414	-	-	1,414	1,296
Total assets	\$ 27,414	\$ 942	\$ 10	\$ 28,366	\$ 29,321
Liabilities and net assets					
Accounts payable	\$ 1,169	\$ -	\$ -	\$ 1,169	\$ 1,423
Accrued liabilities	1,111	-	-	1,111	1,078
Deferred revenue	342	-	-	342	432
Total liabilities	2,622	-	-	2,622	2,933
Net assets	24,792	942	10	25,744	26,388
Total liabilities and net assets	\$ 27,414	\$ 942	\$ 10	\$ 28,366	\$ 29,321

Year ended June 30, 2002 with comparative totals for 2001	Unrestricted	Temporarily Restricted	Permanently Restricted	2002 Total	2001 Total
Revenues					
Individual contributions and net special events	\$ 21,262	\$ 43	\$ -	\$ 21,305	\$ 23,289
Corporations and foundations	4,837	894	-	5,731	7,263
Government grants	8,420	-	-	8,420	7,537
In-kind	2,548	3	-	2,551	3,404
Memberships and victim impact panels	2,858	36	-	2,894	2,686
Licenses, promotions and other	5,741	65	-	5,806	6,039
	45,666	1,041	-	46,707	50,218
Net assets released from restrictions	1,299	(1,299)	-	-	-
Total revenues	46,965	(258)	-	46,707	50,218
Expenses					
Community programs	33,485	-	-	33,485	34,088
Field services	4,607	-	-	4,607	5,179
Management and general	3,359	-	-	3,359	3,143
Fund-raising	5,900	-	-	5,900	6,473
Total expenses	47,351	-	-	47,351	48,883
Change in net assets	(386)	(258)	-	(644)	1,335
Net assets at beginning of year	25,178	1,200	10	26,388	25,053
Net assets at end of year	\$ 24,792	\$ 942	\$ 10	\$ 25,744	\$ 26,388



MADD Contributors and Supporters**Five Star (\$1,000,000 and above)**

DialAmerica Marketing, Inc. \$3,589,883

Four Star (\$250,000 and above)

Ad Council \$ 396,263

Alamo Rent A Car \$ 770,550

GuideOne Foundation \$ 250,000

General Motors Corporation \$ 542,180

Citigroup \$ 250,000

Three Star (\$100,000 and above)

Mitsubishi Motor Sales of America, Inc. \$ 140,000

3M \$ 191,880

Helen L. Russell Administrative Trust \$ 120,000

Helen L. Lytle Trust \$ 121,045

Chevrolet \$ 120,000

Two Star (\$50,000 and above)

Estate of Herbert L. Block \$ 50,000

Michael Reese Enterprises, Inc. \$ 55,277

Kramers Recycling Used Parts \$ 57,550

Heart of Florida United Way, Inc. \$ 54,793

One Star (\$20,000 and above)

Excell Personnel, Inc. \$ 20,000

AIG Claim Services \$ 20,000

NFL Charities \$ 25,000

Intelli-check, Inc. \$ 25,000

Toyota Motor Sales, USA, Inc. \$ 33,333

Crowell, Weedon & Co. \$ 30,000

Holy Trinity Community Centers, LLC \$ 20,803

Servco Foundation \$ 25,000

Jewel Heard Trust \$ 20,611

Oklahoma Bankers Foundation \$ 22,500

Electric Factory \$ 25,000

Knouse Foods \$ 20,000

Gwendolyn L. Stearns Foundation, Inc. \$ 20,000

Lampus Racing \$ 25,000

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Remembering MADD in your will can help make a difference in the lives of others. Charitable bequests help MADD expand its lifesaving education and prevention programs while continuing to provide assistance to victims of drunk driving.

Other Ways to Help MADD

Help MADD prevent drunk driving and underage drinking while supporting victims of impaired driving with a financial contribution, a donation of stock or an in-kind gift of a useful item or service. Also consider volunteering at your local chapter. Every person and every minute can make a difference.

To find out more about planned giving, making a donation or volunteering, call 1-800-GET-MADD or visit www.madd.org.

MADD thanks those whose contributions made this report possible

design
WILLDESIGN
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| *focused to bring into focus; concentrate*

re focused



511 East John Carpenter Freeway
Suite 700
Irving, Texas 75062-8187
214.744.6233
Victim hotline 1.800.GET.MADD
www.madd.org