



THE EVERYTOWN
FOR GUN SAFETY
ATHLETIC COUNCIL

100 PEOPLE ARE KILLED WITH GUNS IN AMERICA EVERY DAY

3,430 American children and teens

were killed by firearms in 2017, making guns the **2nd leading cause of death for children**, after motor vehicles (3,669 deaths).

22,000 Americans

are killed by **firearm suicide** every year, including 950 children and teens.

Over 7,000 black Americans

die by gun homicide every year. Black Americans are nearly **10 times more likely to be killed** by gun homicide than white Americans.



Our movement of
5 MILLION PEOPLE ACROSS 50 STATES
has been instrumental in passing life saving
legislation, from Arizona and Rhode Island
to Tennessee and Utah.

EVERYTOWN'S MISSION & THEORY OF CHANGE

Everytown is the **largest non-profit gun violence prevention organization** in the world. We develop policies and support laws that protect Americans from gun violence, and we work to shape culture in ways that make our communities safer while **protecting the 2nd Amendment**.

We are a **non-partisan** organization that works with our Moms Demand Action and Students Demand action groups and partners with local organizations and celebrity allies and national brands like Viacom, *Cosmo* magazine, Kenneth Cole and Motown Records.

ATHLETIC COUNCIL MEMBERSHIP: WHAT IT LOOKS LIKE

Council members participate in activities that fit their schedule, comfort and branding strategies. Examples include:

- Appearing in PSAs or short videos
- Meeting legislators, civic leaders and survivors
- Posting tailored messages and publishing op-eds
- Identifying local orgs for support
- Engaging in Moms Demand Action and Students Demand Action-led programs
- Headlining awareness events like sports tournaments
- Supporting the Wear Orange campaign
- Signing emails to Everytown supporters

THE VALUE OF COUNCIL MEMBERSHIP

1

Authentic engagement. Each Council member will receive briefings, message coaching, and staffing at events, ensuring that they are empowered to speak with authority and to act in a way that supports measurable, life-saving results.

2

Real impact. Participating in Council activities is a powerful way to have an impact on the interwoven issues of empowering youth, preventing suicide, stopping domestic violence and advocating for social justice.

3

Expanded network. You will engage with your team community and/or hometown and be included in national level events and engagements with other athletes as well as members of the Everytown Creative, Music and Fashion Councils, local and national leaders and leading brands.

FOUNDING MEMBERS



Joakim Noah

Devereaux Peters



Xavier Rhodes



Delanie Walker



DeAndre Washington

COUNCIL COMMITMENTS

Members serve on this volunteer leadership council for a 1-year term, renewable upon mutual agreement. Each member commits to:

**Participate
in one
PSA or
short video
project.**

**Engage
in one
community
event.**

**Take part
in the annual
Wear Orange
campaign.**

**Post personalized
gun safety
content on social
media four times
throughout
the year.**

IN THE NEWS

**Sports
Illustrated**

["Pro Athletes Form Council Promoting Gun Violence Awareness"](#)

June 6, 2019

People

["Oakland Raider DeAndre Washington Wears Orange to Honor Sister Killed in 'Senseless' Shooting"](#)

June 6, 2019

THE ATHLETIC
WNBA

["'For Jojo': Players combat gun violence by sharing their stories"](#)

June 26, 2019

**MONDAY
MORNING
QUARTERBACK**

["S/O to...Players Advocating For Gun Safety"](#)

July 8, 2019

NEXT STEPS

Through your leadership, platform and advocacy, you can protect our communities, support the dreams of young people and shape culture.

Council activities are ongoing throughout the year, with new members added on a rolling basis.

Want to learn more?

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