THE Safe Ride FOUNDATION

2025 Corporate Sponsorship Packet

"Your support of drunk driving prevention is your support of the safety of Frederick County"

We completely agree. So, we created solutions that make it so a person can't even THINK of an excuse.

The Safe Ride Foundation is Frederick County, Maryland's only anti-drunk driving nonprofit organization, created to directly combat the ever-going epidemic of DUI's and DWI's in the growing communities of our area. As a charity, we have always operated through one central concept: To not simply dream of change, but become the change. We combat the ongoing drunk driving issue in many areas including education, prevention, and victim relief. To facilitate this we've created several programs, most notably our flagship program SOS Safe Ride, which provides our county with the convenience of an on-demand designated driving service and mobile app that transports intoxicated persons home from the bar, but in their own vehicle. Our very popular program provides an amazing alternative to a taxi cab or uber™, by giving the person the convenience of having their vehicle in their driveway the next morning, and more importantly, preventing them from making a decision that would possibly harm themselves or others.

Celebrating Over 8 **years!**

A Track Record of Nonprofit Innovation

The Safe Ride Foundation was founded in December of 2014 by Wayne Dorsey of Frederick, Maryland. Since then, the executive board of directors has now grown to a team of six strong-minded individuals who all share the same passion for drunk driving prevention in our area.

Every one of our board members has a different story of how drunk driving has affected them.

Some have had family members or friends pass due to the recklessness of a driver. Some have had DUI offenses of their own. Others simply feel themselves surrounded by the problem and want to do their part to stop it. No matter the case, our team works year-round to eradicate this problem in every way.

The Safe Ride Foundation Board of Directors

From Left: Meet Wayne, Laurel, John, Suzanne, Stephanie, and James!

"Vague Goals Yield Vague Results"

This is our board motto. We begin every meeting with it in order to drive home (pun intended) the point that specific goals will always achieve specific outcomes.

Drunk driving prevention is no different.

Our Specific Goals for Year 2026

Part 1 – Vision and Past Achievements

The SOS Safe Ride program is what we're known for, and it's the means of us making the biggest impact on drunk driving in Frederick County.

Achievements:

- Number of Rides: Since SOS Safe Ride's inception in 2015, we are proud to share that it has provided well beyond **19,000** rides to citizens of Frederick County, traveling over 50,000 miles in the process. This leads into our most significant achievement:
- Drunk Driving Arrest Reduction: Since 2016, we have also directly contributed to a nearly **15% reduction in drunk driving arrests** within Frederick County, which is no small feat.
- Volunteer Hours: Finally, SOS Safe Ride drivers have collectively contributed **42,000 volunteer hours** in dedication to drunk driving prevention.

In 2025, The Safe Ride Foundation accomplished one of its greatest achievements, by being recipient a 2-Time Recipient of the Frederick Impact Award, recognizing it as one of Frederick's most impactful charities, making front page news and awarding the organization with a grant of nearly $40,000 as a result!

While all of this is wonderful, there is still significant work to be done in order to create impactful change.

This is what we're planning to do in order to create that change:

Our Specific Goals for Year 2025

Part 2 – S.M.A.R.T. Outcomes

On the following page are crime statistics for both the state of Maryland, and Frederick County.

Frederick County currently ranks **third** in the state for drunk driving-related arrests, arresting over 1,000 citizens every year for DWI, DUI, Aggravated DUI, or Vehicular Manslaughter.

In 2016, that number was over 1,250. With the Safe Ride Foundation's help, we've been able to make a significant dent in drunk driving arrests, which leads to our goals and outcomes:

GOALS:

Goal #1: **Prevent an addition 4,500 DUI offenses via rides home in 2025**

Goal #2: With the completion of *Goal #1*, we aim to see **an additional 5% Reduction in Drunk Driving Arrests** in Frederick County by the start of fiscal year 2025.

Goal #3: Re-Launch the SOS Safe Ride app with version 3.0, a state-of-the-art upgrade to our already existing software

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These are specific goals, which are both measurable and attainable. However, we cannot achieve them alone.

It takes a team; it takes a community, and most importantly, it takes individuals and organizations like **you** to help see this goal to its fruition!

MARYLAND U C R CRIME ARREST DATA

		TOTAL ARREST	TOTAL ADULTS	TOTAL JUV	DWI	LQR/ laws	DRUNK ness	DISRD cond	VAG	ALL/OTH	SUSP	CUR/ loit	RUN- aways	HUM/ comm	HUM/ comm
FREDERICK COUNTY	2017	8,232	7,485	747	828	37	0	97	6	3,213	260	2	52	0	0
	2018	8,307	7,640	667	1,015	34	4	83	10	3,123	8	0	39	0	0
PERCENT CHANGE		+1	+2	-11	+23	-8	+100	-14	+67	-3	-97	-100	-25	-	-
BRUNSWICK PD	2017	89	67	22	8	0	0	4	1	15	0	0	2	0	0
	2018	157	124	33	15	0	0	3	0	17	0	0	6	0	0
PERCENT CHANGE		+76	+85	+50											
FREDERICK PD	2017	3,504	3,194	310	305	20	0	61	4	1,178	260	2	49	0	0
	2018	3,446	3,148	298	332	21	2	58	10	1,132	7	0	32	0	0
PERCENT CHANGE		-2	-1	-4											
THURMONT PD	2017	81	69	12	5	1	0	0	0	8	0	0	1	0	0
	2018	82	75	7	10	2	0	3	0	7	0	0	0	0	0
PERCENT CHANGE		+1	+9	-42											
FREDERICK CO. SHERIFF	2017	3,869	3,526	343	292	13	0	22	1	1,972	0	0	0	0	0
	2018	3,889	3,637	252	334	10	2	17	0	1,927	1	0	1	0	0
PERCENT CHANGE		+1	+3	-27											

ARRESTS - AGE

CLASSIFICATION OF OFFENSES	UNDER 10	10-12	13-14	15	16	17	JUVENILE TOTAL	18	19	20	21	22	23
DRIVING UNDER THE INFLUENCE	0	0	1	0	4	51	56	124	195	284	501	629	661

ARRESTS - SEX & RACE

	SEX		RACE				
CLASSIFICATION OF OFFENSES	MALE	FEMALE	WHITE	BLACK	AMERICAN INDIAN	ASIAN	PACIFIC ISLANDER
DRIVING UNDER THE INFLUENCE	14,236	4,337	12,391	5,736	28	334	84

YEAR END Crime Statistics
2018

The statistics presented here are subject to change for a variety of reasons, including late reporting, reclassification of some offenses, and discovery that reports of some offenses were unfounded.

	YEAR END 2018 STATISTICS		
Crime	Jan-Dec 2017	Jan-Dec 2018	% Change
Manslaughter	0	0	0.0
Murder	1	3	200.0
Rape	28	26	-7.1
Robbery	87	74	-14.9
Aggravated Assault	352	168	-52.3
Burglary	149	138	-7.4
Theft	1107	1302	17.6
DWI or DUI	643	451	-29.6
Total	**2367**	**2162**	**-0.3**
Arson	**13**	**10**	**-23.1**
CRIME VS PERSON	**381**	**197**	**-48.3**
CRIME VS PROPERTY	**1399**	**1575**	**12.6**

Note: This data is subject to change due to late reporting.
NC = Division by zero is Not Calculable
Percentage changes involving small figures should be interpreted with caution.
The Index Crime "Larceny/Theft" includes both "Theft" and "Theft from Auto."

Your Generous Sponsorship of The Safe Ride Foundation

And What it Will do for Frederick

A tax-deductible donation to the 501(c)3 nonprofit "The Safe Ride Foundation" goes to tremendous lengths in helping to fight drunk driving in Frederick County. By sponsoring our foundation, your contribution gets split into four parts, going into both arms and both legs of our organization which are listed below.

Your contribution is all-encompassing, with each donation having the ability to help save **100 lives or more** in Frederick County by way of drunk driving prevention.

Programs & Initiatives that your sponsorship will directly benefit:

The Prevention "Arm": Primary Program - *SOS Safe Ride*

- *Additional Program Vehicles – Acquiring new "chase" vehicles for our program.*
- *Advocacy – Campaigns to raise awareness for the SOS Safe Ride program*
- *Tech Development – Improving the usability and capacity of our Mobile App*

The Education "Arm": Primary Programs – "*Over the Limit Fest"* and *"Pump Your Brakes Booth"*

- *Over the Limit Fest - Helping to put on our annual education and fundraising event, the Over the Limit Comedy Fest*
- *Pump Your Brakes Booth - Acquiring new breathalyzers for the "Pump Your Brakes Booth" which administers free breathalyzer tests to patrons of Frederick County bars and alcohol-serving events.*

The Victim Relief "Leg": Primary Program - Safe Ride Foundation "Angel Fund"

- *Angel Fund - Supporting the Angel Fund for victim relief, which provides aide to families affected by drunk driving. This fund benefits victims by way of grief counseling, funeral costs, and medical expenses.*

The Rehabilitation "Leg": Primary Program – The Steered Straight Program

- *The Steered Straight Program- The Safe Ride Foundation "Steered Straight" Program is a new 2020 program designed to rehabilitate drunk driving offenders through behavioral science and community service.*

All Donations, In-Kind Gifts, and Sponsorships are Tax-Deductible

Join these brands and dozens more in their support of our noble organization!

No contribution is too small, and remember that the best donation that anyone can give is simply their time.

Thank you for your interest, the following pages will include all sponsorship benefits associated with your support of Drunk Driving Prevention via the Safe Ride Foundation.

99.9 WFRE 25TH ANNIVERSARY FREE COUNTRY

SOLDIERFIT

Cowork Frederick

DARCARS Toyota of Frederick

SAFE RIDE FOUNDATION
FY 2025 SPONSORSHIP TIERS

	FLAGSHIP SPONSOR $5,000	BEST IMPACT PLATINUM $2,500	DIAMOND $1,000	GOLD $500
FLAGSHIP SPONSOR: "SOS, BROUGHT TO YOU BY ____"	●			
YOUR COMPANY BECOMES AN SOS DISCOUNT CODE	●			
FREE RIDE SERVICE AT YOUR COMPANY FUNCTIONS	●			
YOUR PRINTED OFFER PRESENTED AFTER EACH RIDE HOME!	●			
CLICKABLE ADS WITHIN SOS SAFE RIDE APP	●	●		
LOGO IN SELECT SOS VIDEO COMMERCIALS	●	●		
~OCCUPY SAFE RIDE~ "YOUR EMPLOYEES CAN VOLUNTEER WITH US FOR A NIGHT!"	●	●		
BONUS: FREE RIDES FOR ALL EMPLOYEES!	●	●		
LOGO IN OUR 5,000 SUBSCRIBER WEEKLY NEWSLETTER	●	●	●	
COMMEMORATIVE SPONSOR PLAQUE	●	●	●	
BONUS: "PRESENTING" SPONSOR OF OTL COMEDY FEST	●	●		
SIGNAGE ABOVE STAGE AT OTL COMEDY FEST	●	●	●	
FREE VENDOR/TABLE SPACE AT OTL COMEDY FEST	●	●	●	
SIX TICKETS TO OTL COMEDY FEST	●	●	●	
TWO TICKETS TO OTL COMEDY FEST				●
YOUR VIDEO COMMERCIAL SHOWN DURING OTL COMEDY FEST PRE-SHOW	●	●	●	●
PRESS PHOTO WITH OVERSIZED CHECK	●	●	●	●
FLOOR SIGNAGE AT OTL COMEDY FEST	●	●	●	●
SOCIAL MEDIA RECOGNITION FOR YOUR COMPANY	●	●	●	●
CORPORATE LOGO ON SPONSORS WEBPAGE	●	●	●	●

FONT COLOR KEY: SOS SAFE RIDE BENEFITS | OVER THE LIMIT COMEDY FEST BENEFITS | GENERAL BENEFITS

ENJOY BENEFITS SUCH AS:

AN SOS CHASE CAR

COMMERCIAL APPEARANCES

SOS APP ADVERTISEMENTS

SOS SAFE RIDE
Your Organization
FLAGSHIP STATUS

SIGNAGE AT OTL COMEDY FEST

SOS SAFE RIDE
We Drive You Home in YOUR Vehicle!

Rides for GOOD

"OVER THE LIMIT" COMEDY FEST

Conclusion

Thank you for your consideration

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We appreciate you hearing our story, and to close, we leave you with something that we exclaim every that chance we get. We mean this every single time, and it will always ring true for us and our endeavors:

"The fact is, we're not only aiming to give a few rides home, because anyone could do that. Our purpose is much larger. We want to change a culture, to set the example, and create an environment where there is absolutely zero excuse for someone to get behind the wheel when they know that they shouldn't. That is why we exist, and what strive for every single day."

- The Safe Ride Foundation

We humbly invite your organization to help us fight the good fight against drunk driving.
We thank you for your consideration, and together we can move closer towards making Frederick County a safer place, by ending drunk driving once and for all.

"The War Against Drinking and Driving Starts With YOU!"

THE Safe Ride FOUNDATION