



**Mothers Against Drunk Driving  
Hawaii State Office**  
[www.madd.org/hawaii](http://www.madd.org/hawaii)

**745 Fort Street  
Suite 303  
Honolulu, HI 96813**

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

## **MADD Hawaii Advisory Board**

### **Officers**

Wanya Ogata,  
Chair  
Theresa Paulette,  
Secretary  
Stacey Katakura,  
Treasurer

### **Members**

Karlotta Carvalho  
Brittany Cass  
Cathy Lee Chong  
Sara Dudgeon  
Mary Garcia  
Donna Gutierrez  
Lori Harrison  
Marilyn Katzman  
Arkie Koehl  
Ashlee Matsumoto  
Carol McNamee  
Linda Jameson Myers  
Ron Shimabuku  
Kathy Weldon  
Antonio Williams  
Caroline Witherspoon

### **Directors Emeritus**

Cedric Choi  
Anita DiMauro  
Molly Strobe  
David Taylor

### **Staff**

Kim Isaak,  
Program Specialist  
Julie Mejia,  
Victim Services Specialist  
Makena Young,  
UAD Program Specialist

Spring 2024

Aloha!

The staggering surge in drunk driving over the past decade, with a 33% increase in alcohol-related traffic fatalities just since 2019, shows that we are facing a public health crisis on our roads — more than 13,384 people died in alcohol-impaired driving traffic deaths in 2021. Every 79 seconds, someone in the U.S. is killed or injured by a drunk driver — and that number does not include the deaths and injuries caused by drivers who were impaired by cannabis or other controlled substances.

Unlike some other causes, people who Walk Like MADD are raising money for a mission that can be achieved in their lifetime: to end impaired driving for good. Funds raised through Walk Like MADD Hawaii help to create a future with No More Victims® from impaired driving. Funds raised help MADD Hawaii support victims and prevent drunk driving through education, work with law enforcement, and advocacy for better laws and new technology that can end impaired driving for good.

Walk Like MADD is a non-competitive 5K walk that raises funds for programs proven to help stop drunk driving and to help support its victims. We have secured **Saturday, September 14, 2024, at Kaka'ako Waterfront Park** for our signature fundraising walk — Walk Like MADD. This is our one and only 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 this year. Walk Like MADD Hawaii cultivates a vibrant community fueled by a hopeful vision of a future within our reach: one with No More Victims ® from impaired driving. Please join us in our vision.

Please review the attached materials and if you have any questions, please feel free to contact the event coordinator, Kim Isaak at 532-6232 or [kim.isaak@madd.org](mailto:kim.isaak@madd.org).

With aloha,

Brittany Cass  
2024 Walk Co-Chair

Lori Harrison  
2024 Walk Co-Chair

Wanya Ogata  
2024 Advisory Board Chair





SPONSOR BENEFITS  
**HONOLULU WALK LIKE MADD**  
 SEPT. 14, 2024 – Kaka’ako Waterfront Park

| <b>Walk Like MADD<br/>Hawaii</b>                            | <b>Title<br/>Sponsor<br/>\$15,000 +</b> | <b>Presenting<br/>Sponsor<br/>\$10,000</b> | <b>Signature<br/>Sponsor<br/>\$5,000</b> | <b>Contributing<br/>Sponsor<br/>\$3,000</b> | <b>Milestone<br/>Sponsor<br/>\$1,500</b> | <b>Friend of<br/>MADD<br/>\$500</b> | <b>Media<br/>Sponsor<br/>TRADE</b> |
|---|---|--|--|---|--|-------------------------------------|------------------------------------|
| Company branding included in 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 the 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                   | <b>unlimited</b>                        | <b>unlimited</b>                           | <b>unlimited</b>                         | <b>25</b>                                   | <b>15</b>                                |                                     |                                    |

For more information contact Kim Isaak at 532-6232 or [kim.isaak@madd.org](mailto:kim.isaak@madd.org).



**Join Us or Donate**

[www.WalkLikeMADD.org/hawaii](http://www.WalkLikeMADD.org/hawaii)

## **2024 Walk Like MADD Family Friendly 5K Walk**

**Saturday Sept. 14, 2024  
Kaka'ako Waterfront Park**

Support our fundraising event of the year as we create safer roads  
and communities. Every contribution makes a difference!

Mahalo to our Title Sponsor



**First Hawaiian Bank.**



**Par Hawaii**

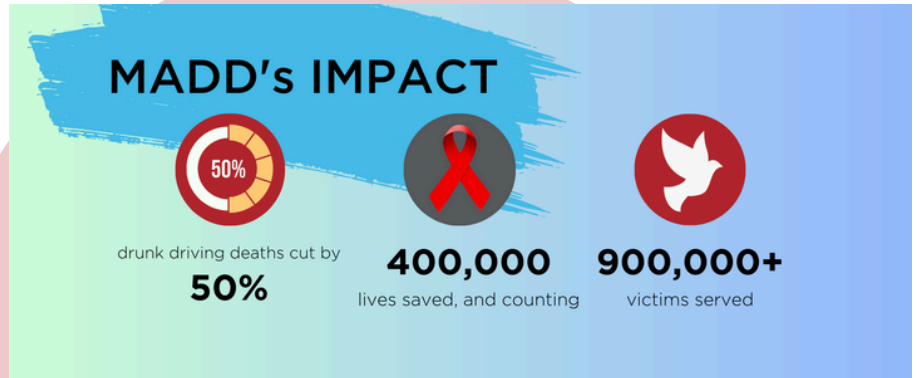






REMEMBER. INSPIRE.COMMIT.

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 2023, 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?



## WHY WE WALK

Funds raised through 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.
- Working with state and local legislators to adopt tougher laws. including requiring ignition interlocks for all DUI offenders, and .05 BAC

Scan to  
register or donate!



[www.WalkLikeMADD.org/hawaii](http://www.WalkLikeMADD.org/hawaii)

Saturday, Sept. 14, 2024

Kaka'ako Waterfront Park

walk 8:00 am & check in 7:00 am

808-532-6232; kim.isaak@madd.org



**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.

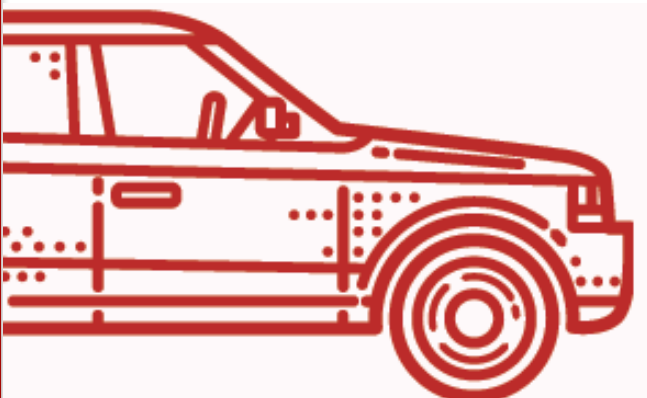
### **What Are We Concerned About?**

#### ***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**  
745 Fort Street, Suite 303  
Honolulu, Hawaii 96813  
(808) 532-6232 [hi.state@madd.org](mailto:hi.state@madd.org)  
[www.madd.org/hawaii](http://www.madd.org/hawaii)

## 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, 2024**.

For recognition at the event please return by **September 1, 2024**.

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](mailto:hi.state@madd.org) Web: [www.madd.org/hi](http://www.madd.org/hi)