

Youth Over Guns

Youth & College Division Partner | MOU Signed: February 15, 2025

About the Organization

Headquartered in the Bronx, NY

Youth Over Guns (YOG) is a youth-led nonprofit dedicated to addressing the root causes of gun violence by centering and amplifying the voices of young people disproportionately affected by its consequences. YOG's mission is to revolutionize gun culture by empowering and uplifting youth through innovative programs, multimedia collaborations, advocacy, and community engagement, working toward a society free from the pervasive threat of gun violence.

Partnership Purpose

This partnership is held under the NAACP Youth & College Division, which empowers young people ages 13–25 to advocate for civil rights and social justice through local, regional, and national chapters. The NAACP and Youth Over Guns share common priorities in advocating for policy changes that ensure political, educational, social, and economic equality, and are collaborating to fulfill the mission of both organizations.

Collaboration Objectives

- Co-create and produce a signature gun violence prevention digital campaign by Q4 2025, reaching a minimum of 10,000 impressions and engagement from at least 33% of NAACP Youth and College Units
- Partner on at least one program, advocacy effort, or activation annually tied to National Gun Violence Awareness Day, National Gun Violence Awareness Month (June), Suicide Prevention Month (September), and the Route 91 Harvest Festival Memorial (October 1) — each engaging at least 15% of NAACP units and generating 2,000+ social media interactions
- In the event of a gun violence-related disaster, at least 2 NAACP Youth and College units in the affected area will participate in local advocacy activations/volunteerism with Youth Over Guns
- Establish a formal liaison between NAACP Youth and College and Youth Over Guns by Q2 2025, with quarterly check-ins and a structured communication process
- Each NAACP Youth and College unit will conduct at least one annual training session on preparedness, advocacy strategy, and gun violence education, with at least 15% of units reporting participation
- This agreement will be distributed to 100% of Youth Over Guns and NAACP Youth and College networks within 60 days of finalization

How to Engage

- Connect your local NAACP Youth and College unit with the designated NAACP–YOG liaison
- Plan unit participation around the key commemorative dates listed above
- Coordinate with Communications on any co-branded campaign content or use of either party's name/logo

For questions or to activate this partnership, contact NAACP Community Partnerships — strategicpartnerships@naacpnet.org