



COLLEGIATE LIFE INVESTMENT FOUNDATION

THE CRITICAL ROLE IN VICTIM ADVOCATES IN CHANGING BEHAVIOR

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CLIF OVERVIEW

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OVERVIEW OF ORGANIZATION

Collegiate Life Investment Foundation (CLIF) is a 501(c)3 non-profit organization based out of Memphis, Tennessee which aimed to educate the high-school, college age, and general population about the dangers of distracted driving through community involvement; and to provide programming on preventative ways to avoid its negligence. As the only distracted driving centered non-profit in the state, CLIF is committed to providing overall financial, psychological, and physical support for those who have been seriously impacted by distracted driving in our community, and invest in Tennessee drivers life-long commitment to abstaining from the use of mobile cell phones while operating a vehicle.

BACKGROUND OF ORGANIZATION

CLIF was originally founded in 2012, in memory of Clifton B. Gibbs, a 23-year-old CBU graduate college graduate from Memphis, TN, who was killed by a young lady texting and driving. Clifton's car crash was a turning point for distracted driving awareness in the state, and has been a catalyst for distracted driving reform and programming throughout.

CLIFTON GIBBS



JUNE 9, 1988 - FEBRUARY 3, 2012

THE CRASH

February 1, 2012. Clifton B. Gibbs car was traveling north bound in far right lane on Hwy 61 (Memphis) when he & his passenger were hit head on by a young lady texting while driving. The car was then spun around and a man talking on the phone while driving a day care bus hit the care he on. Clifton's body would be airlifted to the Med and taken off life support 2 days later. 3 vehicles. 2 distracted drivers. 1 family changed forever.



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DISTRACTED DRIVING OVERVIEW

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THE NUMBERS

- Tennessee recorded a record # of 30,762 Distracted Driving related crashes in 2016
- 12% of all state-wide crashes are the result of Distracted Driving*
- Violation = \$50 fine
- 57% of TN drivers are more concerned about distracted drivers while driving compared to 54% concerned about impaired drivers**
- Ranked 11th for driver fatalities by licensed drivers***

* Crashes where distracted driving was reported

** 2017 AAA Consumer Pulse

*** Auto insurance agency report

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PROGRAMS AND PARTNERSHIPS

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OUR PROGRAMS – SCHOOL TOURS

Aligning with the mission and goals of CLIF, Founder/CEO presents a 30 – 45 minute interactive distracted driving workshop to high school students across the state to encourage a life-long pledge to refrain from distracted driving while behind the wheel. Students engage and learn current state and national traffic safety laws to apply when behind the wheel.



OUR PROGRAMS – C.A.R.E.S.

Through **C.A.R.E.S.** . students work together, in **C.A.R.E.S.** Club, or other school-based clubs/organizations, in a peer-to-peer learning environment, in order to advocate for road education and safety amongst each other. Club members develop different ideas, strategies, and projects that address specific issues for young drivers in their schools and communities.



OUR PROGRAMS – COLLIERVILLE COURT JUVENILE OFFENDERS PROGRAM

CLIF has partnered with the Honorable Judge William Hall and the Collierville Court System to provide distracted driving education to its juvenile offenders. Juvenile offender must attend a 30 - 45 minute interactive distracted driving course, which is offered monthly, wear a "Don't Text and Drive" wristband for the duration of their probation, and write a 500 word response essay to the presentation.



OUR PROGRAMS – COINS 4 CHANGE

The **Coins 4 Change** program is designed to help educate elementary and middle school age children about giving back, through traffic safety awareness. The program shows that the simple act of collecting change can have a large impact on the battle against childhood fatalities and safety on our highways. By teaching children that they can make a difference in the lives of other children and themselves, we empower them to recognize the power of one.

Coins 4
Change



OUR PROGRAMS – V.A.N. (VICTIMS ASSISTANCE NETWORK)

The **Victim's Assistance Network (VAN)** provides support to surviving victims of car crashes, or individuals dealing with the aftermath of losing someone as a result of a distracted driving incident. Through support group meetings, free grief counseling sessions, and care packages, the **VAN** program aims to help ease the pain caused by being involved in a crash.



OUR PROGRAMS – THE IMPACT

- **5** SIGNATURE PROGRAMS
- **25K** STUDENTS REACHED
- **\$10K** COMMUNITY SCHOLARSHIPS
- **14** COMMUNITY PARTNERS
- **300** COMMUNITY VOLUNTEERS
- **1200+** HOURS LOGGED

“The seed that was planted by CLIF truly made me feel that I could change the world. Who knew traffic safety was so important, and no one ever came to my neighborhood to show me that it was. I will always remember that no text, call, or post is worth it.

- 12th grader, Collierville High School

OUR PARTNERS

- [STOPDISTRACTION.ORG](https://stopdistraction.org)
- [ENDD.ORG](https://enddd.org)
- MEMPHIS LIGHT GAS & WATER
- CONOR LYNCH FOUNDATION
- TN HIGHWAY SAFETY OFFICE
- MEMPHIS FIRE DEPARTMENT
- SHELBY COUNTY SHERIFF'S DEPARTMENT
- PEOPLE AGAINST DISTRACTED DRIVING
- COLLIERVILLE MUNICIPAL COURTS
- WE SAVE LIVES

