The John R. Elliott HERO Campaign for Designated Drivers®

ANNUAL REPORT 2015 & 2016

Challenging
100,000 HEROES to Take the HERO Pledge...
The John R. Elliott Story

In the early morning of Saturday, July 22, 2000, Ensign John R. Elliott and his girlfriend, Kristen Hohenwarter, were traveling home from Annapolis, MD to New Jersey for the birthday celebration of John’s mother. An oncoming car swerved into John’s lane, striking his car head-on, killing both John and the driver of the other car and seriously injuring Kristen.

It Could Have Been Avoided

The driver who struck John’s car had been arrested by police three hours earlier and charged with driving while intoxicated. Two hours later he was released to a friend and resumed driving while still intoxicated.

So Much Promise Unfulfilled

Ensign John Robert Elliott was a natural leader, a National Merit Scholar and president of his high school class. Just two months prior to his tragic death, John graduated with merit from the Naval Academy, earning a BS in Systems Engineering. He served as a squad leader, platoon commander and a reading tutor in the local school system. All four years at the Academy John served as a Human Education Resource Officer (HERO), selected by his classmates to be a peer counselor, advisor and mentor for members of his 24th company. Upon graduation, John was named the outstanding HERO in his class, and eagerly anticipated entering Naval Flight Officer School that September.

Ensign Elliott graduates with merit from the United States Naval Academy.

For more information on becoming a part of the John R. Elliott HERO Campaign for Designated Drivers®, please contact us at 609.626.3880 or info@HEROcampaign.org • www.HEROcampaign.org

Thank You from the Elliott Family

We would like to thank you for helping to make 2015 and 2016 the best ever for the John R. Elliott HERO Campaign. At our 15th Anniversary HERO Brunch, held July 19, 2015 at the Stockton Seaview Hotel and Golf Resort, 300 supporters joined us as we celebrated our many accomplishments, including the successful launch of our new HERO Society annual giving fund.

Keynote speaker Rear Adm. Mark H. Buehly (USN Ret.) and his wife Gina joined us. He gave a ringing and heartwarming tribute to our son John and the thousands of people John’s legacy has touched through the HERO Campaign.

Our 100,000 HEROES pledge campaign continued to attract new designated drivers from Massachusetts to Kentucky and, in December, we announced a safe-ride program with the New Jersey Licensed Beverage Association and Uber to increase the number of designated drivers available to bar and tavern patrons throughout the state. We are expanding the program to other states in 2016.

We introduced a new, free, digital HERO membership card for our HERO designated drivers that will be recognized and rewarded by hundreds of bars and clubs throughout the region. Card holders receive free soft drinks and other benefits as thanks for providing safe rides for their friends and families.

We had an enthusiastic turnout for our 5th and 6th annual HERO Walks in Ocean City, despite an unwelcome intrusion by tropical storm Joaquin in 2015. We also held our 16th Be a HERO Golf Tournament at the Sand Barrens Golf Club in Swainton, N.J., which has generated more than $450,000 for the HERO Campaign since its inception. Our 2nd HERO Plunge on New Year’s Day in the Ocean City surf drew several thousand participants, including newlyweds Lindsay and Mike Ferley of Morris Plains, N.J.

In Kentucky, the famed Churchill Downs, home of the Kentucky Derby, and Keeneland Race Course in Lexington, adopted the campaign and registered hundreds of new HERO designated driver pledges with the assistance of the Kentucky State Police and the state Office of Highway Safety.

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Keynote speaker Rear Adm. Mark H. Buehly (USN Ret.) and his wife Gina toast the HERO Campaign’s 15th Anniversary with the zero-proof HEROtini Peach Bellini.

Thank you again to all our HEROES.

We are grateful to all of you for your continued support and belief in our mission to save lives by promoting the use of safe and sober designated drivers.

Drunk driving is something we can all live without, and seeing its end is a dream all of us can work toward and turn into a reality.
HERO Campaign Celebrates Successes During Milestone 15th Anniversary Year

On July 19th, Retired U.S. Navy Rear Admiral Mark H. Buzby was the keynote speaker for the HERO Campaign’s 15th Anniversary event at the inaugural HERO Society Brunch, as 300 supporters helped us pay tribute to John Elliott’s memory and celebrate the Campaign’s successful efforts to promote designated driving in seven states from Kentucky to Massachusetts.

Charter members of the new HERO Society annual giving program contributed $250,000 to achieve the HERO Campaign’s 15th anniversary goal.

In partnership with the Kentucky Office of Highway Safety, the HERO Campaign was a major sponsor for the week-long Waterfront Jam concert series at the Kentucky Derby Festival in May, 2015, and the Kentucky Derby weekend’s Unbridled Eve Gala in 2016.

Survey Says HERO Campaign Effective in Promoting Designated Drivers

The HERO Campaign is having a major positive impact in preventing drunk driving, according to results of a survey by the Stockton Polling Institute. Results of the 2015 phone survey of 800 residents of Atlantic and Cape May counties in NJ revealed the following:

• 65% are somewhat or very familiar with the HERO Campaign.
• 82% believe the HERO Campaign is effective in influencing people to either serve as a sober designated driver or to accept a ride from one.
• 40% of those who served as sober designated drivers, and 38% of those who used designated drivers, credit the HERO Campaign with influencing their decisions.
• 78% credited posters and billboards, and 60% credited bumper stickers or decals, for informing them about the HERO Campaign.
• 78% think designated drivers should not drink at all.

Your Donation To the HERO Campaign Has Great Impact On The Community:

$25,000 – Sponsors a HERO State for a year. This premier sponsorship level provides you with a presenting sponsorship at the “Be a HERO” Golf Tournament and the John R. Elliott HERO Walk, and guest invitations to HERO Society events, in addition to Ensign Sponsorship benefits.

$10,000 – Presenting Sponsorship of a HERO Campaign Walk or Plunge. This premier sponsorship level as a prime benefactor for the John R. Elliott HERO Walk or Plunge provides its members with a foursome and hole sponsorship for the “Be a HERO” Golf Tournament and guest invitations to HERO Society events, in addition to Ensign Sponsorship benefits.

$5,000 – Funds a HERO Campaign College for a year. In addition to Ensign Sponsorship benefits, you receive a foursome in the “Be a HERO” Golf Tournament, a Lieutenant Sponsorship for the John R. Elliott HERO Walk and guest invitations to HERO Society events.

$2,500 – Funds a HERO Campaign High School for a year. In addition to Ensign Sponsorship benefits, you receive two players and a sign for the “Be a HERO” Golf Tournament, an Ensign Sponsorship for the John R. Elliott HERO Walk and guest invitations to HERO Society events.

$1,000 – Funds a HERO highway billboard. In addition to Ensign Sponsorship benefits, you have the option to choose between two players for the “Be a HERO” Golf Tournament, or a Plebe Sponsorship for the John R. Elliott HERO Walk.

$500 – Helps us generate 100 new designated drivers. You will be acknowledged in our annual report and invited to HERO Society events.
The HERO Campaign owes a debt of gratitude to its many volunteers.

Brody Eccles, a junior at St. Augustine Prep in Richland, NJ, has been a volunteer for the HERO Campaign since 7th grade. He was inspired by the Campaign after his cousin was injured in a drunk driving crash.

Alcohol Impaired Driving Fatality Data

New Jersey:
In 2014, 29% of all crash fatalities involved an alcohol-impaired driver (161 out of 556 total crash fatalities). In 2015, the ratio dropped to 20% (113 out of 562 total crash fatalities). Nationally there were 9,867 alcohol-related fatalities in 2014.

Pennsylvania:
In 2014, 29% of all crash fatalities involved an alcohol-impaired driver (349 out of 1,195 total crash fatalities). In 2015, the ratio increased to 30% (364 out of 1,200 total crash fatalities).

Delaware:
In 2014, 42% of all crash fatalities involved an alcohol-impaired driver (52 out of 124 total crash fatalities). In 2015, the ratio dropped to 33% (41 out of 126 total crash fatalities).

Jane French is HERO Campaign’s 2015 Volunteer of the Year

This year’s Volunteer of the Year, Jane French, is an inspiring example of selflessness, helping out at four major HERO Events: the Ocean City HERO Walk, the John R. Elliott Be a HERO Golf Tournament, Ocean City Night in Venice boat parade, Ocean City’s First Day HERO Pledge, Run & Plunge.

HERO Campaign Board of Trustees

HERO Campaign supports the Ocean City Fire-Rescue Service with the World’s First Day HERO Pledge, Run & Plunge. The Ocean City Fire-Rescue Service is a 501c3 non-profit organization with the mission of promoting designated driving.

HERO Campaign Rocks Out at Derby Waterfront Jam in Kentucky

As a co-sponsor of the Kentucky Derby Festival’s Waterfront Jam in April, the John R. Elliott HERO Campaign reached thousands of music lovers with its message of designated driving during the week-long concert series. 2,300 fans participated in a “Hats Off to HEROES” hat toss, and many signed up to be designated drivers. The HERO Campaign also had a tent presence on Churchill Downs’ main concourse.

Philadelphia Eagles Host HERO Tent at Home Games

The HERO Campaign’s Designated Driver Pledge tent was present at several Philadelphia Eagles home games during the NFL seasons. The HERO Campaign tent was located at the WIP Tailgate Zone, just outside the Wells Fargo Center’s main doors, for each home Eagles game this season.

New England Patriots and Patriot Place Promote Pledge Drive

The Patriots continued their winning ways as one of the top teams in the NFL registering the most designated drivers with the HERO Campaign during football season. In 2016, the New England Patriots, Gillette Stadium and the bars and taverns of Patriot Place are partnering with the HERO Campaign to promote designated drivers by asking fans and customers to take the HERO Pledge. When they take the HERO Pledge, they will receive the digital membership card which identifies them as the designated driver for their friends and family.

The Kentucky Office of Highway Safety in partnership with the Kentucky State Police ask patrons of Keeneland Horse Racing to take the HERO Designated Driver Pledge. World-famous Kentucky racetrack Keeneland and the John R. Elliott HERO Campaign for Designated Drivers® launched the 100,000 HEROES Campaign to sign up designated drivers at the tracks’ HERO Tent during October.
EHT High School Nerf Ball Tournament Benefits HERO Campaign
In February of 2015 & 2016, the Egg Harbor Township High School’s Future Business Leaders of America club hosted a Nerf Ball tournament to benefit the HERO Campaign. Approximately $6,000 was raised over the two years. There were 32 teams consisting of 10 players each who competed. An additional 50 students and staff volunteer to run the event each year.

Absegami High School Peer Mediation Donates $750 to HERO Campaign
The Absegami Peer Mediation Club hosted its annual Talent Show in February 2015 and raised $750 to benefit the HERO Campaign. The proceeds represent a portion of the talent show called “People’s Choice” where the audience pays to vote on their favorite talent. The HERO Campaign was also been named the recipient charity for 2016!

Tri-County Vo-Tech raises over $1,700 at HERO Walk
On September 20th, 2015, Tri-County Vocational Technical High School in Franklin, Massachusetts hosted a HERO Walk. The event was organized by school nurse AnneMarie Guanci and the school’s Students Against Destructive Decisions (SADD) club. The event raised approximately $1,700 for the HERO Campaign. The campaign’s relationship with Tri-County stems from their participation in the Foxborough HERO Walk in 2013.

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HERO Tent at Rutgers Football and Winter Sports
The HERO Campaign, in partnership with the New Jersey Division of Traffic Safety and the National Highway Traffic Safety Administration, registered close to 2000 designated drivers at Rutgers University home football and basketball games last season. Rutgers Student Leadership Association athletes volunteered to assist HERO Campaign staff at the HERO Tent, where fans attending the games were able to take the Designated Driver Pledge, and receive free soft drinks at a stadium concession stand. The HERO Campaign was present at both men’s and women’s basketball games, and selected wrestling matches.

HEROES of the Year selected at Four NJ Colleges and Universities
HERO of the Year designated drivers were named at four colleges and universities around New Jersey in 2015-16. At Stockton University, the HERO Campaign’s home campus, Haley Matsinger and Cherie Sloane became the newest winners for providing safe rides to their friends and classmates. At Monmouth University, Renee Orfice and Robert Panasuk received the nod, while Annie Goodwin and Grace Hawruk were the newest HEROS at The College of New Jersey. Manny Rodriguez was selected as the first HERO of the Year at Atlantic Cape Community College this past May. Their pictures are featured on highway billboards and NJ Transit signs throughout the state.

More than 300 participants gathered at Monmouth University for the inaugural HERO Walk on March 8th, 2015 taking the HERO Pledge to be safe and sober designated drivers.
Bad Weather Can’t Stop Annual HERO Walk

More than 1,000 supporters joined in the 5th and 6th annual John R. Elliott HERO Walks in October on the Ocean City, NJ Boardwalk. In 2015, the event raised over $50,000 for the campaign despite being rescheduled due to tropical storm Joaquin. In 2016, the event’s supporters contributed over $70,000 for the campaign, and joined in a new HERO TV commercial by throwing their hats in the air to kick off the event. A number of memory teams supported the families of loved ones lost to drunk driving tragedies.

Scores of walkers also participated in the campaign’s 100,000 HEROES Challenge by pledging to become designated drivers. Campaign organizers hope to secure 100,000 designated driver pledges by the end of next year. Thirty thousand designated drivers have signed the pledge so far in New Jersey and other states since last year’s walk.

“Be a HERO” Golf Tournament Drives Home a Message of Safety

More than 130 golfers and sponsors raised $60,000 for the HERO Campaign in the two 2015-16 “Be a HERO” Golf Tournaments and auctions, held in May at Sand Barrens Golf Club in Swainton, NJ, hosted by MediLink Homecare, Inc. and presented by Wawa. Fittingly, George Tzaferos won the first annual Gus Tzaferos memorial Tin Cup Challenge, named in memory of his brother, who passed away in 2015.

HERO Pledge, Run, Plunge in Ocean City, NJ

A bride and groom were among hundreds who took part in the HERO Campaign’s annual Pledge and Plunge event on New Year’s Day in Ocean City. Newlyweds Lindsay and Mike Feeley, both 33, of Morris Plains, Morris County, led the dash into the ocean in the traditional event. Kyle Porter, 23, of Canton, Georgia, and Annie Byron-Goslin, 23, of Woodstock, Georgia, did their swimming wearing sunglasses emblazoned with “Groom” and “Bride to Be,” respectively.

For the Feeleys, who were married at the Ocean City Yacht Club after midnight, leaping into the ocean marked their second big plunge Friday. And it may not be the last, both said. “We’re thinking about coming back,” Lindsay Feeley said between bites of a bagel as her spouse handed out wedding cake at the Music Pier.

Bill Elliott, founder of the John R. Elliott HERO Campaign for Designated Drivers®, said the group reached its goal of raising $20,000 at the event.
HOW FUNDS ARE USED

SCHOOLS & COLLEGES
The HERO Campaign partners with high schools and colleges to promote designated driving, establish HERO Clubs, and hold HERO Pledge campaigns and HERO Games intramural competitions to raise awareness and recruit new designated drivers. The HERO of the Year program honors outstanding student designated drivers, nominated by classmates, by displaying their pictures on highway billboards and banners.

BAR & TAVERN
Participating HERO Bars and Taverns offer free soft drinks to designated drivers who present a digital HERO Membership Card, which they can download to their smart phones when they take the HERO Pledge at HEROcampaign.org. There are currently more than 500 participating HERO licensed beverage establishments in New Jersey, Delaware, Pennsylvania and Kentucky, which are listed on our website.

PRINTED MATERIALS
Posters, banners, brochures, window decals and magnets provide a constant stream of impressions to build top-of-mind awareness with the public. And we see results every day. In a recent survey, 60% of respondents became initially aware of the HERO Campaign through bumper stickers or window decals.

PUBLIC AWARENESS
High-visibility billboards, cable TV ads, print advertisements and public relations articles have effectively raised awareness of the HERO Campaign and its goal to stop drunk driving. In a recent survey, 78 percent of respondents said that highway billboards made them aware of the HERO Campaign and its message: Be a HERO. Be a Designated Driver.

SPECIAL EVENTS
Each year, thousands of supporters participate in the John R. Elliott HERO Walk, the HERO New Year’s Day Ocean Plunge, and the annual Be a HERO Golf Tournament. These events raise funds and awareness for the campaign. Our HERO boat provided by Viking Yachts also takes our message to 50,000 revelers each summer at the annual Night in Venice Boat Parade in Ocean City, N.J.

100,000 HERO PLEDGE PROGRAM
We are working together with law enforcement and highway safety agencies, schools, colleges and professional sports teams to secure 100,000 HERO designated driver pledges. Thousands of designated drivers are taking the HERO Pledge at sports sites that include Keeneland Racecourse in Kentucky, the New England Patriots’ Gillette Stadium, the Philadelphia Phillies and the New York Football Giants, and at Louisville, Kentucky and Rutgers University’s home football games.

WEB SITE & SOCIAL MEDIA
Our mobile-friendly website is convenient to access by computer or smart phone. We promote our programs, news and upcoming events on Facebook, YouTube, Instagram and other social media platforms. We use search engine optimization (SEO) on Google and other search platforms to maximize our exposure and to reach audiences nationwide and internationally.

174x198]p
[181x198]rinted Materials
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John Elliott’s Portrait Unveiled at The Palm
More than 100 friends and supporters joined the Elliott family for the unveiling of a large framed portrait of Ensign John R. Elliott at The Palm Atlantic City, NJ where it shares the wall with depictions of celebrities such as Frank Sinatra and Jerry Seinfeld. Restaurant general manager Paul Sandler donated the wall art as a tribute to John’s memory and the HERO Campaign.

Uber Supports HERO Campaign
Uber Technologies transportation network is the newest major sponsor and partner of the HERO Campaign. In addition to sponsoring the HERO Walk and New Year’s Day HERO Plunge, more than 1,500 Uber drivers in New Jersey and Pennsylvania have taken the HERO Pledge to be safe and sober designated drivers. Uber also offers discounts to first-time customers in support of the Campaign, and increases the number of drivers available to patrons of bars and taverns during high demand times such as late nights on weekends.

Digital HERO ID Card Launched in Bars and Taverns to Identify Designated Drivers
Several hundred bars, taverns and restaurants in New Jersey, Pennsylvania, Massachusetts and Delaware have signed up to be HERO Campaign establishments serving free soft drinks to designated drivers who present the new HERO ID Card. Bars and designated drivers can take the HERO Pledge and register for free on the HERO website at HEROcampaign.org. HERO nights were held in New Jersey at Charlie’s Bar & Restaurant in Somers Point, the Ducktown Tavern in Atlantic City, Bar Anticipation in Belmar and the Lobster Loft in Sea Isle City to promote the HERO ID Card program.

Wells Fargo Awards $1,000 to HERO Campaign
Wells Fargo bank has awarded The John R. Elliott HERO Campaign $1,000 annual grants for the past five years as part of its Community Connections Program. The latest presentation on July 16th supported the annual HERO Walk in Ocean City, NJ. “We will use this grant to support our ongoing awareness efforts and programs to promote the use of safe and sober designated drivers,” said Bill Elliott, Chairman and CEO of the HERO Campaign.

Brown-Forman in Louisville, Kentucky Donates $1,000 to the HERO Campaign
Brown-Forman, famous for its Jack Daniels, Old Forester, Woodford Reserve and other iconic brands, became a corporate sponsor in 2016, supporting our efforts to promote designated driving in Kentucky and New Jersey. It teamed up with the HERO Campaign, the Kentucky Office of Highway Safety and TEAM Coalition to secure hundreds of HERO Designated Driver Pledges at the University of Louisville and the University of Kentucky football and basketball games.

Annapolis Rotary Invites HERO to Annual Crab Feast
The HERO Campaign for Designated Drivers® participated in the popular Annapolis Rotary Club Crab Feast in August over the past two years, held at Navy-Marine Corps Memorial Stadium. The event attracts over 2,500 crab lovers, who also passed by the HERO Tent. Many stopped by to take the HERO Pledge and pick up brochures, decals and wristbands from HERO staff members Pete Brophy and Pam Tyson. The HERO Campaign is named in memory of John R. Elliott, an Egg Harbor Township resident who graduated with merit from the U.S. Naval Academy in May 2000.

Tropicana Hosts Superhero-Themed Fundraiser
Steve Callender, general manager of Tropicana Atlantic City, presented a check of $1,000 to the John R. Elliott HERO Campaign for Designated Drivers® following a “HERO Night” at the Boogie Nights dance club in the Tropicana on March 25. Partial proceeds from the Boogie Nights cover charge went to benefit the HERO Campaign. A HERO Campaign staffer was also on hand for “HERO Night” to ask patrons to take the HERO Pledge to be a safe and sober designated driver for family and friends. This was the second straight year that Boogie Nights and Tropicana hosted a “HERO Night” for the benefit of the HERO Campaign.

Hershey Supports HERO Campaign
Hershey’s popular chocolate bar offered the HERO Pledge to shoppers in its stores, with Hershey and his wife, Elizabeth Tisdale, signing up to be HERO Pledge drivers for family and friends. The presentation in early April 2017 was part of the American Heart Association’s Go Red for Women campaign.

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The John R. Elliott HERO Campaign for Designated Drivers® marked its 15th Anniversary with a Gala HERO Society Brunch on July 19th, 2015 at the Stockton Seaview Hotel and Golf Club in Galloway Township, NJ.

Stockton University President Dr. Harvey Kesselman welcomed and paid tribute to the attendees, and Retired United States Navy R. Adm. Mark H. Buzby delivered the keynote speech to a sold-out audience of nearly 300 supporters. Admiral Buzby and the U.S. Navy Fleet Forces Command adopted the campaign in 2008.

Guests were introduced to the HERO Campaign’s newly branded signature drink, aptly named “The HEROtini” zero-proof Peach Bellini, made with peach puree, sparkling apple cider and a blueberry garnish.

The HERO Campaign raised $250,000 in HERO Society member contributions, achieving its 15th Anniversary campaign goal.

The event closed with a moving video memorial to victims of drunk driving fatalities who serve as the inspiration for the HERO Campaign as a positive and practical approach to preventing drinking and driving.

In place of gifts, Juliette asked friends and family to celebrate her 21st birthday by donating to the John R. Elliott HERO Campaign for Designated Drivers®. At the organization’s 15th Anniversary in July, she presented a check for $2,500 to help the organization save lives by promoting the use of safe and sober designated drivers.

Juliette has been a supporter of the HERO Campaign since 2010, when she was crowned Ocean City’s Miss Night in Venice. The HERO Campaign is a beneficiary of the pageant, whose contestants raise contributions for local charities.

“The HERO Campaign has made me aware of the importance of being safe and making good choices,” said Gabriel, a junior at High Point University in North Carolina. “Spreading awareness of designated driving has helped save lives on our campus. Turning 21 gave me the opportunity to make the HERO Campaign an important reminder.”

“We are honored to have Juliette make such a meaningful contribution in such a thoughtful way,” said Bill Elliott, chairman and founder of the HERO Campaign. “In addition to her contribution, she has helped raise awareness for designated driving among her friends and family.”
The HERO Campaign is Grateful to Our Supporters & Partners
The following people have helped to keep the mission of the John R. Elliott HERO Campaign growing and saving more lives across this nation.

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New Jersey Division of Highway Traffic Safety

**Admiral Members**
Atlantic City Electric
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Patrick & Dr. Kathleen Taylor
Steve & Ginny Tinsakos/Windjammer
Tropicana Casino & Resort
Wells Fargo – Somerset Point

**Ensign Members**
Kathleen Taylor

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“We are overwhelmed by the support that our sponsors, partners and the community have shown to us,” said Bill Elliott, founder and chairman of the HERO Campaign. “We will continue to focus our efforts on promoting and building the HERO Campaign on a national level.”
Gold Donors

Applebees
Adams Perfect Funeral Homes
Anchorage Restaurant & Tavern
Angelou’s II Restaurant
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For More Information

Please contact us at 609.626.3880 or info@HEROcampaign.org

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