

Brady

Impact



Annual Report
July 2017 - June 2018



Dear Brady Supporter,

It was a momentous year in the gun violence prevention movement, with the drumbeat of everyday gun violence punctuated by high profile mass shootings, followed by an incredible groundswell of activism. We are honored to continue the legacy of Jim and Sarah Brady, with dynamic programs focused on education, legislation and litigation that will end America's gun violence epidemic.

We have an almost 30-year history of fighting gun violence in the courts, and our litigation efforts were taken to new heights last year, suing gun dealers that broke the law, taking the Trump Administration to court for trying to conceal information about how it regulates the gun industry, and filing the largest class action lawsuit ever on behalf of victims of gun violence.

Educating Americans about the dangers of loaded, unlocked guns in the home is another critical area of Brady's work. From asking if there are guns in the homes where children play, to preparing to launch a ground-breaking safe storage campaign to end family fire, to reforming gun dealers so they conduct business safely, education is a key pillar of Brady's work.

Lastly, we work with elected officials to enact sensible gun laws at the federal and state level and to enforce the laws we have in place. Brady is a powerful legislative advocate and watchdog!

Our work is made possible by your generosity. Thank you for trusting Brady as your solution to end gun violence. We vow to continue the legacy of Jim and Sarah Brady and work relentlessly to save lives.

With gratitude,
Kris and Avery

Kris Brown
Co-President

Avery Gardiner
Co-President



Dear Supporters,

On behalf of the Brady Campaign and Center Board of Trustees, I would like to thank you for your enduring support — your time, your voices, your efforts, and your donations.

In the past year we have experienced both the highs and the lows of our struggle to create a safer America. Personally, in the aftermath of the Las Vegas and Sutherland Springs massacres, I was distraught over the lack of prospect for change in our great country.

Then, in the face of yet another unspeakable massacre, a group of fearless and inspirational teens from Parkland re-energized us. Their shining example and searing words outlasted the media cycle and drove millions of Americans into the streets of cities across the country, making it clear that Americans want meaningful change in our country on gun issues. Sensible gun reform is about our right to live in a society where we can work, live, and play free from the fear of being shot. We remain steadfast in our commitment to create a world in which all of us live in communities that are free from gun violence.

We have a long road ahead of us, but Brady and our movement are growing. In 1991, three years before the passage of the Brady Bill, Jim Brady said, "I'm gonna pitch a tent under the Speaker's office. Gonna light a campfire. The smoke is gonna rise. He's gonna feel the heat."

I say to all of our valued supporters, "Let's go camping!"

Best regards,
Kevin

Kevin A. Quinn
Board Chair

Brady - Impact through Education

A simple question is saving kids' lives, thanks to people like South Bronx pediatrician Dr. Nina Agrawal and Brady.

Dr. Nina Agrawal has spent her career trying to keep kids healthy and safe. So on the day that 20 children and six adults were murdered at Sandy Hook Elementary School in 2012, Dr. Nina Agrawal knew she had to do something as a pediatrician to help. "On that tragic day, I felt that our country failed those children, and I needed to do everything in my power to stop it from happening again," said Agrawal.

Growing up in New Jersey, she often saw her parents, who immigrated from India, helping in the community. Agrawal followed their lead, always practicing in underserved communities and becoming director of an anti-gun violence campaign for Doctors for America, a grassroots group of medical students and physicians. She soon found a way to incorporate gun-violence prevention into her practice, and to research its effectiveness.

Asking Saves Kids

The Brady Campaign founded the ASK initiative with the American Academy of Pediatrics more than a decade ago around a simple notion: Encouraging parents

to ask whether there is a loaded and unlocked gun in homes their children visit can save lives. "If your child is allergic to cats or peanut butter, you would mention it if you dropped your kid off. Asking about guns should be like that. It's a basic health and safety issue," said Bettina Lanyi, assistant director of partnerships at Brady, who works on the ASK program.

Nearly 4.6 million children live in a home with a loaded, unlocked gun, and thousands of children are injured or killed every year as a result. ASK offers resources for parents, caregivers, pediatricians, and more to help people ask the simple question about guns in the home.

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Top 5 achievements in Education

1. Brady gathered unprecedented *pro bono* resources from coast to coast to create collateral and prepare for the launch of our new public safety awareness campaign called End Family Fire.
2. The Government Accounting Office named Brady's "ASKing Saves Kids" program as the most effective program in promoting gun safety in the U.S.
3. Brady released "*The Private Sector's Role in Reducing the Gun Violence Epidemic in America*," a first-time look at how corporate America can help solve gun violence.
4. Brady's Bay Area Regional Leadership Council was instrumental in helping Brady secure a \$245,000 grant from The Battery in San Francisco for its critical crime guns work in the Bay Area. Brady is establishing Regional Leadership Councils in key cities across the U.S. to build public support for its programs.
5. Almost 800 students from cities across the nation came to Washington, D.C. ahead of the March for Our Lives to learn how to turn passion into advocacy and inspire other youth and elected officials.

ASK Makes a Difference

Gun violence is a significant problem in Agrawal's community. Young men show up to the ER every day with gunshot wounds, children don't feel safe walking home from school, and anxiety and depression are common side effects of the trauma and fear.

Agrawal, who has been a pediatrician since 1994, decided to take her gun violence prevention work a step further and partnered with Brady in 2017 to conduct a study about whether programs like ASK were working. The results were inspiring.

After receiving education about ASK, 85 percent of caregivers felt comfortable asking about guns in people's homes, and 96 percent wanted their pediatricians to be required to discuss gun safety. "The findings were really significant, because they were proof that getting this information helps change behavior. Education changed behavior," says Lanyi.

Many gun-related shootings in homes are preventable, and approaching gun violence like the public health epidemic it is will save lives. That is why it is important that groups like the National PTA and the American

Public Health Association, as well as tireless advocates like Agrawal are bringing the conversations to parents and communities, striving to keep kids healthy and safe.

"I've been happy to share the results of this study with Brady to help further promote the ASK campaign and protect more children from gun violence," says Agrawal.

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Image from "ASKING SAVES KIDS: Guide to Asking" brochure, a keystone of the ASK program.

Brady - Impact Through Legislation

Some of the most powerful voices promoting life-saving legislation can't even vote yet. Meet Parkland survivor Aalayah Eastmond and the Team ENOUGH movement.

About a month before her 17th birthday, Aalayah Eastmond saw her classmates gunned down in front of her at Marjory Stoneman Douglas High School in Parkland, Florida. She survived by falling down with a classmate who had been shot; his body on top of hers, she held her breath as the shooter approached. Since she survived the unimaginable, she has been spending her time canvassing for legislators who are committed to gun violence prevention, telling her story and giving a platform to communities of color that experience everyday gun violence — not to mention entering her senior year of high school.

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An intersectional youth movement

Eastmond is part of the executive council of Team ENOUGH, a youth movement powered by Brady that is led by a remarkable and diverse group of young people. They are carving a unique space in the gun violence prevention youth movement, partially because of their intersectional approach and focus on the everyday violence in communities of color. “That’s been really important for Team ENOUGH and their legislative focus — to make sure that all voices are included,” says Sean Kirkendall, policy director for the Brady Campaign.

The three-point legislative plan that Team ENOUGH supports is to make background checks universal, to ban assault weapons, and to expand extreme-risk laws that remove guns from people in crisis. But Kirkendall says that Team ENOUGH is

Top 5 achievements in Legislation

1. Extreme Risk Protection laws were introduced in 30 states and enacted in 7 (FL, IL, MA, MD, NJ, RI, VT). More have since followed suit.
2. New Jersey and Virginia elected strong gun violence prevention governors when Brady endorsed-candidates won their off-cycle elections.
3. Brady unveiled a new Three Point Plan on Capitol Hill this February calling for universal background checks, a ban on assault weapons, and support of Extreme Risk Protection Orders
4. Team ENOUGH, created by Brady to harness the energy of youth activism spurred by the Parkland shooting trained hundreds of students to be gun violence prevention activists nationwide in a special session on Capitol Hill!
5. Spearheaded by Brady, the bill to expand background checks to all gun sales achieved the most co-sponsors of any gun violence prevention bill in history.

also broadening the traditional agenda of the gun violence prevention movement, including amplifying how LGBTQ communities and women are affected.

The breadth and inclusivity is something that Eastmond and the council of youth advocates, who hail from all over the country, deeply value. They don't just focus on voting or mass shootings or one piece of legislation, says Eastmond. "It's all important. Gun violence is gun violence. ... We focus on communities of color that deal with [violence] every day. I think that's why I love it so much," she says.

The power and the future

The Million Mom March descended on Washington, D.C., in May 2000 and brought thousands of new supporters to Brady. Eighteen years later, a new generation is coming of age and taking the stage. "I feel like youth is the power of this movement and the ball is now in our court," says Eastmond.

But young advocates have a tremendous amount to balance on their shoulders. Eastmond is currently juggling her work with college applications, step-team practice, and keeping up her GPA. She says she is excited to go to college, perhaps away from South Florida — far enough to not be reminded of the trauma all the time but close enough to be able to see her Mom regularly.



“It’s no longer about my story. It’s about giving a platform to communities who don’t have a platform. ... There are a lot of people out there with stories just as important as mine.”

But her work, amplifying the voices affected by gun violence, will come with her. “It’s no longer about my story. It’s about giving

a platform to communities who don’t have a platform ... There are a lot of people out there with stories just as important as mine.”

Brady - Impact Through Litigation

After Sandy Mata's husband was killed with a gun, she started fighting for the safety of others. With help from the Brady Center, her lawsuit set a life-saving precedent in Texas and beyond.

He walked through the door at the bar where she worked, and she just knew.

"I said, Oh, I'm gonna marry that guy! I just knew from the very first moment I saw him," Sandy Mata of Cannondale, Texas, says of her late husband, Rudy. They did get married and celebrated 25 anniversaries together.

But in 2012, Rudy was murdered by their son-in-law, David Merrill. David struggled with drug addiction, abused his wife, and made no secret of his violent intent. When he went to Pioneer Pawn Shop to buy back a gun he had pawned, allegedly he told a clerk that he intended to kill his wife, Sandy's daughter. Nonetheless, clerks at Pioneer Pawn gave him the gun, and David went home. David's wife had already moved out with her two children, fearing domestic violence, but Rudy was there picking up her last few boxes. David killed Rudy using the handgun Pioneer Pawn provided him.

She chose to act

Millions in America have been impacted by gun violence, many because of gun

industry negligence. Only a small handful take action.

Jonathan Lowy, Vice President of Litigation for Brady and co-counsel for Sandy Mata in the lawsuit she brought against Pioneer Pawn, says, "That's what Sandy did. The reason she wanted to bring this case was simply to try to prevent other people from suffering as she and Rudy did. That's the only thing she was interested in, and that's quite heroic, courageous, and extraordinary."

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Top 5 achievements in Litigation

1. In July 2017, Brady settled a case against a Florida gun dealer that sold a gun to a straw purchaser for a man who could not legally buy a gun, who then killed two people. The dealer agreed to stop selling guns and recommended specific sales practice reforms for other gun dealers.
2. In October 2017, after the mass shooting of concertgoers in Las Vegas, Brady filed a first-of-its-kind class action suit against bump stock makers and sellers on behalf of the victims.
3. Brady established important precedent when the Wisconsin Court of Appeals held that the largest online gun marketplace could be liable for a mass shooting using a gun sold through its website. Decided in January 2018, this was the first successful case of its kind against an online gun website.
4. In March 2018, Brady filed a product liability case against a major gun manufacturer for failing to include safety features that would have prevented the unintentional shooting death of a teenager who was shot by a teen who thought the gun was not loaded.
5. Brady sued the Trump Administration after it failed to produce thousands of pages of never-before-seen documents about gun dealer inspections. These documents expose dealers who violate laws regarding gun sales and show ATF's unwillingness to revoke their licenses accordingly. The New York Times wrote a front page story about our case!

Determined to ensure no one else endured such a tragedy, Sandy worked with Brady to file a suit against Pioneer Pawn in 2015, with generous assistance from lawyers at the law firm of Paul Weiss.

“I just wanted policy changes. I just couldn’t believe that someone could go into a store and say something like that and then give a gun to that person,” said Mata.

In March 2018, shortly before trial, a settlement was reached. As a result, Pioneer Pawn, which has multiple locations, agreed to implement new policies to increase employee awareness and prevent them from supplying guns to people like Rudy’s killer. The store will institute more training and require employees to report any remarks, actions, or indicators that a customer may be prohibited from buying a gun. These reforms are far beyond what is required

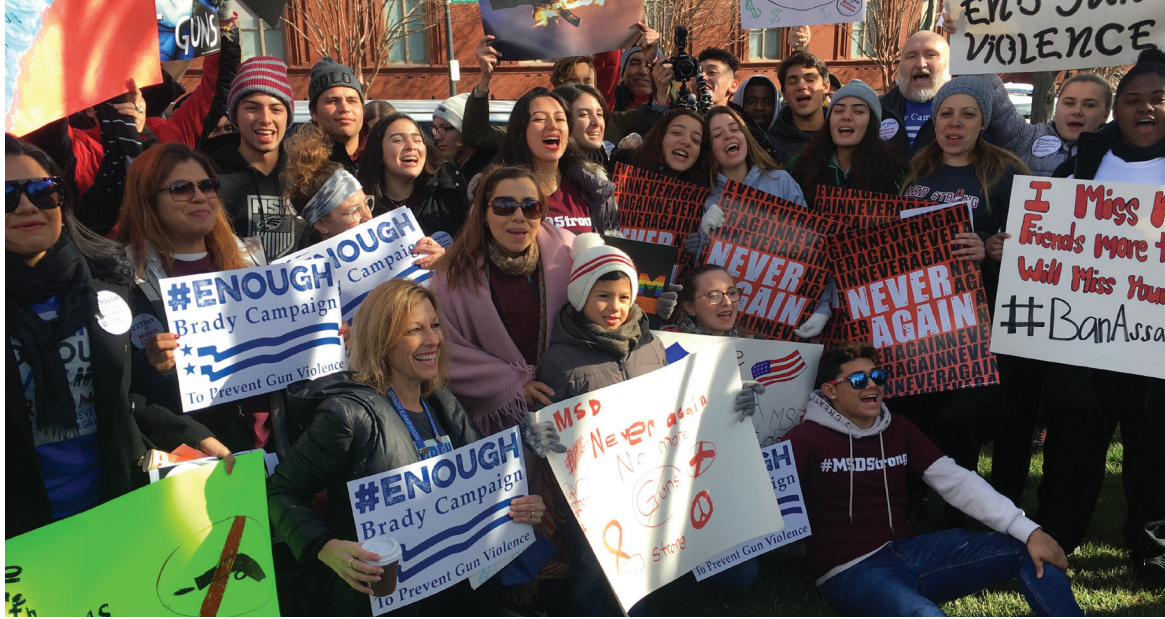
under federal law, or any state in the country — far more than gun dealers are required to do in Texas. Lowy says the outcome will likely encourage other vendors to adopt similar policies and raise awareness about how responsible sales practices can save lives.

“When the settlement was reached I was really happy ... It was like one step toward making people responsible for selling guns negligently,” Mata said.

Sandy, who is retired and currently fighting melanoma, is relieved to have time to spend with her five grandchildren. She still stays active in the gun violence prevention movement, attending marches and continuing her advocacy. “I can’t tell you how appreciative I am of Brady and the work they do. It’s so important. It is gonna take generations, so don’t give up,” she says.

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Parkland - The Day the Movement Changed

On February 14, 2018, the 29th* mass shooting of the year took place in Parkland, Florida. It wasn't the largest shooting in recent history, but the cries of a community echoed across the country and around the world. Parkland was a reminder- that gun violence can happen anywhere, anytime, and to anyone.

Within hours of the mass shooting, a number of students from Marjory Stoneman Douglas gave interviews declaring that they had had enough. While news coverage after mass shootings typically dies down within days, the media frenzy continued with young activists organizing a march and attracting America's youth to the movement.

And Brady was there. Quickly responding to students who needed guidance, an outlet to deal with their grief, and a way to turn their anger into action, Brady formed its youth initiative Team ENOUGH. Team ENOUGH has brought together a diverse group of young people from across the country whose experiences with gun violence encapsulate both mass shootings and the everyday violence that shatters families and communities in urban areas. These powerful, young voices have already been heard throughout the halls of Congress and through the streets of communities across America.

Inspired by student survivors and movement leaders, state legislators were

motivated to take action. More than half of U.S. states have strengthened their gun laws since the shooting in Parkland, passing more than 50 new laws and making 2018 a year of unparalleled success for state-based efforts to prevent gun violence.

And while Congress has yet to bring a gun safety bill to the floor, Brady and Team ENOUGH have focused on voter education to make gun violence a priority in this election and have worked hard to increase support among Congressional members for key pieces of legislation, including bills to expand background checks, ban assault weapons, and support extreme risk laws... all part of the Brady Three Point Plan.

Since the shooting at Marjory Stoneman Douglas, there has been renewed energy at the federal level, significant action on the state level, and in local communities everywhere, young people are organizing to keep the issue of gun violence prevention as a top priority.

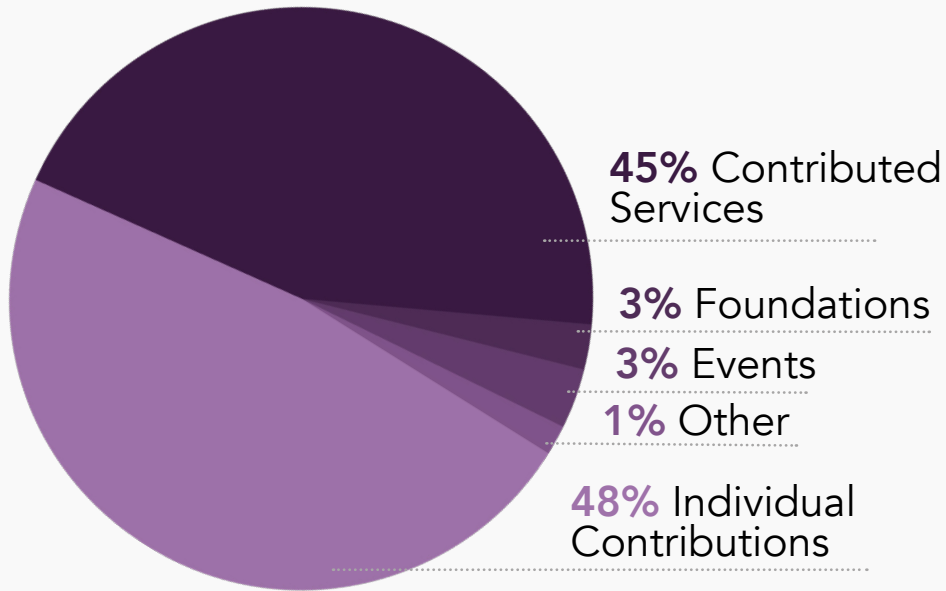
Brady's legacy continues.

**Brady uses the Gun Violence Archive definition of mass shooting which is four or more people injured, not including the perpetrator.*

Financials

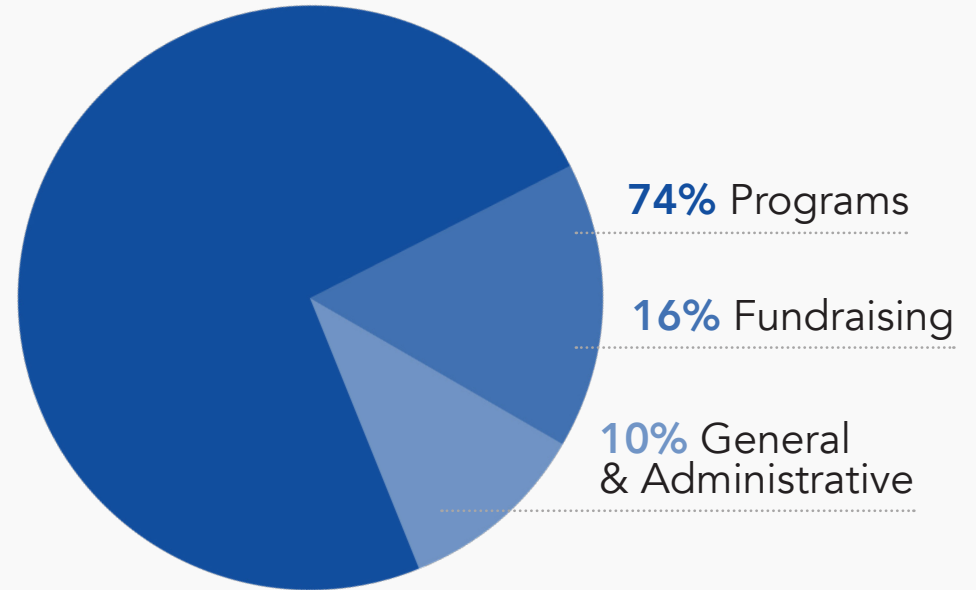
REVENUE

\$23,710,899



EXPENSES

\$21,100,000



FISCAL
20
18

\$5 Million
Net Assets

* Unaudited financials

Brady Now and Looking Ahead

With gun violence so seemingly ingrained in our country's very fiber, it can be difficult to move beyond the suffering incurred by survivors, communities, and our entire nation — but a gun violence prevention organization has to do just that. We know that in thousands of shootings, sensible gun laws and the active enforcement of existing laws could have prevented that suffering.

Since the close of our fiscal year, Brady has been focusing on advancing the movement and working to eliminate gun violence from the foundation up. How do we do this? Through education, legislation and litigation... three pillars that have always been at the core of the organization and that make Brady uniquely Brady.

Perhaps no step has been so bold as the launch of the End Family Fire campaign. In partnership with the Ad Council, which brought America iconic public safety campaigns like Smokey the Bear, Brady launched a nationwide push to end shootings that happen with guns stored unsafely in the home. Eight kids and teens are shot unintentionally every day, and these instances of “family fire”

are preventable. Much as “secondhand smoke” and “designated driver” entered the American lexicon, “family fire” will be recognized as the curable epidemic it is. We invite you all to visit www.endfamilyfire.org to learn more and to share this life-saving information with your community.

Legislatively, it's been a banner year for states, which is encouraging given the gridlock that remains on Capitol Hill. Thirty states have introduced (and seven have enacted) Extreme Risk Protection laws, which provide families with a way to ask a judge to remove firearms from the home when someone is in crisis and at risk. Think how many lives these laws have already saved and the tens of thousands more they will save in the future. Brady has been working with these states to train law enforcement, social workers, and others about how to seek these lifesaving orders. We look forward to the day when these laws apply nationwide and the protection they provide is accessible to all.

As always, Brady's respected legal team continues to take on cases that set groundbreaking precedents and hold irresponsible gun makers and sellers

accountable in court. From filing a lawsuit on behalf of the victims of the Las Vegas shooting, to taking on internet gun dealers, to suing the government to disclose which gun dealers repeatedly fail to comply with the law, we continue to work on behalf of victims, survivors, and the American people to make our communities safe. We do that at no cost to our clients. We also thank the many lawyers across the country who support these efforts on a *pro bono* basis, with \$12,658,232 in donated legal services in the last fiscal year alone!

“Education, legislation, and litigation — because the only approach that will end America’s gun violence epidemic is one that attacks the roots of the problem. Brady is uniquely qualified to do it, and we thank all those whose support makes this work possible.”



“You want to be the pebble in the pond that creates the ripple for change.” -Tim Cook



A heartfelt thank you to all who supported the Brady Campaign and Brady Center this year. You are indeed the pebbles that create the ripple for change that will end gun violence in America.



Jim and Sarah Brady left a legacy impacting generations to come.

SO CAN YOU.

CONSIDER BRADY IN YOUR ESTATE PLANS. CONTACT CHRISTA KOVACS AT CKOVACS@BRADYMAIL.ORG.

Brady Campaign
& Brady Center



To Prevent Gun Violence

The cities listed on the front cover all experienced gun violence during Brady's last fiscal year.
The larger type used periodically does not indicate a greater number of victims or survivors.
It is a random pattern chosen to represent the unpredictable nature of gun violence in America.