



operation RAC It UP

2025 Safe Storage Proposal

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Emergent Issue: Unintentional Shootings involving Kids

On average **300 children a year** are involved in an *Unintentional Shooting*.

Every year, hundreds of children in the US gain unauthorized access to firearms and unintentionally shoot themselves or someone else.

BY THE NUMBERS

54%

An estimated 54 percent of gun owners don't lock all of their guns securely.

Stat

350

Every year, 350 children under the age of 18 unintentionally shoot themselves or someone else.

Stat

4.6M

4.6 million children in the US live in a home with at least one unlocked and loaded firearm.

Stat

76%

The US Secret Service found that roughly three-quarters of school shooters acquired their firearm from the home of a parent or close relative.

Stat

New Child Access Prevention Law in Michigan

On February 13th, 2023, Michigan passed a Safe Storage Law that states:

"If any child obtains a gun that is not securely stored and happens to injure or kill someone, the gun owner is subject to felony charges up to 15 years in prison and up to \$10,000.00 in fines."

In 2024, Michigan saw the second largest number of unintentional shootings in the country, with 24 reported accidents.

Children are still accessing firearms.



Traditionally, the U.S has been using firearm cable locks as the preferred standard for safe storage.

Keep the “safe” in firearm safety

Hiding a gun is not enough! Kids are curious, and studies show they usually know where a family keeps a gun.

Gun safes can lower the risk a curious child will be hurt:



**RAC secures
handguns and long
guns**



**Locked gun
safe for rifles**



**Gun trigger locks—
inexpensive and effective**



**Lock box
for ammo**

The Problem with Traditional Trigger & Cable Locks

Cable locks are still accessible.

Cable locks are easy to manipulate.

Cable locks do not prevent theft.



However, cable locks are available at local precincts for citizens to pick up for free

The World Conference of
Mayors & The American RAC

Presents

Operation: RAC It UP



A Gun Violence Prevention
Program

Restoring American Confidence



Learn More

www.theamericanrac.com/operationracitup

Our Program

Educate the Community with Resources

In partnership with nonprofits and community outreach groups we will provide resources that will prevent gun violence and generational trauma. These resources include a firearm storage device, firearm safety literature, conflict resolution resources, financial literacy resources, mental health resources and more!

Our goal is to inform both firearm owners and community members of the impact of firearms and the responsibility each one of us have in keeping our communities safe.

Donate as a Public Good

We're seeking government funding to donate Firearm Safety Kits to families who want to be more responsible.

Our goal is to provide reliable firearm storage systems to ALL homes with firearms.

How Operation RAC IT UP Works

If a Family or Firearm Owner is interested in receiving a FREE Safety Kit

1. Potential Applicants should visit our website to fill out a recipient application.

www.theamericanrac.com/application

2. The Applicant will sign a Pledge to be a Responsible Firearm Owner before submitting their application and will have the option to receive a FREE installation service along with their Safety Kit.

3. Once the application is submitted and reviewed by our team. Recipients have the option to schedule a date for service or pick up their Safety Kits from one of our Distribution Partners.



Operation RAC It Up Program

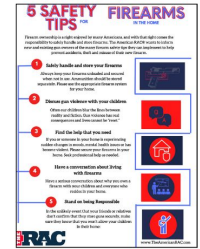
Every recipient of Operation RAC It Up will receive a Firearm Safety Kit that includes:

- (1) 5 inch RAC, which has the capabilities to hold up to three firearms at a time in a discreet location
- (1) free installation
- (1) firearm safety pamphlet
- (1) refrigerator magnet with 5 firearm safety tips
- (1) refrigerator magnet with 6 financial literacy tips
- (1) firearm safety coloring book (optional)
- (1) Money Matters for Youth Financial Literacy Workbook
- (1) Conflict Resolution Workbook
- (1) adjustable baseball cap
- (1) "Responsible Firearm Ownership" T-shirt
- (1) "Secure the Bag" Reusable Bag
- Access to our Community Partners

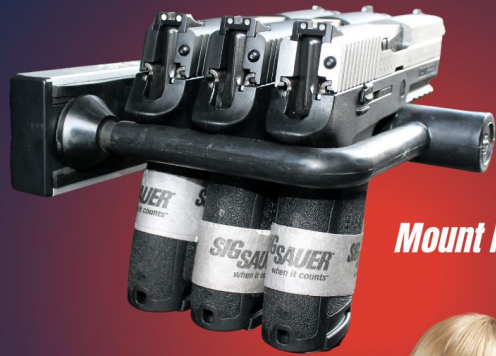
Financial Literacy Refrigerator Magnet



Firearm Safety Refrigerator Magnet



Family Survival Bag



Mount It. Lock It. Secure It.



RAC IT UP

It's the law to secure your firearms

New Proposed Standard for Safe Storage Solution in the U.S

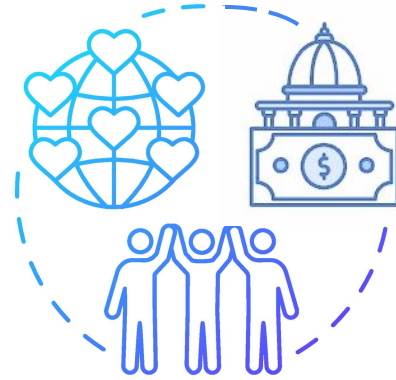
The 5" RAC

- ✓ A mountable trigger lock device
- ✓ Tested to withstand 4,700 lbs of pressure
- ✓ Ability to store up to 3 firearms at once
- ✓ Ability to be mounted in homes, vehicles or businesses
- ✓ Prohibits unauthorized usage of firearms
- ✓ Prevents accidental shootings
- ✓ Prevents stolen firearms



Donate Safe Storage as a Public Good

We're proposing a
Firearm Safety Kit be
provided for FREE to ALL
Households that Own a
Firearm in America.



Educate The Community

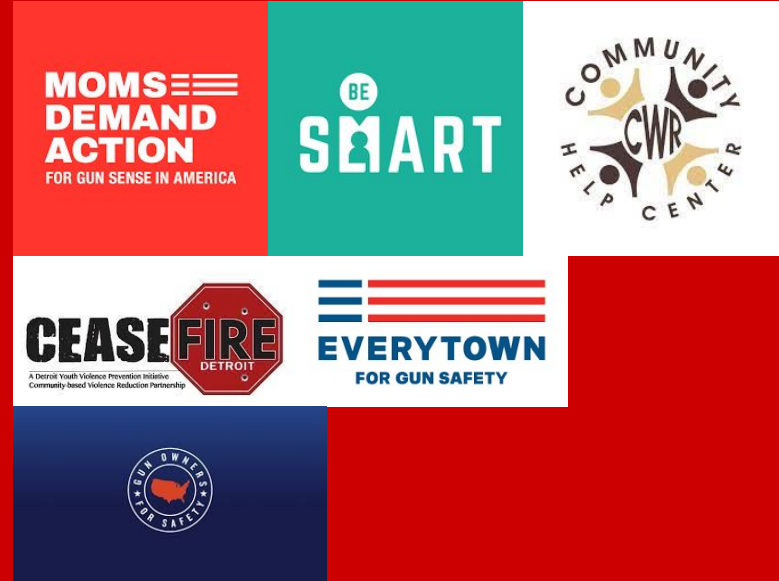
We will teach firearm owners how to practice responsible firearm ownership and properly store their firearms in their homes

In partnership with Nonprofits and Community Outreach Groups we will teach families how to prevent firearm injuries from happening.

The Journal of Criminal Justice conducted a study showing 27% of school shootings stem from an argument.

Our goal is to provide resources to families that can improve their financial situation, conflict resolution skills and mental health.

Community Partners



Current Model: NSSF's Project ChildSafe

- NSSF has a non-profit division where they provide FREE "safety kits" that include a cable-style gun lock and safety instructions.
- Project ChildSafe has partnered with local and state law enforcement to distribute these cable locks as a public good to anyone who wants one.
- Firearm owners and community members can travel to their local police station or sheriff's department and pick up a FREE cable lock.
- Law Enforcement Partners can easily request more safety kits to supply demand.
- Operation RAC It Up wants to adopt this strategy by partnering with local and state law enforcement agencies to distribute the "Family Survival Bag" to members of the community that want to participate in better safe storage practices.