

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
50%

400K+
LIVES SAVED...
AND COUNTING



900K+
VICTIMS SERVED

**MADD® IS THE PREMIER 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.



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

Flor Bernal
Regional Executive Director
775.800.7469 / Flor.Bernal@madd.org



MADD's REACH ANNUALLY

97%

Brand recognition

4B+

Media impressions

6M+

Members & supporters

166K+

Offenders educated

7M+

Website visits

1.2M+

Social engagement

3M+

Drunk driving trips
prevented by ignition
interlock devices

