



2023 Impact Report

TEXAS
GUN SENSE

2023 in Review

Thanks to our dynamic staff, dedicated supporters, and key partners, Texas Gun Sense continued to build broad support for gun violence prevention measures this year.

We've created new ways to engage Texans by bringing in the voices that need to be heard. We advanced critical gun safety measures, brought advocates together, and stood with survivors. We will continue to be relentless in preventing senseless acts of gun violence.

Thank you for your support!

Onward,
Nicole Golden
Executive Director



Mission, Vision & Values

OUR MISSION

Texas Gun Sense (TGS) works to prevent gun violence and other gun tragedies in Texas through education, partnerships, and policy change.

How we achieve this mission:

- We **educate** the public, lawmakers, and the media about solutions to prevent gun deaths and injuries.
- We **collaborate** with partners to advance gun safety initiatives at the state, local, and community levels.
- We **advocate** for common sense, evidence-based policies that reduce gun violence while respecting the rights of responsible gun owners.

OUR VALUES

Every gun death is one too many, leaving behind shattered families and trauma that spreads throughout communities. These values guide our actions to honor victims and survivors and prevent future tragedies:

Evidence	Collaboration
Community	Justice
Respect	Creativity

We envision a future in which all communities are safe from gun violence.

2023 Legislative Wins

During the 88th legislative session, we successfully advanced a measure requiring school districts to educate parents about **safe gun storage** to keep our homes and schools safer.

TGS also helped Uvalde families push for a bipartisan committee vote on the **Raise the Age** bill - a historic victory for survivors and advocates.

We also **defeated harmful bills** that would weaken accountability for carrying guns in prohibited places, allow short-barreled rifles, and let school marshals openly carry firearms.

Every session, we help to fund and grow the Keep 'Em Safe, Texas campaign to educate the community about safe gun storage.

**SAFE GUN
STORAGE
SAVES LIVES**



367%

increase in social media engagement over the legislative session

>4,000

users reached through our Instagram posts

29,599

e-mails sent to lawmakers through our action alerts

30

organizations co-hosted our Advocacy Day

600

advocates attended our Advocacy Day

Advocacy

In February, we brought **600** advocates and **30** partner organizations together for the 2023 Texas Majority to End Gun Violence Advocacy Day. We heard from survivors, gun owners, veterans, and students. Volunteers visited every lawmaker in the Capitol.

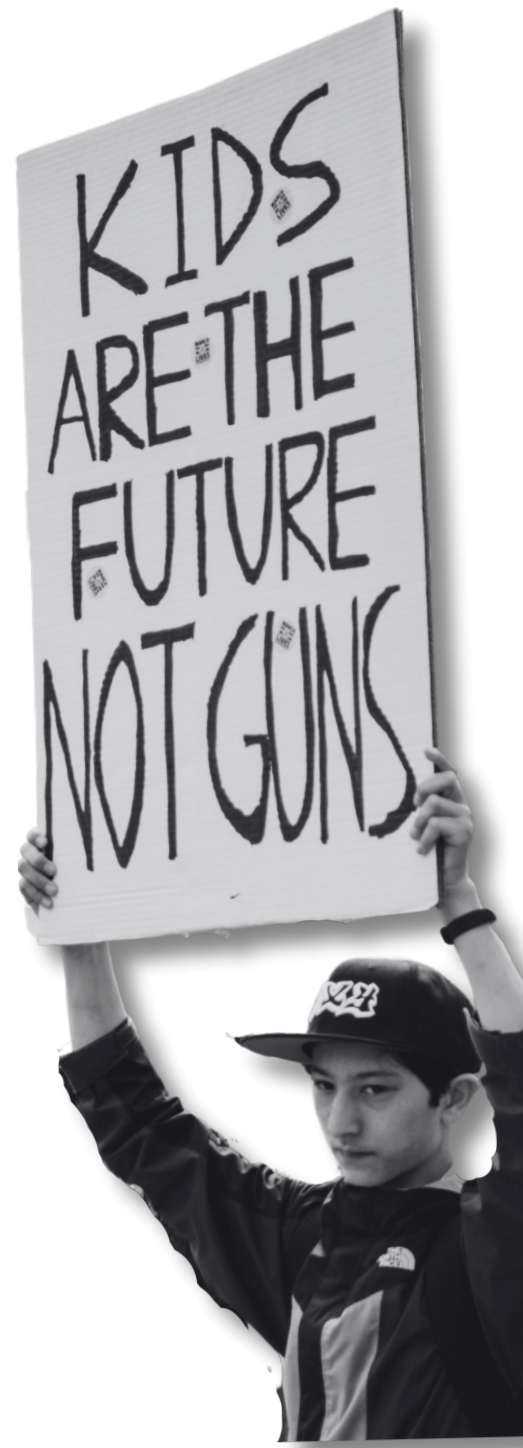


We continued the momentum by training legislative advocates and releasing our new **Advocacy Toolkit**.



Youth Advocacy

We've ramped up our work with youth advocates to empower a generation that has grown up with the trauma of active shooter drills and school shootings. We'll continue to share our [Youth Toolkit](#) and offer ongoing opportunities for students.



Partnerships

TGS leads the **Texas Coalition to Prevent Gun Violence** -- organizations and experts working in gun safety as intersectional advocates for issues including mental health and domestic abuse.

New partners include Texas Doctors for Social Responsibility, National Council of Jewish Women Austin, and Texas Impact.

TGS co-leads the **Texas Invest In Us Coalition** in partnership with Community Justice Action Fund, a Black and Brown-led organization dedicated to ending gun violence in the most impacted communities.



With partners across the country, we are crafting our **89th legislative session** strategy to have maximum impact.



Media & Communications

During the 2023 legislative session, TGS appeared in more than **50** news pieces and led multiple press events, shaping the narrative alongside survivors and partners.

We continue to provide critical information on the state's gun violence crisis and the solutions we need to save lives. Our **new website** serves as a launchpad for advocates. We are educating Texans through events and our social media channels, which gained more than **2,000** new followers this year.



Reducing Gun Deaths



Community Violence Intervention

Youth, domestic violence victims, and Black and Hispanic men are at highest risk of gun violence.

One of our top priorities is advocating for Community Violence Intervention Programs that reduce gun violence for communities at highest risk.

Suicide Prevention

TGS is supporting **gun safety research** to prevent firearm suicide and other tragedies. We are working with a coalition of doctors, gun dealers, and veterans to expand temporary gun storage for Texans.



Advocacy in Action



A Safer Texas

Our November event, **A Safer Texas**, inspired attendees with speeches from Representative Vikki Goodwin, a student advocate, and a trauma surgeon.

We will always support survivors as they honor their loved ones with action. Join us in 2024 as we continue to build A Safer Texas!

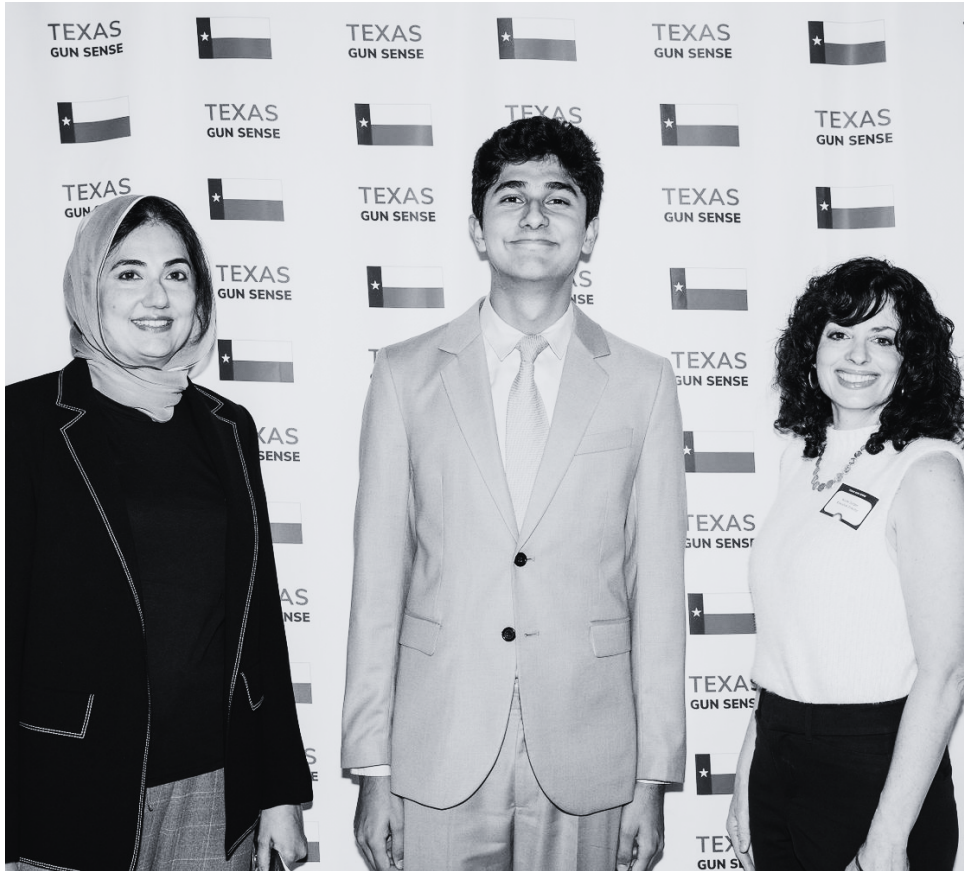


Our honoree, Lives Robbed from Uvalde, accepted the Frances Schenkkan Advocate of the Year award for their heroic advocacy in the face of tragedy.

Financial Health & Sustainability

The generous support from our donors has made our organization's work and growth possible.

Thank you!



328

new donors

52

recurring donors

In 2023, the new **Leadership Circle** and **Champions** membership programs have helped us grow our sustainability.

Our fall event, *A Safer Texas*, raised more than \$40,000 and provided a chance to celebrate progress and build our community of dedicated donors.

Notable Achievements

TGS was recognized by the **League of Women Voters of Texas** for our work as coalition-builders to raise awareness and promote safe policies.

We were honored to secure sponsorships from **Everytown, Giffords and Brady** for our fall fundraiser to support continued collaboration in Texas.



Looking Ahead

As we continue to strengthen the gun violence prevention **ecosystem**, empower **networks of advocates** across Texas, and champion measures that **reduce the disproportionate impact of gun deaths**, we will enter the 89th legislative session stronger than ever.

We are so grateful to our donors, volunteers, and supporters for helping us build a safer Texas.



Thank you!

txgunsense.org