

MARCH FOR OUR LIVES 

5 YEARS
of Transformational
Change



2022
IMPACT
REPORT



5 YEARS AGO

MARCH FOR OUR LIVES was founded in the shadow of the mass shooting at Marjory Stoneman Douglas High School in Parkland, Florida. In the terrifying aftermath of yet another preventable shooting, where adults seemed to throw their hands up and accept our death as inevitable, we said: Another world is possible. Millions walked out of school the following month and took to the streets. *A blueprint for youth activism was set.*

In the five years since we marched in 2018, we've proved time and time again that young people are a force to be reckoned with. Over 250 gun safety laws have been passed since **MARCH FOR OUR LIVES (MFOL)** was founded, billions of dollars have been committed to lifesaving programs, and youth voters turned out at record numbers in the last three elections, in no small part because young people were moved by **MFOL** to take action and see themselves as part of the civic process.



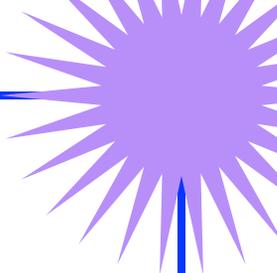
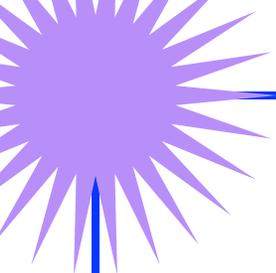
In the last two years, we've doubled down on our efforts and **MFOL** has become the leading voice for youth activism in the nation. We've deepened our work at the grassroots level with mutual aid efforts; filed Amicus Briefs to bring youth perspectives to Appellate Courts and the Supreme Court; took to the streets to fight for, and win, the first significant piece of federal gun safety legislation in three decades; and engaged young voters in the midterm election to once again deliver historic youth turnout, delivering the margin of victory in key states across the country. And we're just getting started.

As we enter 2023 with new challenges at the federal level and opportunities at the state level, and with an eye towards a challenging 2024 electoral map, we remain in the fight for our lives.

Even as we've secured transformative change that will save lives, firearms have skyrocketed to become the leading cause of death for young people for the second year in a row. We're fighting against a century of entrenched forces, but it's a fight we're particularly suited for because of a simple reason—because we must. With boundless hope for the future, and with an implacable sense of urgency, young people are rising to meet this moment because no one else will. The fact is, gun violence is not normal. It's a choice our leaders have made, and it's a choice that we will make untenable. We're fighting for a future where no child has to die looking down the barrel of a gun. Will you join us?

Onwards

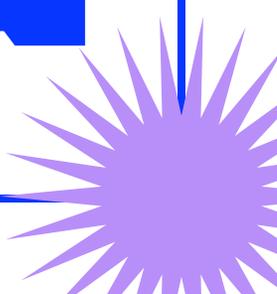
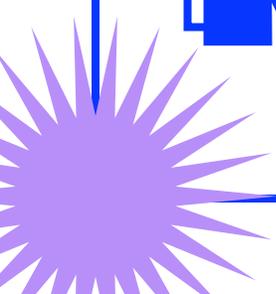




OUR

Born out of a tragic school shooting, **MARCH FOR OUR LIVES** is a courageous youth-led movement dedicated to promoting civic engagement, education, and direct action by youth to eliminate the epidemic of gun violence. *We aim to create safe and healthy communities and livelihoods where gun violence is obsolete.*

MISSION

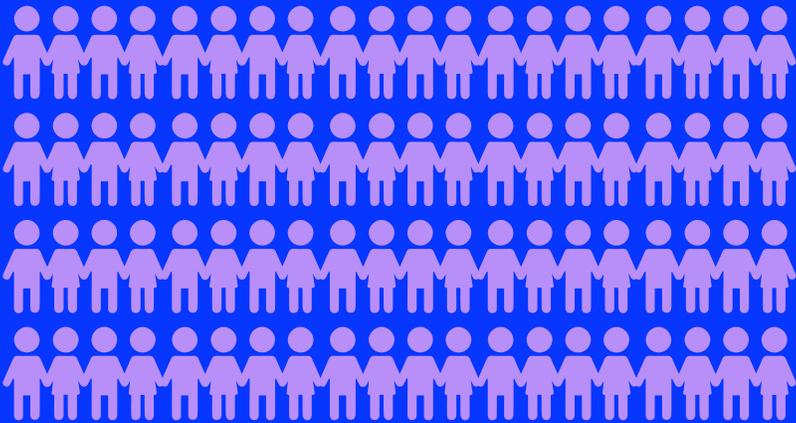
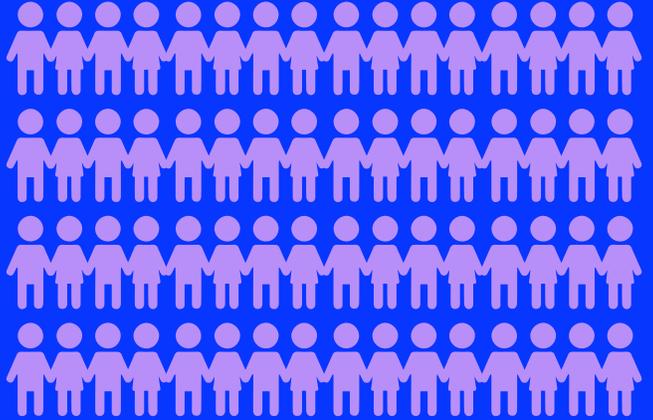




17,000+

**Children shot each year
in the United States**

Source: CDC

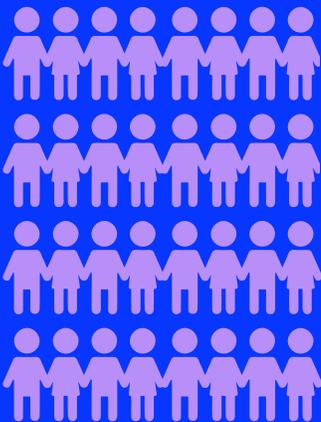


Black youth are

14x

**More likely to be killed by
a gun than white youth**

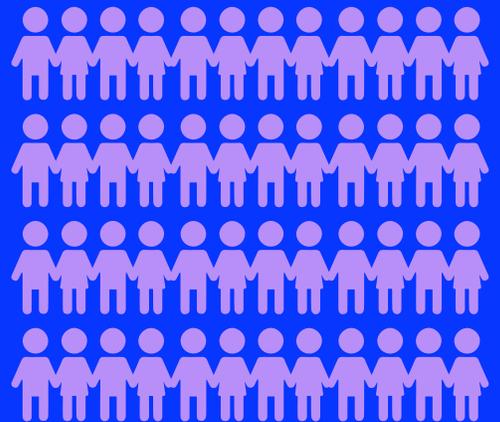
Source: CDC



2,144

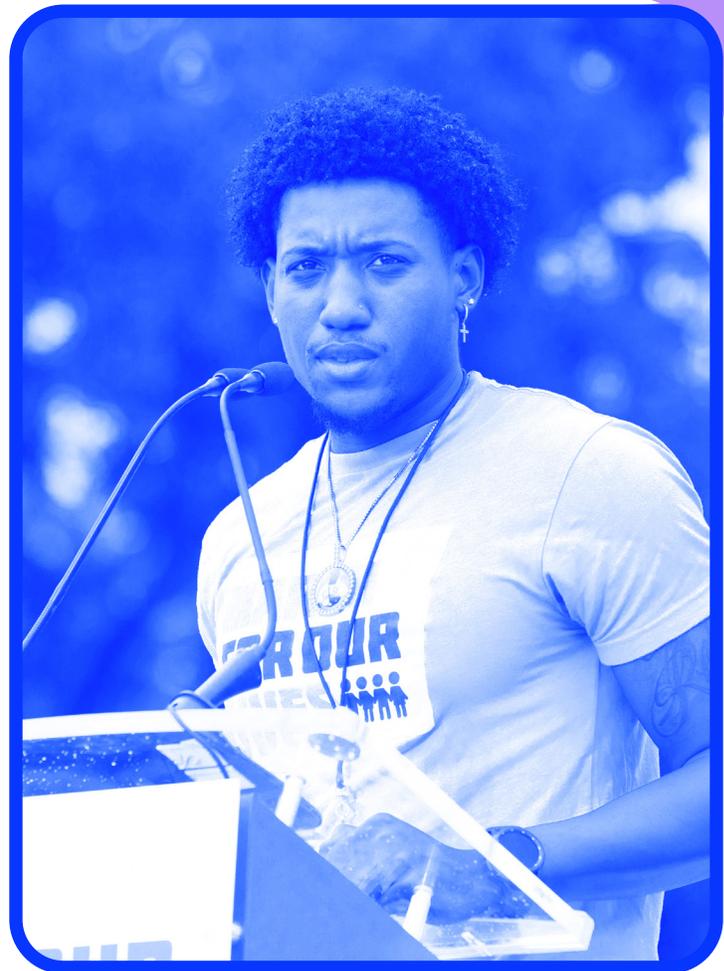
**People fatally shot by
police officers in America**

Source: Washington Post



The brutal shooting at the Tops Friendly Market in Buffalo shocked the nation. Ten Black people were gunned down in a white supremacist attack. Not two weeks later, another shooter attacked Robb Elementary School in Uvalde, Texas, committing the deadliest school shooting since Sandy Hook. As the nation grieved, our team leapt into action. In the face of unspeakable tragedy, young people organized to demand that our leaders not look away. This was our brutal reality.

On June 11, 2022, tens of thousands flooded DC once again, with hundreds of thousands more at over 450 sibling marches nationwide. We grieved together, and we demanded action. We met with our representatives in DC, and marched with our teachers outside Senate offices in Texas, Florida, Pennsylvania, and elsewhere. We met over 70 Senators and representatives that week, including with Senate Leadership, to demand action.



Just a day after we marched, Senator Chris Murphy announced a bipartisan gun reform package with the support of 10 Republicans, and just weeks later, we passed the Bipartisan Safer Communities Act, the first federal gun safety law in nearly 30 years. In the months afterward, over 20 state laws were passed that opened a window for holding gun manufacturers accountable, restricted firearm advertising, banned assault weapons, and committed hundreds of millions of dollars for community violence intervention. Along the way, thousands of new organizers were activated with us to help get out the youth vote, pass more legislation, and secure funding for community solutions.



Cultural

State of the Union on Gun Violence

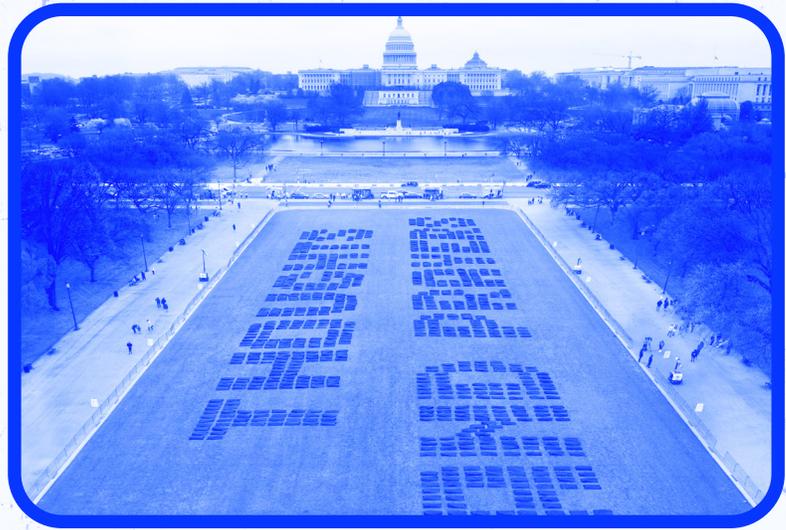
Following President Biden's first State of the Union in March 2021, it was clear that we needed stronger leadership from the President on gun violence. Survivors and advocates across the country viewed his State of the Union as an opportunity to invite a reset on gun violence, as the President promised on the campaign trail. As the President spoke, March For Our Lives and other gun violence prevention organizations hosted our own State of the Union on Gun Violence to send a message to our nation's leaders—The Time is Now to make real change.

that

Drive

Thoughts and Prayers

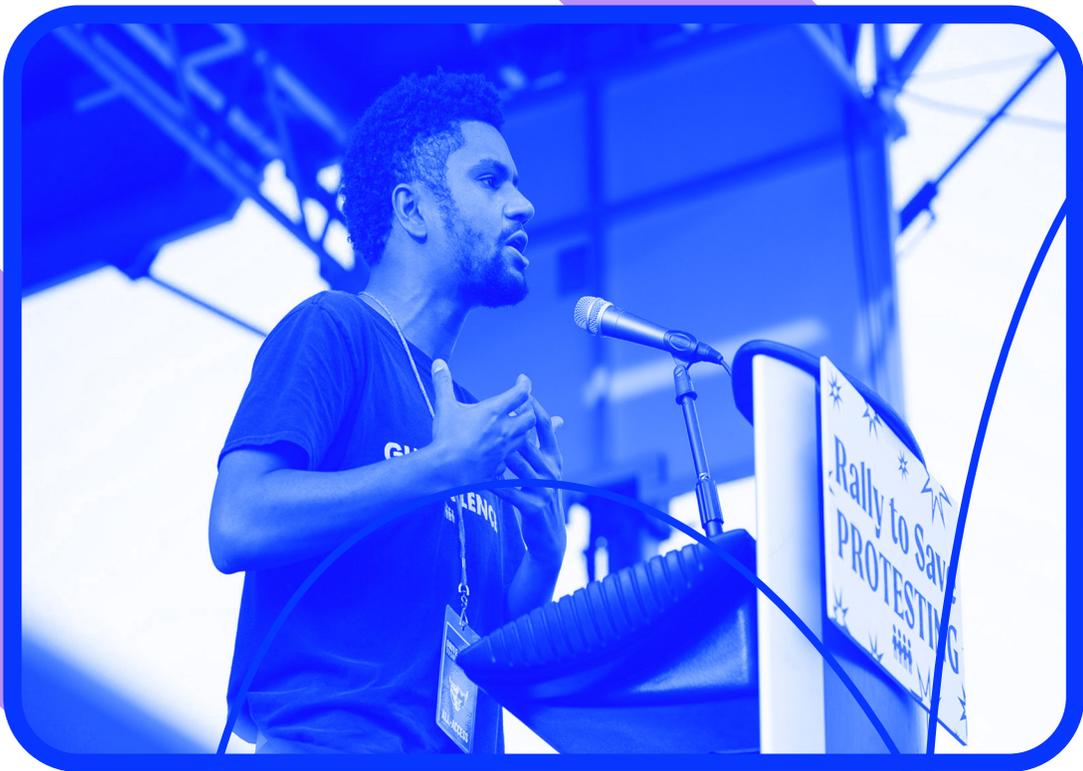
On our fourth anniversary, we turned the tables on our political leaders and sent them a scathing message. To draw attention to the vast chasm between politicians' empty words and the actions they've yet to take, we placed 1,100 body bags on the National Mall directly in front of the Capitol, spelling out those deadly words: Thoughts and Prayers. Each child-sized body bag represented 150 gun fatalities, symbolizing the 170,000+ lives lost since the Parkland tragedy in 2018.



Conversations

Change



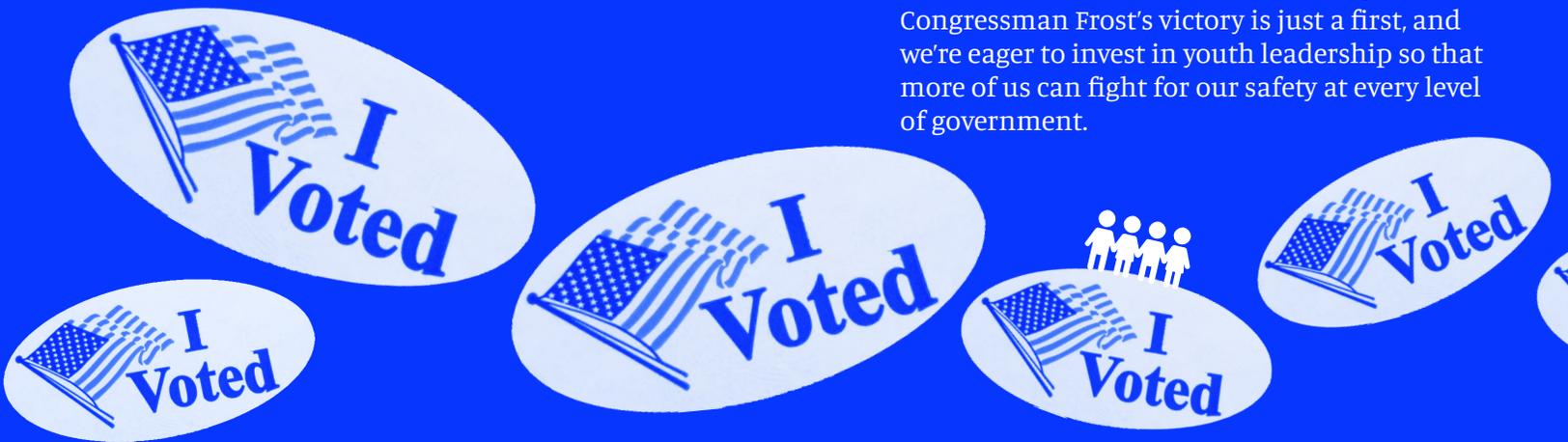


Youth

GEN-Z IN THE HOUSE

Our very own Maxwell Frost, March For Our Lives' first Organizing Director, won his election in Florida's 10th District, winning a seat as Gen-Z's very first congressperson. It was a profoundly sweet moment for us as one of our very own ascended into the halls of power to do what we always said we would do—replace the leaders who wouldn't listen to us with our very own. Congressman Frost's victory is just a first, and we're eager to invest in youth leadership so that more of us can fight for our safety at every level of government.

Building





Power

Electoral

Scorecards

Ahead of the 2022 Midterm Elections, our youth-led policy team developed a one-of-a-kind criteria around gun violence prevention to rate candidates and their views in key races across the country. We used our Policy Agenda, "It Ends with Us," and our five policy priority areas within that to identify what was important to us in determining if a candidate should receive a good or bad grade from us.

We rated candidates in Georgia, Michigan, Texas, and Wisconsin.

Turning out the Youth Vote

March For Our Lives ran an aggressive Get Out The Vote (GOTV) program for our third election cycle in a row, to turn out voters ages 18-29 in the 2022 midterm elections. We recruited and trained young people to mobilize their peers to the polls through banner drops, and phone and text banks. We also partnered with the American Federation of Teachers on a sophisticated, six-figure digital ad campaign that reached millions of voters in Georgia, Michigan, Pennsylvania and Wisconsin. Since our founding, we've helped drive youth turnout to record highs again and again, and this year was no exception. Our data showed that our campaign was very effective, turning out independent voters in particular, to vote based on gun safety. Young people overall turned out in record numbers in 2022, and the youth vote ended up being the key difference maker in razor-thin elections. Youth turnout crested 31% in the 10 most electorally competitive states, approaching record levels. We were excited to play a critical role in that effort.

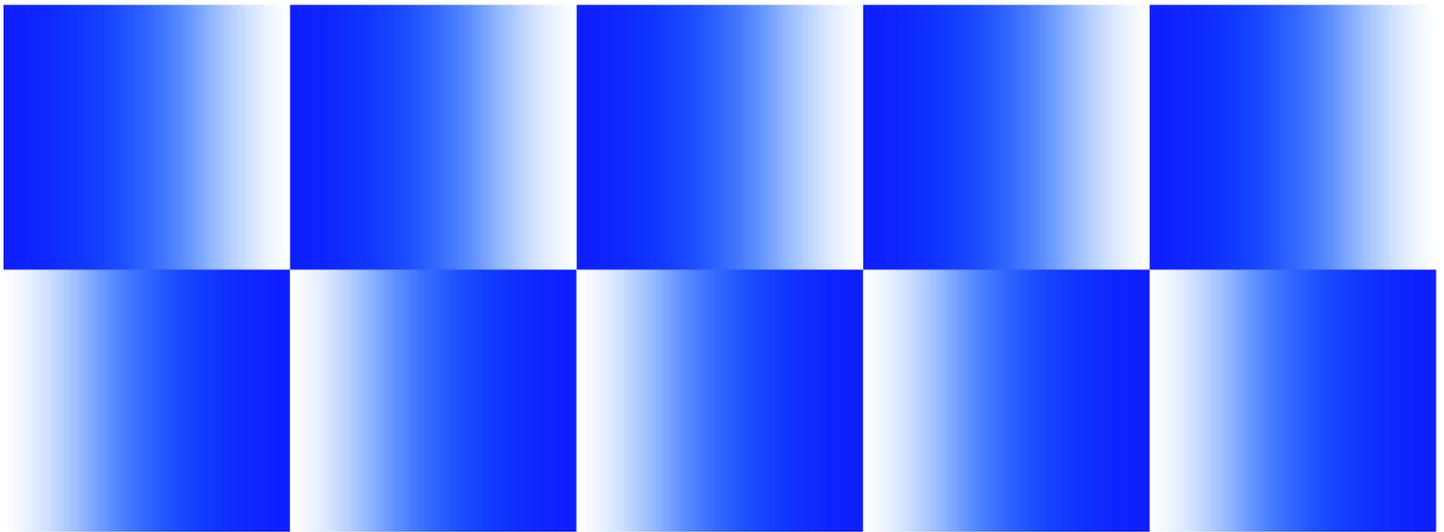
Exit polls showed a pronounced shift in Gen-Z and young millennials towards progressive candidates, with our polling showing that youth voting preferences are driven chiefly by concerns about gun violence, abortion, and climate change. Bold stances by candidates didn't lose votes, and in fact did the opposite, driving youth support in difference-making elections.



Oregon Ballot Measure

Measure 114 in Oregon was the only statewide ballot initiative in the midterm election that directly addressed mass shootings and gun violence. The initiative was led by local youth and faith-based leaders, and we were eager to support the effort. The measure passed despite being outspent 4-to-1 by the gun lobby, delivering a victory that will reverberate far beyond

Oregon. The measure limits the purchase of high-capacity magazines, requires universal background checks, establishes a state-wide firearm database and requires a permit to obtain a firearm. The message was loud and clear: If elected officials refuse to take action against gun violence, then voters will take matters into their own hands.

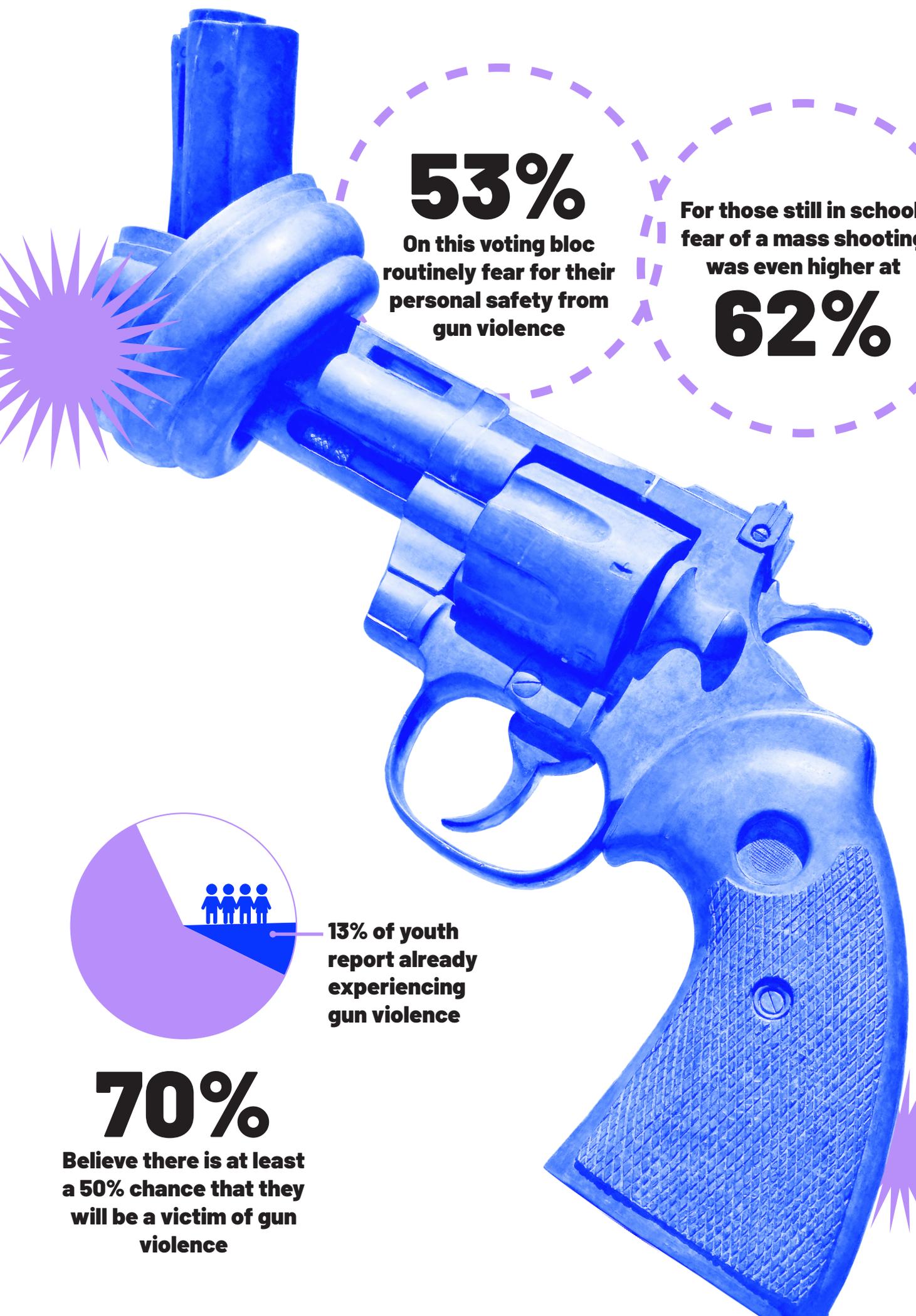


2022 Midterm Poll: Gun Violence Drives Youth to Vote

Leading up to the 2022 midterms, **MFOL** commissioned a poll by Change Research to survey the state of the field among youth voters to find out what matters most to our generation. We discovered what many of us already knew anecdotally—for likely voters under the age of 35, gun violence ranked as a top 3 priority. Our survey found that for many young voters, it isn't a matter of if, but when they or someone they love will be a victim of gun violence.

We also found that Gen-Z and young millennials are more disillusioned with Congress about gun safety than other issues, even following the historic Bipartisan Safer Communities Act. Six-in-ten young voters believe our leaders in Congress need to be more bold when it comes to addressing the gun crisis (compared to just 32% who say they are being too bold).

Notably, the more ambitious a candidate's gun policies, the more likely young voters are to support them. Fifty-seven percent of respondents indicated that they would be more likely to vote for a candidate who supports a package of universal background checks, raising the minimum age to purchase a gun to 21 years old, and passing an assault weapons ban. There was no net benefit to supporting a narrower set of these policies.

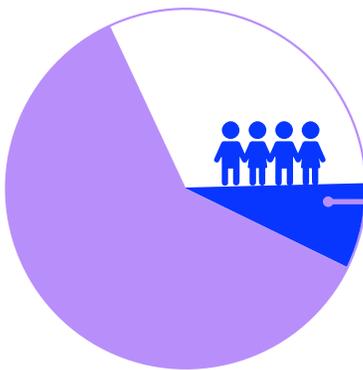


53%

**On this voting bloc
routinely fear for their
personal safety from
gun violence**

**For those still in school,
fear of a mass shooting
was even higher at**

62%



**13% of youth
report already
experiencing
gun violence**

70%

**Believe there is at least
a 50% chance that they
will be a victim of gun
violence**

Changing Minds



In 2021, we launched *It Ends With Us*, a policy agenda rooted in youth demands for safety. We grounded it in the perspectives of young people, gun violence survivors and their families, and wrapped it in a robust policy analysis.

The result? A groundbreaking plan addresses gun violence at its root. We used our *It Ends With Us* policy agenda as the basis for our advocacy, and were happy to report significant progress on bringing it to life.

Bipartisan Safer Communities Act

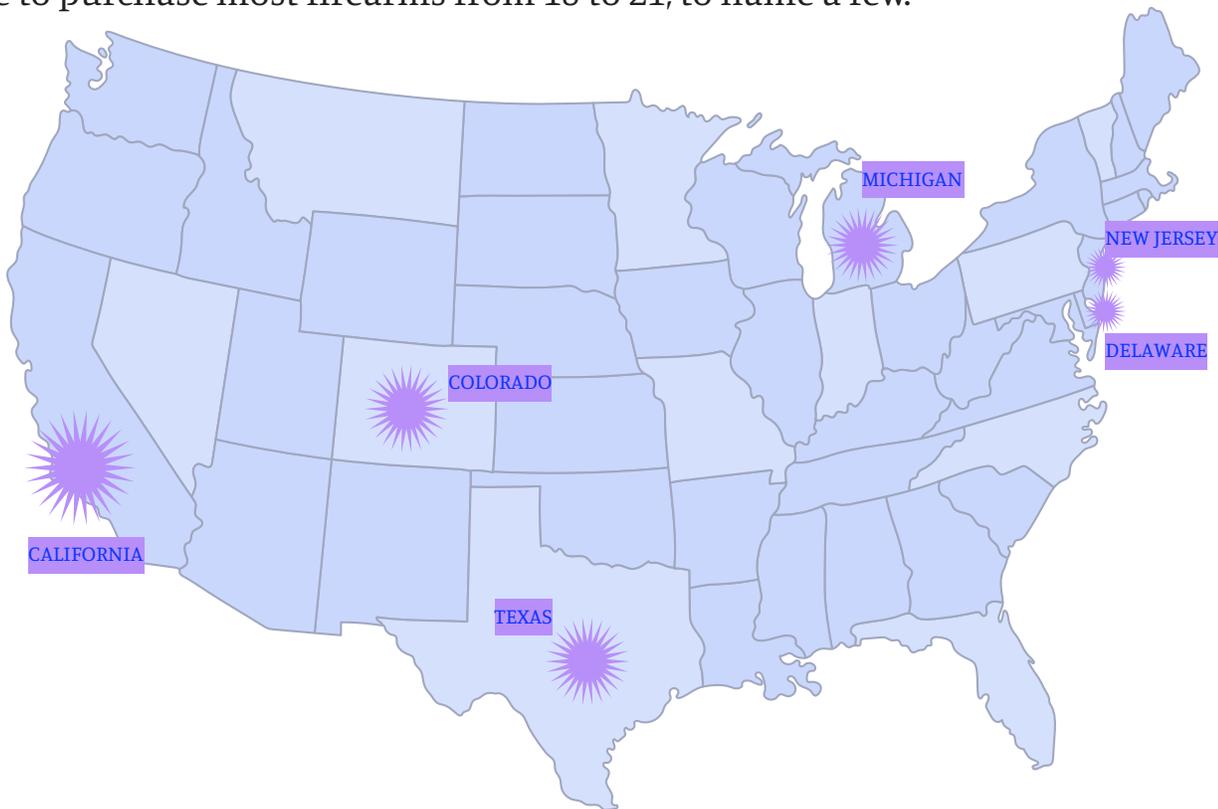
Following the horrific shootings in Buffalo and Uvalde, **MFOL** flooded the Capitol with 70+ lobby meetings and hundreds of thousands took to the streets once again across the country. Legislators heard our cry for help and passed the historic Bipartisan Safer Communities Act.

Judicial Advocacy

The youth-led Judicial Advocacy Team files amicus briefs in different court cases across the US, including in the landmark *NYSRPA v. Bruen* Supreme Court case, and centered on the stories of young people and how the Court's interpretation of the Second Amendment affects their lives. We are continuing to file briefs to stem the fall out from the *Bruen* ruling.

State legislation

With the help of **MFOL's** Policy Team and volunteers, California prohibited ghost guns and firearm marketing to minors, New Jersey required training and permits, and Delaware banned assault weapons and raised the minimum age to purchase most firearms from 18 to 21, to name a few.



Fighting for Funding for Our Communities

Alongside our local and national partners, we fought for funding in community violence intervention—programs that aim to intervene in moments of violence long before someone picks up a gun. Between the American Rescue Plan, Inflation Reduction Act, and Bipartisan Safer Communities Act, we secured over \$5 billion for evidence-based programs that will save lives.

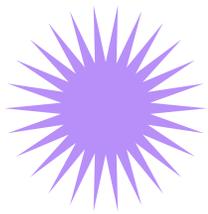
SMART
gun
changing
Laws
How

Holdings The Powerful Accountable



When politicians and organizations stood in the way of ending gun violence, we called BS. Whether it was through viral social media campaigns, or filing the legal complaint that now threatens the very existence of the NRA, we took matters into our own hands to demand the right to live without the fear of being shot.

This isn't a political matter—it's a matter of life or death.



Taking on the NRA

Once upon a time, the NRA seemed untouchable. Then, **MFOL** came onto the scene. Following our historic march, we filed a petition with New York Attorney General Leticia James calling attention to their unscrupulous practices. That led to her filing a lawsuit that now threatens the NRA's very existence. The NRA has since lost 20% of their members, a major blow.

Burn Book of Gun Violence Abettors

Following the historic passage of the Assault Weapons Ban in the House in 2022, we turned our attention to the Senate. We leaked pages from our "Burn Book" to show the faces of cowards hiding behind the gun lobby with a clear and simple message: If Senators want to be dishonest and corrupt, we will publically call them out.

Calling Out Bullies like MTG

After Marjorie Taylor Greene harrassed David Hogg and called the Parkland shooting a hoax, we demanded her resignation from Congress and for Kevin McCarthy to condemn her. Put simply, she is a vicious, radicalized conspiracy theorist that is unfit to serve.

Demanding Presidential Action

On the four-year mark of the Parkland shooting, we partnered with Change The Ref to make clear just what's been happening under President Biden's watch—more kids are dying. We released the Shock Market campaign, which tracks the number of gun deaths under Biden's presidency, with a plead for stronger Presidential action. We've been pleased to see him appoint and confirm the first Director of the Bureau of Alcohol, Tobacco, and Firearm in a decade, and encourage him to take firmer action against the gun industry.

Supporting

After the news trucks leave and the last vigil is held, communities devastated by this horrific public health emergency are left reeling with insurmountable grief. They deserve long-lasting and sustainable support. We know first-hand just how traumatic gun violence is not only to survivors but also to families, friends, and all who were close to a shooting. We're committed to being a resource, as well as to sharing the mic with communities that have been fighting gun violence long before we were founded but that don't always get support. We're all we've got, and we're committed to investing in our communities.



Most



Impact


Our



Community

Aid and Alliance

Our expansive volunteer network is key in providing Aid and Alliance, a mutual aid program we ran during the pandemic and in response to difficult conversations we had about power within **MFOL**. Through these efforts, we've sought to decenter whiteness, build meaningful and lasting relations with BIPOC youth leaders, and train **MFOL** members on how to be better comrades in the movement.

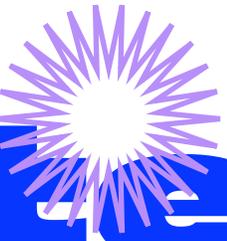
Oxford

In response to the shooting at Oxford High School in Michigan, **MFOL** organizers on the ground created a community healing event with mental health professionals, free meals, and resources. Later, survivors and activists took to the capitol to demand change.

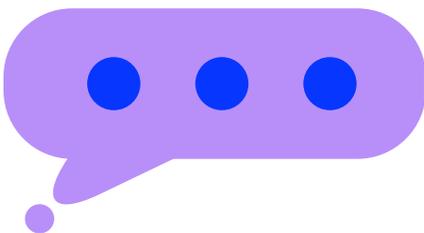
Uvalde Rally / Austin Rally

Following the tragic shooting in Uvalde, TX, **MFOL** mobilized to support the community by building strong relationships with survivors and families, and worked alongside parents to organize a rally in Uvalde and Austin to demand action, and force Texas Governor Greg Abbott to look us in the eyes.




ected

If there is one truth that undergirds our work at **MARCH FOR OUR LIVES**, it has to be one of hope. The hope that this world we are inheriting as young people isn't perfect, but it can be perfected. It can be made more whole, more just, and more safe. It may sound trite, but in the face of a grinding assault on America's youth by gun violence, it's what we must cling to. In our fifth year, we feel more hopeful than ever before that we can build a world that doesn't yet exist—a world of true safety for all of us. After all, no one is dismissing us "meddling kids" anymore, not after we've secured victory after victory. We do it all thanks to the countless incredible young people who show up to make a difference every day, and the countless committed and generous supporters who help fuel our work. We're fighting for a future free of gun violence, and we need your help.

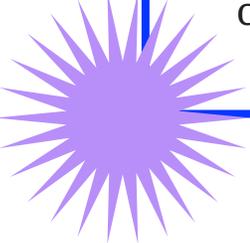




**Will you join us
by making a donation today?**

**March For Our Lives
P.O. Box 3417, New York, NY 10008**

If you'd like to chat about supporting **MFOL**
or you have questions about this report,
contact us at: donations@marchforourlives.com.



Support

the

Difference

Makers



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