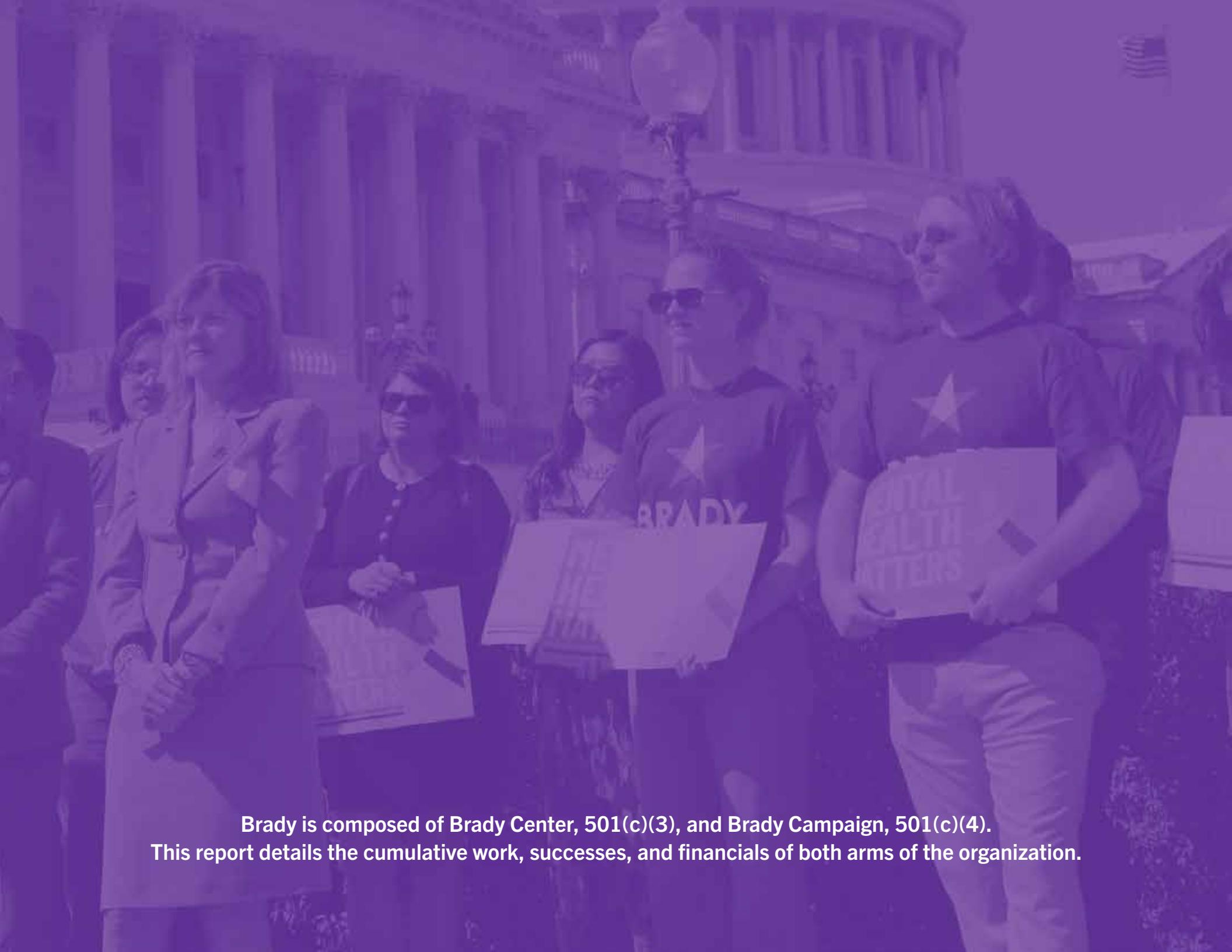


ANNUAL REPORT



FISCAL YEAR 2025

PERSISTENCE AND PROGRESS IN PREVENTING 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.**



Dear supporters,

I cannot sugarcoat it: This year has been a difficult one. Nearly every week, we find ourselves fighting against a new attack on our safety by the Trump administration. But even while we play defense at the national level, we are also making historic progress.

We won the largest verdict against a gun dealer in American history. We strengthened gun laws in about half of all states. We partnered with Hollywood's biggest studios to model responsible gun use to millions of Americans. And we educated tens of thousands of gun owners about how to store their guns safely.

In the most trying moments, I remind myself that the path toward change doesn't start and stop in Washington. It starts and stops with each of us. Our work matters more than ever, and it is moving forward thanks to our collective persistence and perseverance.

With you by our side, we will continue to save lives and free America from gun violence.

Sincerely,

Kris Brown
Brady President



To our tireless supporters,

As executive vice chair of surgery and a trauma surgeon at Johns Hopkins Hospital, the hardest part of my job is losing a patient to gun violence — especially a child — and having to deliver that unbearable news to their family.

As a survivor of gun violence myself, I know the pain these families endure. And thanks to Brady, I'm having fewer of those conversations. Recently, Brady won a historic lawsuit holding a gun dealer accountable for fueling youth gun violence in Baltimore — a landmark victory that comes on the heels of shutting down the nation's largest ghost gun manufacturer. Already, Baltimore is on track to record its lowest youth homicide rate in more than a decade.

This year, we have witnessed children gunned down in church pews and political leaders assassinated. But we have also witnessed hope — hope for a safer future, even if it's one we must continue to fight for in courtrooms, in legislatures, and in our communities.

With deep gratitude,

Joseph V. Sakran, MD, MPH, MPA, FACS
Brady Board Chair and Chief Medical Officer
Johns Hopkins Hospital Trauma Surgeon



CHANGE THE LAWS

BAKASAN
WEAPONS NOW

#EndGunViolence

COUNTERING THE TRUMP ADMINISTRATION'S ATTACKS ON OUR SAFETY

With gun violence the leading killer of children in America, Brady refuses to accept inaction from elected officials at any level. And since the election of President Trump, we have fought tooth and nail to protect the historic progress we have accomplished to reduce gun violence.

Already, the Trump administration has taken a number of steps to roll back life-saving reforms. In just his first few weeks in office, Trump closed the White House Office of Gun Violence Prevention and later cut billions in funding for research and community programs that had reduced gun violence. Since then, the administration has continually weakened federal oversight of negligent gun dealers, prioritized overriding a longstanding congressional prohibition on restoring gun rights to prohibited individuals, such as those convicted of felonies and domestic abuse, made silencers and machine gun conversion devices even easier to access, made it easier to export U.S. manufactured firearms to foreign countries, cut mental health and community violence intervention funding, and even terminated resources for veterans and suicide prevention.

At every step, Brady has called out the Trump administration and made sure these actions don't go unnoticed. We have joined national protests, supported lawsuits, and mobilized legislators. But our efforts to counteract these deadly attacks are not possible without our generous donors.

It is only with your support that we have been able to examine options for legal recourse, work with partners and lawmakers to assess alternative paths, drive more than 55,000 calls and emails to officials in the administration, and continue to make gains in the states.



Brady staff and supporters joined lawmakers and advocates on Capitol Hill to rally in support of community violence intervention funding.

HOW TRUMP'S BACKDOOR DEAL WITH THE GUN INDUSTRY EFFECTIVELY LEGALIZED MACHINE GUNS

In May, the Trump administration quietly cut a deal with the gun lobby to effectively legalize machine guns.

Conversion devices called forced reset triggers, which turn semi-automatic firearms into rapid-fire machine guns and which were previously heavily regulated, are now readily available to anyone under federal law — no background check required. These devices are now completely unregulated by the federal government and even available online for mail order. As part of the closed-door settlement, the Trump administration even agreed to return certain previously confiscated devices to the purchasers, unleashing deadly weapons across America.

But Brady is fighting back. In June, our legal team filed an amicus brief as part of supporting a multi-state lawsuit filed by 16 state attorneys general and the attorney general for Washington, D.C., that challenges the Trump administration's move to return these deadly devices — a move we argue violates the law and poses a grave threat to public safety across the country.

Lives are on the line, and we will do everything in our power to ensure your safety is put before gun industry profits.

The ATF has classified devices using forced reset triggers as machine guns since the 1970s because they allow guns to fire at rates equal to or exceeding traditional machine guns — all with a single sustained trigger pull.

This rollback is both dangerous and extreme. Machine guns have been heavily regulated since 1934, and manufacturing of machine guns for civilians was banned completely in 1986, with support from the NRA.



CONTINUING TO MAKE PROGRESS IN THE STATES

Brady is leading the way in supporting lawmakers and activating grassroots activists to strengthen gun laws in states across the country.

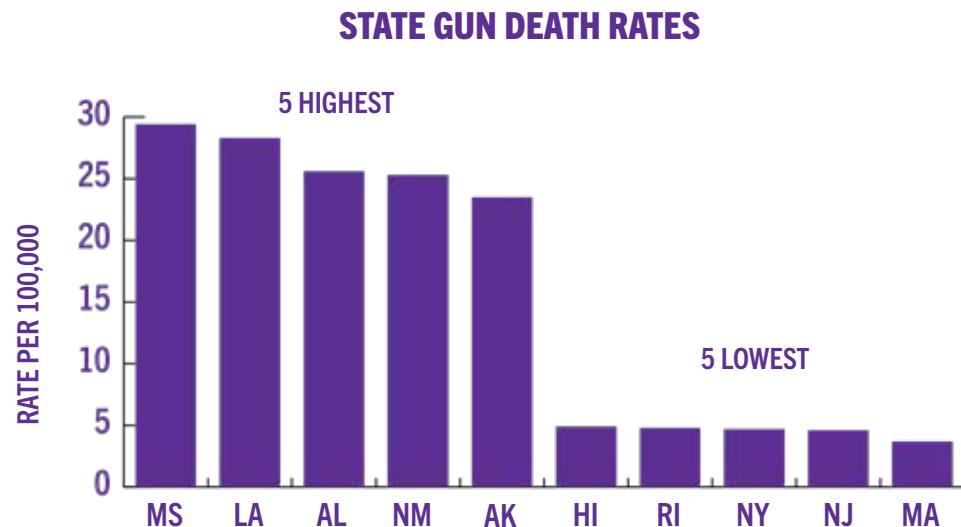
In the dozens of states where Brady's state policy team is hard at work, we drove thousands of messages to lawmakers urging them to vote to protect their communities from gun violence. Our Team ENOUGH youth advocates are also making their voices heard, leveraging skills they've learned through our Youth Advocacy Training Program to meet with legislators and discuss the impact of gun violence on young people in America and push for solutions to prevent it.

These efforts resulted in legislatures passing nearly 50 Brady priority bills this year, with 27 of those bills signed into law. Among these victories was the first-ever state firearms procurement law, passed in Colorado, to ensure taxpayer dollars are not used to purchase guns from negligent gun dealers, and a permit-to-purchase law in Washington State.

2025
49 Bills Passed
27 Bills Signed Into Law



The stronger a state's gun laws, the lower the state's gun death rate.



PAUSE TO HEAL: EXPANDING OUR EDUCATION EFFORTS ON EXTREME RISK LAWS

Too often, individuals see a loved one in crisis and feel helpless — unsure of where to turn or how to intervene. In many states, there is a clear step that individuals can take to prevent a terrible tragedy: file an extreme risk protection order, or ERPO.

These tools allow concerned family members, law enforcement, and depending on the state, household members, health professionals, and school administrators to ask a court to temporarily keep guns away from a person who poses a threat to themselves or others.

Thanks to Brady's work across the country, 21 states and Washington, D.C., enacted extreme risk laws, also known as "red flag laws." Yet, despite strong evidence that ERPOs prevent gun suicides and other shootings, awareness of these life-saving tools remains dangerously low. That's why we partnered with the Ad Council and the Illinois Department of Public Health to pilot a first-of-its-kind awareness campaign, called "Pause to Heal," in Illinois in 2024. And we spent the past year expanding upon its success.

If we replicate Illinois' success in even just a few of the states with ERPO laws, we could help hundreds of thousands of people protect their loved ones and prevent gun violence before it happens.

Already, we are in discussions with public officials and partners in several states about the resources needed to expand our "Pause to Heal" campaign into their states. Because to truly prevent gun violence, we need more than legislation — we need education, awareness, and action so that individuals who are at risk and their loved ones can utilize the tools needed to save lives from preventable gun violence.



THE PROBLEM

Few people know about their state's extreme risk law, including how and when to use it. At the time Brady launched the "Pause to Heal" campaign, only 10% of people in Illinois were familiar with the state's extreme risk law.

THE SOLUTION

Our "Pause to Heal" campaign has reached and educated tens of thousands of Illinoisans about their state's extreme risk law. And — with your help — we are gearing up to launch "Pause to Heal" campaigns in other states with ERPO laws.

INNOVATION AND INCENTIVATION LEAD TO BUSINESS PRACTICES THAT REDUCE GUN VIOLENCE

You might be surprised to know the #1 purchaser of guns in America: Taxpayers.

Across the country, law enforcement agencies spend more than \$5 billion a year on firearms. A groundbreaking investigation by Brady found that at least millions of these dollars have gone to gun dealers that have been cited for violations of federal gun laws — sometimes repeatedly.

The solution is clear: government agencies must properly vet all firearms vendors. This power allows them to incentivize responsible business practices among gun sellers vying for government contracts.

Since we first exposed this shocking problem in 2023, we have been fighting to ensure states do just that. Working with grassroots activists and policymakers, we have helped enact five local ordinances throughout California. Over the past year, we had a major breakthrough when we led three states — California, Colorado, and New Jersey — in bringing forward the first-ever state bills to ensure responsible firearms procurement. In a huge victory this summer, Colorado became the first state in the country to pass such a law.

Especially as the Trump administration continues to weaken federal gun industry oversight, state and local solutions are crucial. This coming year, we will continue to push for responsible procurement in California and New Jersey, introduce legislation in priority states, and continue to

advance similar solutions across local regions. The more states and cities we can help implement this common-sense reform, the safer our country will be.

In the first-ever investigation of its kind, Brady identified **67 California law enforcement agencies** that together purchased **over \$18 million** worth of goods between **Summer 2015 and Fall 2021** from a gun store that had been cited for **over 40 violations** of the law.

STATES WITH PROCUREMENT LAWS

- Colorado

LOCAL ORDINANCES

- City of San Diego
- City of Los Angeles
- Los Angeles County
- City and County of San Francisco
- City of Oakland

A STEP TOWARD ENDING POLICE VIOLENCE AND RESTORING TRUST

In 2016, Ashtian Barnes, a 24-year-old Black man, was shot and killed by a police officer during a supposedly routine traffic stop. When Barnes' mother brought an excessive force claim against the officer who killed her son, it was dismissed because of the "moment-of-threat" doctrine, a legal principle that has been used to shield police officers from accountability.

The Barnes family appealed, and Brady's legal team took action to support their case before the Supreme Court in *Barnes v. Felix*. In a unanimous decision this past May, the Supreme Court **rejected the dangerous "moment-of-threat" doctrine**. Now, courts everywhere must assess the circumstances around an officer's use of deadly force, not just the exact moment a trigger is pulled or a life is taken. This sea change will bolster de-escalation training by law enforcement agencies across the country and help ensure that use of force is proportionate to actual risk — key to building community trust in policing.

Police violence is a leading cause of death for Black men. Police violence erodes trust in law enforcement within Black communities, weakening cooperation and creating cycles of harm.





CHANGE THE
INDUSTRY

BRADY LEGAL WINS \$62M VERDICT — LARGEST EVER AGAINST GUN INDUSTRY

In recent years, ghost guns led to a staggering spike in death and injury in the City of Baltimore. Between 2019-2022, law enforcement saw a nearly 1,500% increase in the number of these untraceable, self-assembled firearms recovered from crimes, and the city lost generations of friends, neighbors, and loved ones to gun violence.

But these weapons didn't just appear from nowhere. They were sold as kits, many without requiring an ID or background check, and many from one gun dealer in particular: Hanover Armory. Representing the City of Baltimore, Brady took Hanover to court, arguing that their negligence increased violent crime in the city. **And we won.**

This was the first time in a decade the gun industry stood trial in a court of law. **Not only were we successful, but the jury awarded the City \$62 million in damages — double what Baltimore requested as a minimum and the largest verdict against a gun company in American history.**

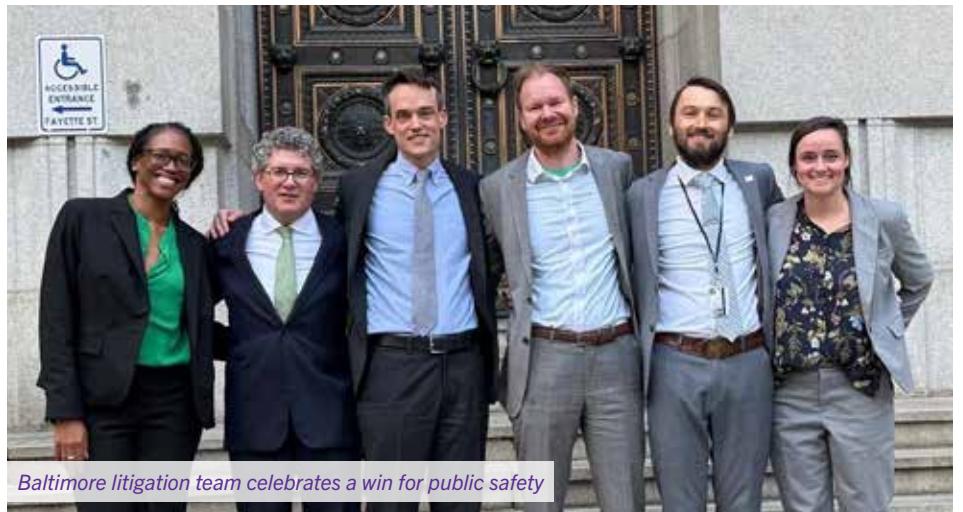
“

Irresponsible companies like this one, that ignore the law in pursuit of profit, have no business operating in Baltimore — or anywhere, for that matter. We are making it clear: anyone — any company — who enables violence in our city will be held accountable.

BALTIMORE MAYOR BRANDON M. SCOTT

The impact of this case — and our related case against ghost gun manufacturer Polymer80 that resulted in a \$1.2 million payment to victims and required Polymer80 to stop selling its ghost gun kits in Maryland — will make Baltimore neighborhoods safer for generations to come. Already, since these cases were brought, Baltimore has had a 25% decrease in ghost guns recovered in crimes. And the money granted through the historic Hanover verdict will be distributed to community groups that interrupt cycles of violence. This isn't just justice in the courtroom, it's justice on the streets, where communities are desperate to live free from gun violence.

The significance and impact of this verdict go well beyond gun dealers, well beyond ghost guns, and well beyond Baltimore. It will allow our fellow Americans to live in neighborhoods that give them new opportunities to live and to thrive.



HOLDING THE GUN INDUSTRY ACCOUNTABLE IN THE ABSENCE OF GOVERNMENT OVERSIGHT

America's gun violence epidemic is fueled, in part, by the gun industry, which profits from flooding our streets with firearms. Under the Biden administration, Brady helped secure major reforms to shut down problematic dealers, leading to the lowest crime rate in 50 years. But the Trump administration is rolling back these efforts and hoping Americans won't notice.

In just his first six months in office, President Trump has or has sought to:

- ✖ Gut two-thirds of staff who inspect gun stores, making oversight virtually impossible
- ✖ Divert resources and personnel from gun industry oversight to immigration enforcement
- ✖ Slash upwards of 50 life-saving firearms rules and restrictions
- ✖ Eliminate long-standing programs to crack down on gun dealers linked to the most crimes
- ✖ Invite negligent dealers that had their licenses revoked to get back into business.



Every other industry faces oversight – from food, to cars, to airplanes. Basic enforcement of the laws governing the gun industry means less gun violence. It's that simple.

JOSH SCHARFF, BRADY GENERAL COUNSEL & SENIOR DIRECTOR OF PROGRAMS

As the Trump administration rolls back gun industry oversight and hides records on lawbreaking gun stores, we're fighting back. This past year, Brady:

- ✓ Updated hundreds of gun store inspection records in our Gun Store Transparency Project (gunstoretransparency.org), the largest database of gun store inspection reports ever released to the public.
- ✓ Exposed the latest data on gun dealers that sell the most guns linked to crime, holding them accountable even when the government won't.
- ✓ Relaunched our "Gun Dealer Code of Conduct," detailing responsible business practices that minimize the risk that firearms will be used in crime. In the absence of strong federal policy, gun sellers and policymakers alike can use this tool to set the standard for a safer industry.

All of these efforts ensure the American public has access to information that the Trump administration wants to keep secret so they can continue denying a need for action and gun industry oversight without facing scrutiny. We will all be safer because Brady has the expertise needed to uncover records of gun industry negligence and unlawful practices and make those records public so that action can be taken.

WHERE ARE THE GUNS COMING FROM?

Engaging Local Communities to Address the Supply of Firearms

This past year, Brady's Combating Crime Guns program held community-driven conferences in Chicago, Los Angeles, Fresno, and Pittsburgh — all major cities that face high rates of gun violence, disproportionately impacting Black and Brown neighborhoods. Working together with local activists, we agreed on strategies to build a future without gun violence by answering the question, "Where do the guns come from?"

This simple question empowers local community members, survivors, and policymakers to address one of the root causes of "everyday" gun violence: gun dealers violating the law to funnel firearms into communities and profit from that harm. We pull back the curtain on how illegal guns make their way into cities facing high rates of gun violence, leveraging data obtained and analyzed by Brady.

To date, we have trained hundreds of local leaders, violence interrupters, and officials on how to push for and implement tangible solutions to complement local community-led violence prevention strategies. These solutions focus on policy reforms, identifying problematic gun dealers, and adopting strategies for gun industry accountability.

Decreasing the supply of guns into impacted communities is a critical and underutilized strategy to address cycles of violence.



BRADY IS MAKING NEWS

Brady is making headlines in major news outlets across the country, including the New York Times, Washington Post, NBC News, CNN, ABC News, MSNBC, PBS Newshour, The Guardian, Democracy NOW, TIME, USA Today, NPR, Al Jazeera, San Francisco Chronicle, Chicago Tribune, Huffington Post, The Atlantic, Bloomberg Law, Washington Examiner and more!



Like Charlie Kirk, video of my father's death went viral. No family deserves it. | Opinion



New resource guide equips clinicians to discuss firearm access with patients

Alexandria partners with Brady to distribute gun locks with suicide prevention information



I was shot in the neck. Charlie Kirk's shooting shows danger of normalizing violence. | Opinion

THE BALTIMORE SUN

Baltimore awarded historic \$62 million in damages in ghost gun lawsuit



Memorial to victims of gun violence taken down at ATF headquarters

GRASSROOTS ADVOCATES ARE MAKING THEIR VOICES HEARD!

More than 25 Letters to the Editor and Op-eds placed in local and national publications that have a combined monthly viewership of 200M+.

Reader's View: Never hesitate to 'ask' about unsecured guns

It only takes a second to lock up guns.



CHANGE THE CULTURE

END FAMILY FIRE IS MAKING AN IMPACT

Brady's End Family Fire program launched two new campaigns in summer 2024, reaching the diversifying base of gun owners in America. This included a campaign created specifically for first-time gun owners and the first-ever national Spanish language public education campaign on secure firearm storage, aimed at reaching Hispanic gun owners, who are among the fastest-growing demographic groups purchasing firearms. With these additions, we are able to better reach the roughly 60 million gun owners in America who don't store all of their weapons safely.

According to nationwide surveys of gun-owning households, 54% of gun owners who see Brady's End Family Fire PSAs make changes to store their guns more safely.

Across the country, 4.6 million children live in homes with loaded and unlocked firearms, contributing to guns as the leading cause of death of kids in America. But data shows that our campaigns are reducing the number of homes with unsecured guns.

AMONG HISPANIC GUN OWNERS WHO SAW OUR TARGETED PSAS, COMPARED TO THOSE WHO DID NOT:

- **48%** are concerned about the risks of having a gun in the home
- **61%** report seeking out information on ways to safely store firearms
- **69%** report talking to friends/family about safe gun storage

SINCE WE LAUNCHED OUR END FAMILY FIRE PROGRAM IN 2018:

- Our content has been served to viewers more than **7.4 billion** times
- Viewers have sought out more information about safe gun storage over **2.9 million** times
- Parents in homes with guns who saw the ads are **3x** more likely to seek more information to safely store their firearms

End Family Fire is Brady's award-winning public education program and PSA campaign informed by and developed for gun owners to promote responsible gun ownership through the practice of secure firearm storage.

Family fire refers to a shooting that results from someone misusing an unsecured firearm from the home. Unintentional shootings, firearm suicide, and many intentional shootings are all forms of family fire.



WE'RE PARTNERING WITH HOLLYWOOD TO FLIP THE SCRIPT ON GUN VIOLENCE

Now in its third year, our Show Gun Safety campaign has trained over 1,000 screenwriters, producers, and studio executives on how to responsibly depict firearms in film and television. We're partnering with major players like Paramount, CBS Studios, and Walt Disney Studios because we know that storytelling has the power to effect wide-scale change. Our campaign delivers life-saving secure storage messages, making an impact even in communities where legislative change is currently out of reach.

The strength of the Show Gun Safety campaign is that it is not a mandate on how to tell a story, but a framework grounded in reality. Brady is the organization that recognizes to change culture, we must highlight the basic practices of secure storage that create common ground and celebrate responsible gun ownership. For instance, law enforcement officers are trained and usually required to lock up their service weapons at home. Yet, before Brady's involvement, police shows often showed officers placing a loaded, unlocked weapon within the reach of others. Brady is closing this gap between fiction and the reality we seek, normalizing and championing safer behaviors.

To date, an estimated 150 million viewers have watched projects Brady has influenced, and we've met with shows ranging from HBO's "Euphoria" to Netflix's "Little House on the Prairie" reboot. By helping Hollywood model safer behaviors and reshape cultural norms around guns, we're not just changing the story — we're saving lives.

“

I've written a lot of stories over the years that involve firearms, and I've already changed how I portray gun safety in the home since signing Brady's pledge...

MATT NIX

WRITER/SHOWRUNNER OF CBS'S "TRUE LIES"
AND FOX'S UPCOMING "BAYWATCH" REBOOT



Brady President Kris Brown with actor Jason George of ABC's Station 19 and Grey's Anatomy

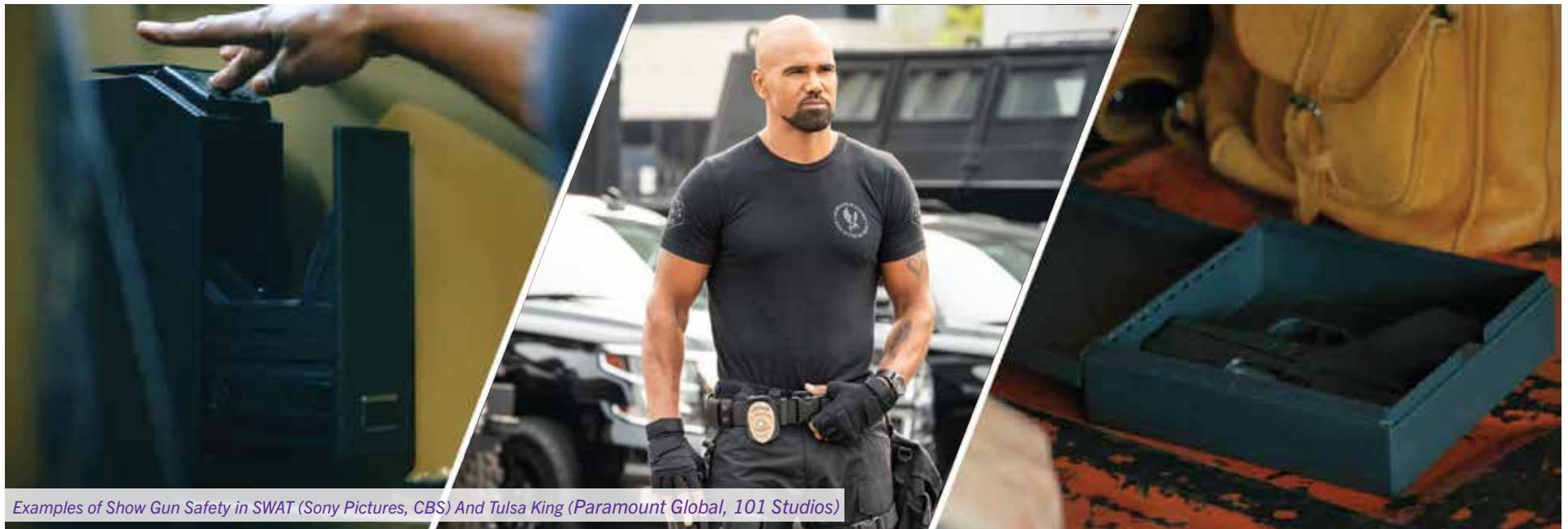
HOW WE'RE MAKING AN IMPACT

After meeting with our Show Gun Safety team:

- An animated feature film that earned \$500M worldwide removed a scene with children and firearms
- A \$25M budget horror film premiering in early 2026 will show firearms only when they are safely retrieved from gun safes
- A police procedural TV series will depict characters safely storing their firearms for the first time in its 20-year run
- An upcoming Peacock limited series is incorporating our guidance around issues like police violence, firearm suicide, and long-term survivor impact
- A \$200M budget superhero film premiering in summer 2026 will show safe gun storage

SHOW GUN SAFETY PRINCIPLES

1. Model responsible gun ownership, especially secure storage. Show consequences for reckless gun use.
2. Have at least one conversation during pre-production regarding how guns will be portrayed on screen.
3. Limit scenes including children and guns.



Examples of Show Gun Safety in *SWAT* (Sony Pictures, CBS) And *Tulsa King* (Paramount Global, 101 Studios)

HEALTHCARE PROFESSIONALS TALK TO PATIENTS ABOUT FIREARM ACCESS & SAFETY

Every day in America, clinicians walk into exam rooms to talk to patients about health risks. But too often, there is a topic they don't address: firearm access. In a country where millions of people live in homes with unlocked firearms, this omission contributes to daily tragedies.

We know it's a loaded subject. That's why our This Is Our Lane campaign, led by Brady Chief Medical Officer, Brady Board Chair, and trauma surgeon Dr. Joseph Sakran, launched a helpful resource guide to empower clinicians to talk to patients about firearms. Our robust guide includes tips for fostering a constructive dialogue, role-play scenarios, and patient resources on responsible gun ownership and secure storage.

Ensuring gun owners store their weapons securely is one of the most significant ways we can reduce America's gun violence crisis.

Patients whose physicians counsel them on safe firearm storage are 3x more likely to make decisions to store guns safely. Yet over half of clinicians say they avoid discussing this issue with patients.

We also partnered with global marketing agency dentsu health to run a six-figure ad campaign to drive healthcare providers to our guide. To date, more than 8 million pediatricians, primary care doctors, nurses, and more have seen our campaign and accessed our materials. Data shows that we're spurring conversations that save lives: **After seeing our campaign, the number of pediatricians who identified firearm safety as an essential public health issue jumped from 29% to 54%.**

Over the next year, we will continue to grow this educational effort with more training materials and outreach. This way, we are helping healthcare professionals not just treat bullet wounds, but leverage their position as trusted messengers to prevent them.



THE BRADY APPROACH TO PROTECTING OUR KIDS

Brady combines our legacy of bipartisan leadership with our proven behavior change campaigns. Our three-pronged approach follows the roadmap behind other successful social change campaigns, such as those to prevent drunk driving, promote seatbelt use, and reduce youth smoking.



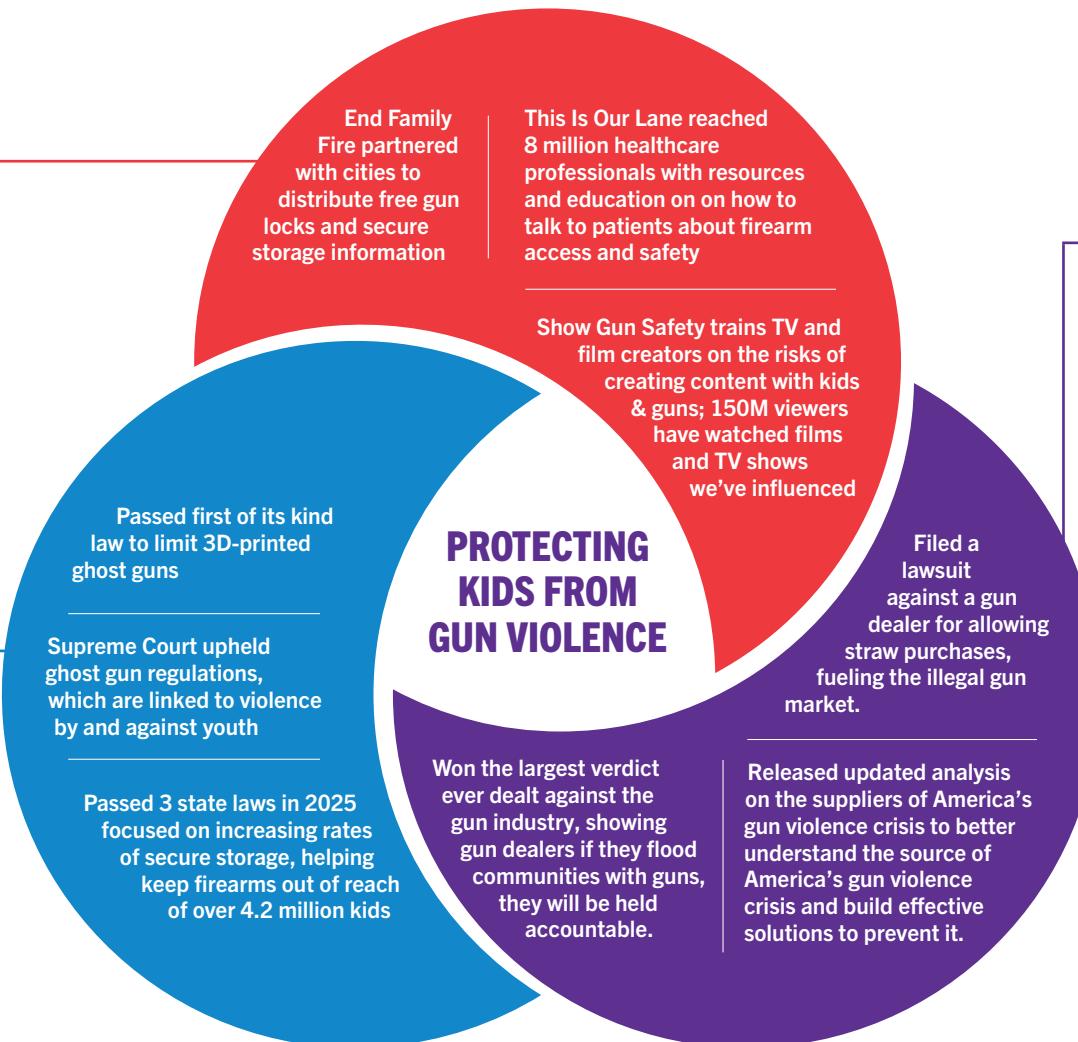
CHANGE THE CULTURE

Just as Americans shifted norms and behaviors to curb youth smoking and wear seatbelts, we can shift our norms and behaviors about how we use, own, and perceive firearms.



CHANGE THE LAWS

The overwhelming majority of Americans support stronger gun laws. We fight to pass sensible laws and policies that are proven to keep Americans safe from gun violence.



“

Team ENOUGH has helped me learn how to advocate for what I am passionate about. I've learned about gun violence as a public health issue, and that my voice as a youth advocate is not a setback in the political sphere but an advantage. Because of this community, I've started a Team ENOUGH chapter and taught other high schoolers about gun violence prevention — all thanks to the strong network of people and resources that Team ENOUGH has provided.

ROMAN PROKOP, TEAM ENOUGH FAIRFAX, VA, CHAPTER LEADER



Roman Prokop, Team ENOUGH Fairfax, VA, Chapter Leader (left)



COOKIE & KENNY MISHER

Parents of Ross Misher

"I've been an advocate for Brady and gun violence prevention since my father, Kenny, was shot and killed in 1984. As a student at George Washington University, I founded the first Brady student group, and Sarah Brady was our first speaker! After my mother Cookie's passing this year, I created the Cookie and Kenny Misher Award for Youth Advocacy to honor exceptional Team ENOUGH students and continue my parents' inspiring legacy."

**MEET OUR
SUPPORTERS!**

GOING BEYOND THOUGHTS AND PRAYERS

The path forward must not be prayer alone; it's courage, community, and the conviction to save lives.

In the wake of every mass shooting, our nation's leaders offer up thoughts and prayers. But what happens when children are shot as they pray?

On August 27, 2025, during a back-to-school mass at Annunciation Catholic School and Church in Minneapolis, a shooter armed with three firearms fired more than 100 rounds through church windows. Children hid beneath pews, holding one another during the rampage that killed two children and injured at least 20 more — another devastating reminder of our country's gun violence crisis.

Gun violence is the number one cause of death for children in the U.S. But this community refuses to be defined by tragedy. United by the call, "when you pray, move your feet," they are turning grief into action, joining people across the nation who are demanding long-overdue change.

Brady proudly joined survivors, families, and advocates across Minnesota urging Gov. Tim Walz to convene a special legislative session and pass life-saving gun violence prevention laws. Alongside partner organizations and our chapters in Minnesota and beyond, we're continuing to turn heartbreak into action — because change is possible when we refuse to look away, demand accountability, and act together for a safer future.

“

We have more guns in this country than people. We can't just say that this shouldn't happen again — and then allow it to happen again and again. We must act.

MINNEAPOLIS MAYOR JACOB FREY



There have been over

- 350 mass shootings
- 64 school shootings

between January and mid-October 2025

THE BIG GUNS, THEIR BIG LIES, AND BIG MONEY

The NRA and broader gun lobby have spent decades selling the “big lie” that guns make us safer and that “nothing stops a bad guy with a gun like a good guy with a gun.” These myths aren’t just part of their marketing campaign — they ARE their marketing campaign. Each year, the gun industry makes billions of dollars from using fear to drive gun sales. They simultaneously use their big profits to buy political power, donating to elected officials who ensure their scheme goes uninterrupted and the American public remains uninformed. *But Brady is calling out these patently false claims, taking on the “big lie” to remind Americans that a firearm is not a risk-free proposition.*

GUN VIOLENCE COSTS AMERICA AN ESTIMATED \$557 BILLION ANNUALLY.

That's over \$1,600 per taxpayer each year.



GUN INDUSTRY & GUN LOBBY REVENUE

In just the past three years, Smith & Wesson alone has spent over \$46 million on marketing and advertising.

2023

The NRA had a revenue of **\$176M**.

2024

The National Shooting Sports Foundation (NSSF) had a revenue of **\$59M** and **15.3M** guns were sold.

2025

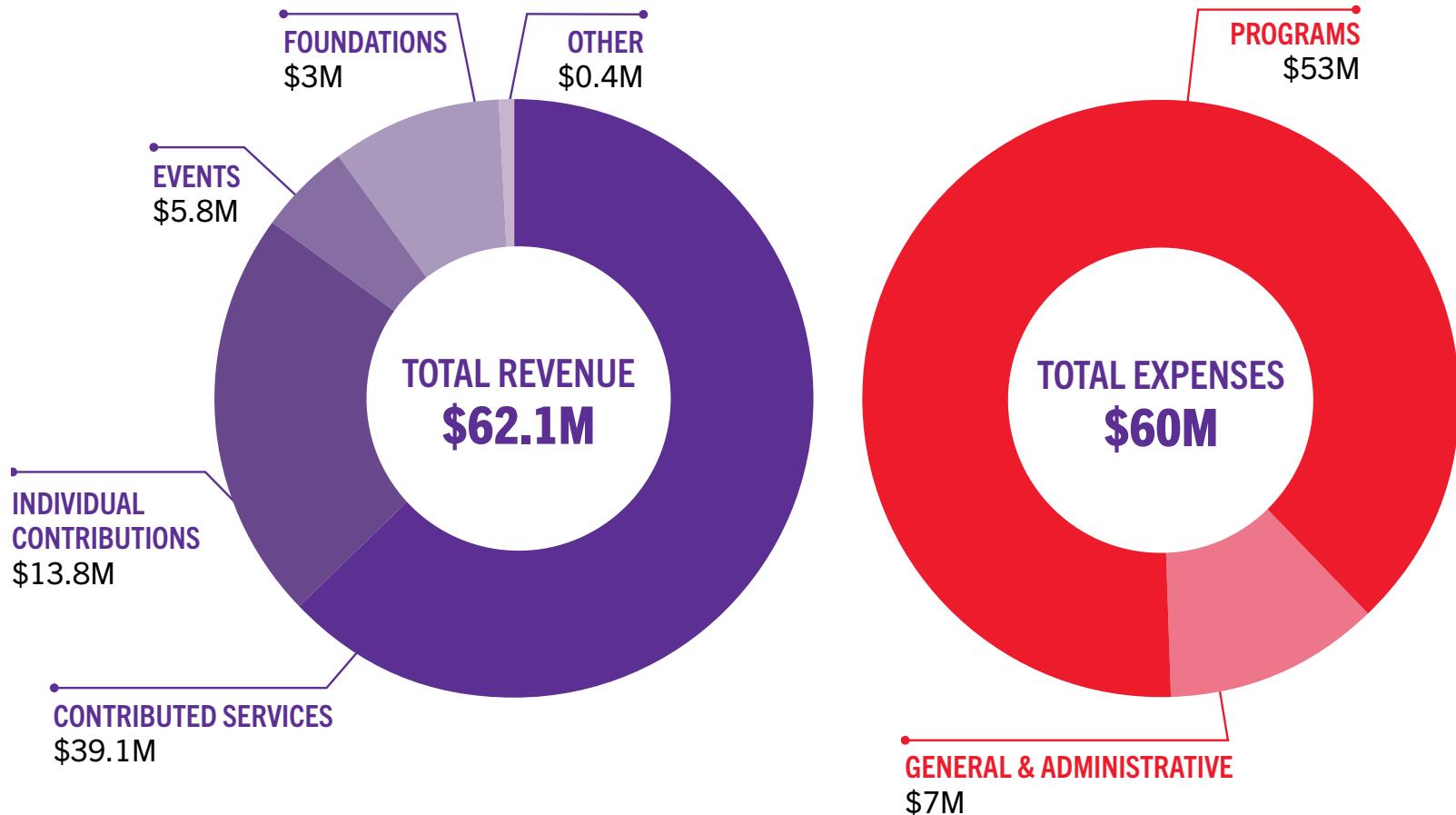
The gun industry is estimated to generate **\$19.6B** in revenue.

GUN LOBBY POLITICAL INFLUENCE

- Pro-gun political action committees (PACs) increase donations by **more than 30%** to U.S. House candidates in districts that had a fatal school shooting.
- Pro-gun PAC donations to U.S. House candidates affected by fatal mass shootings **skyrocketed by 1,730%** within two months of an election.
- In the wake of the Oxford, MI, school shooting, contributions by pro-gun **PACs surged 434%** compared to the previous election cycle and **591%** over the average of the five preceding elections.
- In 2024, the **NRA spent \$2.2M to elect Donald Trump** and an additional **\$1.8M against Kamala Harris**.
- In the 2024 election cycle, gun rights groups spent **\$14.7M** on lobbying efforts, including over **\$5M** on congressional candidates.
- In 2021 alone, NSSF outspent all other pro-gun organizations in federal lobbying, spending **\$5 million to influence legislation**.

Fiscal Year 2025 **FINANCIALS**

Preliminary, Non-GAAP and Pre-Audit
as of 10/15/2025



\$0.80 OF EVERY DOLLAR GOES DIRECTLY TO BRADY'S LIFE-SAVING WORK.

BRADY IS MAKING AN IMPACT

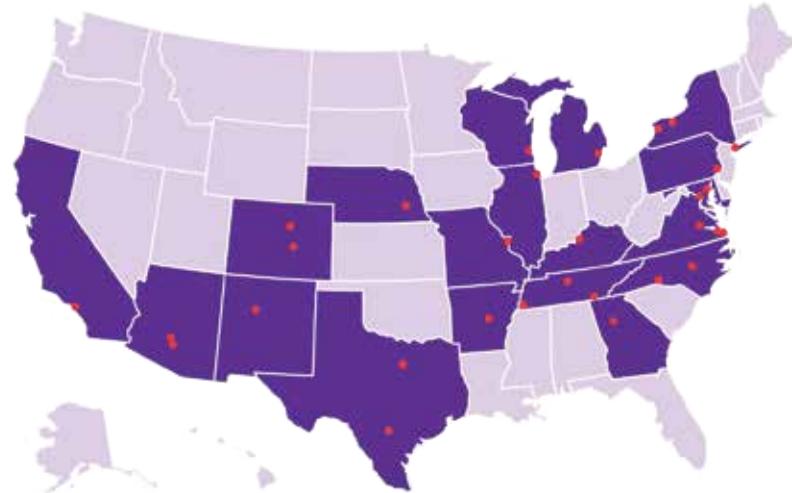
STATE OF GUN VIOLENCE

2024↓

had the **lowest number** of mass shootings since 2019.

17%

decline in homicides in the first half of 2025 in 30 of the country's largest cities (compared to 2024). →



STATE POLICY

4 **9**

total bills passed.

2 **7**

total bills signed into law.

First-ever
state firearms procurement law passed in Colorado.

Parental notification passed in MI and CO:
Bringing the number of school children to approximately 15.5M whose parents or guardians will receive information on secure gun storage to keep kids safe.

LEGAL

1 **7**

current/active cases for affirmative (14) and defensive (3) litigation.

4 **6**

amicus briefs filed in FY25 and 10 amicus briefs filed so far in FY26.

First time in a decade the gun industry stood trial in a court of law, resulting in largest verdict ever against the gun industry in American history:



BALTIMORE, MARYLAND
62 MILLION DOLLARS

FEDERAL POLICY

55K

messages sent to Trump administration.

5K+

comments driven to oppose restoration of gun rights to people convicted of serious crimes, like domestic abuse and gun trafficking.

200+

meetings with federal lawmakers.

END FAMILY FIRE

7.4 BILLION

End Family Fire content has been served to viewers more than **7.4 billion** times, and viewers have sought out more information about safe gun storage over **2.9 million times**.

Gun owners who saw the ads were nearly **4x more likely** to seek information on safe storage versus gun owners who did not see the ads.

54% of gun owners who saw the ads changed how or where they keep their firearms in order to store them in a safer manner.

78% of gun-owning parents who are aware of End Family Fire campaigns agree that storing all household firearms locked and unloaded reduces the risk of someone unintentionally being hurt or killed by a firearm in the home.



GRASSROOTS

2.4 MILLION

FY25 website visitors.

168,000

messages sent to lawmakers.

THIS IS OUR LANE

8 MILLION+

healthcare professionals reached with our resource guide, "How to Talk To Patients About Firearm Access and Safety."

CHAPTERS

32

Brady chapters

38

Team ENOUGH chapters

22

Letters to The Editor published in local and regional publications

SHOW GUN SAFETY

Met with major studios **Universal Pictures, Paramount Pictures, Warner Bros., Walt Disney Studios, Sony Pictures**, and more!

54 BILLION

Contracted to advise over a dozen **Walt Disney Studios** entities. Walt Disney Company generated **54B** viewing hours in a single year in the U.S.

1,000+

TV/film industry leaders advised on responsibly depicting guns on screen.

150 MILLION

viewers have watched films and TV shows we've influenced.

CRIME GUNS

466

registrants for conferences.

Pittsburgh: **92**

California: **144**

Chicago: **176**

Fresno: **54**

1,226

Identified **1,226** dealers that are the top suppliers of gun crime in America.





TAKE ACTION TO END GUN VIOLENCE

On October 7, 2025, 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, political analyst Van Jones, and music artist E-40.



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 (23)

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

Catherine and Philip Blair

Kris Brown

Julie Cicileo

Ronald S. Duby

Liz Dunning & Paul Goldblatt

Cordy Galligan

Deborah Granger

Tim and Sue Gomes

William S. Harwood and Ellen

Alderman

Ricki Tigert Helfer and Michael S.

Helfer

Paul R. Herstein

Larry and Terry Hill

Linda S. Heaney

Richard and Peggy Hudson

Gary Holland

Karl Hunt

Jacqueline Jones

Kathy Keler

Jane King

Martina Leinz

Kenneth E. Ludlum

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

Keith R. Sendall

Michael and Sharon Shone

Bruce Shuttleworth

Gwyn Staton

Richard Tuggle

William R. Warwick

Robert and Linda Waugh

Robert J. Wilhelm

Robert Williamson

Herbert Winter

Alan and Irene Wurtzel

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.



CATHERINE & PHIL BLAIR

“As survivors of the mass shooting at the Highland Park July 4 parade, we were brought face to face with a terrible realization. In our country, there is no place where we are safe and no way we can protect our families from gun violence. This unacceptable fact of life led us to support Brady: United Against Gun Violence as the organization most capable of helping to turn the tide of gun violence in our country.”

**MEET OUR
SUPPORTERS!**

NATIONAL LEADERSHIP COUNCIL

The National Leadership Council plays an important role in furthering Brady's mission to free America from gun violence. Anchored in key cities (Washington, D.C., Los Angeles, San Francisco, New York, and Chicago), members of the leadership council leverage professional and personal networks to help raise funds and awareness about Brady's work.

For more information, contact Jessica Simon at jsimon@bradyunited.org.

Maliha Adams
Dawn Alexander
Mollie Allen
Pellie Anderson
Leila Barbour
Joel Becker
Pamela J. Bell
Jenny Belway
Jeff Bleich
Ruth Borenstein
Ann Boyce
David Bray
Trey Callaway
Johanna Carney
Kathy Charlton (Regional Chair)
Anne Ching
Randi Curhan
Bill D'Elia

Marita Daly
John DeFaria
Jeremy Diamond (Regional Chair)
Amy Dixon
Mark Drexler
Keven Duffy
Erin Dunkerly
Kris Dyszynski
Jenny Fannin
Pam Feinstein
Joan Whitney Flagg
Gustavo Friedrichson
Patrick Gadson
Gwen Geller
Vincent Geraghty
Andrew C. Goldberg
Adam Greenberg
Alan Greene

Anita Greenspan
Judy Grossman
Dr. Vivek Gupta
Donna Gutman
Cori Hanky
Matthew Harrigan
Eric Havian
Ricki Tigert Helfer
Steve Henry
Gary Holland
Dan Horn
Roberta Horton
Mark House
Kyleanne Hunter
Peter Jablow
Rise Johnson
Risa Josias
Jeremy Kagan
Corry Keilin
Nick Kenig
Coach Steve Kerr
John Kimball
Patrick Kiss
Paul Koplin
Sonja Caldwell Kos
Pam Kosinski
Kira Dahlgren Lancaster
Sara Lange (Regional Chair)
Megan Leahy
Reggie Lee (Regional Chair)
Doug Leighton

Marc Levine
Nadine Lewis
Mark Linton
Harry and Julie Litman
Ken Ludlum
Douglas W. Lyons
John Maa
Jackie Mahoozi
Alana Mayo
Adam McKay
Marc McKay
Lucy McMillan
Ross Misher
Dennis Mulqueeney
Katherine Nicholls
Marisa Nightingale
Christina Nooney
Heather Nornes
Bill Oberlander (Regional Chair)
Jonathan Parkhurst
Jeanette Pavini
Illyasha Peete
Alan Pemberton
Kendra Peterson
Michael Plimack
Claire Rudnick Polstein
Natalie Prokops (Regional Chair)
Juano Queen
Jim Reichardt
Kari & Tom Rocca
Steven Roland (Regional Chair)

Michael Ronen
Dr. Babak Sarani
Jeremy & Skei Saulnier
Kim Scardino
Meredith Scardino
Michael Schissel
Juana Schurman
Gordon Scott
Louise Serio
Sara Shankman
Rose Ann Sharp
Allison Shaw
Randi Singer
David & Diana Skaar
Allison Solomon
Joshua N. Solomon
Angela Sonneborn
Jill Spiegel
Steve Sposato
Karl Stark

Steve Steinhart
Megan Sweet
Eric Swergold & Dawn Dobras
Sonny Tai
Jessica Taylor
Kath Tsakalakis
Simone Ver Eecke
Veronica Verklin
Jeff Vespa
Brittany Votto
Lena Waithe
Kathleen C. Walsh
Joyce Wang
Jacob Weiss
Marlon West
Ben Wexler
Jacqueline Wolff
Juan Woodbury
Carolyn Wu
Dr. Marty Yee



BOARD OF TRUSTEES

Brady's work to free America from gun violence wouldn't be possible without the commitment and leadership of our board of trustees.

BRADY CAMPAIGN: 501(C)(4)

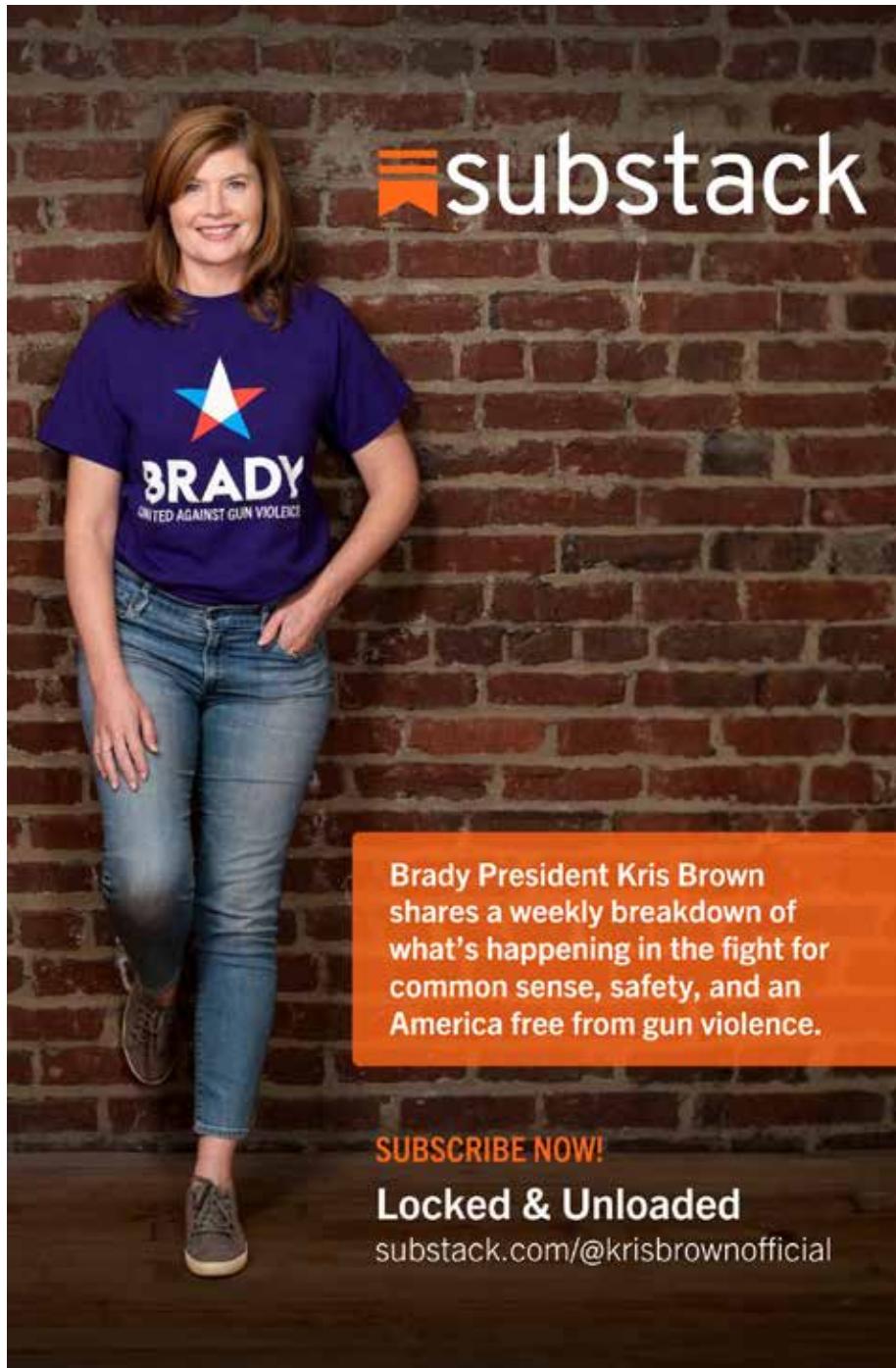
Dr. Joseph Sakran (Board Chair)
Kris Brown (President)
Tony Porter (Treasurer)
Lynn McMahon (Secretary)
Gene Bernstein
Catherine Blair (September 2025 - present)
Anne Ching (September 2025 - present)
David Clark
Thomas Dixon
R. Vann Graves (September 2025 - present)
Ricki Tigert Helfer
Martina Leinz (until September 2024)
Loren Lieb
Joshua Solomon
Helen Torelli
Joe Trippi
Kath Tsakalakis
Amanda Turner (Chapter Representative)
David Wah

BRADY CENTER: 501(C)(3)

Dr. Joseph Sakran (Board Chair)
Kris Brown (President)
Tony Porter (Treasurer)
Lynn McMahon (Secretary)
Gene Bernstein
Catherine Blair (September 2025 - present)
Anne Ching (September 2025 - present)
David Clark
Thomas Dixon
R. Vann Graves (September 2025 - present)
Ricki Tigert Helfer
Martina Leinz (until September 2024)
Loren Lieb
Joshua Solomon
Helen Torelli
Joe Trippi
Kath Tsakalakis
David Wah

**Board members reflect July 1, 2024 - June 30, 2025 and July 1, 2025 - present.*





substack

Brady President Kris Brown
shares a weekly breakdown of
what's happening in the fight for
common sense, safety, and an
America free from gun violence.

SUBSCRIBE NOW!
Locked & Unloaded
substack.com/@krisbrownofficial



THE BROSE HIE HILL FOUNDATION

The Brose Hie Hill Foundation is a proud supporter of Brady and its incredible work. The foundation continues the charitable legacy of its namesake, Olive J. Brose, who began supporting Brady in 1998. Upon her death in 2016, the foundation was created to continue supporting her interests, Brady being among them. Over the years, as directors, we have been inspired by the vision, creativity, and resourcefulness of Kris and the entire Brady team. They maximize their impact, finding ways to raise awareness through advertising, like the End Family Fire program, their work through Brady Legal, and building grassroots support through youth and leadership groups across the country. The Foundation is committed to supporting Brady's work and initiatives, and bringing a common-sense approach to the dialogue on gun violence prevention.

MEET OUR SUPPORTERS!



BRADY ACTION AWARDS

The Brady Action Awards took place in May 2025 at the Waldorf Astoria in Washington, D.C. Hosted by comedian Patton Oswalt, we honored 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 APRIL 14, 2026!



WAYS TO GIVE

You make our work to change the laws, change the gun industry, and change the culture to free America from gun violence possible. Scan the QR code now to make a life-saving gift.



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



Online: To give a tax-deductible contribution online to the Brady Center to Prevent Gun Violence, visit bradyunited.org/donate/tax



Mail: To give a tax-deductible gift by mail, make check payable to Brady Center and mail to 840 First Street NE, Suite 400, Washington, DC, 20002.



Stock: You can initiate a stock transfer through your Broker to our Raymond James account by calling 833-991-1426.

Account Name: Brady Center to Prevent Gun Violence
DTC Number: 0725

Account Number: 1008T803

Please notify Lisa Mifsud at lisa.mifsud@raymondjames.com and donations@bradyunited.org when the transfer takes place so we may properly credit and acknowledge the gift of stock.

Donor Advised Fund: (TIN/EIN): 52-1285097
Combined Federal Campaign (CFC): 11195

Brady is excited to announce that its strong financial health and ongoing accountability and transparency has earned a Four-Star Rating from Charity Navigator, America's largest and most utilized independent charity evaluator.



Below are ways you can make a **non**-tax-deductible gift to the Brady Campaign [501(c)(4)]. EIN: 23-7321017



Online: To give a non tax-deductible contribution online to the Brady Campaign to Prevent Gun Violence, visit bradyunited.org/donate



Mail: To give a non-tax-deductible gift by mail, make check payable to Brady Campaign and mail to 840 First Street NE, Suite 400, Washington, DC, 20002.



Stock: You can initiate a stock transfer through your broker to our Wells Fargo Account by calling 1-800-603-1584.

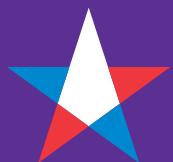
Account Name: Brady Campaign
DTC Number: 0141

Account Number: 1718-1602

Please notify donations@bradyunited.org when the transfer takes place so we may properly credit and acknowledge the gift of stock.

If you have questions or want to make a donation via **electronic transfer, donor advised fund, or IRA**, please contact donations@bradyunited.org or 202-370-8118.

HOW YOUR SUPPORT HELPS: \$0.80 OF EVERY DOLLAR GOES DIRECTLY TO BRADY'S LIFE-SAVING WORK.



BRADY
UNITED AGAINST GUN VIOLENCE

BRADYUNITED.ORG