



Tavern League of Wisconsin

June 19, 2014

Dear League Leader:

The purpose of this letter is to inform you of a change in policy regarding SafeRide. Effective immediately, the percentage of matching required by local leagues to qualify for funding is changing from 80-20 to 60-40.

What does this mean to you? Any future grants will be required to raise funds equaling 40% of the grant and spend those funds on your SafeRide program. Example: if you receive a grant of \$10,000, you must raise and spend \$4,000 to be eligible for further grant money. There will be no change in existing grants.

This change in policy is due to the increase in SafeRide ridership along with a dramatic decline in DUI convictions. We knew this day would come so now it is time to adjust. While a majority of our leagues depend on state funding for their program, a handful of leagues are self-sufficient. If your league has the ability to self-fund without state aid, please consider doing so. This would be a great help in assuring the continued viability of the SafeRide program.

As always, thank you for your hard work and it is my hope this change does not place too great a burden on your league and that we can keep an effective SafeRide program operating in Wisconsin.

Sincerely,

Pete Madland
Executive Director

Drink Responsibly. 
Drive **Responsibly.**