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LETTER FROM THE PROJECT CHILDSAFE TEAM

2015 was a very busy and exciting year for Project ChildSafe®. We set out to strengthen the program’s reach and impact by getting more firearm safety kits to more people, growing and mobilizing our supporter base and providing our supporters with new tools and materials to spread the word about firearm safety.

We achieved these goals and more. A few highlights from 2015 include:
- Through Project ChildSafe, we gave away more than 300,000 safety kits, in every state across the country
- We grew our network to include more than 1,200 organizational supporters
- The Project ChildSafe program generated more than 350 million media impressions
- We engaged almost half a million people with the campaign online to help spread the Own It. Respect It. Secure It.® message
- Project ChildSafe launched the video “How to Talk to Kids About Gun Safety,” featuring shooting sports champion Julie Golob, which garnered more than 100,000 views

In addition, we learned in September 2015 that NSSF, which developed Project ChildSafe, was awarded a two-year, $2.4 million cooperative agreement by the U.S. Department of Justice (DOJ). The money will go toward supporting firearm safety education by providing gun locks and safety materials to communities throughout the country in an effort to help reduce firearms misuse.

Thank you for all of your support in 2015 — we look forward to continued success in 2016!

Help spread our important message: If you own a gun, lock it up when it’s not in use. Safe and proper storage is the #1 way to prevent firearm accidents at home.
GETTING MORE SAFETY KITS TO MORE PEOPLE
PROJECT CHILDSAFE
BY THE NUMBERS

In 2015, we gave away more than 300,000 firearm safety kits through law enforcement partners and reached 50 states nationwide.
PARTNERS AND SUPPORTERS

PREMIER SUPPORTERS

Cabela’s  IHEA-USA  Outdoor Channel  USA Shooting
Colt  Mossberg  Rocky Mountain Elk Foundation  Wild Sheep Foundation
Delta Waterfowl  Mule Deer Foundation  Savage Arms  Winchester
Ducks Unlimited  National Wild Turkey Federation  Sportsman’s Warehouse  

LAW ENFORCEMENT  FISH & WILDLIFE AGENCIES

ALASKA  Alaska Department of Fish and Game
ALABAMA  Alabama Department of Conservation and Natural Resources
ARKANSAS  Arkansas Fish & Game Commission
CALIFORNIA  California Department of Fish and Wildlife
DELAWARE  Delaware Fish & Wildlife
FLORIDA  Florida Fish and Wildlife Conservation Commission
GEORGIA  Georgia Wildlife Resources Division
ILLINOIS  Illinois Department of Natural Resources
IOWA  Iowa Department of Natural Resources
KANSAS  Kansas Department of Wildlife, Parks and Tourism
KENTUCKY  Kentucky Department of Fish and Wildlife Resources
LOUISIANA  Louisiana Department of Wildlife and Fisheries
MAINE  Maine Inland Fisheries & Wildlife
MASSACHUSETTS  Massachusetts Division of Fisheries & Wildlife
Massachusetts Energy and Environmental Affairs
MICHIGAN  Michigan Department of Natural Resources
MISSISSIPPI  Mississippi Wildlife, Fisheries, and Parks
MISSOURI  Missouri Department of Conservation
NEBRASKA  Nebraska Game and Parks Commission
NEW HAMPSHIRE  New Hampshire Fish and Game Department
NEW YORK  New York State Department of Environmental Conservation
OREGON  Oregon Department of Fish and Wildlife
RHODE ISLAND  Rhode Island Fish & Wildlife
SOUTH CAROLINA  South Carolina Department of Natural Resources
SOUTH DAKOTA  South Dakota Department of Game, Fish & Parks
TENNESSEE  Tennessee Wildlife Resources Agency
TEXAS  Texas Parks and Wildlife Department
UTAH  Utah Department of Fish and Wildlife
VERMONT  Vermont Fish and Game Department
VERMONT  Vermont Fish and Game Department
WEST VIRGINIA  West Virginia Division of Natural Resources
WYOMING  Wyoming Game and Fish Department

LAW ENFORCEMENT  FISH & WILDLIFE AGENCIES
During the Houston Salute to Law Enforcement, Chief Alan Bragg and the Cypress-Fairbanks ISD Police Department were able to spread the Project ChildSafe message that it is the responsibility of every gun owner to protect their guns. Bragg hopes parents who don’t have locks will get in touch with the various law enforcement offices and take one home with them.

“If parents use them [gun locks], it will certainly be a positive safety effect,” he said.
When Project ChildSafe came to Arlington, Washington, Matt Simonis was excited to attend and help put on the event. Simonis grew up with guns in the home and hoped to pass on the safety message with his community. He didn’t anticipate how quickly the gun locks would go, but it made him hopeful that they would make a difference in the community.

“Accidents don’t need to happen. They can be eliminated and free gun locks are a great way of doing that.”

— Pastor Matt Simonis
“Ensuring firearms are owned and operated responsibly, safely and lawfully is of utmost importance to Pinellas County families, and providing our residents with the tools and resources they need to safely secure their firearms can help save lives.”

— Congressman David Jolly

Congressman David Jolly partnered with the Pinellas County Sheriff’s Office, the Clearwater Police Department, the Largo Police Department and other local law enforcement agencies to provide free gun locks to the community.
GROWING AND MOBILIZING OUR SUPPORTER BASE
We grew our network of individual and organization supporters to nearly 23,000 in 2015. These new supporters helped us champion firearm safety in their own communities and spread our important message far and wide.

Cabela’s and Sportsman’s Warehouse have provided valuable support for Project ChildSafe. Sportsman’s Warehouse has produced a $1 donation card that customers can ‘purchase’ to support Project ChildSafe. To date, this program has raised almost $1,000 from customers. Both Cabela’s and Sportsman’s Warehouse have invited Project ChildSafe to have a presence at special national events at multiple stores (Ladies Night, Fall Great Outdoor Days) and have promoted our program on their websites and social media properties. They have both also made generous donations to the Project ChildSafe Foundation.

USA Youth Education in the Shooting Sports (USA YESS) has been an exemplary Project ChildSafe supporter. Several times in the past year USA YESS has partnered with local law enforcement and conservation groups to distribute Project ChildSafe safety kits and gun locks at conventions and events. In Salt Lake City alone, during the Mule Deer Foundation’s annual convention, USA YESS and the Salt Lake PD distributed more than 400 safety kits and locks.
Michigan Gun Owners (MGO) is a statewide organization that exemplifies what it means to be a Project ChildSafe promotional supporter. In the past year MGO has recruited local police departments to become Project ChildSafe partners and held several presentations on firearms safety, which heavily promoted Project ChildSafe materials, videos and messages.

The Arkansas Fish and Game Commission has been one of the most active participants in Project ChildSafe’s annual Hunt S.A.F.E. campaign during the fall hunting season, and has repeatedly gone the extra mile to help promote the program and firearm safety messages year-round. The Commission has arranged for all four of Arkansas’ state nature centers to provide free Project ChildSafe gun locks and firearm safety kits, enabling the centers to discuss gun safety in the home with families and provide thousands of free gun locks and safety materials to visitors.
LIFEchurch360 in Arlington, Washington, responded to a tragic school shooting in nearby Marysville by recruiting their local police department to become a Project ChildSafe partner, and then organized a firearm safety event which included free locks distributed by the police.

The Sportsmen of Tomorrow, headed by Jamie Lukens in Norton, Ohio, has done tremendous outreach to promote responsible firearm storage and safety education to the next generation of outdoor enthusiasts through classes, events and online. Since becoming a Project ChildSafe supporter organization, Sportsmen of Tomorrow has provided safety resources and gun locks to all of the participants at its hunter education courses and continues to provide educational materials, encouraging both novice and veteran gun owners to properly secure their sporting firearms.
“I got to help deliver gun locks to 25 states between 2003 and 2006 for Project Childsafe. What a great thing NSSF is.”
— Frank R. Walker

“I made a donation on the website. $10 pays for five locks that are made available for free across the country. This is a donation that I feel good about and I know where my donation is actually going to.”
— Matthew Dropco

“Project ChildSafe helps educate gun owners and can provide a nice gun lock for your firearm. Great job guys!!!”
— Brad Moffett

“Thanks for sharing and for all that Project ChildSafe does to help spread awareness for gun safety.”
— Oakland County, Michigan Government

“Glad to see somebody is teaching gun safety to kids.”
— Seth Haynes

INDIVIDUALS ALSO CAME OUT TO SUPPORT US ONLINE AND THROUGH OUR SOCIAL CHANNELS.
Celebrities and professional shooters also got on board, helping us reach even more people than we could have on our own. This year we worked closely with competitive shooting sports champion and mom, Julie Golob, to create a powerful new video urging parents to talk to their kids about gun safety.

“Have a conversation about firearm safety. It will make your kids, your family and your community safer.”

TO DATE, IT HAS AMASSED MORE THAN 100,000 VIEWS
We partnered with talk show host Dana Loesch to conduct a book signing at the 2015 SHOT Show booth. She generously donated and autographed books for her fans and provided Project ChildSafe a great platform to introduce more people to our program.

Dana also invited the Project ChildSafe team to be guests on her radio show during SHOT Show and included information about Project ChildSafe in her new book, Hands Off My Gun, extending our reach to even more gun owners across the country.
PROVIDING SUPPORTERS WITH NEW TOOLS AND RESOURCES
We created new content and materials...

STORE YOUR FIREARMS RESPONSIBLY.

Help promote firearm safety in your community by following these important guidelines for safe storage:

- Unloaded firearms should be stored when not in use in a locked cabinet, safe, gun vault or storage case. The storage location should be inaccessible to children.
- Ammunition should be stored in a locked location separate from firearms.
- If firearms are disassembled, parts should be securely stored in separate locations.
- Thoroughly double check firearms to confirm that they are unloaded when you remove them from storage.
- Properly securing firearms when not in use is the #1 way to help prevent accidents, thefts and misuse. It’s a simple step that can make a real difference in making your home and community safer.
- Project ChildSafe is a nationwide program committed to raising awareness about the safe and responsible ownership of firearms — and the importance of securely storing your firearms.
- Since 1999, the National Shooting Sports Foundation, through Project ChildSafe, has distributed more than 37 million free firearm safety kits that include a cable-style gun lock to gun owners and templates that will help demonstrate their commitment to firearm safety and help spread this important message.
- Participating police agencies in all 50 states and the five U.S. Territories through partnerships with more than 15,000 local law enforcement agencies.

PROTECT YOUR FAMILY THROUGH SAFE AND PROPER STORAGE.

- Partners with Project ChildSafe® to provide free firearm safety kits, including a cable-style gun lock, to gun owners.
- Store your firearms responsibly. Your second amendment right is the #1 way to help prevent accidents, thefts and misuse. It’s a simple step that can make a real difference in making your home and community safer.

PROJECT CHILDSAFE® BY THE NUMBERS

- Safe and proper storage is the #1 way to help prevent firearm accidents at home.
- 70 million free gun locks with sold firearms since 1999 (estimated value worth more than $140M).
- Project ChildSafe has created a comprehensive program for firearm owners to be safe and responsible, help prevent accidents and help keep firearms out of the wrong hands.

MYTH BUSTERS

- myth: A hidden gun is a safe gun.
- myth: Proper firearm storage is only important in the home.
- fact: My child knows to never touch a gun, so I don’t need to worry about safe firearm storage.
- fact: Proper storage is the #1 way to help prevent firearm accidents.

Do you know the facts of firearm safety?

Test your skills by selecting which of these statements are myths and which are facts. Flip this page over to find out the answers!
The Harris County Sheriff’s Office, Houston Police Department and Cypress-Fairbanks ISD Police joined with other law enforcement partners to hand out gun locks and educate the community about firearm safety during their Salute to Law Enforcement event in Houston, Texas.

The Pinellas County Sheriff’s Office announced a partnership with local law enforcement agencies, U.S. Rep. David Jolly and Project ChildSafe to promote gun safety, including the use of locking mechanisms.

Chief Shelley Zimmerman, of the San Diego Police Department (SDPD), announced that the SDPD is participating in NSSF’s Project ChildSafe program and will provide free firearm safety kits (including a gun lock and safety information) for the community.

We distributed the new tools out across the country through a series of events and activities...
U.S. Senators Crapo and Risch and U.S. Representatives Simpson and Labrador joined with local law enforcement in Boise, Idaho, to hand out free firearm safety kits and demonstrate how to properly install the locks on various firearms.

The Oakland County Commission, in conjunction with NSSF and the Oakland County Sheriff’s Department, held a press conference and lock giveaway event to announce their renewed commitment to preventing gun violence in the county.

The Utah Department of Public Safety held a press conference to announce their partnership with NSSF and hand out firearm safety kits and free gun locks to the community.
...and shared them with our online communities to broaden our reach.
REINFORCING A CULTURE OF FIREARM SAFETY
Dozens of companies and organizations helped amplify our message.

**Winchester** was an early adopter of the Own it? Respect It.Secure It. initiative and has incorporated our messaging and badge into its advertising, press release template and online.

**Mossberg** promoted the Own it? Respect It. Secure It. message across its website, social media and advertising.

**Vista Outdoor** promoted the Own it? Respect It. Secure It. message across a number of its brands, through press announcements and a company video. Vista Outdoor also included Project ChildSafe in its CSR report. A video with TV celebrity Troy Landry alone garnered more than 350,000 views on YouTube.
Fish and Wildlife agencies also came out to support the Initiative...

Massachusetts included Hunt SAFE messaging in its September newsletter

The Michigan Department of Natural Resources included hunter education on its website
...and we amplified this message through several initiatives throughout the year, such as our S.A.F.E. Summer Champions program and our Hunt S.A.F.E. initiative, which featured 29 Fish and Wildlife agencies.
These initiatives generated substantial media coverage across print, broadcast and online, helping to spread our message of gun safety...

Morton Grove police promote safety with free gun locks, *Chicago Tribune*, April 24, 2015

A free way to protect your kids from guns, *WSFA*, July 22, 2015

Gun safety focus of ‘Salute to Law Enforcement’ event, *Houston Chronicle*, April 25, 2015

...through more than 350 million media impressions nationwide.

Niles police continue providing residents with gun locks, *Chicago Tribune*, August 17, 2015

Benton Police hosting gun lock giveaway this Thursday, *KTBS*, September 28, 2015

Are gun deaths preventable with locks?, *Shreveport Times*, August 29, 2015

Safe storage is the #1 way to reduce firearm accidents.

Thanks for all you do to support us.

Encourage your friends and family to join us at www.ProjectChildSafe.org and get involved today.
Every $2 helps put a gun lock in someone’s hands.

Donations can be made to our 501(c)(3) tax-exempt charitable organization at www.ProjectChildSafe.org.