

Students against  
**SADD**  
destructive decisions®



2007 Annual Report

## EXECUTIVE LETTER



*Stephen G. Wallace*

Dear Friends:

For more than a quarter-century, SADD has stood for safe decision-making by teens around the critical issues in their lives and has encouraged open, honest dialogue between young people and their parents about these and other important health and safety topics. Our students have worked consistently to help their peers resist the terrible harm caused by underage drinking in our society. This past year, we applauded two milestones: the U.S. Surgeon General's Call to Action to Prevent Underage Drinking and the Sober Truth on Preventing (STOP) Underage Drinking Act. The latter was called the most significant piece of underage-drinking prevention legislation passed by Congress in years. Because of this renewed interest in issues surrounding youth safety, SADD's role in protecting young lives is enhanced and becomes even more critical in the years ahead.



*Penelope Wells*

This year, SADD was honored that Jessica Billings and Daniel Vocelle, SADD's Students of the Year for 2005-2007, were chosen as two of the three students representing the United States in the first-ever World Youth Assembly for Road Safety held in Geneva, Switzerland. SADD was also proud to work in strategic collaboration with the Federal Trade Commission (FTC) on its "We Don't Serve Teens" campaign, targeting adults who provide alcohol to underage youth; the National Youth Anti-Drug Media Campaign on its newest campaign, "Parent Chronicles," providing parents with practical information about how to better understand their teen's life and to prevent drug use by bridging the generation gap; the National Sleep Foundation on its first-ever Drowsy Driving Prevention Week initiative, targeting young drivers; and the White House Office of National Drug Control Policy (ONDCP) on a television satellite tour that informed parents of the dangers of drugged, drunk, and distracted driving. As this busy year came to a close, we were delighted to attend, along with other drug education and prevention experts, a special White House event during which President Bush highlighted a decline in youth drug use from 2001 to 2007.

These and other special highlights of 2007 follow. We are proud of the important work being done by young people all over the country and we thank our supporters for their commitment. Together, we can continue to move this organization forward, serving thousands more and saving lives.

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

Penelope Wells  
*President & Executive Director*



**Daniel Vocelle, 2006-2007 SADD National Student of the Year and Youth Advisor to the current SLC, joins Stephen Wallace as spokespersons in the Ad Council's national television and radio campaign about safe driving.**

## AMERICA'S FUTURE

### *EXTRAORDINARY YOUTH LEADING THE WAY*

Founded in 1981, SADD (Students Against Destructive Decisions) has grown to become the nation's dominant peer-to-peer youth prevention education organization, with thousands of chapters in middle schools, high schools, and colleges across the country. The strength of our organization is still in the extraordinary young people involved. They embrace a firm "No Use" lifestyle and serve as positive role models, offering young people across the country an alternate way to live life. Their motivation, and ours, is to save lives.

SADD National sponsors a Student Leadership Council comprised of preeminent youth leaders from a number of different states. Here are a few achievements by members of this year's SADD National Student Leadership Council.



**Sasha Willingham of Russellville, Alabama, is SADD National's 2007-2008 Student of the Year. A dedicated SADD student for six years, Sasha inspires young people at the local, state, and national levels to keep living the SADD lifestyle and to encourage others to do the same.**

*"I joined SADD because I want my peers to have an alternate way to solve their problems, and I want to be a positive role model for them. This organization saves lives, and I am excited to be a part of it."*

*~ Sasha Willingham  
2007-2008 SADD National Student of the Year*



**SADD Students of the Year Jessica Billings and Daniel Vocelle pose in Geneva, Switzerland, with Kyle Ali of The BACCHUS Network, representing the United States at the first-ever World Youth Assembly for Road Safety sponsored by the United Nations and the World Health Organization. SADD sponsors the Global Road Safety Petition, an international effort to raise awareness about the serious risks posed to children by unsafe roads and risky driving behaviors.**

## SETTING THE PACE

### *SADD IS A GO-TO RESOURCE*

SADD is uniquely positioned to offer authoritative, cutting-edge research in the arena of teen and parent attitudes and behaviors. Our groundbreaking *Teens Today* research has made SADD a go-to resource for parents, educators, health-care professionals, and other adult influencers. Now in its seventh year, this research is unique among studies of adolescent behavior because it looks beyond the “what” to the “why.” Each study builds on the research of prior years, deepening our understanding of teen challenges and choices. Significant media attention was received around the following issues that were highlighted in 2007.



- Findings show that teens able to identify at least one influential mentor in their lives – such as a teacher, coach, counselor or neighbor – report a higher sense of self and are more likely to take positive risks that promote overall development and mental health. Teens who report high levels of mentoring are significantly more likely to avoid alcohol, other drugs, and early sexual behavior.
- Data is released regarding teen driving deaths peaking in summer months and the increasing incidence of teens using cell phones and text messaging while driving.



- In collaboration with Liberty Mutual, SADD's National Insurance Partner, data is released from the 2006 national research study in articles about the potential risks of teens' driving older cars.

One of our most important and intensive projects is a campaign development and evaluation pilot undertaken in conjunction with the Northeast Center for the Application of Prevention Technologies (NE CAPT) and funded by the National Highway Traffic Safety Administration (NHTSA) and the Massachusetts Executive Office of Public Safety and Security's Highway Safety Division (EOPSS-HSD). Through this extensive science-based project, we are researching, developing, and delivering an environmental intervention with a social marketing component to youth and creating a policy task force with resources for parents and other adults to reduce underage drinking in two communities in Massachusetts. National rollout and testing are planned for the future.

## EDUCATIONAL PROGRAMMING

### PROMOTING HEALTHY LIFESTYLES

SADD is the leading prevention education organization in America, offering innovative resources and tools to young people, their adult advisors, and SADD State Coordinators, who all implement critical prevention strategies in their schools and communities. Major highlights this year include the following.



- SADD partners with the Ad Council on its newest campaign to reduce risky and aggressive driving. The “**UR the Spokesperson**” campaign aims to empower young adult passengers in cars to “Speak Up” if they feel the driving is unsafe. The Ad Council produces several PSAs based on this theme, and SADD creates and disseminates a menu of activities and initiatives for students to engage in and promote in their communities.

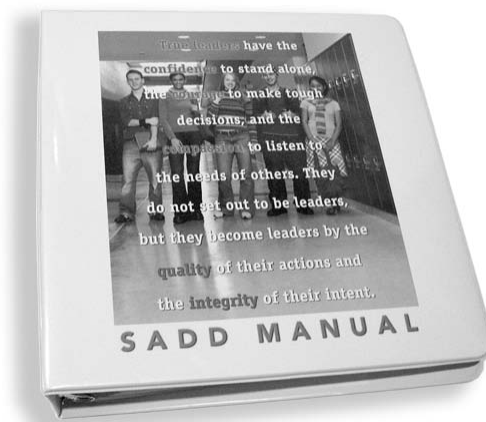
- SADD’s new **prom/grad tool kit** provides a comprehensive prevention-based approach to the issue of celebratory drinking. A partnership with Boston Market and its “Time for Your School” program offers SADD students a way to earn substantial amounts of money for their chapters to help fund safe celebrations throughout the year.



*SADD National Conference attendees enjoy a special evening aboard the Steamboat Natchez, the pride of the Mississippi.*

- Thousands of parents and their teens gain practical advice to help them improve family communication and strengthen their relationships through the **SADD Speaker Series**.

- A new resource, the 225-page comprehensive **SADD chapter manual**, provides innovative programming ideas, prevention information and resources, useful tips for working with media and legislators, and facts and statistics about important youth topics.



- Always a programming highlight, the **SADD National Conference** is held this year in New Orleans, Louisiana, July 8-11. With the SLC-inspired theme “Rollin’ on the River: Defining the Current,” a record number youth and adult advisors attend the four-day educational experience. More than 200 students come in a day early for a service project to revitalize the Carrollton-area campus of the James Weldon Johnson Elementary School.

### Special Thanks

We offer our gratitude to these valued sponsors for their generous support of the 2007 SADD National Conference.

#### *Fleur-de-Lis Presenting Sponsor*

Louisiana Highway Safety Commission

#### *The Mighty Mississippi*

1 2 1 Direct Response



#### *SADD Krewe*

Sparhawk Corporation

#### *Crescent City*

Boston Market Corporation

# FINANCIAL HIGHLIGHTS

Year ended June 30, 2007

## ASSETS

### Current Assets

Cash	\$ 95,766
Unconditional promises to give	171,352
Grants receivable	174,680
Accounts receivable	78,046
Other current assets	20,153
<b>Total Current Assets</b>	<b>\$ 539,997</b>

### Property and Equipment

Furniture and equipment	121,422
	121,422
Less: Accumulated depreciation	(100,434)
<b>Net Property and Equipment</b>	<b>\$ 20,988</b>

### Other Assets

Split-dollar life insurance receivable	\$ 255,611
<b>Total Other Assets</b>	<b>\$ 255,611</b>
<b>Total Assets</b>	<b>\$ 816,596</b>

## LIABILITIES AND NET ASSETS

### Current Liabilities

Line of credit	\$ 35,000
Accounts payable and accrued expenses	\$ 436,748
Accrued payroll, vacations, and withholdings	47,362
Current portion of deferred compensation obligation	22,626
<b>Total Current Liabilities</b>	<b>\$ 541,736</b>

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

Long-term portion of deferred compensation obligation	\$ 24,142
<b>Total Long-Term Debt</b>	<b>24,142</b>
<b>Total Liabilities</b>	<b>\$ 565,878</b>

### Net Assets

Unrestricted net assets	\$ 250,718
Temporarily restricted net assets	-
<b>Total Net Assets</b>	<b>\$ 250,718</b>
<b>Total Liabilities and Net Assets</b>	<b>\$ 816,596</b>

## UNRESTRICTED NET ASSETS

### Support and Revenue

Public Support	
Contributions – telemarketing	\$ 1,668,896
Contributions and grants – other	1,451,183
<b>Total Unrestricted Public Support</b>	<b>\$ 3,120,079</b>

### Revenue

Program service fees	\$ 93,120
Royalties - SADD custom products	32,187
<b>Total Unrestricted Revenue</b>	<b>\$ 125,307</b>

**Total Unrestricted Support and Revenue** \$ 3,245,386

### Expenses

Program services	\$ 2,144,371
Supporting services	
Management and general	235,167
Fund-raising	825,236
<b>Total Expenses</b>	<b>\$ 3,204,774</b>

**Increase (Decrease) in Unrestricted Net Assets** \$ 40,612

## TEMPORARILY RESTRICTED NET ASSETS

### Support and Revenue

Public Support	
Contributions and grants – other	-
Net assets released from restrictions satisfied by payments	\$ (40,000)

### Increase (Decrease) in Temporarily Restricted Net Assets

Increase in temporarily restricted net assets \$ (40,000)

### Decrease in Net Assets

Decrease in net assets 612

### Net Assets

Beginning of Year	\$ 250,106
End of Year	\$ 250,718

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.

## 2007-2008 BOARD OF DIRECTORS

### Officers:

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Management Corporation  
Boston, Massachusetts

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Phase Forward  
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Penelope Wells  
SADD, Inc.  
Marlborough, Massachusetts

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#### **SADD State Coordinator Representatives**

Felicity DeBacco-Erni  
Harrisburg, Pennsylvania

Jessica Smith  
Glendale, Arizona

#### **SADD National Student of the Year**

##### **2006-2007**

Daniel Vocelle  
Vero Beach, Florida

##### **2007-2008**

Sasha Willingham  
Russellville, Alabama

## SADD NATIONAL STUDENT LEADERSHIP COUNCILS

### **2006-2007 Council**

#### **Student of the Year**

Daniel Vocelle  
Vero Beach, Florida

#### **Executive Committee**

Timi Michelle LaTondress  
Guston, Kentucky

Sasha Willingham  
Russellville, Alabama

#### **Members**

Tara Benkofske  
Ramsey, Minnesota

Tawny Decker  
Burlington, Kansas

Joshua Helmondollar  
Montcalm, West Virginia

Megan Jury  
New Rockford, North Dakota

Andrew Karasik  
Wynnewood, Pennsylvania

Jacob McPherson  
Taunton, Massachusetts

Jonathan Pike  
Rushville, Indiana



*Student Leadership Council 2007-2008*

#### **Youth Advisor**

Jessica Billings  
Bloomington, Minnesota

### **2007-2008 Council**

#### **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

Jeannie Harrison  
Nitro, West Virginia

Jesse Hoffman-Klaucke  
South Chatham,  
Massachusetts

Kelsea Larsen  
Shelton, Washington

Joseph Laston  
Williamstown, Vermont

Katelyn Pontore  
Cranesville, Pennsylvania

Danny Ramsey  
Charlottesville, Indiana

Emily Smith  
Clewiston, Florida

Stephen Winkler  
Goff, Kansas

#### **Youth Advisor**

Daniel Vocelle  
Vero Beach, Florida



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Verl Todd

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#### **Nevada**

Sandy Heverly

#### **Pennsylvania**

Felicity DeBacco-Erni

#### **Vermont**

Mark Floyd

#### **Washington**

Gerry Apple

#### **West Virginia**

Larry Kendall

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, including a quarterly newsletter, to chapters in all 50 states. Other resources include our website, database, groundbreaking research, and a highlight of our year, the annual SADD National conference, planned in large part with youth from our Student Leadership Council (SLC).

## ***SADD BY THE NUMBERS***

**7,000**

Students and teachers who receive *The SADDvocate*, SADD's e-newsletter

**10,000**

Middle school, high school, and college SADD chapters with advisors for each

**44,000**

Unique visitors per month to our website, **sadd.org**

**47,000**

Number of middle schools and high schools that receive SADD's national newsletter, *Decisions*

**350,000**

Active students participating in SADD chapters nationwide

**3 million**

Number of SADD alumni

**7 million+**

Youth in schools with a SADD chapter

**Millions more ...**

School and community members, business people, law enforcement personnel, family members, and friends exposed to SADD's message



### **SADD, Inc.**

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