



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

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

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

## **MADD Hawaii Advisory Board**

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*Program Manager &  
Victim Services Specialist*  
Kim Isaak,  
*Program Specialist*

Spring 2023

Aloha !

Mothers Against Drunk Driving (MADD) Hawaii and its partners have reduced drunk driving fatalities 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 end these preventable tragedies. Because of the violent crime of impaired driving, in the past 7 years, to name just a few, we have lost forever the following mothers, fathers, sons, daughters, coworkers, and friends:

- Kelsey Palisbo, 38, and Leah Hanakahi, 7, Nanakuli, 10:30 pm, 2/26/22 sitting in a car in front of their home;
- Azalia Park, 21, Salt Lake, 11:50 pm, 12/18/20, on the 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 16, 2023, for our one and only fundraising event – Walk Like MADD. We will be returning to Kaka'ako Waterfront Park for our signature fundraising event of the year. All money raised supports services and programs provided in Hawaii.

We would love to have your company become a sponsor this year. 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. Together we can stop these preventable tragedies.

Please review the attached materials and if you have any questions, please feel free to contact Lori Harrison, 2023 Walk Like MADD chair, at 382-6819 or [loritottb@gmail.com](mailto:loritottb@gmail.com) or the event coordinator, Kim Isaak at 532-6232 or [kim.isaak@madd.org](mailto:kim.isaak@madd.org).

With Aloha,

Lori Harrison  
Walk Like MADD Chair

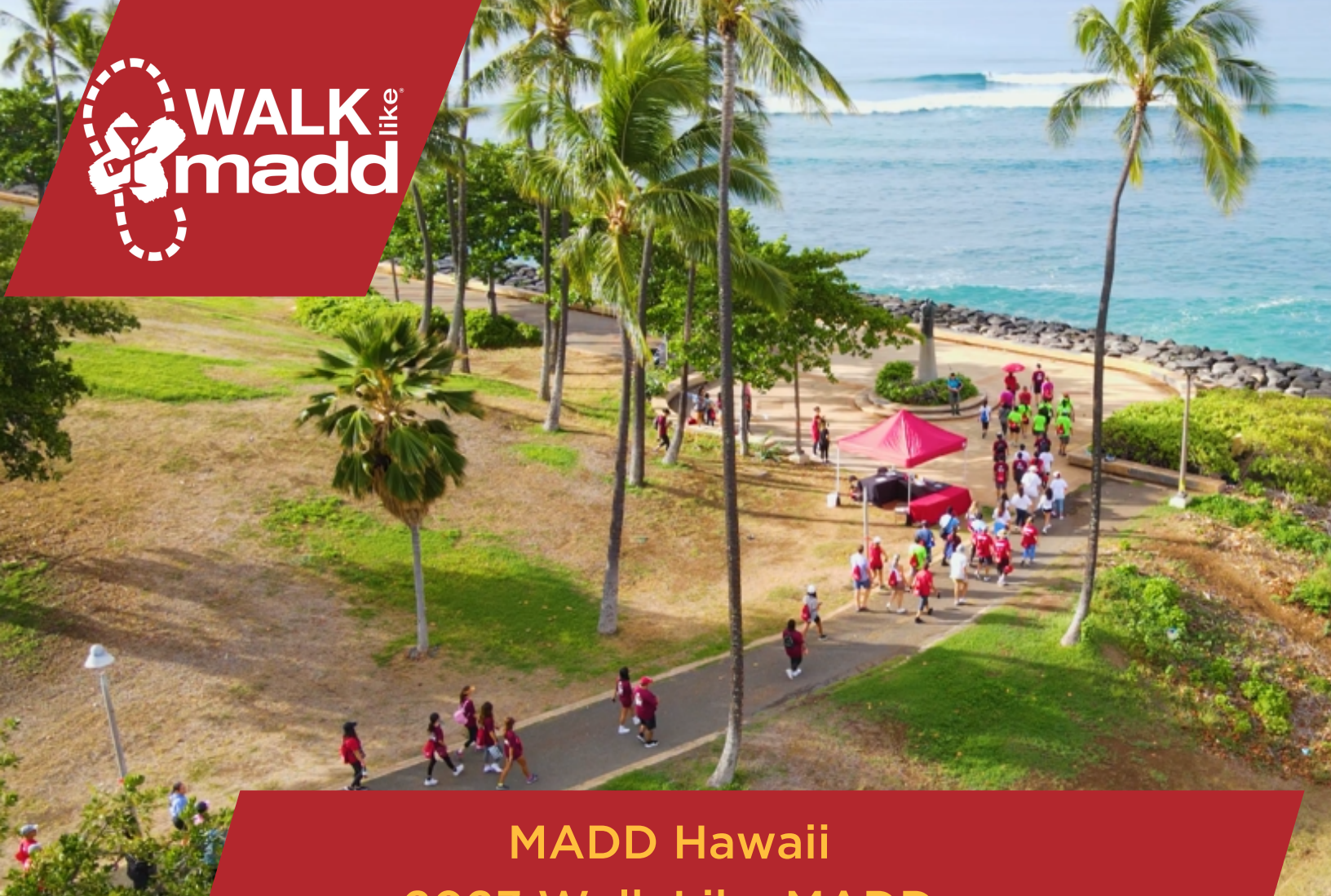
Wanya Ogata  
Advisory Board Chair



SPONSOR BENEFITS  
**HONOLULU WALK LIKE MADD**  
 SEPT. 16, 2023 – Kaka’ako Waterfront Park

<b>Walk Like MADD Honolulu</b>	<b>Lead Sponsor \$15,000 +</b>	<b>Presenting Sponsors \$10,000</b>	<b>Signature Sponsors \$5,000</b>	<b>Contributing Sponsors \$3,000</b>	<b>Milestone Sponsors \$1,500</b>	<b>Friends of MADD \$500</b>	<b>Media Sponsor TRADE</b>
Company branding included in media buys	✖						
Stage Appearance & speaking opportunity at event	✖						
Opportunity to speak with media as an 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	✖	✖	✖	✖			✖
Acknowledgment 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>		

*The lead sponsor has the first right of refusal for the following year.*  
 For more information contact Lori Harrison, Program Chair, at 382-6819 or [momto3@hawaii.rr.com](mailto:momto3@hawaii.rr.com) or Kim Isaak at 532-6232 or [kim.isaak@madd.org](mailto:kim.isaak@madd.org).



**MADD Hawaii**  
**2023 Walk Like MADD**  
**Saturday Sept. 16, 2023**  
**Kaka'ako Waterfront Park**

Walk Like MADD® is our only fundraising event supporting Mothers Against Drunk Driving's mission: To end drunk driving, help fight drugged driving, support the victims of these violent crimes, and prevent underage drinking.



SCAN ME

**To join or donate to this years**  
**family friendly 5K walk**  
**[www.WalkLikeMADD.org/hawaii](http://www.WalkLikeMADD.org/hawaii)**

Mahalo to our Lead Sponsor



**First Hawaiian Bank.**



*Top sponsors (3K+) logos here*





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?

## MADD's IMPACT



drunk driving deaths cut by  
**50%**



**400,000**  
lives saved, and counting



**900,000+**  
victims served

## 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



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

Saturday, Sept. 16, 2023

Kaka'ako Waterfront Park

walk & check in times TBD

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.

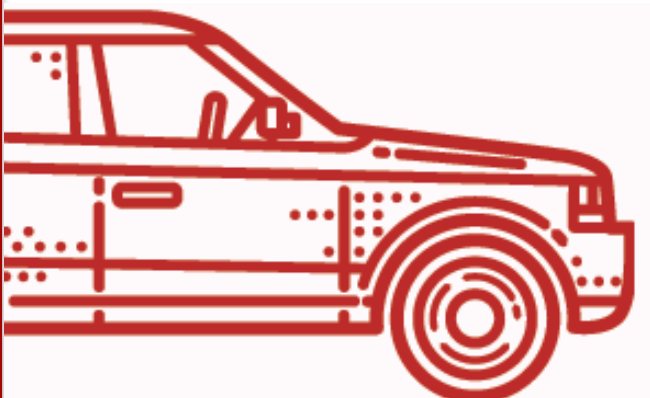
### **What Are We Concerned About?**

#### ***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**

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Honolulu, Hawaii 96813

(808) 532-6232 [hi.state@madd.org](mailto:hi.state@madd.org)

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# SPONSOR AGREEMENT AND TRANSACTION FORM



## SPONSOR INFORMATION

Sponsor Company Name: \_\_\_\_\_  
(please print or type the name of the 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 of the terms of such licensing agreement.

For early recognition and inclusion in our promotional materials please return this agreement by **July 1, 2023**.  
For recognition at the event please return by **September 1, 2023**.

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](mailto:kim.isaak@madd.org).

MADD Hawaii 745 Fort Street, Suite 303 Honolulu, HI 96813  
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