

# PROJECT CHILDSAFE®

A FIREARM SAFETY PROGRAM OF THE  
NATIONAL SHOOTING SPORTS FOUNDATION

2019 ANNUAL REVIEW



— **RECOGNIZING 20 YEARS** —

# A MESSAGE FROM PROJECT CHILDSAFE®



In 2019, the National Shooting Sports Foundation (NSSF) and the firearm industry recognized the 20th anniversary of the Project ChildSafe program. Over the last two decades, Project ChildSafe has increased awareness of safe firearm handling and storage practices among millions of gun owners, helped reduce accidental firearm deaths to historic lows and become an indispensable firearm safety education resource for partners in every state and U.S. territory. Our efforts in 2019 were no different. Over the course of the year, Project ChildSafe:

- Forged and maintained critical partnerships in new and existing communities, including Baton Rouge, LA., that experience high rates of gun accidents, thefts and misuse, including suicide.
- Distributed firearm safety materials, including gun locks and information, to key audiences through our network of partners, as well as through digital and traditional media.
- Educated firearm owners about the importance of safe storage through new and interactive content, including public service announcements, motion graphics and animated content.
- Strengthened our partnerships with the American Foundation for Suicide Prevention and the Department of Veterans Affairs, focusing on preventing suicide by firearm.

- Created seasonal campaigns for firearm owners about the critical need for safe firearm storage and handling at home, at the range and in vehicles.
- Represented the firearm industry's commitment to gun safety at conventions and trade shows nationwide.
- Garnered a \$1 million grant from Texas Gov. Greg Abbott as part of his statewide "School and Firearm Safety Action Plan."

Additionally, thanks to our supporters and partners, Project ChildSafe generated a new high in donations, distributed almost 336,000 gun locks and added more than 200 new partners across the United States.

We are thankful for your ongoing support of Project ChildSafe and are looking forward to continuing to serve the industry and gun owners everywhere in 2020.

Regards,

A handwritten signature in black ink that reads "J. Bartozzi". The signature is fluid and cursive, with a long horizontal line extending from the end.

**Joseph Bartozzi**  
President and CEO  
The National Shooting Sports Foundation  
Chairman, Project Childsafe Foundation

# A REFLECTION ON 20 YEARS OF FIREARM SAFETY



An interview with **Bill Brassard, NSSF Senior Director of Communication**, as he reflects on 20 years of promoting genuine firearm safety.

*Bill has been with Project ChildSafe since its inception and also oversees NSSF's partnerships in suicide prevention, which incorporate the secure storage guidelines central to the Project ChildSafe message.*

**Q: Where did the idea for Project ChildSafe come from? What was the catalyst in 1999 that led to the founding?**

**Bill:** The concept of encouraging gun owners to use locking devices to securely store their firearms had been around for some time, but the development of a formal program to promote firearm safety education through public-private partnerships came from former NSSF President Doug Painter, who spearheaded the launch of the program under the name Project HomeSafe, after approval from NSSF's Board of Governors. There was a need for better understanding of responsible gun ownership to limit unauthorized access to firearms, particularly by children. NSSF wanted to fill this void with firearm safety resources people need. It wasn't until after the program's modest launch in five cities that our law enforcement partners began clamoring for these resources, and we truly realized all the benefits it brought to gun owners and communities nationwide.

**Q: How has the original vision for Project HomeSafe evolved over the last 20 years as the program, known as Project ChildSafe since 2002, has grown to become the largest and most powerful voice in firearm safety?**

**Bill:** From the beginning, the vision was to promote responsible gun ownership and help deter access by unauthorized persons, and that has not changed. Where we have evolved is in our scale.

Thanks to the government grants we received, especially the \$50 million federal grant awarded during the George W. Bush administration, Project ChildSafe expanded dramatically. That grant funded the purchase of 20 million gun locks and allowed us to roll out mobile classrooms to introduce Project ChildSafe to thousands of communities across the country. The program also empowered local law enforcement to become the leaders of gun safety in their communities at no cost to their departments. You have to remember, there was nothing like this program out there. Who could believe a national program was offering cable-style gun locks and printed safety materials free of charge? It all happened because the firearm industry took that bold first step.

The program eventually caught the attention of national leaders, such as the late Senator Ted Stevens, who became a big booster of Project ChildSafe. More recently, the Department of Justice awarded NSSF a \$2.4 million grant to enable Project ChildSafe to launch community-wide firearm safety initiatives in pilot cities. With the grant, we organized community stakeholders dedicated to gun safety and distributed approximately 40,000 free gun locks in Memphis, Cleveland and Oklahoma City. ▶

(continued on next page)

# A REFLECTION ON 20 YEARS OF FIREARM SAFETY

**Q:** According to the Centers for Disease Control and Prevention injury database, firearm accidents decreased by 41 percent between 1999 and 2017. Do you credit this success to firearm safety programs like Project ChildSafe?

**Bill:** Accidental firearm deaths are at historic low levels. That's something everyone should be grateful for; it's also, unfortunately, a fact that's not widely reported. A lot of organizations worked hard to make this happen, and we are confident in saying Project ChildSafe has contributed to saving many lives in the last two decades. It's something we are all very proud of.

**Q:** How does Project ChildSafe keep up with the high demand for firearm safety kits?

**Bill:** It's simply difficult to keep up with demand for Project ChildSafe materials because the program has become an indispensable firearm safety resource in every state and the U.S. territories. Government and state grants and donations to the Project ChildSafe Foundation by private companies and individuals, as well as industry's ongoing financial support for the program, help a great deal. Still, we can fulfill only about a quarter of the requested lock amounts. To help us meet the demand, we encourage supporters to donate to our program and support genuine firearm safety—visit [projectchildsafe.org/donate](https://projectchildsafe.org/donate).

**Q:** What has been your favorite moment in the 20-year history of Project ChildSafe?

**Bill:** There have been many favorite moments because we've launched the program in the company of members of Congress, governors, lieutenant governors, mayors and law enforcement officials, and we've interacted with many terrific gun owners who are dedicated to saving lives. But I think my favorite memory of the program was when I was invited to attend a small gathering at President George W. Bush's ranch in Crawford, Texas (attendance was related more to hunting and conservation issues than to gun safety), and when I was standing next to the president to have my photo taken with him, I mentioned my association with Project ChildSafe. I was about to explain the program to him, but he knew all about it. We spoke for a while, and he ended by saying, "Great program!" which it truly is.

**Q:** Where do you see the program in 20 years?

**Bill:** This is such an important program that I see Project ChildSafe growing and evolving. We've seen how successful our Project ChildSafe Communities are thanks to dedicated community stakeholders, such as faith-based groups and firearm retailers, who sustain safety messaging over time. We've also seen how the program's safe storage message contributes to NSSF's new efforts in suicide prevention in partnerships with the American Foundation for Suicide Prevention, the Department of Veterans Affairs and the Department of Defense. We are excited for all the ways Project ChildSafe provides a real solution to firearm safety around the country. ■

## CHAPTER ONE

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# SUCCESS IN 2019: AT-A-GLANCE

# PROJECT CHILDSAFE® IN 2019

## BY THE NUMBERS



**90,150**  
FACEBOOK FANS



**6,950**  
TWITTER FANS



**1,820**  
INSTAGRAM FANS



**140**  
NEW SUPPORTERS



ALMOST  
**336,000**  
LOCKS DISTRIBUTED



**64**  
NEW LAW  
ENFORCEMENT  
PARTNERS

# PROJECT CHILDSAFE® GENERATED TOP NEWS COVERAGE IN OUTLETS NATIONWIDE



[NSSF, Project ChildSafe Celebrate 20 Years & Special SHOT Show Event](#)

**Julie Golob**

JulieGolob.com, Kansas City, MS  
January 21, 2019



[NSSF, BJA Unveil New Videos on Firearm Safety](#)

**Women's Outdoor News**

Rolla, MO  
April 22, 2019



[Gun lock campaign to expand to include those suffering from dementia and mental health issues](#)

**Christian Menno**

The Intelligencer, Langhorne, PA  
April 24, 2019



[20 years of Project ChildSafe on Tom Gresham's Gun Talk](#)

**Outdoor Wire**

Arlington, VA  
June 13, 2019



[After 20 years, Project ChildSafe still on point about safe gun storage](#)

**Guns.com**

Burnsville, Minnesota  
June 19, 2019



[BR mayor joins forces with other agencies to launch Project ChildSafe Baton Rouge](#)

**Rachael Thomas & Austin Kemker**

WAFB 9 CBS, Baton Rouge, LA  
September 4, 2019



[Dumas PD giving out free gun locks, pledges for gun safety through Project ChildSafe](#)

**News Channel 10 (KFDA)**

Dumas, Texas  
September 30, 2019



[COMMENTARY: Gun groups working for safer communities](#)

**Joe Bartozzi**

Las Vegas Review-Journal, Las Vegas, NV  
October 5, 2019



# OUR MEANINGFUL RELATIONSHIPS

Project ChildSafe forged important relationships with individuals and organizations across the country.

**“We are so appreciative for your organization and the resources you provide to so many communities—including ours!** We have been so fortunate to use the Project ChildSafe gun locks for years. We have distributed 400+ gun locks in our community with the return of firearms. We have thousands of firearms in our custody and return them back daily into our community. It is so reassuring to know these firearms are going home the safe way. Countless citizens have remarked how surprised (in a good way!) and appreciative they are for the locks.”

—**Brittany Murray**

Police Evidence Director, Winston-Salem Police Department  
Winston-Salem, NC

“I wanted to take a moment to say ‘Thank You’ on behalf of the residents of South Buffalo and Cadogan Townships in Armstrong County, Pennsylvania, for investing in the safety of the citizens of these communities. The safety of our citizens, no matter what age, is paramount. **These gun safety kits may just be the difference between life and death.** This is a valuable program that is beneficial to all.”

—**Jeffrey J. Kuntz**

Chief of Police, South Buffalo, Township Police Department  
Armstrong County, PA

“Project ChildSafe gives us an ongoing opportunity to talk to the public about gun safety, and help prevent accidental deaths and injuries by reducing the number of unsecured firearms in our community. While we can’t measure the precise impact, **we do believe we’re seeing an increase in public awareness that gun locks are a necessary component of responsible gun ownership.**”

—**Sheriff Craig Roberts**

Clackamas County Sheriff’s Office, OR

**“Project ChildSafe has opened the door to awareness, conversation and education about these preventable, tragic incidents.** Coupled with the distribution of gun locks, the well-rounded program provides resources for everyone in the community, regardless of age.”

—**Holly Sheets**

Law Enforcement Coordinator and Public Information Officer at United States Attorney’s Office, Middle District of Louisiana, Baton Rouge, LA

**“We’ve given out thousands of Project ChildSafe gun locks to people who want and need them.**

I am also happy to report that we have not had any other accidental shootings or fatalities since we launched our program. I do believe we’ve also increased awareness on this issue.”

—**Matthew D. Weintraub**

Bucks County District Attorney, PA



## CHAPTER TWO

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# EXPANDING FIREARM SAFETY AWARENESS AT THE LOCAL & NATIONAL LEVEL

# ACHIEVING RESULTS IN OKLAHOMA CITY, MEMPHIS & CLEVELAND

In September 2019, Project ChildSafe completed a 30-month initiative funded by a \$2.4 million grant from the U.S. Department of Justice-Bureau of Justice Assistance (DOJ-BJA; Grant No. 2015-FG-BX-K001) to launch and sustain three community-wide firearm safety initiatives in Oklahoma City, Memphis and Cleveland and provide additional firearm safety kits and educational resources to communities nationwide to better foster a culture of safety.

Together with BJA, NSSF, Project ChildSafe and a diverse group of local partners, "Project ChildSafe Communities" raised firearm safety awareness through community outreach, dissemination of educational materials, public service announcements and free gun lock distributions. The initiatives helped educate gun owners and the general public on the importance of firearm safety and secure storage to help prevent firearm accidents, thefts and misuse, with an additional emphasis on suicide prevention.

In a summary report completed by the RAND Corporation on behalf of DOJ-BJA, RAND stated that Project ChildSafe, as the only program that offers freely available gun locks at a national level, "is well-positioned to continue its efforts in safe storage," and concluded that Project ChildSafe is a "noteworthy component of national efforts to improve safe storage."

[Find the full report here.](#)

## HIGHLIGHTS

**497,301**  
TOTAL LOCKS  
DISTRIBUTED

**25.8M**  
SOCIAL MEDIA  
IMPRESSIONS

**240**  
NEW LAW  
ENFORCEMENT  
PARTNERS  
RECRUITED



# APPLYING THE PROJECT CHILDSAFE® COMMUNITIES MODEL

With the completion of the BJA grant, Project ChildSafe sought to replicate this successful community-focused model to elevate firearm safety in areas with a high risk for gun accidents, theft and misuse, including suicide. Project ChildSafe chose Baton Rouge, LA., as the first community outside of the grant to replicate the Project ChildSafe Communities model.

The Project ChildSafe Baton Rouge launch event in September kicked off a year-long initiative to raise firearm safety awareness. The project is being led by a coalition of local stakeholders, at the helm of which is Baton Rouge Mayor-President Sharon Weston Broome.

The launch included a press conference at the Baton Rouge Police Department headquarters, which included a safety demonstration and lock giveaway. Three of the local distribution centers, including local community centers, also made safety kits that include a gun lock available that day for residents who lived further out of downtown Baton Rouge.

This, along with support from stakeholders in local law enforcement, shooting sports organizations, government agencies and other community organizations, faith-based organizations and more, resulted in an event that drew local traditional and social media attention that reached diverse audiences in Baton Rouge.

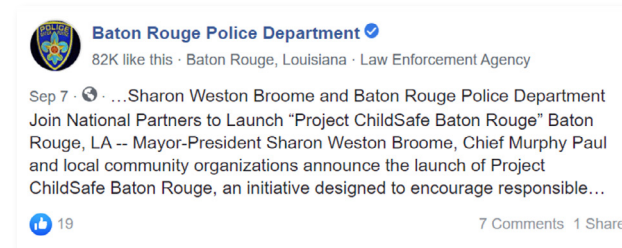


**PROJECT CHILDSAFE® BATON ROUGE**

# STRENGTHENING PARTNERSHIPS IN BATON ROUGE

## Project ChildSafe local supporters include:

- Mayor-President Sharon Weston Broome
- Baton Rouge Police Department
- U.S. Attorney's Office of the Middle District of Louisiana
- East Baton Rouge District Attorney
- East Baton Rouge Sheriff's Office
- Dr. Martin L. King Jr. Community Center
- Family and Youth Service Center
- Chaneyville Community Center
- Charles R. Kelly Community Center
- American Foundation for Suicide Prevention
- Fathers on a Mission
- Beacon Light Baptist Church
- Department of Veterans Affairs
- Boy Scouts of America
- A Girl and A Gun Women's Shooting League



## SOCIAL MEDIA COVERAGE

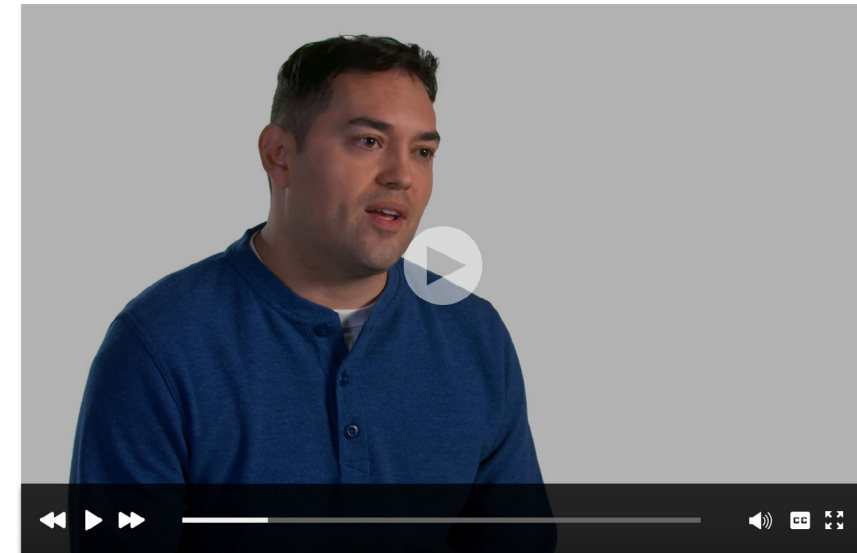
Project ChildSafe and our partners also shared highlights from the event with our online community via social media. In addition to the Project ChildSafe social posts announcing the launch, the mayor's office tweeted its support for the program. The launch was just the beginning of Project ChildSafe Baton Rouge, which will continue to distribute locks and educational materials and amplify the safe storage message throughout 2020.

# REACHING NEW & RELEVANT AUDIENCES THROUGH NEW CREATIVE CONTENT

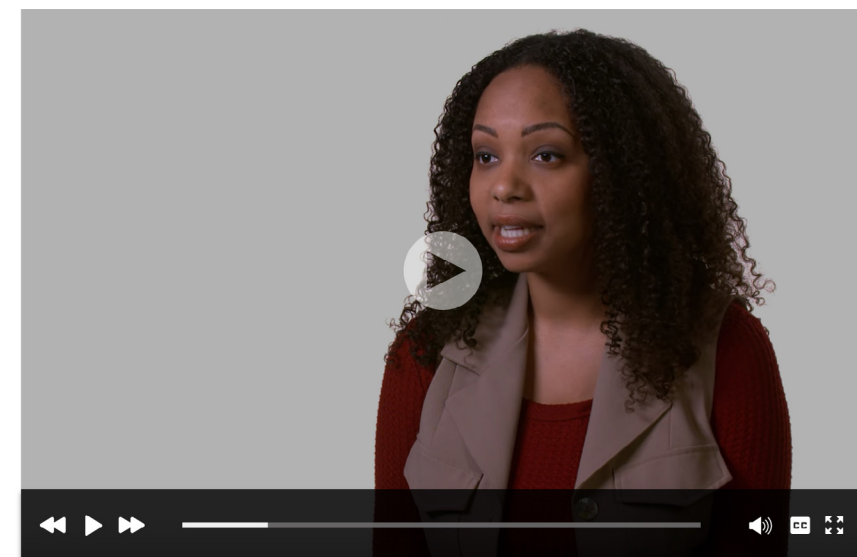
Supported by the BJA grant and with the goal of helping new and potential gun owners better understand the responsibilities they have if they decide to keep a firearm in their home, Project ChildSafe created the “[Many Paths to Firearm Safety](#)” video series. The three part series reflects the reality that more Americans—especially women—are buying guns for many different reasons, ranging from personal protection to recreational shooting. The central message is that while there are diverse reasons as to why someone would choose to buy a gun, the common thread among them must be a commitment to store firearms responsibly when not in use so they can't be picked up by a child, stolen or accessed by someone who may want to harm themselves.

**RELATABLE VOICES, REPRESENTATIVE STORIES**

## GUN SAFETY AND STORAGE: MATEO'S STORY



## GUN SAFETY AND STORAGE: WHITNEY'S STORY

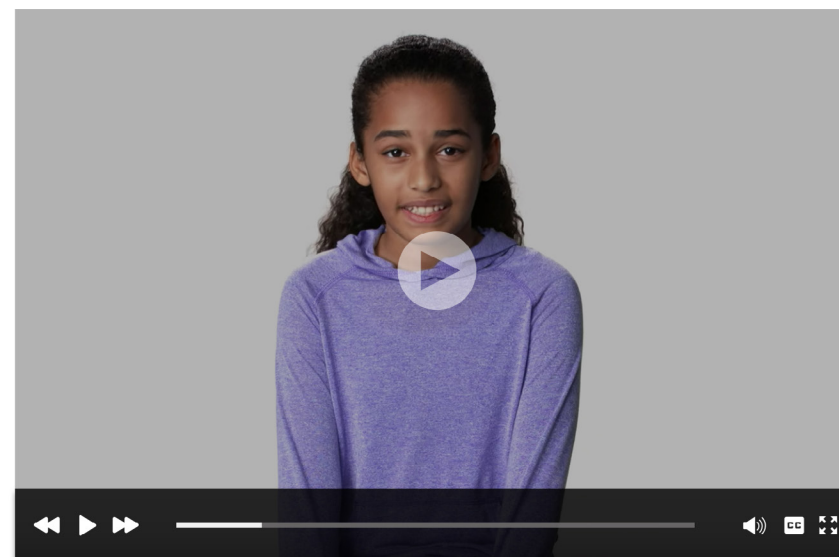


# REACHING NEW & RELEVANT AUDIENCES THROUGH NEW CREATIVE CONTENT

The “Protect the People You Love,” public service announcement was created to encourage families to talk about gun safety—regardless of whether they have a gun in the home or not. The PSA confronts the assumption that children are unaware of firearms in the home or that they know not to touch them without permission. It was released ahead of National Safety Month in June with the goal of emphasizing how families can help prevent firearm accidents by talking about gun safety with children.

RELATABLE VOICES, REPRESENTATIVE STORIES

## PROTECT THE PEOPLE YOU LOVE



## CHAPTER THREE

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# CULTIVATING PARTNERSHIPS TO FURTHER SPREAD THE MESSAGE OF FIREARM SAFETY

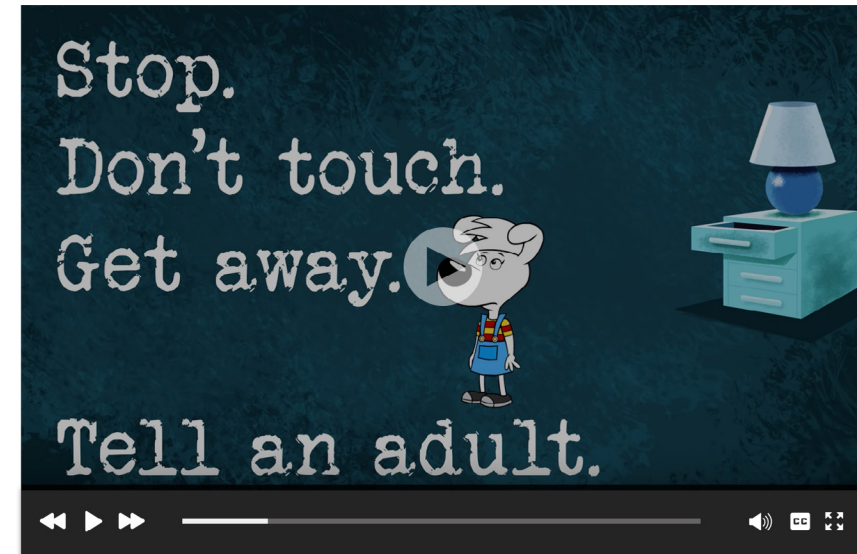
# BUILDING CREDIBILITY WITH EDUCATORS & STUDENTS THROUGH NEW PARTNERS & ASSETS

Working with the National Crime Prevention Council, NSSF released two new firearm safety videos featuring McGruff the Crime Dog® and his nephew Scruff® to help teach young children how to react if they find an unsecured firearm.

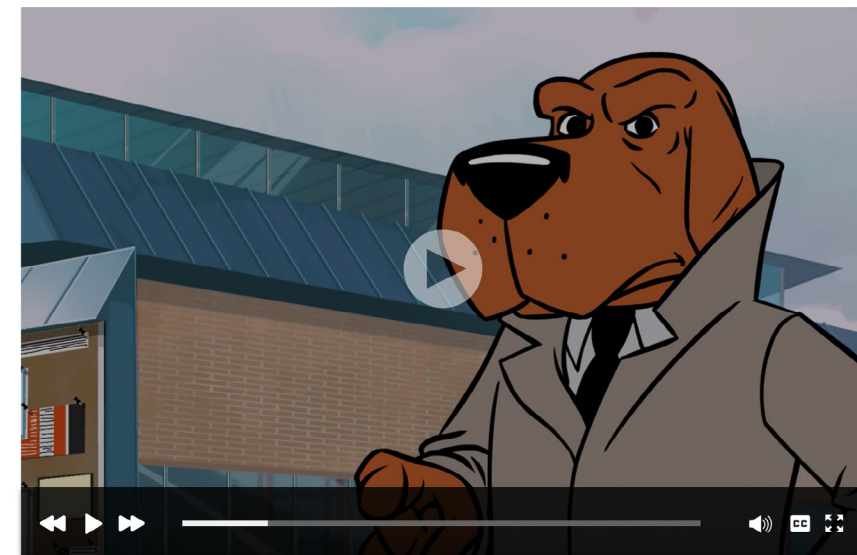
Launched in February, the videos deliver the compelling message of “Stop! Don’t touch! Get away! Tell an adult!” so children immediately know what to do in a situation where a gun is unattended, or if a classmate brings a gun onto school grounds or finds a gun at home to show friends.

**NEW VIDEO SERIES**

## MOLLY'S MISCHIEF



## NOT COOL, KYLE





# HELPING LAUNCH “SCHOOL AND FIREARM SAFETY ACTION PLAN” IN TEXAS

As part of the School and Firearm Safety Plan, Texas Gov. Greg Abbott called on the state to promote the voluntary use of gun locks. To carry out this goal, Gov. Abbott awarded NSSF a \$1 million grant to help support Project ChildSafe’s efforts and prevent firearm accidents, thefts and misuse—including suicide—throughout the Lone Star State. Texas selected NSSF for its strong track record with Project ChildSafe, including its work in the state.

THE LONE STAR STATE

READ THE FULL PRESS RELEASE



# EXTENDING THE REACH OF GUN SAFETY THROUGH ORGANIZATIONAL PARTNERSHIPS

Project ChildSafe's efforts are made possible, in large part, thanks to a committed group of partners nationwide. A host of new traditional and nontraditional allies joined with Project ChildSafe to promote responsible storage in 2019, including:



**Union Sportsmen of America**, representing hundreds of thousands of hunters, anglers and conservationists, distributed Project ChildSafe messaging and resources to its chapters and members all across the country.



**Guns.com** and **Bass Pro Shops/Cabela's** both became Project ChildSafe Silver Sponsors with donations of \$25,000.



**The California Rifle & Pistol Association**, representing 30,000 gun owners, became a lock distribution partner and is leveraging Project ChildSafe resources to build partnerships with law enforcement, the faith community and the public at large.



**NSSF Member GAT Marketing**, representing **Simtek**, engaged with Project ChildSafe on a co-op promotional [proposal](#) that has helped recruit new individual supporters.



**The Haxtun Gun Club Scholastic Clay Target Program** adopted Project ChildSafe and safe storage education as a vehicle for community outreach.

**BUCKS COUNTY DISTRICT ATTORNEY**

**The Bucks County (PA) District Attorney** incorporated Project ChildSafe locks and materials into its county-wide "[Ben's Campaign](#)," implemented to help prevent firearm accidents following the accidental death of a two-year-old boy.



**Pew Pew Tactical**, an online gear review source, posted two Project ChildSafe articles as part of a new website section focusing on firearm safety. Topics included why the company chose to support Project ChildSafe, and how to talk to kids about gun safety.

# DISTRIBUTING LOCKS THROUGH TRADITIONAL PARTNERS

In addition to the hundreds of thousands of locks distributed by partners in law enforcement across the country, several of our additional partners have worked with Project ChildSafe and local law enforcement to put these locks into the hands of gun owners in their community. A few highlights include:



For the second year in a row, Project ChildSafe partnered with the **Boy Scouts of America** to provide more than 19,000 locks to support rifle and shotgun shooting merit badge programs at summer camps across the country.

## Put Down The Guns Now Young People — ORGANIZATION —

**Jack Logan**, leader of the South Carolina organization **Put Down the Guns Now Young People**, organized more than 15 firearm safety kit giveaway events throughout the state and personally distributed more than 1,500 Project ChildSafe gun locks to gun owners in minority and urban areas.



In Memphis, Tenn., **4-H Shooting Sports** partnered with the **Memphis Police Department** for a series of National Coalition of Black Women (NCBW) events in early May, collectively distributing 1,300 gun locks and paving the way to spread gun safety messages and resources even more broadly throughout the Memphis area.

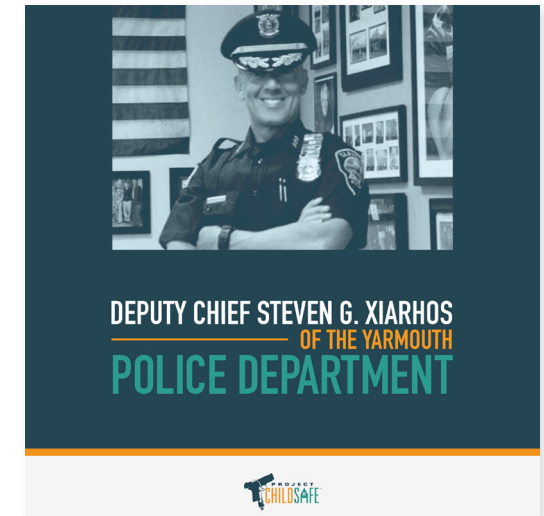


Oklahoma City supporter **Suzi Rouse** of OKC Gun Club partnered with **DIVA-WOW** to host a Women's Shooting Clinic in September. More than 500 women participated and received Project ChildSafe locks and information as part of the course materials.

# SPOTLIGHTING LAW ENFORCEMENT PARTNERSHIPS ACROSS THE COUNTRY

Project ChildSafe is proud to partner with over 15,000 law enforcement agencies across the country. In 2019, we showcased our law enforcement partnerships through our Project ChildSafe Partner Profiles. These profiles highlight how the departments are leveraging Project ChildSafe gun locks and resources as part of their firearm safety efforts, and the direct impact that the program has within their respective communities.

**PARTNERSHIPS**



# 2019 SHOT SHOW

## PROJECT CHILDSAFE'S PRESENCE

Project ChildSafe appeared at the 41st annual SHOT Show in Las Vegas in January and helped spread the message of firearm safety with law enforcement, representatives of outdoor media and firearm industry members.

Over the course of the week, Project ChildSafe discussed the importance of responsible firearm handling and storage and distributed educational materials.

Project ChildSafe was joined by Ryan Cleckner, author of the firearm safety children's book "There's Only One You." His appearance helped reach parents and firearm owners alike and stressed how critical it is to have conversations with children about firearm safety.



## WOMEN OF THE GUN

To further mobilize the industry's leading voice in emphasizing the importance of firearm safety, Project ChildSafe partnered with Women's Outdoor News at SHOT Show to host the second annual Women of the Gun reception.

Project ChildSafe was joined by 350 guests, including some of the biggest names in women's hunting and shooting sports, such as Dana Loesch, Melissa Bachmann, Barbara Baird, Julie Golob, Julie McQueen and Kristy Titus. The event was also well attended by members of the outdoor and shooting sports media, bloggers and industry leaders.

Women of the Gun encouraged industry influencers and professionals to continue to help promote the message of safe storage, as well as the industry's leadership in genuine firearm safety through Project ChildSafe.

## CHAPTER FOUR

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# FACILITATING FIREARM SAFETY CONVERSATIONS THROUGH INTERACTIVE CAMPAIGNS

# AMPLIFYING THE FIREARM SAFETY MESSAGE THROUGH DIGITAL CAMPAIGNS

## FRIENDS AND FAMILY

Project ChildSafe's Friends and Family Campaign aimed to expand and empower our online community, while furthering the important message of practicing firearm safety.

For this year's Friends and Family Campaign, we offered bundled prize packages for campaign participants, who could enter to win through our campaign portal by engaging with Project ChildSafe safety resources and by sharing Project ChildSafe messaging with their online networks with actions including:

- Sharing content on Twitter
- Watching Project ChildSafe PSAs
- Taking the Project ChildSafe Pledge

Our 2019 Friends and Family promotion was another great success, thanks in large part to several of our organizational supporters who donated prizes to help incentivize public engagement. Specifically, our thanks and appreciation goes out to [StopBox](#), [Zore Gun Locks](#), [Vara Safety](#), [Crossbreed Holsters](#), [Console Vault](#) and [Vaultek Safe](#) for donating a variety of top-of-the-line firearm storage devices and firearm accessories.



## SUICIDE PREVENTION

Did you know that two-thirds of all firearm-related fatalities are suicides? To help address this in 2019, Project ChildSafe continued to help gun owners understand available mental health and firearm safety resources. To reinforce this, Project ChildSafe further highlighted NSSF's partnership with the American Foundation for Suicide Prevention (AFSP) and concentrated messaging on social media.

During National Suicide Prevention Week (September 8–14), Project ChildSafe highlighted relevant resources on social media, including a [Firearms and Suicide Prevention brochure](#). Additionally, the program showcased motion graphics to help educate online audiences about key facts and figures pertaining to suicide prevention.



# AMPLIFYING THE FIREARM SAFETY MESSAGE THROUGH DIGITAL CAMPAIGNS

## HUNT S.A.F.E.

For the 2019 Hunt S.A.F.E. campaign, a three-pronged approach was used to detail the rich tradition of hunting and underscore the importance of safe firearm handling and storage. S.A.F.E. is an acronym for Store your firearms responsibly when not in use; Always practice firearm safety; Focus on your responsibilities as a firearm owner; and Education is key to preventing accidents. The approach leveraged external advocates and promoted creative content to reach likely hunters and outdoorsmen. This included:

**Influencer Engagement:** Continued partnership with hunting influencers allowed the program to tap into existing influencer fans and further reach audiences who likely support gun safety and hunting best practices.

**Media Partnerships:** A media partnership with Women's Outdoor News better evangelized safe hunting practices through stories featuring key messages from both [Women's Outdoor News](#) and [Project ChildSafe](#).

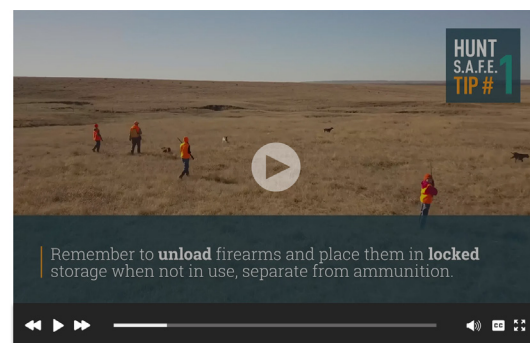
**Video Content Cards:** New video content cards for social media reinforced existing messaging and fostered increased engagement and credibility with existing audiences.

## 20<sup>TH</sup> ANNIVERSARY

As Project ChildSafe entered its 20<sup>th</sup> year, this important milestone served as a key opportunity to demonstrate Project ChildSafe's continued thought leadership and legacy as the nation's leading firearm safety program. Through a robust communications strategy and approach that celebrated the past two decades, NSSF continued to bolster Project ChildSafe's achievements and further embed the program into firearm safety discussions, both inside and outside the firearm industry. This campaign centered around launching new creative assets with key influencers and integrating those into existing efforts and materials. One of the new creative assets included a [motion graphic timeline](#) detailing important program milestones over the 20-year history.

In addition, to celebrate the 20<sup>th</sup> anniversary, 20 well-known hunting and shooting influencers including Melissa Bachman, Julie Golob, Chris Allen (HoodNeck), Steven Rinella, Eva Shockey, Julie McQueen and Kristy Titus shared personal messages of support for the milestone.

### HUNT S.A.F.E TIP #1



### 20<sup>TH</sup> ANNIVERSARY





# RECOGNIZING OUR DONORS

2019 was a banner year for financial support from new partners, including:

**Bass Pro Shops/Cabela's**  
**\$25,000**

**Guns.com**  
**\$25,000**

**Vista Outdoor**  
**\$10,000**

Additionally, we received contributions from Ruger, Smith & Wesson, Console Vault, Crossbreed Holsters and several SHOT Show exhibitors. We thank them for their support of the program and commitment to safe firearm storage and handling.

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**YOUR SUPPORT MAKES A DIFFERENCE IN COMMUNITIES NATIONWIDE.  
SUPPORT GENUINE FIREARM SAFETY EDUCATION NOW AND **BECOME A MONTHLY DONOR!****

# THANK YOU FOR SUPPORTING GENUINE FIREARM SAFETY IN 2019!

FIVE WAYS TO GET INVOLVED IN 2020



MAKE A DONATION



SIGN OUR PLEDGE



FIND A SAFETY KIT



VISIT OUR WEBSITE



TAKE OUR QUIZ

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Project ChildSafe, Inc. is a 501(c)(3) tax-exempt nonprofit organization and the outgrowth of Project ChildSafe's commitment to firearm safety and education. All donations to the organization are tax deductible to the extent allowed by law.