This report represents Mothers Against Drunk Driving’s responses to Charting Impact, a joint project of BBB Wise Giving Alliance, GuideStar USA Inc, and Independent Sector. Charting Impact uses five simple yet powerful questions to encourage strategic thinking and help organizations share concise information about their plans and progress toward impact.

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Mission:
On September 5, 1980, Mothers Against Drunk Drivers (MADD) was incorporated and the mission as stated in its Articles of Incorporation were “To aid the victims of crimes performed by individuals driving under the influence of alcohol or drugs, to aid the families of such victims and to increase public awareness of the problem of drinking and drugged driving.” In 2016, MADD’s efforts to significantly reduce drunk driving through the Campaign to Eliminate Drunk Driving as well as interest in defining it’s role in the fight against drugged driving, the Board of Directors revised it’s mission to reflect those priorities to, “The mission of Mothers Against Drunk Driving is to end drunk driving, help fight drugged driving, support the victims of these violent crimes and prevent underage drinking.”
Charting Impact, visit www.guidestar.org/chartingimpact
1. What are we aiming to accomplish?

Drunk driving: Our goal is to put an end to drunk driving: now and forever. This means savings lives through education, stronger laws, and providing services to those affected while empowering those working to end drunk driving, and educating the public. Since our founding, MADD's efforts have helped cut drunk and impaired driving deaths in half, however, someone is still affected every 51 minutes. We are working every day to change this reality. Victim services: We measure success by the number of victims and survivors that take advantage of our services, whether connected with a victim advocate at the local level or receiving emotional support and guidance through our national support line. Last year, MADD provided more than 160,000 supportive services to drunk and drugged driving victims to help them cope with the devastating impact of substance-impaired driving crashes. Underage drinking: MADD has already seen success in this area. MADD has saved over 27,000 young lives through the 21 minimum drinking age law. Understanding that parents are the number one influence on kids' decisions about alcohol, MADD created The Power of Parents, offering research-proven strategies to help parents keep their children safe from the dangers of underage drinking. This program, in combination with other efforts, will help reduce the number of underage drinkers.

2. What are our strategies for making this happen?

Drunk driving: MADD's Campaign to Eliminate Drunk Driving focuses on three important steps we all can take today to stop drunk driving tomorrow: - Support our heroes. Support high-visibility law enforcement to catch drunk drivers and discourage others from driving drunk - Sober to start. Require ignition interlock devices, or in-car breathalyzers, for all drunk drivers, to prove they are sober before their car will start. - Secure the future. Support the development of technology to determine automatically whether or not the driver is above the legal limit of .08 and failing to operate if the driver is drunk. Victim services: One of the largest victim services organizations in the U.S., MADD also supports drunk and drugged driving victims and survivors serving one person every 8.6 minutes at no charge. So long as drunk driving impacts our families and friends, MADD's goal is to increase the number of victims and survivors served, and to continually improve the quality of those services. To achieve our goals, we will continue to spread the word about the availability of our no-cost services, continue to train new volunteers to work with victims and survivors, and continue to increase our capacity to help others through the generous support of the community. Underage drinking: Understanding that parents are the number one influence on kids' decisions about alcohol, MADD created The Power of Parents, offering research-proven strategies to help parents keep their children safe from the dangers of underage drinking. This program, in combination with other efforts, will help reduce the number of underage drinkers. MADD also works to create a positive environment for the growth and development of our children by developing and implementing tactics that discourage adults from providing alcohol to underage drinkers. And, MADD continues to support the 21 drinking age, a law that has saved thousands of young lives.

3. What are our organization's capabilities for doing this?

Our ability to achieve our mission is only as good as our people and our partners. MADD works in all 50 states, Puerto Rico, and Guam. We have trainer victim advocates in 48 states that serve victims and survivors of drunk and drugged driving. In addition to trained staff, we have 20 volunteer help line advocates that take calls from victims and survivors 24/7. MADD also has a number of wonderful corporate sponsors who help support MADD's programs, including the National Football League, Nationwide, Uber and State Farm. (http://www.madd.org/sponsors/ for a full list of sponsors). Other organizations back our programs as well. For example, the American Medical Association and National PTA support our Power of Parents, It's Your Influence by MADD program to educate parents about how to keep their children alcohol-free. MADD has also developed a partnership with the National Football League to collaborate on player and employee programs, game-day initiatives, community relations and awareness programs to promote MADD's lifesaving mission. MADD is proud to work with the National Highway Traffic Safety Administration on the "Drive Sober or Get Pulled Over" campaign to catch drunk drivers and discourage others from driving drunk. MADD has positive and long-standing relationships with the government, the law
4. How will we know if we're making progress?

Drunk driving: Our success is measured in the number of lives saved and continued progress toward decreasing the number of drunk and impaired driving injuries and fatalities. Victim services: We measure success by the number of victims and survivors that take advantage of our services, whether connected with a victim advocate at the local level or receiving emotional support and guidance through our national support line. Underage drinking: We look at SAMHSA data for underage drinking. In 2014, 59.6 percent of young adults aged 18 to 25 were current alcohol users, which corresponds to about 20.8 million young adults. The percentage of young adults in 2014 who drank alcohol in the past month was similar to the percentages in 2011 through 2013. Although the 2014 estimate was lower than the estimates in 2006 through 2010, about three fifths of young adults were current alcohol users in each year between 2002 and 2014 (ranging from 59.6 to 62.0 percent).

5. What have and haven't we accomplished so far?

When MADD was founded in 1980, an estimated 25,000 people were killed in drunk driving crashes each year. Since then, we've been able to cut that deadly toll by more than half, but there is still more work to be done. •Currently, 30 states, plus Washington D.C., require interlocks for all offenders. We still need to ensure all states pass these laws. •Even when laws are passed, they are not always enforced. We need court monitors to help see if the system is failing us. Underage drinking: MADD has already seen success in this area. MADD has saved over 27,000 young lives through the 21 minimum drinking age law. While teen drunk driving rates have declined, they still remain unacceptably high and work remains to be done.