



2023 MADD SC IMPACT REPORT





A MESSAGE FROM OUR EXECUTIVE DIRECTOR

MADD South Carolina begins 2024 with incredible momentum and ambitious goals in support of our lifesaving mission. We aim so high because of the amazing accomplishments of 2023, which we are proud to review in this impact report. They span from victim services to court monitoring to even higher levels of individual and corporate giving to meaningful new first responder recognition activities. This success comes because of the incredible work of our talented staff, inspiring volunteers, and invaluable partnerships with other organizations. We are so grateful to those who help us change lives and save lives and have such a wonderful time doing it. We're especially excited that after advocating for five years, we finally saw an all-offender ignition interlock bill get passed by the legislature and signed into law. I only wish we could say this great work meant fewer lives were lost on South Carolina roads due to impaired driving. The fight goes on for a future of NO MORE VICTIMS!



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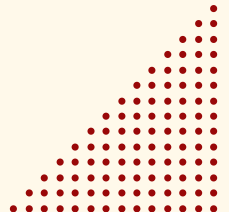
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Our Mission

To end drunk driving, help fight drugged driving, support the victims of these violent crimes, and prevent underage drinking



VICTIM IMPACT PANELS



The purpose of the Victim Impact Panel (VIP) program is to help drunk and drugged driving offenders to recognize and internalize the lasting and long-term effects of substance-impaired driving; create empathy and understanding, leave a permanent impression; and prevent future offenses.

At a VIP, victims, survivors and others impacted by substance-impaired driving crashes speak about the crash in which they were injured and/or a loved one was killed or injured.

SC VIPs Online

1,477 attendees

**30 SC In-person
VIP Panels**

533 attendees

"I have witnessed a change in demeanor from most VIP participants from the beginning of the panel through to the end. Many stay behind to speak to me afterwards with tears in their eyes.

The stories and photos of victims, particularly children leave lasting impressions. "

--Kimberly Cockrell, Victim Services Manager

POWER OF YOU(TH)

POWER of
YOU(TH)

madd®

- 26 SCHOOLS PRESENTED TO
- 1,945 STUDENTS REACHED BY POWER OF YOU(TH)
- ALMOST 3,000 ADDITIONAL STUDENTS REACHED WITH OTHER PREVENTION PRESENTATIONS



POWER OF PARENTS

MADD's *Power of Parents*® program empowers parents of middle school and high school students to have ongoing, intentional conversations about the dangers and consequences of underage drinking and other drug use.

VICTIM SERVICES

589 VICTIMS
SERVED

A person's life is forever changed following a drunk or drugged driving crash. Many victims and survivors are left without work, not knowing what to do or where to turn. That's where MADD South Carolina steps in.



COURT MONITORING PROGRAM

Our 4th Court Monitoring report was released in October 2022. The first offense DUI conviction rates ranged from 17% to 71% in our target counties: Berkeley, Charleston, Greenville, Horry, Lexington, Richland, and Spartanburg.

GOALS

- To compile pertinent information on how DUI cases are handled in the courtroom.
- To elicit public interest in the management and outcome of DUI cases in the community by publishing annual findings.
- To report relevant information gathered by the project to appropriate entities to increase the efficiency of the judicial process.

2023

7 counties monitored
4,655 cases monitored



EVENTS



The

MADDY AWARDS

South Carolina

MADD SOUTH CAROLINA'S LAW ENFORCEMENT RECOGNITION DINNER & TRAINING SYMPOSIUM JUNE 23RD-24TH, 2023

DUI Enforcement Hero of the Year
MADD SC Lifetime Achievement Awards
DUI Enforcers of the Year
Luther Reynolds DUI Agency of the Year
Millennium Achiever (1000+ DUI arrests)
Barry Barnette DUI Prosecutor of the Year
Rick Moore DRE of the Year
Compassionate Hero Award
Power of You(th) Award
BUI Officer of the Year
MADD About You Award
Victim Advocate of the Year
And more!



EVENTS

**Walk like MADD Columbia
April 22, 2023**

**Walk Like MADD Upstate
September 30, 2023**

**Walk like MADD Lowcountry
October 28, 2023**



EMMA'S LAW



South Carolina became the 35th state to require ignition interlock systems for all drivers convicted of DUI, strengthening what is known as Emma's Law in South Carolina.

The bill, which goes into effect in May 2024, will require installing an ignition interlock device – a car breathalyzer that measures the amount of alcohol in your breath – upon a first-time conviction with few exceptions, greatly improving the old law that required the installation at only .15 BAC or higher for first-time offenders. S. 36 was championed by Senator Brad Hutto, House Judiciary Chairman Weston Newton, House Criminal Law Subcommittee Chair Jeff Johnson, and Speaker of the House Murrell Smith. This important piece of legislation comes at a time when South Carolina is grappling with increasing drunk driving fatalities.

It required five years of determined advocacy to reach this victory!



SOUTH CAROLINA STATE ADVISORY BOARD MEMBERS DURING 2023

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Chelsea Fullerton	Kyle Gilbert	JJ Shellenberg
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EX OFFICIO MEMBER INDIVIDUALS AND AGENCIES

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SC Department of Health & Environmental Control
SC Department of Motor Vehicles
SC Department of Public Safety
SC Traffic Safety Resource
Prosecutor Laura Hudson
Pam Imm
Terecia Wilson
State Law Enforcement Divsison

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**NO
MORE
VICTIMS!**