

WASHINGTON REGIONAL ALCOHOL PROGRAM (WRAP)

2013  
ANNUAL REPORT



Founded in 1982, the nonprofit [501(c)(3)] Washington Regional Alcohol Program (WRAP) is an award-winning public-private partnership working to prevent drunk driving and underage drinking. Through public education, innovative health education programs and advocacy, WRAP is credited with keeping the metro-Washington area's alcohol-related traffic deaths consistently lower than the national average.

WRAP, however, may best be known to area residents via the organization's popular free cab ride service for would-be drunk drivers, SoberRide®.



## Washington Regional Alcohol Program (WRAP)

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# CHAIRMAN'S MESSAGE



The highlights of the lifesaving work performed by the nonprofit Washington Regional Alcohol Program (WRAP) in the fiscal year which this publication covers (October 1, 2012 through September 30, 2013) are many and include the organization:

- removing 2,578 would-be drunk drivers from Greater Washington's roadways via WRAP's free cab ride service, SoberRide®;
- launching WRAP's half cab / half cop car, the "Chooser Cruiser," to deter drunk driving in the Washington-metropolitan area – earning Virginia's prestigious 2013 Governor's Transportation Safety Award for the innovative, public education initiative;
- reaching over 5,500 Greater Washington residents with WRAP's innovative health education programs including nearly 4,200 area high school students with WRAP's multi-media outreach program, *Alcohol Awareness for Students*;
- celebrating the 21st year of WRAP's esteemed GEICO Student Awards program awarding to-date over \$ 60,000 in prizes to area student organizations promoting alcohol and drug-free lifestyles to their peers;
- successfully championing legislation in Virginia which increases the penalties for persons repeatedly convicted of drunk driving in the Commonwealth; and, in Maryland, supporting yet-successful legislation proposing to both increase the universe of blood alcohol concentration-tested drivers in the state as well as increasing the penalties for persons convicted of drunk driving while transporting a minor;
- and spearheading the region's 12th-annual Checkpoint Strikeforce campaign including introducing the traffic safety campaign's new superhero, Soberman, resulting in downward

trending alcohol-related traffic fatalities in each the District of Columbia, Maryland and Virginia with each locality outpacing national trends in this same arena.

The dividends of these investments in public health and public safety most notably include the marked reduction of highway deaths attributable to drunk driving occurring in the District of Columbia, Maryland and Virginia. Using the latest U.S. Department of Transportation figures (2012), while alcohol-impaired driving fatalities nationally have *increased* by 4.6-percent, they *decreased* by more than a half-percent in Maryland, by five-percent in the District of Columbia and by over seven-percent in Virginia.

In fact and since its founding in 1982 – and in addition to WRAP's popular SoberRide® program providing 58,272 free cab rides home to would-be drunk drivers in the Greater Washington area – the number of drunk driving deaths occurring each year in the Washington-metropolitan area has been nearly halved.

As a three-person charitable organization, WRAP has proven to be a more than able steward of the tax-deductible donations it is fortunate enough to receive. In fact and for the fiscal year covered in this publication, WRAP spent only 3.2-percent of its *total* expenses on administration and fundraising.

To those of you already contributing to the local fight against drunk driving and underage drinking, thank you. For those of you not yet involved in this local, lifesaving work, I invite you to join WRAP in its *winning* fight against drunk driving and teen drinking.

John O'Donnell  
WRAP Chairman  
September 2013



WRAP Chairman John O'Donnell (Washington Area New Automobile Dealers Association), pictured on the right, is thanked for his two years of service at WRAP's helm by incoming WRAP Chairman Lieutenant Rudy Landon (Loudoun County Sheriff's Office) at the organization's October 2013 Annual Luncheon Meeting in Washington, D.C.

*"Nationally, the rate of drunk-driving fatalities has plummeted over the past few decades...and for it credit should go partly to groups that have raised awareness and pressed for tougher laws, such as... the Washington Regional Alcohol Program."*

-The Washington Post (11-23-12)

# YOUTH OUTREACH

## Alcohol Awareness for Students

WRAP's multi-media outreach program using an interactive PowerPoint presentation, video and Fatal Vision Goggles to educate teenagers and young adults about the dangers and consequences of underage drinking and drunk driving reached nearly 4,200 high school students throughout Greater Washington and included an assessment of the program showing increased perceptions of risks associated with teen drinking as well as marked behavioral changes of reached students.

## GEICO Student Awards

"Washington-Metro Teens Lauded for Their Fight Against Underage Drinking," read the *Alexandria News* headline (4-23-13) regarding WRAP, with partner GEICO, recognizing Greater Washington high school student groups through the hosting of a 21<sup>st</sup>-annual regional competition in April 2013 and where local youth were recognized for their promotion of alcohol and drug-free lifestyles to their peers.

## School Resource Guide to Preventing Underage Drinking

More than 2,000 copies of WRAP's 12-page, 2013 educational guide on the Washington-metropolitan area's underage drinking laws and consequences as well as related facts, statistics and suggested school club activities were distributed to local students.



Students from Eleanor Roosevelt High School's winning SADD Club – flanked by (l to r) GEICO's Janice Minshall, SADD Club Advisor Joanne Read and WRAP President Kurt Erickson – pose at WRAP's 2013 GEICO Student Awards.

### Ten Tips for a Safe Summer

“WRAP’s ten tips for parents to deter underage drinking and drunk driving this summer include...,” reported WMAL-AM/FM (5-15-13) regarding WRAP issuing its annual parental-education initiative, “Ten Tips for a Safe Summer,” in May 2013 and as a means of combating both teen drinking and impaired driving during that time of year when the greatest number of teen traffic deaths occur.



Student participants in WRAP’s 2013 GEICO Student Awards set-up their display at the 21st-annual regional competition in Washington, D.C.



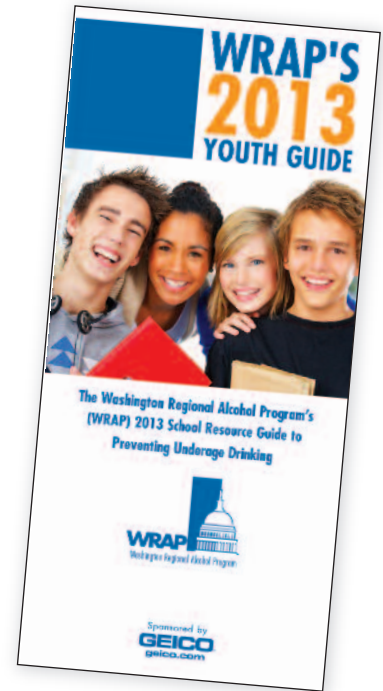
White House Office of National Drug Control Policy’s Deputy Director for Policy **Jacqueline Hackett** speaks to the audience at WRAP’s 2013 GEICO Student Awards in Washington, D.C.

### Moment of Silence

Held in the spring of 2013 and as a means of calling attention to the perils of drunk driving, WRAP coordinated the provision of morning announcements to Greater Washington’s high schools calling for a “Moment of Silence” in commemorating this country’s worst drunk driving crash occurring near Lexington, Kentucky on May 14, 1988.



A Metropolitan Police Department Officer demonstrates WRAP’s Fatal Vision goggles to a student attendee at the organization’s 2013 GEICO Student Awards



*“The GEICO Student Awards, now in their 21st year, were presented by WRAP to Washington-metropolitan area high school student groups promoting alcohol and drug-free lifestyles to their peers.”*

-Alexandria News (4-23-13)

# ADULT OUTREACH

## SoberRide®

“More than 1,900 Use SoberRide During Holidays,” read the *Washington Examiner* headline (1-2-13) about WRAP’s award-winning and free cab ride service to prevent drunk driving, SoberRide®, providing 2,578 total free cab rides home in FY 2013 to would-be drunk drivers in the Greater Washington area. (See [www.soberride.com](http://www.soberride.com))

## Chooser Cruiser

“A New Ride to Raise Alcohol Awareness,” read *The Washington Post* headline (11-20-12) regarding WRAP, along with its partners the Arlington County Police Department and Red Top Cab, launching its half cab / half cop car, the “Chooser Cruiser,” at a regional news conference held in November 2012. The innovative, public education initiative is designed to deter drunk driving in the Washington-metropolitan area and, in 2013, earned Virginia’s prestigious Governor’s Transportation Safety Award.

## Safe And Vital Employees (SAVE)

WRAP reached numerous employees in the Washington-metropolitan area with the organization’s Safe And Vital Employees (SAVE) program – an innovative, business outreach offering bringing traffic safety to the workplace while helping educate employees on the dangers of drunk driving on both a personal and professional level.



Virginia Senator George Barker (D) helps launch WRAP’s 2013 St. Patrick’s Day SoberRide® campaign in Alexandria, Virginia.

## Law Enforcement Awards of Excellence for Impaired Driving Prevention

“Officers Honored for Fight Against Drunken Driving,” read the *Washington Examiner* headline (12-16-12) regarding WRAP’s December 2012 Law Enforcement Awards of Excellence for Impaired Driving Prevention and where eleven law enforcement officers were honored for their work in impaired driving prevention. WRAP also serves as the project director of Maryland’s annual, statewide Impaired Driving Enforcement Awards the 12th-annual version of which was held in September 2013 and where over 100 Maryland law enforcement professionals were honored.

## Corporate Guide to Safe Driving and Safe Celebrating

Over 2,000 copies of WRAP’s 12-page, 2013 at-a-glance reference on the Washington-metropolitan area’s drunk driving laws, related facts, statistics and party tips were distributed to area business and military personnel.



National Highway Traffic Safety Administration Administrator David Strickland (at podium), flanked by U.S. Secretary of Transportation Ray LaHood, speaks at NHTSA’s December 2012 national crackdown news conference in Washington, D.C. and featuring WRAP’s “Chooser Cruiser.”



Virginia House of Delegates Transportation Committee Chairman Delegate Joe May (left) along with Virginia Department of Motor Vehicles Commissioner Richard Holcomb (right) present Virginia’s 2013 Governor’s Transportation Safety Awards to (l to r) Neal Nichols (Arlington’s Red Top Cab), Kurt Erickson (WRAP) and Lieutenant Robert Medeiros (Arlington County Police Department).



Prince George's County Police Corporal Michael Rose (center) receives Maryland's 2013 Outstanding Innovative Enforcement Award at Maryland's 12th-annual Impaired Driving Enforcement Awards in Glen Burnie in September. Joining Corporal Rose are (l to r) Maryland Highway Safety Office (HSO) Chief Tom Gianni, Maryland Motor Vehicle Administration Administrator John Kuo, former Maryland HSO Safety Programs Section Chief Liza Lemaster and Maryland HSO Deputy Chief Dana Gigliotti.



Prince George's County Police Department Corporal Christopher Lord (second from l) receives WRAP's 2012 Law Enforcement Award of Excellence for Impaired Driving Prevention from (l to r) event Master of Ceremonies Aaron Gilchrist (News4), presenter Lieutenant Pamela Simms (Metropolitan Police Department, retired) and event host Sheriff Michael Chapman (Loudoun County Sheriff's Office).



Arlington County Police Department Chief M. Douglas Scott being interviewed by All News 99.1 WNEW reporter John Domen at the November 2012 launch of WRAP's "Chooser Cruiser" in Arlington, Virginia.

If you choose to celebrate the holidays with alcohol, CHOOSE YOUR RIDE.  
Designate a driver or call WRAP's SoberRide® at 1-800-200-TAXI.

**SoberRide®**  
**1-800-200-TAXI**

AT&T Customers Dial #WRAP (#9727)

For a FREE ride HOME (up to a \$30 fare) 10:00 pm to 6:00 am  
nightly from December 13, 2013 to January 1, 2014.

WRAP's award-winning "Chooser Cruiser" as depicted in the organization's poster for its 2013 Holiday SoberRide® campaign.

*"The Chooser Cruiser is a useful reminder of the costs of drunk driving."*

-The Washington Post (11-23-12)

# ADVOCACY

## VIRGINIA:

“Tougher Drunken Driving Penalties in Virginia Next Month,” read the *WTOP News* headline (6-24-13) regarding WRAP successfully championing 2013 legislation in Virginia which increases the penalties for persons repeatedly convicted of drunk driving in the Commonwealth.

WRAP’s role in helping to advance the aforementioned and other anti-drunk driving legislation in Richmond in 2013 and where WRAP has a supporting position included the organization: providing numerous legislative committees with both testimony and substitute bill language; routinely meeting with legislative

branch leadership; routinely meeting with both Senate and House members including bills’ chief patrons; providing resource information; and building public support for legislation via WRAP’s regularly-issued Legislative Alerts.



WRAP President **Kurt Erickson** (r) testifies before a Maryland House of Delegates Committee in January 2013 in support of legislation proposing to increase penalties for persons convicted of drunk driving in Maryland while also transporting a minor. Looking on at left is the bill’s sponsor, Delegate **Sam Arora** (D-Montgomery County).



District of Columbia Mayor **Vincent Gray** (D) pictured second from left, visits with (l to r) WRAP President **Kurt Erickson**, WRAP Chairman **John O’Donnell** (Washington Area New Automobile Dealers Association [WANADA]) and WRAP co-founder **Gerry Murphy** (WANADA) in Washington, D.C. and in advance of WRAP’s 2013 Independence Day SoberRide® campaign.



Virginia Governor **Bob McDonnell** (R) pictured on the right, talks with WRAP President **Kurt Erickson** at a September 2013 Checkpoint Strikeforce event in Richmond, Virginia. (Credit: Michaele White, Office of Virginia’s Governor)

*“The Washington Regional Alcohol Program said the new law ‘ratchets up the seriousness of the crime’.*

-Free-Lance Star (6-28-13)



## MARYLAND:

“Between 2009 and 2011, the state (Maryland) saw a more than ten-percent increase in citations for driving drunk while a minor was in the car,” WRAP quoted in the *Gazette* (12-24-12) regarding WRAP supporting yet-successful legislation in 2013 proposing to increase both the: penalties for persons convicted of drunk driving while transporting a minor; as well as the universe of drivers tested for blood alcohol concentration in Maryland.



WRAP’s role in attempting to advance the aforementioned and other anti-drunk driving legislation in Annapolis in 2013 and where WRAP has a supporting position included the organization: providing numerous legislative committees with both testimony and substitute bill language; routinely meeting with legislative branch leadership; routinely meeting with both Senate and House members including bills’ chief patrons; providing resource information; and building public support for legislation via WRAP’s regularly-issued Legislative Alerts.

## DISTRICT OF COLUMBIA:

As a follow-up to successfully championing legislation during the Council of the District of Columbia’s 2012 session and which persons convicted of driving under the influence (DUI) in the city now face the potential of increased fines, increased jail sentences and mandatory incarceration if convicted of DUI with a child in the car, WRAP attended District of Columbia Mayor Vincent Gray’s (D) ceremonial January 2013 bill signing of legislation cracking-down on drunk drivers in the city.



At a January 2013 bill signing ceremony in Washington, D.C., WRAP President **Kurt Erickson** (r) watches as District of Columbia Mayor **Vincent Gray** (D), seated, signs into law legislation cracking-down on drunk drivers in the city. To Erickson’s right is WRAP Advisory Committee member **Carole Lewis** (District Department of Transportation) and WRAP Member **Brandy Nannini** (The Century Council). (Photo courtesy of D.C.’s Mayor’s Office.)

# PUBLIC EDUCATION

## Checkpoint Strikeforce

“Soberman made his party debut Thursday at The Bullpen outside Nationals Stadium (sic),” reported the *Washington City Paper* (8-30-13) regarding WRAP continuing to serve as project director of the region’s *Checkpoint Strikeforce* campaign – an annual law enforcement and



National Highway Traffic Safety Administration Administrator **David Strickland** addresses the audience at WRAP’s 2012 Annual Luncheon Meeting & WRAPPY Awards.



U.S. Park Police **Captain Richard Pope** presents to **Eshe Farthing** a red ribbon at the December 2012 “Maryland Remembers” ceremony in Annapolis, Maryland. Farthing’s brother, U.S. Park Police **Officer Hakim Farthing**, was killed by a drunk driver in 2002 on the Baltimore-Washington Parkway.

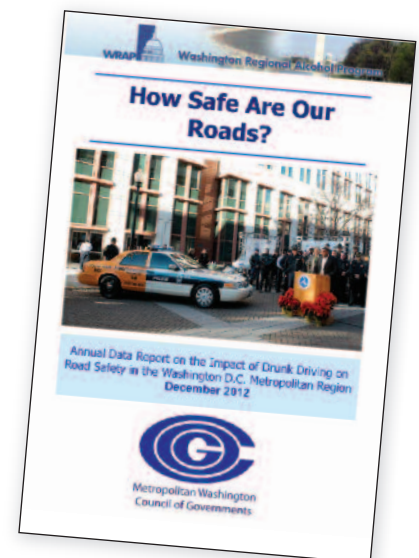
public education effort to effectively detect and arrest drunk drivers in the District of Columbia, Maryland and Virginia – including, in August 2013, hosting of a regional Checkpoint Strikeforce news conference introducing the traffic safety campaign’s new superhero, Soberman, and, in September 2013, launching Virginia’s Checkpoint Strikeforce campaign with Virginia Governor Bob McDonnell (R) collectively contributing to declining alcohol-impaired driving fatalities in the District of Columbia, Maryland and Virginia. (See [www.checkpointstrikeforce.net](http://www.checkpointstrikeforce.net))



WRAP President **Kurt Erickson** addresses the audience at The Century Council’s Congressional Stop DUI Caucus event on Capitol Hill in December 2012.

## “How Safe are Our Roads?” Report

Decreasing alcohol-related traffic crashes and injuries but increasing alcohol-related traffic fatalities and arrests were the findings of WRAP’s 20th-annual report on highway safety specifically in the Washington-metropolitan area in 2012 (in cooperation with the Metropolitan Washington Council of Governments).



## Maryland Remembers

“Maryland Families, Law Enforcement Officials Commemorate Victims of Drunken Driving,” read *The Washington Post* headline (12-12-12) regarding WRAP hosting the ninth-annual “Maryland Remembers” ceremony held in December 2012 and where the state’s victims of drunk driving were memorialized while officials simultaneously called for safety during the winter holidays.

## Super Bowl Safety

“Tips to Keep Your Super Bowl Guests from Getting Too Drunk,” read the *WTOP News* headline (1-30-13) regarding WRAP’s January 2013 call for safety in advance of the too often deadly U.S. “holiday” of Super Bowl Sunday.



WUSA9 (CBS-TV) interviews the Checkpoint Strikeforce campaign’s new superhero, Soberman, outside of Nationals Park in Washington, D.C. in August 2013.

## Other WRAP Public Education and Honors:

- **Highway Safety Leadership...** In FY 2013, WRAP continued its role as the Impaired Driving Emphasis Area Team Leader for both the District of Columbia and Maryland’s updating of their Strategic Highway Safety Plans.
- **Featured Presenter...** Throughout FY 2013, WRAP served as a featured presenter engaging numerous audiences and forums as diverse as the: Congressional Stop DUI Caucus on Capitol Hill in December 2012; the Arlington County, Virginia Board of Supervisors in July 2013; the Prince George’s County, Maryland Regional Association of Student Governments in February 2013; and the Montgomery County, Maryland Nighttime Economy Task Force, amongst others.



Virginia Governor Bob McDonnell (R) helps launch Virginia’s Checkpoint Strikeforce campaign in Richmond in September 2013. (Credit: Michele White, Office of Virginia’s Governor)

- **WRAP Summer Board Function...** In June 2013 and for its voluntary leadership, WRAP conducted its annual “traditionally non-traditional summer Board function” in Washington, D.C. consisting of a private roundtable luncheon with District of Columbia Mayor Vincent Gray. WRAP’s “Lunch with the Mayor” event, sponsored by Capital One, took place at Hill Country Barbecue and followed Mayor Gray initiating, championing and signing into law emergency legislation the previous year legislation – now D.C. law – increasing penalties for persons convicted of drunk driving in the District.



District of Columbia Mayor Vincent Gray (D), center, talks with WRAP Members (l to r) Lon Anderson (AAA Mid-Atlantic) and Fred Valentine at WRAP’s June 2013 “Lunch with the Mayor” event in Washington, D.C.

*“According to NHTSA, 31-percent of all traffic deaths are caused by drunk drivers but on Super Bowl Sunday specifically, it jumps to 40-percent.”*

-WRAP quoted on WTOP News (1-30-13)

# CORPORATE CONTRIBUTIONS

October 1, 2012-September 30, 2013

## WRAP's Public Partners:

District of Columbia Department  
of Transportation

Maryland Motor Vehicle Administration,  
Maryland Highway Safety Office

Virginia Highway Safety Office,  
Virginia Department of Motor Vehicles

## Corporate Contributions:

### Chairman's Club (\$10,000 and over):

Anheuser-Busch and Local Distributors

AT&T

Diageo

GEICO

MillerCoors

Volkswagen Group of America

### Corporate Platinum (\$5,000-\$9,999):

Beer Institute

Century Council

Giant Food

Restaurant Association  
Metropolitan Washington

Washington Area New Automobile  
Dealers Association

Wine and Spirits Wholesalers of America, Inc.



Virginia Highway Safety Office Program Manager **Butch Letteer** (left) receives WRAP's 2012 Chairman's Award from WRAP Chairman **John O'Donnell** (WANADA).



Anheuser-Busch Companies' Director, Corporate Social Responsibility, **Carol Huebner** (second from r) presents Anheuser-Busch's check for \$25,000 to WRAP at the nonprofit organization's 2012 Law Enforcement Awards & Holiday Campaign Kick-Off in McLean, Virginia. Accepting the check are both WRAP President **Kurt Erickson** and WRAP Chairman **John O'Donnell** (both center) along with (l to r) Anheuser-Busch's **Ken Higgins**, **Bruce Legge**, **Linda Johnson** and **Cassie Mayberry**.

### Corporate Gold (\$1,000-\$4,999):

AAA Mid-Atlantic  
 Capital One  
 Interstate Worldwide  
 LifeSafer  
 McAndrew Company, Inc.  
 PAS Systems  
 PTG Enterprises  
 Safeway  
 State Farm  
 Stratacomm  
 Sunbelt Beverage  
 Washington Wholesalers

### Corporate Silver (\$100-\$999):

Billy Martin's Tavern  
 Fado  
 Limousine Service Associates  
 Murphy's Grand Irish Pub



Washington Area New Automobile Dealers Association's (WANADA) Kevin Reilly (center) presents WANADA's 2013 check for \$ 5,000 to WRAP supporting its SoberRide program. Accepting the check are both WRAP President Kurt Erickson (l) and WRAP SoberRide Committee Chairman Wayne Miller.



AT&T's Alexa Kaufman (center) presents AT&T's 2013 check for \$20,000 to WRAP to support the charity's free cab ride service to prevent drunk driving in the national capital area, SoberRide. Accepting the check are both WRAP President Kurt Erickson (l) and WRAP SoberRide Committee Chairman Wayne Miller.



Diageo North America's Erica Johnson (center) presents Diageo's 2013 check for \$ 10,000 to WRAP supporting its SoberRide program. Accepting the check are both WRAP President Kurt Erickson (l) and WRAP SoberRide Committee Chairman Wayne Miller.

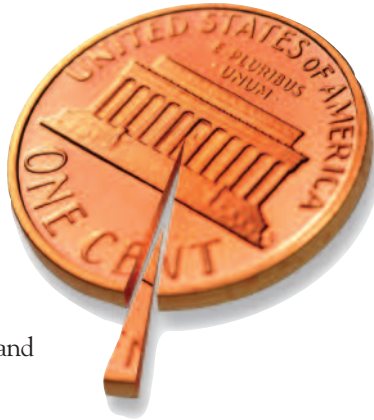


Restaurant Association Metropolitan Washington (RAMW) Chairman Greg Casten (l) presents RAMW's 2013 check for \$ 5,000 to WRAP supporting its SoberRide program. Accepting the check is WRAP SoberRide Committee Chairman Wayne Miller.

# FINANCIAL REPORTS

*In fiscal year 2013, WRAP spent only 3.2% of its total expenses on administration and fundraising.*

Documents and information submitted under the Maryland Charitable Solicitations Act are also available for the cost of postage and copies from the Maryland Secretary of State, State House, Annapolis, Maryland 21401, 410-973-5534.



Alexandria Deputy Police Chief Blaine Corle (l) joins WRAP Vice Chairman Lieutenant Rudy Landon (Loudoun County Sheriff's Office) and WRAP Chairman John O'Donnell (Washington Area New Automobile Dealers Association) at WRAP's 2012 Annual Luncheon Meeting & WRAPPY Awards.

## James R. Turner & Company, P.C.

Certified Public Accountant  
703-506-0198

### INDEPENDENT AUDITORS' REPORT

To the Board of Directors  
Washington Regional Alcohol Program, Inc.

#### Report on the Financial Statements

We have audited the accompanying financial statements of the Washington Regional Alcohol Program, Inc., which comprise the balance sheet as of September 30, 2013, and the related statements of activity, changes in net assets and cash flows for the year then ended and the related notes to the financial statements.

#### Management's Responsibility for the Financial Statements

Management is responsible for the preparation and fair presentation of these financial statements in accordance with accounting principles generally accepted in the United States of America; this includes the design, implementation, and maintenance of internal control relevant to the preparation and fair presentation of financial statements that are free from material misstatement, whether due to fraud or error.

#### Auditor's Responsibility

Our responsibility is to express an opinion on these financial statements based on our audit. We conducted our audit in accordance with auditing standards generally accepted in the United States of America. These standards require that we plan and perform the audit to obtain reasonable assurance about whether the financial statements are free of material misstatement.

An audit involves performing procedures to obtain audit evidence about amounts and disclosures in the financial statements. The procedures selected depend on the auditor's judgment, including the assessment of the risks of material misstatement of the financial statements, whether due to fraud or error. In making these risk assessments, the auditor considers internal control relevant to the entity's preparation and fair presentation of the financial statements in order to design audit procedures that are appropriate in the circumstances, but not for the purpose of expressing an opinion on the effectiveness of the entity's internal control. Accordingly, we express no such opinion. An audit also includes evaluating the appropriateness of accounting policies used and the reasonableness of significant accounting estimates made by management, as well as evaluating the overall presentation of the financial statements.

We believe that our audit evidence is sufficient and appropriate to provide a basis for our audit opinion.

#### Opinion

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of Washington Regional Alcohol Program, Inc. as of September 30, 2013, and the changes in its net assets and its cash flows for the year then ended, in conformity with accounting principles generally accepted in the United States of America.

James R. Turner & Company, P.C.

Vienna, VA  
January 24, 2014

1950 Old Gallows Road, Suite 440, Vienna, Virginia 22182

Washington Regional Alcohol Program, Inc.  
BALANCE SHEET  
September 30, 2013

| Assets                                 |                   |
|--|-------------------|
| Current assets                         |                   |
| Cash                                   | \$ 321,509        |
| Grants and contracts receivable        | 146,214           |
| Sponsors and other receivables         | 18,000            |
| Prepaid expenses and deposits          | <u>10,062</u>     |
| Total current assets                   | <u>495,785</u>    |
| Office furniture and equipment-At Cost | 8,670             |
| Accumulated depreciation               | <u>(8,670)</u>    |
|  | <u>0</u>          |
| Total assets                           | <u>\$ 495,785</u> |
| Liabilities and Net Assets             |                   |
| Current liabilities                    |                   |
| Accounts payable                       | \$ 169,985        |
| Payroll taxes withheld and accrued     | 437               |
| Accrued expenses and liabilities       | 22,627            |
| Deferred sponsor revenue               | <u>51,731</u>     |
| Total current liabilities              | <u>244,780</u>    |
| Net assets                             |                   |
| Unrestricted net assets                | <u>251,005</u>    |
| Total liabilities and net assets       | <u>\$ 495,785</u> |

See notes to financial statements  
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Washington Regional Alcohol Program, Inc.  
STATEMENT OF ACTIVITIES  
Year ended September 30, 2013

|   |                   |
|---|-------------------|
| Revenue and other support                   |                   |
| Checkpoint Strikeforce grant                | \$ 1,107,710      |
| Other grants                                | 489,973           |
| In-Kind Contributions                       | 1,130,223         |
| Contributions                               | 179,512           |
| Other income, including interest of \$1,566 | <u>48,215</u>     |
| Total revenue and other support             | <u>2,955,633</u>  |
| Expenditures                                |                   |
| Program services:                           |                   |
| Public information and education            | 2,583,196         |
| SoberRide                                   | 86,658            |
| Youth outreach                              | 72,243            |
| Adult outreach                              | 42,673            |
| Other programs                              | 14,287            |
| Advocacy                                    | <u>11,792</u>     |
|   | 2,810,849         |
| Management and general                      | 86,256            |
| Fundraising                                 | <u>8,773</u>      |
|   | 2,905,878         |
| Change in net assets                        | <u>49,755</u>     |
| Unrestricted net assets, beginning of year  | <u>201,250</u>    |
| Unrestricted net assets, end of year        | <u>\$ 251,005</u> |

See notes to financial statements  
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# FINANCIAL REPORTS

Washington Regional Alcohol Program, Inc.  
STATEMENT OF CASH FLOWS  
Year ended September 30, 2013

|   |            |
|---|------------|
| Cash flows from operating activities  |            |
| Change in net assets  | \$ 49,755  |
| Adjustments to reconcile change in net assets to net cash provided by operating activities: |            |
| (Increase) decrease in grants receivable  | 442,592    |
| (Increase) decrease in pledges receivables  | 12,000     |
| (Increase) decrease in prepaid expenses   | 808        |
| Increase (decrease) in accounts payable   | (246,107)  |
| Increase (decrease) in payroll taxes withheld and accrued                                   | 437        |
| Increase (decrease) in accrued liabilities  | 19,511     |
| Increase (decrease) in deferred rent  | (1,133)    |
| Increase (decrease) in deferred sponsor revenue   | 8,000      |
| Total adjustments   | 236,108    |
| Net cash provided (used) by operating activities and cash increase                          | 285,863    |
| Cash and equivalents, beginning of year   | 35,646     |
| Cash and equivalents, end of year   | \$ 321,509 |
| Supplemental information  |            |
| Interest paid   | \$ 463     |

See notes to financial statements  
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Washington Regional Alcohol Program, Inc.  
STATEMENT OF FUNCTIONAL EXPENSES  
Year ended September 30, 2013

| Public Information               | Year ended September 30, 2013 |                |                |           | Management Fund- & General | Total        |
|----------------------------------|-------------------------------|----------------|----------------|-----------|----------------------------|--------------|
|                                  | Subsidiary                    | Youth Outreach | Other Programs | Advocacy  |                            |              |
| Consultants                      | \$ 2,271,039                  | \$ -           | \$ -           | \$ 11,615 | \$ 2,282,654               | \$ -         |
| Salaries and related benefits    | 147,765                       | 45,104         | 27,197         | 10,338    | 227,616                    | 100,714      |
| Awards and other                 | 16,160                        | 6,980          | -              | -         | 23,140                     | 7,638        |
| Professional fees                | 36,096                        | 8,400          | 3,463          | 1,678     | 49,637                     | 600          |
| Accounting and legal             | 40,777                        | -              | -              | -         | 40,777                     | 440          |
| Telephone                        | 9,500                         | 175            | -              | 195       | 9,870                      | 10,285       |
| Rent-office                      | 4,816                         | -              | -              | -         | 4,816                      | 2,966        |
| Conferences and meetings         | 9,442                         | -              | -              | -         | 9,442                      | 26,998       |
| Travel and lodging               | 4,577                         | 1,555          | 1,741          | 381       | 8,254                      | 9,442        |
| Printing                         | 45                            | 240            | -              | -         | 285                        | 9,860        |
| Supplies and office expense      | 3,203                         | 647            | 338            | 65        | 4,253                      | 4,259        |
| Insurance                        | 15,512                        | 6,510          | 204            | 548       | 22,774                     | 221          |
| Office moving and relocation     | -                             | -              | -              | -         | -                          | 55           |
| Miscellaneous                    | -                             | -              | -              | -         | -                          | 4,484        |
| Equipment rental and maintenance | -                             | -              | -              | -         | -                          | 8,545        |
| Carrying charges and interest    | -                             | -              | -              | -         | -                          | 1,298        |
| Total direct expenses            | 86,658                        | 32,789         | 14,287         | 11,792    | 145,526                    | 3,696        |
| Allocated indirect expenses      | 2,452,836                     | 63,052         | 32,789         | 14,287    | 2,562,964                  | 162,448      |
|                                  | \$ 2,539,494                  | \$ 96,841      | \$ 46,776      | \$ 26,079 | \$ 2,669,190               | \$ 166,144   |
|                                  | \$ 2,453,126                  | \$ 86,658      | \$ 42,673      | \$ 14,287 | \$ 2,616,744               | \$ 162,550   |
|                                  |                               |                |                |           |                            | \$ 8,772     |
|                                  |                               |                |                |           |                            | \$ 2,625,516 |

See notes to financial statements  
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# NOTES TO FINANCIAL STATEMENTS



September 30, 2013

## NOTE A – Organization and Significant Accounting Policies

### Organization

The Washington Regional Alcohol Program, Inc. (the Organization) was incorporated under the laws of the state of Maryland. The Organization is a non-profit-public-private partnership working to prevent drunk driving and underage drinking in the Washington, D.C. metropolitan area.

### Basis of Presentation

Financial statement presentation follows generally accepted accounting principles. Accordingly, the Organization is required to report information regarding its financial position and activities according to three classes of net assets: unrestricted net assets, temporarily restricted net assets, and permanently restricted net assets. The financial statements are prepared on the accrual basis. Revenue is generated primarily through public grant programs and private sector contributions. The grant programs are sponsored by federal, state and local governments and reimburse the Organization for labor and administrative costs incurred to conduct programs aimed at reducing alcohol related fatalities and underage drinking. Advertising costs are expensed as incurred.

### Income Taxes

The Organization is exempt from federal and state income tax under Section 501(c)(3) of the Internal Revenue Code on all but unrelated business income. The Organization had no unrelated business income during the year ended September 30, 2013. The Organization's tax returns open to examination are the years ended September 30, 2010, 2011 and 2012.

### Cash and Cash Equivalents

The Organization considers all highly liquid short-term investments which have an original maturity of three months or less when acquired, to be cash equivalents.

### Property and Equipment

Property and equipment are stated at cost. Contributed property and equipment is stated at fair market value on the date of contribution. The Organization capitalizes all acquisitions of property and equipment in excess of \$500. Depreciation and amortization is computed using the straight-line method over the estimated useful lives of the related assets, ranging from 5 to 7 years.

### Functional Allocation of Expenses

The costs of providing the various programs and activities have been summarized on a functional basis in the statement of activities. Accordingly, certain costs have been allocated among the programs and supporting services benefited.

### Recognition of Donor Restricted Contributions

Support that is restricted by the donor is reported as an increase in unrestricted net assets if the restriction expires in the reporting period in which the support is recognized. All other donor-restricted support is reported as an increase in temporarily restricted net assets depending on the nature of the restriction. When a restriction expires, temporarily restricted net assets are reclassified to unrestricted net assets and reported in the Statement of Activities as net assets released from restrictions.

### Use of Estimates

Management uses estimates and assumptions in preparing financial statements in accordance with generally accepted accounting principles. Those estimates and assumptions affect the reported amounts of assets and liabilities, the disclosure of contingent assets and liabilities, and reported revenue and expenses. Actual results could vary from the estimates that were assumed in preparing the financial statements.

### Concentration of Credit Risk

Cash is maintained at a bank insured by the Federal Deposit Insurance Corporation up to \$250,000.

### Contributed Services

Contributed services to air public service announcements to benefit the Organization's public education programs were received and meet the criteria for recognition in the financial statements during the year ended September 30, 2013. The fair value of the contributed air time, which totaled \$1,080,501 is recognized as an in-kind contribution and a consulting expense in the financial statements. Additionally, in-kind salaries and wages, equipment and supplies of \$43,312 and \$6,510, respectively, are recognized as an in-kind contribution and expense in the financial statements.

## NOTE B – Federally Assisted Grant Programs

The Organization participates in a number of federally assisted grant programs. The Organization's federal and state grants are subject to federal and state compliance audits by the grantors or their representatives. Such audits could lead to requests for reimbursements to the grantor agency for expenditures disallowed under the terms of the grant. Based upon prior experience, the Organization believes that such disallowances, if any, would not be significant.

## NOTE C – Commitment

The Organization has a short term sub-lease arrangement of office space through June 30, 2014.

Rent expense for the year amounted to \$ 26,998.

## NOTE D – Operating Vulnerability

The Organization is heavily dependent upon government grants and contracts for its operations. If government funds were curtailed it would be necessary to curtail or eliminate several programs. The expectation is that government entities will continue funding may of the programs. In the event one funding source would terminate the relationship with the Organization, management believes sufficient funding exists from other sources to continue the basic program of the Organization.

## NOTE E – Retirement Plan

Eligible employees of the Organization are included, on a voluntary basis, in a contributory tax-deferred annuity plan administered by the Organization. Employees satisfy eligibility requirements when they complete one year of service and are at least eighteen years old or older. Contributions by the Organization were \$10,780.

## NOTE F – Related Party Transactions

The Organization engaged two firms to provide media consulting services for the Checkpoint Strikeforce Campaign. Certain members of management of these firms are also members of the Organization's Board of Directors. For the year ended September 30, 2013, payments to these firms totaled \$364,601. Amounts due to these firms, included in accounts payable, totaled \$133,144 at September 30, 2013.

One other member of the Organization's board of directors provided services and data to the Organization which totaled \$15,000.

Members of the Organization's board of directors provided grants and contributions of \$85,000 to the Organization for the year ended September 30, 2013.

## NOTE G – Subsequent Events

Subsequent events have been considered by the Organization and are included in the financial statements through January 24, 2014, the date the financial statements were available for issue.

## NOTE H – Line Of Credit

The Organization has a \$50,000 unsecured line of credit with a local bank. No draws were made on the line of credit and no amounts were outstanding at September 30, 2013.

# DIRECTORS, ADVISORY COMMITTEE & MEMBERS

October 1, 2012 - September 30, 2013

## Executive Committee:

John O'Donnell, Chairman  
*Washington Area New Automobile Dealers Association*

Lt. Rudy Landon, Vice Chairman  
*Loudoun County Sheriff's Office*

Elizabeth Tobin, Secretary

James Fell, Treasurer  
*Pacific Institute for Research and Evaluation*

Alexa Kaufman, Immediate Past Chair  
*AT&T*

## Advisory Committee:

Thomas J. Gianni.  
*Maryland Highway Safety Office/MVA*

E. C. "Butch" Letteer  
*Virginia Highway Safety Office/Virginia DMV*

Carole Lewis  
*District of Columbia Department of Transportation*

## Directors:

Lon Anderson  
*AAA Mid-Atlantic*

Margaret Baker  
*Keeping It SAFE Coalition*

Assistant Chief Patrick Burke  
*Metropolitan Police Department*

Nick Champeau  
*C4*

Gary Cohen  
*Glory Days Grill*

James Frank  
*NHTSA, Retired*

Michael Green

Carol Huebner  
*Anheuser-Busch Companies*

Dr. Clarion Johnson  
*Exxon Mobil Corporation*

Jeffrey Levy  
*LeaseLinc, Inc.*

Lt. Robert Medairos  
*Arlington County Police Department*

Janice Minshall  
*GEICO*

Wayne Miller  
*Red Top Cab Company*

John Moulden

Andrew Ockershausen  
*Comcast SportsNet*

William Oglesby  
*Department of the Army*

Nadine Parker  
*National Capital Coalition to Prevent Underage Drinking*

Paul Pascal  
*D.C. Association of Beverage Alcohol Wholesalers*



District of Columbia Deputy Attorney General Andrew Fois (center) joins fellow staff members of Office of the Attorney General in accepting that office's 2012 WRAP Public Service Award.



Metropolitan Police Department Assistant Chief Patrick Burke helps launch Greater Washington's 2013 Checkpoint Strikeforce campaign in Washington, D.C.



Maryland Motor Vehicle Administration Chief Deputy Administrator Milton Chaffee and Deputy Administrator Christine Nizer gather at Maryland's 2013 Impaired Driving Enforcement Awards in Glen Burnie.

Jerry Sachs

Jerry Stemler

*Fairfax County Police Department*

Christopher Tavlarides

*Capitol Outdoor*

T. William Tower II

*Maryland State Police, Retired*

John Undeland

*Stratacomm*

Leisa Weir

Craig Wolf

*Wine & Spirits Wholesalers of America, Inc.*

Gary Zizka

*The Curie Group LLC.*

## Members:

Lynne Breaux

*Restaurant Association Metropolitan Washington*

Lucy Caldwell

*Fairfax County Police Department*

Joan Corboy

*Remove Intoxicated Drivers (RID)*

Deputy Chief Blaine Corle

*Alexandria Police Department*

Captain Tom Didone

*Montgomery County Department of Police*

Patrick Farace

*Enterprise Rent-A-Car*

Brian Fischer

Honorable Douglas Gansler

*Attorney General, State of Maryland*

Cathy Gillen

*P.T.G. Enterprises*

Chevelle Glymph

*Metropolitan Washington Council of Governments*

Christina Hartman

*Beer Institute*

Christopher Korschak

*MADD Virginia*

Robert Krebs

*American Plastics Council*

Kathryn Lusby-Treber

*Treber Communications, Inc.*

Dr. Greg Marchand

*MedSTAR, Washington Hospital Center*

Mary McAndrew

*McAndrew Company, Inc.*

Dr. Mary Pat McKay

Susan Morris

*The Wolfbein Foundation*

Brandy Nannini

*The Century Council*

Jill Pepper

*TEAM Coalition*

Barry Scher

*Policy Solutions LLC*

Walter Smith

Sandy Spavone

*National Organizations for Youth Safety (NOYS)*

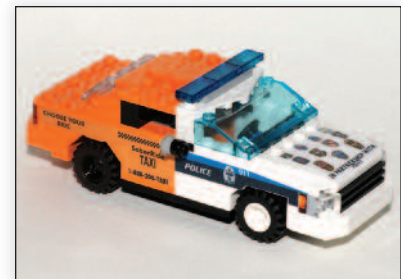
Greg TenEyck

*Safeway*

Ted Till

Fred Valentine

Robert Washington



WRAP's "Chooser Cruiser" cast in LEGO courtesy of local professional and LEGO Train Club member **Constantine Hannaher**. (Photo: Constantine Hannaher.)



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