

# PROJECT CHILDSAFE®

A FIREARMS SAFETY PROGRAM OF THE  
NATIONAL SHOOTING SPORTS FOUNDATION

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2018 ANNUAL REVIEW



# 2018 AT A GLANCE

As the leader in firearms safety, Project ChildSafe®, a program of the National Shooting Sports Foundation®, and its lock distribution and education efforts have influenced communities nationwide. No other program has the ability to communicate to firearms owners and non-owners alike as directly or effectively as Project ChildSafe. In 2018, Project ChildSafe reached more audiences than ever before, further growing awareness of the vital role safe storage plays in preventing accidents, theft and misuse, including suicide.

**Project ChildSafe's 2018 efforts resulted in a number of noteworthy successes, including:**

- Project ChildSafe was **recognized as one of three finalists for the National Safety Council's 2018 Green Cross Award for Excellence in Safety**.
- Project ChildSafe Communities hit major milestones in each market, including one-year anniversaries in Oklahoma City and Memphis and the program launch in Cleveland. Since the outset of the grant program, Project ChildSafe's local stakeholders have **distributed more than 40,000 locks in those three cities** alone.
- Throughout the year, Project ChildSafe recruited and **engaged almost 5,000 new organizational partners**, including traditional and non-traditional groups such as law enforcement agencies, industry partners, faith organizations, suicide prevention programs, youth and community organizations and Native American tribal groups.
- As part of the annual Hunt S.A.F.E. campaign, Project ChildSafe successfully **engaged influential online personalities Eva Shockey and Steven Rinella**.
- Project ChildSafe **increased program visibility in communities across the country** by participating in major events that have reached both traditional and non-traditional audiences, including SHOT Show (and the Women of the Gun reception), the USCCA Concealed Carry Expo, the Delta Waterfowl Mid-West Banquet, National Safety Council events, The Indian Country Intelligence Network annual conference and a special webinar with the Native American Rights Fund.

**WE THANK YOU FOR  
YOUR SUPPORT IN 2018,  
AND LOOK FORWARD TO  
CONTINUING OUR EFFORTS  
TO PROMOTE FIREARMS  
SAFETY IN 2019.**

**PLEASE VISIT  
[PROJECTCHILDSAFE.ORG](https://projectchildsafe.org)  
TO STAY UPDATED  
AND INVOLVED.**

# PROJECT CHILDSAFE 2018: BY THE NUMBERS

91,420

FACEBOOK  
FANS

6,506

TWITTER  
FOLLOWERS

1,169

INSTAGRAM  
FOLLOWERS

4,981

NEW  
SUPPORTERS

420,602

SAFETY KITS  
DISTRIBUTED

100

NEW LAW  
ENFORCEMENT  
PARTNERS

# PROJECT CHILDSAFE EARNED MEDIA COVERAGE HELPED PROMOTE THE MESSAGE OF FIREARMS SAFETY



[City of Memphis giving away free gun locks to keep children safe](#)



[Project ChildSafe Encourages S.A.F.E. Hunting with 10 Tips for Firearms Safety](#)



[Grant-funded safety initiative will pay for free gun locks distributed in Cleveland](#)



[The Paulding County Sheriff's Office Partners with Project ChildSafe for National Safety Month](#)

[Birmingham Police to Give Away Gun Locks in South Precinct Public Housing Communities](#)  
AL.com, Birmingham, AL

[Women of the Gun at SHOT Show 2018](#)  
Firearms Not Politics

[Free Gun-Safety Locks Available For Novato Residents](#)  
Patch.com, Novato, CA

[Free Gun Locks for Tribal Law Enforcement and Health Organizations](#)  
Indian Country News

[Cabela's Outdoor Fund gives \\$50,000 to NSSF Project ChildSafe](#)  
Guns.com

[Project ChildSafe launches gun safety program in Cleveland](#)  
19 News, Cleveland, OH

[Project ChildSafe Working Well](#)  
Commercial Appeal, Memphis, TN



# WE WERE RECOGNIZED AS A FINALIST FOR A PRESTIGIOUS SAFETY AWARD

Project ChildSafe was named as one of the three finalists for the **National Safety Council's 2018 Green Cross for Safety Awards**, which were presented May 23. NSSF and Project ChildSafe's selection as a finalist for the Excellence in Safety Award recognized the program's continued commitment to helping prevent firearms accidents, thefts and misuse.



"NSSF and Project ChildSafe are thankful to the National Safety Council for the prestigious nomination and for its tireless efforts to spotlight organizations working to create advancements in safety. We congratulate the winners; there is truth in the saying, it's an honor to be nominated. We may not have won, but this kind of recognition by the **National Safety Council underscores the importance of programs such as Project ChildSafe** in emphasizing firearms safety awareness at the local and national levels, and inspires us to work even harder."

—NSSF CEO STEVE SANETTI

# WE FORGED STRONGER RELATIONSHIPS WITH PROMINENT INDUSTRY AND NON-TRADITIONAL PARTNERS

While partnerships with retailers, ranges, conservation groups and other shooting sports interests remain a cornerstone of Project ChildSafe, we were successful in recruiting “non-traditional” allies to carry the safe storage message across the country in 2018.

## **Greenville, S.C. resident**

**Jack Logan** has made lock distribution a personal crusade through a unique door-to-door approach that helps families start having conversations about gun safety and effectively brings the locks and resources directly into multicultural neighborhoods. In 2018, Jack and his small group of volunteers distributed more than 1,500 Project ChildSafe locks throughout South Carolina and neighboring states, generating TV coverage at every stop.

## **Dave Walter in Stark**

**County, Ohio**, along with a small team of volunteers, has led the charge to independently establish Stark County as a “Project ChildSafe Community.” Through a variety of events and local outreach activities, his group has already distributed more than 1,000 Project ChildSafe kits.



**The MetroHealth Police Department in Cleveland** has been an active partner in the community since launching Project ChildSafe in the city in May. Last year, it handed out 5,000 Project ChildSafe locks throughout Cleveland.



**Mt. Pisgah Baptist Church**, one of our founding supporters in Memphis, held multiple lock giveaway events—including a weekend event featuring the Rev. Jesse Jackson.



**The Oklahoma Indian Health Service** joined Project ChildSafe in early 2018 and used the program's resources, including NSSF and the American Foundation for Suicide Prevention materials and Project ChildSafe locks, in its injury prevention efforts, which serve 355,000 people in 31 tribes across six field offices statewide.



**The Women's Outdoor News** continued to be an invaluable partner in promoting Project ChildSafe to its audience, through a series of [“My Project ChildSafe Story”](#) videos.

Other notable, national organizations that have joined and are actively promoting Project ChildSafe and distributing locks include: **Honored American Veterans Afield**, **The Well Armed Woman**, **The National African American Gun Owners Association** and **Boy Scouts of America** (National and Local)



# PROJECT CHILDSAFE'S SUPPORTERS INDEPENDENTLY ORGANIZED LOCK GIVEAWAYS AND FIREARMS SAFETY EVENTS THROUGHOUT 2018

- 1 **Dave Walker and Volunteers at Canal Days**  
Stark County, OH
- 2 **RK Stratman Inc. Employee Health Fair**  
Wentzville, MO
- 3 **Nevada Firearms Coalition "Annie Oakley" Trainings**  
Las Vegas, NV
- 4 **Jack Logan's Lock Distribution**  
Greenville, SC
- 5 **Brian Callies Foundation Public Safety Event**  
Memphis, TN
- 6 **Detroit CCW Women's Training Event**  
Detroit, MI
- 7 **OKC Fire Department Wellness Fair**  
Oklahoma City, OK
- 8 **Oklahoma City Partner Suzi Rouse, with the OKC Gun Club, distributes Project ChildSafe materials and locks at several events throughout the year.**  
Oklahoma City, OK



# PROJECT CHILDSAFE REACHED TRADITIONAL AND NEW AUDIENCES AT SEVERAL EVENTS IN 2018

## INDIAN COUNTRY INTELLIGENCE NETWORK

### THE INDIAN COUNTRY INTELLIGENCE NETWORK ANNUAL CONFERENCE

Project ChildSafe spoke before the ICIN in Flagstaff, Ariz., in July. ICIN represents nearly 50 law enforcement agencies that work in tribal areas in the Southwest. Through this presentation and follow-up activities, we were able to **recruit nearly a dozen tribal law enforcement agencies** into the program as new partners.



### U.S. CONCEALED CARRY EXPO

Project ChildSafe staffed a booth at the U.S. Concealed Carry Expo in Louisville, Ky., in April. There was consistent traffic at the booth from gun owners, range owners and retailers and law enforcement. Project ChildSafe handed out more than **200 gun locks** and hundreds of Project ChildSafe brochures, window stickers and firearms safety DVDs.



### PROJECT CHILDSAFE CLEVELAND

Project ChildSafe, along with U.S. Attorney Justin E. Herdman and former Cleveland Browns Pro Bowler Bob Golic, joined with local leaders on May 30 **to launch Project ChildSafe Cleveland**, a firearms safety initiative focused on helping to prevent firearms accidents, thefts and misuse.



### DELTA WATERFOWL MID SOUTH BANQUET

Project ChildSafe joined Delta Waterfowl for the Mid South Banquet in September. Project ChildSafe met many attendees from the Memphis, Tenn., area during the reception, **distributing educational resources and firearm safety kits**.



# WE CONNECTED WITH MEMBERS OF THE FIREARMS INDUSTRY AT SHOT SHOW® AND HOSTED AN EVENT FOR FEMALE GUN OWNERS

SHOT Show® 2018 was a huge success for Project ChildSafe. Over the course of the show, the team discussed the importance of firearms safety with hundreds of attendees, resulting in a surge of organizational supporters. We also had VIP appearances from Julie Golob, BJ Baldwin, Doug Koenig, Kim Rhode, John Peterson and Ryan Villopoto.

Project ChildSafe and Women’s Outdoor News (WON) first partnered to create the “Women of the Gun” reception at SHOT Show in 2018. The event was a tremendous success, with more than 100 SHOT Show attendees at the event, including some of the biggest names in women’s hunting and shooting sports. “Women of the Gun” provided an opportunity for professional colleagues to network, for hunting and shooting celebrities to meet and interact with fans and for the industry to showcase the growing role of, and contributions by, women in the shooting sports.



PROJECT CHILDSAFE AND  
WOMEN'S OUTDOOR NEWS PRESENT

**WOMEN OF THE GUN**  
WEDNESDAY, JANUARY 24 | 4:00pm

**Come see us at Booth #2426**

|                                                                                                                                                                                                                             |                                                                                                                                                                                                  |
|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
|  <b>Melissa Bachman</b><br>Host<br>Winchester Deadly<br>Passion                                                                          |  <b>Barbara Baird</b><br>Publisher – Women's<br>Outdoor News, Gun Writer<br>Cobhost – The Women's<br>Gun Show |
|  <b>Lanny Barnes</b><br>US Olympian<br>Biathlon                                                                                          |  <b>Morgan and<br/>Mason Baseley</b><br>Hunters, Writers,<br>Conservationists<br>2girls Hunting               |
|  <b>Karen Butler</b><br>President<br>Shoot Like A Girl                                                                                   |  <b>Michelle Cerino</b><br>Managing Editor<br>and Columnist<br>Women's Outdoor News                           |
|  <b>Caitlin Connor</b><br>USA Shooting<br>National Team, Shotgun Multi-<br>World Cup Medal Winner, 2015<br>World Champs Silver Medalist |  <b>Robyn Sandoval and<br/>Julianna Crowder</b><br>Founders<br>A Girl & A Gun Women's<br>Shooting League     |
|  <b>McKenna Dahl</b><br>USA Shooting<br>2016 Paralympic Games<br>Bronze Medalist                                                       |  <b>Cheyenne Dalton</b><br>Competitive Junior Shooter<br>and Writer<br>Rimfire, USPSA, 3-gun                |
|  <b>Julie Golob</b><br>World and National Champion<br>Action Pistol                                                                    |                                                                                                             |

# THE PROJECT CHILDSAFE COMMUNITIES INITIATIVE CONTINUED TO MAKE AN IMPACT IN PRIORITY COMMUNITIES AND NATIONWIDE

Implementation of a grant program in cooperation with the U.S. Department of Justice Bureau of Justice Assistance was a major focus of Project ChildSafe's 2018 efforts. Highlights of what has been accomplished in our three priority Project ChildSafe Communities to date include:

## OKLAHOMA CITY LAUNCHED JANUARY 2017

- **28 local stakeholders** involved in supporting and promoting the program, including the city police and fire departments, area tribal organizations, veterans groups, retailers, healthcare organizations, conservation groups, shooting clubs and community service organizations.
- Media partner **KFOR TV** (Channel 4) aired the program's "Safety is a Habit" PSA, together with a second PSA the station produced independently, for a combined total of 2,509 times in 2017 and 2018, for an **estimated value of more than \$100,000**.
- **Governor Mary Fallin** issued a statewide proclamation declaring the week of May 28, 2018, as "Project ChildSafe Appreciation Week," in recognition of the program's efforts to prevent accidents and save lives.



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## MEMPHIS LAUNCHED OCTOBER 2017

- **18 local stakeholders** involved, including Mayor Jim Strickland, the Memphis Police Department and Shelby County Sheriff's Office, local community centers, faith organizations, retailers, media, conservation groups and nonprofit community organizations.
- Media Partner **WATN** and its affiliates aired the program's "Safety is a Habit" PSA, together with a second PSA the station produced independently, for a combined total of 1,678 times in 2017 and 2018, for an **estimated value of nearly \$70,000**.
- **Van Phillips**, 4-H Shooting Sports instructor, conducted more than a dozen firearms safety and shooting classes in cooperation with Memphis community centers and trained more than 200 Memphis-area youth ages 5 to 15. A key element of each session is safe firearms storage. Grant locks are provided to parents upon the conclusion of the coursework.
- **The Brian Callies Foundation** is a nonprofit that operates regionally to assist, **educate and inform children and families in low-income areas**. The group distributed nearly 1,000 locks at community events throughout Memphis.



MORE THAN  
**17,000**  
LOCKS DISTRIBUTED  
CITY-WIDE TO DATE.





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## CLEVELAND LAUNCHED MAY 2018

- **16 local stakeholders**, including law enforcement, the area's largest retail sporting goods chain, conservation groups, the Cleveland Association of Rescue Employees, faith groups, suicide prevention advocates, youth organizations, the neighboring city of Parma, Ohio, and local sports celebrity (and radio show host) Bob Golic.
- Media partner **WJW** (Fox-8) has committed to more than \$30,000 worth of promotional support.
- **Amanda Suffecool**, host of the syndicated "Eye on the Target" radio program, became an outspoken supporter of our Cleveland efforts, airing Project ChildSafe's "Safety is a Habit" PSA several times a week for more than six months.



MORE THAN  
**11,000**  
LOCKS DISTRIBUTED  
CITY-WIDE TO DATE.



# WE LAUNCHED KEY CAMPAIGNS TO EXTEND PROJECT CHILDSAFE’S REACH ONLINE AND OFFLINE

## FRIENDS AND FAMILY

Project ChildSafe’s annual Friends and Family campaign aimed to empower our online community to recruit new members to join Project ChildSafe’s firearms safety education and awareness initiatives.

In 2018, we partnered with [Vypin LLC](#), [Winchester Safes](#) and [Identilock](#) to donate prizes for participants to win throughout May and June. Our campaign platform allowed us to encourage new forms of participation including newsletter subscriptions and photo/video testimonials.

The 2018 Friends and Family campaign expanded and engaged our online audience while spreading Project ChildSafe messaging to the friends and family of the audience we regularly reach.

## S.A.F.E. SUMMER

The primary goal of the S.A.F.E. Summer campaign was to recognize and celebrate gun safety advocates in our Project ChildSafe Communities and nationwide to effectively inspire our online supporters to engage more actively with safe storage practices.

The profiles detailed the champions’ gun safety backgrounds, their connections to Project ChildSafe and their respective gun safety habits. 2018 champions included [Cheryl Bone](#), [Javondlynn Dunagan](#), [Jack Logan](#) and [Miles Hall](#).



# WE LAUNCHED KEY CAMPAIGNS TO EXTEND PROJECT CHILDSAFE'S REACH ONLINE AND OFFLINE

## SUICIDE PREVENTION

The goal of the 2018 suicide prevention campaign was to highlight Project ChildSafe's partnership with the American Foundation for Suicide Prevention (AFSP) and concentrate Project ChildSafe's online communications around this critical topic, notably highlighting the vital role that safe storage can play in suicide prevention.

In 2018, we [profiled Robin Ball](#), the co-owner of Sharp Shooting in Spokane, Wash., spotlighting her ongoing work as an advocate for suicide prevention. The profile was published on the Project ChildSafe blog and promoted on social channels. We also developed a [motion graphic](#) showcasing key statistics about firearms-related suicides and highlighting the ways in which safe storage can serve as a preventive measure.

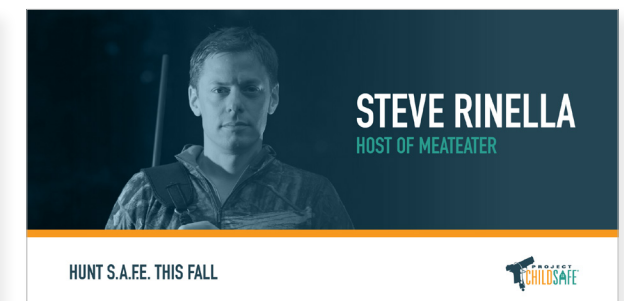
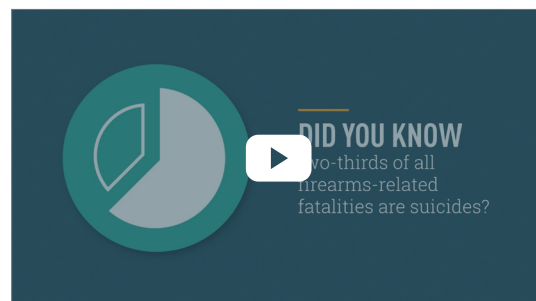
These activities showcased the industry's commendable efforts to curb suicide by firearm through education and awareness.

## HUNT S.A.F.E.

Project ChildSafe's 2018 Hunt S.A.F.E. Campaign recognized the rich tradition of hunting and highlighted the importance of safe firearms handling and safe hunting practices.

This year, we partnered with two well-known hunting celebrities to highlight the Hunt S.A.F.E. campaign: [Eva Shockey](#) and [Steven Rinella](#).

Through Hunt S.A.F.E., Project ChildSafe was able to authentically share timely, safe hunting, firearms safety and safe storage content during the hunting season.





## JOIN PROJECT CHILDSAFE AND SUPPORT GENUINE FIREARMS SAFETY IN YOUR COMMUNITY TODAY

Project ChildSafe 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 put more safety kits and educational materials into more people's hands.



MAKE A DONATION



GET THE ROUNDUP APP



SIGN OUR PLEDGE



FIND A SAFETY KIT



FOLLOW US ON  
FACEBOOK, TWITTER  
AND INSTAGRAM

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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 firearms safety and education. All donations to the organization are tax deductible to the extent allowed by law.