



FIVE YEARS OF MOMS DEMAND ACTION: Progress in the Fight to End Gun Violence

Five years ago, the Sandy Hook School mass shooting rocked the nation. It forced us to take a hard look at the gun violence that kills 96 Americans, and injures hundreds more, every single day.

It was out of that grief and outrage that Moms Demand Action for Gun Sense in America began and grew rapidly to match the NRA in passion and power. Together with Everytown for Gun Safety, Moms Demand Action has closed the intensity gap and proven that in red, blue and purple states, gun safety is a winning issue.

Five years later, support for gun violence prevention measures is at an all-time high—an overwhelming 95 percent of Americans support a background check on every gun sale. That momentum has translated into new state gun safety laws, NRA defeats, the election of gun sense champions and countless cultural and corporate leaders rising to stand with the vast majority of Americans who know we must do more to end gun violence. For too long, the gun lobby's dangerous agenda has put Americans in the crosshairs. Now they're playing defense.

An “Intensity Gap” No Longer

Moms Demand Action began as a Facebook page created by Shannon Watts after the tragic Sandy Hook shooting in 2012 and together with Everytown has grown into a grassroots and grasstops organization with more than **4 million supporters and a chapter in every state.**



Gabriella Demczuk for the New York Times

Election Wins: What was once considered a political “third rail,” gun safety has turned into a winning issue in the voting booth with the help of Moms Demand Action and Everytown. Voters are demanding change by passing initiatives and electing gun sense candidates:

- 2016: 3 out of 4 states with a gun safety ballot initiatives in front of voters passed the initiative
- 2017: 8 out of 8 Everytown-endorsed candidates won their races
- 2017: Gun policy was the #2 priority issue for Virginia voters

A note about Virginia. The polling proved that Gillispie’s close ties to the NRA hurt him with voters. And voters came out in force for gun safety candidates and voted with gun safety in mind. Moms Demand Action volunteers supported a gun safety ticket in force—and stood with Governor-elect Northam on election night too.

Impact of Gillespie’s NRA “A” Rating

Source: Schoen Consulting Survey of 600 Virginia Voters conducted for Everytown for Gun Safety (November 8-9, 2017)

| Position | % of Voters |
|---|-------------|
| More likely to support Gillespie | 23% |
| Less likely to support Gillespie | 48% |
| No impact on my vote | 29% |

Racking up Legislative Wins in Red, Purple and Blue States While also Beating Back the NRA Agenda

Volunteers Running For Office: We have also seen a surge in Moms Demand Action volunteers and gun violence survivors running for office. In 2017, nine Moms Demand Action volunteers ran for local office and won. More than 400 volunteers have expressed interest in running for office, and across the country, they're getting on the ballot. Moms Demand Action volunteers are running in 2018 in states ranging from Arizona to Arkansas, Georgia and Kansas. It has become clear that the gun violence prevention movement has matched—or perhaps exceeded—the intensity of the gun lobby by creating a winning formula to change the future of gun policy in the United States.

Background Checks: Moms Demand Action and Everytown have worked tirelessly to pass background check laws in eight states since the mass shooting at Sandy Hook, bringing the total number of states with comprehensive laws to 19. Nearly half of Americans now live in states that have closed the background check loophole.

Domestic Violence: Moms Demand Action and Everytown have worked with domestic violence prevention advocates in statehouses across the country to keep guns out of the hands of domestic abusers. Research has repeatedly shown there is a lethal link between domestic violence and gun violence in America, and the presence of a gun in a domestic violence situation makes it five times more likely a woman will die. **Scorecard:** Since 2013, 25 states and the District of Columbia have enacted bills that strengthen the laws keeping guns away from domestic abusers.

Just this year, eight states have passed these type of laws, and both Democratic and Republican governors have signed them: Louisiana, Maryland, Nevada, New Jersey, North Dakota, Rhode Island, Tennessee, and Utah. These wins proved that gun violence prevention legislation can be successful in states red, blue and purple.

Guns On College Campuses: Moms Demand Action and Everytown have fought hard against legislation that would force college campuses to allow guns on campus.

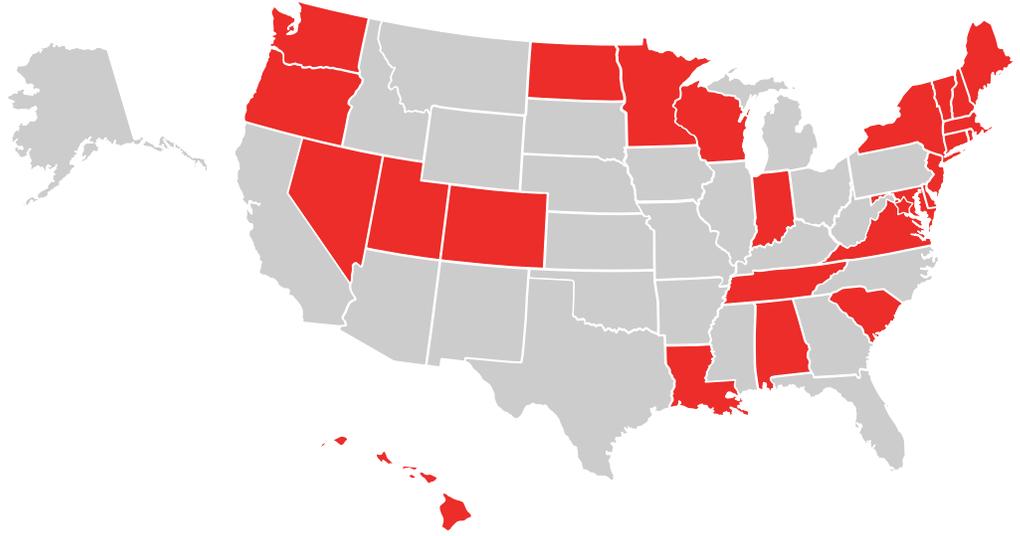
Scorecard: Since 2014, Moms Demand Action and Everytown have defeated guns on campus in 29 out of 34 states.

In 2017 alone, bills that would allow guns on campus have been introduced in 20 states, and sixteen states—Alabama, California, Florida, Iowa, Indiana, Kansas, Kentucky, Maine, Minnesota, Missouri, New Mexico, Oklahoma, South Carolina, Tennessee West Virginia, Wyoming—have rejected these bills.

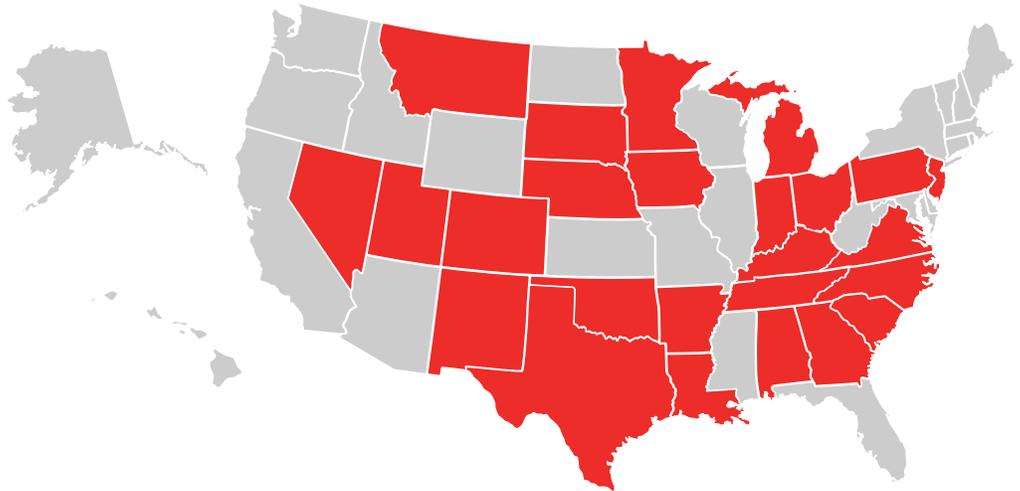
Guns in K-12 Schools: Moms Demand Action and Everytown have worked to defeat legislation that would force or allow guns in public K-12 Schools. **Scorecard:** Since 2015, Moms Demand Action and Everytown have defeated guns in K-12 schools legislation in 30 out of 31 states.

Just this year, bills to force or allow guns in public K-12 schools have been introduced in 24 states. Nineteen states—Alabama, Arkansas, California, Colorado, Florida, Indiana, Kentucky, Maryland, Minnesota, Missouri, Montana, North Dakota, New Mexico, Oregon, South Carolina, Tennessee, Texas, Virginia, West Virginia—rejected these bills.

**2013-2017
Bills to Protect
Domestic
Abuse Victims
PASSED**



**2015-2017
Permitless Carry
DEFEATED**



Permitless Carry: As the gun lobby seeks to gut gun safety laws across the country, one of its top priorities is permitless carry in statehouses, which would allow individuals to carry hidden, loaded firearms in public without a permit or any training. Thanks to the work of Moms Demand Action volunteers, the gun lobby is failing to pass these permitless carry bills. **Scorecard:** Since 2015, Moms Demand Action and Everytown have defeated permitless carry bills in 25 out of 33 states.

Just this year, 20 states—Alabama, Arkansas, Colorado, Georgia, Iowa, Indiana, Kentucky, Louisiana, Minnesota, Montana, Nebraska, New Mexico, Nevada, Oklahoma, South Carolina, South Dakota, Tennessee, Texas, Utah, Virginia—have rejected these bills.

Creating a Culture of Gun Safety

Corporate Wins: Over the last five years, Moms Demand Action has influenced change around the culture of gun safety by working with corporations and small businesses across the country to change their policies. In 2013, Starbucks instituted a "no smoking" policy outside its stores, going above and beyond what the law required for the sake of public safety. Moms Demand Action called on Starbucks be equally proactive when it came to guns. Within three months, Starbucks issued a policy prohibiting customers from carrying guns in their stores.

Following that initial victory, Moms Demand Action convinced other iconic American companies to prohibit openly carried guns in their stores, including Target, Chipotle, Jack-in-the-Box, Sonic, Chili's, Maggianos, Panera, The Fresh Market and Whataburger. In addition we focused on building up our strength in the states and fighting back on the gun lobby's dangerous state legislative agenda.

Moms Demand Action has also worked with small businesses and local chains to implement similar policies. For example, after Texas passed its open carry law in 2015, Moms Demand Action volunteers went door-to-door, educating business owners on the new law, and encouraging them to take action to keep openly carried guns out of their businesses. As a result, hundreds of Texas businesses have prohibited guns on their premises.

In a similar effort, after the Ohio state legislature passed a bill in 2016 that would allow guns in daycares, Moms Demand Action encouraged businesses to stand up for safety. Ohio volunteers canvassed daycares across the state and ultimately worked with more than 1,300 daycares in Ohio to post signs prohibiting guns.

Moms Demand Action has also worked with social media giants Facebook and Instagram to prevent illegal sales on their platforms. In 2014, after a month-long public campaign by Moms Demand Action, Facebook and Instagram announced a nine-point policy to crack down on potentially illegal sales. Ultimately in January 2016, Facebook prohibited all unlicensed gun sales on its platform.

Responsible Gun Storage: In the United States, 1.7 million American children live in homes with guns that are both loaded and unlocked, and every year nearly 300 children 17 and under gain access to a firearm and unintentionally shoot themselves or someone else—often fatally. Recognizing the risk of children living in homes with guns that aren't safely stored, Moms Demand Action launched the Be SMART campaign in 2015.

The Be SMART campaign is founded on the understanding that while owning a gun is a personal decision, responsible storage remains a public safety issue which affects homes, schools and entire communities. The campaign uses five easy steps to empower adults to take action in promoting responsible ownership, and reducing the preventable child gun deaths by focusing on education and raising awareness. Since its inception, there have been more than 1,000 Be SMART events in 40 different states. More than 1,000 volunteers have been trained as presenters to discuss safe storage practices and run their own trainings to educate their friends, families, and neighbors.

Wear Orange: On January 21st, 2013, Hadiya Pendleton, a high school student from the south side of Chicago, marched in President Obama's second inaugural parade. One week later, Hadiya was shot and killed on a playground back in Chicago. Soon after this tragedy, Hadiya's childhood friends decided to commemorate her life by wearing orange. They chose the color because hunters wear orange in the woods to protect themselves and others.

On June 2, 2015—what would have been Hadiya's 18th birthday—a broad-based coalition asked people nationwide to join in what Hadiya's friends started, honoring her life, the lives of the 96 Americans killed by gun violence plus the hundreds more who are injured every day, by wearing orange and declaring June 2 as National Gun Violence Awareness Day.

In its inaugural year, 30,000 Americans chose to #WearOrange—including more than 100 nonprofits, corporate brands and cultural influencers. In 2016, Wear Orange grew eightfold: President Obama, Viacom, Univision, Kim Kardashian West, Steph Curry, Vogue, Kenneth Cole, the San Francisco Giants and more than 300 noteworthy individuals, brands and organizations answered the call, taking to social media to show their support.

In 2017, participants across the country organized more than 250 events with more than 130 cities participating and 170 landmarks lighting up orange. More than 200,000 people participated in the campaign, helping #WearOrange trend nationally.

Why We'll #Keepgoing

For nearly a year, NRA's leaders have had the Congress they want and the president they want, but they don't have the people. The NRA's leaders spent \$50 million to elect a president and Congress they thought would fall in line with their dangerous agenda. By this time, they expected to have passed their number one priority, Concealed Carry Reciprocity, and legislation to roll back gun silencer safety laws. They've done neither, because of the millions of Americans who have stood up and said that these policies are dangerous and wrong.

In state houses and boardrooms across the country, advocates with Everytown and Moms Demand Action volunteers have proven that the NRA's agenda will fall by the hands of everyday Americans, who refuse to stay silent as their families are at risk. In 2018, we'll prove to Congress and to elected officials across the country that they must stand with us, or they will not remain in office.