



# 2008 Annual Report



# Executive Letter

Dear Friends:

Twenty-seven years after its founding, SADD continues to thrive, empowering young people to make positive, healthy decisions. SADD is not only the largest but also the most powerful peer-to-peer youth education, prevention, and activism organization in the country. SADD students work consistently to help their peers to deal with critical issues in their everyday lives, such as underage drinking, other drug use, risky and impaired driving, and teen violence and suicide.



*Stephen G. Wallace*

Hundreds of students expanded their knowledge about prevention education, advocacy, and leadership at the 2008 SADD National Conference in Phoenix, Arizona. Attending informative workshops and networking with other SADD chapters gave students new tools, ideas and resources to bring back to their own schools and communities. Students are now also finding opportunities to connect with each other through SADD pages on social networking websites.

Other highlights from this year include SADD's continued collaboration with the White House Office of National Drug Control Policy and the Ad Council. SADD assisted with campaigns to educate parents about prescription drug abuse and teen stress and to inform teens about the consequences of reckless driving, childhood obesity, and dropping out of high school. SADD pilot tested a new multi-component campaign to prevent underage drinking in two communities in Massachusetts. It is our hope to develop this youth-focused initiative into an evidence-based national campaign model.



*Penny Wells*

We are also excited about our new partnership with DCH Auto Group, formed to develop successful, sustainable SADD chapters in Southern California and the New York tri-state area, as well as our longstanding national partnership with Liberty Mutual Insurance to encourage safe driving among teenagers. Finally, SADD congratulates three chapters for being selected as finalists in the national "Act Out Loud" teen driving safety contest. Competing with other teen activists around the nation, these SADD chapters were recognized for empowering their peers to make safe, healthy decisions.

We are filled with optimism and excitement about what lies ahead, and we are proud of the important work being done by young people and others in the SADD network across the country. Although our challenges are never few, or far apart, through the consistent, thoughtful, and creative contributions of young people empowered to help their friends, we will continue to make strides in saving teen lives. We hope you will join us in this endeavor.

Stephen G. Wallace, M.S. Ed.  
*Chairman & Chief Executive Officer*

Penny Wells  
*President & Executive Director*

# SADD Student Leadership Council

SADD National sponsors a Student Leadership Council comprised of outstanding youth leaders, each from a different state.

2007-2008

## Student of the Year

Sasha Willingham  
Russellville, Alabama

## Executive Committee

Jacob Holm  
Valley City, North Dakota

## Members

Alexandra Boncek  
Nags Head, North Carolina



Robby DeVillez  
Fullerton, California

Jesse Hoffman-Klaucke  
South Chatham, Massachusetts

Joseph Laston  
Williamstown, Vermont

Emily Smith  
Clewiston, Florida

Jeannie Harrison  
Nitro, West Virginia

Kelsea Larsen  
Shelton, Washington

Katelyn Pontore  
Cranesville, Pennsylvania

Stephen Winkler  
Seneca, Kansas

Danny Ramsey  
Charlottesville, Indiana

**Youth Advisor**  
Daniel Vocelle  
Vero Beach, Florida

*"When I first joined SADD almost six years ago, I never could have imagined it evolving into the life-changing experience that it has. Being a SADD student has allowed me countless opportunities, invaluable friendships and, of course, the empowerment to make positive, healthy decisions."*

Stephen Winkler  
2008-2009 SADD National Student of the Year

2008-2009

## Student of the Year

Stephen Winkler  
Seneca, Kansas

Zackary Harrell  
Cisne, Illinois

## Executive Committee

Danny Ramsey  
Charlottesville, Indiana

Darian LaNeave  
Walkertown, North Carolina

Franki Jo Tackett  
Oak Grove, Louisiana

Allyson Lumpkin  
Bainbridge, Georgia

## Members

Richard Birt  
New Carlisle, Ohio

Samantha Metcalf  
Raymond, Washington

Brittany Cobb  
Orlando, Florida

Bridget Rekow  
Ellendale, North Dakota

Anna Gaissert  
Dover, Massachusetts

Evelyn Silva  
Kearny, New Jersey

**Youth Advisor**  
Sasha Willingham  
Russellville, Alabama



# Highlights

For more than a quarter-century, SADD has been committed to empowering young people to lead education and prevention initiatives within their schools and communities. Founded in 1981, SADD has grown to become the nation's leading peer-to-peer youth education, prevention, and activism organization. The mission of SADD is to provide students with the best prevention tools possible to deal with the issues of underage drinking, other drug use, impaired driving, and other destructive decisions.

SADD National offers high-quality programming and informational materials to chapters in all 50 states. Resources include our newsletters, website, chapter database, network of State Coordinators, national partnerships, groundbreaking research, and a highlight of our year, the annual SADD National conference.

SADD is committed to empowering young people to serve as leaders in their schools and communities. Founded more than a quarter-century ago, today SADD has 10,000 chapters in middle schools, high schools, and colleges and more than 350,000 students participating in chapters nationwide. The strength of our organization is in the extraordinary young people involved. They support a "No Use" lifestyle and serve as positive role models, offering young people across the country an alternative way to live life. Their motivation, and ours, is to save lives.

Major highlights this year include the following.

- Hundreds of SADD students and advisors from across the country attend the **SADD National Conference** in Phoenix, Arizona, June 22-25, with the student-inspired theme "*Passion, Power, Identity ... Soaring to New Heights.*" Attendees of the four-day conference choose from more than 40 great workshops ranging from effective leadership and chapter development to prevention programming. More than 100 students arrive a day early to participate in a memorable school-based, community-service project.



- A new model corporate partnership program with **DCH Auto Group** is established to enhance teen safety and support teens and their families in the communities served by DCH dealerships. SADD and DCH work together to create new SADD chapters and to expand existing chapters in the New York tri-state area and in Southern California. SADD continues its longstanding relationship with **Liberty Mutual Insurance** (our national insurance partner), launching a new, interactive online teen driving resource. The website helps parents cultivate, and new teen drivers develop, safe and responsible driving habits.

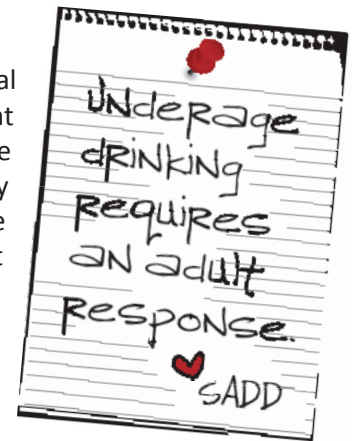
**D C H** AUTO GROUP

*Driven by a better way™*



- SADD continues its partnerships with the White House Office of National Drug Control Policy and the Ad Council on national campaigns. SADD represents the **White House's National Youth Anti-Drug Media Campaign** in efforts to raise awareness about the link between stress and drug use among teens and about prescription drug use. SADD works with the **Ad Council** to promote their "Small Steps" (childhood obesity) and the "Boost" (high school dropout) prevention campaigns and to serve as a spokesperson for the "Speak Up or Else" (youth reckless driving prevention) campaign.

- A new **youth-focused, research-based campaign** engaging youth and influential adults in preventing underage drinking is created by SADD. The multi-component campaign, funded by the National Highway Traffic Safety Administration and the Massachusetts Executive Office of Public Safety and Security's Highway Safety Division, is pilot tested in Marlborough and Chatham, Massachusetts. The groundbreaking campaign involves parents, school administrators, law enforcement officials, and the local media as it seeks to help youth and adults challenge several deeply held beliefs about underage alcohol use and assist community leaders in clarifying and enforcing policies that deter youth drinking.



- SADD congratulates three chapters selected as finalists in the NOYS (National Organizations for Youth Safety) **"Act Out Loud: Raising Voices for Safe Teen Driving"** national contest. SADD students from Notre Dame Prep in Scottsdale, Arizona, earned second place for their unique and effective efforts to promote SADD's message and empower their friends to make safe, healthy decisions. Other finalists include Chelsea High SADD from Chelsea, Vermont, and Dermott High EAST Lab TOPS/SADD from Dermott, Arkansas.

## Special Thanks

*Our special thanks go to these valued sponsors and supporters for their generous support of the 2008 SADD National Conference.*

### Platinum Sponsor

Arizona Governor's Office of Highway Safety  
1 2 1 Direct Response  
DCH Auto Group

### Gold Sponsor

Safeway

### Silver Sponsor

Guideline

### Bronze Sponsor

Arizona Department of Public Safety

### Conference Supporter

Begam, Lewis & Marks

- **Social networking sites** provide SADD with an innovative way to connect with chapters and provide them with timely information, tools, and resources. SADD communicates directly with more than 2,000 students and adult influencers who have become "fans" of SADD on Facebook ([facebook.com/saddnational](http://facebook.com/saddnational)) or "friends" of the organization on MySpace ([myspace.com/saddnational](http://myspace.com/saddnational)).

## 2009 SADD National Awards

### Chapter of the Year

1st - Northwestern High School, Springfield, OH  
2nd - South Lafourche High School, Galliano, LA  
3rd - Anoka High School, Anoka, MN

### Advisor of the Year

1st - Patti Halsey, Anoka High School, Anoka, MN  
2nd - Officer Lindy Hall, Pine Grove Middle School, Baltimore, MD  
3rd - Kair Quiton, Manhattan High School, Manhattan, KS

### Activity of the Year

1st - Cocalico High School, Denver, PA  
2nd - Conrad Weiser High School, Robesonia, PA  
3rd - Denham Springs High School, Denham Springs, LA

# Financial Highlights

Year ended June 30, 2008

## ASSETS

### Current Assets

Cash	\$ 156,218
Unconditional promises to give	87,953
Grants receivable	123,567
Accounts receivable	24,120
Other current assets	<u>24,263</u>
Total Current Assets	<u>416,121</u>

### Property and Equipment

Furniture and equipment	<u>137,739</u>
	137,739
Less: Accumulated depreciation	<u>(109,778)</u>
Net Property and Equipment	<u>\$ 27,961</u>

### Other Assets

Split-dollar life insurance receivable	<u>\$ 269,696</u>
Total Other Assets	<u>\$ 269,696</u>
Total Assets	<u>\$ 713,778</u>

## LIABILITIES AND NET ASSETS

### Current Liabilities

Line of credit	\$ —
Accounts payable and accrued expenses	390,704
Accrued payroll, vacations, and withholdings	49,840
Deferred revenue	25,000
Current portion of deferred compensation obligation	<u>24,142</u>
Total Current Liabilities	<u>\$ 489,686</u>

### Long-Term Debt (net of current installments)

Long-term portion of deferred compensation obligation	<u>\$ —</u>
Total Long-Term Debt	<u>—</u>

Total Liabilities \$ 489,686

### Net Assets

Unrestricted net assets	\$ 181,592
Temporarily restricted net assets	<u>42,500</u>
Total Net Assets	<u>\$ 224,092</u>

Total Liabilities and Net Assets \$ 713,778

## UNRESTRICTED NET ASSETS

### Support and Revenue

Public Support	
Contributions – telemarketing	\$ 1,511,901
Contributions and grants – other	<u>1,225,023</u>
Total Unrestricted Public Support	<u>\$ 2,736,924</u>

### Revenue

Program service fees	\$ 115,448
Royalties – SADD custom products	34,785
Investment income	<u>354</u>
Total Unrestricted Revenue	<u>150,587</u>

Total Unrestricted Support and Revenue \$ 2,887,511

### Expenses

Program services	
National awareness programs	\$ 1,180,801
State awareness programs	715,193
Supporting Services	
Management and general	286,069
Fund-raising	<u>774,574</u>
Total Expenses	<u>\$ 2,956,637</u>

Increase (Decrease) in Unrestricted Net Assets \$ (69,126)

## TEMPORARILY RESTRICTED NET ASSETS

### Support and Revenue

Public Support	
Contributions and grants – other	<u>\$ 42,500</u>
Net assets released from restrictions satisfied by payments	<u>—</u>

Increase (Decrease) in Temporarily Restricted Net Assets 42,500

Increase (Decrease) in Net Assets (26,626)

Net Assets – Beginning of Year 250,718

Net Assets – End of Year \$ 224,092

The SADD National Board of Directors and staff would like to thank the many individuals, businesses, organizations, and foundations that have supported SADD this past year. Thank you for being a friend of SADD and helping to save many young lives.

For a more detailed audited financial statement, please contact us toll-free at 877-SADD-INC (723-3462). A complete auditor's report prepared by Benedetto, Geagan & King of Northborough, Massachusetts, will be provided upon request.

## 2008 SADD Board of Directors

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President  
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Management Corporation  
Boston, Massachusetts

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Chairman, President & CEO  
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Waltham, Massachusetts

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Kenneth Dec  
Chief Measurement Officer &  
Director of Strategic Planning  
PARTNERS+simons  
Boston, Massachusetts

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SADD, Inc.  
Marlborough, Massachusetts

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Laureate Psychiatric Clinic and Hospital  
Tulsa, Oklahoma

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Market Research Specialist  
Boston, Massachusetts

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President & CEO  
Link Media Enterprises  
Orlando, Florida

Mary E. McLaughlin  
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Comcast Cable Corporation  
Portsmouth, New Hampshire

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Prevention Specialist  
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Linda Peterson Warren  
Film & Marketing Specialist  
Phoenix, Arizona

### SADD State Coordinator Representatives

Felicity DeBacco-Erni  
Harrisburg, Pennsylvania

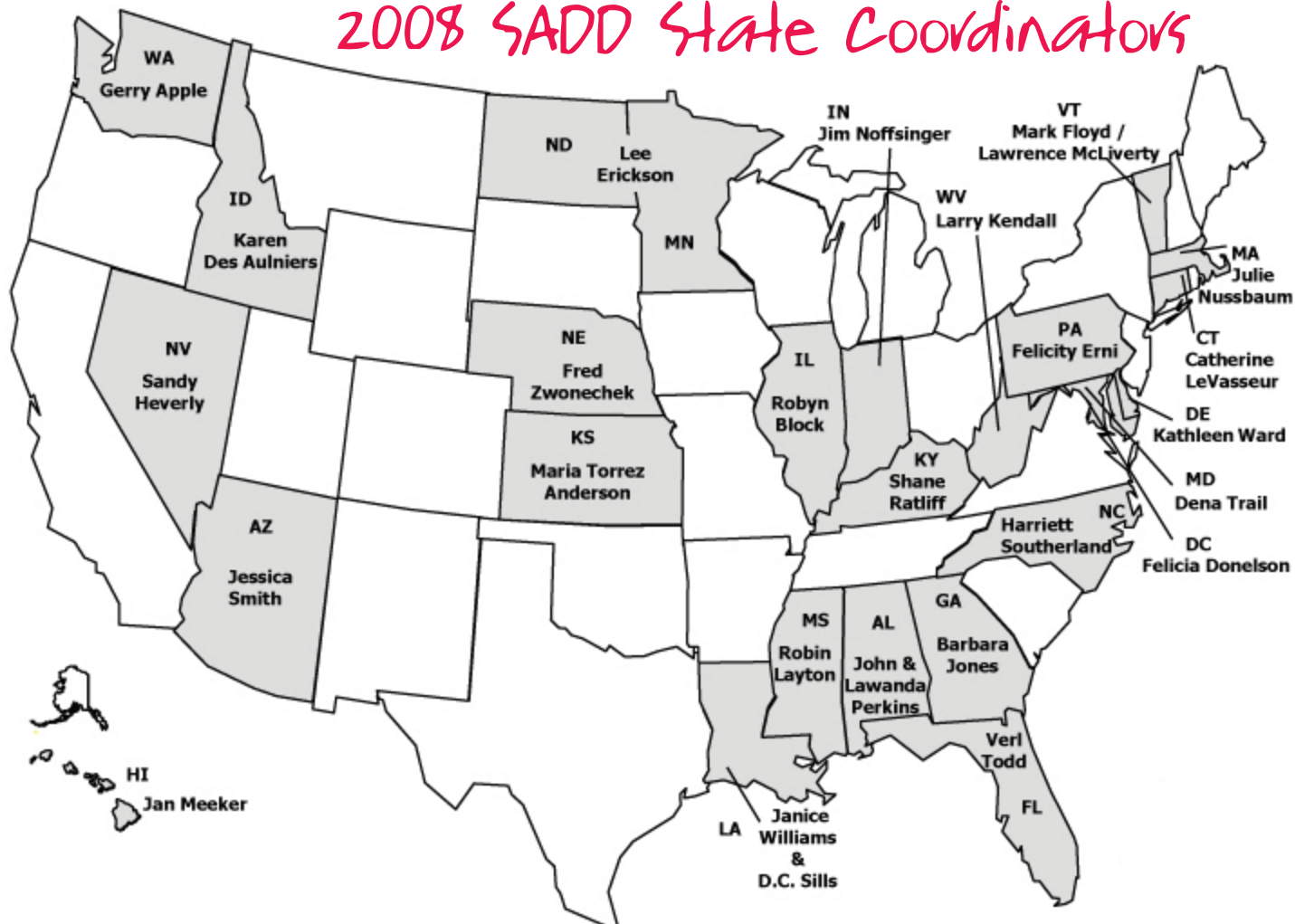
Jessica Smith  
Glendale, Arizona

### SADD National Student of the Year

Sasha Willingham (2007-2008)  
Russellville, Alabama

Stephen Winkler (2008-2009)  
Seneca, Kansas

## 2008 SADD State Coordinators





*Photos from the 2008 SADD National Conference in Phoenix, Arizona*



**SADD, Inc.**

255 Main Street  
Marlborough, Massachusetts 01752

Toll-free: 877-SADD-INC (723-3462)

Tel: 508-481-3568

Fax: 508-481-5759

[sadd.org](http://sadd.org)