

What is Divestment...And How Can It Help Stop Gun Violence?



California State Treasurer John Chiang

THE PROBLEM

346

MASS SHOOTINGS
IN THE U.S. IN 2017

**Source: Gun Violence Archive*

57

MASS SHOOTINGS
IN 2018

*As of April 2, 2018 - *Source: Gun Violence Archive*



7/10 SHOOTINGS HAPPEN AT SCHOOLS & BUSINESSES

Some of the country's most high-profile mass shootings occurred at schools, including Parkland, Sandy Hook, and Columbine.

Source: FBI

In many of these mass shootings the weapon of choice is a military-style assault rifle, like an AR-15. California citizens and elected representatives have already banned the sale or possession of these unlawful firearms and deemed them a public health threat.

YET...

California's pension funds, CalPERS and CalSTRS, are still putting taxpayer and member dollars into the mass proliferation of banned assault weapons.

Most Californians are unaware that their 401(k) funds may include stock in makers and sellers of banned firearms and ammunition.



Did you know? 35% of U.S. stock funds include investments in a maker or retailer of guns and ammunition*

**Source: Goodbye Gun Stocks/CBS News*

Investing in the gun industry is a losing proposition - both morally and financially.



Cut 25% of
manufacturing workforce
+
Sales Down by 32.6% YOY*

**As of March 1, 2018*



BANKRUPT



Sales Down 27%*
+
Profits cut in half

**Q4 2017 Sales*

THE SOLUTION

If Congress and statehouses are unwilling, or unable, to deliver real gun safety policy, then the fight needs to go where the money is.

California State Treasurer John Chiang has called on the nation's largest institutional investors – like BlackRock, Fidelity, Vanguard, Allstate, PIMCO, Bank of America, and the nation's two largest pension funds, CalPERS and CalSTRS, to use the power of their purse strings and divest from wholesale and retail sellers of banned military-style assault weapons.

What is divestment?

Divestment is when investors sell shares of stock, or stop investing, in a given company that has been identified as violating their principles.



How does divestment work?

When many investors all agree at the same time to sell a company's stock, that company faces immense pressure. Over time, a low stock price can make it harder for a company to get loans, finance sales, or expand its business. And if the pressure becomes high enough, an entire industry – even a national government – can decide it is time to change how they do business.

Divestment campaigns were essential components in some of the most successful changes in public policy of the last 30 years. These include changes in U.S. tobacco policy and the apartheid in South Africa.

How can you get involved?

1. Check your personal investments, including your 401(k), to see if you are investing in the manufacturers or sellers of banned military-style assault weapons.
2. Show your support for divestment by using **#DivestForOurLives** on social media and contacting CalPERS and CalSTRS.

CalSTRS

California State Teachers' Retirement System
Teachers' Retirement Board
P.O. Box 15275
Sacramento, CA 95851-0275
(916) 414-2201
Email: board@calstrs.com

CalPERS

California Public Employees' Retirement System
Board of Administration
P.O. Box 942701
Sacramento, CA 94229-2701
(916) 795-3829
Email: board@calpers.ca.gov

Financial public pressure is already working. Major companies are severing their ties with the NRA and changing their gun policies.

Below are just some of the companies:

citigroup

DICK'S
SPORTING GOODS

ENTERPRISE HOLDINGS.

Bank of America

L.L.Bean

Walmart

UNITED