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WRAP

WASHINGTON REGIONAL ALCOHOL PROGRAM

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 in the Washington-metropolitan area. 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.



2009-2011 HIGHLIGHTS



CHAIRMAN'S MESSAGE

The nonprofit Washington Regional Alcohol Program's (WRAP) *SoberRide* program "offers free cab rides for drivers who have overindulged...the program saves lives," read the editorial in the *Richmond Times-Dispatch* (7-10-10).

I agree. And in the three fiscal years which this publication covers (October 1, 2008 through September 30, 2011), WRAP's award-winning *SoberRide* program has removed 11,366 would-be drunk drivers from Greater Washington's roadways as well as, this past December, reached its "50,000th total served" milestone.

But as good as WRAP's *SoberRide* program is in serving as a safety valve to the Washington-metropolitan area's high-risk, high-alcohol holidays, it's WRAP's lifesaving work in the other 90-percent of the year, when *SoberRide* isn't offered, that this publication looks to showcase, as well.

WRAP's 2009 – 2011 Highlights, in addition to the organization's free cab ride service to prevent drunk driving, include WRAP:

- reaching over 17,000 Greater Washington high school students with WRAP's in classroom, multi-media program, *Alcohol Awareness for Students*;
- in Virginia; leading the effort to crackdown on teens who unlawfully drink and drive in Virginia with tough new penalties, now law, including a mandatory one-year driver's license suspension; and in Maryland, serving on that state's gubernatorial-appointed "DUI Task Force" and shepherding the successful passage of legislation which markedly increases the penalties for both repeat drunk drivers as well as those unlawfully providing alcohol to those under 21;
- directing the region's *Checkpoint Strikeforce* campaign including the public education campaign's earning of national honors for its video, "Even a Police Chief Can Get Nailed for Drunk Driving," featuring former Alexandria, Virginia Police Chief David Baker;
- annually reaching hundreds of employees throughout the Washington-metropolitan area with WRAP's workplace traffic safety program, *Safe And Vital Employees (SAVE)*;
- annually hosting regional award ceremonies lauding both area police for serving as the front line in the fight against drunk driving (WRAP's Law Enforcement Awards & Holiday Campaign Kick-Off) as well as Greater Washington high school student groups promoting alcohol and drug-free lifestyles to their peers (WRAP's GEICO Student Awards);
- and helping to nearly halve the number of alcohol-related traffic fatalities annually occurring on the Washington-metropolitan area's roadways since WRAP's inception in 1982.

I agree, as well, that a stale organization serves stale fare. Countering as much, the fiscal year period of 2009 – 2011 bore witness to WRAP taking on a number of new and proactive initiatives to thwart drunk driving and or underage drinking including the charity:

- inaugurating regional limousine operator training enhancing the safety of teens during prom and graduation season
- launching a regional youth education event in concert with the National Institute on Drug Abuse with WRAP partners AAA Mid-Atlantic and the National Capital Coalition to Prevent Underage Drinking
- deploying new media including social media channels to communicate WRAP's pro-safety messages most notably via the region's *Checkpoint Strikeforce* campaign and its target of 21-to-35 year-old drivers;
- implementing a new taxicab fare cap (\$ 30) to WRAP's *SoberRide* campaigns ensuring the financial stability of this award-winning initiative (the average *SoberRide* fare remains below \$ 30);
- and, following an exhaustive review of scientific data relative to effective countermeasures to drunk driving, adopting an updated and comprehensive set of 36 data-driven public policy tenets.

Lastly, I also agree on being a good steward of both the private and public dollars WRAP is entrusted with to perform its local, lifesaving work. Demonstrating as much – and according to the latest annual independent audit figures – **WRAP annually spends only 2.2-percent of its total expenses on administration and fundraising.**

(The following pages present only WRAP's "highlights" occurring between October 1, 2008 and September 30, 2011.)

The 2009 – 2011 period saw solid gains in both the local fight against drunk driving and underage drinking as well as for WRAP's ability to combat the same. For those of you already involved in Greater Washington's winning fight against drunk driving and teen drinking – and whose contributions to the same are highlighted in the pages that follow – thank you! To those not yet involved in this completely preventable public health issue, I ask for **your** support so that, together, we can, once and for all, eradicate the scourge of drunk driving and underage drinking.

Alexa Kaufman
WRAP Chairman
September 2011



Alexa Kaufman, WRAP Chairman, October 2009 – October 2011. (Not pictured: Leisa Weir, WRAP Chairman, October 2008 – October 2009.)



Loudoun County Sheriff's Office Deputy Specialist Katie Baldwin (second from right) being presented with her 2010 WRAP Law Enforcement Award from (l to r) U.S. Park Police Chief Sal Lauro, retired Metropolitan Police Department Lieutenant Pamela Simms and WRAP Chairman Alexa Kaufman.



“The Washington Regional Alcohol Program warns parents of the hazards of summer driving through media and parent-teacher organizations.”

-USA Today (6-21-10)

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 over 17,000 high school students throughout Greater Washington.

GEICO Student Awards

Celebrating its 19th year in 2011, WRAP, with partner GEICO, recognized Greater Washington high school student groups through the annual hosting of this regional competition recognizing local youth in promoting alcohol and drug-free lifestyles to their peers.

School Resource Guide to Preventing Underage Drinking

More than 5,000 copies of WRAP's 12-page, annual 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.

Ten Tips for a Safe Summer

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, WRAP annually issued its parental-education initiative, "Ten Tips for a Safe Summer," each spring.

Limousine Owner and Driver Safe Prom Training

Inaugurated WRAP's regional limo training in Arlington, Virginia in 2010 to enhance the safety and well-being of teens, transportation company owners and chauffeurs during Greater Washington's prom and graduation season.

Moment of Silence

Held each spring 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 each spring calling for a "Moment of Silence" in commemorating this country's worst drunk driving crash occurring near Lexington, Kentucky on May 14, 1988.

National Drug Facts Week Youth Event

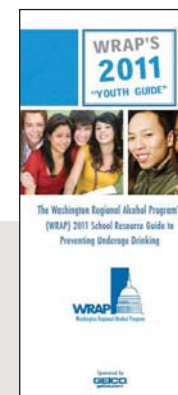
Also inaugurated the regional youth event, "Know Your Facts - Shatter the Myths," in Washington, D.C. in 2010 offering Washington-metropolitan area teens an interactive and educational event about alcohol and drug use. The evening event was part of a National Institute on Drug Abuse initiative and featured WRAP partnering with both AAA Mid-Atlantic and the National Capital Coalition to Prevent Underage Drinking.



John Townsend (AAA Mid-Atlantic), Nadine Parker (National Capital Coalition to Prevent Underage Drinking), Marcela Martinez (WRAP's Director of Programs) and Dave Mineta (White House's National Office on Drug Control) gathering during WRAP, AAA and NCCPUD's 2010 National Drug Facts Week youth event in Washington, D.C.



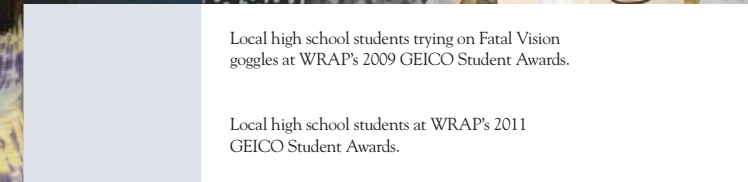
Master of Ceremonies Alison Starling (ABC 7 News) (l) and sponsor and former WRAP Chairman Janice Minshall (GEICO) (second from left, back row) joining members of Watkins Mill High School's award-winning Hispanic Heritage Club at WRAP's 2009 GEICO Student Awards.



Students trying on WRAP's Fatal Vision goggles at the Youth Alcohol and Drug Abuse Prevention Project's 2010 leadership conference held on the campus of Longwood University in Farmville, Virginia.



Local high school students trying on Fatal Vision goggles at WRAP's 2009 GEICO Student Awards.



Local high school students at WRAP's 2011 GEICO Student Awards.





“SoberRide has never been more popular with people who feel taking a cab is more prudent than sliding behind the wheel when intoxicated.”

- The Washington Post (6-16-10)

SoberRide®

WRAP's award-winning and free cab ride service to prevent drunk driving, *SoberRide*, provided 11,366 free cab rides home to would-be drunk drivers in the Greater Washington area – including the bridging of a \$ 31,000 gulf in private support which threatened WRAP's 2010 Independence Day SoberRide campaign. Since 1993, WRAP's *SoberRide* program has removed 52,376 would-be drunk drivers from the Washington-metropolitan area's roadways reaching its "50,000th customer served" milestone during the 2010 Holiday *SoberRide* campaign. (See www.soberride.com)

Safe And Vital Employees (SAVE)

Continued to annually reach hundreds of employees in the Washington-metropolitan area with WRAP'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.

Law Enforcement Awards of Excellence for Impaired Driving Prevention

"The Washington Regional Alcohol Program presented its yearly awards to officers who worked to get impaired drivers off the roads," reported *The Washington Examiner* (12-28-10) and of WRAP's Law Enforcement Awards of Excellence for Impaired Driving Prevention annually held in December and honoring approximately a dozen law enforcement officers each year in the Greater Washington area for their work in impaired driving prevention. WRAP also serves as the project director of Maryland's annual, statewide Impaired Driving Enforcement Awards.

Corporate Guide to Safe Driving and Safe Celebrating

Over 3,500 copies of WRAP's annual, 12-page, 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 professionals.



Fairfax County Police Department **Captain Deborah Burnett** (center) celebrating her 2008 WRAP Law Enforcement Award along with (l to r): WRAP Immediate Past Chairman **Leisa Weir**, retired Metropolitan Police Department Lieutenant **Pamela Simms**, awards host Montgomery County Department of Police Chief **J. Thomas Manger** and Master of Ceremonies **Lindsay Czarniak** (News4).



Virginia Delegate **Charniele Herring** helping launch WRAP's 2011 St. Patrick's Day *SoberRide* campaign at Murphy's Grand Irish Pub in Alexandria, Virginia.



Virginia Highway Safety Office Program Manager **Butch Letteer** (l) presenting an honor to retiring WRAP *SoberRide* Committee Chairman **George Pakidis** in 2011.

Metropolitan Police Department Commander **James Crane** being interviewed as part of the launching of Greater Washington's 2008 Checkpoint Strikeforce campaign.



Fairfax County Police Officers staffing a mock sobriety checkpoint at WRAP's 2010 "DUI 101" event in Chantilly, Virginia.



Washington Post columnist **Robert Thomson** ("Dr. Gridlock") posing with Washington Nationals' "Racing President" **Teddy Roosevelt** at WRAP's 2008 Annual Meeting at Nationals Park in Washington, D.C.



WRAP's decorated parade vehicle (courtesy of the Easterns Automotive Group and the Washington Area New Automobile Dealers Association) positioned to take part in the 2009 D.C. St. Patrick's Day Parade and as a means of promoting WRAP's St. Patty's Day *SoberRide* campaign.





WASHINGTON REGIONAL ALCOHOL PROGRAM ADVOCACY

“WRAP sets an example for others that would like to influence public policy. It scorns stridency but relies on facts. Few make their cases as well as the Washington Regional Alcohol Program does.”

-Richmond Times-Dispatch (6-18-11)

In continuing to serve as a key player amongst the District of Columbia, Maryland and Virginia’s decision-makers in effectively championing public policies combating drunk driving and underage drinking, WRAP’s 2009 - 2011 track record of legislative success includes:



WRAP President Kurt Erickson (standing fourth from left) joining legislators, legislative staff and advocates at Maryland Governor Martin O’Malley’s (seated second from right) signing into law 2009 Maryland General Assembly bills cracking-down on both repeat drunk drivers and underage drinkers. Also seated (l to r) are: Maryland Lieutenant Governor Anthony G. Brown, Senate President Thomas V. Mike Miller, Jr., O’Malley and House of Delegates Speaker Michael E. Busch. (Photo courtesy of the Maryland’s Governor’s Office.)

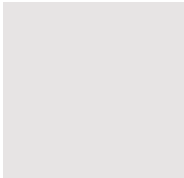
2009:

As a gubernatorial-appointed member of Maryland’s Task Force to Combat Driving Under the Influence of Drugs and Alcohol,” successfully advocating the passage of legislation: increasing the penalties for persons twice convicted of DUI; outlawing the consumption of alcohol by those under 21 as well as criminalizing the provision of alcohol to those underage; doubling the period of subsequent Probation Before Judgment DUI sentences; and providing for fines and incarceration for persons violating a driver’s license alcohol restriction.

In Virginia, successfully championing: increased penalties for persons sentenced to ignition interlocks but driving without the same; doubling the “look-back window” for repeat DUI offenders; expanding BAC test settings; and defeating legislation aiming to lessen the penalties for both underage drinking and the permitting of the same.

2010:

In Virginia, successfully advocating legislation: eliminating the mandate that underage drinking offenders automatically have their disposition deferred; allowing courts to suspend both the motor vehicle and driver’s license or impose a driving curfew for persons under 18 twice convicted of underage drinking; disallowing courts from issuing restricted driver’s licenses for school travel to persons under 18 convicted of either DUI or refusing a BAC test; and limiting where alcohol legally served to those underage (families within a residence) is consumed (TO such residence); and directing Virginia’s Department of Criminal Justice to develop model policy allowing Virginia law enforcement to collect and report “place of last drink” information of DUI arrestees.



WRAP Board member Brandy Nannini meeting with Virginia Governor Bob McDonnell following the ceremonial signing of 2011 legislation cracking-down on drinking and driving teens in Virginia. (Photo courtesy of the Virginia’s Governor’s Office.)

2011:

In Virginia, successfully leading the effort to enact legislation both doubling the driver’s license suspension period for teens operating motor vehicles on the Commonwealth’s roadways with virtually any amount of alcohol in their systems and making such crime a Class 1 misdemeanor.

In Maryland and as Vice Chairman of the nearly 300-member Maryland Impaired Driving Coalition’s Legislative Committee, helping to champion legislation seeking to both increase the penalties for persons refusing a BAC test as well as mandate ignition interlock devices for DUI offenders – both of which transitioned to modified albeit passed legislation which requires ignition interlocks for either persons convicted of drunk driving with a .15 or higher BAC level, twice convicted of drunk driving within five years or convicted of drunk driving while under the age of 21 years. In addition, persons convicted of refusing a BAC test and later applying for a restricted license would be subject to interlock devices for one-year.



WRAP President Kurt Erickson (third from l) watches Virginia Governor Bob McDonnell ceremonially signing into law 2011 legislation cracking-down on drinking and driving teens in Virginia. (Photo courtesy of the Virginia’s Governor’s Office.)



Prince George’s County, Maryland State’s Attorney Glenn Ivey addressing the audience at WRAP’s 2009 Annual Meeting.



Maryland Lieutenant Governor Anthony Brown posing with WRAP President Kurt Erickson at the 2009 “Maryland Remembers” ceremony.



WRAP President Kurt Erickson (left) and Immediate Past Chairman Leisa Weir joining Maryland Governor Martin O’Malley at WRAP’s 2008 “Maryland Remembers” ceremony.



“Because of the efforts of the Checkpoint Strikeforce campaign, every year the number of those putting innocent citizens in danger continues to decrease.”

- Virginia Governor Bob McDonnell (9-2-11)

As a leader in DUI-related media advocacy in the District of Columbia, Maryland and Virginia, WRAP serves as an educational resource to public and private sector organizations, businesses and institutions throughout the year including via WRAP’s:



Virginia Governor Bob McDonnell helping launch Virginia’s 2010 Checkpoint Strikeforce campaign. Behind Governor McDonnell are (l to r): WRAP President Kurt Erickson; Virginia State Police Superintendent Col. W. Steven Flaherty; Virginia DMV’s Highway Safety Service Director John Saunders; and Virginia State Police Trooper Allen Mann.

Checkpoint Strikeforce

Inaugurated in 2002, WRAP continues to serve as project director of the region’s *Checkpoint Strikeforce* campaign – an annual law enforcement and public education effort to effectively detect and arrest drunk drivers in the District of Columbia, Maryland and Virginia – including, in 2009, the production of three hard-hitting videos amongst them “Even a Police Chief Can Get Nailed for Drunk Driving” featuring former Alexandria, Virginia Police Chief David Baker. (See www.checkpointstrikeforce.net)

“How Safe are Our Roads?” Report

“Drunk driving deaths remain level while DUI injuries, crashes and arrests increase in Greater Washington” were the findings of WRAP’s latest (2010) annual report on highway safety in the Washington-metropolitan area (in cooperation with the Metropolitan Washington Council of Governments).

Maryland Remembers

WRAP both hosted and served as project director of Maryland’s annual “Maryland Remembers” ceremony where the state’s victims of drunk driving were memorialized while simultaneously calling for safety during the winter holidays.

Super Bowl Safety

“Greater Washington Anti-DUI Group Urges Safety this Super Bowl Sunday,” read the *Alexandria Times* headline (2-3-11) regarding WRAP’s annual call for safety in advance of the too often deadly U.S. “holiday” of Super Bowl Sunday.



A volunteer in the District of Columbia’s launch of its 2010 Checkpoint Strikeforce campaign performing a standard field sobriety test.

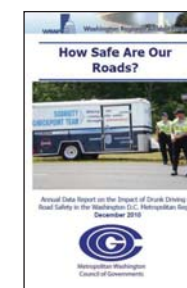


National Highway Traffic Safety Administration (NHTSA) Regional Administrator Dr. Beth Baker (l) meeting with NHTSA’s Bill Tower and the McAndrew Company’s Mary McAndrew prior to the start of WRAP’s 2009 Annual Meeting.

Maryland Lieutenant Governor Anthony Brown honoring the victims of drunk driving at the 2010 “Maryland Remembers” ceremony.



Metropolitan Police Department Officers conducting a sobriety checkpoint as part of the launch of Greater Washington’s 2009 Checkpoint Strikeforce campaign.



Other WRAP Public Education and Honors:

- **Highway Safety Leadership...**In 2010 and 2011, WRAP served in appointed leadership roles in updating both the District of Columbia’s Highway Safety Performance Plan and Maryland’s Strategic Highway Safety Plan.
- **Reporting Drunk Drivers...**In 2009 and in partnership with AAA Mid-Atlantic, WRAP called for a continued reporting of suspected drunk drivers (following U.S. Supreme Court action on the same) earning attention in *The Washington Post* editorial, “One Free Swerve.”
- **DUI Enforcement...**Throughout the period of 2009 – 2011, WRAP partnered with numerous state and local law enforcement agencies to help support and staff anti-DUI efforts including earning a Sobriety Checkpoint Manager training certificate from the Maryland State Police in 2009.
- **Featured Presenter...**Throughout the period of 2009 – 2011, WRAP served as a featured presenter engaging numerous audiences and forums as diverse as the U.S. Army’s Substance Abuse Program Unit, SADD National Conference (Students Against Destructive Decisions), Congressional Stop DUI Caucus, Girl Scout Council of the Nation’s Capital and Virginia Transportation Safety Board, amongst others.
- **PRSA Award...**In June 2010, WRAP’s above mentioned Checkpoint Strikeforce video, “Even a Police Chief...” was named a winner of the Public Relations Society of America’s prestigious Bronze Anvil and Telly Awards.
- **Richmond Times-Dispatch Nod...**In July 2009, the *Richmond Times-Dispatch* hailed WRAP as an organization which “promotes a worthy cause” saying that “when Virginia takes positive steps against drunk driving, the organization usually plays a crucial role.”



CORPORATE CONTRIBUTIONS

WRAP's Public Partners:

- District of Columbia Department of Transportation
- State Highway Administration/Maryland Highway Safety Office
- Virginia Highway Safety Office, Virginia Department of Motor Vehicles



AT&T's Colin Martin (right) presenting a \$2,500 check to WRAP Immediate Past Chairman Leisa Weir and WRAP SoberRide Committee Chairman George Pakidis at the launch of WRAP's 2009 St. Patrick's Day SoberRide campaign in Washington, D.C.



WRAP President Kurt Erickson (l) accepting a \$5,000 corporate donation from the Wine & Spirits Wholesalers of America (WSWA) President Craig Wolf during a 2010 WSWA event at the National Press Club in Washington, D.C.

Corporate Contributions:

(October 1, 2008-September 30, 2011)

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

- Anheuser-Busch and Local Distributors (2009, 2010, 2011)
- AT&T (2009, 2010)
- Diageo (2009, 2010, 2011)
- Enterprise Rent-A-Car (2009)
- GEICO (2009, 2010, 2011)
- MillerCoors (2010, 2011)
- Volkswagen Group of America (2011)



Enterprise Rent-A-Car's Patrick Farace and Haley Pike (l to r) presenting a \$15,000 check to Immediate Past Chairman Leisa Weir and WRAP SoberRide Committee Chairman George Pakidis at the launch of WRAP's 2009 St. Patrick's Day SoberRide campaign in Washington, D.C.

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

- AT&T (2011)
- Beer Institute (2009, 2010, 2011)
- ExxonMobil (2009, 2010, 2011)
- Century Council (2010, 2011)
- Charmer Sunbelt Group (2010, 2011)
- Enterprise Rent-A-Car (2010)
- National Beer Wholesalers Association (2010)
- Restaurant Association Metropolitan Washington (2011)
- Washington Area New Automobile Dealers Association (2009, 2010, 2011)
- Wine and Spirits Wholesalers of America, Inc. (2009, 2010, 2011)

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

- AAA Mid-Atlantic (2009, 2010, 2011)
- CareFirst BlueCross Blue Shield (2009)
- Century Council (2009)
- Charmer Sunbelt (2009)
- Draeger (2010)
- Giant Food (2009, 2010, 2011)
- Interstate Worldwide (2009, 2010, 2011)
- McAndrew Company, Inc. (2009, 2010, 2011)
- National Interlock (2010, 2011)
- PAS Systems (2009, 2010, 2011)
- Restaurant Association Metropolitan Washington (2010)
- Safeway (2009, 2010, 2011)
- SAIC (2009, 2010, 2011)
- Strat@comm (2009, 2010, 2011)
- Washington Wholesalers (2010, 2011)

WRAP Immediate Past Chairman Leisa Weir (fourth from left) and WRAP President Kurt Erickson (center, holding check) accepting a \$20,000 check from Anheuser-Busch executives (l to r) Pam Cole, Richard Hall, News4 Sports Anchor and that day's Master of Ceremonies Lindsay Czarniak, Norah Fick Pence, Bruce Legge, Carol Huebner, Linda Johnson, Jenny Forbes and Ken Higgins at WRAP's 2008 Law Enforcement Awards and Holiday Campaign Kick-Off in McLean, Virginia.



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

- Billy Martin's Tavern (2009, 2010, 2011)
- Dubliner Restaurant (2009, 2010, 2011)
- Fado (2009, 2010, 2011)
- Daniel O'Connell's (2009, 2010)
- Ireland Four Field Restaurant (2011)
- Ireland's Four Provinces-VA (2011)
- Irish Channel Restaurant (2009, 2010)
- Irish Inn at Glen Echo (2009, 2010)
- Kelly's Irish Times (2009, 2010, 2011)
- Murphy's Grand Irish Pub (2009, 2010, 2011)
- Ri-Ra (2011)
- Sine (2010, 2011)
- Virginia Broadcast Solutions (2009)
- Washington Gas (2010)



At WRAP's launch of its 2011 St. Patrick's Day SoberRide campaign in Alexandria, Virginia, Kevin Reilly (r), representing the Washington Automobile Dealers Association, presenting a \$5,000 check to WRAP President Kurt Erickson.



Flanked by Washington Redskins cheerleaders and broadcast on FedEx Field's video board, Diageo's Jim Sias (center) and Washington Redskin great Ken Harvey (r) presenting a \$24,400 corporate donation to WRAP President Kurt Erickson on December 12, 2010 at FedEx Field in Landover, Maryland. The contribution was made on the field during that day's Washington Redskins game and as part of Diageo's "Tackles for Safety" initiative.



WASHINGTON REGIONAL ALCOHOL PROGRAM BOARD OF DIRECTORS & ADVISORY COMMITTEE



2009-2010 FINANCIAL REPORTS

October 1, 2010-September 30, 2011

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AT&T

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Department of the Army

George Pakidis
Red Top Cab Company

Nadine Parker
National Capital Coalition to Prevent Underage Drinking

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Jill Pepper
TEAM Coalition

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National Organizations for Youth Safety (NOYS)

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Fairfax County Police Department

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Craig Wolf
Wine & Spirits Wholesalers of America, Inc.

Gary Zizka
Diageo

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President

Robin Black
Director of Operations

Marcela Martinez
Director of Programs

Media covering the kick-off of Maryland's 2009 Checkpoint Strikeforce campaign along the Baltimore waterfront.



The independent auditors' report for the WRAP fiscal year ending September 30, 2011 was not yet available at the time of this publication's printing. Such will be later electronically inserted into the online version of this publication viewable at <http://www.wrap.org/files/who.htm>. In addition, a copy of WRAP's current financial statement is available by writing WRAP, 1420 Spring Hill Road, Suite 250, McLean, Virginia 22102 or by calling 703 / 893-0461.

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.

In fiscal year 2010, WRAP spent only 2.2% of its total expenses on administration and fundraising.



Members of the Fairfax Countywide Initiative to Reduce Underage Drinking (l to r) Jennifer Cooper, Clarence Jones, Lisa Adler and Sarah Freud posing before the start of WRAP's 2009 Annual Meeting.



Metropolitan Police Department Assistant Chief Patrick Burke joining U.S. Park Police Captain Jackie Burks at the launch of WRAP's 2009 St. Patrick's Day SoberRide campaign.



As part of the 2010 Checkpoint Strikeforce campaign, Virginia Beach Police Department MPO B.K. Wesseler (right) conducting a preliminary breath test during Norfolk's WROX-FM live and on-air "wet lab" demonstrating the effects of impairment.



A reporter operating a specially outfitted "DUI Simulator" vehicle at the launch of Virginia's 2010 Checkpoint Strikeforce campaign.

2010 FINANCIALS



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.

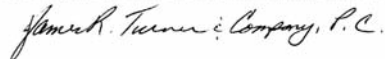
We have audited the accompanying balance sheet of Washington Regional Alcohol Program, Inc., as of September 30, 2010, and the related statements of activities, and cash flows for the year then ended. These financial statements are the responsibility of the Organization's management. Our responsibility 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 and Government Auditing Standards, issued by the Comptroller General of the United States. Those 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 includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of the Organization as of September 30, 2010, and the changes in its net assets and its cash flows for the year then ended, in conformity with generally accepted accounting principles in the United States of America.

In accordance with Government Auditing Standards, we have also issued a report dated February 4, 2011 on our consideration of Organization's internal control over financial reporting and on our tests of its compliance with certain provisions of laws, regulations, contracts, grants and other matters. The purpose of that report is to describe the scope of our testing of internal control over financial reporting and compliance and the results of that testing, and not to provide an opinion on the internal control over financial reporting or on compliance. That report is an integral part of an audit performed in accordance with Government Auditing Standards, and important for assessing the results of our audit.

Our audit was performed for the purpose of forming an opinion on the financial statements of Organization taken as a whole. The accompanying supplementary information (page 14) and the schedule of Federal Financial Awards (page 13), as required by OMB Circular A-133, are presented for the purposes of additional analysis and are not a required part of the basic financial statements. Such information has been subjected to the auditing procedures applied in the audit of the basic financial statements and, in our opinion, is fairly stated, in all material respects, in relation to the basic financial statements taken as a whole.



February 4, 2011
 Vienna, Virginia

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



2009 Law Enforcement Awardee Officer Adam Zielinski (second from right) posing with fellow U.S. Park Police officers as well as Master of Ceremonies Lindsay Czarniak (second from left) at WRAP's 2009 Law Enforcement Awards ceremony.

Washington Regional Alcohol Program, Inc.
 BALANCE SHEET
 September 30, 2010

Assets	
Current assets	
Cash	\$ 81,192
Grants and contracts receivable	973,567
Pledges and other receivable	9,535
Prepaid expenses and deposits	12,694
Total current assets	1,076,988
Office furniture and equipment-At Cost	11,280
Accumulated depreciation	(10,944)
	336
Total assets	\$ 1,077,324
Liabilities and Net Assets	
Current liabilities	
Accounts payable	\$ 783,383
Payroll taxes withheld and accrued	81,158
Accrued expenses and liabilities	12,498
Deferred rent	6,311
Total current liabilities	883,350
Net assets	
Unrestricted net assets	193,974
Total liabilities and net assets	\$ 1,077,324

See notes to financial statements

Washington Regional Alcohol Program, Inc.
 STATEMENT OF CASH FLOWS
 Year ended September 30, 2010

Cash flows from operating activities	
Change in net assets	\$ 3,677
Adjustments to reconcile change in net assets to net cash provided by operating activities:	
Depreciation and amortization	952
(Increase) decrease in grants receivable	(760,320)
(Increase) decrease in pledges receivables	4,515
(Increase) decrease in prepaid expenses	(480)
Increase (decrease) in accounts payable	724,556
Increase (decrease) in payroll taxes withheld and accrued	53,106
Increase (decrease) in accrued liabilities	799
Increase (decrease) in deferred rent	(1,051)
Total adjustments	22,077
Net cash provided (used) by operating activities and cash increase	25,754
Cash and equivalents, beginning of year	55,438
Cash and equivalents, end of year	\$ 81,192
Supplemental disclosures of cash flow information:	
Cash paid during the year for:	
Interest expense	\$ 842

See notes to financial statements

WASHINGTON REGIONAL ALCOHOL PROGRAM, INC.

NOTES TO FINANCIAL STATEMENTS

September 30, 2010

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. The office is located in McLean, Virginia.

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, 2010. The Organization's tax returns open to examination are the years ended September 30, 2007, 2008, 2009 and 2010.

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.

WASHINGTON REGIONAL ALCOHOL PROGRAM, INC.

NOTES TO FINANCIAL STATEMENTS - CONTINUED

September 30, 2010

NOTE A - ORGANIZATION AND SIGNIFICANT ACCOUNTING POLICIES (Continued)

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, 2010. The fair value of the contributed air time, which totaled \$1,629,541 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.

Washington Regional Alcohol Program, Inc.
 STATEMENT OF ACTIVITIES
 Year ended September 30, 2010

Revenue and other support	
Checkpoint Strikeforce grant	\$ 1,059,207
Other grants	925,652
In-Kind Contributions	1,679,363
Contributions	174,130
Total revenue and other support	3,838,352
Expenditures	
Program services:	
Public information and education	3,507,805
SoberRide	120,600
Youth outreach	62,610
Adult outreach	41,369
Other programs	14,001
Advocacy	2,722
	3,749,107
Management and general	74,204
Fundraising	11,364
	3,834,675
Change in net assets	3,677
Unrestricted net assets, beginning of year	190,297
Unrestricted net assets, end of year	\$ 193,974

See notes to financial statements

Washington Regional Alcohol Program, Inc.
 STATEMENT OF FUNCTIONAL EXPENSES
 Year ended September 30, 2010

	Public Information and Education	Youth Outreach	Adult Outreach	Other Programs	Advocacy	Management Fund- & General	Total
Contributions	\$ 2,094,297	\$ -	\$ -	\$ 12,418	\$ -	\$ 83,817	\$ 2,109,515
Salaries and related benefits	244,879	40,250	28,500	12,248	75	307,641	633,597
Other	2,446	6,139	841	75	9,001	285	18,612
SoberRide cab fares	20,660	3,381	3,105	78,778	26,547	70,778	206,549
Accounting and legal	2,900	-	-	150	6,990	1,794	11,844
Telephone	5,523	384	383	-	6,990	31,027	44,307
Rent-office	775	25	476	11	390	92	1,679
Confereces and meetings	6,294	-	-	2,245	2,009	256	11,204
Travel and lodging	6,794	259	10	245	7	236	14
Postage	24,163	6,510	1,028	1,657	34,058	1,176	38,334
Supplies	-	-	-	-	-	5,234	5,234
Printing	-	-	-	-	-	4,090	4,090
Depreciation	-	-	-	-	-	4,090	4,090
Miscellaneous	-	-	-	-	-	842	842
Equipment rental and maintenance	-	-	-	-	-	149,007	149,007
Interest	3,166.11	120,600	15,741	14,001	2,722	3,682,304	3,834,675
Other direct expenses	49,532	7,384	24,568	-	-	24,284	106,768
Allocated indirect expenses	\$ 1,507,835	\$ 120,600	\$ 62,610	\$ 14,001	\$ 2,722	\$ 3,398,107	\$ 24,284
							\$ 11,324
							\$ 3,856,675

See notes to financial statements

WASHINGTON REGIONAL ALCOHOL PROGRAM, INC.
NOTES TO FINANCIAL STATEMENTS - CONTINUED
September 30, 2010

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 extended its sub-lease of office space under a new agreement through March 31, 2013. The rent is based on the square footage occupied by the Organization, currently 780 square feet at approximately \$26.84 per square foot annually. The rate increases by two and a half percent annually each year over the life of the lease. Annual rentals for periods after September 30, 2010, until the lease expires, are as follows:

September 30, 2011	\$ 31,152
2012	31,914
2013	15,901

Rent expense for the year amounted to \$ 31,027.

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 many 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 \$9,681.

Washington Regional Alcohol Program, Inc.
SCHEDULE OF FEDERAL FINANCIAL AWARDS
For the year ended September 30, 2010

Federal Grantor/ Pass Through Grantor/ Program Title	Federal CFDA Number	Federal Expenditures
National Highway Traffic Safety Administration/ Virginia Department of Motor Vehicles/ Impaired Driver Prevention & Education & Checkpoint Strikeforce Campaign	20.607	\$ 1,059,207
National Highway Traffic Safety Administration/ Maryland Department of Transportation/ State and Community Highway Safety		
National Highway Traffic Safety Administration/ Maryland Department of Transportation/ Safety Incentive Grant for the use of Seatbelts		
District of Columbia Department of Transportation Alcohol Traffic Safety and Drunk Driving Incentive Grants		
National Highway Traffic Safety Administration/ Maryland Department of Transportation/ Prince George's Community and Traffic Safety Program	20.600	925,913
		\$ 1,985,120

Basis of presentation
The Schedule of Federal Financial Awards includes the federal grant activity of the Washington Regional Alcohol Program, Inc., and is presented in accordance with the requirements of OMB Circular A-133, Audit of States, Local Government, and Non-Profit Organizations. Therefore, some amounts presented in this schedule may differ from amounts presented or used in the preparation of the basic financial statements.

REPORT ON INTERNAL CONTROL OVER FINANCIAL REPORTING BASED ON AN AUDIT OF FINANCIAL STATEMENTS PERFORMED IN ACCORDANCE WITH GOVERNMENT AUDITING STANDARDS
Independent Auditor's Report

Board of Directors
Washington Regional Alcohol Program, Inc.

We have audited the financial statements of Washington Regional Alcohol Program, Inc. as of and for the year ended September 30, 2010, and have issued our report thereon dated February 4, 2011. We conducted our audit in accordance with auditing standards generally accepted in the United States of America and the standards applicable to financial audits contained in *Government Auditing Standards*, issued by the Comptroller General of the United States.

Internal Control Over Financial Reporting

In planning and performing our audit, we considered the Organization's internal control over financial reporting as a basis for designing our auditing procedures for the purpose of expressing our opinion on the financial statements, but not for the purpose of expressing an opinion on the effectiveness of the Organization's internal control over financial reporting. Accordingly, we do not express an opinion on the effectiveness of the Organization's internal control over financial reporting.

A deficiency in internal control exists when the design or operation of a control does not allow management or employees, in the normal course of performing their assigned functions, to prevent or detect material misstatements on a timely basis. A material weakness is a deficiency, or a combination of deficiencies, in internal control such that there is a reasonable possibility that a material misstatement of the entity's financial statements will not be prevented, or detected and corrected on a timely basis.

Our consideration of internal control over financial reporting was for the limited purpose described in the first paragraph of this section and would not necessarily identify all deficiencies in internal control that might be significant deficiencies or material weaknesses. We did not identify any deficiencies in internal control over financial reporting that we consider to be material weaknesses, as defined above.

Compliance and Other Matters

As part of obtaining reasonable assurance about whether Washington Regional Alcohol Program, Inc. financial statements are free of material misstatement, we performed tests of its compliance with certain provisions of laws, regulations, contracts, and grants agreements, noncompliance with which could have a direct and material effect on the determination of financial statement amounts. However, providing an opinion on compliance with those provisions was not an objective of our audit, and accordingly, we do not express such an opinion. The results of our tests disclosed no instances of noncompliance or other matters that are required to be reported herein under *Government Auditing Standards*.

This report is intended for the information and use of management, others within the organization, the board of directors, and federal awarding agencies and pass-through entities and is not intended to be and should not be used by anyone other than those specified parties.

Vienna, Virginia
February 4, 2011

James R. Turner & Company, P.C.

opinion on the effectiveness of Washington Regional Alcohol Program, Inc.'s internal control over compliance.

A deficiency in internal control over compliance exists when the design or operation of a control over compliance does not allow management or employees, in the normal course of performing their assigned functions, to prevent or detect and correct, noncompliance with a type of compliance requirement of a federal program on a timely basis. A material weakness is a significant deficiency, or a combination of deficiencies, in internal control over compliance, such that there is a reasonable possibility that material noncompliance with a type of compliance requirement of a federal program will not be prevented, or detected and corrected, on a timely basis. That results in more than a remote likelihood that material noncompliance with a type of compliance requirement of a federal program will not be prevented or detected by the entity's internal control.

Our consideration of the internal control over compliance was for the limited purpose described in the first paragraph of this section and was not designed to identify all deficiencies in internal control over compliance that might be deficiencies, significant deficiencies or material weaknesses. We did not identify any deficiencies in internal control over compliance that we consider to be material weaknesses, as defined above.

This report is intended for the information of the audit committee, management, others within the organization, board of directors and federal awarding agencies and pass-through entities and is not intended to be and should not be used other than these specified parties.

Vienna, Virginia
February 4, 2011

James R. Turner & Company, P.C.

WASHINGTON REGIONAL ALCOHOL PROGRAM, INC.
NOTES TO FINANCIAL STATEMENTS - CONTINUED
September 30, 2010

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, 2010, payments to these firms totaled \$604,484. Amounts due to these firms, included in accounts payable, totaled \$123,137 at September 30, 2010.

The Organization also engaged a company to provide cab rides during the SoberRide Campaign. Certain members of management of this company are also members of the Organization's Board of Directors. For the year ended September 30, 2010, payments to this company totaled \$10,037. No amounts were due at September 30, 2010.

One other member of the Organization's board of directors provided services and data to the Organization which totaled \$15,000. At September 30, 2010, \$5,000 is included in accounts payable.

The Organization follows standard procurement procedures for these and all other contracts.

NOTE G - SUBSEQUENT EVENTS

Subsequent events have been considered by the Organization and are included in the financial statements through February 4, 2011, the date the financial statements were available for issue.

Washington Regional Alcohol Program, Inc.
DIRECT COST STATEMENT
Year ended September 30, 2010

Category	Public Information & Education		Vehicle & Driver Safety		Direct program costs and capitalization		Total
	Actual	Subtotal	Actual	Subtotal	Actual	Subtotal	
Construction	\$ 1,102,216	\$ 1,102,216	\$ 14,277,794	\$ 14,277,794	\$ 1,666,546	\$ 1,666,546	\$ 17,046,556
Inventory	49,221	49,221	232,201	232,201	232,201	232,201	513,623
Advertising	83,137	83,137	52,478	52,478	6,022	6,022	141,637
Subsidiary cab fees	26,547	26,547	20,959	20,959	6,719	6,719	54,225
Printing	7,884	7,884	3,323	3,323	334	334	11,541
Telephone	3,027	3,027	275	275	2	2	3,304
Professional fees	12,217	12,217	6,266	6,266	2	2	18,485
Travel and lodging	2,525	2,525	6,298	6,298	299	299	9,122
Office	38,234	38,234	24,645	24,645	1,678	1,678	64,557
Supplies including minor equipment	4,900	4,900	1,438	1,438	1	1	6,339
Insurance	34	34	1,984	1,984	1	1	2,019
Miscellaneous	1,341	1,341	1,984	1,984	1	1	3,326
Equipment rental and maintenance	34	34	1,984	1,984	1	1	2,019
Depreciation	1,341	1,341	1,984	1,984	1	1	3,326
Total	\$ 1,246,622	\$ 1,246,622	\$ 11,275,511	\$ 11,275,511	\$ 20,626	\$ 20,626	\$ 22,542,759

Subtotal: \$ 1,278,145
Total: \$ 1,278,145

REPORT ON COMPLIANCE WITH REQUIREMENTS THAT COULD HAVE A DIRECT AND MATERIAL EFFECT ON EACH MAJOR PROGRAM AND ON INTERNAL CONTROL OVER COMPLIANCE IN ACCORDANCE WITH OMB CIRCULAR A-133
Independent Auditor's Report

Board of Directors
Washington Regional Alcohol Program, Inc.

Compliance

We have audited the compliance of the Washington Regional Alcohol Program, Inc. with the types of compliance requirements described in the U.S. Office of Management and Budget (OMB) Circular A-133 Compliance Supplement that could have a direct and material effect on each of Washington Regional Alcohol Program, Inc.'s major federal programs for the year ended September 30, 2010. The Washington Regional Alcohol Program, Inc., major federal programs are identified in the summary auditor's results section of the accompanying schedule of findings and questioned costs. Compliance with the requirements of laws, regulations, contracts and grants applicable to each of its major federal programs is the responsibility of Washington Regional Alcohol Program, Inc.'s management. Our responsibility is to express an opinion on the Washington Regional Alcohol Program, Inc.'s compliance based on our audit.

We conducted our audit of compliance in accordance with auditing standards generally accepted in the United States of America; the standards applicable to financial audits contained in *Government Auditing Standards*, issued by the Comptroller General of the United States; and OMB Circular A-133. Those standards and OMB Circular A-133 require that we plan and perform the audit to obtain reasonable assurance about whether noncompliance with the types of compliance requirements referred to above that could have a direct and material effect on a major federal program occurred. An audit includes examining, on a test basis, evidence about the Washington Regional Alcohol Program, Inc.'s compliance with those requirements and performing such other procedures as we considered necessary in the circumstances. We believe that our audit provides a reasonable basis for our opinion. Our audit does not provide a legal determination on the Washington Regional Alcohol Program, Inc.'s compliance with those requirements.

In our opinion, the Washington Regional Alcohol Program, Inc., complied, in all material respects, with the requirements referred to above that could have a direct and material effect on each of its major federal programs for the year then ended September 30, 2010.

Internal Control Over Compliance

The management of Washington Regional Alcohol Program, Inc. is responsible for establishing and maintaining effective internal control over compliance with requirements of laws, regulations, contracts and grants applicable to federal programs. In planning and performing our audit, we considered the Washington Regional Alcohol Program, Inc.'s internal control over compliance with the requirements that could have a direct and material effect on a major federal program to determine the auditing procedures for the purpose of expressing our opinion on compliance and to test and report on the internal control over compliance in accordance with OMB Circular A-133, but not for the purpose of expressing an opinion on the effectiveness of internal control over compliance. Accordingly, we do not express an

WASHINGTON REGIONAL ALCOHOL PROGRAM, INC.
SCHEDULE OF FINDINGS AND QUESTIONED COSTS
For the Year Ended September 30, 2010

Section I - Summary of Auditor's Results

Financial Statements
Type of auditor's report issued: Unqualified

Internal control over financial reporting:
Significant deficiency (ies) identified? ___ yes ___ X ___ no
Noncompliance material to financial statements noted? ___ yes ___ X ___ no

Federal Awards
Internal control over major programs:
Material weakness (es) identified? ___ yes ___ X ___ no
Reportable condition(s) identified not considered to be material weaknesses? ___ yes ___ X ___ no

Type of auditor's report issued on compliance for major programs: Unqualified

Any audit findings disclosed that are required to be reported in accordance with Circular A-133, Section .510(a) ___ yes ___ X ___ no

Identification of major programs:
CFDA Number(s) Name of Federal Program or Cluster

20.607 Alcohol Open Container Requirements
20.600 Alcohol Traffic Safety and Drunk Driving

Prevention Incentive Grants

Dollar threshold used to distinguish between Type A and Type B programs: \$ 300,000

Auditee qualified as low-risk auditee? ___ yes ___ X ___ no

Section II - Financial Statement Findings

None

Section III - Federal Award Findings and Questioned Costs

None

2009 FINANCIALS



WRAP 2009 FINANCIAL STATEMENTS

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.

We have audited the accompanying balance sheet of Washington Regional Alcohol Program, Inc., as of September 30, 2009, and the related statements of activities, and cash flows for the year then ended. These financial statements are the responsibility of the Organization's management. 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 and Government Auditing Standards, issued by the Comptroller General of the United States. Those 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 includes examining, on a test basis, evidence supporting the amounts and disclosures in the financial statements. An audit also includes assessing the accounting principles used and significant estimates made by management, as well as evaluating the overall financial statement presentation. We believe that our audit provides a reasonable basis for our opinion.

In our opinion, the financial statements referred to above present fairly, in all material respects, the financial position of the Organization as of September 30, 2009, and the changes in its net assets and its cash flows for the year then ended, in conformity with generally accepted accounting principles in the United States of America.

In accordance with Government Auditing Standards, we have also issued a report dated July 23, 2010 on our consideration of Organization's internal control over financial reporting and on our tests of its compliance with certain provisions of laws, regulations, contracts, grants and other matters. The purpose of that report is to describe the scope of our testing of internal control over financial reporting and compliance and the results of that testing, and not to provide an opinion on the internal control over financial reporting or on compliance. That report is an integral part of an audit performed in accordance with Government Auditing Standards, and important for assessing the results of our audit.

Our audit was performed for the purpose of forming an opinion on the financial statements of Organization taken as a whole. The accompanying schedule of Federal Financial Awards is presented for the purposes of additional analysis as required by the U.S. Office of Management and Budget Circular A-133, Audits of States, Local Governments, and Non-Profit Organizations, and is not a required part of the basic financial statements. Such information has been subjected to the auditing procedures applied in the audit of the basic financial statements and, in our opinion, is fairly stated, in all material respects, in relation to the basic financial statements taken as a whole.

July 23, 2010
Vienna, Virginia



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



WRAP's 2010 Media Partnership Awardee Thomas Grooms (left) joining (l to r) John Townsend (AAA Mid-Atlantic) and Vicente Santos (U.S. Army) at WRAP's 2010 Annual Luncheon Meeting & WRAPPY Awards.

Washington Regional Alcohol Program, Inc. BALANCE SHEET September 30, 2009	
Assets	
Current assets	
Cash	\$ 55,438
Grants and contracts receivable	213,247
Pledges receivable	14,050
Prepaid expenses and deposits	12,214
Total current assets	294,949
Office furniture and equipment-At Cost	13,180
Accumulated depreciation	(11,892)
	1,288
Total assets	\$ 296,237
Liabilities and Net Assets	
Current liabilities	
Accounts payable	\$ 58,826
Accrued expenses and liabilities	39,752
Deferred rent	7,362
Total current liabilities	105,940
Net assets	
Unrestricted net assets	190,297
Total liabilities and net assets	\$ 296,237

See notes to financial statements

Washington Regional Alcohol Program, Inc. STATEMENT OF ACTIVITIES Year ended September 30, 2009	
Revenue and other support	
Checkpoint Strikeforce grant	\$ 1,009,055
Other grants	858,285
In-Kind Contributions	1,549,383
Contributions	227,103
Interest income	2
Total revenue and other support	3,643,828
Expenditures	
Program services:	
Public information and education	3,319,814
SoberRide	95,885
Youth outreach	64,197
Adult outreach	46,800
Other programs	20,162
Advocacy	2,027
	3,548,885
Management and general	81,870
Fundraising	11,355
	3,642,110
Change in net assets	1,718
Unrestricted net assets, beginning of year	188,579
Unrestricted net assets, end of year	\$ 190,297

See notes to financial statements

Washington Regional Alcohol Program, Inc. STATEMENT OF CASH FLOWS Year ended September 30, 2009	
Cash flows from operating activities	
Change in net assets	\$ 1,718
Adjustments to reconcile change in net assets to net cash provided by operating activities:	
Depreciation and amortization	1,106
(Increase) decrease in grants receivable	788,028
(Increase) decrease in pledges receivable	(4,074)
(Increase) decrease in prepaid expenses	2,351
Increase (decrease) in accounts payable	(883,885)
Increase (decrease) in accrued liabilities	21,770
Increase (decrease) in deferred rent	(439)
Total adjustments	(75,143)
Net cash provided (used) by operating activities and cash increase	(73,425)
Cash and equivalents, beginning of year	128,863
Cash and equivalents, end of year	\$ 55,438
Supplemental disclosures of cash flow information:	
Cash paid during the year for:	
Interest expense	\$ 566

See notes to financial statements

Washington Regional Alcohol Program, Inc. STATEMENT OF FUNCTIONAL EXPENSES Year ended September 30, 2009						
Public information	Youth		Adult		Other	Management & General Fundraising Total
	SuberRide	Outreach	SuberRide	Outreach		
Commuters	\$ 2,926,114	\$ 43,312	\$ 2,973,475	\$ 300	\$ 2,973,775	\$ 2,973,775
Travel and related benefits	28,844	32,145	60,989	80	101,018	101,018
Other	144	2,408	2,552	1,273	4,377	4,377
SuberRide cab fees	46,063	6,124	52,187	500	52,687	52,687
Printing	22,313	6,836	29,149	150	29,299	29,299
Accounting and auditing	4,325	426	4,751	5,838	10,589	10,589
Postage	25	25	50	31,352	31,427	31,427
Confereces and meetings	7,438	2,042	9,480	50	9,530	9,530
Travel and lodging	4,769	1,396	6,165	12,556	18,721	18,721
Postage	16,143	312	16,455	1,023	17,478	17,478
Supplies				802	802	802
Rent-office				91	91	91
Telephone				51	51	51
Insurance				7,386	7,386	7,386
Depreciation				8,021	8,021	8,021
Equipment rental and maintenance				1,177	1,177	1,177
Interest				4,347	4,347	4,347
Total direct expenses	3,265,362	95,885	3,361,247	2,027	3,363,274	3,363,274
Allocated indirect expenses	54,453	8,712	63,165	72,602	136,769	136,769
	\$ 3,319,814	\$ 104,597	\$ 3,424,411	\$ 2,752	\$ 3,427,163	\$ 3,427,163

See notes to financial statements

WASHINGTON REGIONAL ALCOHOL PROGRAM, INC. NOTES TO FINANCIAL STATEMENTS September 30, 2009	
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. The office is located in McLean, Virginia.
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.
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, 2009.
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.

WASHINGTON REGIONAL ALCOHOL PROGRAM, INC. NOTES TO FINANCIAL STATEMENTS - CONTINUED September 30, 2009	
NOTE A - ORGANIZATION AND SIGNIFICANT ACCOUNTING POLICIES (Continued)	
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 program were received and meet the criteria for recognition in the financial statements during the year ended September 30, 2009. The fair value of the contributed air time, which totaled \$1,499,561 is recognized as an in-kind contribution and a consulting expense in the financial statements. Additionally, in-kind salaries and wages and equipment and supplies of \$43,312 and \$6,510, respectively, are recognized as in-kind contributions and expense in the financial statements.

WRAP 2009 FINANCIAL STATEMENTS

WASHINGTON REGIONAL ALCOHOL PROGRAM, INC.
NOTES TO FINANCIAL STATEMENTS - CONTINUED
September 30, 2009

NOTE B - FEDERALLY ASSISTED GRANT PROGRAMS

The Organization participates in a number of federally assisted grant programs. Although the Organization has been audited in accordance with the provisions of OMB A-133, these programs remain 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 extended its sub-lease of office space under a new agreement through March 31, 2013. The rent is based on the square footage occupied by the Organization, currently 780 square feet at approximately \$26.84 per square foot annually. The rate increases by two and a half percent annually each year over the life of the lease. Annual rentals for periods after September 30, 2009, until the lease expires, are as follows:

September 30, 2010	\$ 30,409
2011	31,152
2012	31,914
2013	15,901

Rent expense for the year amounted to \$ 31,352.

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 many 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 approximately \$9,300.

Washington Regional Alcohol Program, Inc.
SCHEDULE OF FEDERAL FINANCIAL AWARDS
For the year ended September 30, 2009

Federal Grantor/ Pass Through Grantor/ Program Title	Federal CFDA Number	Federal Expenditures
National Highway Traffic Safety Administration/ Virginia Department of Motor Vehicles/ Impaired Driver Prevention & Education & Checkpoint Strikeforce Campaign	20.607	\$ 1,306,507
National Highway Traffic Safety Administration/ Maryland Department of Transportation/ State and Community Highway Safety National Highway Traffic Safety Administration/ National Highway Traffic Safety Administration/ Maryland Department of Transportation/ Safety Incentive Grant for the use of Seatbelts District of Columbia Department of Transportation Alcohol Traffic Safety and Drunk Driving Incentive Grants		
National Highway Traffic Safety Administration/ Maryland Department of Transportation/ Prince George's Community and Traffic Safety Program	20.601	567,169
		\$ 1,873,676

Basis of presentation

The Schedule of Federal Financial Awards includes the federal grant activity of the Washington Regional Alcohol Program, Inc. and is presented in accordance with the requirements of OMB Circular A-133, Audits of States, Local Government, and Non-Profit Organizations. Therefore, some amounts presented in this schedule may differ from amounts presented or used in the preparation of the basic financial statements.

express such an opinion. The results of our tests disclosed no instances of noncompliance or other matters that are required to be reported herein under Government Auditing Standards.

This report is intended for the information of the audit committee, management and federal awarding agencies and pass-through entities. However, this report is a matter of public record and its distribution is not limited.

James R. Turner & Company, P.C.

Vienna, Virginia
July 23, 2010

functions, to prevent or detect noncompliance with a type of compliance requirement of a federal program on a timely basis. A significant deficiency is a control deficiency, or a combination of control deficiencies, that adversely affects an entity's ability to administer a federal program such that there is more than a remote likelihood that noncompliance with a type of compliance requirement of a federal program that is more than inconsequential will not be prevented or detected by the entity's internal control.

A material weakness is a significant deficiency, or a combination of significant deficiencies, that results in more than a remote likelihood that material noncompliance with a type of compliance requirement of a federal program will not be prevented or detected by the entity's internal control.

Our consideration of the internal control over compliance was for the limited purpose described in the first paragraph of this section and would not necessarily identify all deficiencies in internal control that might be significant deficiencies or material weaknesses. We did not identify any deficiencies in internal control over compliance that we consider to be material weaknesses, as defined above.

This report is intended for the information of the audit committee, management and federal awarding agencies and pass-through entities. However, this report is a matter of public record and its distribution is not limited.

James R. Turner & Company, P.C.

Vienna, Virginia
July 23, 2010

WASHINGTON REGIONAL ALCOHOL PROGRAM, INC.
NOTES TO FINANCIAL STATEMENTS - CONTINUED
September 30, 2009

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, 2009, payments to these firms totaled \$859,544. Amounts due to these firms included in accounts payable totaled \$41,169 at September 30, 2009.

The Organization also engaged a company to provide cab rides during the SoberRide Campaign. Certain members of management of this company are also members of the Organization's Board of Directors. For the year ended September 30, 2009, payments to this company totaled \$14,182. No amounts were due at September 30, 2009.

The Organization follows standard procurement procedures for these and all other contracts.

REPORT ON INTERNAL CONTROL OVER FINANCIAL REPORTING BASED ON AN AUDIT OF FINANCIAL STATEMENTS PERFORMED IN ACCORDANCE WITH GOVERNMENT AUDITING STANDARDS

Board of Directors
Washington Regional Alcohol Program, Inc.

We have audited the financial statements of Washington Regional Alcohol Program, Inc., as of and for the year ended September 30, 2009, and have issued our report thereon dated July 23, 2010. We conducted our audit in accordance with auditing standards generally accepted in the United States of America and the standards applicable to financial audits contained in Government Auditing Standards, issued by the Comptroller General of the United States.

Internal Control Over Financial Reporting

In planning and performing our audit, we considered the Organization's internal control over financial reporting as a basis for designing our auditing procedures for the purpose of expressing our opinion on the financial statements, but not for the purpose of expressing an opinion on the effectiveness of the Organization's internal control over financial reporting. Accordingly, we do not express an opinion on the effectiveness of the Organization's internal control over financial reporting.

A control deficiency exists when the design or operation of a control does not allow management or employees, in the normal course of performing their assigned functions, to prevent or detect material misstatements on a timely basis. A significant deficiency is a control deficiency or a combination of control deficiencies, that adversely affects the organization's ability to initiate, authorize, record, process, or report financial data reliably in accordance with generally accepted accounting principles, such that there is more than a remote likelihood that a misstatement of the organization's financial statements that is more than inconsequential will not be prevented or detected by the organization's internal control.

A material weakness is a significant deficiency, or a combination of significant deficiencies, that results in more than a remote likelihood that a misstatement of the financial statements will not be prevented or detected by the organization's internal control.

Our consideration of internal control over financial reporting was for the limited purpose described in the first paragraph of this section and would not necessarily identify all deficiencies in internal control that might be significant deficiencies or material weaknesses. We did not identify any deficiencies in internal control over financial reporting that we consider to be material weaknesses, as defined above.

Compliance and Other Matters

As part of obtaining reasonable assurance about whether Washington Regional Alcohol Program, Inc., financial statements are free of material misstatement, we performed tests of its compliance with certain provisions of laws, regulations, contracts, and grants agreements, noncompliance with which could have a direct and material effect on the determination of financial statement amounts. However, providing an opinion on compliance with those provisions was not an objective of our audit, and accordingly, we do not

INDEPENDENT AUDITORS REPORT ON FEDERAL COMPLIANCE WITH REQUIREMENTS APPLICABLE TO EACH MAJOR PROGRAM AND INTERNAL CONTROL OVER COMPLIANCE IN ACCORDANCE WITH OMB CIRCULAR A-133

Board of Directors
Washington Regional Alcohol Program, Inc.

Compliance

We have audited the compliance of the Washington Regional Alcohol Program, Inc. with the types of compliance requirements described in the U.S. Office of Management and Budget (OMB) Circular A-133 Compliance Supplement that are applicable to each of its major federal programs for the year ended September 30, 2009. The Washington Regional Alcohol Program, Inc., major federal programs are identified in the summary auditor's results section of the accompanying schedule of findings and questioned costs. Compliance with the requirements of laws, regulations, contracts and grants applicable to each of its major federal programs is the responsibility of the Organization's management. Our responsibility is to express an opinion on the Organization's compliance based on our audit.

We conducted our audit of compliance in accordance with auditing standards generally accepted in the United States of America; the standards applicable to financial audits contained in Government Auditing Standards, issued by the Comptroller General of the United States; and OMB Circular A-133, Audits of States, Local Governments, and Non-Profit Organizations. Those standards and OMB Circular A-133 require that we plan and perform the audit to obtain reasonable assurance about whether noncompliance with the types of compliance requirements referred to above that could have a direct and material effect on a major federal program occurred. An audit includes examining, on a test basis, evidence about the Organization's compliance with those requirements and performing such other procedures as we considered necessary in the circumstances. We believe that our audit provides a reasonable basis for our opinion. Our audit does not provide a legal determination on the Organization's compliance with those requirements.

In our opinion, the Organization complied, in all material respects, with the requirements referred to above that are applicable to each of its major federal programs for the year then ended September 30, 2009.

Internal Control over Compliance

The management of the Organization is responsible for establishing and maintaining effective internal control over compliance with requirements of laws, regulations, contracts and grants applicable to federal programs. In planning and performing our audit, we considered the Organization's internal control over compliance with the requirements that could have a direct and material effect on a major federal program in order to determine our auditing procedures for the purpose of expressing our opinion on compliance and to test and report on the internal control over compliance, but not for the purpose of expressing an opinion on the effectiveness of internal control over compliance. Accordingly, we do not express an opinion on the effectiveness of the Organization's internal control over compliance.

A control deficiency in an entity's internal control over compliance exists when the design or operation of a control does not allow management or employees, in the normal course of performing their assigned

WASHINGTON REGIONAL ALCOHOL PROGRAM, INC.
SCHEDULE OF FINDINGS AND QUESTIONED COSTS
For the Year Ended September 30, 2009

Section I - Summary of Auditor's Results

Financial Statements
Type of auditor's report issued: Unqualified
Internal control over financial reporting: ___ yes X no
Significant deficiency (ies) identified? ___ yes X no
Noncompliance material to financial statements noted? ___ yes X no

Federal Awards
Internal control over major programs: ___ yes X no
Material weakness(es) identified? ___ yes X no
Reportable condition(s) identified not considered to be material weaknesses? ___ yes X no
Type of auditor's report issued on compliance for major programs: Unqualified

Any audit findings disclosed that are required to be reported in accordance with Circular A-133, Section .510(a)? ___ yes X no

Identification of major programs:
CFDA Number(s) Name of Federal Program of Cluster

20.607	Alcohol Open Container Requirements
20.601	Alcohol Traffic Safety and Drunk Driving Prevention Incentive Grants

Dollar threshold used to distinguish between Type A and Type B programs: \$ 300,000
Auditee qualified as low-risk auditee? ___ yes X no

Section II - Financial Statement Findings

None
Section III - Federal Award Findings and Questioned Costs
None