

PROJECT CHILDSAFE®

A FIREARMS SAFETY PROGRAM OF THE NATIONAL
SHOOTING SPORTS FOUNDATION

2016 ANNUAL REVIEW



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LAUNCHING THE DOJ GRANT INITIATIVE: PCS COMMUNITIES

LETTER FROM THE PROJECT CHILDSAFE TEAM

In 2016 Project ChildSafe®, a firearms safety program of the National Shooting Sports Foundation, focused our efforts on launching a new grant initiative funded by the Department of Justice; broadened our awareness to fresh audiences in new markets; converted our current supporters into champions who could help spread our message; and developed new tools to drive our message home; and promoted a culture of firearms safety.

Our highlights from 2016 include:

- Through Project ChildSafe, we distributed more than 300,000 gun locks, reaching each state in the U.S.
- We grew our network to include more than 600 new organizational supporters
- The Project ChildSafe program generated more than 215 million media impressions
- Project ChildSafe launched a revamped website
- Our law enforcement video featuring Sheriff Timothy B. Howard garnered 136,000 views

The \$2.4 million cooperative agreement between the National Shooting Sports Foundation and the U.S. Department of Justice/Bureau of Justice Assistance will support a two-year national Project ChildSafe initiative providing free firearms safety education materials and gun locks to three pilot communities—Oklahoma City, Memphis and Cleveland.

**THANK YOU FOR ALL OF YOUR
SUPPORT IN 2016 — WE LOOK
FORWARD TO CONTINUED
SUCCESS IN 2017!**



BROADENING AWARENESS TO NEW AUDIENCES

PROJECT CHILDSAFE BY THE NUMBERS IN 2016

334,800

FIREARM SAFETY KITS

616

NEW PARTNERS

1,308

AGENCIES SERVED

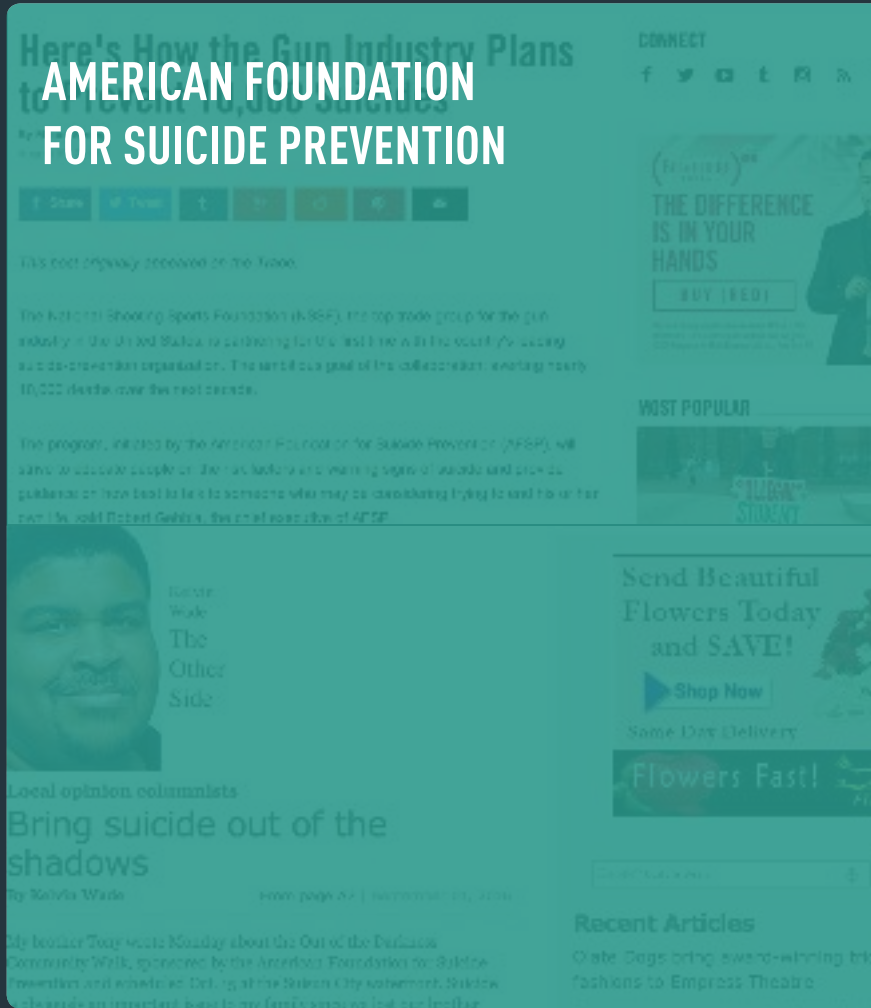
WE NEARLY TRIPILED THE NUMBER OF ORGANIZATIONAL SUPPORTERS



3,460

**ORGANIZATIONAL
SUPPORTERS**

THESE NEW SUPPORTERS HELPED US CHAMPION FIREARMS SAFETY IN THEIR OWN COMMUNITIES AND SPREAD OUR IMPORTANT MESSAGE FAR AND WIDE.

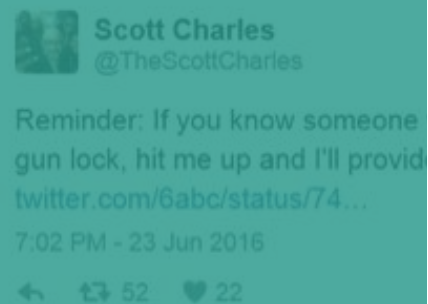


In late summer, NSSF forged a new partnership with the American Foundation for Suicide Prevention (AFSP) to help reduce the rate of suicide by firearm in America. A suicide prevention education program will be piloted in four states as a joint NSSF/AFSP effort – the first of its kind, with the goal to go nationwide in 2017. Ultimately, it could help save thousands of lives every year.

The program will create and distribute public education resources for firearms retailers, shooting ranges and the firearms-owning community about suicide prevention, including a brochure that discusses risks factors, warning signs, resources and firearms storage options. There is a natural connection to Project ChildSafe's responsible storage message. Firearms are used in 50 percent of suicide attempts and secure storage can help prevent access to lethal means.

We are proud to have ASFP as a partner as we work to implement the DOJ grant program in communities across the country.

SCOTT CHARLES



Following news of a tragedy in his community, Scott Charles—firearm owner and #1 trauma outreach coordinator for Temple University Hospital—took it upon himself to start distributing gun locks to local residents. NSSF provided him with a supply of locks and he is currently working with the City Council to find funds to purchase additional gun locks.

BLACK GUNS MATTER



Recognizing that there are many gun owners in urban areas who are distrustful of law enforcement or unwilling to interact with law enforcement to request a gun lock, Maj Toure launched “Black Guns Matter” in early fall 2016. Maj began the group to educate urban residents of their Second Amendment rights as well as the responsibilities of being a gun owner through firearms training and education. NSSF has provided Mr. Toure with a supply of gun locks to support his efforts.

THE WELL ARMED WOMAN



The Well Armed Woman is a national organization with more than 300 chapters in 49 states. The organization was founded by Carrie Lightfoot to provide a resource for women gun owners and shooters, the largest growing segment of firearms purchasers in the U.S. As such, women represent an increasingly powerful voice on firearms safety in the home, making TWAW an ideal partner. In October, Project ChildSafe was invited to speak at TWAW’s annual leadership conference, during which more than 40 TWAW Chapters signed on as program supporters.

PREMIER SUPPORTERS



CABELA'S

COLT

DELTA WATERFOWL

DUCKS UNLIMITED

IHEA-USA

MOSSBERG

MULE DEER FOUNDATION

**NATIONAL WILD TURKEY
FEDERATION**

OUTDOOR CHANNEL

**ROCKY MOUNTAIN ELK
FOUNDATION**

SAFARI CLUB INTERNATIONAL

SAVAGE ARMS

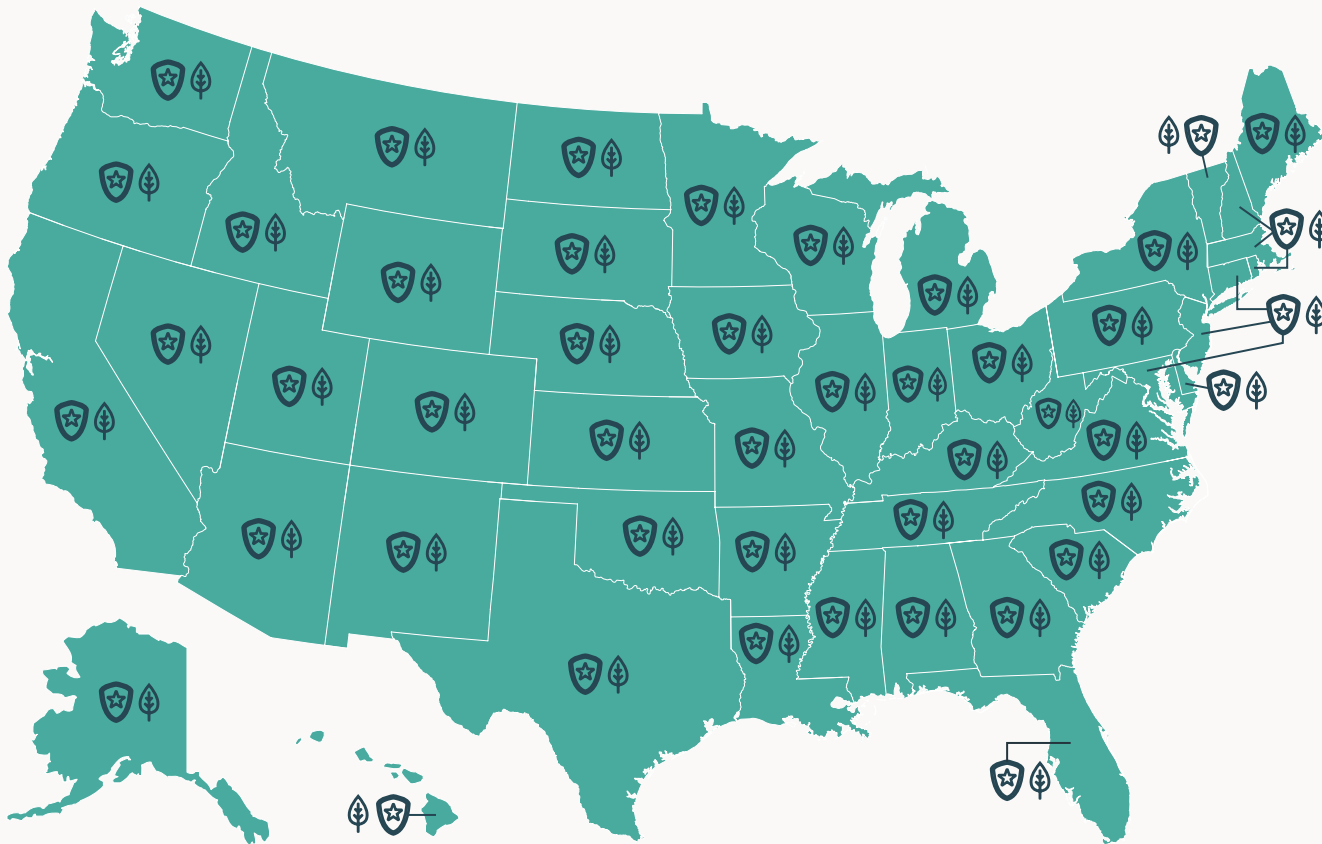
SPORTSMAN'S WAREHOUSE

USA SHOOTING

WILD SHEEP FOUNDATION

WINCHESTER

PARTNERS AND SUPPORTERS



 **LAW ENFORCEMENT**

 **FISH & WILDLIFE AGENCIES**

ALASKA
Alaska Department of Fish and Game

ALABAMA
Alabama Department of Conservation and Natural Resources

ARIZONA
Arizona Fish & Game Department

ARKANSAS
Arkansas Game & Fish Commission

CALIFORNIA
California Department of Fish & Wildlife

COLORADO
Colorado Parks & Wildlife

CONNECTICUT
Connecticut Department of Energy & Wildlife Protection

DELAWARE
Delaware Fish & Wildlife

FLORIDA
Florida Fish and Wildlife Conservation Commission

GEORGIA
Georgia Wildlife Resources Division

HAWAII
Hawaii Hunter Education Program

IDAHO
Idaho Department of Fish & Game

ILLINOIS
Illinois Department of Natural Resources

INDIANA
Indiana 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

MARYLAND
Maryland Department of Natural Resources Police

MASSACHUSETTS
Massachusetts Division of Fisheries & Wildlife

MICHIGAN
Michigan Department of Natural Resources

MINNESOTA
Minnesota Department of Natural Resources

MISSOURI
Missouri Department of Conservation

MISSISSIPPI
Mississippi Department of Wildlife, Fisheries, and Parks

MONTANA
Montana Fish, Wildlife and Parks

NEBRASKA
Nebraska Game and Parks Commission

NEVADA
Nevada Department of Wildlife

NEW HAMPSHIRE
New Hampshire Fish and Game Department

NEW YORK
New York Division of Fish and Wildlife

NEW JERSEY
New Jersey Division of Fish and Wildlife

NEW MEXICO
New Mexico Department of Fish and Game

NORTH CAROLINA
North Carolina Wildlife Resources Commission

NORTH DAKOTA
North Dakota Game and Fish

OHIO
Ohio Division of Wildlife

OKLAHOMA
Oklahoma Department of Wildlife Conservation

OREGON
Oregon Department of Fish and Wildlife

PENNSYLVANIA
Pennsylvania Game Commission

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 Division of Wildlife Resources

VERMONT
Vermont Fish and Wildlife

VIRGINIA
Virginia Department of Game and Inland Fisheries

WASHINGTON
Washington Department of Fish and Wildlife

WEST VIRGINIA
West Virginia Division of Natural Resources

WISCONSIN
Wisconsin Department of Natural Resources

WYOMING
Wyoming Game and Fish Department



CONVERTING SUPPORTERS INTO CHAMPIONS

GUN SAFETY. IT'S UP TO YOU

CABELA'S

Cabela's has been a longtime organizational supporter of Project ChildSafe, dating back to the creation of its Own Responsibly firearm safety initiative. In March, the Cabela's Outdoor Fund awarded an \$80,000 grant to Project ChildSafe to provide locks and educational materials for hunter education programs in all 50 states. As a result, state agencies will have access to Project ChildSafe materials to further promote gun safety to hunters and target shooters, with emphasis on distributing gun locks and safety literature in hunter education classes.

GRANT FROM CABELA'S OUTDOOR FUND

\$80,000



HUNT S.A.F.E.

Thanks in large part to the participation of fish and wildlife agencies responding to the Cabela's grant, 2016 marked the first year that all 50 states were involved in providing safety information as part of the Hunt S.A.F.E. push. As in the past, agencies were provided with template press materials, safety tips and online content.

50 STATES

September 2, 2015 - Responsible hunting is a time-honored tradition that plays an important part in many Louisiana families. Responsible hunting means respecting game animals, hunting ethically and, most importantly, hunting safely.

With hunting season beginning and firearms in use and in transport, the Louisiana Department of Wildlife and Fisheries and the National Shooting Sports Foundation (NSSF) are urging hunters to prevent firearm accidents in between seasons.

Remember, the hunt isn't over until you are S.A.F.E. S.A.F.E. stands for: **Store** firearms responsibly, **Always** practice firearm safety, **Focus** on your responsibility, and **Education** is key to preventing accidents.

Safe and secure storage of firearms when they are not in use is the number one way to prevent firearm accidents.

To complement LDWF's hunter safety programs and provide hunters with additional resources on firearm safety, LDWF has made several resources available, which can be found at the [Project Childsafe](#) website. Together, we can keep our hunters safe, responsibly, return home safely, and securely store their unloaded firearms.

NSSF's Hunt S.A.F.E. campaign is part of the Project ChildSafe program, which NSSF launched in 2015. To learn more about NSSF's Hunt S.A.F.E. campaign and to find out how to get a free firearm safety kit, including a gun lock, visit [www.projectchildsafe.org](#).

For more information, contact LDWF Education Program Manager Eric Shanks at eshanks@wlf.la.gov.

SUPPORTERS IN ACTION



ERIE COUNTY SHERIFF'S OFFICE

The Erie County Sheriff's Office collaborated with Project ChildSafe to develop a video highlighting the positive relationship between law enforcement and Project ChildSafe. The video was shot on site near Buffalo, NY, at the Erie County Fair and featured many members of law enforcement, as well as an interview with Sheriff Timothy B. Howard.

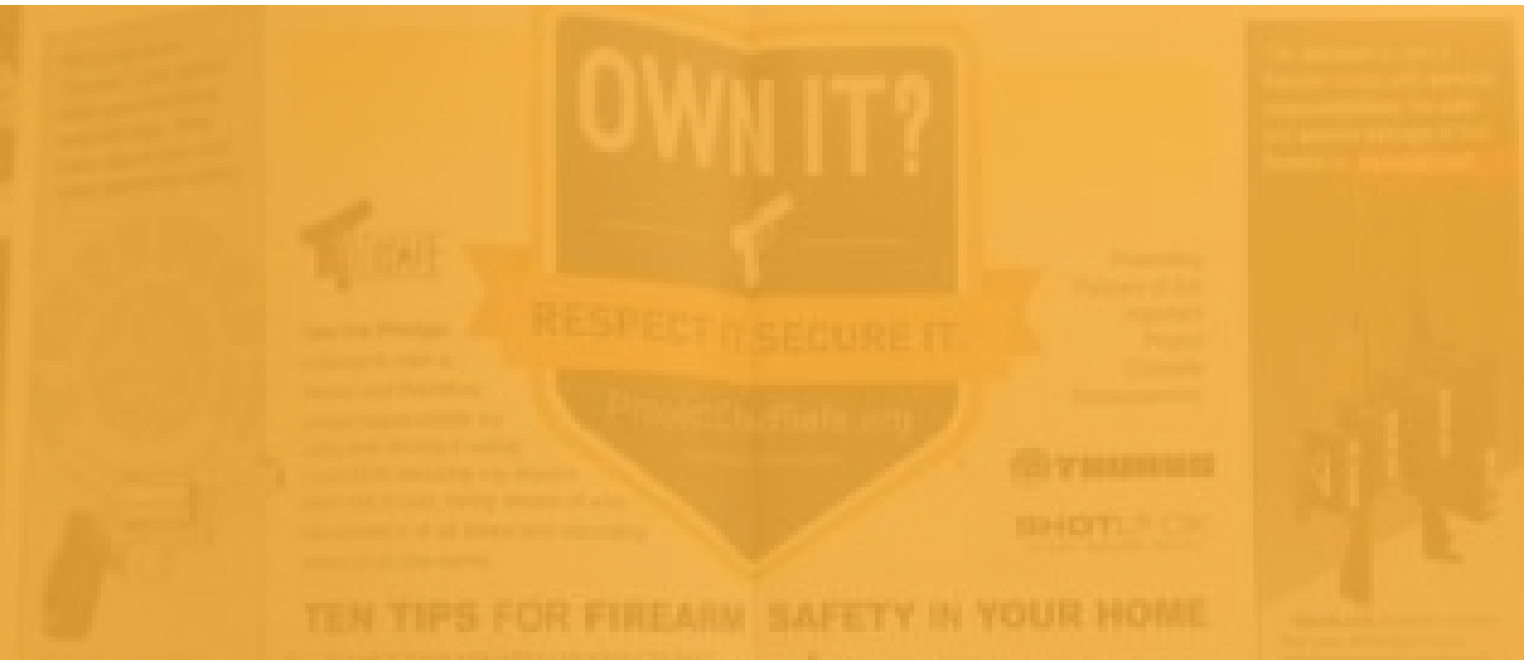
THE BOY SCOUTS OF AMERICA

The Boy Scouts of America Golden Empire Council Shooting Sports worked with Project ChildSafe to provide window decals and firearms safety information for gift bags its 3rd Annual Fun Shooting Sports Event.



GOLDEN EMPIRE COUNCIL
BOY SCOUTS OF AMERICA

SUPPORTERS IN ACTION



TAURUS AND SHOTLOCK

The official student publication of the International Hunter Education Association, The Hunters Handbook, featured a double page Project ChildSafe advertisement thanks to the support of Taurus and ShotLock.

SPORTSMAN'S WAREHOUSE

Sportsman's Warehouse partnered with Project ChildSafe again in 2016 for the retailer's annual "Ladies Night" events across the country. Law enforcement partners from 15 communities across the country participated in the events to distribute gun locks and program materials.



Bonneville, Idaho



Hillsboro, Oregon

SUPPORTERS IN ACTION



Miami, Florida

FLAGLER BEACH POLICE DEPARTMENT

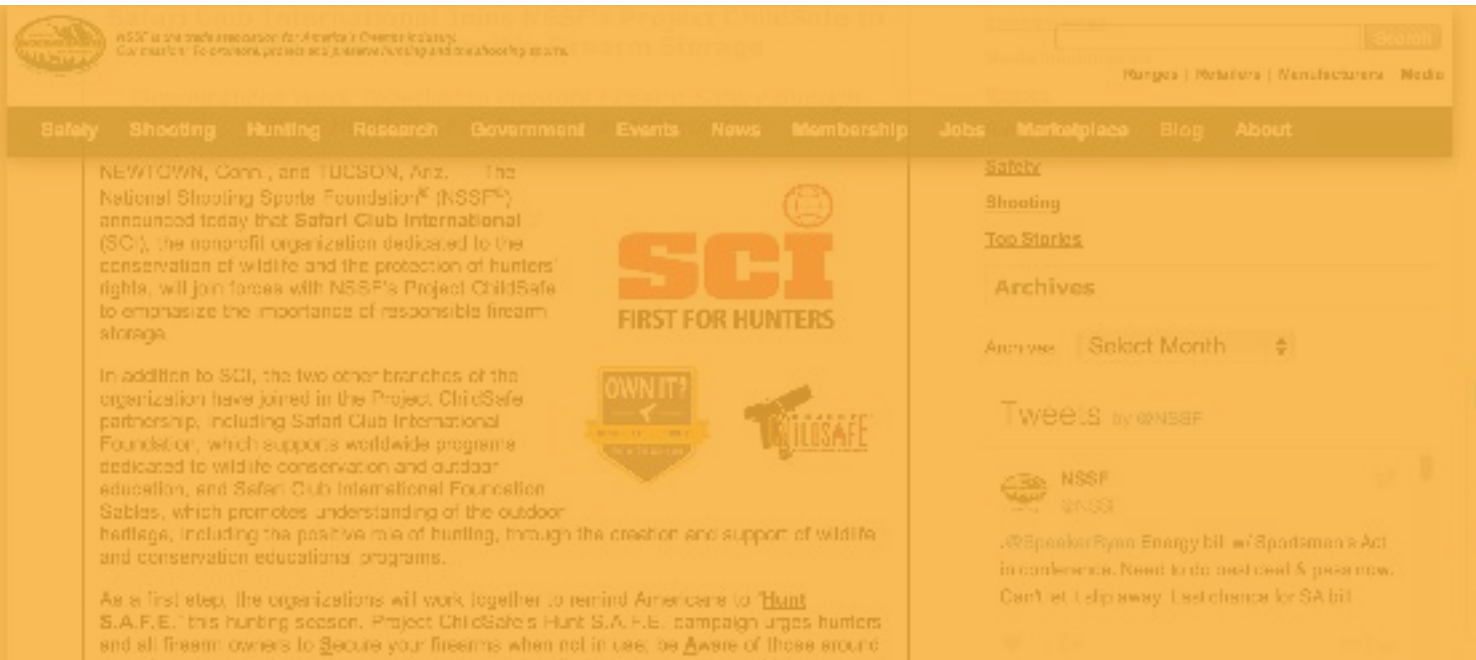
Project ChildSafe and the Flagler Beach Police Department partnered to provide gun locks and safety information to support Novo Arms' Annual Women on Target Event on March 5 in Miami. Novo Arms said the locks and program safety brochures, which were distributed to the attendees in the event gift bags, were very well received.

LYNNE FINCH

A blogger and author focused on women firearms owners became an instant and enthusiastic supporter. She has posted Project ChildSafe information on her blog, "Female and Armed," and dedicated a full chapter of her fourth book, *Living an Armed Life*, to safe storage, wherein she prominently recognizes Project ChildSafe. Ms. Finch has also committed to working with Project ChildSafe to involve more women's organizations in helping promote the program's message.



SUPPORTERS IN ACTION

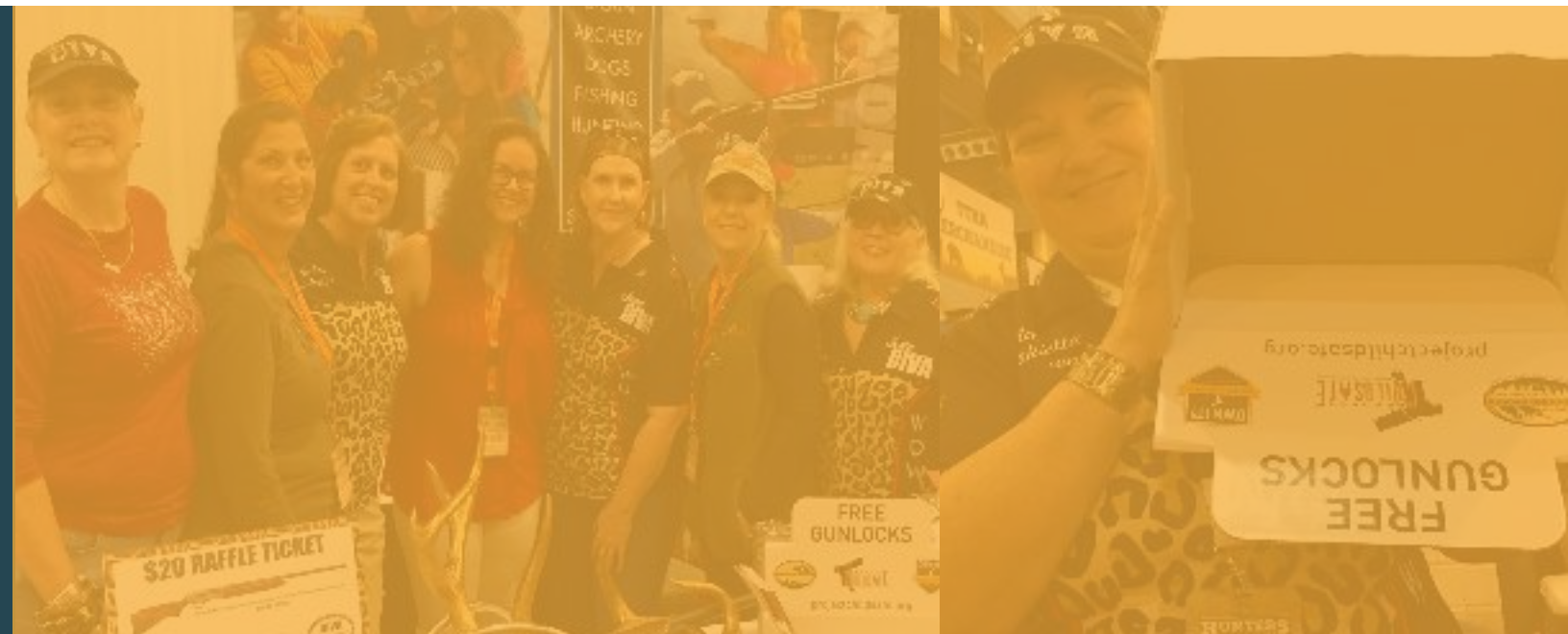


SAFARI CLUB INTERNATIONAL

In November, Project ChildSafe was pleased to earn the national support of Safari Club International and expand our program reach to their 55,000 members. SCI is a nonprofit organization dedicated to the conservation of wildlife, education and the protection of hunters' rights.

DIVA-WOW

The national group DIVA Women Outdoors Worldwide (DIVA-WOW) distributed hundreds of gun locks and firearms safety information from Project ChildSafe to attendees of the Texas Trophy Hunters Extravaganza events in Fort Worth, Houston and San Antonio. The mission of DIVA-WOW is to help, teach and support women worldwide in a women-friendly, supportive environment by introducing them to shooting sports and a variety of outdoor activities.



SUPPORTERS IN ACTION

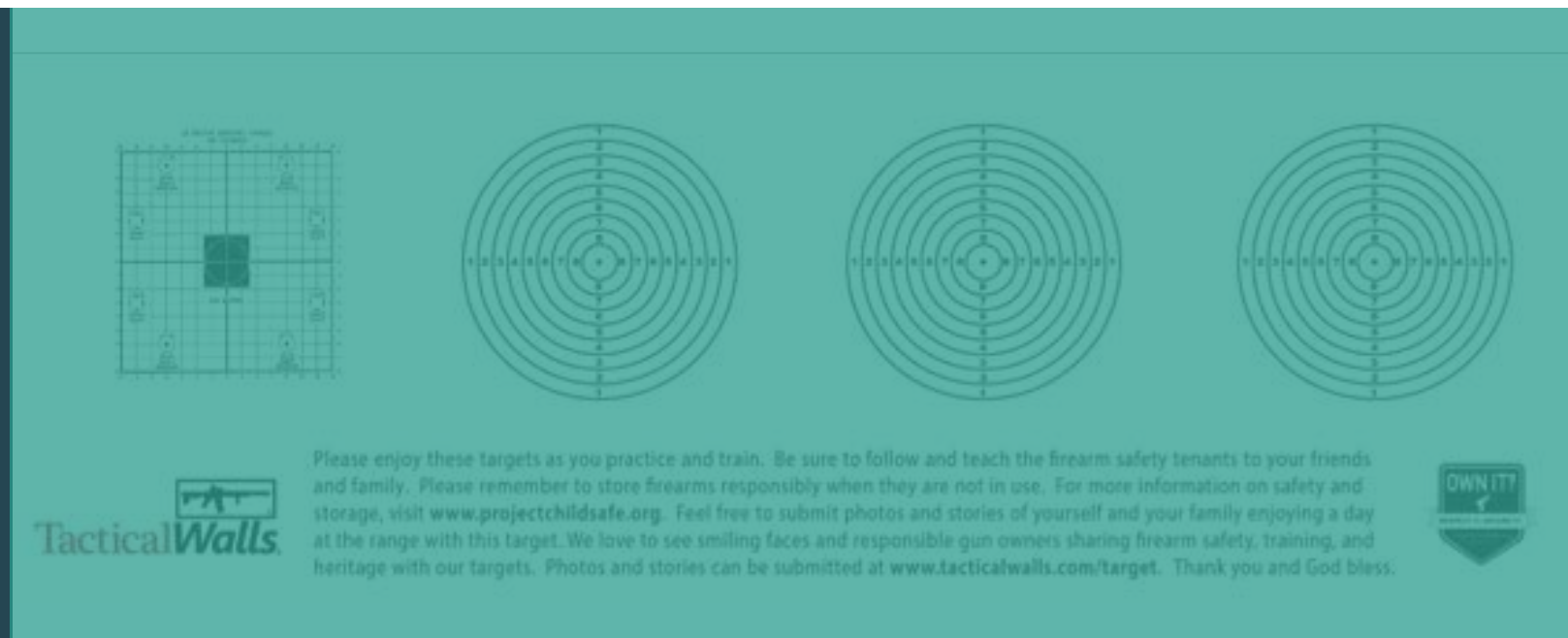


USA YOUTH EXPERIENCES IN THE SHOOTING SPORTS (USA YESS)

Mike Borg with USA YESS, acting as a Project ChildSafe ambassador, partnered with the Washoe County Sheriff's Office (Reno, NV) to distribute gun locks and safety information at the Wild Sheep Foundation Wild Sheep Show in late January. More than 400 Child Safety Pledges were signed and collected over the three days, and more than 400 gun locks were distributed to show visitors.

TACTICAL WALLS

A Project ChildSafe supporter produced a practice target for their customers to print out and use, and they've included the 'Own It. Respect It. Secure It.' badge, along with a reminder to store firearms responsibly.





**DEVELOPING NEW
TOOLS TO DRIVE
HOME OUR MESSAGE**

NEW WEBSITE

In 2016, we created new tools and content to promote the Project ChildSafe program.

We were excited to debut a refreshed ProjectChildSafe.org, making it easier for our supporters to find the tools and resources relevant to them.

NEW VIDEO



This video features how some of our most active law enforcement partners promote Project ChildSafe in their communities.

“If people are more conscious about safely securing their firearms when not in use, accidents will go down. Project ChildSafe provides safety kits to us free of charge so we can give them out to people in our community.”

Sheriff Tim Howard in Erie County, New York.



PROMOTING A CULTURE OF FIREARMS SAFETY





RAISING AWARENESS

EVENTS

We hosted a series of events and activities across the country to raise awareness about responsible firearms storage and to emphasize the important role Project ChildSafe resources play in preventing firearms accidents, thefts and misuse.

SHOT SHOW 2016

Project ChildSafe enjoyed the support and participation of Fox News Contributor and Townhall.com Editor **Katie Pavlich**, World Champion Shooter **Julie Golob** and bestselling author **Robert Vera**, all of whom helped raise donations for Project ChildSafe at SHOT Show 2016.





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PITTSBURGH

The Allegheny County Sheriff's Office and the Pittsburgh Bureau of Police held a joint press conference in June to promote their partnership with NSSF and Project ChildSafe and to emphasize the importance of firearms safety in the community and distribute free gun locks to local residents.





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KALISPELL

Kalispell Mayor **Mark Johnson** was joined by local law enforcement, the Professional Outdoor Media Association and local USA Shooting Athlete and Olympic Gold Medalist Jamie Corkish in June to spread the message of safe firearms handling and storage in the Montana community.





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DETROIT

Detroit Police Department **Chief James Craig** and NSSF President and CEO Steve Sanetti joined forces in July to educate local community residents on how proper storage is the #1 way to help prevent firearms accidents in the home. Representatives from the police department explained how to properly install a firearm lock.

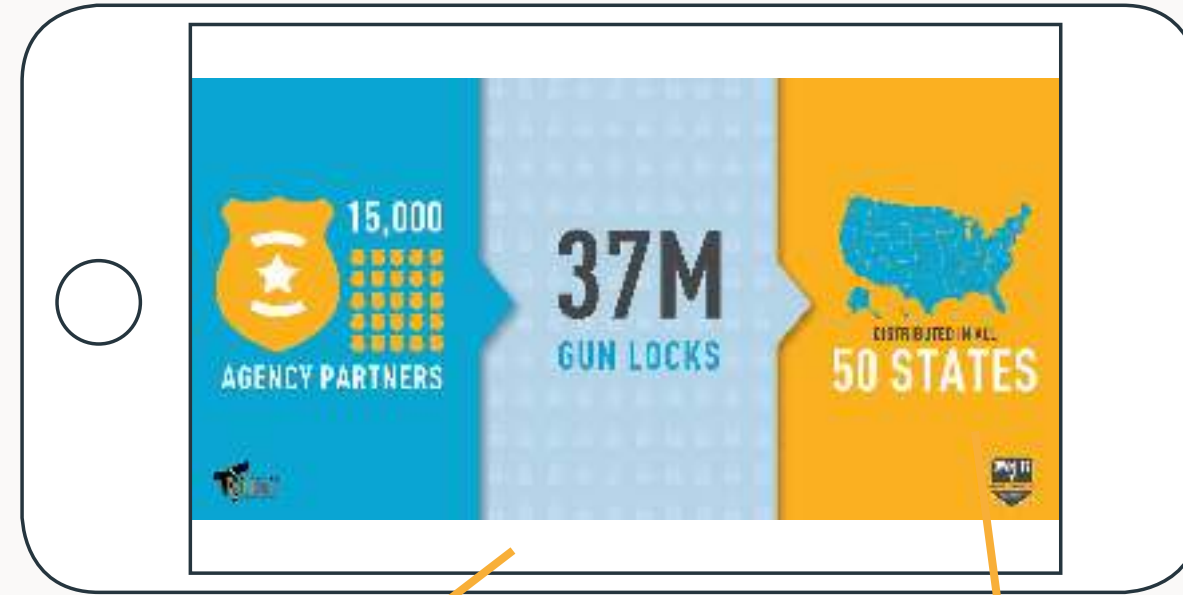


CAMPAIGNS

Project ChildSafe launched several exciting and engaging online campaigns in 2016, including a highly successful online recruitment drive that rewarded our top online advocates with incredible prizes from our Project ChildSafe partners.

S.A.F.E. SUMMER

Some of our most ardent law enforcement agency partners lent their voices to support our S.A.F.E. Summer campaign to reinforce the message of securely storing firearms when not in use. The campaign featured an online safety quiz and law enforcement partner profiles that reached nearly 200,000 people and generated more than 9,000 visits to the Project ChildSafe website.



**REACHED NEARLY
200,000
PEOPLE**

FRIENDS & FAMILY RECRUITMENT

Our annual Friends and Family Campaign worked to spread responsible gun ownership between our supporters' own social networks.

In 2016, **Liberty Safe** and **Winchester Safes** donated biometric vaults and a limited edition gun safe to support this effort.

These fantastic prizes spurred our online audience to enter our competition and educate others in their community about firearms safety and secure storage. More than 1,000 people participated in our online recruitment competition, which drove more than **4,500 actions**, **1,000 Facebook post shares** and **2,000 Twitter engagements**.



**THANK YOU
LIBERTY SAFE AND
WINCHESTER SAFES!**

HUNT S.A.F.E.

Our annual Hunt S.A.F.E. campaign featured an **interactive online quiz** to remind hunters to practice firearms safety during the fall hunting season. The campaign drove more than **5,000 visits** to the Project ChildSafe website where hunters could brush up on their knowledge using our hunting safety checklist and share their own safe handling tip.

5,000 VISITS

HUNT S.A.F.E.

When hunting, keep the safety "on" and keep your finger outside the trigger guard until you're ready to shoot.

HUNT S.A.F.E.

Hunters who really walk the talk on responsibility should remember to put a lock on firearms or store them in a lockable safe or gun case when they're not being used. This helps prevent accidents and helps prevent your firearms from being stolen and misused.

A PROGRAM OF THE NATIONAL SHOOTING SPORTS FOUNDATION

PROJECT CHILDSAFE

ARE YOU A SAFE HUNTER?

Q4 4 of 10

What is the percentage of hunting-related injuries per 100 participants?

- 0.05%
- 0.1%
- 0.6%
- 1.5%

NEXT

ARE YOU A S.A.F.E. HUNTER?

TAKE THE QUIZ

OWN IT?
RESPECT IT. SECURE IT.



215M

MEDIA IMPRESSIONS NATIONWIDE

MEDIA

Project ChildSafe's efforts and initiatives were covered extensively by print, broadcast and online media, pushing our message of firearms safety to an even broader audience.

Davis police offer residents free gun locks, **The Sacramento Bee**, January 4, 2016



East Windsor residents can get free gun locks in March, **NJ.com**, February 25, 2016

Elementary students learn about gun safety, **WECT**, January 13, 2016



Local law enforcement provides free gun locks to public, **KDRV**, March 9, 2016



215M

MEDIA IMPRESSIONS NATIONWIDE

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Project ChildSafe preventing firearms accidents with families, **KSNV**, April 3, 2016



One man's mission to prevent gun deaths – one lock at a time, **Metro Philadelphia**, July 12, 2016

James City County police to offer gun safety courses, **The Virginia Gazette**, October 8, 2016



Hunters urged to follow gun safety guidelines after the hunt, **Valdosta Today**, November 1, 2016



70,000

FACEBOOK LIKES



3,800

TWITTER FOLLOWERS

SOCIAL MEDIA

Through engaging campaigns and interactive content, Project ChildSafe garnered new levels of support on social media in 2016. We increased Facebook “likes” and Twitter “followers,” and our social media pages served as a key vehicle to promote safe gun storage to new audiences and recruit new community members.





70,000

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SOCIAL MEDIA

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FOLLOW US ON INSTAGRAM @PROJCHILDSAFE

INSTAGRAM

We launched Project ChildSafe on Instagram at the beginning of 2017! This new online resource will serve as an additional platform to promote safe gun handling and storage tips, as well as photos, events and activities from Project ChildSafe in communities across the country.



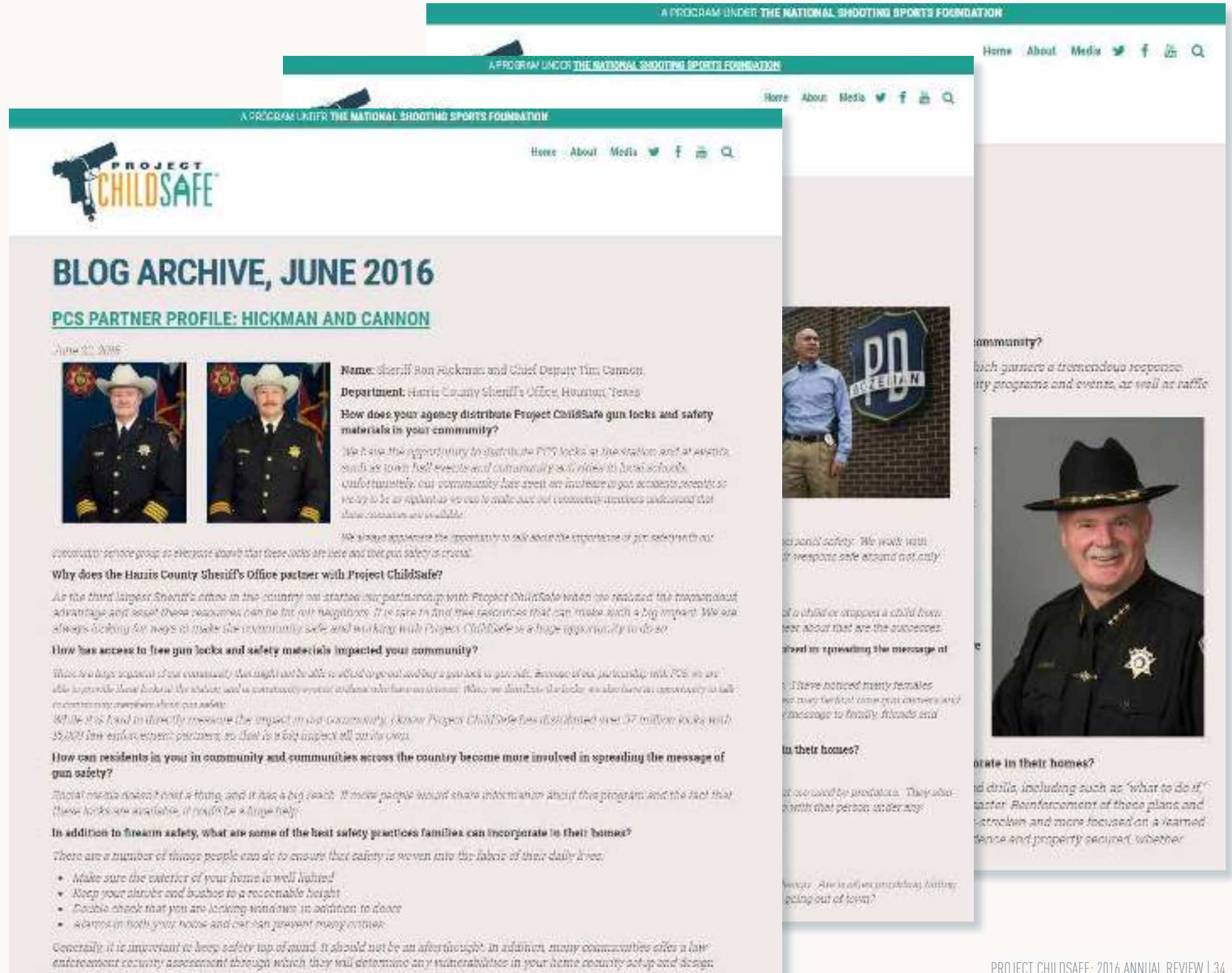
For illustrative purposes only



PCS PARTNER PROFILES

BLOG SERIES

Project ChildSafe launched a new blog series to recognize the hard work of our law enforcement partners and showcase how gun locks positively impact their communities. In the series, we interview our law enforcement partners across the country about how they enforce safe, responsible gun ownership habits.





WENDY SMITH, ROCKLIN POLICE DEPARTMENT.

“We at the Rocklin Police Department partner with Project ChildSafe because we want to raise awareness about the safe and responsible ownership of firearms and the importance of securely storing firearms to help reduce accidents and access by children.”



BULL KLUNDT, BOZEMAN POLICE DEPARTMENT.

“While we are unable to directly measure the impact of Project ChildSafe, if the locks we have distributed save the life of a child or stopped a child from shooting another person accidentally, then it is a very positive impact. **It’s the stories you never hear about that are the successes.”**



SHERIFF RON HICKMAN, HARRIS COUNTY SHERIFF'S OFFICE.

“There is a large segment of our community that might not be able to afford to go out and buy a gun lock or gun safe. Because of our partnership with Project ChildSafe, we are able to provide these locks at the station and at community events, to those who have an interest. When we distribute the locks, we also have an opportunity to talk to community members about gun safety.”



JAMES E. CRAIG, CHIEF OF DETROIT POLICE DEPARTMENT.

“Having partnered with over 15,000 law enforcement agencies in the United States, it’s safe to say Project ChildSafe has proven to be a leader in firearms safety and an advocate for ensuring the safety of citizens across this nation. Thus, Project ChildSafe reflects the same compassion and commitment that the Detroit Police Department shares for our community.”



SHERIFF TIMOTHY B. HOWARD, ERIE COUNTY SHERIFF'S OFFICE.

“Erie County Sheriff’s Office and I strongly support responsible gun ownership and Project ChildSafe; safe storage is a vital part of responsible ownership. Tragically, senseless injuries and death are caused when someone, usually an inquisitive child, finds an unsecured, loaded firearm that has not been properly secured. All too often, the firearm ends up being discharged because children and even some adults, don’t comprehend the dangers of “playing” with any firearm, which often leads to the senseless loss of limb or life.”



UNINTENTIONAL
FIREARMS FATALITIES
HAVE DECLINED

24%

BETWEEN 2006–2015*

*Preliminary from Source: CDC WISQARS



SAFE STORAGE IS THE
#1 WAY
TO HELP REDUCE FIREARMS ACCIDENTS

DONATE TODAY

The Project ChildSafe Foundation is working with law enforcement partners across the U.S. to help make our communities safer by providing free gun locks and safety kits. But demand is greater than we can meet. Your contribution helps close the gap and put more safety kits and educational materials into more people's hands.

\$10

5 KITS INTO
A COMMUNITY

\$26

13 KITS INTO
A COMMUNITY

\$50

25 KITS INTO
A COMMUNITY

\$100

50 KITS INTO
A COMMUNITY

\$500

250 KITS INTO
A COMMUNITY

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