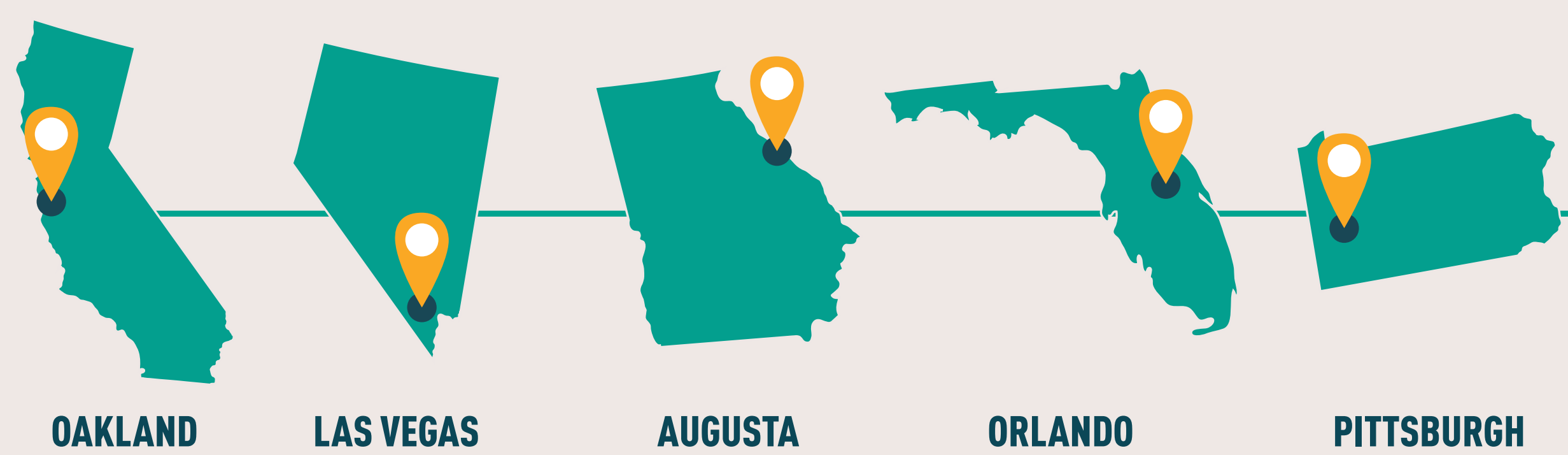


THE HISTORY OF PROJECT CHILDSAFE

Over its 25-year history, Project ChildSafe has helped reduce unintentional firearm deaths by 33.4%



1999

OAKLAND LAS VEGAS AUGUSTA ORLANDO PITTSBURGH



2001



TEXAS

2002

2002

\$50 MILLION

2003 – 2013



2014

2015

\$2.4 MILLION



2016

2017



OKLAHOMA CITY

CLEVELAND

MEMPHIS



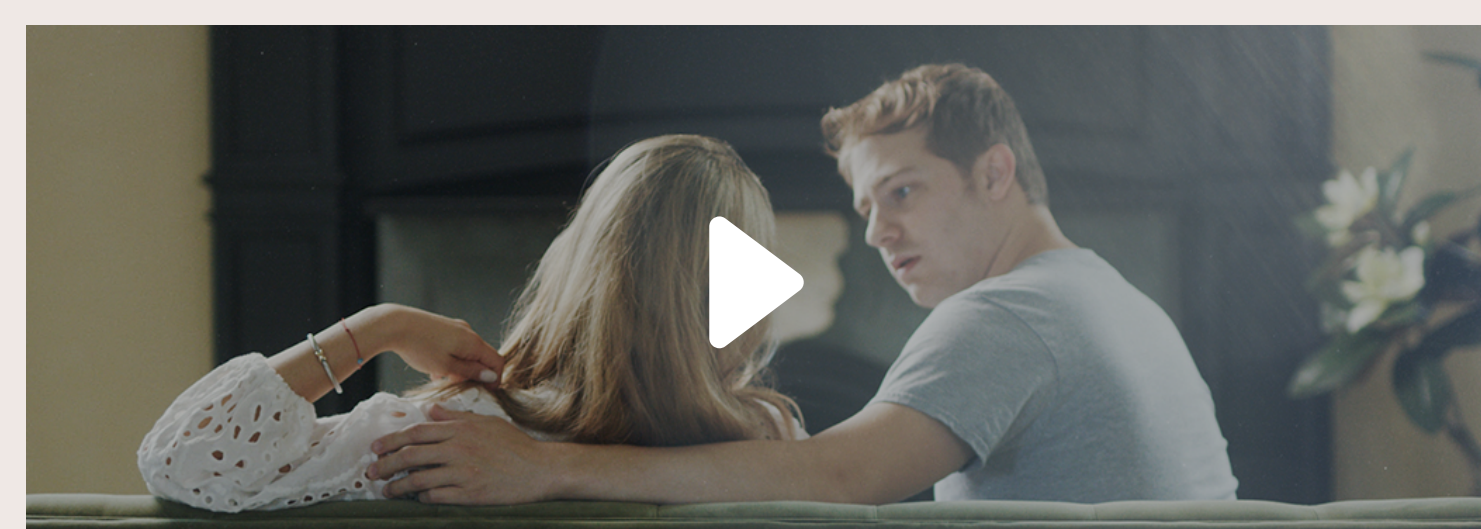
2018

2019



2021

2022



2024

15k LAW ENFORCEMENT AGENCIES

13k ORGANIZATIONAL SUPPORTERS

40M SAFETY KITS

"Project HomeSafe" is established in five U.S. cities by NSSF to promote firearm safety education. By 2000, Project HomeSafe reaches 100 cities, and Oklahoma Lt. Gov. Mary Fallin leads a statewide launch.

Project HomeSafe receives a \$5 million federal grant. NSSF partners with the National Conference of Lieutenant Governors to launch statewide initiatives.

Project HomeSafe is renamed to Project ChildSafe after receiving a grant from the state of Texas.

Project ChildSafe receives a \$50 million federal grant, allowing for the purchase of 20 million cable-style gun locks and rollout of gun safety classroom vans that makes stops in communities across the country.

Project ChildSafe receives additional federal grants to maintain the first-of-its-kind nationwide firearm safety program.

Program is active in all 50 states and the five U.S. territories.

Kickoff events with U.S. senators and representatives, governors and lt. governors, mayors, law enforcement, U.S. Shooting Team members, civic groups and industry companies.

Project ChildSafe Foundation, a 501(c)(3) charity, is founded to help support the mission of Project ChildSafe.

The 'Own It? Respect It. Secure It.' campaign is launched to increase visibility of the message to store firearms securely when not in use.

Project ChildSafe is awarded a \$2.4 million competitive federal grant to provide firearm safety education nationwide and develop a model program to work with local stakeholders in American cities.

Project ChildSafe is awarded Cabela's Outdoor Fund grant to distribute gun locks and educational materials to fish and wildlife agencies for distribution in hunter education classes in all 50 states.

Project ChildSafe launched its first Focus Communities in Oklahoma City, Memphis and Cleveland to establish lasting relationships with local stakeholders to promote responsible gun ownership. GAO cites Project ChildSafe in report on effectiveness of safe storage.

Project ChildSafe is named one of three finalists for the National Safety Council's 2018 Green Cross for Safety Awards.

Project ChildSafe renews partnership with the National Crime Prevention Council to create new animated public service videos featuring McGruff the Crime Dog. The videos win Telly Awards.

Project ChildSafe partners with the American Foundation for Suicide Prevention to launch the first resource for parents to promote teen mental health awareness and suicide prevention.

Project ChildSafe develops "A Teen's Suicide Prevention Story" video sharing the real-life story of a teenager who took all the right steps to help prevent his girlfriend from attempting suicide.

Project ChildSafe celebrates its 25th anniversary, recognizing partnerships with more than 15,000 law enforcement agencies, over 13,000 organizational supporters and the distribution of more than 40 million safety kits that include a gun lock. The firearm industry and SHOT Show have provided annual funding for Project ChildSafe since its inception.