



Mothers Against Drunk Driving
Hawaii State Office
www.madd.com/hawaii

745 Fort Street
Suite 303
Honolulu, HI 96813

808.532.6232 direct
877.MADD.HELP victim support
877.ASK.MADD

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Specialist*

Summer 2022

Aloha!

Mothers Against Drunk Driving (MADD) Hawaii, along with its partners, has reduced the incidences of drunk driving on our roads by over 50% since the 1980s. Our core activities - victim support services, working community partnerships, public policy, and educational programs continue to be central to our work.

We need your support to continue this important work. Here's why - In the past 6 years, to name just a few, we have lost forever the following mothers, fathers, sons, daughters, coworkers, and friends because of the violent crime of impaired driving:

- Kelsey Palisbo, 38, and Leah Hanakahi, 7, Nanakuli, 10:30 pm, 2/26/22 sitting in car in front of their home;
- Azalia Park, 21, Salt Lake, 11:50 pm, 12/18/20, on way to the Christmas Light Show;
- Brianne Lee, 32, Liliha, 1:45 am, 2/16/19, on her way home;
- Dr. Travis Lau, 39, Kaka'ako, 6:30 pm, 1/28/19, while out for a jog;
- Dr. Eugene Chin, 76, Mokuleia, 7 am, Sunday morning, 9/13/18, while walking his dog;
- Daniel Mole, 23, and Jonah Ragsdale, 21, Makaha, 7:30 pm, 2/19/18, while repairing a tire for a friend; and
- Kaulana Werner, 19, Nanakuli, 8:30 pm, 4/24/16, walking to the park.

Walk Like MADD brings together victims, survivors, volunteers, and community partners to remember those killed, injured, or emotionally devastated by drunk driving; to inspire those who may feel helpless or lost, and to commit to a future of No More Victims.

We have secured Saturday, September 17, 2022, for our signature fundraising walk – Walk Like MADD. We are planning to walk in person at our new venue - Kaka'akao Waterfront Park! This is our signature fundraising event of the year and all money raised supports services and programs provided in Hawaii.

We would love to have your company as a community partner sponsor. We hope you will join us in this fun and valued way for your employees to support our efforts and build awareness about our work.

Please review the attached materials and if you have any questions, please feel free to contact Lori Harrison the 2022 Walk Like MADD chair at 382-6819 or momto3@hawaii.rr.com or the event coordinator, Kim Isaak at 532-6232 or kim.isaak@madd.org.

With aloha,

LORI

Lori Harrison
2022 Walk Like MADD Chair

Marilyn Katzman
Advisory Board Chair



SPONSOR BENEFITS
 HONOLULU WALK LIKE MADD
 SEPT. 17, 2022 – Kaka’ako Waterfront Park

Walk Like MADD Honolulu	Title Sponsor \$15,000 +	Presenting Sponsor \$10,000	Signature Sponsor \$5,000	Contributing Sponsor \$3,000	Milestone Sponsor \$1,500	Friend of MADD \$500	Media Sponsor TRADE
Company branding included on media buys	✖						
Stage Appearance & speaking opportunity at event	✖	✖					
Opportunity to speak with media as event sponsor	✖	✖					
Rights to use MADD on your company's marketing & promotions	✖	✖	✖				✖
Company logo on MADD social media and email blasts	✖	✖	✖				✖
Company signage at event	✖	✖	✖				✖
Company logo on printed materials	✖	✖	✖	✖			✖
Company logo on event shirts	✖	✖	✖	✖			✖
Acknowledgement by event emcee	✖	✖	✖	✖	✖		✖
Company logo with hyperlink on Walk website	✖	✖	✖	✖	✖	✖	✖
Promo items in registration bags	✖	✖	✖	✖	✖	✖	✖
Complementary registrations for your team	unlimited	unlimited	unlimited	25	15		

For more information contact Lori Harrison, Program Chair, at 382-6819 or momto3@hawaii.rr.com or Kim Isaak at 532-6232 or kim.isaak@madd.org.

WALK LIKE MADD

REMEMBER. INSPIRE. COMMIT.

Walk Like MADD events bring together victims, survivors, volunteers and community partners to remember those killed, injured, or emotionally devastated by drunk driving; to inspire those who may feel helpless or lost; and to commit to a future of No More Victims®. In 2021, more than 90 cities across the nation will host Walk Like MADD events. With every step taken and each dollar raised, we support MADD's lifesaving mission to keep our families and communities safe. Will you walk with us?



2019 Walk Like MADD

WHY WE WALK

Mission funds raised through more than 90 Walk Like MADD events allow volunteers and staff to:

- Provide emotional support and services for victims and survivors of drunk and drugged driving at no charge.
- Conduct awareness and research-based prevention programs to stop drunk driving and prevent underage drinking.
- Support the heroes in law enforcement who work to keep our roads safe.
- Work with state and local legislators to adopt tougher laws, including requiring ignition interlocks for all DUI offenders.



2019 Walk Like MADD

MADD'S IMPACT



DRUNK DRIVING DEATHS CUT BY
50%

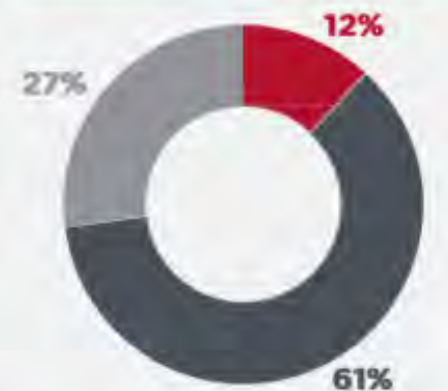





380,000+
LIVES SAVED... AND COUNTING



870,000+
VICTIMS SERVED

CAUSE CONNECTION



-  I am a victim or survivor
-  I care about someone who is a victim or survivor
-  I don't know any one impacted, but I want to help



To Join this Years Walk
Saturday September 17, 2022

Register Here:

www.WalkLikeMADD.org/hawaii

For more information or
to become a sponsor contact:

The Hawaii MADD Office

808-532-6232

kim.isaak@madd.org

If you've been impacted by drunk driving, drugged driving or underage drinking, please contact our 24-Hour Victim Helpline at 877.MADD.HELP or in Hawaii 808-532-6233.



NO MORE VICTIMS®

MADD MATTERS

Who is MADD?

MADD is not just mothers.

We're fathers, sons, daughters, aunts, uncles, grandparents, and others, and we're concerned with drunk driving and underage drinking in Hawaii.

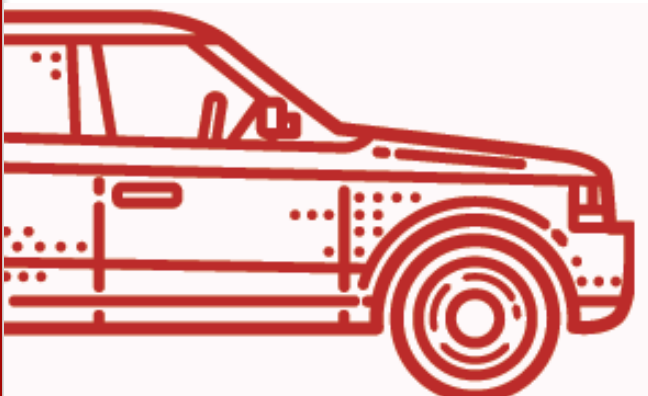
What Are We Concerned About?

Impaired driving because...

- We realize we're all at risk the moment we get into our cars - there are no age, gender, or ethnic distinctions with drunk driving tragedies.
- Drunk drivers are on our roadways any time of the day.
- Lorrie Wiley was killed at 5:25 am; Paul and Debra Porterfield were killed at 3:00 pm; Miriam Fernandez was killed at 4:30 pm; 17- year-old bicyclist, Robert Davis was killed at 5:00 pm; and 7-year-old Ethan Thomas was killed at 8:20 pm.
- On average, two in three people will be involved in a drunk driving crash in their lifetime.

Underage drinking because...

- Alcohol is the No. 1 drug of choice among youth.
- Children's brains continue to grow until at least age 21 and alcohol can impact brain development.
- Alcohol kills more teens than all other illicit drugs combined.



Our Mission Statement

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

PROGRAMS AND SERVICES

VICTIM SUPPORT SERVICES

Our free and confidential victim support service is known as MADD's best kept secret. Dozens of injured victims and bereaved survivors of impaired driving crashes seek support and advocacy from MADD each year. MADD Hawaii also uniquely supports the families of victims of homicide. Our caring Victim Advocates provide a shoulder to cry on, an ear to listen, a hand to hold and a voice to advocate for victim needs, rights, and issues. Support and criminal justice advocacy are just some of the ways MADD helps survivors survive. A Candlelight Vigil of Hope and Remembrance is held each year.

ENFORCING UNDERAGE DRINKING LAWS

MADD works closely with county police departments and liquor commissions to reduce the ability of minors to purchase or obtain alcohol and to reduce minor's consumption of alcohol through enforcement operations. MADD is represented on the statewide Hawaii Partnership to Prevent Underage Drinking, an interagency council that promotes community collaboration to address the problem of underage drinking, access to alcohol, and enforcement of underage drinking laws.

HOLIDAY RED RIBBON CAMPAIGN

MADD's *Tie One On For Safety* red ribbon campaign is our most visible public awareness campaign. It encourages the public to become actively involved in the fight against drunk driving by tying a MADD red ribbon on their vehicles. The ribbon is a symbol of a motorist's pledge to drive safe, sober, and to buckle up. And it reminds others to do the same. MADD distributes approximately 20,000 red ribbons in Hawaii each year.

SOBRIETY CHECKPOINTS

Sobriety Checkpoints are among the most effective drunk driving deterrents. High visibility sobriety checkpoints take just a moment for those drivers stopped, and are proven to reduce alcohol-related traffic fatalities and injuries by 18-24%. MADD volunteers help with "rewarding" drivers who meet the traffic laws.

DESIGNATE A DRIVER OR RIDESHARE

MADD educates motorists to commit a labor of love by designating a driver for celebrations. The concept is easy and anyone can participate. If your celebrations include alcohol, simply plan ahead and designate a driver. A designated driver is "life insurance" for your group's trip home, and can help friends avoid embarrassment, keep their licenses, and avoid fines and jail time. Ride share apps make it easy for everyone to have a safe ride home.

MEDIA CAMPAIGNS

Television, radio and print messages promote safe and sober driving during the holiday season, alcohol-free prom/grad celebrations and safe summer fun. Media campaign and news stories are the widest reaching vehicle for MADD's life- saving messages.

PUBLIC POLICY ADVOCACY

For the past 35 years in Hawaii, MADD has supported legislative measures that promote traffic safety, impaired driving deterrents, underage drinking prevention, and the rights and needs of victims of crime.

MADD Hawaii

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Honolulu, Hawaii 96813

(808) 532-6232 hi.state@madd.org

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SPONSOR AGREEMENT AND TRANSACTION FORM



SPONSOR INFORMATION

Sponsor Company Name: _____
(please print or type name of donor as you would like it to appear in published materials)

Company Representative Name & Title: _____

Company Address: _____

Contact Phone: _____ Contact Email: _____

SPONSORSHIP AGREEMENT

We agree to be a sponsor at this level*: _____ Amount: _____

Company Representative Signature: _____

Companies that are sponsors are granted a limited license to use MADD's trademarked logo solely on the company's Walk Like MADD t-shirts for the year of the sponsorship pursuant to the terms and conditions of the Walk Like MADD team t-shirt Licensing Agreement. Your signature above indicates your acceptance to the terms of such licensing agreement.

For early recognition and inclusion in our promotional materials please return this agreement by **July 1, 2022**.
For recognition at the event please return by **September 1, 2022**.

MADD Volunteer Contact: _____

**see enclosed sheet for level names, benefits, and amounts*

PAYMENT INFORMATION

Please make checks payable to **MADD Hawaii**

Mail to: MADD Hawaii
745 Fort Street, Suite 303, Fort Street Tower
Honolulu, Hawaii 96813

Please use my credit card: Amex M/C VISA Discover

Credit Card #: _____

Name on Card: _____ Exp Date: _____ Security #: _____

Billing Address on card: _____

Cardholder signature: _____

MAHALO FOR YOUR GENEROUS SUPPORT

For questions regarding your donation please contact the MADD Hawaii office at 808-532-6232 or kim.isaak@madd.org.

MADD Hawaii 745 Fort Street, Suite 303 Honolulu, HI 96813
Tel: 808-532-6232 Email: hi.state@madd.org Web: www.madd.org/hi