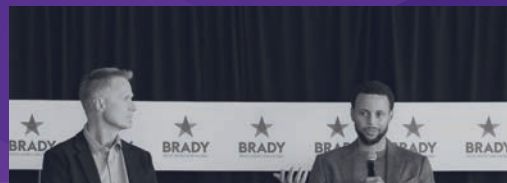


ANNUAL REPORT FISCAL YEAR 2024

LEADING THE MOVEMENT TO END GUN VIOLENCE



BRADY
UNITED AGAINST GUN VIOLENCE

Brady is composed of Brady Center, 501(c)(3), and Brady Campaign, 501(c)(4). This report details the cumulative work, successes, and financials of both arms of the organization.

A MESSAGE TO OUR SUPPORTERS



To Our Tireless Supporters,

This year saw gun violence devastate every fiber of our nation, from a Super Bowl parade to a Georgia high school. We shouldn't have to ask ourselves what is more American: football or gun violence? But for the third straight year, firearms were the number one killer of kids.

Yet there is hope. We saw the largest drop in homicides in recent history. We saw the parents of the Oxford High School shooter held accountable for their failure to act as responsible gun owners. We saw thousands of domestic abusers denied firearms under expanded background checks.

In no small part, we saw these things because of you. We are changing this country for the better. With your help, we will free America from gun violence.

With gratitude,

A handwritten signature in black ink, appearing to read 'Kris Brown', with a long horizontal flourish extending to the right.

Kris Brown
Brady President



Dear Brady Supporters,

This fall marked three decades since I was nearly killed after being shot in the throat. From that tragedy, I decided to become a trauma surgeon and commit to providing the best medical treatment for gun violence: prevention.

I believe that Brady's comprehensive approach to gun violence is the only way we will end this epidemic. Your support for Brady keeps me from having to walk out of an operating room with tragic news for a family. And for that, I am grateful.

With thanks,

A handwritten signature in black ink, appearing to read 'Joseph Sakran', with a stylized, cursive script.

Dr. Joseph Sakran
Board Chair and Chief Medical Officer
Johns Hopkins Hospital Trauma Surgeon

THANK YOU



From left to right: Brady staff members Mark Collins, Kelly Sampson, and Kris Brown, White House Press Secretary Karine Jean-Pierre, and Brady staff members Christian Heyne and Douglas Letter at the White House James S. Brady Press Briefing Room

THE STRONGEST GUN VIOLENCE PREVENTION ADMINISTRATION IN HISTORY

Gun homicides and mass shootings have plummeted under President Biden and Vice President Harris' leadership

Even with Congress gridlocked, President Biden, Vice President Harris, and the White House Office of Gun Violence Prevention continue to deliver solutions to free America from gun violence.

This past year, the administration issued a slate of executive orders, including those that promote safe gun storage, invest millions into community violence intervention programs, and crack down on firearms trafficking. These efforts build on the dozens of other executive actions introduced by the Biden-Harris administration since 2022 — most of which Brady recommended.

We also saw major progress in implementing the historic Bipartisan Safer Communities Act, including an effort to close deadly loopholes that contribute to 1 in 5 guns being sold without a Brady Background Check.

These efforts would not be possible without the landmark White House Office of Gun Violence Prevention. Led by Vice President Harris, the office ensures the coordination and implementation of the administration's gun violence prevention strategy nationwide.

Brady's Chief Programs and Policy Officer Christian Heyne was honored to join President Biden and Vice President Harris and the office as they marked their one-year anniversary in September.



Brady's Christian Heyne and Parkland father Fred Guttenberg with President Biden and Vice President Harris.

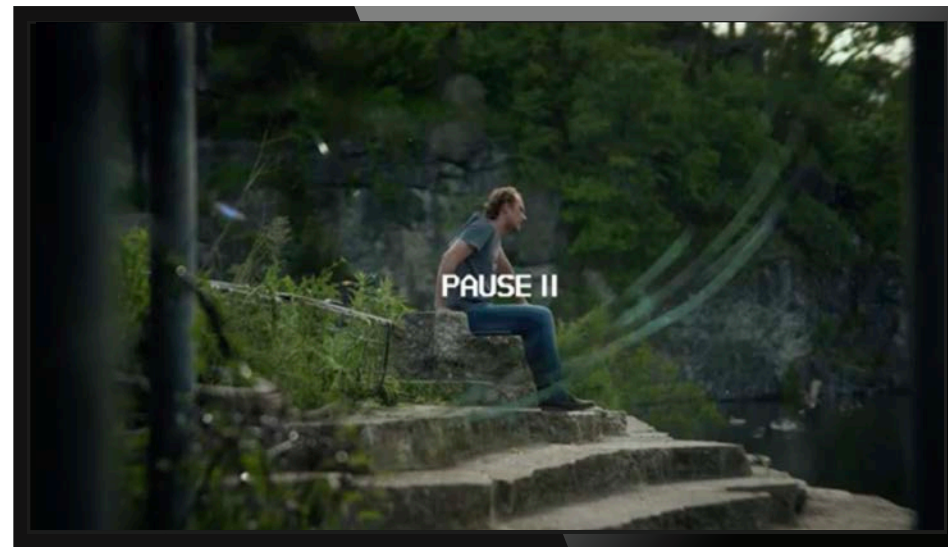
Under the Biden-Harris administration, America has had the largest homicide rate drop in recent history, and the number of mass shootings in 2024 is 20% lower than it was at this time last year.

CHANGE THE LAWS

PAUSE TO HEAL

We launched the “Pause to Heal” campaign, a first-of-its-kind partnership in collaboration with the Illinois Department of Public Health (IDPH) and the Ad Council, to promote awareness about the life-saving potential of the state’s Firearm Restraining Order, which is Illinois’ version of an extreme risk protection order (ERPO). Illinois is one of about 20 states that have an ERPO law, which gives family and household members a path to temporarily prevent someone in crisis from purchasing or possessing firearms. ERPOs are proven to be highly effective in preventing firearm suicides and other shootings by giving those in crisis time to pause and seek help.

Research shows that local and state government agencies are key trusted messengers and that government websites are the public’s preferred sources for information about ERPOs. That is why “Pause to Heal” has resources available at Illinois.gov/pausetoheal. This is our first state-based ERPO public education campaign, and we hope to expand it to additional states that have ERPOs in place.



Pause to Heal PSA

Although extreme risk laws are effective when used, **only 10%** of people in Illinois are familiar with the state’s extreme risk law and know how and when to use it.



With this new awareness campaign, we will help Illinoisans connect with the resources they need to keep them and their loved ones safe.

- GOVERNOR JB PRITZKER

CHANGE THE LAWS

PROGRESS IN THE STATES

CALIFORNIA

Bills passed: 15

New laws: 15

**Includes 3 Brady-sponsored bills*

COLORADO

Bills passed: 6

New laws: 6

DELAWARE

Bills passed: 5

New laws: 5

HAWAII

Bills passed: 1

New laws: 1

MAINE

Bills passed: 3

New Laws: 2

MARYLAND

Bills passed: 4

New Laws: 4

MASSACHUSETTS

Bills passed: 1

New Laws: 1

NEW MEXICO

Bills passed: 2

New Laws: 2

NEW YORK

Bills passed: 8

New Laws: 7

VIRGINIA

Bills passed: 25

New Laws: 2

WASHINGTON

Bills passed: 3

New Laws: 3

From January - October 2024, state legislatures passed **73** Brady priority bills and **48** of those bills became law.



Top: Delaware bill signing; Middle: San Mateo County, CA, bill signing; Bottom: New York bill signing

CHANGE THE LAWS

DEFENDING GUN LAWS UNDER THREAT

America's gun laws are under attack. In the wake of the 2022 Supreme Court decision in *NYSRPA v. Bruen*, a case that redefined the standard for evaluating Second Amendment challenges, the gun lobby has unleashed more than 1,500 court cases challenging gun laws across the country.

Brady is leading the fight against these efforts by filing amicus briefs and working with partners to defend these laws and fight for a reasonable interpretation of the Second Amendment that does not compromise our safety. We are tirelessly defending gun safety measures everywhere, including state assault weapon bans, waiting periods, permitting systems, restrictions on public carrying of firearms, federal ghost gun regulations, and more.

Since 2022, the gun lobby has unleashed more than **1,500** court cases challenging gun laws across the country. We're fighting back.



Brady President Kris Brown and Chief Development and Engagement Officer Liz Dunning after speaking at a rally outside the Supreme Court

CHANGE THE LAWS

A VICTORY IN THE SUPREME COURT

A woman is **five times more likely** to be murdered when her abuser has access to a gun. Now, imagine how many more lives would be at risk if people subject to domestic violence restraining orders were legally allowed to own guns. That was the dark reality we had to prepare for as the Supreme Court considered *U.S. v. Rahimi*, a constitutional challenge against a federal law prohibiting individuals subject to qualifying domestic violence restraining orders from possessing firearms.

Leading up to this decision, Brady convened dozens of anti-domestic violence and gun violence prevention groups, empowering and uplifting survivors to urge justices to protect our safety. President Kris Brown spoke out in front of the Supreme Court alongside survivors like Kate Ranta, who was shot by her then-husband, and advocates like actor Julianne Moore. We filed an amicus brief in the case, providing critical data on the effectiveness of the law and underscoring the extreme danger of finding the law unconstitutional.

In summer 2024, in a **historic 8-1 decision**, the Supreme Court sided with domestic violence survivors and the majority of Americans, ruling that the law is constitutional and guns can be kept out of the hands of domestic abusers. This is a momentous victory that will save lives.



U.S. v. Rahimi rally outside of the Supreme Court



JENNIE RABINOWITZ & DANIEL JAMIESON

Jennie Rabinowitz's support of Brady is inspired by her role as a volunteer lawyer with the D.C. Volunteer Lawyer's Project, representing survivors of domestic violence. Many of the cases she handles involve firearms, which greatly increase the risk of trauma and death in situations of intimate partner violence. She was especially invigorated by Brady's involvement in the *U.S. v. Rahimi* case. Jennie believes Brady's legal work and partnerships are making a real difference in increasing the odds of survival for domestic violence victims.

MEET OUR SUPPORTERS!

CHANGE THE LAWS

GROWING TEAM ENOUGH, THE GENERATION THAT WILL END GUN VIOLENCE

Team ENOUGH, Brady's youth-led initiative, continues to grow the youth movement against gun violence. What started as a small leadership council founded in the wake of the Parkland shooting has amassed into a grassroots movement with 50 student-run chapters nationwide. In addition to mobilizing youth to raise their voices, we are training the next generation of leaders in the gun violence prevention movement. We run the only nationwide initiative to train youth to lobby their elected officials on gun safety legislation. This year, Team ENOUGH activists helped advise the White House Office of Gun Violence Prevention, trained dozens of youth activists to lobby in statehouses, and advanced life-saving legislation across the country.



Team ENOUGH's Stephan Abrams after meeting with leaders at the White House



Team ENOUGH co-founder and Parkland survivor Aalayah Eastmond was invited to speak at the Clinton Global Initiative Annual Meeting.



I've been a part of Team ENOUGH since I was 15. I'm here because youth like me are sick of thoughts and prayers. I'm grateful that Brady gave me a platform to say 'enough is enough.' I know that we can — and will — end America's gun violence crisis if groups like Brady keep investing in and empowering my generation.

- STEPHAN ABRAMS, AGE 21

Team ENOUGH leader and student at George Mason University

CHANGE THE GUN INDUSTRY

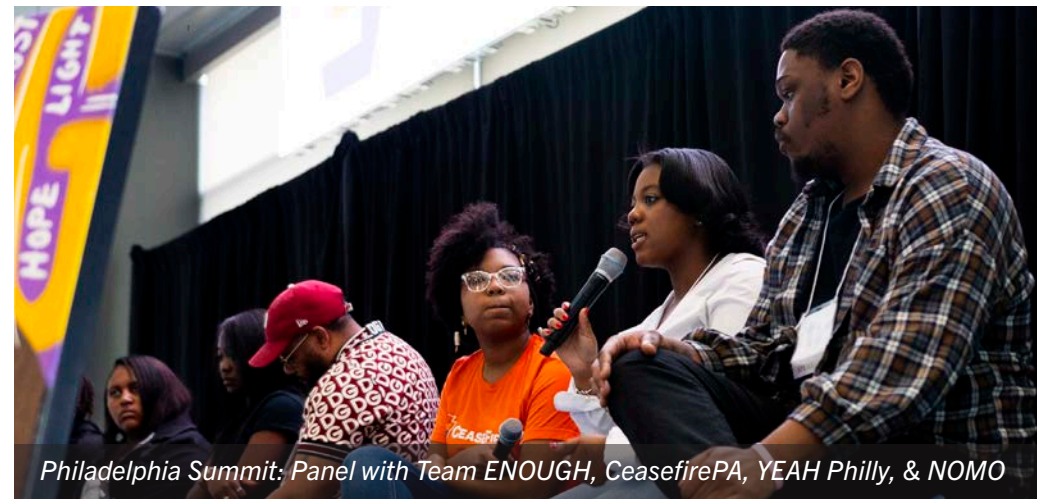
WE'RE EMPOWERING COMMUNITIES TO ENACT PROVEN "SUPPLY-SIDE" SOLUTIONS

Brady's Combating Crime Guns program is the most innovative and expansive program working to address the "supply side" of firearms, or the gun industry sellers, dealers, and manufacturers that contribute to and profit from gun violence.

Too often, conversations about gun violence focus on the individual shooter. But much of our country's gun violence can be traced to the "supply side," or the gun businesses that negligently flood firearms into our streets and neighborhoods — often with little or no accountability. Our Combating Crime Guns program works to change this. This past year, we expanded our work by holding our first community-driven convening on supply-side solutions in Chicago, San Francisco, and Philadelphia. Through our innovative conferences, we trained hundreds of leaders and advocates on how to push for and implement tangible supply-side solutions to alleviate gun violence in their local communities, and it made a difference. After attending our Philadelphia conference, 75% of participants planned to take action in their communities, like advocating for policy reforms, using Brady's Gun Store Transparency Project website to identify problematic gun dealers in their neighborhoods, and instituting public pressure campaigns.



Chicago Summit: Kanu Iheukumere, Chief Policy Officer, Metropolitan Peace Initiatives



Philadelphia Summit: Panel with Team ENOUGH, CeasefirePA, YEAH Philly, & NOMO



The things that they're teaching us today [make it] so that we can go in front of legislators and politicians and we have the right questions in our toolbox now to ask these people when it comes to gun violence.

- HEIDI JOHNSON
Philadelphia Summit Attendee



Brady staff and supporters at the Building a Future Without Gun Violence Combating Crime Guns summit in Chicago, IL.

THE SUPPLIERS OF AMERICA'S GUN VIOLENCE EPIDEMIC

In a primetime exclusive airing on NBC Nightly News with Lester Holt, Brady revealed a list of gun dealers selling the most crime guns in America. The list, which Brady secured from the Bureau of Alcohol, Tobacco, Firearms and Explosives (ATF) using the Freedom of Information Act (FOIA) and released in an original report, was the most comprehensive look at the suppliers of America's gun violence crisis in over two decades.

Laws passed decades ago by gun industry funded politicians have made it nearly impossible to uncover which dealers are responsible for funneling firearms into the criminal market. But Brady knows how to push through the hurdles and make these records public. The records that Brady made public show that roughly 2% of gun dealers in the United States — a small fraction constituting 1,520 dealers total — sold 25 or more guns with trafficking indicators that were recovered from crime scenes in the past year. The records reveal that pawn shops are disproportionately supplying crime guns and that weak state gun laws and poor business practices correlate to higher crime gun sales.

This information is crucial to understand the sources of gun violence in our communities and develop targeted strategies to reduce gun trafficking and crime.



NBC Nightly News features a segment on Brady's work to identify the suppliers of America's gun violence epidemic.

Approximately 2% of gun dealers in the U.S. had 25 or more firearms sold in the last 3 years that were traced to crimes in the previous 12 months — key indicators of gun trafficking.

CHANGE THE GUN INDUSTRY

BRADY TACKLES GHOST GUN INDUSTRY

Polymer80, once the nation's largest manufacturer of home-assembled ghost guns, announced that it was effectively bankrupt and shuttering. The news came on the heels of a series of lawsuits, including Brady's, that forced Polymer80 to pay a total of \$7.5 million in damages and stop selling its dangerous products in Maryland, California, and parts of Pennsylvania.

Ghost guns are, by design, the weapon of choice for people who cannot legally buy firearms. They are untraceable, unserialized, and available to purchase without a background check. In the city of Baltimore, MD, which Brady represented in our lawsuit, a shocking 91% of ghost guns recovered by police from crimes were Polymer80 products. The company's closure sends a message to the gun industry that they will pay the price if they threaten public safety.

Ghost guns are unserialized and untraceable firearms that are put together by components purchased either as a kit or as separate pieces and have historically been available without a background check.



Team ENOUGH members outside the Supreme Court

WILL THE SUPREME COURT FLOOD THE COUNTRY WITH GHOST GUNS?

We are currently awaiting a Supreme Court decision in *Garland v. VanDerStok*, which challenges portions of a Biden-Harris administration regulation to crack down on ghost guns. We are urging the court to uphold this common-sense regulation, which evidence shows has already reduced crime.



CHANGE THE CULTURE

END FAMILY FIRE EXPANDS REACH TO NEW AUDIENCES

Brady's End Family Fire program launched two new campaigns to our existing body of End Family Fire ads — which include over 100 assets since our launch in 2018. These two new campaigns expand our reach to the diversifying base of gun owners in America and further the incredible life-saving success of our ads to ensure gun owners securely store all of their firearms.

TAKE THE NEXT STEP

“Take the Next Step” is the first-ever national public education campaign on secure firearm storage created specifically for Hispanic gun owners. Data shows that the number of Hispanic adults who own firearms has increased by more than 33 percent since 2017, making Hispanic adults one of the fastest-growing demographics of gun owners. Our campaign includes educational materials in Spanish and a Spanish-language webpage, DaEISiguientePaso.org.

The demographics of those more recently acquiring firearms have changed. Almost half of new gun owners were female, 20% of new gun owners were Black, and 20% were Hispanic.



Campaign image from “The Threat”

THE THREAT

Our new ad campaign called “The Threat” raises awareness among the millions of new gun owners in the U.S. about the importance of secure firearm storage to prevent gun-related deaths and injuries. Approximately 7.5 million adults in America acquired their first firearm between 2019-2021 with 5.4 million adults bringing firearms into homes that were previously gun free. This spike tracks with record-high gun deaths and more Americans dying from gun violence in 2020 and 2021 than in any prior year on record. Only 54% of first-time gun owners report storing all firearms in the home locked and unloaded, demonstrating a critical need for targeted messaging on the importance of secure storage.

These new campaigns are integral in reaching new gun owner audiences with messages on the importance of practicing secure firearm storage to reduce the threat of family fire, or a shooting that results from someone misusing an unsecured firearm from the home.

CHANGE THE CULTURE

INCORPORATING GUN SAFETY INTO AMERICA'S HIT MOVIES AND TV SHOWS

Studies show that audiences adopt behaviors and attitudes of their favorite on-screen characters. That's why our Show Gun Safety campaign empowers Hollywood to model gun safety on screen. This past year, two years after the launch of the Show Gun Safety campaign, we trained over 700 writers, creatives, and executives on how they can responsibly portray guns and shift culture to save lives. Our work included assisting ABC on an episode of the Grey's Anatomy spinoff Station 19, which reached over 3 million viewers. And we worked with CBS's SWAT to portray safe firearm storage in an episode that reached over 5 million viewers. We're currently working with writers' rooms of major TV shows premiering in 2025, and we expect several blockbuster movies hitting theaters soon to incorporate our principles. Our Show Gun Safety campaign is leading the way in how we will change the culture of firearms in America. **To learn more, visit showgunsafety.org.**

OUR SHOW GUN SAFETY PRINCIPLES

1. Show responsible gun ownership, like safe storage
2. Limit scenes with children and guns
3. Have a pre-production conversation about how guns will be portrayed on screen



Brady President Kris Brown at the 2024 Sundance Film Festival with Show Gun Safety panelists Rep. Maxwell Frost, Tell Me Lies producer Laura Lewis, Marvel actor Clark Gregg, and Freaky Tales producer Jelani Johnson.

“

I'm big badass Hondo [on SWAT], and I get out there and take down bad guys. But when I come home...I own a firearm, but it's safe, it's protected....Hopefully, this is a reminder to adults and parents to be extra cautious.

- ACTOR SHEMAR MOORE
CBS' SWAT

CHANGE THE CULTURE

SURGEON GENERAL: GUN VIOLENCE IS A PUBLIC HEALTH CRISIS

This summer, for the first time ever, the Surgeon General declared gun violence a public health crisis, issuing a formal report and fulfilling one of the five key objectives of Brady's This Is Our Lane initiative. This Is Our Lane mobilizes healthcare professionals to use their voices and expertise to reduce firearm deaths and injuries.

Reports from the Surgeon General's office are an essential tool for fighting public health epidemics because they galvanize stakeholders and provide an apolitical, evidence-based approach. Historically, we have seen how the release of Surgeon General reports on public health issues, such as the dangers of smoking, ignited a wave of policy, legal, and public health initiatives that saved countless lives.

For years, we have worked tirelessly to advocate for a robust public health response to this uniquely American crisis. This declaration and report — which Brady and our Chief Medical Officer Dr. Joseph Sakran spent years calling for — is just one example of our victories. Its evidence-based solutions — like advocating for an assault weapons ban, expanding Brady Background Checks, and promoting safe storage — mirror Brady's comprehensive approach to freeing America from gun violence and brings us closer to that future.



This Is Our Lane healthcare professionals at the White House

THIS IS OUR LANE OBJECTIVES

1. Substantially increase firearm violence prevention funding over the next five years.
2. Encourage the Office of the Surgeon General to write a report on firearms violence prevention, and the U.S. Department of Health and Human Services to declare firearm violence as a public health crisis.
3. Develop a strategic plan to commission a consensus study through the National Academy of Medicine on firearm violence prevention.
4. Establish an advocacy training program for healthcare professionals.
5. Amplify the expertise of healthcare professionals and those affected by firearm violence in the press and media, including through Brady's Show Gun Safety effort in TV/film.

CHANGE THE GUN INDUSTRY

WHY ARE AR-STYLE RIFLES SO POPULAR IN AMERICA?

While we can't discount lax gun laws, marketing has played a huge role in the surge in the popularity of AR-style rifles. The gun industry spends at least \$80 million each year advertising weapons for domestic retail consumption. And they do so through campaigns with military imagery that target young men, marketing AR-style rifles as the "ultimate military combat weapons system" that will "reissue your man card" and demand "forces of opposition, bow down."

It is no coincidence that young male shooters have committed the most deadly shootings in U.S. history. And that assault weapons have become their weapon of choice. Brady tackles this issue by exposing how the gun industry's reckless marketing plays a role in America's gun violence crisis, working with lawmakers to enhance regulations and holding the gun industry accountable in court. Together, these comprehensive efforts will put an end to practices that raise profits at the cost of human lives.

CONSIDER YOUR MAN CARD REISSUED.

BUSHMASTER FIREARMS

If it's good enough for the professional, it's good enough for you. Bushmaster. The world's finest commercial AR-platform rifle.

CENTURY. ADAPTATION, SECONDS.

ACR ADAPTIVE COMBAT RIFLE

BUSHMASTER FIREARMS

JR-15™ GET EM ONE LIKE YOURS

22 Long Rifle

SMALL! SAFE! LIGHT! PATENTED S. MADE

Our goal was to develop a shooting platform that was not only sized correctly, and safe, but also looks, feels, and operates just like Mom and Dad's gun.

NATIONAL RIFLE ASSOCIATION

MEMBERSHIP

YOUR A GOLD-FILLED MEMB

MAMA DIDN'T WANT A VICTIM

ENGINEERED TO THE SPECS OF FREEDOM AND INDEPENDENCE.

CHANGE THE GUN INDUSTRY

COUNTERING THE GUN LOBBY'S WELL-FINANCED MARKETING MACHINE

Today, **6 in 10** Americans believe the dangerous myth that a firearm makes them safer. This is the result of the gun lobby's multimillion-dollar marketing campaigns — and now Brady is fighting back. This summer, we announced we're partnering with McCann New York, one of the world's top creative agencies, for an unprecedented national campaign to change the culture around guns in America. Stay tuned for more.



As more and more children are growing up in fear of being gunned down, it's strikingly clear that changing our nation's laws and policies alone will not end gun violence; we must also reshape our culture by changing hearts and minds.

- KRIS BROWN
BRADY PRESIDENT



BRADY IS MAKING HEADLINES



28K+ media mentions

including PBS newshour, MSNBC, CNN, CBS, NBC, ABC News, FOX News, Associated Press, Voice of America, Washington Post, New York Times, Wall Street Journal, The Hill, Newsweek, USA Today, Yahoo News, Ms. Magazine, The Guardian, ProPublica, NPR, Univision, Complex, AdWeek, Vox, Salon, Politico, and numerous other national and local outlets.



Inside Hollywood's new effort to curb gun deaths



Public Health

'This Is Our Lane': Health Experts to Lead First-Of-Its-Kind Anti-Violence Council

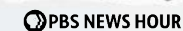


Black Americans account for 60% of firearm homicides each year, report finds

The Brady Center to Prevent Gun Violence analyzed firearm mortality data from the CDC.



Even When a Cop Is Killed With an Illegally Purchased Weapon, the Gun Store's Name Is Kept Secret



Biden moves to close 'gun show loophole' and expand background checks for gun buyers




BRADY ACTION AWARDS

The Brady Action Awards took place in April 2024 in New York to honor gun violence prevention champions whose activism embodies the spirit and legacy of Jim and Sarah Brady.

**WANT TO BE PART OF THE ACTION? SAVE THE DATE FOR
MAY 6, 2025!**

BRADY IS MAKING AN IMPACT

STATE OF GUN VIOLENCE IN THE U.S.

The U.S. had the **largest** homicide rate drop in recent history

17% ↓

drop in homicides from January-June 2024

20% ↓

drop in annual mass shootings as of September 2024

STATE POLICY

73

Brady priority bills passed by state legislatures

42

Brady priority bills signed into law

LEGAL

50

amicus briefs filed in 2023

19 STATES

with active litigation

\$1.2M

settlement with Polymer80, the largest manufacturer of ghost guns, on behalf of the City of Baltimore

BIPARTISAN SAFER COMMUNITIES ACT

300K+

enhanced background checks for individuals under 21 with **900 prohibited** transactions that would previously not have been prevented

4,600+

firearm sales blocked to individuals convicted of misdemeanor domestic violence crimes

FEDERAL POLICY

1 YEAR

of the White House Office of Gun Violence Prevention

20+

Executive Orders issued by the Biden-Harris administration

20K+

previously unlicensed gun sellers now required to conduct background checks on gun sales

27K

messages driven in support of the Biden-Harris administration rule on background checks



THIS IS OUR LANE

35,000+

doctors and healthcare professionals will receive our new resource guide on how to talk to patients about firearm safety

12

renowned public health leaders appointed to our new advisory council

1 of 5

key objectives fulfilled with the U.S. Surgeon General declaring gun violence as a public health issue

END FAMILY FIRE

58%

of people are aware of End Family Fire ads, a 20% increase since 2019

57%

of people who are aware of End Family Fire ads have changed how or where they store their firearms, to store them in a safer manner (2024)

3.6B

End Family Fire content has been served to viewers more than 3.6 billion times

1.2M

Those who have seen End Family Fire ads have sought out more information about safe gun storage over 1.2 million times

GRASSROOTS

119k

grassroots messages sent to lawmakers

1.4M

website visitors

50

Team ENOUGH youth chapters

62

Team ENOUGH chapters

CRIME GUNS

624

registrants for our Philly, Chicago, and California Combating Crime Gun summits

1,520

gun dealers identified as the top crime gun suppliers in the U.S.

4,069

inspection reports in the Gun Store Transparency Project, identifying gun dealers cited for violations

SHOW GUN SAFETY

700+

members of the TV and film industries empowered on ways to show gun safety on screen

2.6M+

viewers watched a Station 19 episode with a gun safety plotline that Brady helped with

9

studios, streamers, and networks worked with us, including ABC, HBO, and Paramount

FINANCIALS

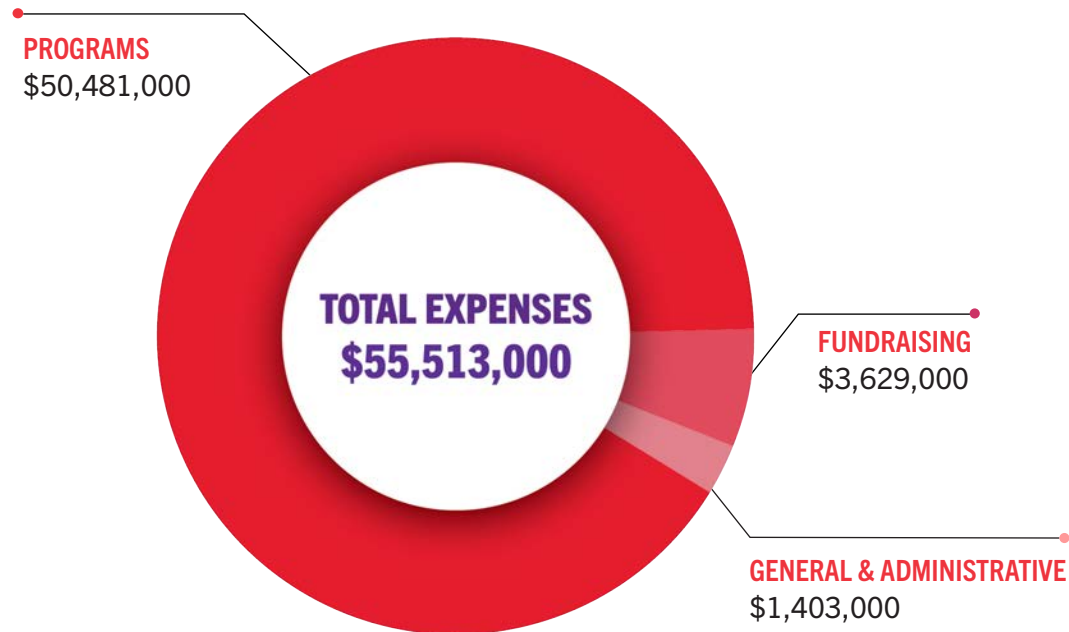
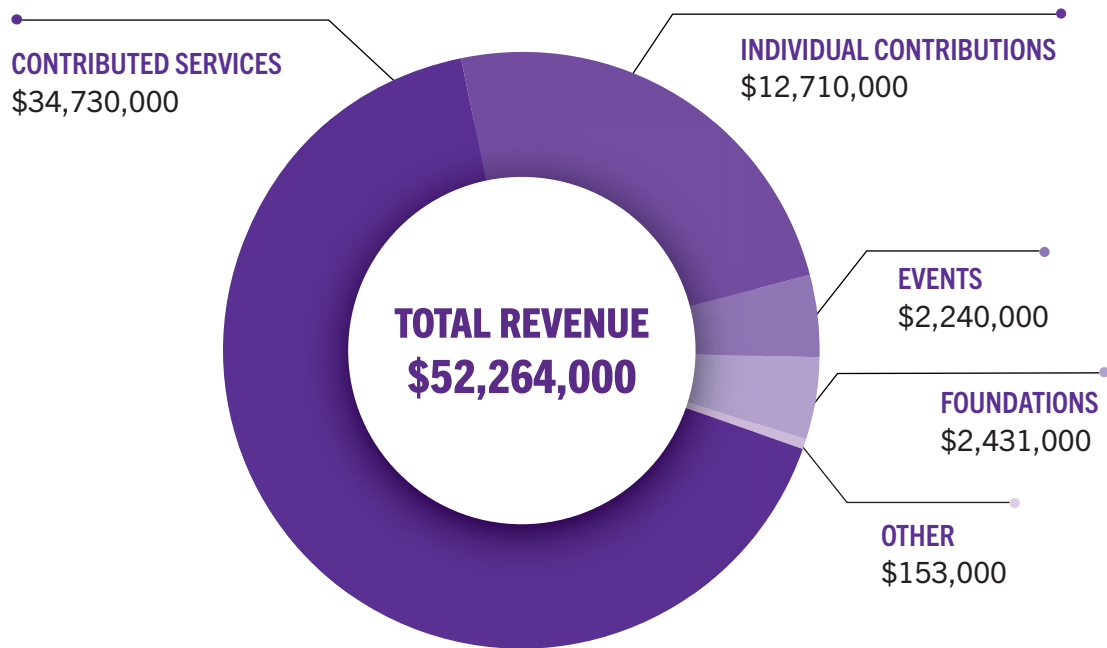
FISCAL YEAR 2024

Preliminary, Non-GAAP
and Pre-Audit

As of 10/16/2024

NET CONTRIBUTION

-\$3,249,000





TAKING ACTION TO END GUN VIOLENCE

On October 17, 2024, Brady welcomed supporters and sponsors to the Chase Center for an exclusive event with gun violence survivor, NBA champion, and Coach of the Golden State Warriors Steve Kerr, DoorDash CEO Tony Xu, Daveed Diggs, Dana King, and more.



ALAN WURTZEL LITIGATION CHAIR

Brady was honored to name Chief Legal Officer Douglas Letter as the very first Alan Wurtzel Litigation Chair. As Brady supporters since 1987, Alan and Irene Wurtzel have time and again demonstrated their remarkable commitment to ending gun violence, including by endowing the Chief Legal Officer position with a \$1 million gift. This transformational investment ensures that the talent and leadership of Brady's legal team can hold the gun industry accountable in perpetuity.

The Wurtzel's legacy of giving to support Brady's work over four decades, coupled with Alan's service on the Board of Trustees from 2015-2020,

serve as an inspiration to the entire organization and a testament to our shared vision of creating a safer future for our children.

As Alan writes in his book *Good to Great to Gone: The 60 Year Rise and Fall of Circuit City*, "Lead and manage for the long term, not the short-term. Stay focused on the vision and long-term goals."

Brady's Board of Directors celebrated Alan and Irene Wurtzel's commitment to Brady's future with a Board Resolution and dedicated plaque for the inaugural Alan Wurtzel Litigation Chair, Douglas Letter.



Alan and Irene Wurtzel (middle) alongside current Brady Board Chair Joe Sakran (second left), former Brady Board Chair Kevin Quinn (left), and Chief Legal Officer Douglas Letter (right).

THE JIM AND SARAH BRADY LEGACY SOCIETY

The Jim and Sarah Brady Legacy Society was established to recognize and honor those who, through their thoughtfulness and generosity, have made a legacy gift to the Brady Center or Brady Campaign to ensure future needs to prevent gun violence are met.

Anonymous (18)

Dr. Will Adams

John H. Adams

Richard A. Baker

Kalman and Janet Barson

Steve and Becky Beach

Gene Bernstein and Kathleen C. Walsh

Denis and Diana Bertone

Kris Brown

Julie Cicileo

Marita and Kevin Daly

Ronald S. DUBY

Liz Dunning & Paul Goldblatt

Cordy Galligan

Deborah Granger

William S. Harwood and Ellen Alderman

Ricki Tigert Helfer and Michael S. Helfer

Paul R. Herstein

Larry and Terry Hill

Richard and Peggy Hudson

Gary Holland

Karl Hunt

Jacqueline Jones

Kathy Keler

Jane King

Martina Leinz

Marvin Marcus

Donald A. Mattes

Elisabeth Nason

Lester H. Nathan

David O'Connor

Richard G. Parise

Jamileh L. Pott

Timothy G. Potter

Kevin and Jane Quinn

James Reichardt

Sarah Schroeder

Dieter and Barbara Schugt

Keith R. Sendall

Michael and Sharon Shone

Bruce Shuttleworth

Richard Tuggle

William R. Warwick

Robert and Linda Waugh

Robert J. Wilhelm

Robert Williamson

Herbert Winter



GENE BERNSTEIN & KATHLEEN C. WALSH
JIM AND SARAH BRADY LEGACY SOCIETY MEMBERS

*“We include Brady in our estate plan because gun violence is a **PREVENTABLE** public health crisis affecting our children and grandchildren that requires long-term investment to fix. To ensure the next generation will end gun violence, we must act now to give them the tools to succeed.”*

Brady invites all our supporters to consider becoming members of the Jim and Sarah Brady Legacy Society. Your bequest of any amount offers the hope of a future free from gun violence. **Please contact Jessica Simon at JSimon@bradyunited.org or visit myimpact.bradyunited.org for more information.**

REGIONAL LEADERSHIP COUNCILS

Brady’s Regional Leadership Councils bring together individuals each with their own unique connection to the gun violence prevention movement to further our mission to free America from gun violence. The councils serve as a critical pipeline to scale Brady’s programs and create new partnerships with organizations, corporations, legislators, and foundations. Each member has committed to helping Brady and the gun violence prevention movement at large with their time, talent, and treasure.

NORTHERN CALIFORNIA



- | | |
|-------------------------|--------------------|
| Steve Roland (Co-Chair) | Mark Levine |
| Reginald Lee (Co-Chair) | Mark Linton |
| Mollie Allen | Ken Ludlum |
| Pellie Anderson | John Maa |
| Ben Bartlett | Dennis Mulqueeny |
| Jenny Belway | Christina Nooney |
| Jeff Bleich | Jonathan Parkhurst |
| Ruth Borenstein | Jeanette Pivini |
| David Bray | Michael Plimack |
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| Dennis Joyce | Kath Tsakalakis |
| Nick Kenig | Brittany Votto |
| Patrick Kiss | Joyce Wange |
| Pam Kosinski | Marty Yee |
| Kira Dahlgren Lancaster | Saeri Yuk |

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- | | |
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| Dawn Kirk-Alexander | Julie Litman |
| Joel Becker | Alana Mayo |
| Trey Callaway | Adam McKay |
| John DeFaria | Ross Misher |
| Bill D’Elia | Claire Rudnick Polstein |
| Erin Dunkerly | Skei Saulnier |
| Joan Whitney Flagg | Jeremy Saulnier |
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| Anita Greenspan | Allison Shaw |
| Vivek Gupta | Randi Singer |
| Gary Holland | David Skaar |
| Ky Hunter | Diana Skaar |
| Rise Johnson | Jeff Vespa |
| Jeremy Kagan | Lena Waithe |
| Paul Koplin | Marlon West |
| Jill Lawrence | Ben Wexler |
| Nadine Lewis | |



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 Carrie Diamond
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 Vincent Geraghty
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 Risa Josias
 Corry Keilin
 Douglas W. Lyons

Marc McKay
 Heather Nornes
 Kendra Peterson
 Jim Reichardt
 Gordon Scott
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 Jill Spiegel
 Karl Stark
 Juan Woodbury



WASHINGTON, D.C.

Sara Lange (co-chair)
 Natalie Prokops (co-chair)
 Leila Barbour
 Courtney Carlson
 Amy Dixon
 Pam Feinstein
 Ricki Tigert Helfer
 Roberta Horton
 Peter Jablow
 Megan Leahy

Jackie Mahoozi
 Marisa Nightingale
 Alan Pemberton
 Natalie Prokops
 Jennie Rabinowitz
 Babak Sarani
 Kim Scardino
 Jessica Taylor
 Rich Weinstein
 Carolyn Wu

If you have questions or want to learn more about Brady's Regional Leadership Councils, please email Karenna Sarney, manager of Events and Leadership Councils, at ksarney@bradyunited.org or call 202-370-8163.



NEW YORK

Bill Oberlander (Chair)
 Maliha Adams
 Pamela J. Bell
 Ann Boyce
 Kathy Charlton
 Mary Donley
 Keven Duffy
 Simone Ver Eecke
 Patrick Gadson
 Gwen Geller
 Cori Hanky
 Dan Horn
 Mark House
 John Kimball

Lucy McMillan
 Priscilla Natkins
 Katherine Nicholls
 Meredith Scardino
 Michael Schissel
 Susan Macgregor-Scott
 Joshua N. Solomon
 Sonny Tai
 Veronica Verklin
 Jason Wagenheim
 Kathleen C. Walsh
 Jacob Weiss
 Jacqueline Wolff



Northern California Regional Leadership Council members Coach Steve Kerr (left) and John Maa (right).

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You make our work to change the laws, change the gun industry, and change the culture to free America from gun violence possible.

Below are ways you can make a tax-deductible gift to the Brady Center [501(c)(3)]. EIN: 52-1285097



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