RESPONSIBILITY.ORG
Empowering responsible alcohol choices

Responsibility Starts Here:
Welcome to your seat at the table











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What We Believe

We believe that since 1991, our leadership in the fight against drunk driving and underage drinking, our passion, experience, and commitment to providing proven solutions and inspiring positive change will continue to save lives and improve conversations regarding alcohol responsibility.

We believe alcohol responsibility is a lifestyle to be embraced.

We believe most Americans who choose to drink do so responsibly.

We believe most Americans think each individual is responsible for addressing their own alcohol-related consequences.

We believe conversations about alcohol responsibility should begin early and last a lifetime.

We believe education is key to making the individual decisions that add up to a lifetime of alcohol responsibility.

We believe it is every parent's responsibility to have a positive impact on their child's future decisions about alcohol.

We believe that drinking responsibly is part of our culture of social togetherness, and when we gather and enjoy each other's company, we create closer connections.

We believe that impaired driving is preventable and must be eliminated, so we offer proven solutions to stop it.

We believe parents are the leading influence in kids' decisions to drink or not to drink. We believe parents can and should exert that positive influence both by their words and their own behavior.

We believe that impaired driving behaviors do not occur in a vacuum and often include a combination of drunk, drugged, distracted or drowsy driving.

We believe that despite tremendous progress in fighting drunk driving, there is still much work to be done to prevent death and injury.

We believe that drugged driving is increasing, and we are dedicated to supporting data, research, training, education and policies to address this complex issue.

We believe alcohol producers can and should have a "seat at the table" in finding and implementing solutions aimed at reducing and eliminating alcohol-related harm.

We believe alcohol producers have a responsibility to market and sell their products in a responsible manner that does not encourage over consumption or consumption by those under the legal purchase age.

We believe that while measures of underage consumption are at historic lows and the long-term trend in alcohol-impaired traffic fatalities continues to decline, **it is everyone's responsibility to do more.**

We can bring our beliefs to life through:

- Meaningful communication with a broad range of partners and stakeholders.
- Support and advocacy for effective and focused public policy.
- Research that becomes actionable for those on the frontlines of change.
- Innovative approaches that recognize the needs of diverse communities.
- An unwavering commitment to safer, healthier individuals, families and communities.

We believe some people shouldn't drink, and the wishes of those who choose not to drink alcohol should be respected.



Advancing Alcohol Responsibility in the United States

Responsibility.org was founded in 1991 as a national, independent, not-for-profit organization with three missions. We work passionately to

- Eliminate underage drinking.
- Eliminate drunk driving and work with others to end all impaired driving.
- Empower adults to make a lifetime of responsible alcohol choices.

Through cutting edge, science-based, and proven educational programs, resources for policymakers and practitioners, and innovative communications campaigns, we are proud of our impact and progress on our three missions. Since our inception, drunk driving and underage drinking have reached record low levels. Drunk driving fatalities have decreased 15% since 1991 and lifetime alcohol consumption among our nation's youth has decreased 59% proportionally.

While our team at Responsibility.org cannot claim sole credit for these reductions, we have played a significant role in the work to reach these historic low levels of drunk driving fatalities and underage consumption.

We all want our kids to grow up to live long, fruitful lives. We want our local roads to be safe and free of impaired driving. And we want to celebrate life's memorable moments in a responsible, considerate way. We want our kids to say "no" to risky, dangerous behaviors such as underage drinking. We do not want to share roads with drunk, drugged or impaired drivers. We want our friends and family to know their limits when drinking alcohol and to know the risks of overconsumption or mixing alcohol with other substances. We want to lead with responsibility and make the most of life for ourselves and our loved ones, and our communities. **That's where you come in.**

Responsibility starts here. As a supporter of Responsibility.org, you further underscore your organization's commitment to leadership in responsibility efforts and you contribute to lasting, positive change.



With Your Support, It's Working

6 out of **10**

teens don't drink

Underage drinking rates have reached **historic lows** – with more than **six out of 10** teens reporting they **never consumed** alcohol, and the number of teens who report they have consumed alcohol has **decreased 59%** proportionally **from 1991 to 2024**.

Monitoring The Future, December 2024

Drunk driving fatalities have decreased

21%

Since 1991 drunk driving fatalities on our nation's roadways have **decreased 21%**, while total traffic fatalities have **decreased 1%**. Among persons under 21, drunk driving fatalities have **decreased 52%** from 1991 to 2023.

National Highway Traffic Safety Administration, FARS data, 2025

89%

of adults 21+ know their personal drinking limits

Among adults of legal drinking age, **89% know their personal limits** and **83% think they drink responsibly.**

Responsibility.org, APCO Insight, September 2024

Guided by our National Advisory Board of prevention experts and community leaders, we work closely with a wide range of mission-critical partners from the public and private sectors. We make our materials and resources easily available on the state, local and national levels—helping us expand our reach and impact as we continue to lead the progress of our missions and empower a lifetime of conversations about alcohol responsibility.

Drunk and Impaired Driving

Understanding the Complexity of the DUI System

Making the choice to drive drunk or impaired is both illegal and dangerous. Detecting, prosecuting, sentencing, rehabilitating, and taking steps to reduce recidivism are all important steps in making roads safer and preventing lives lost. Responsibility.org looks at drunk and impaired driving from all angles and works with leading experts in their fields to eliminate drunk and impaired driving—from educational campaigns, state- issued grants to enact safety measures, legislative actions, and mental health screeners to identify underlying catalysts—to ultimately save lives.

NASID

National Alliance to Stop Impaired Driving

NASID is a coalition established and led by Responsibility.org to eliminate all forms of impaired driving, especially multiple substance impaired driving, through effective and proven measures such as DUI system reform, DUI detection and improved use of data and technology.

Underage Drinking Prevention

ask listen learn

Kids and alcohol don't mix.

Ask Listen Learn: Kids and Alcohol Don't Mix

For more than 20 years, this underage drinking prevention program teaches kids what the developing brain does, what alcohol does to it, and what that does to them. There are mission-critical resources available for parents and educators to start and continue conversations with their kids about saying "YES" to a healthy lifestyle and "NO" to underage drinking. The program also has resources regarding underage cannabis use prevention and mental health.

ALCOHOL101+

Alcohol101+

For on-campus education, this digital alcohol education program helps students practice their decision making, learn about alcohol's impact on their bodies, develop strategies for low risk drinking and receive tailored content based on their own experiences with and perceptions of drinking alcohol.

WE DON'T SERVE TEENS WeDontServeTeens.org

We Don't Serve Teens

This nationwide campaign is dedicated to preventing the access of alcohol to those below the legal drinking age.

Encouraging Responsibility



Virtual Bar

Responsibility.org's blood alcohol content (BAC) calculator uses the latest science to help you get a better understanding of how different factors affect your individual BAC.

RESPONSIBILITY WORKS

Responsibility Works

Responsibility Works is an eLearning workplace tool designed to provide fundamental information around alcohol to assist employees in making informed and responsible choices about alcohol in both their professional and personal lives.

Responsibility Starts with Me

Each person's definition of "drink responsibly" is different. Through this campaign, Responsibility.org has captured stories that have inspired Americans to join the Responsibility #StartsWithMe movement.

Partnership Opportunities and Support Levels

Engagement Opportunities	Board/ Funding (Minimum $100,000 contribution)	Responsibility Champion (Minimum $50,000 contribution)	Responsibility Associate (Minimum $10,000–$25,000 contribution; Only for orgs under $1B in revenue)
Eligibility	• Requires Board due diligence/approval and Code of Conduct adherence	• Requires Board approval and Code of Conduct adherence	• Requires Code of Conduct adherence
Strategic Influence	• Steer organization strategy & focus; vote on budget and resourcing	—	—
Board Participation	• Seat on Board of Directors and participation on Committees	—	—
Private Executive Briefings	• As needed	—	—
Committee Participation	• Social Responsibility, Engagement, Finance & Benefits, Audit & Retirement	—	—
Events	• Priority opportunities (Capitol Hill, Parenting Partners & other events)	—	—
Responsibility Day (TBD 2026)	• Invitation to all staff	• Invitations for two (2) employees	—
Organization Visit	• Annual visit by Responsibility.org leadership (any additional as needed)	• Annual visit by Responsibility.org leadership	—
Partnership Announcement	• Responsibility.org crafted press release upon joining (Company Specific)	• Featured in Responsibility.org crafted quarterly press release	• Social media recognition upon activation of partnership
Brand Visibility	• Company logo on all Responsibility.org materials	• Company logo on all Responsibility.org printed materials, conference swag, etc.	• Company logo on the Responsibility.org website
Digital Recognition	• Responsibility.org Board Member digital Badge	• Responsibility Champion digital badge	• Responsibility Associate digital badge
Access to Communications	• Access to all reports and communications published by Responsibility.org team (legislative updates, newsletters, data, etc.)	• Access to all reports and communications published by Responsibility.org team (legislative updates, newsletters, data, etc.)	• Access to all reports and communications published by Responsibility.org team (legislative updates, newsletters, data, etc.)
Monthly Engagement Support	• Customized responsibility-focused signage, speaking to team or ERG about responsible practices, curated social media content, onboarding kits, and more	• Customized responsibility-focused signage, speaking to team or ERG about responsible practices, curated social media content, onboarding kits, and more	• Regular access to messaging and digital assets to promote your company's commitment to advancing alcohol responsibility
Campaign Participation	• "Responsibility Starts with Me" campaign opportunity	• "Responsibility Starts with Me" campaign opportunity (additional fees may apply)	• An exclusive opportunity to partner with Responsibility.org on specific initiatives/media campaigns throughout the year (Example: NASID)
Recognition	• Featured prominently in annual Impact Report	• Featured in annual Impact Report	• Listed in annual Impact Report
Website Integration	• Company age gate linked to Responsibility.org website	• Company age gate linked to Responsibility.org website	• Company age gate linked to Responsibility.org website
Time Commitment	• 3 Board meetings per year, any ad hoc meetings	• No specific time commitment	• No specific time commitment

Application

Primary Business Category

(Please check only one.)

☐ **Distilled Spirits Producer, Importer, Marketer** (complete Section A below)

☐ **Wholesaler, Retailer, Supplier, Marketer, Importer, etc. Engaged in Production or Sales of Alcohol Beverages** (complete Section B below)

☐ **Non-Alcohol Beverage Entity** (complete Section C below)

All companies must complete their specific Section (A,B, or C) as well as Section D and E below.

Section A:

Distilled Spirits Producer, Importer, Marketer

Total (100%) stripped sales of U.S. products, all foreign products bottled in the U.S., distilled spirits imported in bottles from any foreign country or brought into the U.S. from Puerto Rico or the Virgin Islands in bottles	$
Eighty-five percent (85%) of stripped sales of bulk spirits sold under bottling arrangements	$
Eighty-five percent (85%) of stripped sales of bulk whiskey	$
Sixty-seven percent (67%) of stripped sales of high proof spirits	$
Total adjusted stripped sales (Sum of items #1 – 4) for 2024	$

Section B:

Wholesaler, Retailer, Supplier, Marketer, Importer, etc. Engaged in Production or Sales of Alcohol Beverages

Select Business Category	
Beer/Wine	☐
Wholesaler	☐
Restaurant/Retailer	☐
Supplier	☐
Other	☐
If Other, what kind?	
Total U.S. Revenue for 2024	$

Section C:

Non-Alcohol Beverage Entity

Total U.S. Revenue for 2024	$

Section D:

Partnership Level (In Blue)

Board of Directors	☐
Responsibility Champion	☐
Responsibility Associate	☐

Application

Section E:
Company/Personal Information

Company Name:	
Company Address:	
Company website:	Submitted by: (Name)
Title:	Date:
Applicant Signature: (Company Representative of Responsibility.org Board of Directors or Responsibility Champion)	

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